



**Curriculum Vita
May 2025**

Instructor: Brandi Davis Westmoreland, PhD, MSLxDET

Academic Department: College of Innovation and Design

Phone:

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East Texas A&M University Addresses:

Main Campus: PO Box 3011, Commerce, TX 75429-3011

Dallas Site: 8750 North Central Expressway, Suite 1900, Box 30, Dallas, TX 76231

College of Innovation and Design Office Phone: 214.954.3615 & 903.886.5878

EDUCATION

Master of Science, Learning Experience Design & Educational Technology

Western Governors University, 2023

PhD, English Rhetoric and Composition

Texas A&M University-Commerce, 2010

Dissertation: *Literacy as Value: Cultural Capital in Barbara Bush's Foundation for Family Literacy*

Master of Arts, English

Texas A&M University-Commerce, 2006

Thesis: *Family as Strategy: Sentimental Conventions in Harriet Jacob's Incident's in the Life of a Slave Girl, and Frederick Douglass's Narrative of the Life of Frederick Douglass, an American Slave*

Bachelor of Arts, English

Minor: Interdisciplinary Studies

Texas A&M University-Commerce, 2004

Undergraduate Honors Thesis: *Feminism in a Cultural Analysis of Selected Novels from Oprah's Book Club*

PROFESSIONAL EXPERIENCE

2024-Present, *Instructor/Instructional Designer II*, East Texas A&M University

2023-2024, *Instructional Designer II*, East Texas A&M University

2015-2023, *Senior Instructor*, Western Governors University

2010-2014, *Instructor*, Rich Mountain Community College

RECENT INSTRUCTIONAL DESIGN EXPERIENCE

East Texas A&M University – Commerce, TX

Courses Developed:

- IDCB 500: Principles of Instructional Design
- IDCB 510: Learning Theories & Instructional Design

Courses Designed:

- PSCB 502: Public Safety Administration
- PSCB 505: Emergency Management and Disaster Response
- PSCB 506: Foundations of Emergency Management and Disaster Response
- PSCB 560: Criminology and Crime Prevention
- EDCB 530: Designing an AI Ecosystem in Education
- EDCB 540: Assessment Integrity and Analysis with Generative AI
- ORGL 575: e-Learning Technologies for Digital Content Creation
- PSCB 506: Foundations of Emergency Management and Disaster Preparedness
- CPCB 301: Introduction to Public and Nonprofit Administration
- CPCB 302: Introduction to Urban and Regional Planning
- CPCB 315: Public Policy for Public Administrators
- CPCB 365: Ethics and Legal Issues for Public Administrators
- CPCB 400: Finance and Budgeting for City Planning
- CPCB 415: Land Use and Zoning
- CPCB 450: Designing Workplace Cultures and Communities
- CPCB 480: Crisis Management for Public Administrators
- HRCB 301: Principles of Human Resource Development
- HRCB 310: Training, Recruitment, and Staffing
- HRCB 311: Compensation and Benefits
- HRCB 400: Training and Development
- HRCB 410: Ethics and Legal Issues in Human Resource Development
- HRCB 450: Career Development, Coaching, and Mentorship
- CBE 201: Supervision
- CJCB 405: Evidence-Based Policing

PRESENTATIONS

Westmoreland, B. (2025, April). *Guiding faculty through the CBE process*. Presented at A Future with Competency-Based Education, hosted by Lewis & Clark Community College. Virtual event.

Westmoreland, B. (2025, February). *Transitioning from teaching to instructional design*. IDEA Networking. Presented at Instructional Designers and Educators Alliance. Virtual event.

Westmoreland, B. (2023, May). *Innovative practices in student feedback*. Presented at Writing Center Summit, Western Governors University. Virtual event.

Westmoreland, B. (2022, July). *Personalized writing instruction*. Presented at Faculty Experience Summit, Western Governors University. Virtual event.

Kim, D., & Westmoreland, B. (2016, July). *Fast start strategies for early intervention in performance assessments*. Presented at University Academic Meetings, Western Governors University. Salt Lake City, Utah.

Barnes, L., Gordon, K. & Westmoreland, B. (2015, August). *Originality: Changing the experience from getting caught to getting taught*. Presented at University Academic Meetings, Western Governors University. Salt Lake City, Utah.

Westmoreland, B. (2008, May). *Education in the home: Societal constructions of motherhood*. Presented at College English Association. St. Louis, MO.

Westmoreland, B. (2008, February). *McDonalds, doctors, and Hillary Clinton: Literacy as commodity*. Presented at Federation Rhetoric Symposium. Denton, TX.

Westmoreland, B. (2007, October). *Teaching online: Not just the millennials*. Presented at English Graduates for Academic Development. Commerce, TX.

Westmoreland, B. (2007, March). *Literacy among twins: Reading and the good mother*. Presented at Conference on College Composition and Communication. New York, NY.

Westmoreland, B. (2006, April). *Jacobs, Douglass, and the slave mother: Embracing, rejecting, and perverting the expected*. Presented at College English Association. San Antonio, TX.

Westmoreland, B. (2005, February). *Oprah's Book Club: Scholarship and classification among culturally diverse novels*. Presented at Federation Rhetoric Symposium. Commerce, TX.

Westmoreland, B. (2004, September). *Gender and culture in selected Oprah books*. Presented at English Graduates for Academic Development. Commerce, TX.

COURSES TAUGHT

East Texas A&M University – Commerce, TX
Courses Taught:

- CBE 477 – Writing with Artificial Intelligence
- Instructional Design CB 500 – Principles of Instructional Design
- English 100 – Basic Writing
- English 110 – Basic Writing Lab
- English 101 – College Reading and Writing
- English 102 – Written Argument and Discourse
- English 201 – Introduction to Literature

Rich Mountain Community College – Mena, TX

Courses Taught:

- English 113 – Composition I
- English 123 – Composition II
- English 133 – Online Technical Writing
- English 223 – Online World Literature I
- English 233 – Online World Literature II

DeVry Online

Courses Taught:

- English 135 – English Composition
- English 147 – Advanced English Composition

Paris Junior College

Courses Taught:

- English 1301 – Dual-Credit Introduction to Composition

COURSES AND CERTIFICATIONS

Designing Competency-Based Learning Solutions for Adults (Certificate)

Competency Based Education Network – *In Progress*

OER Core Elements Academy

OERTX – April 2025

Creating an Inclusive and Supportive Learning Environment (Micro credential)

Association of College and University Education (ACUE) – December 2024

Build Wireframes and Low-Fidelity Prototypes

Google – April 2024

Start the UX Design Process: Empathize, Define, and Ideate

Google – March 2024

Foundations of User Experience (UX) Design

Google – January 2024

Creating Inclusive Content

LinkedIn – September 2023

Designing the Learner's Journey
LinkedIn – May 2023

PROFESSIONAL ASSOCIATIONS

Instructional Designer and Educator Alliance