

# JASMINE ROBERTS-CREWS

(Former name: Jasmine Roberts)

## CURRICULUM VITAE

The Ohio State University School of Communication  
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## EDUCATION

<b>Ed.D.</b> (in progress)	<b>Ohio State University</b> Higher Education and Student Affairs	<i>Expected graduation:</i> 2026
<b>M.A.</b>	<b>University of Illinois at Urbana-Champaign</b> Communication Emphasis: Media Effects	2012
<b>B.A.</b>	<b>University of Michigan at Ann Arbor</b> Communication Studies and Spanish	2010

## TEACHING EXPERIENCE

<b>Lecturer</b>	School of Communication The Ohio State University	Spring 2013-Present
<i>Courses</i>		

- Communication 4337: Public Communication Campaigns
- Business Marketing and Logistics 4232: Digital Marketing
- Communication 2321: Writing for Strategic Communication
- Communication 2367: Persuasive Communication
- Communication 3345: Strategic Media Planning
- Communication 2221: Writing and Editing for the Media
- Communication 2110: Principles of Public Speaking

<b>Teaching Assistant</b>	Department of Communication University of Illinois at Urbana-Champaign	Fall 2010-Spring 2012
<i>Courses</i>		

- Communication 101: Public Speaking
- Communication 211: Business Communication

## **SCHOLARLY PUBLICATIONS**

- **Roberts-Crews, J.** (2023). The Black Feminist Pedagogical Origins of Open Education. *Journal of Interactive Technology and Pedagogy*, 23. <https://cuny.manifoldapp.org/read/the-black-feminist-pedagogical-origins-of-open-education/section/f46578ee-e6b4-4d4d-b356-dda3f3cd1806>
- Clinton-Lisell, V. E., **Roberts-Crews, J.**, & Gwozdz, L. (2023). SCOPE of Open Education: A New Framework for Research. *The International Review of Research in Open and Distributed Learning*, 24(4), 135–153. <https://doi.org/10.19173/irrodl.v24i4.7356>

## **SCHOLARLY PUBLICATIONS—UNDER REVIEW**

- Clinton-Lisell, V. E. & **Roberts-Crews, J.** (submitted 4/28/2025). Cultivating DEIA Skills in Open Education Research: The Impact of Targeted Fellowship Support. *Journal of Open Educational Resources in Higher Education*.
- Mills, K. J., Reyes, H.L., **Roberts-Crews, J.**, Allen-Stills, N.C., & Quaye, S.J. (submitted 12-9-24). Holding On: How racial battle fatigue impacts Black collegians. *International Journal of Qualitative Studies in Education*.

## **BOOKS/BOOK CHAPTERS**

- **Roberts, J.** (2021). “Woke Culture”: The Political and Societal Implications of Black Lives Matter Through Digital Activism. In Luttrell, R., Xiao, L., Glass, J. (Eds). New York: Routledge. *Democracy in the Disinformation Age: Influence and Activism in American Politics*. New York: Routledge.
- **Roberts, J.** (2016). *Writing for Strategic Communication Industries*. Pressbook.Columbus, OH: The Ohio State University. <https://osu.pb.unizin.org/stratcommwriting/>
- Griffin, G., Cornelius, W., Dederichs, K., Ginther, M., Green, L., Yarberry, W., MacDonald, K., Nagano-Krier, D., **Roberts, J.** (2016). *Effective Public Speaking*. Toronto, Canada: Top Hat Publishing. Retrieved from <https://tophat.com/marketplace/oer-effective-public-speaking-george-griffin/>

## **GRANTS AND FELLOWSHIPS** (recent total: \$122,750)

2024	\$4,000	RIOS Institute Working Group Grant
2021	\$20,000	RIOS Institute Communication Fellow from the Hewlett Foundation
2021	\$25,000	Social Justice Faculty Fellow from the Open Education Network
2021	\$2,000	Arthur W. Page Center Social Media Activism Curriculum Grant
2021	\$2,500	Ohio State Meaningful Inquiry Grant
2021	\$3,000	AACU OER Institute
2020	\$50,000	Seed for Fund for Racial Justice from Ohio State ( <b>Co-investigator</b> )

2018	\$3,000	ALX Sustainability Grant from Ohio State's ODEE
2017	\$5,000	Open Education Research Fellow from The Open Education Group (Principal investigator)
2016	\$750	Lecturer Teaching Development Grant from the University Center for the Advancement of Teaching
2015	\$7,500	ALX Exploration Grant from Ohio State's ODEE (Principal investigator)

## **AWARDS AND HONORS**

- 2024-2025, African American Leadership Academy (AALA) Fellow Class of 2025
- 2019, Honored in Ohio State's Office of Student Life Top Professors Mentioned by Alumni
- 2025, 2017, 2016 "Provost's Award for Distinguished Teaching by a Lecturer" -- Semifinalist
- 2011, Honored on the University of Illinois' List of Instructors Ranked as Excellent by Their Students (Top 25%)
- 2010, Honored on University of Illinois' List of Instructors Ranked as Excellent by Their Students (Top 25%)
- 2009 Carole Simpson Minority Award

## **INVITED KEYNOTES, WORKSHOPS, AND OTHER TALKS**

**Roberts-Crews, J.** (March 2025). "You Can't Say That Anymore": Adjusting to Anti-DEI Legislation. Presented virtually to RIOS STEM Scholars.

**Roberts-Crews, J.** (March 2025). "You're So Brave": Reflections from a Black Feminist Scholar in Anti-DEI Times. Presented virtually to Central Arizona College.

**Roberts-Crews, J.** (November 2024). *Designing Research with DEIJ in mind: Part 2*. Presented virtually to the Open Education Research Fellows.

**Roberts-Crews, J.** (July 2024). *"Dream On": The Power of Imagination as a Liberatory Practice*. Presented virtually at MYFEST 24.

**Roberts-Crews, J.** (July 2024). *Designing Research with DEIJ in mind: Part 1*. Presented virtually to the Open Education Research Fellows.

**Roberts-Crews, J.** (April 2024). *The SCOPE Framework: A New Social Justice-Oriented Approach to Open Education*. Presented at the Open Learning West Virginia Convening.

**Roberts-Crews, J.** (March 2024). *Social Justice Applications of Open Pedagogy*. Presented virtually at the University of British Columbia.

**Roberts-Crews, J.** (March 2024). *Social Justice and Open Education through the SCOPE Framework*. Presented virtually at San Mateo Community College.

**Roberts-Crews, J.** (February 2024). *Black Feminist Pedagogy and Open Education*. Presented virtually at the Open for Antiracism (OFAR) Webinar Series.

**Roberts-Crews, J.** (November 2023). **Keynote Address.** *A Post Oppositional Approach to Open Education*. Presented at the 2023 Open Education Conference.

**Roberts-Crews, J.** (September 2023). *The Future of OER and Social Justice Workshop*. Presented at Salt Lake Community College.

**Roberts-Crews, J.** (June 2023). *Sustaining Justice in Open Education During Challenging Times*. Presented at Muhlenberg College.

**Roberts-Crews, J.** (April 2023). *On “Woke Culture: Reclaiming Digital Activism and Liberatory Futures*. Presented virtually at Central Washington University.

**Roberts-Crews, J.** (April 2023). *Open Pedagogy: A practical application of critical pedagogy*. Presented virtually at Bristol Community College.

**Roberts-Crews, J.** (March 2023). *A Call for Reparative Justice in Open Education*. Presented virtually at the University of California-Davis.

**Roberts-Crews, J.** (February 2023). *The Black Feminist Pedagogical Origins of Open Education*. Presented virtually at the University of Texas-Austin.

**Roberts-Crews, J.** (February 2023). **Keynote Address.** *Reclaiming Justice in Open Education*. Presented at the University of Virginia’s Open Grounds Symposium.

**Roberts-Crews, J. & Griffith, D.** (December 2022). *The Women’s Place Allies and Advocates Workshop*. Presented at The Ohio State University’s School of Music.

**Roberts-Crew, J.** (November 2022). *The Application and Implications of Anti-Racist Language*. Presented virtually at Fordham University.

**Roberts-Crews, J.** (October 2022). **Keynote Address.** *Critical Considerations of DEI in Open Education*. Presented virtually at the VIVA Open Forum.

**Roberts-Crews, J.** (September 2022). **Keynote Address.** *The Assumptions about Labor in Open Education*. Presented virtually at the Open Texas Virtual Conference.

**Roberts-Crews, J.** (May 2022). **Keynote Address.** *The Importance of Local Journalism*. Presented at the Democracy in Action Event for the League for Women Voters Metropolitan Columbus.

**Roberts-Crews, J.** (February 2022). **Keynote Address.** *Creating a Socially Just Open Education*. Presented virtually at the University of Wisconsin-Stout “E”ffordability Conference.

**Roberts, J.** (May 2021). **Keynote Address.** *Higher Education's Humanity Crisis*. Presented virtually at Northwestern University's TEACHx Conference.

**Roberts, J.** (May 2021). **Keynote Address.** *Open Education as a Social Justice Tool*. Presented virtually at the University of Akron New Explorations in Teaching Conference.

**Roberts, J.** (May 2021). *OER and Inclusive Education*. Presented virtually at Montgomery College Professional Week.

**Roberts, J.** (April 2021). **Keynote Address.** *Revisiting the Global Commitments of Open Education*. Presented virtually at the OERx Domains Conference in the U.K.

**Roberts, J.** (April 2021). *Where is the 'Justice' in Open Education?* Presented virtually at the New England Board of Higher Education.

**Roberts, J.** (March 2021). **Keynote Address.** *Achieving a Socially-Just Open Education*. Presented virtually at Portland State Open Education Week.

**Roberts, J.** (March 2021). **Keynote Address.** *Open Education at the Center and Margins of Social Justice*. Presented virtually at the University of Missouri.

**Roberts, J.** (March 2021). *Social Justice, Equity, Inclusion and Diversity in Open Education*. Presented virtually at San Diego Community College District.

**Roberts, J.** (February 2021). **Keynote Address.** *Open Education at the Center and Margins of Social Justice*. Presented virtually at Compton College Professional Development Day.

**Roberts, J.** (February 2021). **Keynote Address.** *Open Education at the Center and Margins of Social Justice*. Presented virtually at the University of Scranton

**Roberts, J.** (January 2021). **Keynote Address.** *Open Education: Do Better*. Presented virtually at the 2021 Arizona Regional OER Conference.

**Roberts, J.** and Hobson, J. (October 2020). *Raising Our Voices Through Digital Activism*. Presented virtually at The Ohio State University's Women's Place Symposium: Creating Feminist Futures.

**Roberts, J.** (October 2020). *Addressing White Privilege while Centering Black Lives*. Presented virtually at Florida International University's Diversity Day Conference.

**Roberts, J.** (October 2020). **Keynote Address.** *Open Education: Do Better*. Presented virtually at the 2020 Academic Academy Conference for Academic Senate for California Community Colleges.

**Roberts, J.** (September 2020). *Media and Digital Activism: Communicating Why Black Lives Matter*. Presented virtually at the University of Tennessee-Knoxville.

**Roberts, J.** (September 2020). **Keynote Address.** *Open Education During the COVID-19 Era*. Presented virtually at the Affordable Learning Pennsylvania Summit

Bali, M., Zamora, M. **Roberts, J.**, Chen, L., Asino, T. Jones, D. (June 2020). *Inclusive Citation Webinar*. Presented at Equity Unbound.

**Roberts, J.** (March 2020). **Keynote Address.** *Beyond free textbooks: How OER addresses access, inclusion, and academic excellence.* Presented at the University of Illinois, Urbana-Champaign Open Education Week.

**Roberts, J.** (February 2020). **Keynote Address.** *Critiquing Privilege Politics in Open Education.* Presented at Cleveland State University.

**Roberts, J.** (August 2019). **Keynote Address.** *Faculty Benefits of Championing OER.* Presented at the Adopting Open Educational Resources Workshop at Marion Technical College.

**Roberts, J.** (May 2019). *Student Engagement in Fair Chance Employment Through Project-Based Learning.* Presented at the Ohio State University Innovate Ed Tech Conference.

Zuckerman, E., McPherson, B., **Roberts, J.** Augustine, T., & McGhee, C. (May 2019). *Ed Talk: Explore—Bringing meaningful real-world connections to the classroom.* Presented at the Ohio State University Innovate Ed Tech Conference.

**Roberts, J.** (April 2019). **Keynote Address.** *How open education made me a better educator.* Delivered at Open Stax Creator Fest at Rice University.

**Roberts, J.** (February 2019). **TED Talk.** *I'm tired of talking about race.* Delivered at TEDx Ohio State University Conference. <https://www.youtube.com/watch?v=ii4W9Y9pExk&t=170s>

**Roberts, J.** (October 2018). **Keynote Address.** *Centering the margin: How open education addresses the status of underserved populations.* Delivered at the Open Education Southern Symposium Conference

**Roberts, J. & Hill, J.** (March 2018). *OUAB Presents: An Evening with Jemele Hill.* Ohio Union Activities Board.

**Roberts, J.** (February 2018). *Capnote Address. Open Education: Accessible and Affordable, Unrestricted and Open for All.* National Land Grant Diversity Conference.

**Roberts, J.** (February 2018). *The Power of Presence: Winning Over Volunteers with a Smile.* Central Ohio Association of Fundraising Professionals.

**Roberts, J.** (October 2017). *The Impact of OER in the Classroom.* Innovate Faculty Showcase at The Ohio State University.

**Roberts, J.** (September 2017). *Effective Communication Practices for International Professionals.* Global Leadership Initiative. The Office of International Affairs at the Ohio State University

**Roberts, J.** (May 2017). *Impacting the Cost of a College Degree.* Innovate Conference at The Ohio State University.

**Roberts, J.** (April 2017). *The Media Industry and Consumer Habits.* The Buckeye Leadership Program at The Ohio State University.

**Roberts, J., Wahlin, L., Hall, L.** (March 2017). *Affordable Learning: Strategies and Best Practices.* The Office of Distance Education and eLearning at The Ohio State University.

**Roberts, J.** (October 2016). *Email Communication for International Audiences*. GlobalLeadership Initiative. The Office of International Affairs at the Ohio State University

**Roberts, J.,** Dillon, K., Fries, P. (August 2014). *Public Speaking Strategies for Business Professionals*. Industry Clusters Program. The Ohio State Fisher College of Business

**Roberts, J.** (April 2013). *Human Trafficking 101*. Ohio Employee Assistance Program(OEAP) Annual Resource Retreat and Expo.

**Roberts, J. &** Josey, C. (February 2012). *When Races Collide: Crash Lecture and Discussion*. Guest lecturer in African American Studies 211: Introduction to African American Film. University of Illinois Department of African American Studies.

**Roberts, J.** (July, 2010). *Online News Representations of Race and Gender: The Case of Michelle Obama*. Paper presentation delivered at the Summer Pre-Doctoral Research Symposium at the University of Illinois at Urbana-Champaign.

## **ACADEMIC CONFERENCE PRESENTATIONS**

**Roberts-Crews, J.** (October 2024). *You're So Brave!: Critical Reflections from a Black Feminist Scholar Activist in Open Education*. Presented at the Open Education Conference in Providence, Rhode Island.

**Roberts-Crews, J.** (May 2024). *Gentrified Open Education: The Erasure of Black Feminism in Open Education History*. Presented at the National Conference on Race and Ethnicity in Honolulu, Hawaii.

**Roberts-Crews, J.** (April 2024). *"I'm Tired of Black Excellence": How to Overcome Toxic Overachievement*. Presented at the Faculty Women of Color in the Academy Conference in Washington D.C.

Clinton-Lisell, V. E., **Roberts-Crews, J.**, & Gwozdz, L. (2023). *SCOPE of Open Education: A New Framework for Research*. Open Education Global Conference in Edmonton, Canada.

Younger, K., Rigling, L., Bobkowski, P., Ferrier, M., **Roberts, J.**, Blanchett-Neheli, N.(August 2019). *It's Never Been Easier to Write a Free Online Textbook: The World of Open Educational Resources*. AEJMC Conference in Toronto, Canada.

Williamson, D., **Roberts, J.**, Allen, N., Leu, S. (October 2018). *Thinking Bigger about OER and Equity*. Open Education Conference in Niagra Falls, New York.

Casper, B., **Roberts, J.**, Traynowicz, L., Strickland, M. (October 2018). *Who you calling racist? OER's role in addressing institutional racism*. Open Education Conference in Niagra Falls, New York.

**Roberts, J.**, Regan, B., Lederman, D. (moderator) (October 2018). *Making space for faculty in the open education movement*. Top Hat 'Engage' Conference in Chicago, Illinois.

**Roberts, J.** (April 2018). *OER Stigma: Its contributing factors and impact on the open education movement*. Open Education Global Conference in Delft, Netherlands.

Allen, N., **Roberts, J.**, Williamson, D., Leu, S. (March 2018). *Achieving Equity with Open Education Resources*. SXSW EDU in Austin, Texas.

**Roberts, J.** (November 2017). *Faculty Barriers and the Adoption of OER*. OpenCon in Berlin, Germany.

**Roberts, J.** (October 2017). *Experiences in the Ohio State University Affordable Learning Exchange Grant Program*. Open Education Conference in Anaheim, California.

**Roberts, J.** (March 2017). *The Impact of Open Materials on Student Retention and Real-World Application*. Presentation delivered at the 2017 Open Education Global Conference in Cape Town, South Africa

**Roberts, J.** (May 2016). *Creating meaningful student engagement and learning outcomes through project-based learning*. Presentation delivered at the Ohio State Academy of Teaching's 10<sup>th</sup> Annual Conference on Excellence in Teaching and Learning in Columbus, Ohio

**Roberts, J.** (July 2011). *The Politicization of Black Womanhood: Finding the Inner Beauty of Being Natural*. Presentation delivered at the Black Women's Life Balance and Wellness Conference in Atlanta, Georgia.

## **MEDIA COVERAGE, NEWS ARTICLES & OP-EDS**

- [Socially Just Open Education and Black Feminist Pedagogy](#), *Teaching in Higher Ed Podcast*, February 2025.
- [Administrator's Death By Suicide Raises Questions about the Treatment of Black Women in Academe](#), *Inside Higher Ed*, January 2024
- [Clicks, Views, and Engagement: Ohio State Faculty Members Assess Influencer Marketing's Online Evolution](#), *The Lantern*, August 2023
- [AAC&U Suggests Ways to Align Open Educational Resources and DEI Goals](#), *Diverse Education*, April 2023
- ['Our Crown': The Natural Hair Experience on Campus](#), *The Lantern*, March 2022
- [White Academia: Do Better](#) June 2020
- [How one Ohio State professor is coping with the switch to online instruction during the coronavirus pandemic](#), *Columbus Business First*, March 2020.
- [#BlackStudentsMatter: Why Digital Activism is A Voice for Black Students](#), *EdSurge*, August 2018
- [Where Are All the Faculty in the Open Education Movement?](#), *EdSurge*, May 2018
- [Affordable Learning Exchange Works to Increase Access by Reducing Costly Course Material](#), *The Ohio State University News*, June 2018
- [OER: The Student Success Multiplier Effect](#), *Achieving the Dream*, April 2018



- [How OER Can Help Overcome the Higher Education Equity Barrier](#), *EdScoop*, March 2018
- [Communication Lecturer Named Open Education Fellow](#), The Ohio State University College of Arts and Sciences News and Updates, September 2017
- [Turning Real-World Experiences into Classroom Resources](#), The Office of Distance Education and eLearning Website, September 2016

## **SERVICE AND PUBLIC ENGAGEMENT**

2024-2025	Resident Director for Sustainability and Social Justice Education Abroad Program in Cuenca/Quito, Ecuador	The Ohio State University
2020-2023	President and Provost's Council on Women, Task Force Chair	The Ohio State University
2022	Content Reviewer	Strategic Planning for Public Relations
2020-2022	Open Stax Advisory Board, Member	Open Stax at Rice University
2020-2021	Open Education Conference Steering Committee	Open Education Conference
2019-Present	AEJMC PR Division and DEI Committee	Association for Education in Journalism and Mass Communication
2019-2022	Alumni Relations & Development Committee, Member	The Ohio State School of Communication
2019-2020	Member of Selection Committee for the Provost's Award for Distinguished Teaching by a Lecturer	The Ohio State University
2018-Present	Faculty Advisor for the National Association Of Black Journalists: Ohio State Affiliate Chapter	The Ohio State University School of Communication
June-Aug 2019	Content Reviewer	Ohio Department of Higher Education

2016-2022      Faculty Mentor for the Second Year      The Ohio State University  
Transformational Experience Program

## **DISSERTATION AND THESIS ADVISING**

### *Dissertation in Practice*

2025      *Reviewer/Member Checker*, A. Stewart: Cultivating Our “Collective Effervescence”: A Qualitative Research Study of Black Women Graduate Students’ Experiences of Joy

### *Undergraduate Honors Theses*

2025      *Committee Member*, L. Williams: To Code-Switch is Harmful, to Not Code-Switch is Detrimental: An Analysis of Black Student Attitudes around AAVE and the Use of Code-Switching

## **CONSULTING/INDUSTRY EXPERIENCE**

**DEI Education Consultant**      Open Education Fellowship      January 2023-Present

Assist in improving the diversity of applicants for the open education fellows program. Provide feedback on current mentorship efforts to enhance cultural awareness and responsiveness as well as effective DEI focus in research. Research organizational communication practices and create strategies to develop the recruitment of diverse open education research fellows. Attend weekly or biweekly meetings with the lead investigator.

**Strategic Marketing Consultant**      Equitas Health      October 2020-August 2021

Responsible for providing strategic communication recommendations to marketing team and executive board on how to communicate effectively to communities of color. Oversee market research and ethno-micro targeting strategy. Assist in overall internal and external communications.

**Communication Consultant/  
Ambassador**      Zora’s House      January 2019-May 2021

Responsible for writing weekly email newsletters about discussion topics relevant to women of color and highlight community events. Assist in the overall communication/digital marketing planning and strategy in order to effectively execute the mission of Zora’s House, a coworking space dedicated to women of color in Columbus, Ohio.

**Columnist** EdSurge March 2018-March 2020

Responsible for writing articles/columns related to the intersection between higher education, technology, and learning.

**Faculty Presenter** Open Textbook Network June 2017-May 2021

Deliver presentations to faculty and administrators at campuses across the country regarding the use of open textbooks. Lead workshops in order to enhance the general awareness of free or low-cost course materials in order to achieve higher education accessibility and affordability initiatives.

**Marketing Consultant** Ethiopian Tewahedo Social Services May 2013-September 2015

Supervised the strategic marketing planning and implementation of an annual summer program centered on providing low-income immigrant/refugee children with affordable educational enrichment. Coordinated outreach and marketing efforts for program participation. Delivered teacher training to ESL instructors and teaching assistants.

**Marketing Specialist** Vinton County National Bank September-December 2012

Assisted in creating, planning and implementing marketing and public relations campaigns for all banking locations. Wrote and edited internal publications. Implemented communication strategies to ensure an effective rebranding process for the bank's image.

**Marketing Assistant** University of Michigan Department of Physics October 2009-May 2010

Assisted the Marketing Communications Specialist with designing online and print advertisements. Publicized department events featuring renowned scholars on the home website, resulting in an increase in public awareness of department programs. Developed strong knowledge in Vignette content management program.

**Public Relations Specialist** European Vibe Magazine October 2009-May 2010

Administered a market research project targeting college age international students. Created and distributed video content and online advertisements on social media websites. Acquired intermediate knowledge of small business procedures and developed foreign business skills. Interacted frequently with Spanish business community and advanced Spanish-speaking skills