

## Curriculum Vitae

Joseph S. Clark  
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### Education

Ph.D. Candidate in Communication, Florida State University (ABD as of 9/2010).  
Anticipated completion 2012. Current GPA 4.0/4.0. Research focus: Environmental  
Communication. Planned dissertation topic: Constructions of "Nature" in multiuser virtual  
environments.

18 graduate hours in English (Writing and Literature), Florida State University, 1991-1993.

M.A., Communication, University of South Florida, 1987.

B.S., Communication, Florida State University, 1980.

### Honors and Awards

Matthew Grindy Prize, School of Communication, Florida State University, April 2011.

Invited keynote, "Faculty Development and Centers for Teaching and Learning: Case Study  
and Lessons Learned" at *The Role of Learning and Teaching Centers in the Development of  
University Education*, a conference sponsored by King Saud University, Riyadh, Saudi  
Arabia, January 2011.

Invited speaker, "Environmental Learning in Second Life," at *Prospects of Learning in  
Second Life*, a conference sponsored by the Department of Information Studies at Åbo  
Akademi University, Turku, Finland, October 2010.

Faculty Professional Development Leave, Florida State University, January-May 2010.

Invited participant, "Learning and Research in Second Life." Workshop held at the annual  
conference of the Association of Internet Researchers, Milwaukee, October 2009.

ACC Teaching Scholar, 2009-2010, "Teaching in a Virtual World."

Promotion in rank from Assistant to Associate (in Online Course Development), August  
2009.

Davis Productivity Awards, accessibility consulting for FSU Personnel website and redesign  
committee for FSU main website, 1999.

Grand Prize, vanagon.com's anniversary short story contest, for the original story  
*Maintenance*, 1998.

Quality Performance Awards, Florida Department of Corrections, 1995 and 1997.

First Place - Short Fiction (*The Riverboat*), Riverside ArtsFest, 1990.

### **Teaching Experience**

New Communication Technology and Contemporary Society (COM3332), Florida State University, 2007 - present. Online course.

Argument and Persuasion (ENC 1102), Creative Writing (CRW 2000), Technical Communications (ENC 1210), Web Page Construction, and a variety of computer-applications short courses; Tallahassee Community College, 1998-2000.

English Composition, Bainbridge (Ga.) College, 1993-94.

Speechwriting, Florida State University, 1988-89.

Drama, North Penn School District, Lansdale, Pa., 1987-88.

Introduction to Speech, Public Speaking; Montgomery County Community College, Blue Bell, Pa., 1986-88.

Communication Arts, Gwynedd-Mercy College, Gwynedd Valley, Pa., 1986-87.

Fundamentals of Speech, Interpersonal Communication, Rhetoric of Contemporary Issues; University of South Florida, 1980-82 and 1985.

Public Speaking, Temple University, Philadelphia, Pa., 1982-83.

Public Speaking, Pennsylvania State University, Abington, Pa., 1982-83.

### **Publications, Presentations, and Performances**

Clark, J.S. "The Virtual Environmentalist in Second Life." Midnight to Noon Conference for Second Life Educators and Researchers (M2N4SL), Åbo Akademi University and EduFinland, October 2011.

Clark, J.S. "The Environmental Semiotics of Second Life: Reading the Splash Aquatics Store." *Graduate Journal of Social Science* (in press).

Clark, J.S. "Second Nature: Using Virtual Environments to Learn About Real Ones." Making Connections... Instructional Strategies and Online Technologies for Distance Learning, Columbus (Ga.) State University, September 2011.

Clark, J.S. "Majora Carter's 'Greening the Ghetto' TED Talk." Paper presented at the Conference on Communication and the Environment, El Paso, Texas, June 2011.

Clark, J.S. "Superman Never Made Any Money: Superheroes in Second Life." Paper presented at the annual conference of the Eastern Communication Association, Washington, D.C., April 2011.

Clark, J.S. "Second Chances: Depictions of the Natural World in Second Life" in Enslinn, A. & Muse, E. (Eds) (2011) *Creating Second Lives: Community, Identity and Spatiality as*

*Constructions of the Virtual*, Routledge, Oxford & New York.

Clark, J.S. "The Environmental Semiotics of Second Life: Reading the Splash Aquatics Store." Paper presented at Internet Research 11, annual conference of the Association of Internet Researchers, Gothenburg, Sweden, October 2010.

Clark, Lindsay, and Clark, J.S. "Brave new world: Environmental design and emerging technologies." Presentation and abstract published in EDRA41: Policy & the environment. pp. 240-241. Proceedings from the 41st Annual Conference of the Environmental Design Research Association, Washington, D.C., May 2010.

Clark, J.S. "Virtually Queer: Subjectivity Across Gender Boundaries in Second Life - revisited." Paper presented in the session *Digital Performativity: Generative Directions in Gender and Performance Studies*, Southern States Communication Association, Memphis, April 2010.

Clark, Lindsay, and Clark, J.S. "Environmental Design and Emerging Technologies: Today and the Near Future." Paper presented at the annual conference of the Interior Design Educators Council, Atlanta, March 2010.

Clark, J.S. "Virtually Natural: Environmental Education in Second Life." Paper presented at the biennial *Conference on Communication and the Environment*, University of Southern Maine, Portland, June 2009.

Clark, J.S. "Virtually Queer: Subjectivity Across Gender Boundaries in Second Life." Paper presented at the conference *Virtual Worlds: New Realms for Culture, Creativity, Commerce, Computation and Communication* (Mardi Gras 2009), LSU Center for Computation & Technology, Baton Rouge, February 2009.

Clark, J.S. *Environmental Awareness via Multi-user Virtual Reality* (invited paper). National Communication Association, San Diego, November 2008.

Clark, J.S. "Second Chances: Depictions of the natural world in the multi-user virtual environment Second Life." Paper presented at the conference *Creating Second Lives: Reading and Writing Virtual Communities*, National Institute for Excellence in the Creative Industries, Bangor University, UK, October 2008.

Panelist, *Science in Virtual Worlds*, Association of Internet Researchers, Copenhagen, October 2008.

Clark, J.S. *Web 2.0 Technologies*, Presented at the Florida Government Technology Conference, Tallahassee, September 2008.

Panelist, *Second Life in the Library and Instruction World*, South Atlantic Regional Conference of the Special Libraries Association, St. Petersburg, February 2008.

Clark, J.S. *Library 2.0: Folksonomies*. Invited presentation at the Learning Resources Commission Spring Conference, Florida Association of Community Colleges, St. Petersburg, May 2007.

Clark, J.S. "Blackboard within the Total Support Picture." Presented at the Blackboard Southeast Users Group Conference, Savannah, September 2005.

Clark, J.S. "Template Toolkits as a Model for Bb Course Design." Presented at the

Blackboard Southeast Users Group Conference, Durham, September 2004.

Clark, J.S. "and certain stars shot madly from their spheres." (Fiction). *Apalachee Review*, Summer 2003.

Clark, J.S. "Pleistocene." Reading of original fiction during an event commemorating Jerome Stern's "World's Best Short-Short Story Contest" (but not an entry into same), Spring 2003.

Clark, J.S. "And certain stars shot madly from their spheres." Reading of original fiction at the *Apalachee Review* / Anhinga Press Reading Series, October 2002.

Clark, J.S. "'Apalachee' is a cultural ambassador." Tallahassee *Democrat*, May 27, 2001.

Clark, J.S. "Bodysurfing" (revised). Reading of original fiction at the Walkabout Cafe (Club Downunder), Florida State University, Tallahassee, October 1999.

Clark, J.S. "The Freon Jones." Reading of original fiction at the "H-2-Oh-Oh" Art Installation, Lake Ella, Tallahassee, August 1999.

Kellow, E., and Clark, J.S. "Internet Use and Access." *Corrections Today*, August, 1997. Reprinted in *From AIDS to the Internet: Correctional Realities*. Lanham, MD: American Correctional Association, 1999.

Clark, J.S. "Technological Innovations: Interactive Videodisc-based Training and the World-Wide Web." Presented at the Florida Criminal Justice Trainers and Educators Conference, May 23, 1995.

Clark, J.S. "Mullet Protest Comes to the Capitol." (Fiction). *DIS (Southeastern Culture Quarterly)*, Winter 1994.

Clark, J.S. "Quincentennial." (Monthly Fiction Series). *Q Magazine*, February to August 1993.

LaHart, D., and Clark, J.S. "Florida's High School Energy Education Project." *Florida Science Teacher*, Winter 1993.

Readings of original fiction in the FSU Creative Writing Program's reading series:

"Quincentennial #6," "Mullet Protest Comes to Capitol," and "Urban Bear is Everywhere," June 1993.

"Bodysurfing," October 1992.

"EcoMan," "Palmetto Bugs," and "The Freon Jones," June 1992.

"In the Warm Still Air," "The Riverboat," and "Wisteria Blue," May 1991.

Selected Tallahassee *Democrat* columns, 1992 (I did not write these headlines!):

"Explore the rituals, dark past of the Cult of the Volkswagen," November 20.

"Soon the St. Beaches will be on the auction block, too," October 1.

"Recovery Ridge, at Appalachians' end, is a monument to the natural world," August 18.

"Part-time single Dads relish the chance to erase 'socially acceptable behavior'," July 28.

"There's no addiction quite like the cool high of freon," June 16.

"White limestone, black tree-trunks: sinkhole diving's not in living color," May 5.

"Spring brings on the dibble-dancing," March 24.

"Get lost on Leon's dirt roads," February 11.

Clark, J.S. "Wisteria Blue." (Fiction). *Q Magazine*, November 1992.

Readings of original fiction on WVFS 89 FM, Tallahassee:

"The Golden Mackerel," "You look like you could use some mudflaps, boy," "Insex", and  
"Wisteria Blue," June 1992.

"Roostertail," May 1991.

Clark, J.S. "How Task Analysis Supports Fire Service Management." *Fire Chief*, October 1990.

Clark, J.S. "Florida Teacher Certification in Vocational Education." *Florida Vocational Journal*, May/June 1990.

Clark, J.S., Bogusch, B., and Schein, S. "Creating Your Own Promotional Examinations." *The Voice* (International Society of Fire Service Instructors), May/June 1990.

Clark, J.S. "The Riverboat." (Fiction). *1990 Riverside ArtsFest Program of Events*, Bainbridge, Georgia, May 1990.

### **Photo Credits**

Travel photos selected for *Schmap* Guides (<http://www.schmap.com/>) during 2006-07:

Palm Beach, Florida: Dubois Park

Savannah, Georgia: Views from the DeSoto Hilton (2)

Heidelberg, Germany: Schloss (6), Kornmarkt, and Hotel zum Ritter (2)

Paris, France: St-Germain l'Auxerrois

Boulder, Colorado: Pearl Street

"IMG\_6091, Harry and the Natives" appeared in Houck, J. "Stop! Don't pass on these roadside eateries," *Tampa Tribune*, May 28, 2008, *Flavor* section (print version) p.9.

"DSCN1444, Looking west from St. Andrews Pier" was selected as the key photo in the *Wikipedia* entry for Panama City Beach, Florida ([http://en.wikipedia.org/wiki/Panama\\_City\\_Beach,\\_Florida](http://en.wikipedia.org/wiki/Panama_City_Beach,_Florida)), and as one of only two photos in the entry for Bay County, Florida ([http://en.wikipedia.org/wiki/Bay\\_County,\\_Florida](http://en.wikipedia.org/wiki/Bay_County,_Florida)) on 18 May 2009.

"DSCN0621, Doomed Pine" was selected as The Nature Conservancy's featured member photo on July 2, 2009. Published for one day only at <http://my.nature.org/nature/>; original at <http://www.flickr.com/photos/jsclark/24374779>.

"IMG\_7441, Lightship Swiftsure" was selected for a website about surviving vessels manufactured by the New York Shipbuilding Company: <http://yorkship.us/HTML/yorkshipsurvivors.htm>. Mid-2009.

### **Service**

Founding Member, International Environmental Communication Association.

Reviewer:

Association of Internet Researchers Conference 2011

National Communication Association Conference 2010

*Environmental Communication: A Journal of Nature and Culture*, 2010.

National Communication Association Conference 2009 (two tracks)

## Conference on Communication and the Environment 2009

Academic Blogger, *Ecomedia Studies* (<http://www.ecomediastudies.org/>), an interdisciplinary forum for a critical community of scholars examining the ecological ramifications of modern media.

Panel Respondent, "Reconsidering Cyborg Identity," Gender Studies Division, Southern States Communication Association, Memphis, April 2010.

Facilitator/Performer, "Mentoring Graduate Students' Vignettes," Graduate Program Directors' Workshop, Florida State University, April 9, 2009.

Facilitator/Performer, "Empowering the Mentee," PIE Associates Workshop, Florida State University, March 31, 2009.

Member, Recruitment/Social Media Subcommittee, Graduate Enrollment Management Committee, Florida State University, 2008 - 2009.

Senator, United Faculty of Florida (FSU Chapter), 2007 - 2009.

Instructor, First Year Experience program, Florida State University, Summer 2006.

## **Other Related Experience**

Associate in Research (Instructional Project Manager), Center for Teaching and Learning, Florida State University, 04/00 - present. Faculty-development consultant in pedagogy, instructional design, instructional technology, and online learning. Duties include individualized consulting, departmental liaison, development and delivery of workshops, and research in related topics.

Web Designer, Administrative Information Systems, Florida State University, 11/97 - 03/00. Webmaster for several university departments as well as ad hoc consulting on a variety of web projects:

- Provide guidance in visual design and usability for web-enabled applications development.
- Develop logos and other graphics.
- Writing and editing.

Training Manager and Webmaster, Florida Department of Corrections, 10/94 - 11/97. Pioneered, established, and maintained an award-winning state-agency website; developed documentation/training and led statewide implementation of a mainframe-based training records & registration system for 26,000 employees (Quality Performance Award, 1997); primary support for 50 statewide computer-based staff training stations (Quality Performance Award, 1995).

Assistant in Research, Educational Services Program, Florida State University, 10/88 - 10/94. Managed instructional projects, including interactive multimedia; prepared and delivered training, workshops, and other instruction; developed, wrote, and edited instructional materials; conducted task analyses, pilot tests, and field trials.