

# **KATHARINE HANSEN, PH.D.**

1250 Valley View Lane • DeLand, FL 32720-2364

386/740-8872 • 386/871-9490

*khansen@stetson.edu • kathy@quintcareers.com*

---

## **PROFILE**

---

- PhD scholar who achieved school-wide mandate in just a year to become academically qualified under AACSB five-year intellectual-contribution standards through publication in three peer-reviewed, Cabell's-listed academic journals; highly experienced in writing for the Internet.
- Well-evaluated instructor with six years of experience teaching in AACSB-accredited business school.
- Accomplished published writer, editor, consultant, and business communication practitioner with real-world experience and service as editor of initial AACSB accreditation documentation.

---

## **EDUCATION**

---

**Ph.D. in Interdisciplinary Studies** *with a concentration in Organizational Behavior/Development and a specialization in Organizational Communication* (and emphasizing *Communication Relating to Organizational Entry*), Union Institute & University, Cincinnati, OH, Aug. 2007

DISSERTATION: *Tell Me About Yourself: Storytelling that Propels Careers*, a qualitative study using narrative inquiry and focus groups to explore the effectiveness of using storytelling in the job search, especially stories that capture how well the job-seeker handled organizational change.

**Bachelor of Arts in Humanities**, Stetson University, DeLand, FL, 1993; concentration: Communications

Coursework in Humanities, Florida State University, Tallahassee, FL

- Won Kingsbury Award, a full scholarship judged on writing portfolio.
- Appointed to FSU President's Commission on the Status of Women.

Coursework in Journalism, University of Florida, Gainesville, FL

- Won President's award for outstanding contribution to the university.

---

## **ACADEMIC/TEACHING EXPERIENCE**

---

**Full-time Lecturer**, Business Communication, Principles of Management, Entrepreneurial Seminar, First-Year Business Seminar, Stetson University, DeLand, FL, Aug. 2005 to Dec. 2007 and Aug. 1996 to July 2000

- Teach up to four sections (90+ students) of Business Communication and one section of Entrepreneurial Seminar or Principles of Management during regular semesters. See sample syllabi at <http://www.stetson.edu/~khansen/bn301/> and [http://www.stetson.edu/~khansen/Prince/BN\\_399.html](http://www.stetson.edu/~khansen/Prince/BN_399.html) and <http://www.stetson.edu/~khansen/MGT305/>.
- For older demographic on satellite campus, developed entirely new case-based course design for business communication. See syllabus at <http://www.stetson.edu/~khansen/Passport/>.
- Brought new life to Business Communication course by:
  - Earning highest teaching evaluations among non-tenure-track instructors;
  - Developing new, writing-intensive career-development approach to course;
  - Integrating state-of-the-art technology into curriculum;
  - Writing two of the textbooks and a coursepack used in the course;
  - Initiating innovative virtual teams project;
  - Assisting students with career-development issues.
- Earned top teaching evaluations for teaching Principles of Management, Spring 2007.

**Adjunct Instructor**, Prince Entrepreneurial Seminar, Stetson University, DeLand, FL, Jan. to May 2004

- Introduced innovative journaling assignment and use of reality-TV show, "The Apprentice," into course.
- Initiated entrepreneurial storytelling approach.

**Instructional Designer/Instructor**, Career Kickstart Course, Quintessential Careers, DeLand, FL, March 2002 to present

- Developed and serve as instructor for online career-development course:  
[http://www.quintcareers.com/online\\_courses/kickstart\\_career\\_course.html](http://www.quintcareers.com/online_courses/kickstart_career_course.html)

**Accreditation Writer/Editor/Consultant**, School of Business Administration, Stetson University, DeLand, FL, 1995 to 1996

- Served as writer/editor to produce vital documentation required for university business-school AACSB accreditation. Contributed to the success of the accreditation effort by:
  - Writing two accreditation action plans that won high praise and enabled the business school to proceed from precandidacy to candidacy;
  - Developing two detailed accreditation self-evaluation reports that documented how the business school met accreditation standards and which served as basis for accreditation site visits, enabling all eligible programs to be accredited in record time.

**Instructor**, Elderhostel class, Art and Literature of the Feminine Mystique, Stetson University, DeLand, FL, December 1997 and January 1998

**Special Assistant to the Provost/Special Assistant to the Dean for Enrollment Management**, Stetson University, DeLand, FL, October 1994 to May 1996

- Targeted specific markets for recruitment and brought university constituencies into recruiting process by:
  - Drafting articulation agreements between undergraduate campus and law school;
  - Developing publications, direct-mail correspondence, and multimedia presentations;
  - Launching unique program for students undecided about their majors;
  - Spearheading unprecedented effort to encourage alumni, faculty, staff, deans, parent, and church constituencies, to participate in recruiting process;
  - Serving as liaison among Admissions Office, deans, faculty, staff, and alumni;
  - Participating actively on Enrollment Management Committee;
  - Conducting focus groups and market studies of various target markets and producing publications directed at recruiting these groups;
  - Organizing staff, students, faculty, and alumni in marketing efforts to prospective students.

## **COURSES DEVELOPED AND TAUGHT**

---

- Principles of Management, Spring 2007
- Entrepreneurial Seminar, various semesters 2004 to 2006
- Business Communication, Stetson University, DeLand, FL, 1996 to present

## **TEACHING INTERESTS**

---

- Organizational Behavior/Theory
- Principles of Management
- Virtual Teams
- Organizational Change
- Organizational Communication
- Human Resources
- Entrepreneurship
- Gender Issues in Organizations

## **RESEARCH INTERESTS**

---

- Organizational storytelling
- Virtual Teams
- Organizational entry/Career development
- Communication of organizational change
- Scholarship of teaching and learning
- Women's styles of communication
- Women in leadership and entrepreneurship

## ACADEMIC HONORS AND AWARDS

---

- Accepted into Doctoral Institute, Organizational Behavior Teaching Society, 2007 and 2006; attended 2007
- Graduate College Scholarship, Union Institute and University, 2006-2007; 2005-2006
- M.K. and Kamala Mitra Scholarship, 2005-2007, based on academic excellence and measurable impact on a given community/society
- Student commencement speaker, Stetson University, DeLand, FL, 1993
- Phi Beta Kappa, Stetson University, DeLand, FL, 1994
- Daniel J. Ransohoff Scholarship for academic focus in the social sciences, 2006-2007
- Kingsbury Award, a full scholarship judged on writing portfolio, Florida State University, Tallahassee, FL, 1992
- President's award for outstanding contribution to University of Florida, 1983

## PUBLICATIONS

---

### Peer-reviewed Academic Journals

- Hansen, Katharine. (2007, Sept.). Propelling careers through telling stories about change. *Business Communication Quarterly*, 70(2), 23-26.
- Hansen, Randall S. and Katharine Hansen. (2007, July). The Student Experience in Speed Teaming: A New Approach to Team Formation. *Journal of College Teaching & Learning*, 4(7), 69-78.
- Hansen, Katharine. (2007, Jan./Feb.) Intertextuality of Organization and Career in Constructing the "Reality" of Change, *Tamara, Journal of Critical Postmodern Organization Science*, 5(4), 146-157.
- Hansen, Randall S. and Katharine Hansen. (Spring 1995). Incorporating Writing across the Curriculum into an Introductory Marketing Course, *Journal of Marketing Education*.

### Peer-reviewed Conference Proceedings

- Hansen, Katharine. (2007). Parallel Problems in Virtual vs. Face-to-Face Teams: Easing Student Fears of Collaborating Virtually. Accepted for *Proceedings of the 2007 Organizational Behavior Teaching Conference*, Malibu, CA.
- Hansen, Katharine (May 5, 2007). Tell Me About Yourself: Storytelling that Propels Careers. *Proceedings of the 5<sup>th</sup> Annual International Conference: Storytelling in Business and Organizations*. Golden Fleece Group, Chevy Chase, MD. <http://www.goldenfleececon.org/>
- Hansen, Katharine and Hansen, Randall S. (2007). The Student Experience in Speed Teaming: A New Approach to Team Formation, *Proceedings of the 2007 College Teaching & Learning Conference/ Applied Business Research Conference*, Waikiki, HI.
- Hansen, Katharine. (May 2006). Virtual Teams: A Semester-long, Intra-school Exercise. *Proceedings of the 43rd Annual Meeting of the Eastern Academy of Management*, Saratoga Springs, NY.
- Hansen, Katharine and Randall S. Hansen. (April 2006). Using a Career Portfolio to Sustain a Competitive Edge: An Online Focus Group Study Using an Asynchronous Discussion Board. *Proceedings of the Society for Advancement of Management International Business Conference*, Orlando, FL, p. 161-171.
- Hansen, Randall S. and Katharine Hansen. (March 2006). Employment Interview Preparation: Assessing the Writing-to-Learn Approach. *Developments in Business Simulation and Experiential Learning*. Association for Business Simulation and Experiential Learning (ABSEL), San Francisco, CA.
- Hansen, Katharine and Hansen, Randall S. (2006). Using an Asynchronous Discussion Board for Online Focus Groups: A Protocol and Lessons Learned. *Proceedings of the 2006 Applied Business Research Conference*, Orlando, FL.
- Hansen, Katharine (March 2005). Application of Traditional and Online Journaling as Pedagogy and Means for Assessing Learning in an Entrepreneurial Seminar. *Developments in Business Simulation and Experiential Learning*. Association for Business Simulation and Experiential Learning (ABSEL), Orlando, FL.
- Hansen, Katharine and Hansen, Randall S. (Jan. 2005). Employment Interview Preparation: A Writing-to-Learn Approach. *Proceedings of the 2005 Applied Business Research Conference and The 2005 College Teaching and Learning Conference*, Orlando, FL.
- Hansen, Randall S., K.S. Hansen, and S.A. Taylor. (1991). The Ethical Implications of Television Advertising to Young Children, *1991 Southern Marketing Association Annual Conference Proceedings*.

## Books and Chapters in Books

- Hansen, Katharine. (2008). *Top Notch Executive Resumes: Creating Flawless Resumes for Managers, Executives, and CEOs*. Franklin Lakes, NJ: Career Press. In press.
- Hansen, Katharine. (2008). *A Foot in the Door: Networking Your Way into the Hidden Job Market*, second edition. Berkeley, CA: Ten Speed Press.
- Hansen, Katharine. (2006). "FAQs about Thank You Letters." in *Communications 12. Module 3: Workplace Communication that Works*. Victoria, BC, Canada: Open School BC, pp. 92-94.
- Hansen, Katharine. (2006). "Don't Make These 10 Cover Letter Mistakes," in *Applied Retailing Today*, by Dr. Russell Casey (2006), New York: McGraw-Hill.
- Hansen, Katharine. *Words to Get Hired By: The Jobseeker's Quintessential Lexicon of Powerful Words and Phrases for Resumes and Cover Letters*, (2005), DeLand, Florida: Quintessential Careers Press (in press; See [http://www.quintcareers.com/Quintessential\\_Careers\\_Press/words\\_to\\_get\\_hired\\_by.html](http://www.quintcareers.com/Quintessential_Careers_Press/words_to_get_hired_by.html))
- Hansen, Katharine. (2005). "So, what have you achieved? Tell me about it, otherwise how will I know?" In Michael, D. (2005), *Hire me, fire me ...*, Sydney, Australia: Wondu Holdings.
- Hansen, Katharine. (2004), "10 Powerful Career Strategies for Women" in *Women in Business*, V. V. Ramani, (ed.), Hyderabad, India: ICFAI Books, pp. 71-79.
- Hansen, Katharine and Randall S. Hansen. (2003), "The Basics of a Dynamic Cover Letter" in *Business Writing*, Pallavi Laisram, (ed.), Hyderabad, India: ICFAI Books, pp. 105-120.
- Hansen, Katharine. "Ace the Job Interview," in *GirlWise* by Julia DeVillers, (2002), Roseville, CA: Prima Publishing, pp. 108-112.
- Hansen, Katharine. "What Good is a College Education Anyway?" in *Teen Decisions: Education and College*, (Fall 2002), Farmington Hills, MI: Gale Group.
- Hansen, Katharine. "Informational Interviewing for College Students" in *The Last Job Search Guide You'll Ever Need*, (2002), CollegeRecruiter.com (eds.), Minneapolis, MN: CollegeRecruiter.com, pp. 263-266.
- Hansen, Katharine and Randall S. Hansen. *Dynamic Cover Letters*, third edition (2001), Berkeley, CA: Ten Speed Press.
- Hansen, Katharine. *A Foot in the Door: Networking Your Way into the Hidden Job Market*, (2000), Berkeley, CA: Ten Speed Press.
- Hansen, Katharine. *Dynamic Cover Letters for New Graduates*, (1998), Berkeley, CA: Ten Speed Press.
- Hansen, Randall S. and Katharine Hansen. *Write Your Way to a Higher GPA*, (1997), Berkeley, CA: Ten Speed Press.
- Hansen, Katharine and Randall Hansen. *Dynamic Cover Letters*, 2nd ed. (1995), Berkeley, CA: Ten Speed Press.
- "Early Identification and Education of Gifted Children," (1990), (with Waln Brown), booklet, Huntington, NY: William Gladden Foundation.
- Hansen, Katharine with Randall S. Hansen. *Dynamic Cover Letters*, (1990), Berkeley, CA: Ten-Speed Press.

## Conference Presentations

- Hansen, Katharine (May 5, 2007). Tell Me About Yourself: Storytelling that Propels Careers. Golden Fleece Group, Chevy Chase, MD. <http://www.goldenfleececon.org/>
- Hansen, Katharine and Hansen, Randall S. (2007). The Student Experience in Speed Teaming: A New Approach to Team Formation, 2007 College Teaching & Learning Conference/Applied Business Research Conference, Waikiki, HI.
- Hansen, Randall S. and Katharine Hansen. (March 2006). Employment Interview Preparation: Assessing the Writing-to-Learn Approach. Association for Business Simulation and Experiential Learning (ABSEL), San Francisco, CA.
- Hansen, Katharine and Hansen, Randall S. (2006). Using an Asynchronous Discussion Board for Online Focus Groups: A Protocol and Lessons Learned. 2006 Applied Business Research Conference, Orlando, FL.
- Hansen, Katharine (March 2005). Application of Traditional and Online Journaling as Pedagogy and Means for Assessing Learning in an Entrepreneurial Seminar. *Developments in Business Simulation and Experiential Learning*. Association for Business Simulation and Experiential Learning (ABSEL). Orlando, FL.
- Hansen, Katharine and Hansen, Randall S. (Jan. 2005). Employment Interview Preparation: A Writing-to-Learn Approach. 2005 Applied Business Research Conference and The 2005 College Teaching and Learning Conference, Orlando, FL.

## Book Reviews

- Hansen, Katharine. Chapter review of Telecommuting chapter of *The Handbook of Technology Management* (3-volume set), Hossein Bidgoli, editor, John Wiley & Sons, Inc., Feb. 15, 2008.
- Hansen, Katharine (2007-2008, Winter). Book review of Morem, Susan (2007). *How to Get a Job and Keep It*. New York: Ferguson. In *Career Planning & Adult Development Journal* (invited submission), in press.
- Hansen, Katharine. Textbook review of *Organizational Communication: Approaches and Processes*, by Katherine Miller, 4<sup>th</sup> edition. Review invited by Wadsworth/Thomson Higher Education, Feb. 15, 2007.
- Hansen, Katharine (2006-2007, Winter). Book review of Wall, J. E. (2006). *Job Seeker's Online Goldmine: A step-by-step guidebook to government and no-cost Web tools*. Indianapolis, IN: JIST. In *Career Planning & Adult Development Journal* (invited submission), 48-50.

---

## RESEARCH IN PROGRESS

---

- Hansen, Katharine. Embedded in Individual Change: Storied Encounters with Organizational Change. *Organization, the Critical Journal of Organization, Theory and Society*. Special issue on storytelling and change in organizations. Under review.
- Johansen, Jane; Bizal, Nancy; and Hansen, Katharine. Profiting from the Juxtaposition of Story Telling and Skills Identification for Effective Resume Building and Interviewing (working title). Preparing revised manuscript for resubmission to *Business Communication Quarterly*.
- Oliphant, Gary; Hansen, Katharine, and Oliphant, Becky. Predictive Validity of a Behavioral Interview Technique: Use of Actual Data. *Marketing Management Journal*. Under review.
- Hansen, Katharine, Oliphant, Gary; Oliphant, Becky; and Hansen, Randall S., Best Practices in Preparing Students for Mock Interviews. *Business Communication Quarterly*. Under review.

---

## PROFESSIONAL EXPERIENCE

---

### Principal Presenter, Quintessential Careers 10<sup>th</sup> Anniversary 10-College Tour, Fall 2006

- Delivered multiple presentations on career-related topics at 10 Florida colleges. See [http://www.10careerstories.com/10\\_colleges.html](http://www.10careerstories.com/10_colleges.html)

### Creative Director, Quintessential Careers Web site, and Editor, QuintZine, an online newsletter for jobseekers, DeLand, FL, March 2000 to present

- Provide career-development content for Quintessential Careers Web site and edit QuintZine newsletter.

### Chief Writer, Quintessential Resumes and Cover Letters, DeLand, FL, May 2000 to Dec. 2005

- Served as primary writer for online resume and cover-letter service.

### Writer, Office of Marketing and Communications, Stetson University, DeLand, FL, Sept. 1999 to July 2000

### Coordinator for Gallery and Art Department Services, Art Department, Stetson University, DeLand, FL, Aug. 1993 to Oct. 1994

- Successfully promoted a university art gallery and the university itself using innovative marketing techniques. Contributed to gallery's/university's community-relations success by:
  - Producing eye-catching printed pieces: award-winning newsletter, annual reports, and brochures;
  - Creating effective database and launching direct-mail campaign to inform community of art-gallery programs;
  - Organizing special events to promote gallery, as well as generate positive community reaction to gallery; preparing gallery exhibition openings;
  - Launching effective program of press releases and photos; establishing excellent media contacts;
  - Saving thousands of dollars by designing printed pieces via desktop-publishing;
  - Crafting direct-mail fundraising letters and packages to expand gallery contributor base.

**Speechwriter/Deputy Press Secretary**, Florida Department of Education, Tallahassee, FL, 1989 to 1992

- Played key role on communications team of state Commissioner of Education, a member of the now-defunct state Board of Regents, who oversaw the State University System of Florida. Advanced the Commissioner's agenda by:
  - Writing dynamic, well-received, award-winning speeches given by Commissioner to numerous, varied public constituencies;
  - Orchestrating press conferences, arranging press coverage, and writing press statements;
  - Achieving excellent track record in writing and placing press releases;
  - Writing and editing articles and publications to promote Commissioner's initiatives, including a quarterly newsletter on Florida's public higher-education system.

---

## **FREELANCING AND CONSULTING**

---

**Consultant/Editor**, Policies and Procedures manual, Stetson University, DeLand, FL, May 1998 to Feb. 2001

**Speechwriter** for President of National Association of Social Workers and pro bono statewide

**Coordinator of Public Relations** for American Association of University Women/Florida, 1990 to 1995

**Freelance writer/editor**, various clients; author, 1990 to present.

- Conceptualized innovative editorial format for established 100-page annual magazine for new college students. Edited team-building book for community-college audience. Wrote for alumni magazine and other collegiate publications. Contributed to these publications' success by:
  - Conceiving, assigning, and editing a story that later won a national writing competition;
  - Conceptualizing and planning editorial formula and developing story ideas.

*Clients have included:*

- Various career-related Web sites
- Stetson University
- Daytona Beach News Journal
- Rutgers University News Service
- Cobb Cole & Bell (law firm)
- Institute for Educational Leadership
- William Gladden Foundation
- Florida Council on Aging
- Betty Castor Re-election campaign
- Florida Department of Education, Office of Business/Citizen Partnerships
- Business and Education Coalition for Technology and Change
- American Association of Community Colleges
- International Guild of Professional Consultants

---

## **PROFESSIONAL SERVICE**

---

- Reviewer, Organizational Behavior Division, Academy of Management Annual Meetings, 2008 to present
- Reviewer, OBTS: Teaching Society for Management Educators, Annual Organizational Behavior Teaching Conference, 2008 to present
- Member, Board of Directors, American Communication Association
  - Blog Editor, *American Communication Journal*
  - Content Design Member, Web Site Committee
  - Member, E-Textbook Committee
  - Page Manager, Communication Education Technologies Web page, American Communication Association
- Advisory Board Member, Certified Electronic Career Coach Program, January 2002 to 2004
- Expert Panelist, Ask the Experts, CollegeRecruiter.com Newsletter, May 2001 to present

---

## **CIVIC/COMMUNITY SERVICE**

---

- Member, Volusia County Commission on the Status of Women, 1995 to 1999

---

## UNIVERSITY SERVICE AND PHILANTHROPY

---

- Served as member of Stetson University Artist and Lecturers Committee
- Functioned as member of Stetson University School of Business Administration Student Admissions Committee
- Peer Member, Doctoral Committee of Anne Bedwinek, Union Institute and University, Cincinnati, OH, 2004 to present
- Judge, Undergraduate Scholarship Day, Stetson University, 2003 and 2004
- Served as President, Stetson University Friends of Art, 1994 to 1997
- Developed, implemented, and continue to facilitate The Real World Panel, in which recent alumni return to campus to discuss their career and life experiences in the “real world,” Stetson University, DeLand, FL.
- Annually donate purchase award, Elizabeth Knight Sumner Purchase Award, to enable Stetson University to buy an outstanding piece of artwork by a senior student for its permanent collection.
- Annually donate award given at Stetson University’s annual juried student art exhibition to non-art major.
- Annually donate marketing-promotions award, William Dayton Sumner Marketing Promotions Award.
- Co-sponsor purchase award, Quintessential Art of Business Award, chosen from Stetson University’s annual juried student art exhibition to buy an outstanding piece of student artwork to reside in the university’s newly renovated business-school building.

---

## PROFESSIONAL AFFILIATIONS

---

- Academy of Management
- Organizational Behavior Teaching Society
- ABSEL: Association for Business Simulation and Experiential Learning
- American Communication Association
- Career Planning and Adult Development Network
- Society for Advancement of Management
- Phi Beta Kappa Society

---

## ADDITIONAL INTELLECTUAL CONTRIBUTIONS

---

- Author of more than 100 Web-based articles on career development, higher education, and entrepreneurial topics. List available upon request; see also [http://www.quintcareers.com/career\\_college\\_articles.html](http://www.quintcareers.com/career_college_articles.html)
- Author of 15+ book reviews on career development, higher education, and entrepreneurial topics. List available upon request.
- Quoted, interviewed, and reviewed in dozens of books reviews, articles, and presentations in various media. Details and samples available upon request. In a Google search, my name receives more than 6,970 mentions.
- Certified with several career-practitioner credentials.