Paige Normand

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SUMMARY

Digital Communication educator with over a decade's experience with learning center support, teaching, web production, and curriculum development in Higher Education. Five years' experience leading an empowered team of peer tutors and providing digital production support – from vision to administration – to ensure we exceeded the expectations of our cross-campus faculty partners.

EDUCATION

Master of Arts in English Literature
University of Texas at Austin • 2004–2006, GPA 4.0

Bachelor of Arts, English Major
Bethany College • 2000–2004, GPA: 3.89

SKILLS

- Digital curriculum development
- Cross-disciplinary collaboration
- Adopting new technologies
- Project management
- One-on-one consulting
- Data collection & reporting
- LMS: Canvas
- CMS: Cascade, WordPress
- CRM: Salesforce

WORK EXPERIENCE

Advisor and Student Success Strategist, Computer Science Department
James Madison University • 2024-present

- Provide comprehensive, one-on-one academic advising for all undergraduate CS majors and minors (900+), ensuring students receive personalized guidance on academic progress, degree requirements, and career goals.
- Developing an AI Assistant using ChatGPT-4 to train on advising content and test the viability for student advising support.
- Created and manage the CS Advising Canvas site, offering interactive resources and assessments to support students' academic planning, understanding of departmental and university policies, and professional development.
- Teach CS 280: "Professional Development" (1 credit), a course that prepares students for the job market through professional portfolio development and industry insights from alumni and guest speakers.

Advisor and Outreach Coordinator, Computer Science Department
James Madison University • 2019 - 2024

- Led outreach efforts, including alumni engagement, community-based camps and workshops, and prospective student initiatives.
- Launched and oversaw the CS Ambassador Program: managed recruitment, training, and supervised a team of undergraduate ambassadors to support current students, prospective students, and community outreach.
- Academic Advisor for all declared undergraduate CS majors: conducted 1x1 advising and created online and print resources.

Instructor
James Madison University • 2010-2018

- WRTC 426: "WordPress," a course that implemented Agile to give students hands-on experience with scrum roles and ceremonies.
- SMAD/ WRTC/ SCOM 359: "Digital Communication Consulting," a tutor training course to teach students digital production, tutoring skills, and effective pedagogical approaches.
- SMAD 231: "Writing for New Media," a core writing- and production-intensive course for the School of Media Arts and Design.

Coordinator and Founder, Digital Communication Consulting
James Madison University • 2014 - 2018

- Designed and implemented a new consulting service to assist faculty and students university-wide to produce digital projects.
- Recruited, trained, and supervised a team of consultants for one-on-one, course-embedded, workshop-based and online academic support of innovative digital communication tools.
- Managed partnerships across campus, including writing contracts, scheduling presentations, tracking impact, and assessment.
- Created and maintained our program's web presence and marketing.