



# KELLI MCCREA, ED. D

11 Kellebrew Ct.; Napa, CA 94558 | [kmccrea@csuchico.edu](mailto:kmccrea@csuchico.edu) | 707-656-9101

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## EDUCATION

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**Doctor of Education**, Curriculum and Instruction, University of San Francisco, CA

**Master of Arts**, Recreation Administration, California State University, Chico, CA

**Bachelor of Arts**, English, University of California, Santa Barbara, CA

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## TEACHING EXPERIENCE

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**California State University, Chico | Chico, California**

**Lecturer | August 2015 - Present**

- Develop curriculum materials and teach classes for the Recreation, Hospitality, and Parks Management Department.
  - RHPM 200 – Foundations of Leisure and Recreation
  - RHPM 220 – Program Planning in Leisure and Recreation
  - RHPM 260 – Recreation Therapy and Inclusion
  - RHPM 270 – Community, Commercial Recreation and Tourism
  - RHPM 323 – Principles of Events Management
  - RHPM 360 – Recreation Therapy for Older Adults
  - RHPM 371 – Customer Service in Recreation, Hospitality, and Parks
  - RHPM 390 – Service Learning in Recreation Programming
  - RHPM 400 – Management of Recreation and Parks
  - RHPM 422 – Leisure Services Promotion
  - RHPM 468 – Facilitation Techniques in Recreation Therapy
  - RHPM 523 – Special Events Planning and Operation
- Assessment Coordinator (2016 – 2019).
- Accreditation Co-Chair (2019).
- Created the Department brochure, business card, and recruitment materials.
- Advisor for the Student Club – Recreation, Hospitality, and Parks Society (RHAPS).
- Direct students in RHPM 523 to put on Saveur, the Department fundraiser and appreciation event.
- Organize an annual Speed Networking event for students to meet professionals.
- Participated in Collaborative Online International Learning (COIL) (summer 2020).
- Participated in Go Virtual Summer Institute (summer 2020).
- Participating in Digital Pedagogy FLC workshop (fall 2020).

**University of Alaska | Anchorage, Alaska**  
**Lecturer | 2011 - 2012**

- Taught courses in Instructional Technology both online and in the classroom using web-based, digital and interactive media.
- Developed curriculum materials for undergraduate courses for the College of Education.

**University of Phoenix | Phoenix, Arizona**  
**Lecturer | 1996 - 2007**

Developed curriculum materials for and taught the following 22 undergraduate and graduate courses, both in the classroom and online.

- Curriculum Design and Development
- Foundations of Curriculum and Instruction
- New Dimensions in Curriculum and Instruction
- Models and Theories of Integrative Education
- Interpersonal Communication Skills
- Teamwork, Collaboration, and Conflict Resolution
- Current Educational Models and Theories
- Effective Persuasive Writing
- Business Writing and Research for IT Professionals
- Contemporary Business Communication
- Effective Essay Writing
- University Composition and Communication
- Elements of University Composition and Communication
- Research Writing
- Written Communication
- Communication Skills for Career Growth
- Writing for the Professions
- Business Writing Essentials
- Essentials of College Writing
- Essential Elements of Effective Instruction
- Effective Academic Writing
- Communication in an Online Environment

**California State University, Chico | Chico, California**  
**Lecturer | 1986 - 1990**

- Developed curriculum materials and taught over 10 different courses in the Recreation Administration Department.
- Oversaw 20+ student's fieldwork and internships in various public and private recreation agencies and health care facilities.

- Member of the faculty team responsible for restructuring the undergraduate curriculum for the Recreation Administration and Recreation Therapy program.
- Assisted with organizing and leading the Ability First Sports Camp for youth with physical disabilities.
- Authored a chapter for a textbook used in RHPM 180 – Leisure in Life: “The Use of Humor and Laughter in Coping with and Reducing Stress”; Leisure Enhancement; Hayworth Press.

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## **PROFESSIONAL EXPERIENCE**

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### **Event Leadership Institute | Online Facilitating Instructor | July 2020 - Present**

- Develop materials for higher education instructors using ELI’s on-demand library including case studies, sample quiz questions and assessments, teaching notes, handouts, sample lesson plans, and activities.
- Develop downloadable event management templates for the on-demand library including checklists, document templates, sample documents, and handouts.
- Develop and manage a community of higher education instructors including regular group conference calls to discuss common challenges and needs.
- Manage an advisory board to guide the development of ELI higher education content.
- Provide support to on-demand and certificate subject-matter experts in the development and delivery of their courses.
- Review existing on-demand and certificate courses and provide recommendations on improvements, updates, or removal.
- Main point of contact for students for pre-recorded certificate courses.
- Grade assessments and provide relevant feedback.

### **Blackbird Vineyards | Napa, California Event Planner & Wine Consultant | July 2015 - Present**

- Plan and manage winery events.
- Provide wine education for clients during private events.
- Conduct outreach campaigns.
- Work with Marketing to develop and distribute materials.

### **Conn Creek Winery | St. Helena, California Outreach Specialist & Wine Educator | 2013 - 2015**

- Taught wine blending seminars, educating consumers about the geology, climactic conditions, and viticultural practices in the Napa Valley.

- Coordinated outreach for the winery, including representing the winery at local and regional events and organized on site events for industry professionals.
- Acted as a liaison to marketing, providing communication materials as needed.

**International Fundraising Bazaar | Germany  
Event Manager | 2007 - 2011**

- Worked with Air Force agencies and vendors from Europe and the Middle East raising over \$300,000 annually for local community and national charitable organizations.