

**DR. CHRIS SPIELVOGEL**  
**Associate Teaching Professor**  
**Communication Arts and Sciences**  
**Director, Entrepreneurship as Advocacy Concentration**  
**Entrepreneurship & Innovation Minor**  
**Penn State University**

**email: [jcs111@psu.edu](mailto:jcs111@psu.edu)**

**education**

2003 **PENNSYLVANIA STATE UNIVERSITY** **UNIVERSITY PARK, PA**  
**SPEECH COMMUNICATION**  
M.A. and Ph.D. in Rhetoric and Media Studies, May 2003.

1992 **PENNSYLVANIA STATE UNIVERSITY** **UNIVERSITY PARK, PA**  
Bachelor of Arts degree, Speech Communication

**research**

*Areas* Entrepreneurship and innovation in the Liberal Arts; public memory of war; digital humanities pedagogy

**teaching**

2014-present **PENN STATE UNIVERSITY**  
Associate Teaching Professor, Communication Arts and Sciences

2007-2014 **HOPE COLLEGE** **HOLLAND, MI**  
Associate Professor of Communication (on professional leave 2013-2014)

2002-2007 **HOPE COLLEGE** **HOLLAND, MI**  
Assistant Professor of Communication

**companies**

2010-present **FLIP LEARNING, CO-FOUNDER** <http://fliplearning.com>

**awards**

*incubators/  
fellowships*

2011 **KAUFFMAN FOUNDATION FELLOW** **KANSAS CITY, MO**  
*Kauffman Labs Education Venture Program* <http://www.kauffmanlabs.org>  
Fellowship awarded to 20 people out of over 1,000 applicants to provide the resources and mentoring to create innovations in education. I worked on a team to create a web-based platform for interactive textbooks with embedded role-playing simulations. (Awarded; \$40,000)

2011 **IMAGINE K12 INCUBATOR** **SAN FRANCISCO, CA**  
(PI; Declined; \$15,000)

2010 **UNIVERSITY OF SOUTH CAROLINA** **CHARLESTON, SC**  
Fellowship at the Humanities Gaming Institute at the University of South Carolina, sponsored by NEH (<http://humanitiesgaming.sc.edu/>) (Awarded; \$1875)

2010 **TIECON TOP 20 STARTUPS IN THE MIDWEST** **DETROIT, MI**  
Flip Learning was one of twenty companies awarded out of 500 entries. Detroit, MI

2009 **MOMENTUM INCUBATOR FELLOW** **GRAND RAPIDS, MI**  
\$20,000 Fellowship awarded to three companies out of 155 entries.

2007-2008 **VIRGINIA FOUNDATION FOR THE HUMANITIES** CHARLOTTESVILLE, VA  
University of Virginia, Edna and Norman Freehling Fellow in South Atlantic Studies (Awarded; \$30,000)

2007-2008 **VIRGINIA CENTER FOR DIGITAL HISTORY** CHARLOTTESVILLE, VA  
University of Virginia, Visiting Fellow

*grants*

2013 **NATIONAL ENDOWMENT FOR THE HUMANITIES**  
Digital Humanities Implementation Grant (PI; Awarded; \$299,281)  
*Serious Sims: Scaling Digital Gaming for Humanities Pedagogy and Practice*

2013 **DEPARTMENT OF EDUCATION AND INSTITUTE OF EDUCATION SCIENCES (SBIR)**  
Small Business Innovation and Research Grant Phase II (PI; under review; \$1.25M)  
*The American War Featuring Valley Sim: Redesigning Textbooks for 'Higher Order' Learning in Secondary History Education* (6 awards out of 11 applicants)

2012 **DEPARTMENT OF EDUCATION SCIENCES AND INSTITUTE OF EDUCATION SCIENCES (SBIR)**  
Small Business Innovation and Research Grant Phase I (PI; Awarded; \$150,000)  
*Transforming the Textbook: The Use of Role-Play and Gaming to Improve Learning Outcomes*

2012 **NATIONAL ENDOWMENT FOR THE HUMANITIES**  
Implementation Grant (PI; Denied, but urged to resubmit after receiving unanimous 5 out of 5 "excellent" reviews; \$280,000)  
*Serious Sims: Scaling Digital Gaming for Humanities Pedagogy and Practice*

2011 **NATIONAL ENDOWMENT FOR THE HUMANITIES**  
Digital Humanities Centers Fellowship (Co-PI; Declined; \$108,000)  
*The Valley Sim Prototype and Authoring Tools: Simulations Created from Archive Collections at the Virginia Center for Digital History*

2011 **MACARTHUR FOUNDATION**  
Digital Media and Learning Competition (PI; Declined; \$202,000)  
*Virtual "Others": Gaming as Resistance*

2011 **OFFICE OF POSTSECONDARY EDUCATION**  
Fund for the Improvement of Postsecondary Education (FIPSE) (PI; Declined; \$575,000)  
*Transforming the Textbook: The Use of Role-Play and Gaming to Improve Learning Outcomes*

2011 **GATES FOUNDATION**  
Wave II Next Generation Learning Challenges (PI; Declined; \$250,000)  
*Transforming the Textbook: The Use of Role-Play and Gaming to Improve Learning Outcomes*

2010 **U.S. DEPARTMENT OF EDUCATION**  
Teaching American History (Consultant; Awarded; \$1.7M)  
*America on the World Stage*  
Guest presenter to train K-12 teachers to use the *Valley Sim*

- 2010 **GREAT LAKES COLLEGE ASSOCIATION**  
 New Directions Initiative (Awarded; \$4500)  
*Harnessing Collective Intelligence Inside and Outside the Classroom: New Directions in Collaborative Faculty/Student Research (Phase II)*
- 2009 **GREAT LAKES COLLEGE ASSOCIATION**  
 New Directions Initiative (Awarded; \$4000)  
*Harnessing Collective Intelligence Inside and Outside the Classroom: New Directions in Collaborative Faculty/Student Research (Phase I)*
- 2007-2008 **NATIONAL ENDOWMENT FOR THE HUMANITIES**  
 Digital Humanities Start-Up Grant (PI; Awarded; \$29,996)  
*Living in the Valley of the Shadow: The Creation of a Web-Based, Role-Playing Simulation on the Civil War*
- 2007 **JACK NYENHUIS FACULTY DEVELOPMENT GRANT** (Awarded; \$3200)
- 2006 **FROST CENTER COLLABORATIVE FACULTY-STUDENT RESEARCH GRANT**  
 (Awarded; \$2000)
- 2006 **ACADEMIC COMPUTING ADVISING TEAM, INNOVATION GRANT** (Awarded; \$1100)
- 2005 **JACK NYENHUIS FACULTY DEVELOPMENT GRANT** (Awarded; \$3200)
- 2004 **MCGREGOR COLLABORATIVE FACULTY-STUDENT RESEARCH GRANT** (Awarded; \$6800)
- 2002 **JACK NYENHUIS FACULTY DEVELOPMENT GRANT** (Awarded; \$3200)

**innovations**  
*digital humanities*

- 2016 **EMMETT TILL MEMORY PROJECT**  
 The Emmett Till Memory Project is a website and smartphone app designed by rhetorical scholars to commemorate the death and memory of Emmett Till. The project uses Google's Field Trip app to focus on fifty-one sites in and around the Mississippi Delta that played a significant role in the death, trial and public memory Emmett Till.
- 2013 **MULTIUSER DIGITAL TEXTBOOK PLATFORM**  
*Public Speaking in the 21<sup>st</sup> Century: Featuring Know Your Greeks.* <http://main.fliplearning.net>  
 By Davis Houck and Joe Davenport  
 First multiuser, digital textbook platform; first digital textbook platform to emphasize collaborative, active, and experiential learning.
- 2013 **MULTIUSER DIGITAL TEXTBOOK & PLATFORM**  
*The American War.* <http://main.fliplearning.net>  
 By Gary Gallagher and Joan Waugh  
 First multiuser, digital textbook platform; first digital textbook platform to emphasize collaborative, active, and experiential learning.
- 2008 **WEB-BASED, MASSIVELY MULTIPLAYER ROLE-PLAYING SIMULATION**

*Valley Sim: An Online Reenactment of the American Civil War V1.* <http://valley.cs.hope.edu>  
("admin" for login and password).

First simulation built around digitized primary documents.

*books*

- 2013 **UNIVERSITY OF ALABAMA PRESS (Rhetoric and Social Critique Series)**  
Tuscaloosa, AL  
*Interpreting Sacred Ground: Rhetorical Dimensions of Civil War Parks and Battlefields.*

*journal articles*

- forthcoming **UNIVERSITY OF NORTH CAROLINA PRESS**  
"Interpreting Civil War Waysides," *The Future of Civil War History*, Peter Carmichael and Jill Titus, eds.
- 2013 **LEARNING AND TEACHING: THE INTERNATIONAL JOURNAL OF HIGHER EDUCATION IN THE SOCIAL SCIENCES, Volume 6, Issue 3.**  
"Play a Starring Role in Your Textbook: Digital Web Platform with Embedded Role-Playing Game."  
Peer-reviewed.
- 2010 **ELECTRONIC JOURNAL OF COMMUNICATION, Volume 20, No. 1-2**  
"Speaking the Language of Digital Natives: Role-Playing Simulations in the Communication Classroom." Co-authored with Laura Spielvogel. Invited for special issue on "Social Media and Communication Policy." Electronic with no pagination. Peer-reviewed.
- 2009 **INTERNATIONAL JOURNAL OF LEARNING AND MEDIA, Volume 1, No. 4**  
"Role-playing and the Future of the Textbook." Co-authored with Laura Spielvogel and Ryan McFall. Pages 11-16. Peer-reviewed.
- 2005 **RHETORIC AND PUBLIC AFFAIRS, Volume 8, No. 4.**  
"You Know Where I Stand': Moral Framing of the War on Iraq and War on Terrorism in the 2004 Presidential Election Campaign." Pages 549-569. Peer-reviewed.
- 2005 **FILM AND HISTORY CD-ROM ANNUAL**  
"The Politics of *Forrest Gump's* Postwar Family Values." Electronic with no pagination. Peer-reviewed.

**press coverage**

- 2012 **US NEWS AND WORLD REPORT**  
By Menachem Wecker. April 9. "College Students Find 'Serious' Video Games Educational, Fun."  
<http://www.usnews.com/education/best-colleges/articles/2012/04/09/college-students-find-serious-video-games-educational-fun>
- 2011 **KANSAS CITY STAR**  
June 9. "Entrepreneurial Boot-Camp Reveals Ed-Tech Innovations."
- 2011 **EDTECH DIGEST**  
By Victor Rivero. May 12. "Interview: Chris and Laurie Spielvogel Show You How to Flip Learning."
- 2011 **EDUCATION WEEK**

By Erik Robelen. April 15. "Primary Sources Breathe New Life into the Civil War."

2011 **CAMPUS TECHNOLOGY MAGAZINE**  
By Bridget McCrea. March 9. "When Textbooks and Social Media Collide."  
<http://campustechnology.com/Articles/2011/03/09/When-Textbooks-and-Social-Media-Collide.aspx?Page=2>

2008 **C-SPAN2'S BOOK TV**  
Virginia's Festival of the Book  
"The *Valley Sim*: An Online Reenactment of the American Civil War." April 2008.

**conferences  
and panels**

*invited  
lectures*

2013 **GETTYSBURG COLLEGE** **GETTYSBURG, PA**  
Invited Keynote Address, The Future of Civil War History Conference, "Savage and Heroic War Memories at National Civil War Battlefields and Parks."

2012 **HARRISBURG INSTITUTE OF SCIENCE AND TECHNOLOGY** **HARRISBURG, PA**  
Invited Panelist, "Using Social Networks for Training and Instruction."

2012 **HAMILTON COLLEGE** **HAMILTON, NY**  
Invited Keynote Address, Hamilton College's Launch of the Digital Humanities Initiative.  
"New Directions in Social Media for the Digital Humanities."

2011 **COUNCIL OF INDEPENDENT COLLEGES** **SAN ANTONIO, TX**  
Information Fluency in the Disciplines Workshop In History  
"Successful Information Fluency Projects in History Education: *Valley Sim*"

2011 **KAUFFMAN FOUNDATION** **KANSAS CITY, MO**  
"Flip Learning: Live It To Learn It." University of Kansas. June 2011.

2011 **GRAND VALLEY STATE UNIVERSITY** **GRAND RAPIDS, MI**  
Invited Public Presentation, "Gaming and Higher Education." August 2011.

2010 **HOPE COLLEGE** **HOLLAND, MI**  
Invited Public Lecture, Winter Happening. "New Forms of Storytelling in a Digital Age."

2008 **VIRIGINA FOUNDATION FOR THE HUMANITIES** **CHARLOTTESVILLE, VA**  
"Pedagogical Portals for the 21<sup>st</sup> Century: Web-Based Simulations and Experiential Online Learning." April 2008.

2008 **UNIVERSITY OF VIRGINIA** **CHARLOTTESVILLE, VA**  
"The *Valley Sim* Prototype and Authoring Tools: Simulations Created from Digitized Archive Collections." November 2008.

*national*

2009 **GAME EDUCATION SUMMIT** **PITTSBURGH, PA**  
"Facebook Meets Textbook: Curriculum-Based Role-Playing Games and the *Marriage of Cultures* and *Valley Sim* Prototypes." Paper to be presented at Carnegie Mellon University. June 2009.

2009 **HASTAC III: TRAVERSING DIGITAL BOUNDARIES** **CHAMPAIGN, IL**

“Traversing the Boundaries of Pedagogy through Curriculum-Based RPGs: *The Valley Sim and Marriage of Cultures* Prototypes.” Paper presented at the University of Illinois. April 2009.

- 2008 **NATIONAL INSTITUTE FOR TECHNOLOGY AND LIBERAL EDUCATION (NITLE)**  
“Using Simulations in the Classroom.” Panel on Teaching with Digital Games. November 2008.
- 2008 **C-SPAN2’S BOOK TV** **CHARLOTTESVILLE, VA**  
Virginia’s Festival of the Book  
“*The Valley Sim: An Online Reenactment of the American Civil War.*” April 2008.
- 2005 **NATIONAL COMMUNICATION ASSOCIATION** **CHICAGO, IL**  
“Textual Fragments of the *Gettysburg* Address in American Civil War Memory.” November 2005
- 2002 **NATIONAL COMMUNICATION ASSOCIATION** **NEW ORLEANS, LA**  
“Interpreting Sacred Ground: The Rhetoric of National Civil War Historical Battlefields and Parks.”  
November 2002.
- 2001 **NATIONAL COMMUNICATION ASSOCIATION** **MIAMI, FL**  
“Exploring the Visual Rhetoric of Historic National Parks.” November 2001.
- 2000 **NATIONAL COMMUNICATION ASSOCIATION** **WASHINGTON, DC**  
“Defenders of Freedom and Mediators of Peace: Contradictory Motives in Presidential Middle Eastern Rhetoric, 1947-1991.” November 2000.
- 1999 **NATIONAL COMMUNICATION ASSOCIATION** **SEATTLE, WA**  
“The Interplay of Private and Public Morality: The Politics of *Forrest Gump*’s Postwar Family Values.” November 1999.
- 1998 **NATIONAL COMMUNICATION ASSOCIATION** **CHICAGO, IL**  
“Kenneth Burke as Conflict Practitioner: Applying Dramatism to the Theory and Practice of Mediation.” Top Ranked Research Paper Award, Peace and Conflict Commission. November 1998.
- 1998 **PUBLIC ADDRESS CONFERENCE** **WASHINGTON, DC**  
“From Local to National Memory: The Rhetoric of Racial Progress at *Harpers Ferry National Historical Park.*”
- 1998 **NATIONAL COMMUNICATION ASSOCIATION** **MIAMI, FL**  
“Running as Ideological Critique: Media Framing of the 1936 Olympics and Jesse Owens’ Challenge to Aryan Supremacy.”
- 1997 **NATIONAL COMMUNICATION ASSOCIATION** **WASHINGTON, DC**  
“Television News Framing of 1996 Campaign Rhetoric.”
- regional*
- 1998 **EASTERN COMMUNICATION ASSOCIATION** **PITTSBURGH, PA**  
“The Textual Interplay Between Family and Political Morality: Inviting Moral Judgment in the Contemporary ‘Nation as Family’”. Top Rated Research Paper Award, Rhetoric and Public Address Division.
- 1993 **EASTERN COMMUNICATION ASSOCIATION** **NEW HAVEN, CT**  
“Rhetorical Functions of Self-Help in Autobiography: A Metaphorical Analysis of Max Lerner’s *Wrestling with An Angel.*”

## innovation

ongoing

### **VALLEY SIM**

#### **EDUCATIONAL SIMULATION ON THE AMERICAN CIVIL WAR**

I have designed and piloted a web-based role-playing simulation to help students of history, rhetoric and education better experience the American Civil War by playing avatars based on the lives of actual wartime residents from two counties, one in the North and one in the South, featured in the award-winning digital archive, *Valley of the Shadow*.

## professional service

2000 - present

**Rhetoric and Public Affairs**, manuscript reviewer

**Quarterly Journal of Speech**, manuscript reviewer

**Communication and Critical/Cultural Studies**, manuscript reviewer

**International Journal of Learning and Media**, manuscript reviewer

**National Endowment for the Humanities Digital Startup Grant**, reviewer (2010, 2012)

## courses taught

Speechwriting

Entrepreneurship (First Year Seminar)

Innovation, Technology, and Transformation (Honors Seminar)

Theories of Visual Web-based Design

Media Theory and Criticism

Rhetoric of Film

Rhetoric and Public Memory

Communication and Conflict

Rhetoric of Dehumanization

Public Speaking

Organizational Communication

Rhetorical and Communication Theory

The Communication Process

Interpersonal Communication

Presidential Campaign Rhetoric

Rhetoric & Civic Life

Innovation & Entrepreneurship in the Liberal Arts

## administrative service

Member, Entrepreneurship & Innovation Minor Committee

Member, Business & Liberal Arts Minor Committee

Faculty Advisor, Hope Entrepreneurship Initiative

Faculty Advisor, Lambda Pi Eta Honor's Society

Member, Dean of Social Sciences Search Committee

Chair, Student Communications Media Committee

Member, Center for Faithful Leadership Advisory Committee

Member, Academic Affairs Board

Member, Administrative Affairs Board

Member, Student Standing and Appeals Committee

Assessment Committee

## faculty/student

**collaboration**

- 2006-2007 Collaborated with communication majors Bethany Wichman and Kasey Wondergem and computer science majors Cameron Calka and Benjamin Worrel to develop Valley Sim, a web-based, role-playing simulation on Civil War history, presented at NCUR.
- 2007 Mentored Kathleen Burkhardt, "*Desperate Housewives: A Feminist Critique*," presented at DePauw Undergraduate Honors Conference.
- 2005 Mentored Mary Kearney, "A Cluster Analysis of 2004 Presidential Campaign Advertisements," presented at 39<sup>th</sup> Conference in Rhetorical Criticism, Hayward, California.
- 2005 Mentored Joseph Tolten, "Red State/Blue State News Media Narratives in the 2004 Presidential Election Campaign," presented at 39<sup>th</sup> Conference in Rhetorical Criticism, Hayward, California.
- 2003 Mentored Hussan Kanaan, "Al Jazeera's Rhetorical Framing of the War on Iraq," presented at NCUR.