



JOHNNY SNYDER

Colorado Mesa University • Davis School of Business
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Educational History:

- M.S. March 2005; Nova Southeastern University, Ft. Lauderdale, Florida 33329;
Computer Information Systems
- Ph.D. August 1999; University of New Mexico, Albuquerque, New Mexico 87131;
Applied Mathematics; Dissertation: “A Mathematical Analysis of Induced
Defenses in a Plant-Herbivore System,” Advisor: Dr. Deborah Sulky
- M.A. August 1991; University of New Mexico, Albuquerque, New Mexico 87131;
Applied Mathematics
- B.A. April 1988; Fort Lewis College, Durango, Colorado 81302;
Major: Mathematics; Minor: Computer Science Advisor: Dr. Richard Gibbs

Employment History:

- Professor: 2010 – present; Davis School of Business, Computer Information
Systems and Business Analytics, Colorado Mesa University (formally Mesa State
College), Grand Junction, Colorado 81501
- Associate Professor: 2005 – 2010; Department of Business, Computer Information
Systems, Mesa State College, Grand Junction, Colorado 81501
- Associate Professor and Chair: 2003-2005; Department of Mathematics and Computer
Science, Department of Business, Sul Ross State University, Alpine, Texas 79832
and Universidad Autónoma de Chihuahua, Chihuahua, Mexico
- Assistant Professor: 1999-2003; Department of Mathematics and Computer Science;
Sul Ross State University, Alpine, Texas 79832
- Assistant Professor: 1998-1999; Department of Mathematics and Computer Science;
Pacific University, Forest Grove, Oregon 97116
- Faculty: 1994-1999; Department of Continuing Education; University of New Mexico,
Albuquerque, New Mexico 87131
- Teaching Assistant: 1988-94 and 1997-98 Department of Mathematics and Statistics;
University of New Mexico, Albuquerque, New Mexico 87131

Adjunct Faculty: 1994-1997; Southwestern Indian Polytechnic Institute, Albuquerque, New Mexico 87121

Part-Time Instructor: 1994-1997; Department of Mathematics and Statistics, University of New Mexico, Albuquerque, New Mexico 87131

Graduate Assistant: 1994-1996; Minority Engineering Programs, College of Engineering; University of New Mexico, Albuquerque, New Mexico 87131

Consulting Activities:

- Spreadsheet construction to enable project tracking for Genesis Designs Architecture and Planning (2006)
- Faculty/Staff Training and Change Management for the Office 2007 deployment at Mesa State College (2009)
- Mathematical model development and data analysis for Geovic mining company (2009)
- Web site design and construction for JF Strothman Distillery (2012)
- Spreadsheet construction to evaluate effective/ineffective football defensive strategies for the CMU football team (2014)
- Sales force pricing model and spreadsheet construction for Colorado Custom Elevator and Lift (2015)
- Resource Speaker for Tableau Training, Cebu Normal University (2019)

Other Employment:

From 1977 to 1988 positions included retail sales person, ski rental and repair shop employee and assistant manager, ski lift operator and ski patrol, warehouse (shipping/receiving), construction trades and remodel work, restaurant and kitchen work.

Teaching:

Master's Committees/Advisement:

Megan Lewin (MBA), 2018

Factors Influencing Intention to Choose a Business Analytics Program

Leland Byers (MBA), 2011

Fighting Monsters, and Being Taxed for it? A Look at Possible Government Taxation in Virtual Worlds

Justin Kawcak (MBA), 2011

How Admissions Offices in Colorado are Using Social Media

Bill Adams (Natural Resource Management), 2002

A Kill Rate Model for Texas Mountain Lions (MS Thesis)

Lynn Cassell (Biology), 2002

Analysis of Vocalizations of Lilian's Race of the Eastern Meadowlark (*Sturnella magna lilianae*) in West Texas (MS Thesis)

**Bachelor's Advisement/Senior Project Direction/Honors Thesis
Supervision/Student Project Advisement:**

GoCodeColorado, 2019

Student/Faculty team - Statewide Finalists

CISB 471 Teams (13 students, 2 teams), 2019

Student Showcase Presentation

CISB 471 Team (13 students), 2018

Student Showcase Presentation

Megan Lewin (3+2 MBA), 2018

Student Showcase Paper

Corey Jimerson (Finance/Economics), 2015

Student Showcase Paper

***Best in Track Award**

Mark Boomgaard (Computer Information Systems), 2015

***First Place, Microsoft Office Solutions, Second Place, Business Analysis,
AITP National Collegiate Conference**

Jordan Fisher (Computer Information Systems), 2015

***Second Place, PC Troubleshooting AITP National Collegiate Conference**

Zach Horrall (Computer Information Systems), 2015

***First Place, Microsoft Office Solutions, Second Place, Business Analysis,
AITP National Collegiate Conference**

Dustin DeLor (Computer Information Systems), 2014

***Third Place, PC Troubleshooting Competition, AITP National Collegiate
Conference**

Michael Rowe (Computer Information Systems), 2014

***Honorable Mention, PC Troubleshooting, AITP National Collegiate
Conference**

Dustin DeLor (Computer Information Systems), 2013

***Third Place, PC Troubleshooting Competition, AITP National Collegiate
Conference**

Paul Ducray (Computer Information Systems), 2013

***Honorable Mention, PC Troubleshooting
Top Ten, Security Competition, AITP National Collegiate Conference**

Steven Nolan and Heather Flaherty (Computer Information Systems), 2012

***Honorable Mention, Business Analytics Competition, AITP National
Collegiate Conference**

Sydney Jensen (Computer Information Systems), 2012

Student Showcase Paper

***Best in Track Award**

Leyland Byers (MBA), 2012

Student Showcase Paper

Steven Nolan (Computer Information Systems), 2011

**Paper accepted to Mountain Plains Management Association's annual
conference**

***Best Paper Award, Student Track**

Megan Vogel (Computer Information Systems), 2011
Student Showcase Paper
***Best In Track Award**

Triston Arisawa and Megan Vogel (Computer Information Systems), 2011
***Honorable Mention, Web Design, AITP National Collegiate Conference, 2011**

Megan Vogel (Computer Information Systems), 2011
***First Place, Student Paper Competition**
***Honorable Mention, Web Design, AITP National Collegiate Conference, 2011**

Josh Major (Computer Information Systems), 2011
***Honorable Mention, Network Design Competition, AITP National Collegiate Conference, 2011**

Cole Nash (Management), 2011
***Honorable Mention, Network Design Competition,**
***Third Place, Student Paper Competition, AITP National Collegiate Conference, 2011**

Nick Bjorklund (Economics/Finance), 2010
Paper accepted to the Second Annual Four Corners Conference on Globalization

Lyndsay Yerbic (Computer Information Systems), 2010
***Honorable Mention, Student Paper Competition at the AITP National Collegiate Conference, 2010**

Ed Cart (Computer Information Systems), 2010
***Honorable Mention, Student Paper Competition at the AITP National Collegiate Conference, 2010**

Eve Edie (Computer Information Systems), 2009
Paper Accepted to the Student Track of the 2009 Mountain Plains Management Association's Annual Meeting, Paper Included in Proceedings

Jon Williams (Computer Information Systems), 2009
Paper Accepted to the Student Track of the 2009 Mountain Plains Management Association's Annual Meeting, Paper Included in Proceedings
***Best Paper Award, Student Track**

Amanda Nesbit (Computer Information Systems), 2009
***Top Ten Placement, Student Paper Competition at the AITP National Collegiate Conference, 2009**

Bill Jackson and Loren Gabriel (Computer Information Systems), 2008
***Second Place Award, Web Site Design for the AFSCME Local 3375, AITP National Collegiate Conference, 2008**

Telicia Chaffin (Computer Information Systems), 2008
Web Site Design Competition for the Manufacturers Council, AITP National Collegiate Conference, 2008

Charles Smith (Computer Information Systems), 2008 Human Microchip Implantation
***Top Ten Placement, Student Paper Competition at the AITP National Collegiate Conference, 2008**

- *Paper published in Volume 3, number 3 of *The Journal of Technology Management and Innovation*, 2008**
- Telicia Chaffin (Computer Information Systems), 2007 From E-voting to I-voting
***Presented at the 2007 MPMA Conference at Kearney Nebraska, included in proceedings**
- AITP Team Banner Competition, 2007
***First Place Award, Artistic Category, AITP National Collegiate Conference, 2007**
- Bill Jackson and Jarrod Harper (Computer Information Systems), 2007
***First Place Award, Web Site Design for the ASFCME Local 3375, AITP National Collegiate Conference, 2007**
- Charles Smith (Computer Information Systems), 2007 Podcasting for Universities
***Top Ten Placement, Student Paper Competition at the AITP National Collegiate Conference, 2007**
- Telicia Chaffin (Computer Information Systems), 2007 E-voting
***Third Place Award, Student Paper Competition at the AITP National Collegiate Conference, 2007**
- Juliana Munoz (Computer Information Systems), 2006 The Corporate Social Responsibility of Pure-Play Sites versus Brick-and-Mortar Corporations
***Presented at the 2006 MPMA Conference at Orem, Utah, included in proceedings**
- Thomas Wolfe (Computer Information Systems), 2006 The E-Grocer Factor: Why Didn't It Work and How Can It Work Now
***First Place Award, Student Paper Competition at the AITP National Collegiate Conference, 2006**
- Bernie Calderon (Mathematics), 2004
 An Analysis of the TExES Exam
- Ida Ramirez (Mathematics), 2003
 Numerical Solution of a Titration Problem
- Jose Carillo (Mathematics), 2003
 The Mathematics of Coupled Dynamical Systems
- Erica Price (Mathematics), 2000
 Stability of a Spring/Dashpot System

Classroom Teaching:

Institution	Courses Taught
University of New Mexico 1988 – 1998	Math 111, Mathematics for Elementary School Teachers I Math 112, Mathematics for Elementary School Teachers II Math 123, Trigonometry Math 129, A Survey of Mathematics Math 150, College Algebra Math 162, Calculus I Math 163, Calculus II Math 180, Business Calculus I Math 181, Business Calculus II

	<p>Math 215, Mathematics for Elementary School Teachers III Math 264, Calculus III Math 314, Linear Algebra Math 316, Differential Equations</p>
<p>Southwestern Indian Polytechnic Institute 1995-1997</p>	<p>Math 150, College Algebra Math 162, Calculus I Math 163, Calculus II</p>
<p>Pacific University 1998-1999</p>	<p>Math 122, College Algebra Math 125, Pre-calculus Math 165, Introduction to Contemporary Mathematics Math 206, Numerical Linear Algebra Math 226, Calculus I CS 230, Introduction to Software Tools</p>
<p>Sul Ross State University 1999-2005</p>	<p>Math 1300, Developmental Mathematics Math 1310, University Mathematics Math 1315, University Algebra Math 1320, Calculus I Math 1321, Calculus II Math 1342, Statistics Math 2320, Calculus III Math 3101/CS 3101, Departmental Seminar Math 3306/CS3306, Numerical Analysis Math 3306, Computing in Mathematics Math 3320, Differential Equations Math 3350, History of Mathematics Math 4360, Complex Variables Math 4390, Senior Project Math 5301, Graduate Special Topics GBA 3350, Business Statistics CIS 3323, Human Computer Interaction CIS 3360, Legal and Ethical Issues in Computing in Business CIS 3370, System Analysis and Design</p>
<p>Universidad Autónoma de Chihuahua (UACH), Chihuahua, Mexico 2003-2005</p>	<p>GBA 5309, Quantitative Analysis and Decision Theory (MBA) GBA 5304, Management Information Systems (MBA)</p>
<p>Colorado Mesa University (formerly – Mesa State College) 2005 – present</p>	<p>CISB 101, Business Information Technology CISB 205, Advanced Business Software CISB 206, Business Database Application Programming CISB 210, Fundamentals of Information Systems CISB 241, Business Analysis CISB 305, Solving Problems Using Spreadsheets CISB 306, Solving Problems with Databases CISB 315, Information Systems Infrastructure CISB 341, Quantitative Decision Making CISB 342, Data Mining and Visualization</p>

	<p>CISB 395, Independent Study CISB 396, CISB Research CISB 400, Data Communication and Network Management CISB 442, Systems Analysis and Design CISB 451, Database Administration CISB 460, Electronic Commerce CISB 491, Directed Readings CISB 560, Electronic Commerce (MBA) EDUC 497, Methods of Teaching Secondary Mathematics EDUC 580, Secondary Instructional Methods for Mathematics</p>
<p>University of the Philippines, Cebu City Fall 2017</p>	<p>MGT 197, Data Analytics</p>

Other Teaching Activities	
<p>University of New Mexico, Department of Mathematics and the Office of the Provost 1990-1991</p>	<p>New Mexico Junior Mathematics Prognosis Exam Project (JUMP) – A statewide outreach program geared to increase success in high school mathematics programs.</p>
<p>University of New Mexico, Minority Engineering, Mathematics and Science Project 1994-1995</p>	<p>A tutoring/mentoring program designed to increase participation and success of underrepresented populations in the study of engineering disciplines.</p>
<p>University of New Mexico, Native American Program, College of Engineering 1994-1995</p>	<p>A resident program for Native Americans geared to increase participation and success of the student in the classroom.</p>
<p>Southern Pueblo Agency 1994-1995</p>	<p>A teaching initiative striving to certify Native American teachers who would then return to their pueblos to accept teaching positions in tribal schools.</p>
<p>Phillips Academy Andover, Massachusetts 1995</p>	<p>A residential program for students to increase their knowledge base for study in US institutions of higher education.</p>
<p>Sul Ross State University 1999-2004</p>	<p>PASS (Program for Academic Success and Socialization) A bridge program for first generation college students. This course taught skills and techniques necessary for students to thrive in the University.</p>
<p>Colorado Mesa University 2005 – 2020</p>	<p>As the faculty advisor to the student chapter of the AITP, I plan and conduct monthly meetings, recruit and train students to staff our fundraising activities, Computer Heroes (a computer hardware and software repair shop) and MSDNAA software provision for students in qualifying classes. I also</p>

	mentor and train students to compete in the AITP's National Collegiate Conference.
Colorado Mesa University 2017 - 2020	FYI – Freshman Year Initiative Instructor for incoming freshmen on “how to survive” in the university. Topics include study skills and habits, time and money management, learning styles, career options, ethics in the academy, degree options, and independent living.
University of the Philippines Lahug, Cebu City, Cebu Fall 2017	While on sabbatical, I taught a course in Data Analytics (MGT 197) to 38 fourth year (senior) management students. This was a challenging assignment, as the economic situation in the Philippines necessitated teaching without a textbook, so I used online resources as well as lecture notes, examples, and PowerPoints.
University of Cebu, Cebu City, Philippines Fall, 2017	Evaluator for PhD candidates at this 60,000+ student institution. A panel of three evaluators scored the presentations of six PhD candidates after they presented their dissertation research.
Mindanao State University Bolton, Davao City, Philippines January, 2019	Delivered two invited lectures to student groups of business majors. This lecture discussed the current state of data analytics in business and the emerging tools and methods for data analysis.
Cebu Normal University, Cebu City, Philippines July, 2019	Delivered a three-day seminar on the use of Talbeau, a data visualization tool, to faculty from the Institute of Applied Mathematics and Physics. This workshop was intended to stimulate research and grant writing activities within the Institute, as well as the university.

Scholarly Achievements:

Articles appearing in Journals:

- Snyder, J. and Tan, T. (2020). Ethical Awareness in the Age of Analytics: Views from the United States and the Philippines. [Review of Integrative Business and Economics Research](#), 9(s4), 340-357.
- Baldo, C., Snyder, J., and Holguin, A. (2020). Revisiting the Online vs. Face to Face teaching evaluations. [International Journal of Education and Development Using Information and Communication Technology](#), 16(2).
- Snyder, J. (2019). [Data Cleansing: An Omission from Data Analytics Coursework](#). *Information Systems Education Journal*, 17(6), p. 22-29. (AACSB Applied)
- Snyder, J. (2019). Teasing Information out of a Time Series: Index Numbers and the Multiplicative Model. Sage Research Methods Cases Part 2. doi: [10.4135/9781526466488](#) (October, 2019) (AACSB Applied)
- Snyder, J. and Slauson, G. (2016). Differences in Males and Females in

- When and Why They Become Interested in Information Systems Majors. *Information Systems Education Journal*, 14(1), p. 4-14. (January, 2016) (AACSB Teaching and Learning)
- Snyder, J., and Slauson, G. (2014). Majoring in Information Systems: Reasons Why Students Select (or not) Information Systems as a Major. *Information Systems Education Journal*, 12(3), p. 59-66.
- Snyder, J. (2013). Wikipedia: Librarians' Perspectives on Its Use as a Reference Source. *Reference & User Services Quarterly* 53(2), p.155-163; DOI: 10.5860/rusq.53n2.155
- Carpenter, D., McGinnis, D., Slauson, G. & Snyder, J. (2013). Assessing the Microsoft Office Skills Course: Computer Mediated Delivery and Pre- and Post-Surveys. *Information Systems Education Journal*, 11(4), p. 66-83.
- Snyder, J. (2013). Wikipedia in the Academic Environment: Faculty and Student Perspectives, *International Journal on E-Learning*. 12(3), p. 303-327.
- Snyder, J., Carpenter, D., Slauson, G., Skinner, J. and Nash, C. (2012). Beyond the Bake Sale: Fundraising and Professional Experience for Students Involved in an Information Systems Student Chapter. *Information Systems Education Journal*, 10(6), p. 72-83.
- Slauson, G., Carpenter, D., & Snyder, J. (2011). Systems in the Foundations of Information Systems Course to Retain Students and to Support the IS 2010 Model Curricula. *Information Systems Education Journal*, 9(5), p. 71-76.
- Carpenter, D., Snyder, M., Slauson, G., & Bridge, M. (2011). Additional Support for the Information Systems Analyst Exam as a Valid Program Assessment Tool. *Information Systems Education Journal*, 9(4), p. 73-79.
- Slauson, G., Snyder, J., & Carpenter, D. (2009). Encouraging Students to Learn on the Fly in CIS Courses, *Information Systems Education Journal*, 7(66), p. 1-8.
- Snyder, J., Slauson, G., & Carpenter, D. (2009). An Action Plan to Increase IS Enrollment Based on Recent Survey Evidence, *Information Systems Education Journal*, 7(65), p. 1-12.
- Carpenter, D., Bridge, M., Snyder, J., & Slauson, G. (2009). The Information Systems Analyst Exam as a Program Assessment Tool: Pre-Post Tests and Comparison to the Major Field Test, *Issues in Information Systems*, X(2), p. 355-363.
- Snyder, J. (2009). Usability – A Teaching and School Service Project, *Journal of Information Systems Education* 20(1), p. 13-16.
- Slauson, G., Carpenter, D., & Snyder, J. (2008). Copyright Ethics: Relating to Students at Different Levels of Moral Development, *Information Systems Education Journal* 6(8), p. 1-6.
- Snyder, J., Carpenter, D., & Slauson, G. (2007). MySpace.com A Social Networking Site and Social Contract Theory, *Information Systems Education Journal*, 5(2), p. 1-11.
- Snyder, J. (1997). Stability Considerations for Numerical Methods. *SIAM Review*, 39(4), p. 755-760.
- Snyder, J. (1995). A Brief History of Population Models. *The Pentagon*, Fall 1995, p.9-18.

Articles Appearing in Other Publications

Carpenter, D., Slauson, G. & Snyder, J. (2008). Change Dominates the Scene in Computer Technology at the New Mesa State, *Mosaic Magazine*, 9.1, p. 7.

Refereed Proceedings Publications

Snyder, J. (2018). Data Cleansing: An Omission from Data Analytics Coursework. EDSIG/CONISAR (AACSB Applied)

Snyder, J. (2016). Evidence of Wikipedia usage during the school year: A numerical study. CONISAR (AACSB Applied)

Snyder, J. (2015). Numerical Evidence of Students' Use of Wikipedia. IABPAD 2015.

Snyder, J. and Slauson, G. (2015). Differences in Males and Females in When and Why They Become Interested in Information Systems Majors. EDIGSIG 2015.

***Distinguished Paper Award**

Snyder, J., and Slauson, G. (2013). Majoring in Information Systems: Reasons Why Students Select (or not) Information Systems as a Major. Proceedings of the 2013 ISECON.

***Distinguished Paper Award**

Snyder, J., and Lay, S. (2012). Implementing a Degree Qualifications Profile. Proceedings of the 2012 Mountain Plains Management Conference.

Slauson, G. and Snyder, J. (2012). Asking the Right Questions to Change Perception of Business Students Regarding CIS Programs. Proceedings of the 2012 Mountain Plains Management Conference.

Carpenter, D., McGinnis, D., Slauson, G. and Snyder, J. (2012). Assessing Computer Skills Course and Computer Mediated Delivery via Pre- and Post-Surveys. Proceedings of the 2012 Information Systems Educators Conference.

Snyder, J., Carpenter, D., Slauson, G., Skinner, J., & Nash, C. (2011). Beyond the Bake Sale: Fundraising and Professional Experience for Students Involved in an Information Systems Student Chapter. *Proceedings of the 2011 ISECON*.

Snyder, J. (2011). Wikileaks and Social Contract Theory. *Proceedings of the Four Corners Conference on Globalization*.

Snyder, J. (2011). Wikipedia: Librarians Perspectives' on Its Use as a Reference Source. *Proceedings of the 2011 MPMC*.

***Best Paper Award, Pedagogy Track**

Slauson, G., Carpenter, D., & Snyder, J. (2010). Three Systems to Initiate in the Foundations of Information Systems Course to Support the IS 2010 Model Curricula and Retain Students. *Proceedings of the ISECON*.

Carpenter, D., Snyder, J., Slauson, G., & Bridge, M. (2010). Additional Support for the Information Systems Analyst Exam as a Valid Program Assessment Tool. *Proceedings of the 2010 ISECON*.

Carpenter, D., Snyder, J., & Slauson, G. (2010). Motivating and Managing MBA Students versus Computer Professionals and Others. *Proceedings of the 2010 MPMC*.

Snyder, J. (2010). Wikipedia as an Academic Reference: Faculty and Student Viewpoints. *AMCIS 2010 Proceedings*.

- Carpenter, D., Bridge, M., Snyder, J., & Slauson, G. (2009). The Information Systems Analyst Exam as a Program Assessment Tool: Pre-Post Tests and Comparison to the Major Field Test, *Proceedings of the IACIS Conference*.
- Snyder, J. (2009). Wikipedia as an Academic Reference: Faculty Perspective, *Proceedings of the MPMA Conference*.
- *Best Paper Award, Pedagogy Track**
- Slauson, G., Snyder, J., & Carpenter, D. (2008). Capitalizing Quickly on the Information Asset by Learning-on-the Fly, *Proceedings of the MPMA Conference*.
- Snyder, J. (2008). Cultural Dimensions of Web Design Elements, *Proceedings of the MPMA Conference*.
- Snyder, J., Slauson, G., & Carpenter, D. (2008). An Action Plan to Increase IS Enrollment Based on Recent Survey Evidence, *Proceedings of the ISECON*.
- Slauson, G., Snyder, J., & Carpenter, D. (2008). Encouraging Students to Learn on the Fly in CIS Courses, *Proceedings of the ISECON*.
- Carpenter, D., Slauson, G., Snyder, J. & Winniford, M. (2008). Motivating and Managing IT Professionals Versus Bankers, *Proceedings of the WDSI*.
- Winniford, M., Slauson, G., Carpenter, D., & Snyder, J. (2007). A Survey of Student Mastery of Computer Skills: Pretest of Ability, *Proceedings of the MPMA Conference*.
- Snyder, J., Slauson, G., Jackson, B., & Chaffin, T. (2007). Using the National Collegiate Conference as a Focal Point for an AITP Student Chapter's Annual Activities, *Proceedings of the ISECON*.
- Slauson, G., & Snyder, J. (2007). Nano-Studies in a Business Course; Providing Small Portions of Information with Pointers to More Detail, *Proceedings of the MPMA Conference*.
- Carpenter, D., Slauson, G., Snyder, J., & Winniford, M. (2007). Motivating And Managing Computer Personnel In The 21st Century: Expanding The Pilot Study, *Proceedings of the MPMA Conference*.
- Snyder, J. (2007). It's a Wiki-World: Utilizing Wikipedia as an Academic Reference, *Proceedings of the MPMA Conference*.
- Slauson, G., Carpenter, D. & Snyder, J. (2006). Copyright Ethics: Relating to Students at Different Levels of Moral Development, *Proceedings of the ISECON*.
- Snyder, J., Carpenter, D., & Slauson, G. (2006). MySpace.com A Social Networking Site and Social Contract Theory, *Proceedings of the ISECON*.
- *Meritorious Paper Award**
- Bridge, M., Snyder, J. & Naas, J. (2006). The Development Methodology Of A Metropolitan Statistical Area Price Index Model, *Proceedings of the IBER & TLC*.
- Muñoz, J. & Snyder, J. (2006). The Corporate Social Responsibility of Pure-Play Sites versus Brick-and-Mortar Corporations, *Proceedings of the MPMA Conference*.
- Snyder, J. (2005). Evaluating E-Commerce: An Aesthetic Perspective, *Proceedings of the MPMA Conference*.

Reviewing Activities

Journal of Information Systems Education
Information Systems Education Journal
Information Systems Education Conference
Four Corners Conference on Globalization
Mountain Plains Management Conference

Invited or refereed talks/presentations to professional meetings

- “Data Cleaning: Enhancing the integrity of the Cities and Municipalities Competitiveness Index (CMCI) database”, October 27, 2020 **Third Place Award** at the [2020 CMCI Academic Symposium](#) (Co-authored with Dr. Gretchen Chaves of the University of the Philippines, Lahug, Cebu) (AACSB Applied)
- “Numerical Evidence of Students’ Use of Wikipedia” October, 2015
The International Academy of Business and Public Administration Disciplines (IABPAD) Conference Las Vegas, Nevada (AACSB Applied)
- “Report on the National Collegiate Conference” May, 2015
Mile High Chapter of the AITP Monthly Meeting; Denver, Colorado
(Invited presentation including student presenters: Kaemen Chiles, Mark Boomgaard, Jordan Fisher)
- “Report on the National Collegiate Conference” May, 2013
Mile High Chapter of the AITP Monthly Meeting; Denver, Colorado
(Invited presentation including student presenters: Kaemen Chiles, Dustin Delor, and Michaela Ervin)
- “Report on the National Collegiate Conference” May 2011
**Mile High Chapter of the AITP Monthly Meeting; Denver, Colorado
(Invited presentation including student presenters: Cole Nash, Paul Ducray, Nathan Woods,)**
- “Wikipedia: Librarians Perspectives’ on Its Use as a Reference Source”
MPMC 2011, Grand Junction, Colorado, October 2011
- “Report on the National Collegiate Conference”
Mile High Chapter of the AITP Monthly Meeting; Denver, Colorado
(Invited presentation including student presenters: Tristen Arisawa, Michael Ervin, Nathan Woods)
- “Wikipedia as an Academic Reference: Faculty and Student Perspectives”
AMCIS 2010, Lima, Peru, August 2010
- “Wikipedia as an Academic Reference: Faculty Perspective”
MPMA 2009, Grand Junction, Colorado, October 2009
- “Cultural Dimensions of Web Design Elements”
MPMA 2008, Pocatello, Idaho, October, 2008
- “An Action Plan to Increase IS Enrollment Based on Recent Survey Evidence”
ISECON 2008, Phoenix, Arizona, November, 2008
- “Encouraging Students to Learn on the Fly in CIS Courses”
ISECON 2008, Phoenix, Arizona, November, 2008
- “Report on the National Collegiate Conference”

- Mile High Chapter of the AITP Monthly Meeting; Denver, Colorado, May, 2008
**(Invited presentation including student presenters:
 Bill Jackson and Telicia Chaffin)**
- “Using the National Collegiate Conference as a Student Chapter Focal Point”
 AITP National Collegiate Conference
**(Invited presentation including student presenters:
 Bill Jackson and Telicia Chaffin)**
 Memphis, Tennessee, March, 2008
- “Using the National Collegiate Conference as a Focal Point for an AITP Student
 Chapter’s Annual Activities”
 ISECON 2007, Pittsburgh, Pennsylvania, November, 2007
- “It’s a Wiki-World: Utilizing Wikipedia as an Academic Reference”
 Mountain Plains Management Association Annual Meeting
 University of Nebraska at Kearney, Kearney, Nebraska, October, 2007
- “The National Collegiate Conference Team Experience”
 Mile High Chapter of the AITP Monthly Meeting; Denver, Colorado, May, 2007
**(Invited presentation including student presenters:
 Bill Jackson, Jarrod Harper, and Telicia Chaffin)**
- “The Corporate Social Responsibility of Pure-Play Sites versus Brick-and-Mortar
 Corporations”
 Mountain Plains Management Association Annual Meeting
 Utah Valley State College, Orem, Utah, October, 2006
- “Evaluating E-commerce: An Aesthetic Perspective”
 Mountain Plains Management Association Annual Meeting
 Southern Utah University, Cedar City, Utah, October, 2005
- “Partial Differential Equations and Population Models”
 Mathematical Association of America Regional Meeting
 Austin, Texas, April, 2000
- “The Balloon Bifurcation”
 1996 Region V Conference, Kappa Mu Epsilon, Mathematics
 Honor Society, Grand Junction, Colorado, April 21, 1996.
- “A History of Population Models”
 Thirtieth Biennial Convention, Kappa Mu Epsilon,
 Mathematics Honor Society, Durango, Colorado, April 21, 1995.
- “An Introduction to Dynamical Systems”
 1994 Region V Conference, Kappa Mu Epsilon, Mathematics
 Honor Society, Albuquerque, New Mexico, April 9, 1994.

Professional Conferences:

- Supercomputing
 April, 1991
- Society of Mathematical Biologists Annual Meeting
 May, 1995
- October Pre-service Conference for the Training of Teachers

October, 1999
Mathematical Association of America Texas Section Meeting
April, 2000; April 2002
Texas Association of Two Year Colleges Annual Meeting
May, 2002
Mathematical Association of America Texas Section Meeting
April, 2003
Dallascon – Wireless Security Conference
May, 2004
Mountain Plains Management Association
October, 2005; October 2006; October 2007; October 2008; October 2009;
October 2011; October 2015
National Collegiate Conference of the AITP (Faculty Sponsor)
April, 2006; March 2007; March 2008; April 2009; March 2010; April 2011;
April 2012, April 2013
DEFCON 14
August, 2006
ISECON (Information Systems Educators Conference)
November, 2007; November 2008
Americas Conference on Information Systems
August, 2010
Four Corners Conference on Globalization
October, 2010, 2011, 2013
The International Academy of Business and Public Administration Disciplines
(IABPAD) Conference
October, 2015
EDSIG/CONISAR
November, 2018
INFORMS Analytics Conference (virtual)
May, 2020

Professional Affiliations:

AITP Association of Information Technology Professionals
EDSIG AITP Education Special Interest Group
MPMA Mountain Plains Management Association

Educational Activities:

Tableau (Visualization Software)
Analyst Skills Assessment, March, 2020
Data Scientist Skills Assessment, March, 2020
Desktop I, II, III Certificate, Jan. – March, 2020

Structural Equation Modeling – an introduction, UP API
October, 2017

Introduction to data mining with R, UP API
September, 2017

Going Places with Spatial Analysis, ESRI MOOC
October 2015

Location Advantage, ESRI MOOC
June 2015

Microsoft Certified Technology Associate Certificates
Security (2013)
Networking (2013)

Six Sigma Training
Yellow Belt – July 6, 2009
Green Belt – July 10, 2009
Black Belt – June 10, 2010

Service to Profession:

Grant Writing Activities:

Date	Funding Agency	Status	Amount
Spring 2007	Vice-President of Academic Affairs, Mesa State College; Faculty Professional Development Fund	Awarded	\$1,416.00
Spring 2009	Microsoft Corporation via Tech Soup Software Grant on Behalf of The Western Colorado Council of The Boy Scouts of America	Awarded	\$3,600.00
Spring 2009	Vice-President of Academic Affairs, Mesa State College; Faculty Professional Development Fund	Awarded	\$995.00
Fall 2009	El Pomar Foundation on Behalf of The Western Colorado Council of The Boy Scouts of America	Awarded	\$25,000.00
Summer 2016	US Fulbright Teaching/Research Grant	Not Awarded	
Fall 2016	Vice President of Academic Affairs, Colorado Mesa University; Faculty Professional Development Fund	Awarded	\$650
Fall 2018	Vice President of Academic Affairs, Colorado Mesa University; Faculty Professional Development Fund	Awarded	\$1,000

Professional Service:

1991	Session Aide, Supercomputing Annual Meeting
1993	Session Aide Supervisor, American Physical Society Annual Meeting
1994	Referee, Math Presentations of Navajo Community College Science Honors Scholars
2000 - 04	Director and Judge, University Interscholastic League contest, computer applications competition, mathematics, calculator applications and number sense competitions
2004	Judge, Chihuahuan Desert Research Institute Annual Conference – Student paper and poster sessions
2008	Session Chair, Information Systems Educators Conference
2009	Track Chair, Mountain Plains Management Association Annual Conference, CIS Track
2010 -	Conference Organizing Committee, Four Corners Conference on Globalization, presenter, session chair
2010	Session Chair, AMCIS 2010 in Lima, Peru
2011	Track Chair, Mountain Plains Management Association Annual Conference, CIS Track
2010 - 2012	Faculty Advisory Board for the Student Leadership Council, Association of Information Technology Professionals
2015	Track Chair, Mountain Plains Management Association Annual Conference, CIS Track
2016	Track Chair, Conference for Information Systems Applied Research
2017	Evaluator for PhD Candidate Defense Presentations, University of Cebu
2019-2022	Fulbright Specialist Roster

Fort Lewis College:

1987-88	Senior Class Vice-President
1988	Student Representative, Presidential Selection Committee

University of New Mexico:

1989-95	Student representative to the Graduate Student Association (GSA) from the mathematics department
1989-91	GSA representative to the campus planning committee
1989-93	GSA representative to the National Association of Graduate and Professional Students
1990-93	GSA representative to the student union board.
1992	Member, GSA evaluation task force President, GSA (Elected Position)
1992-93	Council Chair, GSA (Elected Position)
1993	Member, Student Union Building Director search committee
1997	Member, Mathematics Department Committee on Graduate Studies

Sul Ross State University:

1999-02	Member, Research and Development Council Secretary 2000-01, Chair 2001-02
1999	Chair, Computer Science Faculty Search Committee
2000-02	Member, Orientation Committee
2000-01	Member, Recruitment Issues Committee
2000	Member, Computer Services Committee
2001-02	Living/Learning Centers Committee
2001-02	Computer Information Systems Program Development Committee
2002	Chair, Mathematics Faculty Search Committee
2002	Financial Aid Appeals Committee
2002-04	Library Information Technology Council Secretary 2002-03, Chair 2003-05
2004-05	Chair, Dean of Arts and Sciences Search Committee
2005	Computer Information Systems Faculty Search Committee

Colorado Mesa University:

2005-06	Faculty Search Committee (CIS)
2005-08	Curriculum Advisory Board for Colorado Mountain College
2006-08	Faculty Search Committee (Finance)
2006 - 09	Recruitment, Advisement and Retention Committee
2007 -09	Luminis Web Portal Committee
2007-08	Web Content Committee
2007	Search Committee (Institutional Research Analyst)
2008-09	Distance Education Committee
2008 - 12	BOCA (Business Organizations, Clubs, and Associations) Committee
2009	Faculty Search Committee (Economics)
2010	Faculty Search Committee (Quantitative Methods/Management faculty)
2010 -	Academic Technology Advisory Committee
2010	Faculty Search Committee (Quantitative Methods/Management faculty)
2010	Faculty Search Committee (Human Resources/Entrepreneurship faculty)
2010	Search Committees (Instructional Designer and Digital Media Specialist)
2010	Learning Management System Evaluation Committee
2010	Graduate Bulletin Working Group
2010 - 14	Organizing Committee, Four Corners Conference on Globalization
2011	Pre-Tenure Committee
2011	Search Committee (Quantitative Methods/Management faculty)
2011 - 12	Web/Marketing Committee
2011 - 13	MBA Committee
2011 - 13	Higher Learning Commission Re-accreditation Committee; Criterion One
2013 - 16	Search Committees (Computer Science, two positions; Computer Information Systems, two positions)
2012 - 21	Faculty Senate (Vice-President 2013-2015; President Elect 2015-2016; President 2016-2017; President Elect 2018-2019; President 2019-2020)

- 2015 - Departmental Retention Committee (Chair)
- 2016 - AACSB Departmental Steering Committee
- 2017 - AACSB SA Committee Chair
- 2018 Search Committees (Computer Information Systems, Entrepreneurship)
- 2019 Search Committees (Computer Science, Quant/OpsMgt)

Community:

- 1977 Eagle Boy Scout
- 1977-81 Member, National Ski Patrol
- 1979-81 Captain, Junior National Ski Patrol
- 1983-87 Member, Board of Directors, Durango Natural Foods
- 1986-87 Secretary to the Board of Directors, Durango Natural Foods
- 1986-88 Disk Jockey, KDUR 91.9 FM, student managed radio, Fort Lewis College
- 1996 Judge, Garfield Middle School Science Fair
- 1995-97 Volunteer, Explora! Science Center
- 1999 Judge, Northwest Science Exposition
- 2001 Eagle Scout Review Board Member
- 2003 Judge, Marathon ISD Science Fair
- 2003 Guest Presenter, Alpine High School
- 2004 Alpine High School Site Based Decision Making Committee
- 2004 Alpine High School Vertical Curriculum Alignment Committee
- 2007 Guest Presenter, Fruita 8/9 School (The History of Numbers and $\sqrt{-1}$;
The Fractal Dimension)
- 2008 - 10 Member, Executive Council for the Western Colorado Council of the Boy
Scouts of America
- 2009 - 10 Council Vice-President for Membership and Relations, Western Colorado
Council of the Boy Scouts of America
- 2010 - 12 Faculty Advisor to the Association of Information Technology
Professionals Student Leadership Council (National Level Position)
- 2010 - 17 Member, Board of Directors, Little Mavericks Learning Center
- 2018 Judge, Fourth Grade Science Fair, Dual Immersion Academy

Administration, Curricular Development:

Co-organizer for the New Mexico JUMP (Junior Mathematics Prognosis) Project:

This was a project which promoted mathematics awareness in public school systems throughout New Mexico. During the time of my involvement the exams were updated, the grading and reporting process was computerized using Scantron forms and Scanform software, and teacher suggestions were incorporated into the examination and reporting processes, as well as into the statistical analysis. Throughout my involvement with this program, many of the teachers in the Albuquerque area invited me to give lectures about the applications of mathematics to their classes which helped them illustrate the importance of mathematics to their students. (1990-92)

Mathematics instructor for the TRIBES Summer Program, Native American Program College of Engineering (NAPCOE):

This was a bridge program for Native American students from throughout North America. As the mathematics instructor I was responsible for curriculum development and implementation. As a part of the program staff, I helped organize activities and set standards for the students. I acted as a mentor to the students, and attended training sessions such as "Imaginal Education for Mathematics and Science Educators," and "Facilitation Methods." (1994)

Mathematics instructor at Phillips Academy in Andover, Massachusetts:

During this summer program, I supervised a male dormitory, taught a physical education class and developed and instructed a class in Mathematical Modeling. Topics covered included dimensional analysis, traffic flow problems, the mathematics of pool, fractals, and population mathematics from both a discrete and a continuous perspective. (1995)

Distance Education Curriculum Development, University of New Mexico:

I was involved with the Department of Continuing Education at the University of New Mexico revising the course curriculum for correspondence classes. This project involved putting together a syllabus for students around the state (and elsewhere) to follow. These syllabi include homework assignments, practice exams, and an outline for success in correspondence coursework. The course sequences that I revised, developed, and supervised were the algebra sequence (M120, M121, and M150), the elementary education sequence (M111, M112, and M215), and the calculus for life and economic sciences (M180 and M181). (1996-1999)

Curriculum Development at Pacific University:

In conjunction with departmental members, I helped to re-write the mathematics curriculum at Pacific University. One of my primary roles was to develop an applied course in partial differential equations which was accepted as a service course by the physics, chemistry, mathematics and computer science departments at Pacific University. (1998-99)

Course development at Sul Ross State University:

I developed both service courses and courses for math majors that were incorporated into the permanent curriculum. These included Statistics (Math 1342), Numerical Analysis (Math 3306), Computing in Mathematics (Math 3306) and a year-long sequence in Complex Variables (Math 4360 and Math 4361). (1999-2002)

Mathematics Instructor for the PASS (Program for Academic Success and Socialization) Program at Sul Ross State University:

I taught a two week course every summer to students who had just graduated high school and were enrolling in Sul Ross State University for the fall semester. This was a "bridge" program designed to give these students (primarily first generation college students) an advantage to ensure their success in university studies. We reviewed the basics of algebra and geometry as well as introducing good study habits which included

note taking and textbook marking. For some of the students, this was a primer for college algebra or statistics, while for others it is a review for the TASP exam, an examination administered by the state of Texas for entrance into university studies. In addition to the mathematics, we had some fun with scavenger hunts and jeopardy; all having a mathematical or scientific orientation. (1999 - 2004)

Mathematics Instructor for the Upward Bound program at Sul Ross State University:

I taught a summer program to junior and senior high school students who were active in the Upward Bound Program. Topics included soil composition analysis, Voronoi diagrams and regions of influence, graph theory, and geometry. (2000)

Distance Education at Sul Ross State University:

I taught classes that were televised to area high schools for dual credit (high school credit and university credit). Typically, I taught college algebra or calculus each academic year. (1999 – 2005)

Curriculum Development at Sul Ross State University:

I was a key committee member for the development of a BBA degree in Computer Information Systems (CIS). This committee established curriculum requirements and financial need analysis for the new degree. (2001)

I organized and ran the computer science and mathematics department seminar. In this forum, faculty and students presented ideas from mathematics and computer science that they found interesting. One of the main focal points of the department was the training of pre-service teachers, so this forum provided a chance for the students to “get their feet wet” via presentations in this “safe” environment. Each student enrolled in the seminar was required to present two, twenty minute talks during the semester. (2001 - 2005)

I developed the CIS degree program, insuring that prerequisite classes were taught in a timely manner, obtained and maintained the computer hardware and software infrastructure, directed library acquisitions and advised CIS majors. (2003 – 2005)

Chairman Department of Computer Science and Mathematics:

As the Chair of the department, I was responsible for the oversight of the annual budget, the coordination of class offerings, and the supervision of five faculty, multiple adjunct faculty, and one staff member. Additional duties included aligning our curriculum with the Academic Center for Excellence (remediation programs), working on the English Language Learners Grant in conjunction with the department of Education, and coordinating the mathematics program to align with statewide educator standards.

Faculty Advisor, Colorado Mesa University Association of Information Technology Professionals (AITP) Student Chapter:

As the faculty advisor, it is my job to generate synergy within the organization. This has been accomplished by making the National Collegiate Convention (NCC) a “target point” for the academic year. This focus enables the monthly meetings to have a theme such as “usability analysis” or “PC troubleshooting” as a fun and educational

interlude to the regular agenda items. The student chapter began a computer diagnosis and repair fundraising activity, “The Computer Heroes.” This activity gives students PC trouble shooting skills, customer relationship skills, and user support skills. This activity also enables the students to gain practical experience while they pursue their degrees, building their resumes. These activities have resulted in many of the AITP student chapter members participating in NCC events and bringing awards (as well as having a valuable learning experience) to Colorado Mesa University. These activities have also facilitated student presentations in the “Student Scholars Symposium” at Colorado Mesa University, presentations to the sponsoring chapter, the Mile High Chapter of the AITP in Denver, Colorado, and presentations at the National Collegiate Conference sponsored by the AITP. As an interface with our parent chapter in Denver, I travel with students approximately once per semester to a monthly meeting of the AITP in Denver which gives the students exposure to working professionals in the IT field, allows the students to practice networking within the professional field, and gives the students ideas as to what the IT community values in “new employees” before they graduate and pursue careers. (2005 – 2019)

Distance Education, Colorado Mesa University:

As a regional service provider, Colorado Mesa University has a need for professors to accommodate distance students. I teach classes using WebCT/D2L for online classes and distance delivery methods (two-way interactive television) for our remote campus students in Montrose, Colorado. (2006 – present)

Portal Launch/Web Content Redesign, Colorado Mesa University:

As a committee member for the Luminis Portal and the Web Content committees my academic affiliation (computer information systems) was utilized to format the portal pages for both usability and content. Further, my expertise was useful for the redesign of the business department web pages, which I was responsible for. In addition to the design component for my department, I consulted with various other departments for their design and acted as a change manager for the faculty contingent in the adoption of the portal and the web redesign. This committee met during the summer of 2007 to accomplish the roll-out by the fall semester of 2007. (2007 – 2009)

Faculty and Staff Training, Office 2007, Colorado Mesa University:

I was asked to perform training on the new office software package immediately after a campus-wide conversion to Office 2007 by the Office of the Vice-President of Academic Affairs. Incorporated into this training was an element of “change management,” as many on the faculty and staff were leery of the transition. I ran two different training sessions, one for staff where tools such as mail merge and basic formula creation were addressed (Word and Excel) and one for faculty where creation of an automated table of contents, citation and reference list creation, creation of a grade book application, and presentation skills/tools were addressed (Word, Excel, and PowerPoint). The change management came about by informing the users as to the reasons behind the changed interface, its usability and its utility for their job performance. In addition, many of the new customization tools, the help menu, and online help resources were addressed. (Summer and Fall, 2008)

Graduate (MBA) Admissions Working Group, University of the Philippines, Cebu City

As a member of this working group, we formulated admissions standards, tests, and interviews in an attempt to stem the attrition from the MBA program (most attrition is attributed to job and family changes). In doing so, the working group hopes to accept candidates into the MBA program who will stay until completion of their degree. (Fall, 2017)

Curriculum Development at University of the Philippines, Cebu City

I was asked to develop and deliver a course on data analytics to the fourth year students in the management program. This course consisted of utilizing real-world data sets to illustrate how tools such as Excel, the data analytics add-in in Excel, and PHStat can be used to gain business insight and information from raw data. The class was run utilizing web-based resources. (Fall, 2017)

Software Proficiencies:

Programming: Fortran, Pascal, VRML, Java, VBA, R

Operating Systems: Windows, Mac, UNIX, LINUX, Dos

Software: Word Processor, Presentation Tools, Spreadsheet Tools, SPSS, Stat View, PhasePlane, LocBif, ArcGIS, Oracle/SQL, MySQL, Tableau...

Distance Education: Experience with WebCT, Desire2Learn, and Blackboard, Instructional Television Courses, Correspondence Courses

Professional Recognition:

Charter member, Kappa Mu Epsilon, Colorado Gamma Chapter

Treasurer, 1985-86

President, 1986-88

Math Department Scholarship, Spring 1987, Fort Lewis College

This scholarship recognizes scholarly achievement, and is a monetary award for the following academic year.

First Place Award, Spring 1994, Kappa Mu Epsilon Regional Convention, University of New Mexico; This monetary award recognizes the best presentation (graduate category) of the meeting.

Member, Kappa Mu Epsilon, New Mexico Alpha Chapter

Treasurer, 1995-96

Texas NEXT (New EXperiences in Teaching) Fellow, 2000

Who's Who in American Colleges and Universities, 1993

Who's Who in America, 2003

Who's Who Among America's Teachers, 2002 (Nominated by Ana M. Perez)

Who's Who Among America's Teachers, 2004 (Nominated by Alfonso Chavez Jr.)

Who's Who Among America's Teachers, 2005 (Nominated by Wesley Culver)

Who's Who Among America's Teachers, 2005 (Nominated by Johnny Mendias)

Who's Who in American Education, 2006, 2007, 2008

Meritorious Paper Award, ISECON 2006

Faculty "Extra Mile Award" Association of Information Technology Professionals

Awarded at the National Collegiate Conference, March, 2008

Outstanding Educator Award, Presented by the Grand Junction Chamber of Commerce
and the Student Government Association of Mesa State College, May, 2008

Best Paper Award, Pedagogy Track, MPMC October, 2009

Best Paper Award, Pedagogy Track, MPMC October, 2011

Distinguished Paper Award, ISECON 2013

Nominated by a fellow faculty member for Distinguished Faculty Award,
2013-2014, 2018-2019

Distinguished Paper Award, ISECON 2015