

DONNA WATTS, M.S.

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EDUCATION

- **M.S.** Textiles, Clothing, & Interior Design, Winthrop University, 1985
- **B.S.** Fashion Merchandising, Winthrop University, 1984
- **A.A.** Fashion Merchandising, Anderson University, 1982
- **Certified Diamontologist** Diamond Council of America, 1986

ACADEMIC APPOINTMENTS

- **Senior Instructor, Department of Retailing**, University of South Carolina, 2022-Present
- **Instructor, Department of Retailing**, University of South Carolina, 2016–Present
- **Instructor, Integrated Information Technology**, University of South Carolina, 2013–2016
- **Adjunct Instructor, Department of Retailing**, University of South Carolina, 2009–2013

COURSES TAUGHT

- RETL 250 Sustainability in Fashion and Retail (traditional and online)
- RETL 237 The Changing Consumer Marketplace (traditional and online)
- RETL 116 Fashion Through the Ages: 1800 A.D. to Present (online)
- RETL 242 HRSM Professional Communications (traditional and online)
- RETL 365 Visual Merchandising (traditional and online)
- RETL 462 Merchandising Management Strategies
- RETL 388 Fashion Forecasting
- RETL 265 Principles of Retailing (traditional and online)
- ITEC 242 Business Communications (traditional and online)
- UNIV 101 The Student in the University

COURSES DEVELOPED

- RETL 592 Fashion, Design, and Sustainability in London
- RETL 250 Sustainability in Fashion and Retail

SERVICE

- Senator, **USC Faculty Senate** (2023-Present)
- Member, **USC Women’s Leadership Institute Sub-committee** (2017-present)
- Member, **USC Provost’s Advisory Committee on Women’s Initiatives** (2017-present)
- Interviewer, **USC Office of Student Conduct & Academic Integrity for Coordinator of Academic Integrity** (2024)
- Member, **USC Dept. of Retailing’s Clinical Instructor Search Committee** (2023)
- Recruiter, **USC Education Abroad Fair** (2023)
- Member, **College of HRSM Faculty/Staff Alumni Committee** (2021-2023)
- Member, **USC Dept. of Retailing’s RETL 242 Instructor Search Committee** (2022)

- Volunteer student-evaluator, **USC HRSM Alumni Society Career Night** (2016-2023)
- Participant, **USC University's Progress Report Initiative** (2020-2023)
- Member, **USC Dept. of Retailing RETL 295 Subcommittee** (2021-2022)
- Participant, **USC Carolina Online Initiative** (2021, 2022)
- Participant, **College of HRSM Family Fund campaign** (2020, 2022)
- Assistant, **HRSM New Student Orientation** (2021)
- Chair, **Retailing's Administrative Coordinator Search Committee** (2020)
- Chair, **Varney Distinguished Teacher-of-the-Year Committee** (2020)
- Member, **Varney Distinguished Teacher-of-the-Year Committee** (2017-2020)
- Chair, **Retailing's RETL 242 Instructor Search Committee** (2019)
- Volunteer examiner, **HRSM 301 Practical Exam** (2018-2023)
- Member, **HRSM Mentorship Task Force** (2017-2018)
- Volunteer, **University of South Carolina Move-In Crew** (2017)
- Reviewer/Judge of four graduate thesis presentations, **Discover USC** (2017)
- Student advisor, Mutual Expectations Workshop, **USC Student Success Center** (2017)
- HRSM College Participant, **American Heart Association's Midland's Heart Walk** (2017)
- Warehouse volunteer, **Harvest Hope Food Bank's Annual Food Drive** (2017)
- Volunteer, **Meadowfield Elementary School's Mother's Day project** (2017)
- Member, **HRSM Social Activities Committee** (2013-2016)
- Organizer of six fundraising fashion shows in my RETL 388 class, raising over \$6K for various local charities including Make-A-Wish South Carolina (2010-2012)

PUBLICATIONS:

- Harris, C., Edwards, K., & **Watts, D.** (*in press*). *The fundamentals of digital fashion marketing*, 2nd ed. Publ. Bloomsbury.

FUNDING:

The Distributed Learning Quality Review (DLQR) – RETL 250 (2018)

- Granting Agency: Center for Teaching Excellence - USC
- Amount: **\$1,550 (Funded)**
- Passed the Provost's Distributed Learning Quality Review, meeting the University's best practice standards for online course design, incorporating ADA accessibility features

CURRENT MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

- American Collegiate Retailing Association (ACRA)
- USC Provost's Advisory Committee on Women's Initiatives (PACWI)
- National Center for Faculty Development and Diversity (NCFDD)

PROFESSIONAL AND EDUCATIONAL PRESENTATIONS & INTERVIEWS

- **American Collegiate Retailing Association** co-presenter – *Deepfake Advertising: Pearls and Perils* (2024)

- **American Collegiate Retailing Association** co-presenter – *Preparing Retail Faculty to Lead Short-term Education Abroad Programs* (2023)
- **South Carolina Conference on Innovations in Teaching and Learning** co-presenter – *Preparing Retail Faculty to Lead Short-term Education Abroad Programs* (2023)
- **American Collegiate Retailing Association** co-presenter – *Putting Theory into Practice: Integrating eCommerce Site-building into a Digital Retail Marketing Course* (2022)
- **WalletHub** interviewee – *2022 WalletHub Economic Index* (2022)
- **Rivet (Sourcing Journal)** interviewee – *Will SB 62 Help or Hinder a Revival of LA’s Denim Industry?* (2021)
- **Carolina News & Reporter** interviewee – *New Vintage Stores in Columbia*
- **Carolina News** interviewee – *Fashion and Sustainability* (2021)
- **Get Out Your Cell Phones – Engaging Students with Top Hat’s Fun, Interactive Educational Software**, presentation at UofSC EdTech Showcase (2020)
- **WalletHub** interviewee – *Survey: How Americans Feel About Social Distancing* (2020)
- **WalletHub** interviewee – *Holiday Budgets by City* (2020)
- **CreditDonkey** interviewee – *Beginner’s Guide to Yellow Diamonds* (2020)
- **Developing Your Professional Presence**, presentation at TD Bank, Lexington, SC (2019)
- **WACH Fox News TV (Columbia)** interviewee – *USC Student Fashion Show* (2012)
- **WLTX-TV (Columbia)** interviewee – *Student Show for Charity* (2012)

CERTIFICATIONS

- Certified Diamontologist, Diamond Council of America
- Advanced Certified SCUBA diver, Professional Association of Diving Instructors
- Certified SCUBA diver, Scuba Schools International

HONORS AND AWARDS

- **University of South Carolina Integrity Award** (2023-2024)
- **10 Years of Service to State of South Carolina** (2024)
- **Harry E. & Carmen S. Varney Distinguished Teacher of the Year Award**, nominee (2020)
- **Harry E. & Carmen S. Varney Distinguished Teacher of the Year Award**, nominee (2019)
- **M. Stuart Hunter Award for Outstanding Teaching in University 101**, nominee (2019)
- **Harry E. & Carmen S. Varney Distinguished Teacher of the Year Award**, nominee (2018)
- **Center for Teaching Excellence: Innovative Pedagogy Grant** (2018)