

W. JAMES GOSLINE, Jr.

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UNIVERSITY EXPERIENCE

Professor of Clinical Management Communication, 2007 to present
Associate Professor of Clinical Management Communication, 1996 to 2007
Assistant Professor of Clinical Management Communication, 1990 to 1996
University of Southern California, Los Angeles
Marshall School of Business
Center for Management Communication

Current primary course load assignments:

Graduate School of Business Administration BUAD 523-IBEAR (International Business Education And Research Program), "Management Communication and Persuasion"—An intense oral presentation, business writing, and U.S. business protocol course for international MBA students that strengthens communication skills and introduces them to business customs in the U.S. In Terms 4 and 5 of the IBEAR program, communication instruction continues through substantial integration with their International Consulting Project. Designed and installed this required course for the IBEAR MBA Program.

Graduate School of Business Administration BUCO 533, "Managing Communications in Organizations"—Elective course for students in Full-Time MBA Program and required course for students in MAcc and MBT Programs. As an advanced management communication course, focus on improvement of communication skills shifts from individuals to the role that persuasive communication plays in teamwork and team leadership. A term-long project requires small teams to provide consulting services to 'voluntary sector' not-for-profit organizations. Course materials and assignments emphasize strategies and techniques for persuasion as well as critical thinking.

Writing 340, "Advanced Business Writing"—Required course for all undergraduate business majors. Significantly involved with the original design and subsequent revision of this General Education requirement. Special emphasis is applied to a Business Ethics Module, which is required in all Marshall WRIT 340s.

Past primary assignments:

Graduate School of Business Administration 542-MBA.PM Program, "Communication for Management"—Required course for 3-year MBA program builds on communication strategy introduced in pre-program workshops and reinforces critical components once the course ends by integrating communication instruction into related assignments in other courses. Revised and enhanced the Writing Diagnostic used to assess all incoming students.

Graduate School of Business Administration 502, "Communication for Management"—An integral component of the MBA Core two-year program. Emphasizes critical thinking, communication strategy, persuasion, and oral presentation skills through case method learning and experiential simulations.

Accounting 550T, "Tax Research and Practice"—Fifty percent of this team-taught graduate course was devoted to enhancing communication and persuasion skills. Designed and installed communication component.

Graduate School of Business Administration 523T, "Communication for Accounting Professionals"—Designed and installed this required course for the Master of Accounting Program.

Business Administration 302, "Business Communication"—Required course for all undergraduate business majors.

Business Communication 485, "Business Communication Management"—Elective, capstone course for seniors graduating with a Concentration in Communication. Designed course to allow students to learn through contracted consulting with local not-for-profit organizations.

Business Administration 302T, "Business Communication for Accounting Majors." (Department of Business Communication) A specialized, technical undergraduate course required for future accounting professionals.

Coordinator, undergraduate business major communication courses—Directing a pool of 10 full- and part-time faculty for instruction of 34 sections a year (approximately) of BUAD 302, with 35 students per section.

Accounting Communication Program—Development of seminars and exercises to stress the importance of communication in all classes offered by the Leventhal School of Accounting.

COMMUNITY SERVICE

- 2009-Current **Academic Senate – Committee on Non-Tenure-Track Faculty Affairs.** Committee is charged by the Academic Senate to review the academic affairs (workplace conditions, contracts, policies, etc.) of all non-tenure-track faculty at USC. Committee typically includes 20-plus members from 15 different 'units' (College, school, department, etc.) at USC. In 2010, was elected to the Executive Committee. In 2011, volunteered to help write the new committee White Paper drawing on my involvement in previous year to manage a 190-question Qualtrics survey of non-tenure-track faculty.
- 2010-Current **Column Marshal for Marshall and Annenberg Schools: Main Commencement.** After five consecutive years volunteering to be a Marshal, 'promoted' to Column Marshal responsible for organizing and leading 13 Marshals. Took advantage of opportunity to introduce a new era of "Marshall School Students Exemplary Behavior at Commencement." A week prior to the ceremony, met and spoke to each of the 13 Marshals to explain my initiative, which resulted in great success.
- 2010-Current **WRIT 340 Mentor.** New faculty members: Cesar Armendariz and Madelyn Cain-Inglese. Role includes peer observation and report.
- 2011-Current **Hiring Committee for the Center of Management Communication.** Review applications and interview for hiring new faculty.
- 2010-2011 **CIBEAR Grant: "Asian Brief": On-line Business News.** Faculty Advisor for \$7000 U.S. Department of Education grant through CIBEAR for a student run, monthly on-line news site of breaking financial news in Asia. Due to drastic reductions in April by Congress for funding university-level programs administered by DOE (from \$125M to \$75M), this project was unable to receive continuing funding.
- 2011 **Commencement Speaker Coaching.** IBEAR International MBA Program, July 15, 2011: Adam Moriwaki; MBA.PM Program, May 13, 2011: Jane M. Lee.
- 2011 **Los Angeles Community Impact (LACI) Faculty Advisor.** Global Adolescent Project Corporate Sponsorship: Haiti—After the Earthquake. Advised team of undergraduates on creation and publication of flyer for corporate sponsorship.
- 2005-Current **Jeffrey Abbott Scholarship Committee.** This project requires contact and coordination with Mrs. Jan Abbott and management of fund raising in connection with Jean Bowman, Marshall External Development Department. On-going efforts include soliciting financial support from over 1,200 IBEAR Program alumni and "marketing" the scholarship to Marshall faculty to increase awareness and encourage application. The project has potentially significant impact for the image of the Center for Management Communication (CMC), the Marshall School, and USC. The mission of the committee is to keep Jeff's legacy alive and allow it to continue to help students improve.

- 2005-2010 **Webmaster for CMC's Marshall Website.** First significant project was updating, revising and rebuilding entire site (59 pages) which is now complete. Other "labor-intensive" projects include: creating and installing pages for the Management Communication Association conference hosted by the CMC, installing pages for the WRIT 340 Wait-List System, organizing group and individual professional photo sessions for CMC faculty. This service for the CMC requires almost daily management and revision to ensure the posted information remains dynamic and does not become static. Impact is significant for the image of the CMC, and more broadly, for the Marshall and USC communities.
- 2002-2009 **Member, Faculty Committee on Technology.** Represent the concerns of CMC's faculty and then report on relevant committee activity. This role, as well as other factors, has allowed me to provide significant service to the CMC as the "person who can help with technology questions." This role is difficult to categorize (and document). In a nutshell, when faculty or staff have a technology concern, they come to me. This pans out as a significant time commitment, ranging from hands-on instruction on how to archive Outlook email to managing a supply of "on-loan" flash drives to helping with problems related to Blackboard, setting up BlackBerry hand-held devices, etc.
- 2002-2009 **Member, Senior Concentration Task Force.** Committee determines and recommends the best strategies for the CMC's offering of elective courses. Develop and present information about electives at "Senior Concentration Night" each semester. Many factors, both internal and external, create substantial challenges for the CMC to offer and maintain a consistent program of Senior Concentration electives in the Marshall School.
- 2005 **Presentation Coach for Marshall Undergraduate Commencement Speaker.** One-on-one training with Tessie Shih to prepare her to speak at Commencement.
- 2004-2005 **Annual Review of Performance, CMC, Committee Chair.** Review of all ARP reports—assess faculty performance and provide recommendations to CMC Director. Also, Chair of six-member committee to revise ARP report form.
- 2001-2005 **Commencement Speaker Tryouts, MAcc and MBT Programs.** One of five faculty judges helping to select Commencement speaker.
- 2003 [Service contributions interrupted and reduced by semester on medical disability leave.]
- 2001-2002 **Committee to Revise WRIT 340 Portfolio System,** Marshall School of Business. Revising the Portfolio Review process and submitting the proposal to the appropriate University administrators. Attending the meetings were representatives of WRIT 340 programs from different departments and Schools throughout the campus. With significant revision and input from all stakeholders, our proposal was approved and implemented.
- 2000-2001 **Technology Initiatives Committee,** Marshall School of Business. Committee initiated and managed School's transition to MS Outlook program.
- 1999-2001 **Undergraduate Newsletter,** Marshall School of Business: Faculty Advisor. Revitalized this student-run publication. The newsletter came out 2 to 3 times each semester depending on student input level. The level of effort was substantial in giving the students guidance on all aspects of publishing: design, types of articles to include, research, tone, graphics, proofreading, submission for publication, and delivery to student body.
- 1996-1999 **The Teaching Center,** Marshall School of Business: Member, Board of Advisors. Provided substantial input in formation of Center, including research for benchmarking information and development of new Teacher Evaluation Forms (IDEA Forms).

- 1991-1996 **Student Honor Code System**, Leventhal School of Accounting: Founding Faculty Advisor. Formed the LSOA Honor Code System with Professor Bill Smith and a student Task Force drawn from the Student Liaison Board. Co-authored the original LSOA Honor Code with Professor Smith. Logged over 100 hours of committee work to persuade the University administration to allow the Code (specifically, the Office of Student Conduct and Office of Student Affairs under Jim Dennis). Provided information seminars to LSOA student organizations. Managed the process of the LSOA student body voting on the Honor Code referendum. Served as coordinator of training for faculty and student Honor Council members.
- 1990-1998 **Student Liaison Board**, Leventhal School of Accounting: Founding Faculty Advisor. Initiated this volunteer student organization to increase communication and camaraderie among students, faculty, administration, and staff.
- 1990-1999 **University Student Conduct System**: Marshall School of Business Representative. Participated in formal hearings of student-conduct violation cases.

CONSULTING EXPERIENCE

GOSLINE COMMUNICATION CONSULTING (1987 to present)

Communication research and workshop seminars on persuasive writing and oral presentations. Partial list of clients:

- California Society of Certified Public Accountants
- Intel Corporation
- Korea Telecom
- KPMG
- McGladrey & Pullen
- MGM, Inc.
- PricewaterhouseCoopers
- Sandy Corporation
- Southern California Gas Company
- Tahoe Township Justice Court
- Transamerica Corporation

EDUCATION

University of Southern California

Master of Professional Writing, August 1987—GPA: 3.9

Publications and Productions:

The Hobart (short story), Southern California Anthology, Vol. IV, 1986

House Pets (one-act play), Stop Gap Theatre, December 1986

University of California, Santa Barbara

B. A., English, December 1975

Concentrations:

Poetry of John Donne, Epithalamia (“Wedding Poetry”), Comedies of Shakespeare