

## **RANDY D. NICHOLS**

LIMESTONE UNIVERSITY  
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### **EDUCATION**

**PH.D., RHETORICS, COMMUNICATION & INFORMATION DESIGN 2011**

**Clemson University, Clemson, SC**

Dissertation Title: "A Rhetorical Approach to Cultural Literacies Across Media."

**M.A. IN ENGLISH LITERATURE 2006**

**Rutgers University, Newark, NJ**

Thesis: "Beyond the Binary: Considering Race in Adventures of Huckleberry Finn."

**B.A. PASTORAL MINISTRIES 1982**

**Southeastern University, Lakeland, FL**

Areas of Concentration: Bible & Theology.

### **TEACHING EXPERIENCE**

**LIMESTONE COLLEGE, GAFFNEY, SC**

**Professor of Professional Communications – current**

**Director, B.A. in Professional Communications – current**

**Chair, Department of Communication and Interdisciplinary Studies 2011-2017**

Communications: Directed the Professional Communications major, developed and taught courses within the major, e.g. Public Speaking, Digital Literacies I & II, Narratives across Media.

Interdisciplinary Studies: Analyzed needs of the program and institution, revised program and course curriculum. Developed Online Student Success Site, supervised faculty, and taught in the program.

**CLEMSON UNIVERSITY, CLEMSON, SC**

**Instructor & Co-Developer – "Cultural Literacies Across Media" 2009**

Developed course syllabi and distance education modules for pilot program.

**Instructor – "Accelerated Composition," "Business and Professional Writing," "Introduction to Human Communication." 2007-2010**

Conducted course instruction and labs for multimodal composition.

**ESSEX COUNTY COLLEGE, NEWARK, NJ**

**Adjunct Faculty – "College Language Studies" 2006**

Developed syllabus and overall course structure, including exams and projects, and administered all grades.

## **RUTGERS UNIVERSITY, NEWARK, NJ**

### **Writing Center Staff 2005-2006**

Tutored students in composition, working with students with a wide variety of majors, topics and ESL/EFL proficiencies. Presented workshops for writing center tutors and writing department faculty.

## **PUBLICATIONS, PRESENTATIONS, WORKSHOPS**

- “The Book of the Machines Redux: The Creation Rules the Creator.” Popular Culture Association, April 2023, San Antonio.
- “More of What You Like: Choice in our Current Digital Reality.” Popular Culture Association, June 2022, Virtual National Conference.
- “The Colonel’s Ghosts: KFC Iconic Versions and Recursions.” Popular Culture Association, June 2021, Virtual National Conference.
- “Freegal: Highlights from the World of Free and Legal Digital Resources.” Faculty Workshop, October 2020, Spartanburg Community College.
- “The Archive and The Americans.” Popular Culture Association, April 2019, Washington, D.C.
- “Free and Easy: Incorporating Digital Tools for the Classroom Painlessly.” Center for Teaching, Learning, and Innovation Faculty Workshop, November 2019, Limestone College.
- “VR as Meta-Medium Workshop: A Collaborative Compositional 3D Project.” Popular Culture Association, April 2018, Indianapolis.
- “Remediating the Image for Virtual Reality.” Popular Culture Association, April 2017, Seattle.
- “New Media Demand New Thinking.” Olde English Consortium, March 2017, Limestone College. (Reprised April 2017 for the Open House Teaching Spotlight at Limestone College.)
- Lead author (with Dr. Jos. Walwema.) “Untangling the Web through Digital Aggregation and Curation.” *Mobile Technologies in the Writing Classroom: Resources for Teachers*, Edited by Claire Lutkewitte. NCTE. (2016.)
- “Artifacts from the Future: How the Future Shapes the Past.” Popular Culture Association / American Culture Association, April 2016, Seattle.
- “The Future is Here: The Tech World of Today’s Students.” Olde English Consortium, March 2016, Limestone College. (Reprised May 2016 for the Guidance Counselors’ Bus Tour at Limestone College.)
- “Artifacts from the Future.” Smartphone Museum Exhibit, 2015-2016, Winnie Davis Hall of History, Limestone College.
- “Finders, Keepers: Intentionally Engaging the Web through Digital Aggregation and Curation.” Popular Culture Association / American Culture Association, April 2015, New Orleans. (Reprised for Library Week at A.J. Eastwood Library, April 2015, Limestone College, SC.)
- “Producing a Museum’s Digital ‘Smart Layer’ as a Site for Teaching Multimodal Composition Theory & Practice.” Conference on College Composition and Communication, March 2015, Tampa.
- “Knowing, Doing, Making: Discussion of an Interdisciplinary Method of an Interdisciplinary Doctoral Program” (Panel) Association for Interdisciplinary Studies, October 2014.

- “Communications in a Brave New Digital World.” Pecha Kucha Night, Greenville, August 2014.
- “Carousel of Progress: The Future Comes to the 1964 World’s Fair.” Popular Culture Association / American Culture Association, April 2014, Chicago.
- “The Smartphone Museum as Exemplar for Student Digital Literacies.” Popular Culture Association / American Culture Association, March 2013, Washington, D.C.
- “From Chalkboards to Smartphones: Students and Teachers in the Digital Age.” (Multimodal Museo-Gallery Exhibit) Limestone College. (2012)
- "A Rhetorical Approach to Cultural Literacies Across Media." (Dissertation) ProQuest. (2011)
- "Panel .22: A Wally Wood Meets Dada Investigation." PRE/TEXT 20.1 (2010)
- “How Does Your Culture Grow? A New Organic Model for Cultural Inquiry.” Conference on College Composition and Communication, April 2011, Atlanta, GA.
- "Innocents Abroad: Cultural Mediacies in the Study Abroad Experience." Conference on College Composition and Communication, March 2010, Louisville, KY.
- "Rick Rollin': Interrupting the Machinery of the Culture Industry." Carolina Rhetoric Conference, February 2010, North Carolina State University.
- “Helping Johnny Become Digitally Literate.” Pecha Kucha Night – Chapter 1, November 2009, Greenville, SC.
- “Here Be Dragons: Interactive Dark Rides as Compositional Space.” Popular Culture Association Conference, April 2009, New Orleans.
- “Cultural Literacies Across Media.” Association of Teachers of Technical Writing Conference, March 2009, San Francisco.
- “The Wonderful World of Warcraft.” Carolina Rhetoric Conference, February 2009, Clemson University.
- “Pecha Kucha as Compositional Form and Adobe Presenter as Pedagogical Delivery Technology.” Multi-Modal Users Group (MMUG), October 2008, Clemson University.
- “Creating A User-Experience Through an ‘Interpellation Research Instrument’ for Giving Websites.” (Panel) Association of Teachers of Technical Writing Conference, April, 2008, New Orleans.
- “Donor Wars: An Empirical Study of User Experiences on University Donor Websites.” (Panel) Conference on Information Literacy, October 3-4, 2008, Savannah.

## **PROFESSIONAL DEVELOPMENT**

- HootSuite certifications in Platform and Social Media – 2019.
- “50 Years of Hitchcock.” Online Certificate – Ball State University & TCM, 2017.
- “Into the Darkness: Investigating Film Noir.” Online Certificate – Ball State University & TCM, 2015.
- Rhetorics, Communication & Information Design Research Forum, Clemson University, 2009-2010.
- Colloquium on Intercultural Communication, Clemson University, 2007-2009.
- Serious Games Colloquium, Clemson University, 2007-2010.

- Research Network Forum. Conference on College Composition and Communication, March 2009, San Francisco.
- National Endowment for the Humanities Landmark Studies. Mark Twain House, Hartford, Connecticut. Summer 2006.

## **PROFESSIONAL ORGANIZATIONS**

- Popular Culture Association – Area Chair, Communications and Digital Culture.
- Center for Teaching, Learning, and Innovation at Limestone University.

## **RECOGNITIONS AND AWARDS**

- 2020 Presidential Excellence Award for Classroom High Impact Practices, Limestone College.
- 2014 Fullerton Foundation Excellence in Teaching Award, Limestone College.
- 2006 TIME Magazine’s Person of the Year.

## **COLLEGE & COMMUNITY SERVICE**

- Directed Student-produced VR Tour for the Earl Scruggs Center, Shelby, NC – Beta version 2022, Public release planned for 2023.
- Led workshops for Limestone’s Center for Teaching, Learning, and Innovation, 2019-2021.
- Directed “Arts & Humanities Day” annual recruiting events, 2016-2020.
- Maintain web site to provide resources for colleagues working in digital literacy and electronic pedagogy.
- Directed student production of Virtual Reality Tour for Cherokee County History and Arts Museum.
- Directed student production of VR Campus Tour (1.0) in Spring 2017, with additional virtual layers developed by current students in Spring 2018.
- Directed student production and installation of Digital Smart Layer for the Cherokee County History and Arts Museum, opened January 2015.
- Chaired and Directed Revisions of Interdisciplinary Studies “entry courses” across multiple platforms and systems.
- Chair, IT Sub-committee on Teaching, Research, Learning and Innovation, 2019-2020.
- Academic Life Committee, Limestone College, 2017-2019.
- Committee on Online Course Quality, Limestone College, 2015-2017.
- AWE (Achieving Writing Excellence) Core Faculty, Limestone College, 2012-2013.
- College of Architecture, Arts and Humanities Dean's Council of Students, RCID Representative. 2010-2011. Clemson University.
- Advisory Committee. Ph.D. Program in Rhetorics, Communication and Information Design, Clemson University. 2008-2009.
- Facilities Coordinator. 2009 Carolina Rhetorics Conference. Clemson University.