

Curriculum Vitae
MANDY GETTLER

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PROFESSIONAL EXPERIENCE

Associate Director

May 2013-present

*Center for Applied Second Language Studies (CASLS), National Foreign Language Resource Center,
University of Oregon, Eugene, OR*

Enterprise and Department Management

- In consultation with the director: 1) Set strategic priorities for CASLS enterprises; 2) Manage, market, and grow CASLS' existing enterprises; 3) Manage relationships with partners; and 4) Work with Office of International Affairs and Innovation Partnership Services to develop new business models and partners
- Establish systems to ensure compliance with university regulations and policies
- Communicate the purposes and operation of CASLS enterprises internally and externally
- Oversee center's overall budget, which ranges from \$2 - \$4 million per year
- Work with the director on strategic planning, implementation, and operational issues

Grant Management

- Coordinate grant proposal applications, including subcontracts and subawards
- Work with principal investigators to write 7-10 state, federal, and foundation grant proposals and contracts annually, including project times and budgets
- Oversee grant projects and compliance with state and federal guidelines
- Prepare and submit grant reports as required by funding agency

Strategic Communications

- Establish and maintain internal communication systems to facilitate communication among project managers
- Develop and implement external communication strategies to best promote the center as a national leader in foreign language education and to disseminate research
- Coordinate and maintain print promotional materials, online presence, and social media presence
- Ensure prioritized and consistent communication with external partners, institutions, program participants, and funders
- Communicate program information; university, state, and federal regulations; and language standards to K-12 and postsecondary world language teachers and school administrators, some of whom are non-native speakers of English

Personnel and Project Management

- Plan and manage center's personnel to enhance the productivity and efficiency of the center while maintaining a balanced budget
- Monitor team cohesion and strengthen team relationships as needed
- Supervise 5-10 employees
- Establish and maintain project management systems

Executive Assistant (Volunteer Position)

August 2012-March 2014

WellMama Maternal Mental Health and Support Services, Eugene, OR

- Develop marketing and communications strategic plan, including accompanying audience profiles and list of foundation funding opportunities
- Develop comprehensive resource guide on website, research and write informational articles on perinatal mood disorders, recruit authors to write personal blog posts, edit submissions as necessary
- Redesign website layout and complete search engine optimization using Wordpress and associated plugins
- Manage quarterly newsletter, which included designing newsletter template, soliciting articles, writing articles, and securing advertisements

Business Manager

August 2010-May 2013

*Center for Applied Second Language Studies (CASLS), National Foreign Language Resource Center, University of Oregon, Eugene, OR***Budget Planning & Grant Management**

- Assist director with center-wide strategic planning, implementation, and operational issues
- Manage grant, subaward, and foundation finances, including cost share and budget projections
- Coordinate grant proposal applications, including subcontracts and subawards
- Edit 7-10 state, federal, and foundation grant proposals and contracts annually; compose narrative sections with project coordinator; develop detailed budget spreadsheets and budget narratives
- Oversee grant projects and compliance with state and federal guidelines
- Prepare and submit grant reports
- Lead various grant-funded projects with complex timelines, coordinating department teams and working with external funders to ensure project is completed on time and on budget
- Set up subaward contracts and personal service contracts
- Prepare and execute technology transfer agreements

Human Resources

- Plan and manage center's personnel to enhance the productivity and efficiency of the center while maintaining a balanced budget
- Train employees and provide orientation for all students, GTFs, and staff members
- Facilitate optimal work environment for employees by ensuring everyone has access to the training and equipment needed
- Prepare GTF and staff contracts; complete new hire paperwork for students, GTFs, staff, and contractors

Strategic Communications

- Edit curriculum materials, assessment items, and other communications generated by department staff
- Develop and implement external communication strategies to best promote the center as a national leader in foreign language education and to disseminate research
- Write and edit content for website, adjust layout as necessary

- Maintain CASLS' social media presence
- Monitor and analyze traffic of website and online communities
- Create and disseminate printed promotional materials
- Ensure prioritized and consistent communication with external partners, institutions, program participants, and funders
- Communicate program information; university, state, and federal regulations; and language standards to K-12 and postsecondary world language teachers and school administrators, some of whom are non-native speakers of English
- Manage annual trade show, including material development and promotion

Administrative Support

- Make travel arrangements and complete reimbursements according to federal grant policies and UO policies

Publications Director

November 2008-November 2013

Pacific Northwest Council for Languages (PNCFL), Eugene, OR

- Oversee editorial board consisting of president, vice president, past president, and executive director
- Edit and design layout for *Lingo*, PNCFL newsletter published biannually with a readership of over 1,200 members
- Work with advertisers to promote their mission and services in *Lingo*

Grants & Communications Specialist

November 2008-July 2010

Center for Applied Second Language Studies (CASLS), National Foreign Language Resource Center, University of Oregon, Eugene, OR

- Develop and implement external communication strategies
- Write and edit content for website, adjust layout as necessary
- Maintain CASLS' social media presence
- Monitor and analyze traffic of website and online communities
- Create and disseminate printed promotional materials
- Ensure prioritized and consistent communications with stakeholders
- Research and explore funding opportunities from state and federal agencies, foundations, corporations, and individuals
- Develop and maintain funding database
- Monitor available funding sources through databases, directories, listservs, and RSS feeds
- Coordinate and manage grant application process
- Edit 7-10 state, federal, and foundation grant proposals and contracts annually; compose narrative sections with project coordinator; develop detailed budget spreadsheets and budget narratives
- Prepare and submit grant reports
- Serve as liaison for UO Corporate and Foundation Relations and Office of Research Services and Administration
- Manage annual trade show presence, including material development and promotion
- Edit curriculum materials, assessment items, and other communications generated by department staff

Office Specialist

September 2004-November 2008

*Center for Applied Second Language Studies (CASLS), National Foreign Language Resource Center,
University of Oregon, Eugene, OR*

- Edit 7-10 state, federal, and foundation grant proposals annually
- Compose sections of grant proposals with director and assistant director
- Manage internal communication systems by developing policy manuals and handbooks
- Train employees and provide orientation for all students, GTFs, and staff members
- Ensure external communications convey center's mission
- Lead development of promotional materials for distribution at state, national, and international conferences
- Write and maintain website content
- Edit curriculum materials, assessment items, and other communications generated by department staff
- Direct organization of 5-10 in-state and out-of-state conferences annually from inception to completion
- Serve as liaison for external partners, institutions, program participants, and funders
- Lead various grant-funded projects with complex timelines, coordinating department teams and working with external funders to ensure that project is completed on time and on budget
- Coordinate 2-3 pilot assessments each year, which includes identifying potential pilot sites, working with educators through technical and logistical issues, developing detailed progress reports, and training other pilot coordinators
- Perform administrative duties such as entering payroll; setting up personal service contracts, unclassified appointment contracts, and GTF contracts; completing new hire paperwork; making travel arrangements and reimbursements; coordinating director's calendar; and setting up human subjects protocols
- Facilitate optimal work environment for employees by ensuring everyone has access to the training and equipment needed
- Communicate program information; university, state, and federal regulations; and language standards to K-12 and postsecondary world language teachers and school administrators, some of whom are non-native speakers of English

Editor & Executive Assistant

September 2003-November 2008

Pacific Northwest Council for Languages (PNCFL), Eugene, OR

- Edit and design layout for *Lingo*, PNCFL newsletter published biannually with a readership of over 1,200 members
- Work with advertisers to promote their mission and services in *Lingo*
- Maintain internal communication systems by authoring manuals and guidelines and documenting procedures
- Develop external communication strategies by writing and maintaining website content and by writing and designing promotional material for distribution
- Compose and edit external correspondence sent from organization to members
- Coordinate annual award nominations, review, and notification
- Serve as primary contact person for teachers and institutions

PAPERS & PRESENTATIONS

- Gettler, M. (2018, April). *Surviving and Thriving Through Leadership Transitions*. Presentation for University of Oregon Officer of Administration Strategic Leadership Conference, Eugene, OR.
- Daradics, C., & Gettler, M. (2018, March). *Languageing & Professional Development*. Invited keynote presentation for the 7th Hispanic and Luso Brazilian Linguistics Conference, Tempe, AZ.
- Sykes, J., Gettler, M., Blyth, C., Campbell, J., & Malone, M. (2017, November). *Free Standards-based Language Teaching Resources*. Panel discussion for the American Council on the Teaching of Foreign Languages Annual Convention, Nashville, TN.
- Sykes, J., & Gettler, M. (2017, November). Encouraging language use outside of the classroom. *The International Research Foundation for English Language Education*.
[<https://www.tirfonline.org/2017/11/encouraging-language-use-outside-of-the-classroom-at-university-of-oregons-casls/>]
- Gettler, M. (2008). "Take that shirt off! Let me see!": Bodybuilding as an expression of gender, sexuality, and hegemonic resistance. (Unpublished paper awarded Karen Martin Undergraduate Folklore Award). University of Oregon.

GRANTS, CONTRACTS, & INDUSTRY AGREEMENTS MANAGED

- 2018-2020. U.S. Department of Defense through Institute of International Education. Subaward from Portland State University for Pacific Northwest Pathways Collective.
- 2018-2023. Mandarin Matrix. Licensing and royalty sharing agreement for e-portfolio development.
- 2017-2027. LingroLearning. Collaborative industry and royalty sharing agreement for e-portfolio development.
- 2017-2027. LingroLearning. Collaborative industry and royalty sharing agreement for mobile app development.
- 2017-2024. Virginia Department of Education. Contract for assessment services.
- 2017-2018. North Carolina Department of Public Instruction. Contract for assessment services.
- 2016-2017. Deutsche Telekom. Fixed-priced industry agreement for mobile app development.
- 2015-2016. U.S. Department of Defense through Institute of International Education. Grant for Flagship Ethnographies.
- 2015-2017. U.S. Department of Defense through Institute of International Education. Grant for The Language Flagship Linkages.
- 2014-2018. U.S. Department of Education. Grant for Title VI Language Resource Center.
- 2012-2016. U.S. Department of Defense through Institute of International Education. Grant for

Chinese Flagship Program.
2014-2018. National Security Education Agency through University of Maryland. Contract for LinguaFolio Online.

2010-2014. U.S. Department of Education. Grant for Title VI Language Resource Center.

2013-2014. Office of the Director of National Intelligence through University of Maryland. Grant for Swahili College Readiness Academy.

2010-2013. Japan Foundation. Grant for Japanese Global Scholars.

2011-2013. New Jersey Department of Education. Grant for professional development services.

2012-2013. Office of the Director of National Intelligence through University of Maryland. Grant for Swahili College Readiness Academy.

2011-2012. U.S. Department of Defense through Institute of International Education. Grant for Flagship High School Assessment.

2011-2012. Portland Public Schools. Contract for assessment services.

2011-2012. University of Maryland. Contract for assessment services.

2011-2012. U.S. Department of Defense through Institute of International Education. Grant for Chinese Flagship Program Recruitment.

2011-2012. U.S. Department of Defense through Institute of International Education. Grant for Chinese Flagship Program.

2011-2012. San Francisco Unified School District. Contract for assessment services.

2012. Memphis City Schools. Contract for assessment services.

2010-2012. Portland Public Schools. Contract for professional development.

2011-2012. U.S. Department of Defense through Institute of International Education. Grant for Results 2012.

2011-2012. Office of the Director of National Intelligence through University of Maryland. Grant for STARTALK Professional Development.

2011. Kentucky Department of Education. Contract for AP Chinese.

2012-2012. U.S. Department of Defense through Institute of International Education. Grant for Chinese Academic Language Learning Modules.

2011. Council of Chief State School Officers. Contract for assessment services.

2011. University of Maryland. Contract for assessment services.

2011. Portland Public Schools. Contract for assessment services for NSLI-Y.

2010-2011. U.S. Department of State. Grant for Project GO.

2008-2010. U.S. Department of Education through Oregon University System. Grant for LINGO.

2006-2010. U.S. Department of Education. Grant for the Funds for the Improvement of Postsecondary Education.

2010-2011. Global Village Academy. Contract for professional development.

2006-2010. U.S. Department of Education. Grant for Title VI Language Resource Center.

2009-2014. National Security Agency through University of Maryland. Grant for LinguaFolio Online.

2009-2010. University of Maryland. Contract for assessment services.

EDUCATION

University of Oregon, Eugene, OR

Bachelor of Arts, English & Folklore, Summer 2008

Graduated *magna cum laude*

Earned degree while working full time

AWARDS & SERVICE

- University of Oregon Language Council Member 2015-present
- Officer of Administration and Classified Awards Selection Committee 2015
- Outstanding Officer of Administration, University of Oregon 2014
- Volunteer Secretary, Driftwood Villa HOA January 2008-March 2013