

Shannon Deer, CPA

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Academic Positions

Mays Business School

Texas A&M University, College Station, TX

Full-Time MBA Director

December 2015-present

- Coordinated all orientations, including new student and international student orientation; started the veterans orientation
- Initiated track programs to allow students more customization within a condensed 18-month program
- Manage curriculum and support faculty across all business disciplines
- Direct an advisory board with over 20 executives

Assistant Department Head

January 2008-December 2015

- Coordinate over 40 faculty course assignments and teaching loads to meet course needs and budget limitations
- Counsel faculty (especially non-tenure track) faculty on complex student, teaching, and administrative issues
- Schedule department courses (over 225 sections) based on availability and faculty preferences
- Supervise BBA Advisor and oversee department advising functions, including Professional Program advising

Senior Lecturer

September 2014-present

Lecturer

January 2008-September 2014

Senior Academic Advisor

April 2006-January 2008

- Coordinated with recruiters to place students in a career of their interest (100% internship placement in 2006 and 2007 recruiting seasons)
- Prepared students for interviews and recruiting through development seminars and mock interviews
- Provided academic advising to 250 graduate and undergraduate students

Education

Texas A&M University, College Station, TX

PhD student, Adult Education

College of Education and Human Development

Fall 2012-present

Master of Science, Financial Management

Mays Business School

September 2003-May 2004

Bachelor of Business Administration, Accounting

Mays Business School

September 1999-May 2004

Teaching Experience

Teaching Innovation and Curriculum Development

- Developed the Certificate in Energy Accounting (CEA) and an energy accounting course for approximately 60 graduate students and seniors
- Coordinated with corporations to develop a semester long project series designed to provide students with practical accounting and finance experiences
- Coordinated a cross-discipline case competition as a high impact learning experience with executive exposure
- Implemented a flipped course model, an innovative teaching method, to enhance students' learning experience

Graduate and Executive Teaching Experiences

Energy Finance – Professional MBA

Energy Accounting – MS and Professional Program

Excel and math boot camp for Executive MBA

Undergraduate Courses Taught

Intermediate Accounting for Accounting Majors

Intermediate Accounting for Finance Majors

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Energy Accounting
Principles of Accounting
Advanced Excel
Energy Seminar
Business Ethics and Freedom – Business Solutions to Modern Day Slavery
Business Solutions to Social Problems (developing for fall 2015)

Teaching Presentations

Teaching Portfolios: Process and Product. Mays Academy for Learning and Teaching, College Station, TX. Fall 2014.
Creative Critical Thinking. Mays Academy for Learning and Teaching, College Station, TX. Spring 2014.
Who Gives a Flip? Mays Academy for Learning and Teaching, College Station, TX. Spring 2013.
Rock the First Day. Wakonse South Teaching Conference, Burnet, TX. April 2014.
Overcoming Teaching Challenges. Wakonse South Teaching Conference, Burnet, TX. April 2014.
Faculty Teaching Academy (FTA): Flipped Classrooms, College Station, TX. Fall 2013.
Problem Solving Models. Mays Business School, College Station, TX. May 2013.
Reflections on Teaching. Wakonse South Teaching Conference, Burnet, TX. April 2013.
Self-Directed Learning Techniques. Center for Teaching Excellence, MSC Grand Opening, College Station, TX. Fall 2012.
Self-Directed Learners. Wakonse South Teaching Conference, Burnet, TX. April 2012.
Flipping Your Course. Information Technology Services Conference, College Station, TX. Fall 2011.
How Learning Works. Mays Business School, College Station, TX. May 2011.
Teaching Excellence Seminar. Mays Business School, College Station, TX. December 2009.
Codification Seminar. Mays Business School, College Station, TX. December 2009.
New Faculty Orientation. Center for Teaching Excellence, College Station, TX. Fall 2012 and 2013.
New Faculty Orientation. Mays Business School, College Station, TX. Fall 2013.

Other Conferences and Professional Development

KPMG Energy Symposium, Houston, TX. May 2014.
Wakonse Teaching Conference, Shelby, MI. May 2011.
Teaching Naked, Center for Teaching Excellence. Fall 2011.
Teaching Today's Student, Center for Teaching Excellence. Summer 2010.
Facilitating Classroom Discussions, Center for Teaching Excellence. Fall 2009.
Course Design Series, Center for Teaching Excellence. Summer 2009.
IFRS Extractive Activities Seminar, Houston, TX. March 2007.
Petroleum Academy, PricewaterhouseCoopers, Houston, TX. March 2006.

Research

Research Interests

Providing effective education and business opportunities to adult learners by creating financially sustainable and socially responsible markets.

Publications

Deer, S. & Josefy, M. (2016). Proceedings from Adult Education Research Conference: Business Education for Corporate Social Responsibility and Social Justice. Charlotte, NC: AERC.
Zarestky, J. & Deer, S. (in press). Maximizing motivation: Talent development in NGOs. K. Dirani (Ed.), Talent Development.
Deer, S. & Chlup, D. (In Press for 2016 publication). Adult education and the development of women in sex work. In R.C. Mizzi, T.S. Rocco, & S. Shore. *Lives on the Periphery*. New York, NY: SUNY.
Deer, S. & Josefy, M. (2015). Proceedings from Adult Education Research Conference: Anti-Human Trafficking: A Descriptive Study of Adult Education Programs in Relationship to Policy and Funding (Empirical). Manhattan, KS: AERC.
Josefy, M. & Deer, S. (2015). Proceedings from Babson College Entrepreneurship Research Conference 2015: Rethinking Liability of Newness as a Categorization Problem: Insights from Anti-Trafficking Organizations. Boston, MA: BCERC.

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- Josefy, M. & Deer, S. (2015). Proceedings from Academy of Management Conference 2015: Moral Legitimacy & Biased Resource Provision for Anti-Trafficking/Anti-Slavery Organizations. Vancouver, BC: AoM.
- Deer, S. (2014). Proceedings from AHRD 2014: Human Resources Development Solutions to Commercial Sex. Houston, TX: AHRD.
- Smith, L. M., Smith, K. T., Deer, S. (2014). *Financial accounting and reporting* (2nd ed.). Chicago, IL: CCH (Wolters Kluwer).
- Smith, L. M., Smith, K. T., Deer, S. (2012). *Financial accounting and reporting*. Chicago, IL: CCH (Wolters Kluwer).

Conference Presentations

- Deer, S. (2014, November). Who gives a flip? Application of the flipped course model in adult education. Round table presentation at American Association for Adult and Continuing Education, Lexington, KY.
- Deer, S. (2014, November). Building community in adult education graduate programs. Paper presented at American Association for Adult and Continuing Education, Lexington, KY.
- Deer, S. (2013, June). Graduate peer mentoring and creating a scholarly community. Round table presentation at Adult Education Research Conference, St. Louis, MO.

University Service

Mays Academy for Learning and Teaching (MALT)

Founding Member

August 2011-present

- Formed an academy to promote increased effectiveness in teaching for Mays faculty
- Started the “Rock the First Day” campaign to encourage faculty to capture students’ interest in the first class
- Coordinate “Mutual Expectation” seminar with Mays students for faculty

Mays Curriculum and Assessment Committee

Member

August 2008-present

- Develop unique curriculum programs for the college
- Promote exploration of progressive pedagogy
- Prepare all new course proposals or revisions for the accounting department

Mays Common Body of Knowledge (CBK) Review Committee

Member

Fall 2013-Spring 2014

- Developed proposal for changes to common business courses related to content, series, and execution
- Established a CBK faculty committee to increase integration across CBK courses

Accounting Curriculum and Assessment Committee

Chair

August 2009-present

- Coordinate department curriculum and assessment meetings and propose course revisions or additions
- Ensure assessment efforts are documented in Weave Online

Center for Teaching Excellence Advisory Board

Member

August 2011-August 2013

- Provided input on proposed and existing programs

Professional and Consulting Experience

PricewaterhouseCoopers, Houston, TX

Experienced Audit Associate

July 2004-April 2006

- Provided integrated audit services to SEC registrant and large private exploration and production companies
- Audited primarily non-routine transactions such as derivatives, asset retirement obligations, and depreciation
- Developed internal controls testing and performed Sarbanes-Oxley 404 walkthroughs of company’s key operations (including depletion, impairment, marketing of oil, gas and NGLs, and geological services as they relate to financial reporting)
- Coached and evaluated less experienced associates and interns in work and assigned tasks

Intern

January 2003-April 2003

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Richmond Equipment, Richmond, TX

Consulting

June 2007-August 2012

- Advised mid-sized (approximately \$5 million in revenue) golf cart company on accounting issues
- Selected accounting software and assisted in implementation

Drip Drop Creative, College Station, TX

Consultant

August 2011-May 2012

- Assisted company in its initial development of the company
- Developed copy for energy client's marketing campaign

Gamma Phi Beta, College Station, TX

Treasurer

October 2006-January 2008

- Advised corporation board on financing and other key decisions during house construction
- Managed books for the corporation board, drafted budget and presented financials to the chapter

Becker CPA Review, College Station, TX

Lead Instructor

August 2008-May 2014

- Hired and trained instructors (approximately 1 a year)
- Coordinated marketing presentation to students

Instructor

August 2006- August 2008

- Taught review course for 200-250 students on all four exam sections

Awards and Grants Received

P MBA Faculty Teaching Award

Spring 2014

Association of Former Students Teaching Award (college level)

Fall 2011

Ernst & Young Faculty Excellence Award

Spring 2011

Student Led Award for Teaching Excellence (SLATE)

Fall 2009, Fall 2010

Halliburton Energy Accounting Fellowship

Spring 2011-2014

David and Denise Baggett Teaching Award

Spring 2012

Mays Teaching Grant

Summer 2012, Summer 2013, Summer 2014

Fish Camp (freshman orientation camp) Namesake

Summer 2013

Halliburton Grant - Received \$25,000-\$30,000 to support the department's energy initiatives each year 2010-present.

Phillips 66 - Received \$20,000 to support the department's energy initiatives each year 2013-present.

Marathon, Spectra, ConocoPhillips and other energy companies have also contributed financial support through grants