MICHELLE SIMMS, PHD, MFA
Storyteller • Filmmaker • Mentor
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RESEARCH INTERESTS

- Structure and expression of story across entertainment media
- Entertainment-Education methodology
- Teaching-as-performance
- Filmmaking-as-performance

HIGHLIGHTS OF EXPERIENCE

- College educator in film studies and film & television production
- Film and television industry experience
- Former National Science Foundation Graduate K-12 Teaching Fellow
- Writer, Producer, Director

EDUCATION

Master of Fine Arts, Cinema-Television, Regent University
Dual focus: Directing and Producing
Thesis film: *Get Plaid!* A live-action adaptation of the comic book series *The Plaid Avenger*

Doctor of Philosophy, Curriculum & Instruction, Texas A&M University
Honor Society Membership: Delta Kappa Pi
Dissertation: "The development of an academically-based entertainment-education (ABEE) model: Co-opting behavioral change efficacy of Entertainment-Education for academic learning targeting the societal landscape of U.S. geographic illiteracy"

Master of Science, Geography, Texas A&M University
Honor Society Membership: Gamma Theta Upsilon
Focus: Integration of geospatial technology into inquiry-based pedagogy
Non-Thesis Project: "Using Google Earth as a visual GIS"

Master of Agriculture, Natural Resources Development, Texas A&M University
Honor Society Memberships: Gamma Sigma Delta (Agriculture), Gamma Theta Upsilon (Geography)
Focus: Geographic Information Systems

Bachelor of Science, Geography, Texas A&M University

TEACHING EXPERIENCE

2018-present: **Lecturer, Film Studies Program**, Department of Performance Studies (moved from ICS in September 2020), Texas A&M University.

- Teaching large sections of **Introduction to Film Analysis** averaging over 200 students per semester.
- **Other courses taught**: Film History, Special Topics – The SXSW Experience, Directed Studies.
- **Service:** FIRST Faculty Mentor, College of Liberal Arts.

Previous experience:

Adjunct Professor, Regent University
1 semester (undergraduate): Cross-cultural Communication, Producing for Television, and Post-production Process.
1 semester (graduate): Special Topics: Preparing Future Faculty.

Graduate Teaching Assistant, Texas A&M University
1 semester: Geographic Information Systems laboratory – Dept. of Geography.
1 semester: Geographic Information Systems laboratory – Dept. of Forest Science.

RESEARCH EXPERIENCE

Graduate Research Assistant, Department of Teaching, Learning, & Culture, Texas A&M University, 2010-11.

Graduate Research Assistant, Texas A&M University Center for the Integration of Research, Teaching, and Learning (TAMU-CIRTL), 2007-09.

National Science Foundation Graduate K-12 Teaching Fellow – Advancing Geospatial Skills in Science and Social Science (AGSSS), Department of Geography, Texas A&M University, 2005-07.

SELECTED PUBLICATIONS, PRESENTATIONS, AND POSTERS

Simms, M., and L.M. Burlbaw (2018). *A Sign of the Times: The Project House and TAMC Aggies*. 2018 Annual Conference of the Central Texas Historical Association. Round Rock, Texas, April 27-28, 2018.

Simms, M. (2011). *The development of an academically-based entertainment-education (ABEE) model: Co-opting behavioral change efficacy of entertainment-education for academic learning targeting the societal landscape of U.S. geographic illiteracy,* Dissertation, Texas A&M University, College Station, TX.

Simms, M., & Carpenter, B. S. (2010). Putting the world together: Virtual globes and the changing nature of (digital) global representations. In E. M. Delacruz, A. Arnold, A. Kuo & M. Parsons (Eds.), *Globalization, Art, and Education* (pp. 135-141). Reston, VA: National Art Education Association.

Simms, M., Smith, D., McLaughlin, T., and Brown, I. (accepted 2010). *Stylized vs. simplified graphics: Differences in viewers' perception of simulated actions in instructional vignettes*. Paper submitted for peer review for the 2011 AERA Annual Meeting, New Orleans, Louisiana, April 8-12, 2011.

Simms, M. (2010). *Developing educational outreach programs using academically-based Entertainment-Education (ABEE) methodology: Leveraging the power of the sports franchise brand to empower education*. Paper presented at the Sports and Society 2010 conference: "A Mirror of Our Culture: Sport and Society in America", De Pere, Wisconsin, May 26-28, 2010.

Simms, M. *Using Google Earth as an analogy*. Paper presented at the Association of American Geographers Annual Meeting, Washington, DC, April 14-18, 2010.

Carreker, S., Chien, C.-F., Reiss, V., Rothberg, A., Sheror, E., **Simms, M**., et al. (Artists). (2009). *Proactive retrospective: Exploring the past and the future to guide the present* [interactive art installation].

Daehnke, H., **Simms, M.**, Viall, K., Li, X., Seeve, C., Kim, J., Harvey, O., and Reiss, V. *Preparing Future Faculty through a Student-led Organization: The GTA Model*. CIRTL Forum 2008: Aligning the Preparation of Graduate Students for STEM Early Faculty Careers, Madison, WI, June 16-17, 2008.

Simms, M., Kincaid, J., Martinez, A., Prouhet, T., and Williams, N. *Profiles in Spatial Literacy: How Young Americans Think Spatially*. National Science Foundation Graduate K12 Conference, Washington, DC, March 9-11, 2007.

PROFESSIONAL FILM AND TELEVISION CREDITS

False Profits (television pilot), **Office Production Assistant**, ABC Network, 2018.

FantomWorks (Velocity Network, season four), **Assistant Story Producer**, New Dominion Pictures, 2017.

In-Lawfully Yours (feature film), **Art Department Coordinator**, Virginia FilmWorks/Home Theater Productions, 2016.