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TEACHING EXPERIENCE

University of Southern California
Marshall School of Business

Los Angeles, California

Adjunct Professor of Clinical Business Communication (2022 to Present)

Teach *WRIT 340 Advanced Writing for Business* within the Business Communication Department to prepare undergraduate students to research, analyze, and write effectively in a business environment.

University of Southern California
Rossier School of Education

Los Angeles, California

Adjunct Assistant Professor (2021 to 2023)

- Taught *EDUC 595 Instructional Design* as part of the Master of Education in Learning Design and Technology program.
- Taught *EDUC 567 Educational Performance Problems: The Role of Learning* as part of the Doctor of Education in Organizational Change and Leadership program.

University of California, Irvine
Instructor (2019 to 2020)

Irvine, California

Taught *EDUC X418.3 Course Facilitation* online as part of a 4-part series of courses offered to instructional designers in higher education. This course focused on how to train faculty members to facilitate online courses effectively and efficiently by identifying key touch points, engaging students, and analyzing feedback to improve performance and delivery methods.

University of Southern California
Adjunct Faculty (spring 2013)

Los Angeles, California

Taught *BUAD 495 Practicum in Business Issues* online for internship students within the USC Marshall School of Business. Coached interns in exploring their own interests and abilities while learning more about the industries/organizations that best matched their skill sets. Empowered students to explore and then share successful job-hunting strategies and remuneration options with one another.

ACADEMIC LEADERSHIP EXPERIENCE

University of Southern California
Marshall School of Business

Los Angeles, California

Assistant Director, Food Industry Programs (2018 to 2022)

- **Designed, developed, and delivered all online degree offerings** for Food Industry Program. Developed strategic curriculum plan for Master of Science, Food Industry Leadership (MS.FIL) Program in accordance with USC and Quality Matters guidelines. Coordinated course production for MS.FIL Program with online learning team and program faculty.
- **Developed relationships with industry contacts** through participation in food industry events. Built and maintained strong relationships with outside vendors. Generated content for Food Industry blog.
- **Managed overall student experience.** Created and maintained student recruitment and advisement processes and procedures. Conducted information sessions for potential students. Administered Birkman Assessment and provided professional coaching sessions for students on an ongoing basis. Reviewed academic progress with existing students each semester until matriculation.

Associate Director, Instructional Design (2014 to 2018)

- **Led the instructional design team** in producing all graduate-level online and hybrid academic programs and elective courses at USC Marshall School of Business. Supervised and coordinated all multi-media projects to insure alignment with strategic goals, compliance with ADA guidelines, and AACSB and WASC accreditation. Adopted Quality Matters best practices for all online programs and courses designed and developed by the Marshall instructional design team.
- **Implemented faculty development program** facilitating virtual conferences, workshops, and one-on-one coaching sessions to support instructors in the use of online platforms and pedagogies. Established professional development plans for instructional design staff to achieve mastery in emerging technologies and online pedagogies. Developed, implemented, and updated learning assessment plans to guide decision making in multi-media course and program development.
- **Supervised staff** of four full-time employees, two resource employees, and student workers. Reported directly to Assistant Dean of Online Learning. In 2015, envisioned and implemented award-winning integrated instructional design model using ADDIE and Agile models to produce multi-subject, thematic, online courses just in time and within budget.
- **Coordinated curricular content creation and submission process** for all new USC Marshall online graduate degree programs for submission to both Marshall and USC curriculum committees. In 2014-2015, provided instructional design expertise and strategic recommendations to OMBA faculty taskforce in the creation of a unique, thematic-based, online MBA program.

Educational Program Designer (2011 to 2014)

- **Expanded production of multiple online graduate-level** elective courses within USC Marshall School of Business. Established and formalized protocols and streamlined instructional design processes. Coached faculty in identifying course learning outcomes, designing assessments, and developing activities for their online courses. Trained students in the use of online learning platforms.
- **Managed the design and development of online training program** for U.S. student ambassadors to the Milano World Expo 2015, coordinating materials from USC faculty, USA Pavilion officials, and U.S. State Department. Led the design and development of Marketing, Accounting, and Business Fundamental course certificate programs offered in conjunction with an external global online education organization.
- **Reorganized, reinterpreted, and summarized** technical information for online audiences. Collaborated with video production staff to develop student-centric digital content. Applied instructional strategies for course implementation. Trained and managed student workers in facilitating online delivery for synchronous sessions. Reviewed web-based materials and tools for educational programs. Collected data for course and platform evaluation and accreditation. Built instructional design team.

EDUCATION

University of Southern California, Los Angeles

Rossier School of Education

Ed.D. Educational Leadership

Concentration in Educational Psychology

Dissertation: *Faculty development curriculum to facilitate discourse in the online space*

University of California, Irvine

Extension Program

Post-Graduate Certificate in eLearning Instructional Design

Advanced Screenwriting Coursework

University of Southern California, Los Angeles

College of Letters, Arts and Sciences

Master of Professional Writing

University of Southern California, Los Angeles

Marshall School of Business

B.S. Business Administration

Emphasis in Entrepreneurship

PUBLICATIONS AND PRESENTATIONS

Published under K.B. Keilbach and Kimberly J. Brower

Book (winner of two National Indie Excellence Awards)

Keilbach, K. B. (2009). *Global Warming Is Good for Business: How Savvy Entrepreneurs, Large Corporations and Others are Making Money While Saving the Planet*. Fresno, CA: Quill Driver Books.

Syndicated Column (Published in *WomenEntrepreneur.com*. Syndicated to *FoxBusiness.com*)

Keilbach, K. B. (2010, December 17). 'Green' evolves to 'efficient' in 2011. *Women Entrepreneur*.

Keilbach, K. B. (2010, November 23). Eco-blogger puts a new spin on buying green. *Women Entrepreneur*.

Keilbach, K. B. (2010, October 18). Farming with an eco-attitude. *Women Entrepreneur*.

Keilbach, K. B. (2010, September 19). Why not compost office trash? *Women Entrepreneur*.

Keilbach, K. B. (2010, August 16). Building blocks of sustainability. *Women Entrepreneur*.

Keilbach, K. B. (2010, July 21). Solar affordability comes home. *Women Entrepreneur*.

Keilbach, K. B. (2010, June 27). How green is your marketing? *Women Entrepreneur*.

Keilbach, K. B. (2010, May 20). Clean up with clean tech. *Women Entrepreneur*.

Keilbach, K. B. (2010, April 13). Blueprint for sustainability. *Women Entrepreneur*.

Keilbach, K. B. (2010, March 22). A good time for green builders. *Women Entrepreneur*.

Keilbach, K. B. (2010, February 16). Green events catch on. *Women Entrepreneur*.

Keilbach, K. B. (2010, January 24). Sustainability is good business. *Women Entrepreneur*.

Keilbach, K. B. (2009, December 17). What makes a good social entrepreneur? *Women Entrepreneur*.

Keilbach, K. B. (2009, November 17). Women stake a claim in clean tech. *Women Entrepreneur*.

Keilbach, K. B. (2009, October 25). Strategies for sustainability. *Women Entrepreneur*.

Keilbach, K. B. (2009, September 27). A store as green as its products. *Women Entrepreneur*.

Keilbach, K. B. (2009, September 2). Dare to go green. *Women Entrepreneur*.

News Publications

Keilbach, K. B. (2010, February 11). After Cap and Trade. *CNN: Anderson Cooper 360°*.

- Keilbach, K. B. (2009, December 29). Beyond Copenhagen. *CNN: Anderson Cooper 360°*.
- Keilbach, K. B. (2007, June 7). Creativity and innovation: How to nurture both to keep your company on the leading edge. *OC Metro*.
- Keilbach, K. B. (2007, March 1). Silicon south: Why OC is a hotbed for high-tech firms – and why it matters. *OC Metro*.
- Keilbach, K. B. (2006, October 26). Ruben Alvarez Jr.: Latino OC 100. *OC Metro*.
- Keilbach, K. B. (2006, September 28). John Hueston: The Enron case. *OC Metro*.
- Keilbach, K. B. (2006, July 6). Blogging for business. *OC Metro*.
- Keilbach, K. B. (2006, June 8). Autobyte, Inc. *OC Metro*.
- Keilbach, K. B. (2006, April 27). Business services a la carte. *OC Metro*.
- Keilbach, K. B. (2006, April 13). Bartering helps bottom line. *OC Metro*.
- Keilbach, K. B. (2002, November 3). Where school money's needed, where it goes. *Los Angeles Times, OC*.
- Keilbach, K. B. (2000, April 3). Reckless management shouldn't be rewarded. *Orange County Register*.
- Blog** (www.globalwarmingisgoodforbusiness.com)
- Keilbach, K. B. (2010, January 27). The last word...
- Keilbach, K. B. (2009, December 1). Sustainable healthcare.
- Keilbach, K. B. (2009, October 31). Bright lights, small homes.
- Keilbach, K. B. (2009, September 1). When less is more.
- Keilbach, K. B. (2009, August 24). Tradeoffs.
- Keilbach, K. B. (2009, August 19). Creating (green) jobs.
- Keilbach, K. B. (2009, July 25). Greenhorns.
- Keilbach, K. B. (2009, July 13). Summertime, and the grillin' is easy.
- Keilbach, K. B. (2009, July 3). Re-creation.
- Keilbach, K. B. (2009, June 26). How clean is your technology?
- Keilbach, K. B. (2009, June 22). Reduce, reuse...or compost?
- Keilbach, K. B. (2009, June 12). What are YOU doing to be more sustainable?
- Keilbach, K. B. (2009, June 3). A song for your thoughts.

- Keilbach, K. B. (2009, June 1). Reinventing General Motors.
- Keilbach, K. B. (2009, May 29). The low down on (green) air travel.
- Keilbach, K. B. (2009, May 27). What's all this about cap-and-trade?
- Keilbach, K. B. (2009, May 14). Walking-the-walk, week 4.
- Keilbach, K. B. (2009, May 8). Walkabout.
- Keilbach, K. B. (2009, May 7). Death by suburbs.
- Keilbach, K. B. (2009, April 23). Walking-the-walk, day 2.
- Keilbach, K. B. (2009, April 22). Going green in print.
- Keilbach, K. B. (2009, April 19). New York, New York.
- Keilbach, K. B. (2009, April 10). Walking the walk.
- Keilbach, K. B. (2009, March 31). Do you believe in global warming?
- Keilbach, K. B. (2009, March 23). Water, water everywhere?
- Keilbach, K. B. (2009, March 17). The scent of a book.
- Keilbach, K. B. (2009, March 10). 30 years of nuclear power.
- Keilbach, K. B. (2009, February 20). Green jobs for tough times.
- Keilbach, K. B. (2009, February 10). Greenpeace – Clean power.
- Keilbach, K. B. (2008, December 16). A day without a bag.
- Keilbach, K. B. (2008, December 15). I'm dreaming of a green Christmas.
- Keilbach, K. B. (2008, October 31). Legislating innovation.
- Keilbach, K. B. (2008, September 25). Same planet, different worlds.
- Keilbach, K. B. (2008, September 2). The accidental environmentalist.

Presentations

- Philadelphia, M. and Brower, K. (2018, October 24-27). *Administrative perspectives in preparing teachers new to online business communication pedagogy*. Panel discussion, Association of Business Communication 83rd Annual Conference, Miami, Florida.
- Aritz, J., Brower, K. J., Osuna, C. J. (2015, October 28-31). *From electronic engagement to cultural competence: Utilizing online emergent practices to develop a hybrid training program for USA Pavilion Student Ambassadors Program*. Panel discussion, Association of Business Communication 80th Annual International Conference, Seattle, Washington.

- Brower, K., Wellman, B., Bruece, T., Larson, L. (2015, October 14-16). *Integrated instructional design: Building a process for creating multi-disciplinary courses at the graduate level*. 21st Annual Online Learning Consortium International Conference, Orlando, Florida. (Awarded Best in Track Award for Institutional Strategies & Innovation).
- Wellman, B., Brower, K., Bruece, T. Larson, L. (2015, October 14-16). *Travelling the continuum: An instructional designer's guide to incorporating faculty support with timely course development*. 21st Annual Online Learning Consortium International Conference, Orlando, Florida.
- Brower, K. and Larson, L. with Hirabayashi, K. and Seli, H. (2015, May 5). *Emergent practices in online teaching at Marshall and Rossier*. USC Teaching with Technology Annual Conference, Los Angeles, California.
- Conner, J. and Brower, K. (2013, April 2). *Best practices in online course design and development*. USC Center for Excellence in Teaching, Los Angeles, California.
- Keilbach, K. B. (2011). *A writer's journey*. Writers Launchpad, Riverside, California.
- Keilbach, K. B. (2010). *Adopting a sustainable strategy for your business*. Project Success, Anaheim, California.
- Keilbach, K. B. (2010). *Sustainable marketing*. Project Success, Anaheim, California.
- Keilbach, K. B. (2010). *What is the triple bottom line?* Central Coast Alliance United for a Sustainable Economy (CAUSE), Ventura, California.
- Keilbach, K. B. (2010). *Training college students to understand the triple bottom line*. Central Coast Alliance United for a Sustainable Economy (CAUSE), Ventura, California.
- Keilbach, K. B. (2010). *Sustainable blogging and social media*. US Green Building Council, Tustin, California.
- Keilbach, K. B. (2009). *Clean tech developments and business strategies*. Association of Energy Engineers, Commerce, California.
- Keilbach, K. B. (2009). *Opportunity of change*. Inside Edge, Irvine, California.
- Keilbach, K. B. (2009). *Green with envy*. Institute of Women Entrepreneurs, Santa Ana, California.
- Keilbach, K. B. (2009). *Global warming and sustainable initiatives*. Radio Green Earth podcast.
- Keilbach, K. B. (2008). *Meet the Media*. American Electronics Association discussion panel, Irvine, California.