

Elizabeth Grace Mays
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Preferred Personal Pronouns

she/her/hers

Contact Information

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Current Position

Position: Lecturer

Current Academic Rank: Lecturer

Faculty Rank: Lecturer

Biography

Elizabeth Mays teaches and has developed curriculum for the Cronkite School's Digital Audiences courses. She has done digital marketing for a variety of organizations including the Donald W. Reynolds National Center for Business Journalism and the Cronkite School. Mays is an active participant in the open education movement, having worked with Rebus Foundation and Pressbooks. She is the editor of the collaboratively built open textbook, *A Guide to Making Open Textbooks With Students*, which won a 2018 Open Education Award for Excellence from the Open Education Consortium. She also is co-editor of the collaboratively built open textbook, *Media Innovation & Entrepreneurship*.

Elizabeth Mays teaches and has developed curriculum for the Cronkite School's Digital Audiences courses. Mays developed and teaches capstone experiences in which Digital Audiences students analyze client companies' digital performance and provide recommendations for SEO, PPC, email and social media efforts.

Previously at ASU, she served as outreach director for the Cronkite School, where she led the school's Drupal-based website redesign and SEO efforts, and later as assistant director spearheading digital marketing efforts for the Donald W. Reynolds National Center for Business Journalism.

In her role at the Reynolds Center, she managed the center's WordPress-based website, SEO, businessjournalism.org, email marketing, Google Ads and blog contributors. She developed the center's first email course, *Introduction to Covering Financials*, and compiled its first ebook download, *Guide to Business Beat Basics*, from existing blog content.

Most recently, she has worked for clients in the Open Education space, holding roles in sales and marketing for Pressbooks and previously at the nonprofit Rebus Community, which facilitates collaborative open textbook creation. She has conducted numerous webinars, authored ebooks and case studies, and developed YouTube channels.

Mays was the editor of the collaboratively built *A Guide to Making Open Textbooks With Students*, (winner of the 2018 Open Education Consortium Award in the Open Textbook category), and the *Media Innovation & Entrepreneurship* open textbook.

She coordinated the 2011, 2012, 2013 and 2014 Scripps Howard Journalism Entrepreneurship Institutes, which brought faculty of other institutions to the Cronkite School for an annual seminar in how to teach entrepreneurship to journalism students.

Earlier in her career, she served as executive editor of Scottsdale-based *Luxury Lifestyle* magazine, *Arizona Foothills* and launched its Tucson edition. She was the copy editor for *Sedona Monthly* and helped to produce the magazine's first email newsletter and ebook, *Sedona Monthly Hikes the Red Rocks*. She has been a writer and/or editor for visitor and custom magazine publishers Madden Media, Morris Visitor Publications, McMurry (now Manifest) and the website *Iconic Life*.

Mays has a Master of Mass Communication focusing on Digital Media Entrepreneurship from the Walter Cronkite School of Journalism and Mass Communication.

Expert Areas

OER, open educational resources , digital marketing, entrepreneurship, innovation

Degrees

2010	M.M.C. (Master of Mass Communication), Digital Media Entrepreneurship (Journalism) , Arizona State University
2002	M.F.A., Theater , Western Illinois University
1998	B.A., Theater & Psychology , Gonzaga University
In Progress	Coursework toward M.A., Media Management , Journalism , Missouri School of Journalism, University of Missouri-Columbia

Work Experience

Additional Activities

2016 - 2020

Director of Sales & Marketing, Pressbooks, 2020

2016 - 2018

Marketing & Operations Manager, Rebus Community for Open Textbook Creation, 2018

2015 - 2020

Adjunct Faculty, Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, Arizona, 2020

2014 - 2016

Assistant Director, Reynolds National Center for Business Journalism, Walter Cronkite School of Journalism and Mass Communication, Arizona State University , Phoenix, Arizona, 2016

2010 - 2014

Outreach Director, Walter Cronkite School of Journalism and Mass Communication, Arizona State University , Phoenix, Arizona, 2014

2008 - 2020

Owner, The Editress, LLC, Scottsdale, Arizona, 2020

2006 - 2008

Executive Editor, Arizona Foothills Magazine & Arizona Foothills Tucson Magazine, Scottsdale, Arizona, 2008

2004 - 2005

News Editor, Eagle Publications , Macomb, Illinois, 2005

Awards / Honors / Fellowships

Jan 2018 - May 2018	An open textbook I was the editor on was named Winner of the 2018 Open Education Consortium Award for an Open Textbook. (There were 12 awards total that year, and this was one of them, the only one for an open textbook. This was a communally built book so all the contributors were also part of this honor.) Open Education Consortium, Is this award for research, instruction or service?: Service, Award Date: 2018-03-21
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Professional Licensures & Certifications

Hubspot Email Marketing certification , August 2019, August 2021, Hubspot Academy
Google Analytics IQ Certification , December 2019, January 2022, January 2021, Google
Google Ads Search Certification, December 2018, February 2022, February 2021, Google Academy for Ads

Credit-bearing Instruction

Date	Course Prefix	Course Number	Section	Course Title	Credit Hours	Enrollment	Course: Special Topic	Course: Academic Career Level	Course: SSR Component	Course: Instructor Role
Jan 2021	MCO	439	20887	Digital Audience Growth	3	33		UGRD	Lecture	PI
Jan 2021	MCO	439	20888	Digital Audience Growth	3	70		UGRD	Lecture	PI
Jan 2021	MCO	566	27086	Digital Audience Management	3	84		GRAD	Lecture	PI
Aug 2020	MCO	439	84521	Digital Audience Growth	3	26		UGRD	Lecture	PI
Aug 2020	MCO	439	84523	Digital Audience Growth	3	59		UGRD	Lecture	PI
Aug 2020	MCO	566	87525	Digital Audience Management	3	57		GRAD	Lecture	PI
May 2020	MCO	437	43503	Aud Acquisition & Engagement	3	5		UGRD	Lecture	PI
May 2020	MCO	437	43504	Aud Acquisition & Engagement	3	56		UGRD	Lecture	PI
May 2020	MCO	439	44684	Digital Audience Growth	3	2		UGRD	Lecture	PI
May 2020	MCO	439	44685	Digital Audience Growth	3	30		UGRD	Lecture	PI
May 2020	MCO	566	44589	Digital Audience Management	3	43		GRAD	Lecture	PI
Jan 2020	MCO	439	22329	Digital Audience Growth	3	39		UGRD	Lecture	PI
Jan 2020	MCO	439	22330	Digital Audience Growth	3	66		UGRD	Lecture	PI
Jan 2020	MCO	566	31693	Digital Audience Management	3	21		GRAD	Lecture	PI
Aug 2019	MCO	439	86751	Digital Audience Growth	3	15		UGRD	Lecture	PI
Aug 2019	MCO	439	86753	Digital Audience Growth	3	28		UGRD	Lecture	PI
Aug 2019	MCO	566	91530	Digital Audience Management	3	17		GRAD	Lecture	PI
May 2019	MCO	566	45973	Digital Audience Management	3	5		GRAD	Lecture	PI
Jan 2019	MCO	439	24561	Digital Audience Growth	3	14		UGRD	Lecture	PI
Jan 2019	MCO	439	24562	Digital Audience Growth	3	14		UGRD	Lecture	PI
Aug 2018	MCO	439	91417	Digital Audience Growth	3	6		UGRD	Lecture	PI
Aug 2018	MCO	439	91419	Digital Audience Growth	3	9		UGRD	Lecture	PI
May 2018	MCO	437	45712	Aud Acquisition & Engagement	3	12		UGRD	Lecture	PI
May 2018	MCO	437	45713	Aud Acquisition & Engagement	3	52		UGRD	Lecture	PI

Jan 2018	MCO	439	28500	Digital Audience Growth	3	3		UGRD	Lecture	PI
Jan 2018	MCO	439	28501	Digital Audience Growth	3	7		UGRD	Lecture	PI
Aug 2017	MCO	437	92348	Aud Acquisition & Engagement	3	7		UGRD	Lecture	PI
Aug 2017	MCO	437	92349	Aud Acquisition & Engagement	3	28		UGRD	Lecture	PI
Aug 2016	MCO	525	88399	21st-Century Media Org&Entrpre	3	21		GRAD	Seminar	PI
Aug 2015	MCO	435	79778	Social Media	3	157		UGRD	Lecture	PI
Aug 2015	MCO	435	79779	Social Media	3	74		UGRD	Lecture	PI
Aug 2015	MCO	435	92122	Social Media	3	46		UGRD	Lecture	PI
Aug 2015	MCO	435	92123	Social Media	3	49		UGRD	Lecture	PI
Jan 2012	JMC	484	17774	Internship	3	3		UGRD	Lecture	PI
Jan 2012	MCO	294	17775	Special Topics	1	1	Fieldwork	UGRD	Lecture	PI
Jan 2011	JMC	499	16567	Individualized Instruction	3	5	Journalism		Lecture	
Jan 2010	JMC	484	26194	Internship	3	4		UGRD	Lecture	PI
Jan 2010	MCO	294	26195	Special Topics	1	3	Fieldwork	UGRD	Lecture	PI
Aug 2009	JMC	313	87511	Introduction to Editing	3	20		UGRD	Integrated Lecture/Lab	PI
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Teaching: Other Activities

- May 2012 - Aug 2012 Arizona State University, Barrett, The Honors College, Barrett Summer Scholars ,
Developed curriculum for and taught three-week summer course for high-achieving high school students interested in journalism.
Number of Participants: 15, New or Revised Course: New, Course Delivery Method: On-ground
- May 2011 - Aug 2011 Arizona State University, Barrett, The Honors College, Barrett Summer Scholars ,
Developed curriculum for and taught three-week summer course for high-achieving high school students interested in journalism.
Number of Participants: 15, New or Revised Course: New, Course Delivery Method: On-ground
- May 2010 - Aug 2010 Arizona State University, Barrett, The Honors College, Barrett Summer Scholars ,
Developed curriculum for and taught three-week summer course for high-achieving high school students interested in journalism.
Number of Participants: 15, New or Revised Course: New, Course Delivery Method: On-ground

Teaching: Curriculum Development

- Jan 2020 - May 2020 Digital Audience Management, MCO 566, ASU Unit: Walter Cronkite School of Journalism and Mass Communication, Undergraduate or Graduate Level: Graduate, New or revised course: Revised, Course

Delivery: Online, Team Taught: No

Audience Acquisition and Engagement, MCO 437, ASU Unit: Walter Cronkite School of Journalism and Mass Communication, Undergraduate or Graduate Level: Undergraduate , New or revised course: Revised, Course Delivery: Online, Team Taught: No

Digital Audience Growth, MCO 439, ASU Unit: Walter Cronkite School of Journalism and Mass Communication, Undergraduate or Graduate Level: Undergraduate , New or revised course: Revised, Course Delivery: Online, Team Taught: No

May 2019 - Aug 2019 Digital Audience Management, MCO 566, ASU Unit: Walter Cronkite School of Journalism and Mass Communication, Undergraduate or Graduate Level: Graduate, New or revised course: New, Course Delivery: Online, Team Taught: No

Jan 2018 - May 2018 Digital Audience Growth, MCO 439, ASU Unit: Walter Cronkite School of Journalism and Mass Communication, Undergraduate or Graduate Level: Undergraduate , New or revised course: New, Course Delivery: Online, Team Taught: No

Aug 2017 - Dec 2017 Audience Acquisition and Engagement, MCO 437, ASU Unit: Walter Cronkite School of Journalism and Mass Communication, Undergraduate or Graduate Level: Undergraduate , New or revised course: New, Course Delivery: Online, Team Taught: No

May 2020 - Present Online Course Administration Role ,
Reported to Associate Dean, assisting with administration of all Cronkite online courses. Assigned graders for online courses. Assisted in Canvas course sync prep logistics and course shell requests. Assisted online faculty in developing effective rubrics and helping to verify the accuracy of information and current verbiage in syllabi (for example, if the grading scale is incorrect or the syllabus points don't match the assignments students see in the modules). Created rubrics and resources. Provided support to online faculty engaged in course development and revision. Updated and created some Canvas resources for online faculty.
Assisted dean in two rounds of revisions to MCO 465. Assisted dean in revisions to MCO 563. Provided support to faculty doing major revision to MCO 494, Food and Media. Provided support to faculty building new course, MCO 494/ MCO 598 Strategic PR: Crisis Comm. Helped to revise MCO 439 Media Entrepreneurship. Helped to update rubrics in MCO 450: Visual Communication.
Course Delivery: Online

Scholarship and Publications

Book

Completed/Published

Mays, E. G., & Ferrier, M. (2017). *Media Innovation and Entrepreneurship*. Montreal, QC, Canada: Rebus Community.
<https://press.rebus.community/media-innovation-and-entrepreneurship/>

[Peer review: Yes, peer reviewed] [Publication Type: Textbook - New] [Subjects: journalism, innovation, entrepreneurship, media]

Co-editor: 2

Media Innovation & Entrepreneurship is a modular open textbook designed for entrepreneurial journalism, media innovation, and related courses.

Learn more about the book at <http://bit.ly/mieprojectpage>

Read reviews of the textbook at <https://open.umn.edu/opentextbooks/textbooks/507>

Mays, E. G. (Ed.). (2017). *A Guide to Making Open Textbooks With Students* (Vol. 1). Montreal, QC, Canada: Rebus Community.

<https://press.rebus.community/makingopentextbookswithstudents/>

[Award: 2018 Open Education Consortium: Open Resources, Tools & Practices Awards for Open Education - Open Textbook (only winner in this category)] [Peer review: No, not peer reviewed] [Publication Type: Textbook - New] [Subjects: open textbooks, OER]

Presentation

Completed/Published

Mays, E. G. (2021). *SUSI Session on Remote / Online Learning & Pedagogy*. SUSI. Online: ASU Cronkite School (part of SUSI grant initiative).

Mays, E. G. (2021). *ASU Online Faculty Showcase for Excellence in Online Teaching*. webinar: ASU Online.
Invited Speaker: 1

Mays, E. G. (2020). *Creating and Adopting Open Educational Resources in Entrepreneurship and Innovation*. *Open Education Conference*. Virtual.
<https://sched.co/fCq8>

Panelist: 1

Mays, E. G. (2020). *Building a Platform and Finding Your Audience*. *McCain Institute Next Generation Leaders*.

Mays, E. G. (2020). *Building Community while Building a Textbook: The Making (and Maintaining) of the Media Innovation & Entrepreneurship Open Textbook*. *Arizona Regional OER Conference*. Mesa, Arizona: Maricopa Millions project.
<https://mcli.maricopa.edu/programs-events/2020-az-regional-oer-conference>

Presenter: 1

Mays, E. G. (2014). *Teaching Panel Session: Infusing Entrepreneurship in the Journalism and Mass Communication Curriculum: Lessons from Scripps Howard Journalism Entrepreneurship Institute Alumni*. *AEJMC Conference*. Montreal, QC, Canada.

Moderator: 1

Mays, E. G. (2012). *Title Unknown - panel about teaching entrepreneurship in journalism programs based on findings from the Scripps Howard Journalism Entrepreneurship Institute*. *AEJMC Conference*. Chicago, IL.
Moderator: 1

Mentorship and Student Success

Aug 2020 - Present Javed, Farhat, Degree Program: The Hubert H. Humphrey Fellowship Program, Faculty Mentor

University or Unit Non-committee Service

Aug 2020 - Present Academic Personnel Actions Reporting System (APARS) Departmental Committee, (University)
Cronkite Experience Working Group - Faculty Recruitment & Retention, (University)

Service: Professional Activities

Jan 2019 - Dec 2019 Conference Title: OERizona: Open Practices; Open People , Committee Title: OERizona Conference Planning Committee, Role or Position: Committee Member,
Part of a multi-institution planning committee for a conference centering around OER, open educational resources, open textbooks and open pedagogy. Planning committee included representatives from ASU, UA and Maricopa Community Colleges.

Professional Development

May 2021 - Aug 2021 Newsgeist 2021-06-17, End Date: 2021-06-17, Online conference, by invite only
REMOTE: The Connected Faculty Summit , ASU 2021-06-09, End Date: 2021-06-10, Attended 6 full sessions and earned a badge. Conference description: "Join educators and decision makers from global universities and colleges to view and engage with presenters and peers on pedagogy, blended learning and best practices for student engagement online or on campus. REMOTE helps to design & deliver the best possible experience and outcomes for teachers and learners and provides keen insights for those involved in supporting education."

Aug 2020 - Dec 2020 Search Marketing Expo , SMX 2020-12-08, End Date: 2021-12-09, (a 2-day virtual conference about SEO & PPC)

May 2020 - Aug 2020 Enightful demo and discussion, ASU EdPlus 2020-06-11, End Date: 2020-06-11
Perusall for Active and Collaborative Learning, ASU Online 2020-05-07, End Date: 2020-05-07, webinar

Jan 2020 - May 2020 9 Ways for Instructors to Address Online Student Retention, ASU Online 2020-03-25, End Date: 2020-03-25, webinar
Using Rubrics to Communicate Expectations and Work Smarter, ASU Online 2020-02-25, End Date:

