

RACHEL KREMEN
CURRICULUM VITAE
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EDUCATION

Purdue University

Master of Science in Education, Learning Design and Technology, December 2019

MIT

Knight Science Journalism Fellow, May 2006

National Institute for Computer-Assisted Reporting, May 2000

Data journalism training seminar

Ryerson Polytechnic University

B.A.A. in journalism, Dean's List, August 1997

TEACHING

Rutgers University

Teaching instructor, February 2017-present

Award

- Departmental teaching award, Journalism and Media Studies, May 2018

Instruction

- Taught 20 sections of five undergraduate courses, in face-to-face and hybrid formats, with average teaching effectiveness ratings of 4.91/5 and course quality ratings of 4.80/5.
Courses: Writing for the Media, Media Ethics and Law, Science and Health Journalism, Media Publishing and Design and Information Design for Web Journalists.

Course coordination: 16 sections of 04:567:200 Writing for the Media

- Wrote a successful application to designate Writing for Media as an RU Core course. As a result, enrollment doubled in one year, with 16 sections of the course running in Spring 2020.
- Developed and led a re-training workshop in August 2019 for 11 part-time lecturers. Oversee their work, providing frequent guidance on instruction, student interaction, and technology issues.
- Completed teaching evaluations of first-time PTLs and Appendix C Evaluation forms for all lecturers.
- Oversaw the creation of all of Canvas sites for the course and a Writing for Media Instructor Website, which houses key documents and links for the course.

Course development

- Redesigned 04:567:200 Writing for Media, with an eye toward improving student performance in foundational skills. This project included writing and recording a video series on interviewing skills, creating clear rubrics and descriptions for all assignments, selecting a new course textbook, creating a new Canvas shell, training PTLs in the new course, and providing ongoing support to professors as they adjust to both Canvas and the redesigned course (Spring 2019)
- Redesigned Info Design 04:567:347 course to include a half-semester on user experience skills, where students create all of the planning documents required for designing a news site (Fall 2019)
- Redesigned 04:567:340 Science and Health Journalism, creating numeracy lessons, pitches to real editors, a weekly “book club” with students-led discussions on science feature articles to inform students’ own feature stories, and videos from top science reporters (Fall 2018)
- Developed and implemented a pitch-letter module used in Science and Health Journalism and 04:567:345 Media Production and Design. Incorporated an active learning approach in which students analyze pitch letters before writing their own with the help of a tailor-made infographic (Spring 2018)

Game development

Developed more than a dozen games for Journalism and Media Studies courses, including:

- Shady Business: This choose-your-own-adventure video game presents students with newsroom scenarios so they can apply the laws they have studied in 04:567:215 Media Ethics and Law. Wrote, designed and programmed the game, including a performance tracking feature for easy identification of problematic topics (Spring 2019)
- That’s C.R.A.P! Scavenger hunt in which students correct design flaws related to contrast, repetition, alignment, and proximity on items they find on campus (Fall 2019)
- Discourse for This Course: Card game with speaking prompts used to promote a more thoughtful, logical classroom discussions (January 2019)
- Heads Up! Game-show activity to familiarize students with the inverted pyramid and news leads by writing the titles of Disney movies as news headlines (Spring 2017)
- Flat Plan: Board game about the magazine industry in which players move around a magazine flat plan to familiarize them with this kind of chart (Spring 2017)
- What would a philosopher do? Board game in which students answer factual questions about philosophers to prepare for the final exam (Fall 2017)

Grant

- Humanities Plus 21st Century Learner Award for Pedagogical Innovation, March 2019
Rutgers University, School of Arts and Sciences, \$5,000
This grant was awarded for thinking creatively and imaginatively about 21st century Humanities pedagogy. My project involves the creation of several new elements for the Writing for Media course, including video lessons, games and software that will create grammar and Associated Press quizzes for students on demand. Version 2.0 will develop intelligent question generation and be part of a joint research project with the Rutgers’ Chemistry about the role of metacognition in test performance.

Teaching-related consulting

- Helped Prof. Annalisa Scacchioli of the Rutgers School of Engineering reinvigorate her undergraduate mechatronics class [might be nice using active learning and gaming elements, including a Harry Potter House points system to improve participation in the 250-student course (Fall 2018)]
- Helped Department of Economics PTL Sue Bhuyan to develop case studies and an independent study project centered around active learning concepts (May 2018)

Committees

- Undergraduate honors committee: Second reader on JMS major Manya Goldstein's undergraduate honors thesis: "The United States has an Epidemic of Processed Food — and it's Killing Us," December 11, 2018. <https://blog.usejournal.com/the-united-states-has-an-epidemic-of-processed-food-and-its-killing-us-bb3a9a9a0547>

Rutgers University

Part-time lecturer, September 2015-January 2017

Instruction

- Taught 8 undergraduate courses, face-to-face, with average teaching effectiveness ratings of 4.84/5 and course quality ratings of 4.73/5. Courses included Writing for Media, Media Ethics and Law, and Information Design for Web Journalists.

Course Development

- Revamped Writing for Media Sakai template for all sections of the course, including improving assignment descriptions.
- Created new slideshows for all Writing for Media lectures, which were shared with all sections

Ryerson University

Part-time Lecturer, September 2004-January 2005

- Consulted with faculty to develop a programming curriculum
- Implemented the curriculum for the first online journalism course at Rutgers University

SERVICE

Award

- Barbara Reed Service Award, May 2019
Rutgers University, Journalism and Media Studies Department
For distinguished achievement in service, as voted on by fellow faculty.

Service to Rutgers

Presentations

- "Any Questions? A Workshop About Piquing Student Curiosity."
Humanities Plus, Rutgers University School of Arts and Sciences. April 3, 2019.
The workshop guided approximately 40 faculty members on how to use the Question Formulation Technique: a method for helping students develop research questions.

- “Making Fun.”
Rutgers University Faculty Training and Outreach. Sept. 26, 2018. *[AP style dates are OK, but be consistent.]*
This hands-on workshop broke down the creative enterprise of developing novel educational games into a series of discreet steps.
- “Be the Dean of Fun.” (Video of presentation: https://youtu.be/UZrIT_0sGgU)
Rutgers University. New Brunswick, NJ. May 15, 2018.
This interactive presentation was given as a part of the Active Learning Symposium. With nearly 80 people attending, the session proved to be the most popular workshop of symposium.

Design work

- Kairos Magazine, Web Producer
Journalism and Media Processed and uploaded content for four issues of Kairos Magazine
- Loyal Sons and Daughters of Rutgers
Designed the invitations and RSVP cards for their 60th annual awards dinner

Committee membership

- Writing in the Disciplines Faculty Learning Committee, founding member
Members meet monthly to discuss methods for improving writing instruction across disciplines at Rutgers. Despite not being a member of SAS faculty, I was invited to join based on my active learning and game design presentations.
- SC&I Web Committee, Spring 2017-Spring 2018
Members solicited comments from faculty about how the SC&I Web site could be improved and met with an outside design firm to discuss needs and concerns

Service to academia

- “E-quality.”
LearnTec Conference. Miramichi, New Brunswick, Canada, 2002.
The keynote speaker for a provincially-funded conference about education in Canada, this presentation addressed methods for encouraging more women into STEM fields.

PROFESSIONAL JOURNALISM WORK

Freelance

Journalist, communications consultant, July 2008 – Current

- Wrote and edited articles for various clients, including *MIT Technology Review*, *Scientific American*, *Sfari.org* and the National Institute for Children’s Health Quality
- Edited the book *Civic Fusion (2012)*, which was published by the American Bar Association

MIT Technology Review

Online managing editor, July 2006 – June 2008

- Edited stories from staff and freelance writers

- Planned new multimedia projects for web site, including video blogs and podcasts
- Supervised online staff, managed editorial schedule

Toronto Star

Technology reporter, columnist, Aug. 2000 – Aug. 2005

- Wrote weekly columns about the science and history of everyday products
- Developed feature stories for technology, health and ideas sections
- Reported for the business section on daily deadlines

MSNBC

Interactive producer, Feb. 1999 – Aug. 2000

- Wrote stories for the technology, health and international sections
- Developed original interactive content for MSNBC.com by managing the work of writers, editors, photographers and graphic designers

MediaLinx

Online producer, Jan. 1998 – Feb. 1999

- Wrote daily web-site reviews for the leading Canadian ISP
- Analyzed the competition and formulated new content strategies

Toronto Life

Online editor, June 1997 – Nov. 1997

- Produced exclusive online content by coordinating the work of artists, writers and editors
- Coded web pages in HTML and JavaScript, created graphics in Photoshop

TECHNICAL SKILLS

- Proficient in CSS, JavaScript, PHP, MYSQL, C++, HTML, WordPress, InDesign, Photoshop, Sketch, iMovie, MSOffice
- Able to make a robot out of an electric toothbrush when necessary