

Arienne McCracken

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Education

PhD in Apparel, Merchandising and Design, expected August 2017

Iowa State University

Concentration: Socio-psychological Aspects of Dress/Consumer Behavior and Merchandising

Minor: Women's and Gender Studies

Dissertation: *#fatshion: Stigma Resistance and Fashion Opinion Leadership among Plus-Size Vloggers*

Co-major Professors: Dr. Eulanda Sanders and Dr. Mary Lynn Damhorst

Master of Communication Management, 2009

University of Southern California

Concentration: Digital Social Media/Online Communities Program

Capstone: Member of a four-person self-managed team that successfully launched a new social media site/online community in four months with a \$10,000 budget

Master of Arts, 1995

The Ohio State University

Two degrees: Slavic Studies and History of Art

Thesis: *Correlations and harmonies: Similarities in the work and beliefs of Kazimir Malevich and Vasilii Kandinsky*

Major Professor: Dr. Myroslava Mudrak

Bachelor of Arts, *summa cum laude*, 1988

The Ohio State University

Major in Russian, minor in German, member of the Honors Program

Research Interests

- Dress and social media
- Consumer behavior
- Dress, identity, expertise, and creativity in online games and virtual worlds
- Sustainability and slow fashion
- Fat studies
- Historic and current handknitting and crochet
- Organizational behavior, professional socialization

Book

Weisz, J., Mohrman, S. A., & **McCracken, A.** (2013). *It's a great time to be a physician: Leading for change*. Bozeman, MT: Second River Healthcare Press.

Book focused on sustainability and disruptive innovation in the healthcare industry. Much of my research prior to starting the PhD program was centered on organizational design for sustainable effectiveness, along with organizational leadership, organizational change management, and other topics in industrial-organizational psychology.

Invited Book Chapters

Mohrman, S. A., Vernon, C., & **McCracken, A.** (2013). Sustainability at Cleveland Clinic: A network-based capability development approach. In C. Worley & P. Mirvis (Eds.), *Organizing for sustainable networks and partnerships*. Bingley, UK: Emerald Publishing Group.

McCracken, A., & Mohrman, S.A. (2012). Huron Hospital: Leading with sustainability to create a high-performing system. In D. D. Warrick & J. Mueller (Eds.), *Lessons in leading change: Learning from real world cases*. Chicago: Rossi - Smith.

Mohrman, S.A., Shani, A.B., & **McCracken, A.** (2012). *Organizing for sustainable healthcare: The emerging global challenge*. In S. A. Mohrman & A. B. Shani (Eds.), *Organizing for sustainable healthcare*. Bingley, UK: Emerald Publishing Group.

Mohrman, S.A., & **McCracken, A.** (2011). A physician turned leader commits to building an award winning organization. In D. D. Warrick & J. Mueller (Eds.), *Lessons in leadership: Learning from real world cases*. Chicago: Rossi - Smith.

Book Reviews

McCracken, A. (2016). [Review of the book *Killer fat: Media, medicine, and morals in the American "obesity epidemic,"* by N. Boero]. *Journal of American Culture*, 39(2), 235.

McCracken, A. (2016). [Review of the book *A stitch in time: The needlework of aging women in antebellum America,* by A. Newell]. *Journal of American Culture*, 39(2), 254-255.

Manuscripts in Preparation

Shane-Nichols, A., Jablon, S., Dorie, A., **McCracken, A.**, Curwood, S., Sadachar, A., & Fiore, A. M. (2017). *Comparing perceptions of effectiveness of on-campus and hybrid apparel Ph.D. programs*. Manuscript in preparation.

McCracken, A. (2017). *Exploring the uses and importance of avatar dress in a multiplayer online game: A qualitative study of women gamers*. Manuscript in preparation.

McCracken, A. Dong, H., Hoyt, M., & Niehm, L. (2017). *“The stories that come with the shoe”: A qualitative study of male sneaker collector motivations, experiences, and identities*. Manuscript in preparation.

Refereed Scholarly Presentations at Professional Meetings

McCracken, A., Damhorst, M. L., & Sanders, E. (2017, November). *Unapologetically fat online: Fat women, dress, and destigmatization on YouTube*. Paper to be presented as part of the ITAA seminar session on social injustices and inequalities around fashioned bodies, style, and beauty. Proceedings of the 2017 International Textile and Apparel Association Annual Conference. St. Petersburg, Florida. Abstract to be published on <http://itaaonline.org>.

McCracken, A., Stanley, A. E., Dong, H., & Marcketti, S. (2017, November). *Survey of historic costume course redesign using Bloom’s taxonomy*. Paper to be presented as the 2017 International Textile and Apparel Association Annual Conference. St. Petersburg, Florida. Abstract to be published on <http://itaaonline.org>.

Stanley, A. E., & **McCracken, A.** (2017, November). *Methods for increasing student learning in an online undergraduate analysis of apparel and production course*. Paper to be presented as the 2017 International Textile and Apparel Association Annual Conference. St. Petersburg, Florida. Abstract to be published on <http://itaaonline.org>.

McCracken, A. (2017, April). *Male gamers dress their avatars too: A content analysis of dress and appearance issues in a YouTube gaming video series*. Paper presented at the Annual Meeting of the Popular Culture Association, San Diego.

McCracken, A. Dong, H., Murphy, C., Hoyt, M., & Niehm, L. (2016, November). *“The stories that come with the shoe”: A qualitative study of male sneaker collector motivations, experiences, and identities*. Proceedings of the 2016 International Textile and Apparel Association Annual Conference. Vancouver, BC, Canada. Abstract published on <http://itaaonline.org>. (Acceptance rate: 75%).

Shane-Nichols, A., Jablon, S., Dorie, A., **McCracken, A.**, Curwood, S., Sadachar, A., & Fiore, A. M. (2016, November). *Comparing perceptions of effectiveness of on-campus and hybrid apparel Ph.D. programs*. Proceedings of the 2016 International Textile and Apparel Association Annual Conference. Vancouver, BC, Columbia. Abstract published on <http://itaaonline.org>. (Acceptance rate: 75%).

Ghalachyan, A., & **McCracken, A.** (2016, March). *Following in the footsteps of Cruella de Vil: Fashionable female villains in contemporary children’s media*. Paper presented at the Annual Meeting of the Popular Culture Association, Seattle.

McCracken, A., (2015, November). *Exploring the uses and importance of avatar dress in a multiplayer online game: A qualitative study of women gamers*. Proceedings of the 2015 International Textile and Apparel Association Annual Conference. Santa Fe, New Mexico. Abstract published on <http://itaaonline.org>. (Acceptance rate: 54%).

McCracken, A., Jablon, S., & Dorie, A., & Garrin, A. (2015, November). *Integrating distance students into a graduate student organization*. Proceedings of the 2015 International Textile and Apparel Association Annual Conference. Santa Fe, New Mexico. Abstract published on <http://itaaonline.org>. (Acceptance rate: 54%).

McCracken, A. (2015, April). *Women, their avatars, and dress in massively multiplayer online games*. Paper presented at the Annual Meeting of the Popular Culture Association, New Orleans.

McCracken, A., & Marcketti, S. B. (2014, May). *"I really am so excited to wear these!" Exploring YouTube haul videos*. Proceedings of the 40th Annual Meeting and National Symposium of the Costume Society of America, May 28-31, Baltimore. (Acceptance rate: 45%).

McCracken, A. (2014, April). *An undying icon of style: The uses and pleasures of dress in the life of the vampire Saint-Germain*. Paper presented at the Annual Meeting of the Popular Culture Association, Chicago.

Courses Taught

Fall 2016 **History of European and North American Dress** (AMD 354), Iowa State University

- Taught one section of course, which was an overview of dress from ancient times to the mid-1800s.
- Class was developed around team-based learning principles and features a flipped classroom with online lectures and in-class learning and discussion opportunities.
- Worked collaboratively with the teachers of two other sections of course.
- 3 credit hours, 16 students

Fall 2015 &
Spring 2016 **Dress and Diversity in Society** (AMD 165), Iowa State University

- Served as instructor for course, which focused on the socio-psychological aspects of dress for individuals and society.
- Delivered in-class lectures, activities, and facilitated learning groups. Created and updated online and in-class lectures, text documents, activities, quizzes, individual assignments and group assignments.
- Course featured a flipped classroom and team-based learning.
- Graded assignments, communicated with students, used Blackboard extensively.
- Supervised 3 graduate student TAs
- 3 credit hours, 300 students per semester

Summer 2015 **Dress and Diversity in Society** (AMD 165), Iowa State University

- Online version of course
- Created and updated online lectures, text documents, activities, quizzes, individual assignments and group assignments
- Graded all assignments, communicated with students. Daily Blackboard use.
- 3 credit hours, 40 students

- Spring 2014 **Textile Science** (AMD 204), Iowa State University
- Taught weekly lab section.
 - Gave presentations, created slides, prepared experiments and demonstrations.
 - Graded assignments.
 - 3 credit hours, 17 students

Courses TA'd

- Fall 2013-
Spring 2015 **Dress and Diversity in Society** (AMD 165), Iowa State University
- Graded assignments including exercises, critiques, reflection papers, and individual and group work.
 - Edited and graded online discussion boards.
 - Used Blackboard extensively.
 - Taught occasional lecture classes.
 - 3 credit hours, 300 students per semester
- Fall 2014 **Consumer Behavior** (AMD 467), Iowa State University
- Created PowerPoint slide decks.
 - Taught occasional lab sessions, assisted with in-class activities
 - Graded assignments and posted grades on Blackboard.
 - Tweeted relevant news about subject matter and class reminders to students.
 - 3 credit hours, 70 students
- Fall 2009
& Fall 2010 **Communicating Corporate Social Responsibility** (CMGT 577), University of Southern California
- Volunteered to serve as Teaching Assistant for Professor Susan Resnick West while working in a staff position at the University of Southern California.
 - Course first offered in Fall 2009; I assisted with initial development of course
 - Ran class blogs and attended all classes
 - Managed guest speaker appearances and logistics
 - 4 credit hours, 30 students per class

Teaching Practicums

- Spring 2017 **Introduction to Retail Merchandising** (AMD 275), Iowa State University
- Taught course unit on Human Resources function
 - Attended all class sections and assisted with in-class activities
 - Grading and Blackboard management
 - 3 credit hours, 150 students

- Spring 2017 **Entrepreneurship in Human Sciences** (AESHM 474), Iowa State University
- Worked with supervisor and course instructor Dr. Linda Niehm
 - Developed and taught new unit on social media entrepreneurs
 - Worked with student consultants and liaised with local businesses
 - Attended all class sections and assisted with in-class activities
 - 3 credit hours, 140 students

Research Assistantships

- 2016-2017 **Agatha Huepenbecker Burnet Endowed Graduate Assistantship, Iowa State University Textiles and Clothing Museum**
- Curated gallery exhibit: “Our Favorite Things: 10 Years and 30+ Exhibits,” 2017. Designed layout of exhibit, prepared garments, created didactic and marketing materials, liaised with faculty and staff serving as guest curators.
 - Worked with all aspects of the Museum. Built and took down exhibits, assisted with accessioning items into the collection, researched pieces from the collection.
 - Researched and wrote blog posts and created other social media marketing.
 - Used PastPerfect Museum software.
- Fall 2013 **“Enhancing Women's Creative Thinking Potential at Iowa State” Program Grant-Funded Research Assistantship, Iowa State University**
- Research done in conjunction with **Creative Thinking and Problem Solving** (AESHM 222) course
 - Conducted content analysis of student journal entries
 - Collected detailed notes and quotations from famous women on creativity and problem solving

Supervision of Undergraduate Independent Study

- Spring 2016-
Spring 2017 Mason Hoyt, Apparel, Merchandising, and Design undergraduate

Gallery Exhibit Curated

- 2017 **McCracken, A.** *Our Favorite Things: Celebrating 10 Years and 30+ Exhibits.* Mary Alice Gallery, Morrill Hall, Iowa State University, January 25-April 8, 2017.

Honors and Awards

- 2017 Alice Ford Family & Consumer Science Scholarship (Iowa State University, \$1000)
- 2016-2017 Named the second Agatha Huepenbecker Burnet Graduate Assistant for the Iowa State University Textiles and Clothing Museum

2015 & 2016	PAG Professional Development Grant (Iowa State University, \$180 per year)
2015	Kappa Omicron Nu Honor Society
2015	Phi Upsilon Omicron Honor Society
2014	College of Human Sciences Tuition Award for Study Abroad (Iowa State, \$800)
2014	Ed/Nancy Lewis International Scholarship (Iowa State University, \$300)
2014	Costume Society of America Midwest Region Student Travel Award (\$500, <u>1 awarded</u>)
2013	Helen Easter FCS Graduate Scholarship (Iowa State University, \$4000)
1990	University Fellowship for Master's-level graduate study (The Ohio State University)
1988	Phi Beta Kappa Honor Society
1987	Phi Kappa Phi Honor Society
1987	Dobro Slovo (National Slavic Honor Society)
1985	Alpha Lambda Delta Freshman Honor Society
1985	Phi Eta Sigma Freshman Honor Society
1984	National Merit Scholarship (Ohio State University)
1984	Ohio Academic Scholarship

Professional Development

2015	Center for the Integration of Research, Teaching, and Learning (CIRTL) Associate
2014-15	Preparing Future Faculty (PFF) Associate (70 participants)

Memberships in Professional Organizations

2016-present	American Association of Family and Consumer Sciences
2016-present	American Association of University Women
2015-present	Association of Internet Researchers
2013-present	Costume Society of America
2013-present	International Textile and Apparel Association
2016-present	Iowa Museum Association
2013-present	Popular Culture Association/American Culture Association
2012-present	Textile Society of America

Service

2016-2017	<u>President</u> , Apparel, Merchandising, and Design Graduate Student Association, Iowa State University <ul style="list-style-type: none"> • Oversee all functions, plans, and activities of AMDGSA; develop calendar of events for academic year. • Preside over all meetings; represent AMDGSA on campus. • Ensure that AMDGSA operates in conformity with the standards set forth by Iowa State University and Student Activities Center • Consult with Treasurer about annual budget request
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- 2016-2017 Peer Mentor, ISU Graduate College First Year Peer Mentoring Program
- Informally meet with mentee monthly to help with her transition to Iowa State and Ames, Iowa.
 - Program is designed to enhance retention, success, and graduation of underrepresented graduate students.
- 2016 (Sept. 17) Iowa State WiSE STEM Fest
- One of three facilitators for ISU's Apparel, Merchandising, and Design program at WiSE (Women in Science and Engineering) open house that focused on science and engineering learning activities for mostly K-12 students and their families. Approximately 600 attendees.
- 2014-2016 Treasurer, Apparel, Merchandising, and Design Graduate Student Association, Iowa State University
- Developed annual budget. Collected AMDGSA membership dues and maintained records of transactions. Prepared financial reports for Executive Committee and membership.
- 2013-2014 Secretary, Apparel, Merchandising, and Design Graduate Student Association, Iowa State University
- Handled all official correspondence; took and distributed meeting minutes.
- 2014 & 2015 Abstract Submissions Reviewer, "Bald Eagle & Panda" U.S.-China Culture Exchange Virtual Conference, Iowa State University

Industry Experience

Center for Effective Organizations (CEO), Marshall School of Business, University of Southern California, Los Angeles

CEO is a research department in USC's Marshall School of Business. Its professors and research scientists consult with corporate executives to engage in action research. They study a variety of topics related to organizational effectiveness, organization design, and sustainability, with the dual goals of influencing management practice and contributing to academic research and theory.

Throughout my years as a professional staff member at CEO, I consulted with fashion and other retail clients including Gap, Inc. and Mattel, as well as Sony Pictures Entertainment, Cleveland Clinic, and Kaiser Permanente, focusing on business sustainability and health-care sustainability.

2004-2012 Research Associate, Web Content/Social Media Manager, and Events Program Manager

2001-2003 Events Program Manager and Executive Secretary

Sustainability Program

- Main research associate and program manager for Center's ongoing sustainability research activities and conferences. Focus areas included healthcare system sustainability and organizing firms for sustainability. Researched, wrote, and edited chapters,

casebooks, and books. Worked with Gap, Inc., Mattel, Sony Pictures Entertainment, Cleveland Clinic, and Kaiser Permanente.

Electronic Communications

- Oversaw all aspects of the Center's internet presence, including website, email campaigns, webinars, webcasts, intranet, social media, wikis, and online communities.
- Webmaster. Acted as liaison between Center, programmers, and business school IT department to ensure smooth functioning of site.
- Instituted quarterly e-newsletter to stakeholders with a goal of communicating useful news, articles and information. Wrote, edited and designed issues.
- Wrote and sent email campaigns for all upcoming workshops, book releases, & webinars.
- Liaised with external partners to promote programs/events on outside websites.

Print Communications

- Wrote, copyedited, formatted, and proofed popular and academic books, book chapters, journal articles, brochures and reports.
- Served as assistant to Director to edit, proof, and submit his articles, blog posts, and chapters; duties also included transcription and typing drafts of his writing.
- Designed marketing postcards, brochures, and other advertising deliverables.
- Communicated with in-house event managers, printing companies, university bid process officials, and mail house.
- Partnered with Development Officer and Director in creating corporate sponsorship recruiting materials and assisted with current and potential corporate sponsors. Sponsors were a primary source of funding for the department.

Events

- Managed short-term workshops/conferences, including logistics planning, hotel and vendor interface, speaker and participant correspondence, registration process, day-of-seminar logistics, and preparation and coordination of supporting materials (confirmation materials for participants, database registration, notebook materials and handouts, etc.). Managed events in Los Angeles, New York, Gothenburg (Sweden), and Como (Italy).

Getty Conservation Institute, The Getty, Los Angeles

Operated by the J. Paul Getty Trust, the Getty Conservation Institute is dedicated to the preservation of the world's cultural heritage.

2003-2004 Senior Staff Assistant

- Project support for the Wall Paintings Conservation Program at Mogao Grottoes, China, and the Iraq Cultural Heritage Conservation Initiative.
- Primary point of contact for Conservator/Principal Project Specialist, who was typically working *in situ*, frequently abroad, for several weeks at a time.
- Edited manuscripts, articles, and other documents.
- Managed Conservator's email and calendars; submitted expense reports; arranged meetings, mailings, and other communications.

University Honors & Scholars Center, The Ohio State University, Columbus

The University Honors & Scholars Center is charged with the recruitment and retention of some of Ohio State's most talented undergraduates. It oversees special courses, programming, housing, and other opportunities for its honors and scholars students.

1990-2001 Office Manager and Project Coordinator/Webmaster
1995-2001 Advisor to undergraduate student arts and literature group, *Mosaic*

- Produced department's first website; served as webmaster.
- Conducted individual recruitment meetings with prospective students; assessed scholarship applications.
- Partnered with Director to develop inaugural international study tour and class for incoming first-year honors students.
- Advised *Mosaic*, an undergraduate student group that published annual art and literary journal
- Supervised production of Honors marketing publications, including quarterly newsletter and brochures.
- Coordinated semi-annual freshmen honoraries selection process.
- Produced statistical reports on student populations served by department.
- Supervised undergrad student workers (approximately 5-10 per quarter) on a daily basis

Computer Skills

- *MS Office*: Word, PowerPoint, Excel, Outlook, Access, Visio
- *CMS*: Moveable Type, WordPress
- *Graphics editing*: Photoshop, Illustrator
- *Museum software*: PastPerfect
- *Statistics*: SPSS
- *Surveys*: Qualtrics, SurveyMonkey
- *PDF creation and editing*: Adobe Acrobat Pro
- *Email marketing services*: MyEmma, Mailchimp
- *Desktop publishing*: InDesign, Quark
- *Customer relationship management*: Microsoft CRM
- *Other*: Blackboard, Audacity, Base Camp
- Enthusiastic, casual MMO player (Star Wars: The Old Republic, Lord of the Rings Online, World of Warcraft, SWG emulators)

International Study and Experience

2015 Paris, France. Visited the Centre Georges Pompidou (modern/contemporary art), Notre Dame de Paris, Église de Saint-Germain-des-Prés, and other historic/cultural sites. July 21-28.

- 2014 As part of fashion/apparel student study tour, visited apparel and fashion companies in Shanghai and Beijing, China, to learn about current industry trends. Firms included Burberry, Even Penniless, CoBest/AsoBio, Aimer Intimates. In addition, visited DongHua University (Shanghai, China) and BIFT (Beijing Institute of Fashion Technology, Beijing, China), May 11-27.
- 2012 Co-managed international healthcare sustainability conference held in Como, Italy. Post-conference travel to Florence and Rome. May 14-28.
- 2009 Co-managed international healthcare sustainability conference held in Gothenburg, Sweden. Additional conference work in Stockholm. October 12-19.
- 2009 Moscow, Russia. Solo trip to Moscow to study the Muzeon Art Park sculptures, the State Tretyakov Gallery, ВДНХ/VDNKh exhibits and pavilions, and the art of the Moscow subway system. August 18-25.
- 1996 London, Bath, Cambridge, and Salisbury, UK. Staff supervisor on inaugural study tour for first-semester honors students. December 5-14.
- 1989 Travel to several cities in the USSR, primarily focusing on culture and history of Central Asia: Tashkent, Samarkand, and Bukhara, Uzbekistan; also visited Moscow, Leningrad, and Irkutsk (Siberia), RSFSR. July 1-22.
- 1987 Studied at Государственный институт русского языка им. А.С. Пушкина – Обучение русскому языку как иностранному (Pushkin Institute of Russian Language – Program in Teaching Russian as a Foreign Language), Moscow, Soviet Union. Also visited Helsinki, Finland; Yerevan, Armenia; Tbilisi, Georgia; Kiev, Ukraine; and Leningrad. Fall semester.