

Robin Y. Mabry-Hubbard

curriculum vitae

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Education (a journey in understanding technology adoption and financial management strategies by organizational cultures)

Ph.D.	Rural Sociology – Informatics; Research Methods	University of Missouri - Columbia	2011
Ed.S.	Educational Technology – Higher Ed	University of Missouri - Columbia	2003
MBA	Finance	St. Louis University	1984
B.S.	Computer Information Systems	Maryville University – St. Louis, MO	1989
B.S.	Public Administration - Economics	University of Missouri - Columbia	1979

Certification

College Teaching Minor Certification	University of Missouri – Columbia	2011
SAS (Statistical Analysis Software) Programming	Columbia, MO	2011
SPSS (PASW) Statistical Analysis Software	St. Louis, MO	2011
GIS Certification	University of Missouri – Columbia	2011
Future Faculty Certificate – Research Methods	Midwest Sociological Society (MSS)	2007; 2009
Future Faculty Certificate - Teaching; Research Methods	Rural Sociology Society (RSS)	2008
GSUSA Certified Girl Scouts of USA Trainer	GSUSA Girl Scout Council of Greater St. Louis	1992

Professional Experience

<i>Dissertation</i>	Gus Ridgel Fellowship and Dept. of Applied Social Sciences Fellowship	2009
<i>Guest Lecturer</i>	Lincoln University; Columbia College; University of Missouri	2007 – 2009
<i>eMINTS</i>	Evaluator of Missouri Teacher's Educational Technology Skills (UMC)	2008
<i>Finance</i>	Kraft\Columbia Foods (budgeting, financial analysis, modeling, and manual writing)	2006-2007
<i>Manager</i>	Operations, Finance/Economic Analysis; IS - Southwestern Bell Telephone Co	1979-89
<i>Council Trainer</i>	Girl Scout Council of Greater St. Louis	1991-00
<i>Administration</i>	Office Support at Various Companies as a Temporary or Summer Hire	1975-01
<i>Textbook Writer</i>	Computer Assisted Research Tools (public debut Fall 2009; revised 2011)	2006- present
<i>College Tutor and Mentor</i>	Athletic Department: University of Missouri	2002-05
<i>Online Teaching Assistant</i>	Department of Management: UMC	2001-02
<i>Instructor, Special Education</i>	College for Living - St. Louis, MO	1982-92
<i>Instructor, adjunct</i>	Moberly Community College; National Louis University; UMSL; Sanford-Brown College; Saint Louis University	2005, 1984-90

Professional Skills

[Information Systems Development & Management]

- * Corporate and Educational Technology Integration Planning
- * FINPLAN, A Marketing and Regulatory Pricing Financial Modeling and Simulation Application Design, Development and Implementation (off-shelf mainframe database-query language connecting Unix-based C custom modules and mainframe FORTRAN custom modules)
- * Local Service Economic Cost Analysis System including middleware to other enterprise systems' data Application Design and System Integration
- * Database Design, and Development of custom multi-module Local Service Economic Cost Analysis Project, LMS Cost Study
- * Systems Configurations of multi-million dollar ESS1 & 2 Network Systems and Local, Operating Company Configuration of Parent Enterprise Software
- * Application Development Programming Enterprise mainframe and Unix applications in COBOL, FORTRAN, C, and database
- * 4GL report writing languages such Informix and SQL as front ends to enterprise databases
- * Technical Writing for user office automation, user manuals, user training, system specifications, and documentation
- * Web Developer – HTML, XML, PHP, SQL, JavaScript
- * Computer Assisted Research Tools Textbook (anticipated publication 2010) and several workshops

[Budgeting, Financial Analysis & Planning]

- * Kraft\Columbia Foods: Multiple Scenario Wage Rate Analysis
- * Kraft\Columbia Foods: Variable\Fixed Reclassification of Hourly Job Functions for Cost Categorization and Treatment
- * Kraft\Columbia Foods: Vacation Cost Analysis (Internal Audit Planning and Control) from KRONOS and UPS data
- * Two cycles of Kraft Operating Budgeting process requiring strong attention to detail skills
- * Self-directed development of EXCEL based Cost Model System for real-time what-if analysis prior to CrystalPRISM data entry
- * Self-directed Ad-hoc financial analysis for problem solving or support details for other financial reports
- * Earnings Variance Analysis (EVA) and P&L Analysis of University of Missouri a particular business enterprise
- * Financial Planning and Reporting Systems (similar to Essbase BSO) development, design, and implementation of FINPLAN for SBC utilizing real-time discounted Cash Flow models and batch simulations for forecasting a project's potential profitability and feasibility based on general financial measures and industry financial performance ratios

[Financial Reporting]

- * Understanding and capturing Financial Data Flows and Operating Performance as part of multi-year, five state Local Service Economic Cost Study
- * Cost Accounting and analysis for several companies and a number of community organizations and presenting findings and potential strategies for achieving desired results
- * Cost Accounting for the Production of External Reports for Utility Regulatory Requirements

[Financial Systems & Accounting]

- * Kraft\Columbia Foods Transactional Systems: PRISM, MATRICS, KRONOS
- * Kraft\Columbia Foods EXCEL/VBA Attendance and Productivity Reporting
- * Small company Peachtree accrual accounting system
- * Accounting College Instructor and Tutor
- * Corporate Treasurer and Board Member

[Project Management]

- * Business Analysis and Requirements Management cumulating in Request for Proposals up to \$750,000
- * 400 workstation, inter-building LAN \$2 million office-automation project Production Install, Implementation, User Training
- * Multi-site, regional COSMOS Inventory Management System Implementation
- * Two-year Economic Cost Analysis Study of Local Telephone Service for five states including software system development
- * Custom database and reporting writing system, Mechanized Request for Information System (MrFIS) as a tool for managing multi-million rate cases while complying with differing state legal requirements
- * Conference Event Manager for 'Using Technology for Graduate Research and Writing: Tips, Tricks, Timesavers, and Traps (T4 Seminar I and II)' Workshop
- * Manager - Applications Programming, Help Desks, and End user Training work groups
- * Cost Studies Manager of managerial staff, programmers, cost analysts and clerical staff for the production of cost studies and financial systems
- * Finance & Registration Manager of an annual 1,100-person convention

* Conceived and managed development and implementation of FINPLAN ((similar to Essbase BSO))

[Organizational Change Management]

- * FINPLAN project required multi-level Leadership Support and Stakeholder Involvement for creating a new research and strategic planning tool reflecting a changed competitive environment. Communications included authoring two white papers
- * 'Financial Cost Analysis versus Economic Incremental Cost Analysis for Regulatory Pricing' Paper presented to Southwestern Bell departmental management (1988)
- * 'Six Financial Indicators of Product Profitability and Project Feasibility' (1985)
- * Office Automation Project required multi-departmental support, communication, and involvement of clerical, technical, professional, managerial, and executive employees. Strategies emphasized the benefits of information systems as tool for making work easier, more manageable, and creating cohesive team for cost analysis, rate (price) formulations, and regulatory compliance and working closely with workgroup opinion leaders

[Operations Supervisor]

- * Performance Monitoring and Analysis including the development of multi-facility Labor Productivity Reporting System of technicians managed from a central control center
- * Successfully supervised unionized clerical and technician staff, meeting or exceeding performance goals for productivity, timeliness, and quality
- * Developed a new 'Quality Control Inspectors Manual' for CONTICO International to assure Wal-Mart supply chain compliance

[Communication]

- * College Instructor and Adult Trainer (1982 – present)
- * Conference Session Organizer and Presenter (2007 - present)
- * (2006) Kraft\Columbia Foods Security Manual
- * (2006) Kraft\Columbia Foods PRISM Cycle Count Manual
- * (1983) Co-author 'Local Measured Service and Flat Rate Service Cost Studies and Analysis: Volumes 1-14.' Internal Study for Southwestern Bell Telephone Company, Saint Louis, MO
- * (1995; 1999) 'Windows 9x Frequently Asked Questions' web site
- * (1999) Revised and updated the Girl Scout Council of Greater Saint Louis Gold Award Instruction Manual and Forms
- * (1995) Revised and updated Quality Control Inspectors' Instruction Manual for CONTICO International (1995)
- * (1979 – 1989) Designed and Developed various custom software and office automation training workshops and related manuals for Southwestern Bell Telephone Company (SWBT)

Teaching Experience

- **Courses Taught**

Business: Applied Accounting; Group Facilitator Skills and Group Dynamics; Needs Assessment and Evaluation; Principles of Management; Time Management; Leadership and Administrative Skills

Information Technology: BASIC Programming; FORTRAN Programming; Introduction to Computers System Analysis & Design; Computer-Assisted Research Tools Workshops; Productivity; Web Design and Programming

Math Reasoning: Methods of Inquiry for Behavioral Science; Personal Finance & Basic Math; Statistics for Business and Social Sciences

Social Sciences: Labor Economics; Multicultural Awareness; Sociology; Sociology of Education; Cyber Criminology; Concepts of Research Methods

- **Teaching Award:** Outstanding Tutor and Mentor for 2005 (University of Missouri – Columbia)
- **Teaching Philosophy:** My Teaching Philosophy: The Water Makes the Well
http://www.rrchubbard.org/portfolio/2003/research/teaching_philosophy.html
- **Teaching Portfolio:** Educational Technology Portfolio – Integrating Theory and Practice (2003)
<http://portfolio.rrchubbard.org/2003/research/>
- **Instructional and Educational Technology Design:**
 - Criminal Justice Capstone – Online (Empirical Research Project)
 - Sociology - "Introduction" Instructional Design and Technology Integration;
 - Sociology - "Black Americans" Technology Integration Plan;
 - Principles of Management Technology Integration Plan using WebCT;
 - Online Resources for Technology Assisted Learning by Discipline
 - Online Resources for Engineering Students
 - Central Missouri Counties' Head Start Education and Resource Center (CHEC)
 - Guided Workbook for Computer Assisted Research Tools
 - Criminal Justice Capstone – Writing Intensive
 - Foundations of Sociology (Mixed Level – graduate and undergraduates)
 - Using Technology for Graduate Student Research and Scholarship
 - Diversity Peer Education Train the Trainers Guide
 - Fostering Diffusion of Innovation - UMC Extension Online Community - (UMExOC)

Administrative Skills

Accounting/Budgeting/Expense	Desktop User Support & Repairs
Advanced Office: PowerPoint; Web Publishing	Drivers License (possession of valid)
Basic Office: Word Processing; Spreadsheets	Leadership & Organizational Skills
Computerized Inventory Control Systems	Math (Basic, accounting, equations)
Customer Service & Oral Presentation Skills	MS Office and other Productivity Suites
Data Base Management	PC, Mac, mainframe CRT
Data Entry/ Data Base Maintenance	Specialized Information Systems Terminology
Desktop Publishing: Publisher; Adobe	Typing/Keyboarding (55-60 wpm)

Information Systems Skills

- Computer applications use and development (word processing, design and use of databases, spreadsheets, desktop publishing, graphics and software development)
- Computer user support (identifying technical support needed and providing technical assistance/training to users)
- Data communications, accessing information from electronic sources, and e-mail
- Installing, configuring, and evaluating software programs and their utility for meeting user needs
- Experience and Working Knowledge Skill Set

[Application Development]

Active Server Pages/.NET
BASIC/Visual Basic
GIS
HTML
JavaScript
Legacy: COBOL; FORTRAN,
JCL
SAS/SPSS
Scripting: PHP, JavaScript
SQL
UNIX
XML

[Business Analysis Skills]

Client/Customer Relations
Cost-Benefit Analysis
Needs Analysis
Project Management

[Technical Support]

Applications
Course development
Documentation development
Microsoft
PC Hardware
Trainer
UNIX
Windows 95/98/2000/XP/Vista

[Database]

MS Access
Custom Mainframe Applications
GIS databases
Informix
SAP (corporate " PeopleSoft")

[Web Development]

Active Server Pages
HTML Authoring Tools
HTML Conversion Tools
HTML/CSS
Internet and WWW Skills
JavaScript
PHP
XML

[Network Administration]

Internet
Intranets
LAN/WAN
UNIX

Research & Applied Science Skills: write research papers; perform data analysis; use statistical and qualitative analysis software including SPSS and SAS statistical software

Research Interests

- Rural Women: Reducing Social Isolation using the Internet
- E-research Methods and Best Practices
- Academic Progress and Retention Strategies
- Technology and Financial Management Adoption/Resistance by Organizational Cultures

Publications and Scholarly Work

Works in Progress

- **Guided Workbook for Computer Assisted Research Tools using Commonly Available Resources**, textbook, (in final draft, portions field tested during 2009)
- Mabry-Hubbard, R.Y. and Franz, C. (in review). "***Beyond Talk, Chalk, and Test: Mixed Mode Instruction and the Large Lecture Class***" submitted to **Educational Media International**
- Mabry-Hubbard, R.Y. (2006-2009) **QUALRUS** (qualitative analysis software program) **Users Manual** for Idea Works, Inc

Presentations at Conferences, Symposia, and Workshops

- "***What's Math Got to Do with a House Divided***" for Rural Education and Access II session, Rural Sociological Society Annual Meeting, Madison, WI (July 30 – August 2, 2009)
- ***The Virtual Extension Agent: University of Missouri Extension Online Community (UMExOC)*** for Project for Explorations In Extension and Community Research and Outreach Poster Session, Rural Sociological Society Annual Meeting, Madison, WI (July 30 – August 2, 2009) Co-authored with Nathan D Mars, Chonnikarn Tinnachote
- ***Computer-Assisted Research (Car) Tools*** Workshop for Methodological Innovations session, Rural Sociological Society Annual Meeting, Madison, WI (July 30 – August 2, 2009)
- "***Teaching Sociology: A Rape in Cyberspace***", for Session 145 Panel— Teaching about Crime and Delinquency, Midwest Sociology Society, Des Moines, IA, April 2-5, 2009
- ***Computer Assisted Research Skills*** for Session 224 Roundtable— Teaching Quantitative Research Methods: Sharing Challenges & Tips, Midwest Sociology Society, Des Moines, IA, April 2-5, 2009
- ***Nutrition and the Body: Food, Culture, and Identity***, for Session 2 Food and Body, University of Missouri-Columbia Interdisciplinary Conference, April 11, 2009
- Mabry-Hubbard, R.Y. (July 26 – July 31, 2008) Session: ***Does the Internet Increase Social Capital for Rural Women?*** Rural Sociology Society Annual Meeting
- Mabry-Hubbard, R.Y. (July 26 – July 31, 2008) Session: ***Comparing Internet Research Design Methods (IRDM) for American Rural Populations with Telephone Survey Method*** Rural Sociology Society Annual Meeting
- Mabry-Hubbard, R.Y. (July 26 – July 31, 2008) Poster: ***Guided Workbook for Computer Assisted Research & Qualitative Data Analysis Using Commonly Available Resources*** Rural Sociology Society Annual Meeting
- Mabry-Hubbard, R.Y. (March 27-30, 2008) Making Sociology More Public: Careers in Applied Sociology Session: ***Now What? -- Applying Your Sociological Imagination Skills beyond the "Ivory Tower"*** Midwest Sociological Association Annual Meeting

- Mabry-Hubbard, R.Y. (March 27-30, 2008) Quantitative Methods: Issues and Applications: **Comparing Internet Research Design Methods and Strategies**, Midwest Sociological Association Annual Meeting
- Mabry-Hubbard, R.Y., Organizer and Session Chair (March 4-7, 2007) **Online Social World as a Living Laboratory** Midwest and North Central Sociological Association Annual Meeting
- Mabry-Hubbard, R.Y., Organizer and Session Chair (March 4-7, 2007) **Dear Sage Publications: Suggested Chapters for a Comprehensive Handbook of Online Research** Midwest and North Central Sociological Association Annual Meeting
- Mabry-Hubbard, R.Y. (February 2007) **Googling, Yahooing, Mind-Mapping and Computer Tools for Student Success** Conference paper presented at 24th Annual Research & Creative Activities Forum for University of Missouri – Columbia Graduate Students.
- Mabry-Hubbard, R.Y., Session Chair (August 11, 2006) **Media Refractions of Social Issues** Rural Sociology Society Annual Meeting
- Mabry-Hubbard, R.Y. and Hietmann, E.E. (March 30, 2006) "**Is Cyberspace Racialized? Race and Computer Mediated Technology.**" conference paper presentation for Midwest Sociology Society
- Mabry-Hubbard, R.Y. (March 18, 2006) "**Hitchhikers Guide to Cyberspace Fieldwork: Internet Research Issues.**" Conference paper presentation for 23rd Annual Research & Creative Activities Forum for University of Missouri – Columbia Graduate Students
- Mabry-Hubbard, R.Y. (March 21, 2006) "**Hitchhikers Guide to Cyberspace Fieldwork: Internet Research Issues.**" Poster 2nd Annual College of Education Research Day.
- Mabry-Hubbard, R.Y. (October 9, 2003; April 10, 2004) "**Using Technology for Graduate Research and Writing: Tips, Tricks, Timesavers, and Traps (T4 Seminar I and II)**" organized and presented half-day workshop with multi-track programming; created companion website.
- Hubbard-Mabry, R.Y. (March 16, 2003). "**Beyond Talk, Chalk and Test: Enhancing the Large Lecture Class with Online Learning**" Conference paper presentation for 20th Annual Research & Creative Activities Forum for University of Missouri – Columbia Graduate Students. Awarded 3rd place in Social Sciences Category
- Hubbard-Mabry, Robin Y. (March 16, 2003). "**Concept Map of the discipline, Sociology of Knowledge**" Poster presentation for 20th Annual Research & Creative Activities Forum for University of Missouri – Columbia Graduate Students. Awarded 3rd place in Creative Activities Category

Technical Reports & Non-refereed Articles

- Mabry-Hubbard, R.Y. (2007) **Cost Model Preparations for Opening a New Year Financial Books** (1st edition) for Kraft\Columbia Foods, Columbia, MO
- Mabry-Hubbard, R.Y. (2006) **Security Manual** (1st edition and revisions) for Kraft\Columbia Foods, Columbia, MO
- Mabry-Hubbard, R.Y. (2006) **Raw Materials Accounts Payable Manual** (1st edition) for Kraft\Columbia Foods, Columbia, MO
- Mabry-Hubbard, R.Y. (2006) **Cycle Counts (Materials Inventory Management)** (1st edition and revisions) for Kraft\Columbia Foods, Columbia, MO
- Mabry-Hubbard, R.Y. (May 2005) **Student-Athletes Information Technologies Survey** for University of Missouri Athletic Department
- Mabry, R.Y. (1988). "**Financial Cost Analysis Versus Economic Incremental Cost Analysis for Regulatory Pricing.**" Paper presented to Southwestern Bell departmental management. St. Louis. 1988.
- Mabry, R.Y. (1985). "**Six Financial Indicators of Product Profitability and Project Feasibility.**" Paper presented to Southwestern Bell Corporation executives. St. Louis, 1985.

- Cartwright, D. and Mabry, R.Y. (1983). "**Local Measured Service and Flat Rate Service Cost Studies and Analysis: Volumes 1-14.**" Internal Study for Southwestern Bell Telephone Company, Saint Louis, 1983
- Mabry, R.Y. (1978) "**Production of Labor Market Information.**" Paper presented to University of Missouri - Columbia, Department of Economics' Human Resources Program in fulfillment of Summer Internship with City of Kansas City, Division of Employment and Training, Columbia, MO, 1978.
- Edited and Developed "**Windows 9x**" **Frequently Asked Questions** web site (August 1995; Revised 1999). <http://walden.mvp.net/~rymabry/>
- Revised and updated the **Girl Scout Council of Greater Saint Louis Gold Award Instruction Manual** and Forms. (1999)
- Revised and updated **Quality Control Inspectors' Instruction Manual** for CONTICO International (1995)
- Designed and Developed **various custom software and office automation training workshops and related manuals** for Southwestern Bell Telephone Company (SWBT) 1979- 1989.

Institutional and Professional Service

- Boone County Chapter of the MU Alumni Association - Board Member; webmaster, event coordination
- Graduate and Professional Students Council (GPC) Representative ...
 - Sponsor of MU Climate Survey Recommendation for Mid-Term Evaluation Resolution
 - Service as GPC Representative on the following Provost Standing Committees
 - Minority Affairs Committee (2001 – 2003)
 - Committee on Committee (2003 - 2005)
 - Traffic Appeals Committee (2003-2005)
 - Intercollegiate Athletics Committee (2004 - 2006)
 - Unions Committee (2006 – present)
 - MU Self-evaluation task force for re-accreditation Fall 2004 task force member
 - Researched and designed new data collection instrument for the Committee on Committees charge to evaluate Provost Standing Committees; Evaluated and prepared a written report of committee and recommendations of the MU the Information Technology Committee
- Association of Black Graduate & Professional Students (ABGPS) Executive Board Member (2004-2005); member 2004 - Organized and supervised the MU Alumni Association Community Diversity Project with the Columbia School District and a dozen partner organizations including GPC, ABGPS, and the Graduate School (2004-2005).

Professional and Community Affiliations

- American Sociological Association (ASA)
- Association of Internet Researchers (AOIR)
- Black Parents Association (BPA); Columbia Public Schools (CPS) Math Task Force
- Board member - Boone County Chapter of Mizzou Alumni Association
- Lifetime member - University of Missouri - Columbia Alumni Association (MUAA)
- Lifetime member Girl Scouts USA (GSUSA)
- Midwest Sociological Society (MSS)
- Rural Sociology Society (RSS)
- Sociologists for Women in Society (SWS)