

## LIA BRENNEMAN, ED.D.

Senior Lecturer and Assistant Director of Recruitment  
University of Florida English Language Institute  
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### RELEVANT SKILLS PROFESSIONAL SUMMARY

- ✓ Over 20 years of student recruitment experience.
- ✓ Over 15 years of mentoring and supervising students and faculty.
- ✓ Coordinate all digital and print marketing materials.
- ✓ Manage innovative online and VR recruitment projects.
- ✓ Deliver virtual and in-person recruitment presentations for students and families that include admissions and student life.
- ✓ Present on best practices in student recruitment.
- ✓ Serve and lead within UF and the professional field.

### EDUCATION

Ed.D. Curriculum and Instruction, emphasis on Educational Technology. UF. 8/22.

M.A. Teaching English as a Second Language (TESL). Northern Arizona University. 12/04.

B.A. English, Writing & Literature, University of Iowa. 12/94.

- *University of Iowa Writer's Workshop, Poetry. 1994*

### OTHER EDUCATION

- Snapshot of AI, University of Florida. 10/22
- Blended Learning Essentials and Learning Online, University of Leeds. 3/17 – 5/17
- Certificate, ELT: Leadership Management Program Online, TESOL. 7/16 – 8/16
- Certificate, With Distinction, Shaping the Way We Teach English I: The Landscape of ELT, U.S. Department of State and University of Oregon, 9/15 – 12/15
- Certificate, Classroom Assessment for Language Learners, U. of Arizona, 3/14 – 5/14
- Journalism & Communications, Goshen College, 8/88 – 5/90.
  - *Study-Service Trimester, Honduras, 1990*

## RECRUITMENT EXPERIENCE

Assistant Director of Recruitment, UF ELI. Responsible for international marketing, social media, print, and innovative advertising. Track recruitment trends and markets. Create reports and present analytic data from asset engagement. Engage with alumni, EducationUSA Advisors, U.S. Embassy, and U.S. Dept. of Commerce. Create, deliver proposals, and negotiate Special Programs with international universities, schools, EducationUSA, and companies. International travel for student fairs, annual EducationUSA Forum, conferences, university visits, and collaborative engagement with partners. Manage Educational Consultants' applications, education, agreements, and terms of representation. Guide students and families from prospective to enrolled status. Uphold all CEA standards and NAFSA best practices in recruitment and Educational Consultant relationships. 1/06 – **present**

Board Member, Marketing and Communications, StudyFlorida. Responsible for coordinating marketing assets for 37 member schools. Manage and design website [<https://www.studyflorida.net>], social media accounts, and supervise designer personnel to create posts and the annual magazine. Recommend marketing strategies, order giveaways, and communicate goals through monthly reports to the board. 3/23 – **present**

Recruitment Coordinator, Florida Intensive English Consortium (FIEC). Coordinate marketing with eight member schools to promote English Language study in Florida. Build and maintain website and lead social media promotions. 3/16 – **present**

Admissions Counselor and Recruiter, Embry-Riddle Aeronautical University, Prescott, AZ. Top producer on team. Manager for all recruitment activities and admissions counseling. Host families at the office for individual counseling. Read and evaluate applications and determine scholarship awards for students in my territory (SoCal, SE U.S., & Canada). Create and deliver fall admissions and spring financial aid presentations to families in hotel venues. Responsible for budgeting for catering service and travel. Visit high school and community college career centers. Assist with maintaining transfer agreements. Present to special groups, including Civil Air Patrol, Junior ROTC, and Homeschool Association. Attend college and NACAC fairs. Edit and create admissions newsletter for approximately 25,000 prospective students every year. 7/00 – 8/03

## RECRUITMENT LEADERSHIP

UF Recruitment Team Leader. Invite and coordinate undergraduate and graduate admissions, academic advisors and recruiters, and professors from specific colleges and geo-targeted regions. Assist team with technology troubleshooting and provide virtual fair platform training.

- EducationUSA, KSA + MENA Virtual Fair. 3/22

- EducationUSA, Tokyo Virtual Fair. 11/21 & 11/22
- EducationUSA, Western Hemisphere Virtual Fair. 8/21
- Enterprise Florida International Trade Expo Virtual Fair. 3/21

#### INTERNATIONAL RECRUITMENT PRESENTATIONS

- *From Start to Finish: Leveraging Study State Consortia*. EducationUSA Forum 2024, Washington, D.C. 8/24
- *#StudyEnglishFirst: Application & Admission Information*. StudyUSA. 8/21
- *#StudyEnglishFirst: Santa Fe College, ELI, and UF*. Colegio Bilingue Marie Clarac, Quito, EC, via Zoom. 12/20
- *Academic Writing Requirements for UF Grad School #StudyEnglishFirst @UF*. Centro de Estudios Interamericanos (CEDEI). EducationUSA, Cuenca, Ecuador, via NewRow. 11/18
- *#StudyEnglishFirst @UFLELI*. ICPNA (Instituto Cultural Peruano Norteamericano) EducationUSA. Universidad National Centro Peru, via Google Hangouts. 5/18
- *Academic Writing Requirements for Grad School #StudyEnglishFirst*. ICPNA (Instituto Cultural Peruano Norteamericano) Region Centro – Huancayo, Peru (EducationUSA). Universidad National Centro Peru, via Google Hangouts. 11/17
- *Five Steps and Beyond at University of Florida #StudyEnglishFirst*. ICPNA (Instituto Cultural Peruano Norteamericano) Region Centro – Huancayo, Peru (EducationUSA). Universidad National Centro Peru, via Google Hangouts. 7/17

#### REGIONAL AND LOCAL RECRUITMENT PRESENTATIONS

- *Intensive English and Writing Support, UF Campus Resources*. UF New Graduate Student Presentation. 7/24
- *Hot Topics in International Recruitment Strategies for Florida Schools*. FAIE Annual Conference, FSU. 2/24.
- *How to Effectively Nurture Your Student Leads Using Email Marketing*. FAIE Annual Conference, UF. 2/20, and virtually 2/21.
- *Intensive English Program Recruitment Topics: Focus on U.S. Commercial Service*. With Jorge Arce, Director, U.S. Export Assistance Center. FAIE Annual Conference, UF. 2/20
- *Hot Topics in Recruitment Strategies for UF English Language Institute*. ELI PD 8/18
- *Hot Topics in Recruitment Strategies for Florida IEPs*. FAIE Annual Conference, Flagler College. 2/18

#### PUBLICATIONS

Brenneman, L. (2022). Factors IEP instructors perceive in playing a role in facilitating communicative language teaching activities in an emergency remote teaching environment (Publication No. 29325978) [Doctoral dissertation, University of Florida]. ProQuest Dissertations & Theses Global.

Aguilar, M., Sandow, P., Werning, J.W., Brennehan, L.A., & Psoter, W.J. (2017). The Head and Neck Cancer Patient Concern Inventory ©: Patient concerns' prevalence, dental concerns' impact, and relationships of concerns with quality-of-life measures. *Journal of Prosthodontics*.

## RESEARCH

- UF IRB Approved #2021-O-1329: *Factors Intensive English Program Instructors Perceive as Playing a Role in Facilitating Communicative Language Teaching Activities in an Emergency Remote Teaching Environment*. 8/21 – 8/22
- UF IRB Approved #2019-O-1849. *Creative Strategies and Activities for Student Engagement: Professional Development for ESL Instructors*. 8/19 – present
- *IEP Instructor Beliefs about Online Professional Development*. UF COE Classroom Research Project. 1/19 – 4/19
- UF IRB Approved #2016-U-0229. *Needs Assessment for New IEP Teachers*. 3/16 – 12/16
- UF IRB Approved #2014-U-1285. *Perceived Preparedness and Best Practices in Supervising New IEP Teachers*. 12/14 – 12/16

## ACADEMIC SERVICE

### INTERNATIONAL

- Recognized by Study in the USA, International Women's Day, 3/23  
[https://www.studyintheusaglobal.com/iwd\\_2023/lia-brennehan-edd](https://www.studyintheusaglobal.com/iwd_2023/lia-brennehan-edd)
- Invited proposal reviewer for AECT International Conference. 3/23
- Peer reviewer. *Journal of Computing in Higher Education*. 3/22 – **present**
- Invited Textbook Reviewer. National Geographic Learning. 3/18
- Invited Textbook Reviewer. Oxford University Press. 12/16 & 9/17
- Invited Textbook Reviewer. National Geographic Learning. *Pathways Listening/Speaking & Reading/Writing: Critical Thinking, 2nd ed.* 7/17

### UNIVERSITY OF FLORIDA

- Co-Coordinator, Experiential Learning. 10/22 – **present**
- SPEAK Rater. Rate UF graduate ITA academic spoken English. 8/22 – **present**
- Member, UF CLAS Communications Team, 2/23 – **present**
- Member, International Graduate Recruitment Team (IGRT). 2/22 – 4/23
- Member, UF Social Media Managers. 12/11 - **present**
- Reviewer, International Student Achievement Awards. 10/22, 10/23
- Member, OGAP (Org. for Grad Students Advancement & PD). 8/21-8/22
- Reviewer, Graduate Student Mentoring Awards. 3/20
- Holistic Rater, UF Undergraduate Admissions. 11/19 & 11/20
- Member, UFGIFT (Gator International Focus Team). 9/19 – **present**
- Member, International Outreach Advisory Council (IOAC). 2/14 – 12/22
- Member, UF International Recruitment Working Group. 5/13 – 5/14

## LEADERSHIP

### COMMITTEES

- Chair, ELI 70<sup>th</sup> Anniversary Committee. 9/23 - **present**
- Chair, ELI Scholarship Committee. 1/19 - 12/19, 1/23 - 12/23
- Member, MyELI Online Portal/Database Committee. 3/16 - **present**
- Member, Core Emergency Group, ELI Administrators. 1/15 - **present**
- Member, ELI Scholarship Committee, 3/22 & 12/22
- Member, Diversity, Equity & Inclusion Focus Group and Committee. 9/20, 10/20 - 12/21
- Member, ELI Merit Committee. 2018 & 2021
- Chair, ELI Merit Committee. 1/15 - 1/16
- Member, CEA Sub-Committee. Student Services, Recruitment, & Student Complaints standards for accreditation. 8/09 - 5/10
- Chair, ELI Faculty Search Committee. 10/08 - 2/09
- Member, ELI Faculty Search Committee. 2/07 - 8/07

### COORDINATION

Coordinator, Special Programs. Supervise instructors and Language Assistants. Arrange experiential learning, travel, medical, insurance, and housing for participants. 7/07 - 09/10

Coordinator, Student Relations. Cultural, medical, and housing orientation, six times per year. Responsible for all medical, legal, personal, and housing. Provide confidential counseling and mediation. Responsible for immunization and insurance compliance. Designated School Official (DSO) and back-up admissions. 9/08 - 09/10

### WEBSITE AND STEP PROJECT MANAGEMENT

Website Coordinator. Responsible for [www.eli.ufl.edu](http://www.eli.ufl.edu). Update documents, manage personnel and calendar for updates. Instrumental in initial project management and design. 1/19 - **present**

Coordinator, ELI Short Term English Program (STEP) Online. Guide instructors and approve course submissions. Instructional Design assistance in Canvas. Instrumental in facilitating online technical support and training for Educational Technology. 7/20 - 1/23

## TEACHING EXPERIENCE

Supervisor. New instructors, faculty members, and graduate teaching assistants (GTAs). Provide initial and ongoing orientation, needs assessment, methods instruction, lesson-planning guidance, observations, and mentorship. Supervised 80+ instructors. 5/11 - **present**

Instructor. LIN6940: Supervised Teaching for Graduate Assistants, as needed. Teach course for new GTAs from Linguistics and Education based on credit hours. Meet weekly, observe three times per semester, and mentor new GTAs. 5/10 – **present**

Instructor. Scholarly Writing. Facilitate practice with various genres, grammar, and common issues in writing for graduate students. Summer 2021 & Fall 2021

Instructor. TSL3360: Teaching English as a Second Language. UF Linguistics. 1/10 – 5/10

ESL Instructor. Reading/Writing, Grammar, Listening/Speaking, Pronunciation, and Vocabulary courses. Teach as needed. Faculty duties include placement testing, rating presentations and essays, test proctoring, and curriculum review. ELI. 1/06 – present

Assistant Professor, English Composition & Rhetoric. Teach writing skills, rhetorical analysis, and appeals. Introduce academic writing for science, including synthesis, summary, and argument. Introduce research methods. Instruct ESL courses, focused on English for nursing. Taught test-taking strategies for the NCLEX. International University of Nursing, St. Kitts, West Indies. 1/05 – 12/05

Graduate Teaching Assistant. Reading/Writing & Listening/Speaking. NAU. 8/04 – 12/04

EFL Instructor. Writing, Conversation, American Culture, & Business English. Low resource instruction for 200 students each semester. Sichuan Normal Univ., China. 7/93 – 7/95

#### **RELATED TEACHING EXPERIENCE**

Coordinator, Materials. Review materials. Provide training for instructors on content, digital material, and online components. Communicate with publishers and UF Bookstore. Provide book orientation for students and technical support for eBooks. 5/11 – 8/18. 7/22 – **present**

Coordinator, Listening/Speaking. Supervise instructors and guide level leaders. Train faculty to rate LS60 interviews and presentations. Review SLOs, objectives, textbooks, and curriculum. Guide instructors on assessments, rubrics, interviews, & presentations. 5/11 – 5/14

#### **TEACHER PROFESSIONAL DEVELOPMENT LEADERSHIP- UF ENGLISH LANGUAGE INSTITUTE**

- Coordinator, *Leveraging our Strengths*, PD Week, 8/22
- Leader, Skills Meeting, *Creative Strategies and Activities for Student Engagement*. 11/19
- Coordinator, Grammar Lesson Sharing Meeting. 2/17, 3/18, & 9/18
- Coordinator, RW Lesson Sharing Meeting. 10/14
- Coordinator, Listening and Speaking Skills Meeting and PD. 6/12, 10/12, & 2/13
- Coordinator and Presenter - Professional Development Week. 8/11 & 8/12
- Coordinator, Combined Skills Meeting and PD. 10/11 & 3/12

## INTERNATIONAL PRESENTATIONS - TEACHER PROFESSIONAL DEVELOPMENT

- *Creative and Constructive Solutions to Teaching Challenges: Modeling a Professional Development Module for New Teachers*. ArTESOL, Mendoza, Argentina. 6/18
- *Plan B, Your Back-Pocket Activities When Technology Fails*. ArTESOL, Mendoza, Argentina. 6/18
- *All About English: Proficiency Requirements, ESL Trends, and Responsive Programing for Latin American Markets*. EducationUSA Western Hemisphere Regional Forum, BA, Argentina. 5/17
- *Implementing Assessment Literacy into IEP Curriculum*. CALT (Classroom Assessment for Language Teaching Conference). University of Arizona. 11/16

## REGIONAL AND LOCAL PRESENTATIONS - TEACHER PROFESSIONAL DEVELOPMENT

- *Theory + Research + Practice*. UF Linguistics Faculty Research Blitz. 9/19
- *Narrative Inquiry: Improving teacher self-efficacy and preparedness*. AMTESOL. Orange Beach, AL. 2/16
- *Perceived Preparedness and Best Practices in Supervising New IEP Teachers*. SETESOL. NOLA. 10/15
- *Cultural Differences, Writing, & Assessment: One rubric fits all?* AMTESOL. UA. 1/15
- *Stolen Goods. Mentoring new ESL instructors*. AMTESOL. UA. 1/15
- *Creating Electives for High Level IEP Students*. SETESOL. Myrtle Beach, SC. 11/13
- *Collaborating as Team Members and with Language Assistants for Listening/Speaking*. ELI PD. 8/13

## PROFESSIONAL DEVELOPMENT

### UNIVERSITY OF FLORIDA

- Women in High Performance Computing & Artificial Intelligence. 12/22
- SEC Mini-Conference on Artificial Intelligence in the Curriculum. 4/22
- Office for Global Research Engagement Compliance and IRB Workshop. 2/19
- Virtual Exchange Workshop: Collaborative International Teaching Network Event. 10/18

### OTHER PROFESSIONAL DEVELOPMENT

- Florida Consortium for Intl Education (FCIE), Virtual Workshop, 2/22
- Florida Distance Learning Research Consortium (FDLRC), Virtual Workshop, 6/20
- Intl Symposium of Languages for Specific Purposes (ISLSP)/Center for International Business Education and Research (CIBER) Business Language Conference. UF. 2/18
- Interdisciplinary Connections. UF, Center for Latin American Studies. 2/18
- Association for Learning Technology (ALT) Online Winter Conference, UK. 12/16, 12/17
- CEA Accreditation Site Reviewer, undisclosed location. 2/13
- Commission on English Language Program Accreditation (CEA) Training. 10/12

- TESOL Conference, Philadelphia, PA. 5/12
- EducationUSA Forum, U.S. State Department, Washington, DC. Annual event.
- F-1 Regulations for Beginners, NAFSA Workshop, UNF. 2/09
- NAFSA. 5/06, 5/09, 5/10, 5/15

## PROFESSIONAL AFFILIATIONS

AECT: Association for Educational Communications Technology

ALT: Association for Learning Technology

AZ-TESOL AZ Teachers of English to Speakers of Other Languages

CALICO: Computer Assisted Language Instruction Consortium

Educause

EnglishUSA

FAIE: Florida Association of International Educators

FCIE: Florida Consortium for Intl Education

NACAC and WACAC: National (and Western) Association of College Admissions Counselors

NAFSA: Association of International Educators

OLC: Online Learning Consortium

StudyFlorida

TESOL: Teachers of English to Speakers of Other Languages

UCIEP: University and College Intensive English Programs

UF AAW: Association of Academic Women

## LANGUAGE STUDY

French – Basseterre, St. Kitts, West Indies. 2005

Italian – Yavapai Community College, Prescott, Arizona. 1998

Chinese – Dalian and Chengdu, China. 1993 - 1995

Spanish – Tegucigalpa, Honduras. 1990