

CURRICULUM VITA
Marilyn K. Easter, AQ

EDUCATION

Ed.D. Curriculum and Instruction (with distinction) University of San Francisco, San Francisco, CA
Dissertation: Occupational and personal stress factors in female dentists.

M.A. Administration and Management, Denver University, Denver, CO.
M.S.W. Denver University, Denver, CO

B.A. Business and Education, University of Colorado, Boulder, CO

ACADEMIC EXPERIENCE

Full Professor Business,

College of Business, Marketing and Decisions Sciences Department, San Jose State University, San Jose, CA. Teach undergraduate and graduate marketing, ethics, and communication courses. August 2008-Present.

Associate Professor Business and Business Communication Coordinator,

College of Business, Marketing and Decisions Sciences Department, San Jose State University, San Jose, CA. Courses taught: upper-division writing and marketing courses. Served as Coordinator. August 2002 – May 2008.

Lecturer and Business Communication Coordinator,

College of Business, Marketing and Decisions Sciences Department, San Jose State University, San Jose, CA. Taught upper-division writing and marketing courses. Served as Coordinator. January 2000 - August 2002.

Acting Director and Consultant,

Marketing and Management Program, University of California Berkeley Extended Education, Berkeley, CA. Performed duties of chair, hired faculty, scheduled courses, designed marketing brochures, and managed program funds. January 2000 - September 2000.

Lecturer,

Marketing, California State University, Hayward. Hayward, CA. Courses taught: Business Communication, Basic Marketing, Business Management, Sales and Services, Advertising, Target Marketing, Strategic Planning, and Marketing Communication. January 1987- December 1999.

Professor/Chair of Health Services, Student Advisor, Marketing Manager,

Human Services, College of Notre Dame, Belmont, CA. Performed duties of chair, hired, trained, and evaluated faculty, scheduled, developed courses, advised students, and marketed program. Courses taught: Organizational Leadership, Trends and Issues in Health Services, Women's Health, Health, Ethno-Gerontology, Communications, and Managing Cultural Diversity in the Workplace. September 1995 - May 1999.

Associate Professor,

Business Administration, College of Notre Dame. Belmont, CA. Courses taught: Business Communication, Managing Personal and Professional Relationships, Women in Relationships, Women in Management, Applications and Theory of Management, Human Services, November 1994 - 1999.

Marketing Chair and Core Faculty,

Business Administration Extended Education, Saint Mary's College. Moraga, CA. Performed duties of chair, hired, trained, and evaluated faculty. Courses taught: Marketing and Strategic Management. January 1994 to August 1996.

Instructor,

Business Management, Chabot Community College. Hayward, CA. Courses taught: Marketing and Advertising. June 1987 - June 1989.

Instructor,

Amador Adult Education. Pleasanton, CA. Courses taught: Marketing and Small Business Management. March 1985 to December 1989.

Adjunct Professor,

Business Administration and Management, National University. Oakland, CA. Courses taught: Strategic Planning, Management, and Marketing. June 1985 to June 1989.

REFEREED JOURNAL PUBLICATIONS

- Schommer-Aikins, M. & Easter, M. (2010) "Modification of Ways of Knowing in Different Social Contexts" submitted to *Sex Roles: A Journal of Research*. (Under Review)
- Schommer-Aikins, M. & Easter, M. (2009) "Ways of Knowing and Willingness to Argue" *Journal of Psychology: Interdisciplinary and Applied*. 143 (2): 117-32.
- Schommer-Aikins, M. & Easter, M. (2009). "Epistemological Beliefs' Contributions to Study Strategies of Asian-Americans and Euro-American". *Journal of Educational Psychology*, Vol 100, Number 4.
- Easter, M., Wilson, M.L., (2008) "Teaching in the Trenches: Understanding a Diverse Student Body", *California Faculty*, Summer 2008 Vol. XII, No. 3.
- Easter, M.K., Verma, D., Conner, K., (2007). Reality Check: Using Reality TV as a tool to engage students, to promote learning, and to retain knowledge. *International Academy of Business and Economics —Review of Business and Research*. Vol. VII, Number 4, pp. 119-129.
- Clark, T., Easter, M., & Clark, M., (2007). "From the classroom to the boardroom: How understanding "The Rules" of dating can help undergraduate business students practice "The Rules" of effective career communication." *Journal of the Academy of Business Education*.
- Easter, M. & Yonkers, V. (2006). "Cross-cultural differences: A framework for evaluating diversity training." *International Journal of Business Review Research*. (In Press).

- Farrington Pollard, R. P., & Easter, M., (2006) "Writing across curriculum: Evaluating a faculty-centered approach." *Journal of Language for International Business*. Vol. 17, Number 2. pp. 22-41.
- Schommer-Aikins, M. & Easter, M. (2006). Ways of knowing and epistemological beliefs combined effects on academic performance. *Educational Psychology of Australia*. Vol. 26, Number 3. pp. 411-423.
- Easter, M. & Yonkers, V. (2005). Teaching diversity and cross-cultural differences: Important aspects of learning effective communication. *Education Review of Business Communication, Singapore*, Vol. 1, Issue 1.
- Easter, M., & Schommer-Aikins, M. (2004). Applying educational psychology to business communication: An initial model of cultural, epistemological, and relational views. *Communication Journal of New Zealand – He Kohinga Korero*. Vol. 5, Number 1. pp.41-62. **(CJNZ—Voted Best Article; SJSU Outstanding Research Award - 2004)**.
- Easter, M.K. (2003). Making the grade in business communication: Gimme an A! International Academy of Business and Economics—*Review of Business Research*. Vol. 1, Number 1. pp. 102-106.
- Easter, M.K. (2003). Failing to make the grade: Communication deficiencies challenge employers. *International Academy of Business and Economics —Review of Business and Research*. Vol. 1, Number 1. pp. 92-99.
- Easter, M. (1994). Elitism is alive and well in academia. *Journal of Culture and Society*. Vol. 94. No. 2, pp. 15-22.
- Easter, M. (1993.) A triangulated research design for studying occupational stress. *Journal of Culture and Society*. Vol. 93. No. 1. pp. 38-47.

BOOK

- Easter, M., & Easter, W. (1986). *The ABC's of marketing a successful business*, Berkeley, CA: Brent-Easter Publications.

BOOK CONTRIBUTIONS

- Mary Ellen Guffey, Dana Loewy - 2009 *Essentials of Business Communication* - **Marilyn Easter's** letter, shown in Figure 8.3, follows the persuasive pattern. She wants to return two voice over Internet protocol (VoIP) Business & Economics - 544 page
- Baruch, Y. (2009). (*Title of chapter pending*). Clark, T. Easter, M. & Clark, M. (Eds.), *Managing Careers: Theory and Practice* (pgs pending). Harrow: FT-Prentice Hall/Pearson Education.
- Mary Ellen Guffey - 2008 *Business Communication: Process & Product* - Writing an Effective Complaint Letter **Marilyn Easter's** letter, shown in Figure 9.6, follows the persuasive pattern as she seeks credit for two (VoIP). Business & Economics - 640 page including...
Sincerely, **Marilyn Easter** President Enclosure Begins with compliment; keeps tone objective, rational, and unemotional Page 250.

Orbe, M.P., Harris.T.M. (2007), Interracial Communication: Theory Into Practice –Education, 321, In research on diversity training effectiveness, **Marilyn Easter (2002) ... Cultural Diversity (MCD).**

DISSERTATION

Easter, M. (1993) Burnout and coping: personal and occupational stress factors in female dentists—in the following libraries:

- *University of San Francisco, Gleeson Library* San Francisco, California
- *New York University, College of Dental Library*, New York, New York

REFEREED PROCEEDINGS

Schommer-Aikins, M, Easter, M. (April 2011) “*Ways of Knowing Malleability Across Social Contexts*” *American Educational Research Association*, Presented at the American Educational Research Association (national/international conference) New Orleans, LA.

Schommer-Aikins M., Duell K. O., Easter, Marilyn (April 2010). *Adjusting Study Time Based on Course Difficulty: The Role of Epistemological Beliefs*, Presented at the American Educational Research Association, Denver, Colorado (national/international conference). **This article won the Provost’s Outstanding Scholarship of teaching and Learning Award 2010 Honorable Mention.**

Easter, M.K., Verma, D., Conner, K., (2007). Reality Check: Using Reality TV as a tool to engage students, to promote learning, and to retain knowledge. *International Academy of Business and Economics ISSN 1932-7498*. Vol. VII, Number 1.

Easter, M. (2003) Residual effects of the Dot.Com bust in the Silicon Valley: Shedding new light on how recruiters’ view recent new hires and their communication competencies. *New Zealand Communication and the Association for Business Communication (Asia Pacific Regional) Joint Conference. Auckland, New Zealand.*

Easter, M. & Yonkers, V. (2003). Teaching diversity and cross-cultural differences: Does it work? *The Association for Business Communication Regional Convention*. Albuquerque, NM.

Easter, M. & Schommer-Aikins, M. (2003). Business communication and classroom performance based on social perceptions and beliefs. *The Association for Business Communication International Conference. Toronto, Canada.*

George, A., Davis, B., & Easter, M. (2003). Learning, teaching and classroom management styles: The complexity of diverseness. *The Association for Business Communication International Conference. Toronto, Canada.*

SPECIAL INTEREST PUBLICATIONS

Niles, J.S., Nelson, D., & Easter, M. (February 2004) Trucks, Traffic, and Timely Transport: A Regional Freight Logistics Profile. *A publication of the Mineta Transportation Institute*, College of Business San José State University.

- Easter, M., & Pollard, R., (November 2003) The problem of implementing writing across the curriculum. *The Online Guffey Report*, Vol. 6, No. 4. pg 2.
- Niles, J.S., Nelson, D., & Easter, M. (Annual Report 2002). A regional freight logistics profile to enhance community understanding of trucking's place in the urban transportation system. *Mineta Transportation Institute*.
- Easter, M. & Wu, D. (2002). Collaboration on information competency to achieve business 100w goals. *San Jose State University: Books & Bytes*. Vol. 1. Issue 8. Winter 2002.
- Niles, J.S., Nelson, D., & Easter, M. (Annual Report 2001-2002). Designing a Template for understanding freight movement and logistics at the metropolitan level. *Mineta Transportation Institute*.
- Easter, M. (August 2002). The rise and fall of diversity training. *ERIC Resources in Education*.
- Easter, M. (February 2002). Persuasively communicating your way to the top: On earning an A! *Hispanic & Latino Studies National Conference Monograph Series*. Houston. TX.

TRADE PUBLICATIONS

- Easter, M. (1999, June). How to win at losing. *Today's Black Woman*. New York, NY.
- Easter, M. (1997, May) Getting to know someone in a different way. *The Oakland Tribune*.
- Easter, M. (1996). Learning to love from the inside out: Erasing differences. *Independent News Group*. San Mateo, CA.
- Easter, M. (1996). Senior citizens in academia: A SAFE Bet. *Independent News Group*. San Mateo, CA.
- Easter, M. (1996), "Parents: do your homework on picking the perfect school," *Oakland Tribune*. Oakland, CA.
- Easter, M., & Cooksey, D. (1996, June). Can we talk? Affirmative action. *On The Issues*. New York, NY.
- Easter, M., & Cooksey, D., (1996) Talking feminist: Affirmative action. <http://www.mosaic.echonyc.com/~onissues/sum96affirm.html>.
- Easter, M., & Cunningham, T. (July, 1996). Over 55, they have new careers. *San Mateo Times*. San Mateo, CA.
- Easter, M. (1994, March/April). Blacks on white campuses. *Black Excellence*. Part 1.
- Easter, M., (1994, March/April). Blacks on white campuses. *Black Excellence*. Part 2.

REFEREED PRESENTATIONS AT PROFESSIONAL CONFERENCES

- Schommer-Aikins, M, Easter, M. (April 2011) “*Ways of Knowing Malleability Across Social Contexts*” *American Educational Research Association*, Presented at the American Educational Research Association (national/international conference) New Orleans, LA.
- Schommer-Aikins M., Duell K. O., Easter, M. “*Adjusting Study Time Based on Course Difficulty: The Role of Epistemological Beliefs*,” Presented at the American Educational Research Association, Denver, Colorado (national/international conference, April 2010). **This article won the SJSU Provost’s Outstanding Scholarship of teaching and Learning Award 2010 Honorable Mention.**
- Easter, M., (*Distinguished Presenter*). “The evolution of Affirmative Action” *CFA Equity Conference, Building Power through Diversity and Equity*, Marriott Manhattan Beach, CA, March, 2008.
- Easter, M.K., Verma, D., Conner, K., “Reality Check: Using Reality TV as a tool to engage students, to promote learning, and to retain knowledge”. *International Academy of Business and Economics — International Academy of Business and Economics*, Las Vegas, NV, October, 2007.
- Yonkers, V. & Easter, M., “Creating an online community.” *American Educational Research Association Annual Conference*. Chicago, IL. April 2007.
- Schommer-Aikins, M., & Easter, M. “Epistemological beliefs, Learning Beliefs, and Argument.” *American Educational Research Association Annual Conference*. Chicago, IL. April 2007.
- Schommer-Aikins, M., & Easter, M. “Comparing epistemological beliefs and study strategies of Asian Americans and Euro-Americans.” *American Educational Research Association Annual Conference*. Chicago, IL. April 2007.
- Easter, M., & Yonkers, V. “Cross-cultural differences: A framework for evaluating diversity training.” *International Academy of Business and Economics*, Las Vegas, NV, October, 2006.
- Yonkers, V. & Easter, M., “A framework for assessing online intragroup interaction.” *American Educational Research Association Annual Conference*. San Francisco, CA. April 2006.
- Schommer-Aikins, M., & Easter, M., “Comparing Epistemological Beliefs and Study Strategies of Asian Americans and Euro-Americans ” *American Educational Research Association Annual Conference*. San Francisco, CA. April 2006.
- Easter, M., George, A. & Archibald, J. “Forum on blogs as transformation communication.” Sponsored by the Diversity Committee. *Association for Business Communication National Conference*, New Orleans, LA, October, 2005. * New location Irvine, CA
- Easter, M. & Kallis, J., “Legal aspects in purchasing insurance: Ethical implications on how information is communicated to consumers.” *Association for Business Communication National Conference*, New Orleans, LA, October, 2005.

- Yonkers, V. & Easter, M. "Are we teaching them what they need to know?: Teaching native and non-native English speakers." *Association for Business Communication National Conference*, New Orleans, LA, October, 2005.
- Stevens, B., & Easter, M., "Mentoring New ABC members" Special Session. *Association for Business Communication National Conference*, New Orleans, LA, October, 2005.
- Schommer-Aikins, M., & Easter, M., "Ways of knowing: Similar epistemological beliefs but different strategic emphasis." *American Educational Research Association Annual Conference*. Montreal, Canada, April 2005.
- Easter, M., "Crushing the concrete ceiling: The value of mentoring Black women—embracing differences and increasing the Corporate bottom line." *National Association of African American Studies (NAAAS)*, Houston, TX, February 2005.
- Easter, M., Clark, T., & Clark, M., "Courtship Behavior: Using student experiences to draw conclusions about Impression Management in Interpersonal Relationships and Job Interviews." *Association for Business Communication National Conference* Cambridge, MA, October, 2004.
- Easter, M., & Gehrt, C. K., "Socialization-based approach toward affecting communication competencies among college students: A conceptualization." *Association for Business Communication National Conference* Cambridge, MA, October, 2004.
- Easter, M., Wysor, M., "Mentoring New ABC members: A Special Session." *Association for Business Communication National Conference* Cambridge, MA, October, 2004.
- Yonkers, V. & Easter, M. "IT JUST DOESN'T SOUND RIGHT: Student perceptions of non-native written English and its implications for teaching CMC." *Association for Business Communication National Conference*, Cambridge, MA, October, 2004.
- Easter, M., "Crushing the concrete ceiling: Internal and external communication barriers" *The Association for Business Communication Regional Conference*. La Jolla, CA. April 1-3, 2004.
- Easter, M., "They are potentially fired before being hired: Students' verbal communication challenge employers." *The Association of Business Communication Regional Conference*. La Jolla, CA. April 1-3, 2004.
- Schommer-Aikins, M., & Easter, M., "Relationships among ways of knowing, epistemological beliefs, and academic performance." *American Educational Research Association Annual Conference*. San Diego, CA. April 16-18 2004.
- Easter, M. "Residual effects of the Dot.Com bust in the Silicon Valley: Shedding new light on how recruiters' view recent new hires and their business communication competencies." *New Zealand Communication and the Association for Business Communication (Asia Pacific Regional) Joint Conference*. Auckland, New Zealand, December 2003.
- Easter, M., & Schommer-Aikins, M., "A new light on student performance in business communication." *New Zealand Communication and the Association for Business Communication (Asia Pacific Regional) Joint Conference*. Auckland, New Zealand, December 2003.

- Easter, M., "Teaching diversity and cross-cultural differences: Important aspects of leaning effective business communication" *The Association for Business Communication Regional Convention* in Albuquerque, NM, October 2003.
- Stevens, B., & Easter, M., "Mentoring New ABC members" Special Session. *The Association for Business Communication Regional Convention* in Albuquerque, NM, October 2003.
- Pollard, R., & Easter, M., "Writing across the curriculum: Will it improve student literacy at San Jose State University?" *The Association for Business Communication Regional Convention* in Albuquerque, NM, October 2003.
- Easter, M. "Communication deficiencies challenge employers" *International Academy of Business and Economics*, Las Vegas, NV, October 19-21, 2003.
- Easter, M. "Making the grade in business communication" *International Academy of Business and Economics*, Las Vegas, NV, October 19-21, 2003.
- Easter, M., & Schommer-Aikins, "Effects of social perception and beliefs on students' performances in business communication" *The Association for Business Communication International Convention*, Toronto, Canada, April 2003.
- Davis, B., Easter, M., & George, A., "Teaching and classroom management styles: The complexity of diverseness." *The Association for Business Communication International Convention*. , Toronto, Canada , April 2003.
- Easter, M., "Conflicts between student learning and teacher grading in the Silicon Valley" American Educational Research Association (AERA) Annual Meeting, San Diego, CA. 2003
- Easter, M., "The boom and bust of diversity training: Effective communication to the rescue," *National Association of African American Studies (NAAAS) Conference*. Houston, TX, February 19-21, 2003.
- Easter, M., "We can't call it diversity: We'll call it something else," *TESOL/Association for Business Communications Caribbean Central & South American Regional Conference*. San Juan, Puerto Rico, November 20-24, 2002.
- Easter, M., "Effective communication in the Silicon Valley: A top priority," *The Association for Business Communications National Convention*, Cincinnati. Ohio October 22-26, 2002.
- Easter, M., "The rise and fall of diversity training" *American Educational Research Association (AERA) Annual Meeting*. New Orleans, LA, April 1-5, 2002.
- Easter, M., "Effective oral and written communications: A top priority in the Silicon Valley," *The Association for Business Communications Convention Midwest and Canada 2002 Regional Conference*. Stevens Point, Wisconsin, March 15-18, 2002.
- Easter, M., "Persuasively communicating your way to the top," *National Association of African American Studies (NAAAS) Conference*. Houston, TX, February 10-15, 2002.

Easter, M., "Gimmie an A!" *The Association for Business Communications National Convention*, San Diego, CA. October 21-25, 2002.

Easter, M., "Effective communications: a top priority," San Jose State University, *College of Business, (Retreat)* San Jose, CA, August 24, 2001.

Easter, M., "Elitism in higher education?" *National Association of African American Studies and the National Association of Hispanic & Latino Studies*. Houston, TX, February 9-13, 1999.

Easter, M., "Achieving Success in Higher Education," *National Association for Equality in Higher Education Conference*. Washington, DC, April 15-18, 1999.

Easter, M., Easter, M., "Recruitment and retention in higher education: using technology," *National Association For Equality In Higher Education*. Washington, DC, April 15-18, 1999.

Easter, M., "Education for the new millennium a look at technology: Gone with the old and on with the new: Step aside educators who resist change," *National Association for Equality in Higher Education Conference*. Washington, DC, April 15-18, 1999 (with Kathy Barber).

Easter, M., "Effectiveness of diversity training," *Center for the Study of Diversity Training and Learning in American Higher Education*. San Diego, CA, March 27-31, 1999.

Easter, M., "Technology in higher education: curriculum implications," *University of San Francisco, Graduate School of Education*. San Francisco, CA, Jan 8, 1999.

REVIEWER

Journal Asian Pacific Communication (2005)

Journal of Language and International Business, (2004-2005)

International Journal for Cross Cultural Management (2004)

McGraw-Hill/Irwin, (2004)

Prentice Hall, (2003-04)

American Education Research Association (2001-02 & 2005)

REFEREE

Unitec, New Zealand Te Whare Wānanga o Wairaka (2005)

RESEARCH INTERESTS

- International business communication and education
- Diversity and cross-cultural communication
- Epistemology, cooperative learning, and problem-solving issues
- Consumerism: Views on insurance and law—the communication process
- Socialization and its affects on literacy

SUBMITTED MANUSCRIPTS AND WORKS IN PROGRESS

Schommer-Aikins, M. & Easter, M. (2010)"Modification of Ways of Knowing in Different Social Contexts", to *Sex Roles: A Journal of Research*. (Under Review)

Easter, M., Wilson, ML., Yonkers, V., (2008). Resistance to debate, cooperative learning, solving ambiguous problems and more: Possible causes and solutions among a diverse student body. *IEEE Interface* (Revise and resubmit).

Kallis, J., & Easter, M., (2008), "Patching the patchwork on regulating the marketing function: Ethical implications on how information is communicated to consumers." (*Journal of Public Policy & Marketing*)

Yonkers, V. & Easter, M. (2008). Language and Communication: an International Business Communication Model for Teaching Business Languages. *Re submitted to The Journal of Language for International Business*.

PROFESSIONAL CONFERENCES ATTENDED

California Dental Association, San Francisco, CA, and Los Angeles, CA, 1987-present (annual).

National Educators Association/Emerging Leaders Academy –*American Federation of Teachers, AFL-CIO, Higher Education Joint Conference, Building Alliances for Higher Education and the Public*
National Higher Education Conference, Washington D.C., March 28- March 30, 2008.

CFA Equity Conference, Building Power through Diversity and Equity, Manhattan Beach, CA, March 14-15, 2008.

Academy of Business and Economics, Las Vegas, NV, October 14-17, 2007.

American Educational Research Association Annual Conference. Chicago, IL. April 9-13, 2007.

Academy of Business and Economics, Las Vegas, NV, October 19-21, 2006.

Association for Business Communication Annual Convention. San Antonio, TX October 25-28, 2006.

American Educational Research Association Annual Conference. San Francisco, CA. April 2006.

Association for Business Communication National Conference, Irvine, CA October, 2005.

California Dental Association, San Francisco, CA, September 18-19, 2005

American Educational Research Association Annual Conference. **MONTREAL, CANADA**, April 11-15, 2005.

National Association of African American Studies, Conference, Houston, TX, February 15-18, 2005.

International Association of Business Communication Convention, Los Angeles, CA, June 6-9, 2004

UCSF Women's Health 2020 Conference: San Francisco, CA, March 1998-99-2000-01-02-03-04-05.

California Dental Association Convention: Anaheim, CA, April, 2004.

NEW ZEALAND Communication and the Association of Business Communication International Conference and the **ASIA PACIFIC** Regional Conference, Auckland, NZ, December 5-9, 2003.

Association for Business Communication Annual Convention. Albuquerque, NM, October 22-25, 2003.

International Academy of Business and Economics, Las Vegas, NV, October 19-21, 2003.

International Association of Business Communication Convention, San Diego, CA, June 8-10, 2003.

Academy of Business Education International Convention, San Francisco, CA, September 18-19, 2003.

International Association of Business Communication Convention, **TORONTO, CANADA**, June 8-10, 2003

Association for Business Communication International Convention, **TORONTO, CANADA**, April 3-5, 2003.

National Association of African American Studies, Conference, Houston, TX, February 19-21, 2003.

TESOL/Association for Business Communications Caribbean Central & South American Regional Conference. **SAN JUAN, PUERTO RICO**, November 20-24, 2002.

Association for Business Communications Convention, Cincinnati, Ohio October 22-26, 2002.

American Educational Research Association, Annual Meeting, New Orleans, LA, April 1-5, 2002.

National Association of African American Studies, Conference, Houston, TX, February 1-4, 2002.

The Academy of General Dentistry Convention: New York, New York, June, 2001.

UC Davis Distinguish Speakers Series: Davis, CA, April, 2001.

California Dental Association Convention: Anaheim, CA, April, 2001.

Technology in Education International Conference & Exposition: Sacramento, CA, March, 2001.

Expanding Your Horizons in Science and Mathematics, San Ramon, CA, March, 2001.

PROFESSIONAL AFFILIATIONS

California Faculty Association, Member (1994-present, Council for Affirmative Action, 2006-2008, VP, CFA, SJSU Chapter May 2008-June 2010, **Faculty Grievance Committee, 2008-present**)

Honorary member of Beta Gamma Sigma (February 2005-present)

Honorary member of Golden Key International Honors Society (October 2004-Present).

Honorary member of The Honor Society of Phi Kappa Phi (March 2003-Present).

Association for Business Communication (ABC) the **Ad-Hoc Executive Board** (September 2003-2008)

International Academy of Business and Economics (IABE). **Discussant and Session Chair** of marketing and management at the conference (October 2003)

Association for Business Communication (ABC) **Program Assistant Chair**. (2000-02-03-04)

Association for Business Communication, Diversity Committee, Member (September 2003-2007)

Association for Business Communication (ABC) Intercultural Committee, Member (2002-2007)

Association for Business Communication (ABC) Business Practice Committee, Member (2002-2007)

Association for Professional Communications Consultants (APCC) Member (2002-2007)

International Association of Business Communication (IABC) Member (2002-2007)

National Association of African American Studies (NAAAS) Member (1997-2007)

Pleasanton Partnerships in Education (PPIE), Pleasanton, CA., Member (2000-2004), (**Ambassador/Liaison** for schools and businesses in the community).

Academic & Activities Booster Club (AABC), Pleasanton, CA., Member (2000-2004)

National School and Safety Center: A partner of Pepperdine University and the United States of Justice and Education, Member (1999-2004)

National Association for Equality in Higher Education, Washington, D.C., Member (1998-2004)

Phi Delta Kappa Fraternity, San Francisco, Member CA., (1992-2008)

American Education Research Association, Washington, D.C., Member 1990-2007 (**Reviewer**)

National Association of Girl Scouts of America, 1992-1997 (**Troop Leader**, 1993-95)

Skywest Toastmasters, Hayward, CA., 1984-1986, (**Chair**, 1986)

Oakland Chamber of Commerce, Oakland, CA., 1985-1987

National Association for Female Executives, California Chapter, (**Chair** 1984-1986,)

MEDIA APPEARANCES

Daily Beast, Marilyn Easter's interview with Anna David, "Reality TV Invades Campus" (August 17, 2010).

San Jose State University: Featured on a television "Documentary on teaching communication at SJSU." (2004)

KCSM Featured on a television talk show "On higher education, career changes: options and obstacles." (1998).

KCSM Radio "The andrological processes of learning." (1998).

Cable Co-op Featured on a television talk show "Private VS Public Schools," (1997).

SAMET "Nontraditional Students in Higher Education" (1997).

GRANTS

Student Assistant and Research Development Funds from the Dean's Office, May 2006 (Results \$500.00)

Professional Development Grant from the Lottery Professional Development Funds, San Jose State University, December 2005 (Results: \$1,329.48).

Student Assistant and Research Development Funds from the Dean's Office, June 2005 (Results \$980.00)

Funds to conduct research from the VP, Director of Marketing, Thomson Business and Professional Management, Mason, OH, November 2004 (Results: \$5,000).

Professional Development Grant from the Lottery Professional Development Funds, San Jose State University, December 2004 (Results: \$934.00).

Student Assistant and Research Development Funds from the Marketing and Decisions Sciences Department, August 2004 (Results \$1,000).

Professional Development Grant from the Marketing and Decisions Sciences Department, San Jose State University, December 2003 (Results: \$1,500).

Writing Grant, San Jose State University, March 2003 (Results: \$10,000).

Professional Development Grant from the Marketing and Decisions Sciences Department, San Jose State University, January 2003 (Results: \$1,394).

Student Assistant Funds from the Marketing and Decisions Sciences Department, San Jose State University, February 2003 (Results \$2,000).

Research Development Funds from the College of Business Dean's Office, San Jose State University March 2003 (Results \$2,000).

Student Assistant and Research Development Funds from the Marketing and Decisions Sciences Department, August 2002 (Results \$2,000).

Research Development Grant from The San Jose State University Foundation. April 2003. (Results \$2,000.)

Summer Research Grant from the College of Business Dean's Office. June 2001 (Results \$5,000).

Wrote a Business Communications grant proposal for the Marketing and Decisions Sciences Department, San Jose State University. (Results: Accepted by Marketing Department Chair & CoB Associate Dean. San Jose, CA 2001).

Implemented a grant to fund the Human Services, Health Administration Emphasis at the College of Notre Dame. (Results: Faculty and administrative buy-in and implementation of emphasis. Belmont, CA 1998).

Grant for Diversity Training in the Workplace from the College of Notre Dame, 1997. (Results: \$15,000).

CONSULTING AND TRAINING FOR BUSINESSES AND ORGANIZATIONS (PARTIAL LIST)

Conduct on-site business and marketing training and consulting in communications for a variety of businesses in the Bay Area, including Seagate Technologies, Safeway Inc., The United States Department of Energy, Sandia National Laboratories, Pharmacia, Alameda County School Systems, HARRIS Corporation, Searle Pharmaceuticals, and SMT Unlimited. I also conduct specialized marketing workshops for special interest groups like the AME Church/Lay Organization.

PANELISTS

McNair Scholars Graduate School Preparation Summer Boot Camp, SJSU June 2010, (forthcoming, June 2011).

DARE Fellows Program (Diversity Academia, Recruiting Excellence) from Stanford University, Sponsored by Provost Selter and Joan Merdinger, April 2010.

Relevance of Affirmative Action following the Passage of Pro 209... Sponsored by the SJSU

African American Faculty Association, February 2010.

Celebrating the life and legacy of Dr. Martin Luther King, Jr. We Are The Dream! Sponsored by the African-American Special Emphasis Program Committee, January 2010.

Relevance of Barack Obama's Election as President of The United States of America to the Future of America. February 2009.

DARE Fellows Program (Diversity Academia, Recruiting Excellence) from Stanford University, sponsored by Provost Selter and Joan Merdinger, March 2009.

The Role of Diversity and Affirmative Action etc... at SJSU (various topics) *African American Faculty Association*, February 2009.

Welcome panel for new African American students at SJSU. Hosted by the *African American Faculty Association*, August 28, 2008.

The need to diversify the professoriate, the benefits of pursuing the PhD, *California McNair Scholars Program Senior Summer Camp*, Hosted by SJSU, August 5, 2008

An Examination of the Effects of Racism and Stress on Birth Outcomes, San Jose City Hall, May 29, 2008.

The Role of Higher Education Members in the NEA Structure, *NEA-AFT Higher Education Joint Conference*, Building Alliances for Higher Education and the Public, March 28-30 2008, Washington, D.C.

The Role of Diversity and Affirmative Action etc... at SJSU (various topics) *African American Faculty Association*, (continuous discussions 2006-present).

Reviewer/Referee for International journals, book publishers, and educational institutions

As a Reviewer/Referee for journals, book publishers, and educational institutions, I am assigned several applied, theoretical, and statistical proposals and/or manuscripts. As a "blind" reader, I decide whether these proposals meet the strenuous criteria of the specific organization. Some of the criteria include: choice of the problem; theoretical framework; methods; conclusions/interpretations; contribution to the field; and membership appeal. On a Likert Scale [or in narrative statements], proposals are given a numerical score along with a narration supporting the score. Other criteria include a comprehensive report. Once the assessments are completed, I then submit my comments and recommendations to the division chair, the editor, or the president for further evaluation.

Cal Aggie Alumni Association (CAAA) Bank of America Judge/Board

I volunteered my time to support the CAAA scholarship committee. Similar to the Alpha Al Sirat Committee I interviewed candidates, and then selected the most deserving applicant to receive the CAAA scholarship. While maintaining clear objectives during the interviewing process, I asked specific questions of each candidate—assessing the content and quality of each response in terms of exemplary communication skills. After the interview process, I discussed my ideas and observations about each applicant, and then gave my recommendations to committee members. We then rated applicants

according to the criteria set by the alumni committee. The finalists were later notified of the scholarship. (2001-2004)

SPECIAL TRAINING AND DEVELOPMENT

Stars Training for the CoB Student Success and Scholarship Committee, March 9, 2011.

NEA Higher Education Emerging Leaders Academy Program: May 29th -June 3rd 2007 -Washington, D.C., November 1st - November 4th –Chicago, Illinois, March 25th March 31st 2008 -Washington, D.C.,

C. L. Dellums African American Leadership School, University of California, Berkeley, Center for Labor Research and Education, Berkeley, CA., February 2007 – May, 2008

SERVICE TO THE UNIVERSITY, THE COLLEGE, AND THE DEPARTMENT

Service to the University

Faculty Rights Committee (2007-Present)

Provost Search Committee (May 2009 December 2009).

Master of Ceremonies for the Guest Speaker, Mike Sinyard, Founder and CEO-Specialized Bicycles (2010).

Education Opportunity Program (EOP) Advisory Council. Appointed by former President Don W. Kassing to serve a faculty representative (June 2008-June 2010). “The charge of the EOP Advisory Council is to provide advice to the Vice resident for Student Affairs about the EOP at SJSU in fulfillment of the program’s board goal of providing support services to low-income educationally disadvantage students (Don W. Kassing).”

CFA Executive Board Representative (California Faculty Association); CAA (Council for Affirmative Action Representative); AAC (African American Caucus, former Chapter Vice President.

As the university wide representative for the CFA, CAA, and AAC, my duties, in part, include addressing “issues that impact the academic life and well being of African decent within the CSU and to build bridges across CSU caucuses that support systems of equality and social justice.” Retrieved http://calfac.org/african_american.html.

Coordinator for AACSB/WASC assessment of the MBA—Managerial Communication

As *Coordinator* for AACSB/WASC of the Bus 200w, I am responsible for providing the learning goals required for the graduate Business Managerial Communication course (to the AACSB/WASC committee). I am also responsible for identifying an assessment plan (Bus 200w) for the degree. The objectives include:

1. Developing measurable objectives (e.g., state the behavior students should exhibit)
2. Developing a measure for the objectives (using cases, problems, tests, presentations, and a variety of pedagogies)
3. Developing standards and criteria
4. Collecting the data

5. Providing feedback (the data) to faculty

Senate's Organization and Government Committee

My other service to the university includes working the Senate's Organization and Government Committee. As an active member, I am responsible participating in discussions when the committee considers problem related to...and prepares recommendation regarding governance of the University, including revisions of the Senate Constitution and By-Laws, and the structure and power of colleges and departments. This committee is also responsible for reviews and recommendation regarding the changes and functions and creation or abolishment of University and Senate committees (along with the Committee on Committees). [The information regarding the Organization and Government Committee is retrieved from the Academic Senate Handbook]. My appointment on this committee is October 2004—Present.

In addition to serving on the Organization and Government Committee, my service to students and university includes participation in the *Leadership Today Program* and *Leadership U Program*. In these programs, I have led and participated in various communication and diversity training instruction. For example, as trainer at the *Leadership U Program*, I led several workshops on effective communication, diversity, and leadership. Students learned practical guides for communication that work in various situations. As potential leaders, they learned how to lead and follow. The results of my workshops, including consulting with Ms. Cori Miller, the former program director and Ms. Nam Nguyen, the current program director, led to success in the program series, including future sponsorships of the *Leadership U Program*. (2002-2003-2004-2005-**2006**). Because of my outstanding service with the Leadership U Program, I received **Certificates and letters of Appreciation for my continued service to this program.**

At the *Leadership Today Program*, I participated in a four-day training program: Asilomar Conference Grounds, Monterey Bay. As a facilitator and trainer, I engaged students in learning about international and intercultural diversity and its impact on effective communication. I also trained participants on effective and active listening skills. The results of this program were phenomenal. Students indicated that the *Leadership Today Program* was a life-changing experience. (2002)

San Jose State University Career Center

Provided effective communication, diversity, and customer service training for the entire Career Center administration and staff. The results of training were excellent evaluations from all participants including the director, who asked that I return to conduct additional training. (November 2002)

Service to the College

CoB Student Success and Scholarship Committee (Spring 2011)

Associate Dean's Search Committee (October 2010 – March 2011)

Sabbatical Committee (2008-2009)

Honors Program (2007-present)

Gave special presentations (each year) on “*Dress for Success*” and “*Etiquette*” to the Marketing, Accounting, and Finance students. (See thank you letter from Bill DeVincenzi, Director, Gary Sbona Honors Program).

CoB Undergraduate Curriculum Committee (UCC) (2003-2004)

Elected to serve on the UCC committee (this appointment was initially for two-years). I was, however, removed from this committee as the dates set for the meetings were scheduled during my teaching time. Because of the scheduling problem, I was asked to leave the UCC committee. I was later appointed (by Dr. Annette Nellen, Chair Academic Senate) to the Senate's Organization and Government Committee.

Although I served on the UCC committee for one year, I had the opportunity to represent Business Communication faculty including other areas that involved business majors' curriculum. On this committee, my role included discussing the learning objectives and making sure they were implemented in classes. I also identified content of Business Communication and other general education courses with a number of University requirements—ensuring that they reflected consistency. Coordinating prerequisites were among some of my other duties while serving on this committee.

Alpha Al Sirat Committee (May 2002)

My role as a member of the Alpha Al Sirat Committee was to interview candidates, then select the most deserving to receive the Alpha Al Sirat award. While maintaining clear objectives during the interviewing process, I asked specific questions of each candidate, assessing the content and quality of each response in terms of exemplary communication skills. After the interview process, I discussed my ideas and observations about each candidate, and then gave my recommendations to committee members. We then rated them according to the criteria set by the chair. The finalists were later notified of the esteemed award.

Library Literacy Committee (2002-2003)

My participation on the Library Literacy Committee at SJSU helped students with literacy and library skills. For the past several years, I have worked closely with Diana Wu, the CoB Reference Librarian. My relationship with Ms. Wu led to the collaboration and production of the article: "Collaboration on information competency to achieve business 100w goals." This article was published in the San Jose State University Library's *Books and Bytes*.

Service to the Department

Retention, Tenure, and Promotion Committee, RTP (2010-present)

Faculty Development Committee (FDC) (2000-2006-2007-2008)

As an active member of the FDC for several semesters [4 years], I actively read, assessed, discussed, and voted on the Marketing faculty proposals to determine the merit of each proposal.

Sabbatical Evaluator (2007)

Served as Evaluator for Dr. Jerry Thomas' Sabbatical, Post Tenure Review; his topic: *Improving Student Writing in Marketing*.

Business Communication Committee (2000-2004)

As former *Business Communications Coordinator* and *Chair* of the Bus Com Committee, I did the following: 1) Planned, established, developed, and implemented/conducted all 100W meetings. 2) Met with faculty individually and as needed. 3) Conducted frequent peer evaluations including peer-mentoring (to improve effective ways to teach Bus Com). 4) Invited faculty to audit my classes (demonstrated effective teaching tools and successful pedagogy). 5) Instructed new faculty on how to analyze student needs (in their classes; they learned how to identify innovative media—adding excitement to the teaching and learning of business communication). August 2000 – November 2004

Department Chair Search Committee: Special Committee--Appointed by Dean David Conrath

While participating in this special committee, I assisted in the following tasks: 1) Met with committee for several months to determine the role of department chair. 2) Met with faculty and administrators from other departments interested in the marketing department and then encouraged them to attend the focus groups. 3) Conducted focus groups to identify and establish the needs of the faculty, the department, and the college. 4) Discussed the contributions that a new chair should make to the department. 5) Created a "Wish List" on the profile of the ideal candidate (chair). 6) Acted as group leader/facilitator to explore whether an internal or external candidate would be the best fit to lead a diverse department like the marketing department. 7) Created, developed, and implemented the criteria for selecting the department chair. 8) Sent multiple electric announcements to faculty—letting them know the committee's intentions/purposes etc.(2003-2004)

Research Committee (2002-2003)

Similar to the FDC, as a member of the Research Committee, I actively read, assessed, discussed, and voted on faculty proposals college-wide. While allocating CoB funds was a difficult task, it required committee members to make tough choices on which proposals received funds – including justification. With limited resources and high competition, my role was to execute fairness using the prescribed committee criteria that is set by the FDC and/or Dr. Lee Jerrell, Associate Dean.

Writing Requirements Committee (WRC): In her absence, I attended an important meeting for Dr. Nancie Fimble (November 1, 2002). I learned about various aspects of the WRC and its decision-making process. I also met various English and Communication instructors, including instructors from local Community Colleges. The results led to a subsequent meetings and discussions with ST Stafford, Associate Vice President for Student Affairs (2003-04). We exchanged ideas for how the university and all of its colleges could increase students' effective communication skills. Ongoing meetings and concrete goals have resulted from our discussions.

SERVICE TO OTHER COLLEGES (PRIOR TO SJSU)

Seniors Advising for Excellence (SAFE), College of Notre Dame, Belmont, CA, 1998-1999, (**Founder**).

Strategic Planning Steering Committee (presidential appointment), College of Notre Dame, Belmont, CA, 1997-1998, (**Chair**).

Mentorship Committee, College of Notre Dame, Belmont, CA, 1997-1998, (**Chair**).

Disability Council, College of Notre Dame, Belmont, CA, 1997.

Diversity Council, College of Notre Dame, Belmont, CA, 1996-1997.

Faculty Administrative Board, Saint Mary's College, Moraga, CA, 1994-1996, (**Chair**).

Board of Trustees, University of San Francisco. San Francisco, CA, 1990-1992.

Space and Facility Committee, University of San Francisco. San Francisco, CA, 1990-1992.

Stanford University Geriatric Education Center for the Ethnogerontology and Educational Seminars, Stanford, CA. 1998, (Participant).

Stanford University Gerontology Department: Partnerships in Education (with College of Notre Dame) 1998-1999, (**Liaison**).

College of Notre Dame, Evening Degree Program, College, Belmont, CA, 1998, (**Community Outreach Coordinator**).

African Student Union, College of Notre Dame, Belmont, CA, 1996-1997, (Honorary Member).

Saint Mary's College, Moraga, CA, 1995-1996, (**Faculty Evaluator**).

Saint Mary's College, Moraga, CA, 1994-1996, (**Core Faculty**).

University of San Francisco, Graduate Student Council, San Francisco, CA, 1990-1992 (**President**).

HONORS AND AWARDS

Schommer-Aikins M., Duell K. O., Easter, M. (May 2010). *Adjusting Study Time Based on Course Difficulty: The Role of Epistemological Beliefs*, **Provost's Outstanding Scholarship of teaching and Learning Award 2010 Honorable Mention.**

ACE/Sloan Post Tenure Professional Renewal **Faculty Fellow**, April 2010.

NEA Higher Education Emerging Leaders Academy Program, Washington, D.C.: Certificate of Achievement (2008)

C.L. Dellumes African American Leadership School, Berkeley, CA., Certificate of Achievement (2008)

Referee for Unitec, New Zealand Te Whare Wānanga o Wairaka (2005). Identified as an expert in business communication, Dr. Andrew Codling, deputy president of academics at Unitec appointed me to referee Ms. Diana Mead's international contributions to business communication. In this position, I evaluated Ms. Mead's background and then wrote and submitted a comprehensive referee's report.

Director at Large of the Board of Directors of the Association for Business Communication. This is an **INTERNATIONAL position**—I was unanimously elected by my peers in Business Communication worldwide. This prestigious position benefits the department, the college, the university, the business communication field. San Jose State University's name will appear in two of the top rated publications in Business Communication (Journal of Business Communication and Business Communication Quarterly) each quarter for the duration of my position. Term started October 22, 2005 and ends October 22, 2008.

Letter(s) of Appreciation from 20 MBA students, addressed to Dr. David Conrath and Marilyn Easter (May 2005).

Letter of Appreciation from Bernata Slater, an MBA student, addressed to Dr. Lee Jerrell (December 2004).

Special Acknowledgement from Dr. Rhea L. Williams, Associate Dean, for participating in the Western Association of Schools and Colleges (WASC) Accreditation. (November 2004).

Special Appointment from Dr. Annette Nellen, Chair Academic Senate, to the Academic Senate's Organization and Government Committee (October 2004).

Keynote Speaker and Honorary Member: Golden Key International Society, October (2004).

Letter of Appreciation for excellence in the Classroom, Students in Business Communication, December (2004).

Certificate of Appreciation for Outstanding Contributions, Student Leadership Conference, October (2004).

Recognized for best article in the Communication Journal of New Zealand—He Kohinga Korero, June (2004).

Outstanding Research Award on College Teaching and Learning: A university wide competition, Honorable Mention, San Jose State University, April (2004).

Special Acknowledgement from Dr. Jackie Hartman, Chair of the Association for Business Communication, for Outstanding Service at the ABC La Jolla Conference (April 2004).

Honorary Member, The Honor Society of Phi Kappa Phi, April (2004).

Certificate of Appreciation, National Campaign for Tolerance, February (2004).

Letter of Recognition, from Dr. Randy Barker, President of the ABC, for Outstanding Service to the Association for Business Communication. August (2004).

Nominated for The SJSU Wang Award, May (2002).

Selected as United States team member to participate in the Educational Research Ambassadors Program in China, October (1999, 2000, 2000, 2001).

Selected as Keynote Speaker, US Department of Energy, February/March (2000).

Selected as Keynote Speaker, The North Bay Board of Realists Inc., (1999).

Selected for Who's Who Among African Americans, August (1998).

Selected as Baccalaureate Commencement Speaker, College of Notre Dame, May (1998).

Selected as Homilist, College of Notre Dame, May (1998).

Recognized in "Truth and Consequences" Time, August (1998).

Outstanding Professor Recognition, Spring Gala, College of Notre Dame, June (1996-97-98).

Featured in CND exhibit at the San Mateo Museum of Science, San Mateo, CA (August 1997- August 1998).

An interview with the "The Faculty " Chronicle of Higher Education, September 25, 1998.

Featured story in "Trends and issues in human services: Easter creates new program emphasis at CND," The Argonaut, (April 1998).

Featured in "She's not shy," San Francisco Examiner, (1998).

Recognized as the "Most outstanding teacher in the Human Services Program" San Mateo County Times, (September 1998).

Recognized for "outstanding services to the Human Services Program" Belmont Chamber, (September 1998).

Recognized in "Tech 21: Educating technicians for the 21st century," New Jersey Center for Advanced Technological Education (NJCATE), Volume 3, Issue 4, (summer 1998).

Recognized in Newsweek, (August 17, 1998).

Recognized in Sports Illustrated, (August 24, 1998).

Recognized in US News, (August 31, 1998).

Featured in "Marilyn Easter in The News" In The News, Pensacola, Florida (1998).

Featured in Jet, "People:" (1997).

Featured in television broadcast which was selected as an Emmy Nominee: "Affirmative action: proposition 209," (1997).

Received a Special Mother's Day Recognition in "On and on" Independent News Group, by Clara Crook, (1997).

Featured story "Role Model for Students: Failure is not an option," College of Notre Dame, (1996).

Featured in "College, university campuses," Sacramento Voice, (1996).

Featured in "You have to earn it!" The Catholic Herald, (1996).

Featured in over 100 CND publications, (1996-1999).

Received Outstanding Student Council Leadership and Service Awards (1991-92).

Earned 1st Place Speaker Award “Table Topics,” Skywest Toastmaster's (1985).

Earned 1st Place Speaker Award “Best Speaker,” Skywest Toastmaster's (1984-1985).

Earned 1st Place Speaker Award “Persuasive Speaker,” Skywest Toastmaster's (1984).

CAREER HIGHLIGHTS

- Earned Tenure and full Professor of Marketing and Decisions Sciences in the College of Business, San Jose State University, San Jose, CA.
- Featured on a Emmy Nominated television talk show to discuss the impact of California’s Proposition 209 on higher education.
- Appointed to full Professor and Chair of the MBA Program at John F. Kennedy University.
- Conducted over 50 training seminars in managerial communication, cultural diversity, business management, advertising, behavioral marketing, strategic planning and marketing communication to over 30 organizations.
- Earned 3 teacher excellence awards and 3 community service honors at College of Notre Dame.
- Authored and/or co-authored a book and over 40 articles and papers in areas of marketing, business, communications, human services, and education.
- Featured in CND exhibit at the San Mateo Museum of Science.

MISCELLANEOUS

Thank you letters

- Countless accolades from current and former students acknowledging my teaching and its positive impact on their life.

Credentials

- California Community College: Business and Marketing and Distribution, 1984. California. (Life)
- Teacher's Credentials: Marketing and Distribution and Adult Education, 1985. (Life)

Certificates

- United States Department of Housing and Urban Development - Washington, DC 1998. New Jersey Center for Advanced Technological Education - Edison, NJ 1998.
- President/Graduate Student Council/ The Rite Stuff GSC Publisher, University of San Francisco. San Francisco, CA. Published the monthly News Letter. June 1991 to June 1993.

- Assistant Teacher, Preschool, PUSD. Pleasanton, CA. August 1990- June 1991.