

PAULA C. O'CALLAGHAN, JD, MBA

paula@dutcher.llc

PAULA O'CALLAGHAN IS AN AWARD-WINNING EDUCATOR AND ADMINISTRATOR. SHE IS AN EXPERT IN PROGRAM DESIGN, DELIVERY, AND LEADERSHIP WITH A STRONG RECORD OF SUCCESS AT BOTH PUBLIC AND PRIVATE INSTITUTIONS. PAULA OFFERS MORE THAN 20 YEARS OF EXPERIENCE WITH ONLINE, HYBRID, CERTIFICATE, AND NONCREDIT PROGRAMS.

Areas of Focus

- Analysis of Program Portfolio
- Design & Delivery of Programs, including Hybrid, Online, Certificate, and Noncredit
- Marketing & Communications Strategy
- Mentorship of Faculty/Staff
- Program Leadership

CURRENT POSITION

Dutcher LLC, Stowe, VT (2023 -)

Dutcher Role

- Higher Education Consultant

HIGHER EDUCATION EXPERIENCE

Cornell University, Ithaca, NY (2021-)

At eCornell, Cornell University's external education unit, I led a team of more than 70 master's and doctoral-qualified course facilitators. Course facilitators provide online professional development programs to students around the world. These noncredit certificate programs are personally developed by Cornell faculty. Students learn in an interactive, small cohort format to gain skills they can immediately apply in their organizations and earn a certificate from Cornell University.

Cornell Highlights

- Authored departmental Communications Strategy
- Created and implemented department-wide checklist to improve course readiness
- Partnered with instructional design to review 60+ courses for 17 new certificates
- Hired, onboarded, and trained more than 25 new course facilitators
- Live hosted Marketing Symposium for a global audience

Cornell Roles

- Program Facilitation Manager, Business Management, Marketing & Law
- Course Facilitator
- Marketing Symposium Live Host

University of Maryland Global Campus, Adelphi, MD (2006-2021)

I was a full-time faculty member at University of Maryland Global Campus where I taught undergraduate and graduate students for 15 years. I was promoted to the highest faculty rank, Collegiate Professor of Marketing and Management. I also served in several administrative posts. My administrative roles included Program Chair for the Graduate Marketing Program and Course Manager for the MS Management in Marketing, both online. I served as a voting member of the university-wide Academic Affairs Curriculum Committee. I was honored to receive the Stanley J. Drazek Teaching Excellence Award in 2012 and the Teaching Recognition Award in 2011 – the two highest teaching awards at UMGC.

Maryland Highlights

- Collected and analyzed data from 3,000 marketing job descriptions and other market intelligence. Performed content analysis and proposed revisions to multiple courses, which were implemented.
- Contributed to launch and administration of credit-bearing master's certificate with OPM partner.
- Designed a new master's degree and redesigned the undergraduate Principles of Marketing course.

Maryland Roles

- Collegiate Professor of Marketing and Management
- Course Coordinator
- Program Chair, Marketing
- Course Manager
- Collegiate Associate Professor
- Collegiate Assistant Professor
- Adjunct Assistant Professor

Syracuse University, Syracuse, NY (1992-2012, 2011-2012)

During my 15 years at Syracuse, I served in multiple administrative posts, from student affairs to academic affairs. I became the first director of the online hybrid MBA program, a legacy program I transformed into a signature program for the Whitman School of Management. I also initiated the school's second online program during my tenure. I was honored to be asked to return to teach at the Whitman School.

Syracuse Highlights

- Significantly raised student quality in the full-time MBA program.
- Transformed legacy MBA program into online hybrid with international experiences.
- Grew enrollment in iMBA from 75 to 250 students.
- Proposed and gained approval for hybrid online MS Accounting program.
- Developed the first online admission application at Syracuse University.
- Created new marketing and communications strategy including branding, media, and digital advertising.
- Increased program visibility with significant earned media including attributed quotes in *Education Week*, *Financial Times*, *Harvard Management Update*, *Marketing News*, and *The Wall Street Journal*.
- Taught full-time MBA students Legal and Ethical Environment of Business core in 2011 & 2012.

Syracuse Roles

- Instructor, MBA program, Whitman School
- Assistant Dean, External Programs, Martin J. Whitman School of Management
- Director, iMBA, Whitman School
- Assistant Dean, Graduate Enrollment, Whitman School
- Director, Graduate Admissions and Financial Aid, Whitman School
- Assistant Dean of Law Admissions, College of Law
- Director of Law Admissions, College of Law
- College of Law Admission Recruiter, College of Law

AWARDS & GRANTS

Champion of Change Award, UMGC Global Faculty Awards	2019
Center for Positive Marketing Research Grant, Fordham University	2019
Professional Achievement Award, UMGC Global Faculty Awards	2019
Innovation Award for Faculty Engagement, UMGC	2018
Professional Achievement Award, UMGC Global Faculty Awards	2017
Innovation Silver Award for Speaker Series, UMGC	2017
Professional Achievement Award, UMGC Global Faculty Awards	2016
Outstanding Mentor Award, UMGC	2014
Stanley J. Drazek Teaching Excellence Award, UMGC's highest teaching award	2012
Notable Scholarly Activity Award, UMGC	2012
Teaching Recognition Award, UMGC's second highest teaching award	2011
Notable Scholarly Activity Award, UMGC	2011
Summer Faculty Leadership Institute, UMGC	2011
Best Paper Award, North East Academy of Legal Studies in Business	2010
Professional Development Grant, Center for Teaching and Learning, UMGC	2009

SELECT PROFESSIONAL PRESENTATIONS & ACTIVITIES

American Marketing Association Collegiate Case Competition Judge, 2019

Academy of Management, National Conference Reviewer, 2010, 2014; Teaching Theme Committee, 2014-15

Academy of Legal Studies in Business, *ALSB Journal of Employment and Labor Law*, article reviewer, 2009 – 2011; *National Proceedings* reviewer, 2010, 2011, 2012, 2013; *Distinguished Proceedings* reviewer 2015

How Business Schools Compensate Faculty for Distance Learning Courses. Plenary panel, AACSB International, National Distance Learning Conference, 2004; Distance Learning Conference, planning committee, 2004

Graduate Management Admission Council, Professional Standards Committee, 2003-2007; Board Nominating Committee, 2000 - 01; Admissions Director Institute, chair, 1998; Financial Aid Advisory Group, 1996 – 1997

Developing Course Content. Panel presentation, AACSB Int'l, National Distance Learning Conference, 2003

Dual JD/MBA Programs. Presentation, Duke University, Pre-Business Student Seminar, 2000

Admission to Law School. Minority ILR Student Seminar, Cornell University, 1999

Future Directions of the MBA, panel, Institute of International Educators, Kuala Lumpur, Malaysia, 1998

SELECT INSTITUTIONAL SERVICE

Communications Strategy author and lead, eCornell, 2023

Academic Affairs Curriculum Committee, voting member, UMGC, 2020-2021

Academic Affairs Workgroup on Clarifying Faculty Roles, UMGC, 2021

University System of Maryland Board of Regents Faculty Awards Nomination Committee, UMGC, 2020

Academic Program Review Committee, UMGC, 2013

Faculty teaching awards peer reviewer, UMGC, 2012

Faculty mentor, *MBA & Cybersecurity programs*, 2010-2012

SELECT MEDIA

Quoted in, Knight, R. (2006). MBA mothers helped back on career track. *The Financial Times*

Authored foreword to and quoted in, Lorenzo, G. (2005). *The Complete Idiot's Guide to Getting Your MBA Online*. New York: Alpha Penguin

Quoted in, (2005) Executive education: Leadership development, and (2005) The work-life balance challenge for women in executive MBA programs, both in *Fortune*

Quoted in, (2005) Second chances: Use Net, other media to reach career changers. *AMA Marketing News*

Quoted in, Hayward, S. (2004). Going online for your M.B.A. may mean showing up for class. *The Wall Street Journal*

Quoted in, (2002) Higher ed.'s online odyssey, *Education Week*

ACADEMIC PUBLICATIONS

O'Callaghan, J. and O'Callaghan, P. (2019). Courts, trademarks and the ICANN gold rush: No free speech in top level domains. *Loyola of Los Angeles Entertainment Law Review*. 40(1), 135-160.

O'Callaghan, P. and Hartigan, R. (2015). Regulation of workplace gossip: How can employers mitigate potential liability without violating the NLRA? *North East Journal of Legal Studies* 34, 1-21 (lead article).

O'Callaghan, P. and O'Callaghan, J. (2014). Facebook's 'Like' - the First Amendment and free speech in the workplace, *ALSB Journal of Labor and Employment Law* 15, 26-44.

O'Callaghan, J., Hartigan, R. and O'Callaghan P. (2011). Gossip, the office and the First Amendment. *North East Journal of Legal Studies*, 25, 1-20 (lead article).

EDUCATION & CERTIFICATIONS

Juris Doctor

Syracuse University College of Law, Syracuse, NY

Master of Business Administration

Martin J. Whitman School of Management, Syracuse University, Syracuse, NY

Bachelor of Arts, Legal Studies

University of Massachusetts, Amherst, MA

Professional Certified Marketer (PCM)® American Marketing Association (2017-2023)

Certificate in Business Law Cornell University (2021)

Certificate in Executive Leadership Cornell University (2009)