Gail A. Gemberling, Ph.D.
Distinguished Senior Lecturer, IROM
January 2014

Education: University of Texas
Austin, Texas
Ph.D., Biopsychology, 1983

Southern Methodist University
Dallas, Texas
M.A., Experimental Psychology, 1977 (accelerated program)

Southern Methodist University
Dallas, Texas
B.S., summa cum laude in Psychology, 1977

Hillcrest High School
Dallas, Texas
Graduated 1973

Address: 1403 W. 40th Street
Austin, Texas 78756

Phone: (512) 451-5489 (Home)
(512) 471-5218 (Office)

E-Mail: gailg@mail.utexas.edu

Birthdate: October 5, 1954

Birthplace: Honolulu, Hawaii

Employment Record

Sept 2010-present	Distinguished Senior Lecturer, Information, Risk and Operations Management.
1998-Aug 2010	Senior Lecturer, Information, Risk and Operations Management: Elementary Business Statistics; Business Honors Program--Elementary Business Statistics; Business Foundations Program--Foundations of Data Analysis and Information Systems; Introduction to Management Information Systems.
June 1995-May 2003	Coordinator, Introduction to Management Information Systems (BBA required Computer Technology Course).
Sept 1990-Dec 1998	Lecturer, Department of Management Science and Information Systems, University of Texas at Austin. Courses taught include: Elementary Business Statistics, Advanced Business Forecasting (primarily PPA students), Business Foundations (Foundations of Statistics and MIS) and Introduction to Management Information Systems.

Jan 1989-June 1990	Senior Consultant, Planmetrics, Inc., Austin, Texas and Chicago, Illinois. Worked on a wide range of natural gas and utility projects including least-cost planning, gas supply analysis, ratable take issues, gas purchase and nomination strategies, gas marketing strategies, royalties and severance tax audits, utility load management planning, and customer satisfaction monitoring and measurement.
1984-1988	Director of Research and Statistical Analysis, Texas Railroad Commission. Responsibilities included supervision of staff involved in the analysis of information regarding energy-related issues, oil and gas exploration and production, surface mining and reclamation, transportation regulation, gas utility rate making, and other areas under the regulatory authority of the Texas Railroad Commission. Specific duties included data analysis, forecasting, public relations and handling of public inquiries, speech writing, technical writing, budget preparation, and fiscal analysis of legislation and other items.
1980-1983	Instructor, University of Texas at Austin. Courses included Business Statistics, Statistical Methods, Introductory Psychology.
1978-1979	Teaching Assistant in Physiological Psychology and Inferential Statistics; Research Assistant in Experimental Psychology, University of Texas at Austin.
1975-1977	Teaching Assistant in Experimental Psychology, Research Design, and Advanced Inferential Statistics; Research Assistant in Experimental Psychology, Southern Methodist University.

Curriculum/Course Development & Student Service

Statistics 309H, Fall 2013. Development of curriculum to increase rigor of course to serve Business Honors students. Topics include model-building, inferential regression and forecasting, sensitivity analysis, and computer simulation of statistical theory.

Advisor/Academic Success Partner, Minority Student Services Coordinating Team, Fall 2010-present.

Statistics 309H (for BHP), Spring 2007, Spring 2008. Development of curriculum for Honors sections including Group Presentation Topics and Readings, Homework Projects, and In-Class Competitions and Cases.

Statistics 309 (Elementary Business Statistics), Fall 2003-present. Activities include:

Development of New STA 309 Web Page
Development of Excel Software Applications and Exercises
Development of Expanded Inferential Component for Categorical Data
Development of Expanded Regression/Multivariate Component
Development of Business Cases for Regression Analysis
Review and Evaluation of STA 309 Waiver Petitions
Development of Excel Statistical Procedures Documents
Development of Homework Cases for Descriptive and Inferential Statistics

MIS 311F (Foundations of Data Analysis and Statistics), Fall 1996-present. Activities include:

Extension Course Coordinator and Faculty Member
Maintenance of Web Page for MIS 311F
Development and Maintenance of "Virtual Computer" Courseware for teaching database and spreadsheets in non-lab classroom.

Coordinator, Introduction to Management Information Systems (MIS 310--Required Introductory BBA Computer Technology Course), Summer 1995-Spring 2003. Activities included:

Development of "Virtual Computer" courseware for teaching software in non-lab large classroom environment;

Development and maintenance of MIS 310 Web Page;

Development and maintenance of ever-changing computer technology curriculum for MIS 310 (a course taken by 700+ students each semester);

Securing technical support and equipment for technology training in the classroom (particularly the large classroom environment);

Assistance to IROM Ph.D. Students Teaching as AIs—provide ongoing help with lecture preparation, test issues and advice with regard to all aspects of teaching STA 309.

Faculty Academic Advisor to Delta Delta Delta Sorority, 2004-present.

Jester Faculty Fellow, Fall 1997-Fall 2000.

Faculty Advisor, Phi Chi Theta, Undergraduate Business Fraternity, Fall 1991-Spring 1994.

Faculty Support, Undergraduate Business Council (Honors Day, Family Day Faculty Panel, VIP Lecture Series and other activities).

Supervise students with Independent Study Classes doing Web Page Development and Trouble-Shooting of Commercial Software.

Advise undergraduate students regarding course selection, prerequisites and careers in Management Science.

Serve as liaison between students and industry representatives.

Assisted hundreds of students in obtaining internships, scholarships and other honors through personalized letters of recommendation and references.

Administrative and Committee Service

Faculty Fellow Program Launch, Center for Teaching and Learning, Senior Vice-Provost David Laude, Chair, Fall 2012.

Academy of Distinguished Teachers Selection Committee, Selected by Office of the Provost, Gretchen Ritter, Chair, Spring 2012.

Regents' Outstanding Teaching Award Selection Committee, Selected by Office of the Provost, Gretchen Ritter, Chair, Spring 2012.

Dean's Faculty Advisory Committee, Spring 2010-2013.

Dean's Merit Review Evaluation Committee, Spring 2010-Spring 2011.

Undergraduate Student Affairs Committee, Fall 2001-Fall 2002.

Barbara Jordan Scholarship Award Committee, BBA Faculty Representative selected by Undergraduate Business Council, Spring 2002.

Preparation of Report for Undergraduate Dean's Office--Course Delivery Considerations for MIS 310: A Comparative Analysis, Summer 2000.

Career and Technology Advisory Committee for Westlake High School, Fall 1998-2003.

MSIS Department Representative to Business Administration 101, 102 Advisory Committee, Spring 1997-1999.

Administrative Duties as MIS 310 Coordinator included:

Review and evaluation of all course transfer/waiver petitions for MIS 310 Course.

Administration of Placement Exam for MIS 310 course credit by examination (also responsible for creation of and regular revisions to exam each year to reflect upgrades to course).

Coordination with Measurement and Evaluation Center (Summer 2001, Summer 2002) for data analysis and evaluation of waiver exam results.

Supervision of Assistant Instructor (graduate student) teaching MIS 310 (2 sections per semester), Fall 1995-Fall 2001.

Invitation and Coordination of Industry Guest speakers for Introductory MIS courses each semester.

Honors and Teaching Achievements

Faculty Honor Roll, 2013 for Excellence in Teaching. Chosen by Undergraduate Students.

Faculty Honor Roll, 2012 for Excellence in Teaching. One of only a handful of faculty members selected by Undergraduate Students.

Regents' Outstanding Teaching Award Recipient, 2011.

Faculty Honor Roll for Excellence in Teaching, 2011. One of only a handful of faculty members selected by Undergraduate Students.

Faculty Honor Roll for Excellence in Teaching, 2010. One of only a handful of BBA faculty members selected by Undergraduate Students.

Faculty Honor Roll for Excellence in Teaching, 2009. One of 8 BBA faculty members selected by Undergraduate Students.

The Eyes of Texas Excellence Award Recipient (one of only 10 faculty, staff and administrators selected to receive this award for unselfish devotion and service to the campus community) Spring, 2008.

Faculty Honor Roll for Excellence in Teaching, 2008. One of only a handful of BBA faculty members selected by Undergraduate Students.

Faculty Honor Roll for Excellence in Teaching, 2007. One of 8 BBA faculty members selected by Undergraduate Students.

Faculty Honor Roll for Excellence in Teaching, 2006. One of 16 BBA faculty members selected by Undergraduate Students.

Regents' Outstanding Teaching Award Nomination, 2010.

"Week of Women" Outstanding Faculty Member, Orange Jackets, Spring 2008.

Business Honors Program Favorite Faculty Member Finalist, Spring 2008.

Special Commendation for Teaching Excellence, Division of Continuing Education, University of Texas at Austin, 2002, 2003, 2004, 2005, 2006.

Information Technology Advisory Panel (ITAP) Excellence Award, McGraw-Hill, 2000-2007.

Hank and Mary Harkins Foundation Award Nominee for Teaching Excellence in Large Undergraduate Classes (MIS 310), Management Science and Information Systems Department, University of Texas, 1999.

Texas Excellence in Teaching Award (TETA) Finalist (one of four in CBA chosen by Undergraduate Students), Fall 1998.

Hank and Mary Harkins Foundation Award Nominee for Teaching Excellence in Large Undergraduate Classes (MIS 310), Management Science and Information Systems Department, University of Texas, 1998.

Hank and Mary Harkins Foundation Award Nominee for Teaching Excellence in Large Undergraduate Classes (Statistics 309), Management Science and Information Systems Department, University of Texas, 1993.

Liberal Arts Teaching Award Nominee, Department of Psychology, University of Texas, 1982 and 1983.

Teacher evaluations ranked consistently above the 90th percentile (91.5 to 98.0) of business instructors. Assistant Instructor for Statistics 309, University of Texas College of Business, 1981-1983.

Phi Kappa Phi Graduate Honor Society, University of Texas, 1979-1983.

John Wallace Dallenbach Fellowship Recipient, University of Texas, 1979.

Special Commendation for Outstanding Academic Achievement, Department of Psychology, University of Texas, 1978.

Experimental Traineeship Recipient, Southern Methodist University, 1977.

Masters Thesis published in Journal of Experimental Psychology chosen one of two best articles published in that journal in 1977 and selected for Russian translation.

Phi Beta Kappa, Southern Methodist University, 1976.

Publications & Reviews

Books and Other Publications

Review of Business Statistics: Communicating with Numbers, Jaggia, S. and Kelly, A. McGraw-Hill/Irwin Publishing, 2012.

Review of Connect Homework Management System, 2012.

Review of LearnSmart Statistics Interactive Learning Tool, 2012.

Review of Tegrity Online Lecture Capture Tool, 2012.

Review of Wireless Classroom Performance Systems, McGraw-Hill Publishing, 2004-2009.

Review of ALEKS (Assessment and Learning System) for Business Statistics, McGraw-Hill Publishing, 2004-2009.

Review of Visual Statistics—Graphical Statistical Teaching Tool, 2003-2009.

Review of Simnet (Simulated Software Training Tool) for McGraw-Hill, 2002-2009.

Review of Statistical Techniques in Business and Economics, Lind, D.A., Marchal, W.G., and Wathen, S.A. 13/E for McGraw-Hill Publishing with regard to ANOVA Coverage and "Software Command" Sections using Excel and MegaStat for Excel, 2006.

Review of Basic Statistics Using Excel and MegaStat, Orris, J.B. 1/E for McGraw-Hill Irwin Publishing, 2006, 2007.

Review of In Business for Prentice-Hall Publishing, 2006.

Review of In Business: Core Excel 2007 for Prentice-Hall Publishing 2006.

Review of Statistical Techniques in Business and Economics, 12/E for McGraw-Hill/Irwin Publishing, 2005.

Editorial Review of Microsoft Office XP O'Leary Series Tutorials Volumes 1 & 2, McGraw-Hill, 2002.

Editorial Review of Using Information Technology, Sawyer, S. C. & Williams, B. K. McGraw-Hill, 2001, 2002.

Content Contributor and Pilot Reviewer for Atlas Computer Training Software, 2000-2008.

Content Contributor for PowerWeb online learning component and supplement to IS textbooks, 2002-2009.

Content Contributor for CD-ROM Interactive Companion to supplement IS textbooks, 2002-2007.

Consulting Reviewer, Irwin/McGraw-Hill, 1997-present.

Gemberling, G.A. Practice with Statistics. Kendall Hunt Publishing Company; Dubuque, Iowa, 1992.

Author of Indicators: A Monthly Data Review published by the Texas Railroad Commission. Chosen by the Texas State Library's Government Documents Round Table as "outstanding publication of a Texas state government agency."

Co-author of Texas Gas Well Profile published by the Texas Railroad Commission in January 1988. Focused on Texas gas supply and deliverability outlook for the near-term and energy policy issues.

Refereed Journal Articles

Best, M.R., & Gemberling, G.A. Role of short-term processes in the conditioned stimulus preexposure effect... Journal of Experimental Psychology, 1977 3(3), 253-263.

Best, M.R., Gemberling, G.A., & Johnson, P. Disrupting the conditioned stimulus preexposure effect... Journal of Experimental Psychology, 1979, 5(4), 321-334.

Domjan, M., Gillan, D.J., & Gemberling, G.A. After-effects of lithium-conditioned stimuli... Journal of Experimental Psychology, 1980, 6(1), 49-63.

Domjan, M., & Gemberling, G.A. Effects of expected versus unexpected proximal US preexposure... Animal Learning and Behavior, 1980, 8(2), 204-210.

Domjan, M., Gemberling, G.A., & Gillian, D.J. Increased drinking stimulated by exposure to lithium-conditioned taste cues... Pharmacology, Biochemistry, and Behavior, 1980, 12, 789-795.

Gemberling, G.A., Domjan, M., & Amsel, A. Aversion learning... Journal of Comparative and Physiological Psychology, 1980, 94, 734-745.

Gemberling, G.A. & Domjan, M. Selective associations... Journal of Comparative and Physiological Psychology, 1982, 96, 105-113.

Domjan, M., Miller, V., & Gemberling, G.A. Note on aversion learning... Journal of Experimental Analysis of Behavior, 1982, 38, 87-91.

Gemberling, G.A. Ingestion of a novel flavor... Journal of Comparative Psychology, 1984, 98, 285-301.

Refereed Conference Proceedings

Best, M.R., & Gemberling, G.A. Learned safety and the delay of reinforcement gradient...paper read at the 17th Annual Meeting of the Psychonomic Society, St.

Louis, MO., November, 1976.

Best, M.R., & Gemberling, G.A. Disrupting short-term latent inhibition... Paper read at the 18th Annual Meeting of the Psychonomic Society, Washington, D.C., November, 1977.

Domjan, M., Gillan, D.J., & Gemberling, G.A. Increased drinking elicited by exposure to lithium-conditioned taste cues...Paper read at the 19th Annual Meeting of the Psychonomic Society, San Antonio, TX., November, 1978.

Gemberling, G.A., & Domjan, M. Selective association... Paper read at the 51st Annual Meeting of the Eastern Psychological Association, Hartford, CT., April, 1980.

Domjan, M., Miller, V., Hanlon, M., & Gemberling, G.A. Aversive conditioning... Paper read at the 21st Annual Meeting of the Psychonomic Society, St. Louis, Mo., November, 1980.

Continuing Education, Academic Organizations and Associations

Business Statistics Symposium Invited Participant, McGraw-Hill/Irwin Publishing, Amelia Island, Florida, 2012.

Academic Transformation Speaker Series, Center for Teaching and Learning, University of Texas at Austin, 2010, 2011, 2012, 2013.

Information Technology Conference Invited Participant, San Antonio, Texas, McGraw-Hill Publishing, Spring, 2002, 2003, 2005, 2006, 2007, 2008, 2009, 2010.

Business Statistics Focus Group Invited Participant, Chicago, Illinois, McGraw-Hill Publishing, Spring 2008, Spring 2007, Spring 2006 (served as facilitator in areas of Course Content and Course Delivery).

Business Statistics Focus Group Invited Participant, Boston, Massachusetts, John Wiley & Sons Publishing, Fall 2004.

Business Statistics Symposium, Las Vegas, Nevada, McGraw-Hill Publishing, Spring 2004.

Business Statistics Symposium, Chicago, Illinois, McGraw-Hill Publishing, Fall 2003.

Microsoft Office XP Training for development of course materials, Summer 2002.

Course in Advanced Database Applications, Prosoft Training Inc., Summer 2002.

Conference 2002, Las Vegas, Nevada (Topics included Office XP, Networking, A+ Hardware, Visual Studio, C++, Visual Basic, Web Development & E-Commerce), Summer 2002.

National Education Computing Conference, San Antonio, Texas, Summer 2002.

Certified Internet Webmaster Training, Prosoft Training Inc., Summer 2000-Summer 2002.

McGraw-Hill Information Technology Advisory Panel, Fall 1999-present.

Course in Advanced Spreadsheet Applications, Productivity Point, Summer 2000.

Information Technology Advisory Panel (ITAP) Meeting, Park City, Utah (October, 1999)--one of 36 invited participants.

National Conference: Teaching Technology Together sponsored by Microsoft & Course Technology, Orlando, Florida (March, 1999).

Executive Briefing Summit: The Future of Technology Education. Babson College Center for Executive Education, Wellesley, Massachusetts (October, 1998)--one of 22 invited participants.

Shelly-Cashman Institute, Intensive Computer Technology and Software Training (Applications, Systems, Internet Resources, and Object Oriented Programming), Purdue University, Summer 1997, 1999.

Courses in Microsoft Applications and Systems Upgrades, ExecuTrain of Austin, Summer, 1997-98.

Courses in Computer Software Applications and Systems, Productivity Point, Austin, Texas, Spring-Summer, 1995-1997.

Member, American Statistical Association, 1991-1994.

Member, American Association for the Advancement of Science, 1979-1983.

Member, American Psychological Association, 1978-1983.

Professional Consulting Experience

2006-2013	Texas CASA (Policy and Grants). Developed funding formulas for statewide allocation of resources to assist children in the court system (pro bono).
2005-2007, 2010, 2012	Varner & Associates, Austin, TX. (Statistical and Technical Writing).
2006	William Towns (Attorney at Law), San Antonio, TX.
2005, 2008, 2011, 2012	James Duke (Consulting Engineer), Austin, TX.
2001-2004	Retained as Statistical and Data Management Consultant for Kilpatrick-Stockton, Attorneys at Law, Atlanta, Georgia & Fairfax, Virginia.
2000, 2002-2004	Retained as Statistical Consultant for Royston, Rayzor, Vickery, Novak & Druce, LLP. Attorneys at Law, San Antonio, TX.
1996-1997	Statistical Analysis of employment data for plaintiffs in successful discrimination lawsuit against GTEC.
1996	Jim Duke (Consulting Engineer)--Reviewed water quality sampling and statistical procedures for water quality study of Barton Creek Watershed, Austin, TX.
1995	City of Austin - Reviewed sampling and statistical procedures for employee testing for Human Resources and Law Department (pro bono).

1994	Murfee Engineering - Statistical analyses of water quality data for Water Quality Ordinance, City of Austin.
1993-1994	Gray Engineering - Obtained approvals on subdivision plats including troubleshooting to resolve issues on controversial projects in the Barton Creek Watershed, City of Austin (included statistical analysis of water quality sampling data).
1993-1994	Dwyer-Sanders and Associates - Obtained approvals and extensions on subdivision plats; responded to City of Austin and Travis County review comments on watershed and public works issues.
1991	Overstreet, Winn and Edwards, PC - Statistical Analysis of Real-Estate Appraisal Data on One American Center (Bankruptcy Proceeding), Austin, TX.

Public Service, Civic Involvement and Appointments

City of Austin Planning Commission, 1987-1993. Chairman, 1991-1993. Vice Chairman, 1988-1990. Particular areas of interest included capital improvements projects, budget, annexation policy, streamlining the development process, and watershed management issues with an emphasis on property rights and water quality sampling and scenario modeling.

Rules Committee for Composite Watersheds Ordinance: Chairman, 1991-1992. Drafted technical rules for development in Barton Creek Watershed. Helped forge compromise between developer representatives and environmental representatives to achieve implementation rules for watershed ordinance.

Co-Author of Composite Watersheds Ordinance, 1991 for the City of Austin--designed to protect private property rights and the environment; an example of sensible, reasonable environmental regulation.

Impact Fee Advisory Committee, 1989-1991. Developed land-use assumptions, water and wastewater service area boundaries, and impact fee recommendations for the City of Austin as required by the Legislature.

Joint Committee on Urban NonPoint Source Pollution Control Practices for the City of Austin, 1988-1991.

State Lands Board, City of Austin, 1986. Drafted SB 478 (enacted by the 70th Legislature) in collaboration with the General Land Office. This Bill provides a process for the development of state lands within municipalities in Texas.

Member, American Planning Association, 1987-1993.

Co-Author of land use and zoning plan adopted as an advisory document for the City of Austin, 1985.