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**University Faculty in Applied Communication &  
Professional Development**

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## **PROFESSIONAL SUMMARY**

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Ditewig-Morris has three decades of experience as a corporate communication practitioner and manager, specializing in executive level strategic communication. As faculty at the [University of Illinois Urbana-Champaign](#), Ditewig-Morris directs the undergraduate Internship Program for the acclaimed [Department of Communication](#) and teaches applied business communication, interviewing, and internship courses.

Ditewig-Morris' students acquire core communication skills in a creative, supportive environment that effectively contextualizes their learning: they learn to navigate successfully in professional discourse communities, to present themselves confidently, and to communicate effectively in business scenarios and contexts. Her goal is to help students succeed and make a rewarding transition from college to the competitive, ever-changing work world that awaits.

Ditewig-Morris is a Certified Interviewer, Targeted Selection® method, and a Strengths Coach, [Clifton StrengthsFinder](#) (Gallup, Inc.)

## **HIGHER EDUCATION: UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN**

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### **Internship Program Director, Department of Communication**

*June 2014 to present*

The Internship Program helps Communication undergraduates find, prepare for, and succeed in internships that provide them professional experience in an organizational setting while earning academic credit. Director works with students, employers, departmental faculty, and other University career services professionals to coordinate internship opportunities that are beneficial for all parties. Students may elect to earn academic credit for approved internships.

- Driven a 50% increase in student participation by accelerating promotion, accessibility, and multi-channel communication.
- Established new relationships and agreements with University, local, state, and national internship providers.

- Created and implemented eligibility requirements and internship policies for both students and internship providers.
- Worked daily with undergraduate student assistants to mentor their professional development and to acquaint them with program management and administration, promotions, event planning, and program ambassadorship.
- Conducted surveys to measure students' social media and communication channel preferences as a means to improve continuously information flow about the program.
- Planned and led informational sessions and other events once or twice every semester since Fall 2014.

## **Instructor, Department of Communication**

*2012 - present*

- **Promoted to Senior Instructor, 2018**

### Business Communication (2013 to 2019)

Totally revamped the course to equip upper-level undergraduates with specific verbal, non-verbal, written, and interpersonal communication skills vital to their success in professional contexts. This active, hands-on, practical, skills-based course is based on relevant business and organizational communication theory and practice.

In the course, students:

- Discuss theoretical concepts such as professionalism; personal branding; building cultural, linguistic, and social capital; communication ethics.
- Practice strategies for self-marketing (via traditional print résumés and online presence, including personal websites and LinkedIn); interviewing; and networking.
- Write common business documents, speak extemporaneously, work individually and on teams, and conduct constructive peer reviews.
- Learn basic business terms and how to conduct meaningful research on companies and non-profits.
- Complete independent primary and secondary research projects targeted to individual needs as blossoming professionals.

### Interviewing: the art and science of questioning and answering (2018-present)

Proposed and introduced a new course to the Communication Department Curriculum: *Interviewing Principles & Practices*. The Interviewing course focuses on the fundamental interviewing theories and practices students will use immediately and into their future career and lives. In addition to discussing the myriad types of interviews and questioning processes that exist, they gain hands-on experience as both the interviewer and the interviewee in informational/field interviews and employment/recruiting interviews (in person; video; and asynchronous video).

### Communication Internships (June 2014 to present)

Director of the Internship Program manages and teaches a course for student interns who wish to earn academic credit toward their Communication majors. The course is designed to help them connect communication theory with real-world practice.

- Updated the course to increase interaction with and among the student interns; added substance and rigor through development of more challenging assignments and due dates; improved immediate feedback and time management.
- Converted it to an online course with journals, discussion forums, performance reviews and reports, professional networking assignments, relevant team assignments, video reporting; and a final paper analyzing at least one communication concept they experienced during their internship.
- Required students to create a Professional Portfolio that gives them practice collecting and presenting their best work to potential employers.

### Oral and Written Communication (Academic Year 2012-2013)

Taught a full-year, two-course sequence to help first-year undergraduates meet University General Education requirements in composition, rhetoric, and public speaking.

- Focused on controversy in current events; argumentation; basic research; academic writing; proper APA citations; and essentials of speech writing and presentation.
- Engaged students with a combination of lecture, daily activities, group projects, lively debate, and frequent practice.

### **I-Promise Mentor** (2018 to present)

Selected to be a mentor for a student of the I-Promise Scholarship Program. Meet regularly with student to check in, discuss challenges, encourage problem-solving, and generally act as a non-judgmental advisor and role model when needed.

### **Faculty Advisor, Communication Association RSO, Department of Communication** (2013 to 2017)

Advised a Department of Communication “registered student organization” in organizing professional development activities and events for their fellow Communication majors.

- Student Executive Board consisted of five elected members
- Total membership approximately 60-80 students each year
- Met twice monthly with Executive Board members
- Led them in planning and conducting myriad events and workshops, at least 3 times a semester, throughout the four years

## **Faculty Sponsorships: Honors Projects (2013 to 2017)**

Sponsored students in independent study work for honors projects.

- College of Liberal Arts and Sciences James Scholar Program  
Main requirements: 8-10 page research paper; 15-minute class presentation with activities and Q&A

Student projects include:

- “Intergenerational Communication in the Workplace: Barriers and Strategies” (Fall 2013)
  - “Intercultural Communication: Implications for a Globalized Workforce” (Spring 2015)
  - “Western White Heteronormative Business Attire: Disparities in the Workplace” (Spring 2016)
  - “Positioning the Study Abroad Experience for Greater Impact with Potential Employers” (Fall 2017)
- College of Liberal Arts and Sciences: Individual Plans of Study, Graduation with Distinction  
Main requirements: A 12-15 page research paper; survey targeting desired population (20+); approval from the Institutional Review Board; a 10-15 minute presentation; Q&A. Topic: “Maternity Leave and Benefits: Impact on Professional Women” (Spring 2015)

## **Presentations, Speaking, and Collaborations**

*As Speaker:*

- **Conference Presentation:** Association of Business Communication’s 81st Annual International Conference; Albuquerque, New Mexico, USA; Oct. 2016: “My Favorite Assignment: ‘Shark Tank’ Business Proposal Project”
- Led a “Personal Branding & Professionalism Workshop” for College of Engineering undergraduate & graduate students (April 2016)
- Presented “Once and Forever ... An English Major” Career Development Workshop for Department of English (Fall 2016)
- Led a “Personal Branding Workshop” for Introduction to Communication Theory course (Summer 2016)
- Discussion on business career paths with members of Alpha Kappa Psi Business Fraternity (Spring 2017)
- Keynote speaker at induction ceremony of Phi Eta Sigma, campus-wide national honor society (April 2018).
- Led a workshop “Fundamentals of Communication and Self-Marketing” for the Carl R. Woese Institute for Genomic Biology (September 2018).

*As Collaborator:*

- Contribute activities and projects for the development of a Food Science & Human Nutrition graduate level professional development seminar, focusing on public speaking and presentation skills for the scientific community (2015 to present)

### **Teaching Certifications & Awards**

*University of Illinois Center for Innovation in Teaching & Learning*

- Consistently named to the University's published "List of Teachers Ranked as Excellent" based on student evaluations (2012-present)
- Earned "Certificate in Teaching Excellence" for completing additional, non-required training and for meeting high standards set by the University for excellence in teaching

### **PROFESSIONAL ASSOCIATIONS**

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- University of Illinois Urbana-Champaign Career Services Council
- National Association of Colleges and Employers (NACE)
- Association for Business Communication (ABC)

### **BUSINESS CAREER EXPERIENCE**

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#### **Kate Ditewig-Morris Writing & Communication (2011 - 2012)**

*Champaign, Illinois*

As an independent consultant, provided writing and public speaking coaching services to individuals, non-profits, and arts support organizations. Sample projects included the following:

- For [Greater Community AIDS Project of East Central Illinois](#), organized volunteers and managed publicity for major annual fundraiser, Artists Against AIDS.
- Article written with the National Native American AIDS Prevention Center: "[Addressing Historical Trauma: The Struggle of Native American Women Against HIV/ AIDS](#)" for TheBody.com; published March 16, 2011.
- Introduction for the photography book, *Gathering Light* (authors Doug & Eileen Leunig).
- Counseled professionals through career changes on personal branding, self-marketing, creation of job application materials, and interview coaching.

## **Caterpillar Inc. (1989-April 2011)**

*All positions based in the Peoria, Illinois area*

Career with Caterpillar Inc., a global Fortune 50 company, spanned 21 years and a variety of areas within the company.

### ***In all positions:***

- ✓ Recognized as expert in executive level communication development.
- ✓ Provided communication counsel to top leadership, including CEO and other executives.
- ✓ Developed strategic communication plans, created materials, selected channels, and measured outcomes for continuous improvement.
- ✓ Built strong relationships among key stakeholder groups.
- ✓ Led or supervised teams, both local and global.
- ✓ Acted as principal writer and editor in the creation of communication media.
- ✓ Coached leaders and others in public speaking skills.
- ✓ Received consistently superior performance ratings and outstanding feedback.

## **Communications & Change Manager**

*Mar 2009 – April 2011*

- **Developed and managed communication strategy** in support of an enterprise-wide project to improve the use of customer information, insights, and analytics. Project touched all employees of Caterpillar and its dealer organization worldwide.
- **Led the development of an enterprise-wide Customer Loyalty communications & learning strategy** for Caterpillar employees worldwide. The project involved creating learning, communication, and reinforcement systems; managing the project, working with internal process partners; writing and editing all deliverables.
- **Managed and executed change management and communication activities** for the company's market research team, focusing on organizational transition issues, management and leadership counseling, and employee engagement initiatives.

## **Change Manager / Outreach Consultant**

*Jan 2007 - Feb 2009*

- **Led communication and organizational change management projects** in support of high priority projects on behalf of the Caterpillar information technology division.
- Examples included preparing the workforce for the rollout of global team collaboration tools and the separation or reassignment of personnel during the economic downturn of 2008 and 2009.

## **Human Resources / Marketing Communications Supervisor**

*Dec 2005 - Dec 2006*

- **Managed business unit communications** including employee communications, focused on business unit strategy and organizational change management; external communications, including marketing materials; and strategic communications, focused on managing intra-company leadership collaboration.
- **Guided the business unit through a year of strategic and organizational change.** Counseled business unit leadership on the implications of a controversial change and successfully managed all associated communications, learning, and reinforcement plans.

## **Manager of Executive Communications: Special Project**

*Apr 2003 - Nov 2005*

- **Created and developed communications specifically targeted for top company leadership** (Vice Presidents, the Executive Office, the Caterpillar Board of Directors, and dealer principals) on a special information technology project of material significance to the company: the problematic information business operations system used by Caterpillar dealers worldwide.
- **Participated in business planning efforts** with internal strategy consultants, information technology leadership and company Vice Presidents to provide communication counsel and perspective.
- **Instrumental in development of a global change management plan** and managed the execution of the plan's deliverables as a global team leader.

## **Human Resources Communications Manager**

*July 1999 - Mar 2003*

- **Developed communication strategy for product design and manufacturing business units**, focusing on business strategy, cultural improvement, employee engagement, general human resources, and diversity issues.
- **Provided communications counsel to Divisional Vice President** and guided fellow divisional communication groups as a divisional team leader.

## Marketing Communications Coordinator

*Apr 1998 - Jun 1999*

- **Developed marketing and training materials for Caterpillar dealers** by acting as the liaison between assigned product groups and corporate marketing organizations.
- **Assigned and managed creative work;** created and edited copy; arranged production and distribution.

## Executive Office Speechwriter

*Oct 1989 - Mar 1998*

- **Planned and created key messages for Executive Office communications,** with focus on speeches, presentations, articles, essays, and other public statements.
- **Worked directly with Caterpillar CEO,** Group Presidents, Vice Presidents, Director of Investor Relations, Director of Public Affairs, Chief Financial Officer, and other key leaders to craft executive messages.
- **Determined content, researched, wrote scripts for executive speeches** to the company stockholders, Board of Directors, dealers, customers, financial analysts, trade and industry associations, governmental entities, employees, local communities, and the media.
- **Created letters, published essays, and other key writings for CEO.** Publication: [“Make Your Dealers Your Partners” \(1996\); Harvard Business Review.](#)
- **Created and contributed to critical corporate communications** such as crisis communications, corporate Annual Reports, corporate videos, Worldwide Code of Conduct, labor negotiations materials, and other hot-topic issues. Created the company identity [“Making Progress Possible”](#) still in use throughout company communications today.



## **ADDITIONAL CAREER HISTORY**

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### **Independent Writer / Editor (Jul 1987 - Sep 1989)**

*Peoria, IL*

Produced articles, press releases, corporate communications, and direct response advertising.

### **Assistant Editor / Copywriter Texas Society of Certified Public Accountants (May 1986 – June 1987)**

*Dallas, TX*

Co-managed the creation and production of bimonthly print technical and society news magazine for members of statewide non-profit professional association.

### **Copywriter / Editorial Assistant Dynamic Graphics Inc. (Sep 1983 - Dec 1985)**

*Peoria, IL*

Developed marketing and advertising copy and managed the creation and production of monthly print publication.

## **EDUCATION**

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### **University of Illinois at Urbana-Champaign**

Master of Arts, Communication: 2014

#### *Awards*

- Supported in full via a Graduate Teaching Assistantship & Fellowship from the Department of Communication
- GPA 4.0
- The Honor Society of Phi Kappa Phi
- Focus: Narrative as a Communication Process

### **Bradley University; Peoria, Illinois**

Bachelor of Arts, English: 1983

- Illinois Teacher certification in Secondary Education
- Minor in Speech / Theatre
- Magna Cum Laude graduate

## CONTINUING EDUCATION / TRAINING

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- Master of Managed Change™ [LaMarsh Global](#) method
- Certified Green Belt, 6 Sigma
- Certified Interviewer, Targeted Selection® method
- Leadership & Supervisory training, [“Making Great Leaders” \(The Hay Group\)](#)
- Career coach, [Clifton StrengthsFinder](#) (Gallup, Inc.)

## TECHNOLOGY SKILLS

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- Basic website creation for professional purposes and for use in teaching.
- Online teaching tools such as Moodle to supplement and enhance classroom instruction. Included active use of online discussion forums; collaborative wikis; surveys; assignment submission, feedback, and grading; posting of lecture materials and additional references and resources; class announcements and reminders.
- Social media, as integrated into professional applications and student learning.
- Intranet site development tools as utilized in previous career roles.