

GWEN PEARSON
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West Lafayette, IN 47907

EDUCATION

Ph.D. in Entomology, Minor in Horticulture. North Carolina State University. May 1992
Master of Science in Entomology, North Carolina State University. May 1988
Bachelor of Science in Zoology, Ohio State University. May 1984

WORK EXPERIENCE

Education and Outreach Coordinator, Department of Entomology, Purdue University.

January 2015—Present

- Manage signature outreach events (Bug Bowl and others) for audiences of over 30,000 people.
- USDA Containment Officer for Purdue Bug Barn collection of live insects and other arthropods used in education. Write and maintain SOPs for care of non-native species.
- Supervise and train undergraduate and graduate students in insect care and program delivery.
- Teach and coordinate continuing education workshops to train teachers to deliver insect-science content.

Independent Contractor/Freelance Writer

December 2009—Present

- Science writer for WIRED.com, The Washington Post, Nature, Science, and Entomology Today.
<http://muckrack.com/gwen-pearson/portfolio>
- IT Project management and content strategy for non-profits, including user training and negotiation with third-party vendors. <http://naturegeek.me/portfolio/>
- Network Manager/Webmaster for The Organization of Biological Field Stations from 2009-2015.

Program Coordinator, Office of Undergraduate Research, University of Connecticut

May 2011—December 2012

- Administered competitive award applications and award disbursements for undergraduate research on six different UConn campuses.
- Increased student attendance at workshops by 110% and number of submitted grant applications by 25% compared to 2010.
- Project Manager for redesign and migration to new web CMS for nine university offices.

Assistant Director for Education and Outreach, Kellogg Biological Station, Michigan State University.

November 2007—April 2011

- Managed multiple educational units and employees at KBS, including Kellogg Bird Sanctuary, MSU's Western Michigan Environmental Education site.
- Liaison to campus diversity initiatives. Increased participation of underrepresented groups in REU program by 50% in 3 years.
- Scheduled and evaluated all educational programs at KBS, including fall and summer course offerings.
- Supervised and administered internship and REU programs. Developed and implemented best practices for tracking work products and success of interns and REUs at KBS.

Field Consultant, College of Natural Science Dean's Office. Michigan State University.

February 2002—October 2007

- Designed and taught two courses to assist students in making a successful transition from college to work. Wrote content (print and electronic) to assist students preparing for internship and job searches.
- Designed and implemented security access procedures for university wide job and internship posting system. Wrote "best practices" manual & job aids.

- Collaborated with database developer to produce a web-based survey to collect required post-graduation outcome information. Revised design of an earlier web system to increase initial student response rates from 15% to 50%.

Instructional Designer, Provant Strategic Interactive. January 2001—January 2002

- Designed, wrote, and delivered online training for corporate clients. Worked with clients in the design and development of custom solutions tailored to instructional and business requirements.
- Determined that course content is consistent with good instructional design and adult learning theory.
- Designed course content with development teams, including text, audio, graphics, interactivity, and testing exercises.

ADDITIONAL EMPLOYMENT

- Assistant Professor, Albion College August 1996—December 2000
- Interim Laboratory Manager, North Carolina State University November 1995—May 1996
- Adjunct Assistant Professor, North Carolina Central University August 1995—December 1995
- Assistant Professor, University of Texas at the Permian Basin August 1992—May 1995

NATIONAL AWARDS

- 2016 Medal of Honor, Entomological Foundation.
- Bobby C. Pass Student’s Choice Speaker Award, University of Kentucky Department of Entomology. April 2016.

ENTOMOLOGICAL PROFESSIONAL SERVICE

- Co-Chair, Entomological Society of America/Entomological Foundation Digital Insect Collection Project. (November 10, 2017 - Present). <http://bit.ly/entolibrary>
- Co-Chair, Entomological Society of America/Insect Week Subcommittee. (November 12, 2017 - April 2018).
- North Central Branch Representative, Formal Committee on Education and Youth. Entomological Society of America. 2016—2018.
- Planning Committee Member, 2016 Insect Expo. XXV International Congress of Entomology (ICE). Orlando FL.
- Taskforce member, Entomological Society of America, Plant-Insect Ecosystems: Attracting Undergraduates to Careers in Entomology. November 2009—2010.
- Formal Committee on Education and Youth, Entomological Society of America. Section C Representative. December 2000-2007; Committee Chair 2003.
- Section Cd Secretary, Entomological Society of America. Dec. 2006—Dec 2007.
- Judge, Bioquip Undergraduate Scholarship Committee, Entomological Foundation. 2005—2007.
- Chair, 2006 Bioquip Undergraduate Scholarship Committee, Entomological Foundation.
- National Advisory Task Force Member, Entomological Foundation. “Educating Young People about Responsible Pest Management for a Sustainable Environment.” January 2004—2005.
- Symposium Organizer and Moderator, 2001 Entomological Society of America National Meeting Informal Symposium. "Entomology Outside Academia."
- Volunteer, Insect Expo, Entomological Society of America National Meeting. 1995—2000.
- Moderator, 1997 Formal Conference on Teaching, Entomological Society of America National Meeting.

- Organizer, 1996 Formal Conference on Teaching, Entomological Society of America National Meeting.
- Member, Committee on Gender and Race Relations, Entomological Society of America. May 1995—1997.

PROFESSIONAL AND COMMUNITY SERVICE

- Purdue College of Agriculture PK-12 Council. February 2015 – present.
- Faculty Advisor, Thomas Say Undergraduate Student Club. Purdue University (October 2016 - Present).
- Committee Member, Entomology Development Committee. Purdue University (January 2016 - Present).
- Committee Member, Entomology Recruitment Committee. Purdue University (February 2015 - Present).
- Founder, EntoAllies. 2014—present. <http://entoallies.org>
- Governing Board, Organization of Biological Field Stations. 2009—2015.
- Meeting Coordinator, Organization of Biological Field Stations and National Association of Marine Laboratories Joint Meeting. “Networking FSMLs to Address Environmental Change.” Marine Biological Laboratories, Woods Hole MA. September 20—24, 2014.
- Member, NSF Site Review Committee. University of Massachusetts-Boston Nantucket Field Station. October 2012.
- MSU College of Natural Science Committee on Diversity and Community, January 2008—November 2010.
- Michigan 4H Environmental and Outdoor Education Priority Program Area Team, MSU Entomology Representative. November 2005—November 2009.
- Trainer, Michigan 4H Environmental and Outdoor Education Teen and Adult Leader Training Workshop. Kettunen Center, March 2007—2009.
- Campus Coordinator, MentorNet. Michigan State University College of Natural Science. 2003—2007.
- Judge, 2006 & 2007 Michigan 4H Entomology State Award, Michigan State University.
- Governing Board Member-at-Large, Michigan Entomological Society. June 2000—2003.
- Acquisitions Editor, Great Lakes Entomologist. June 2001-2002.
- Sleight High School Leadership Workshop Co-facilitator. March 1997 & 1998. Albion College, Albion, MI.
- Leader, “Bug-Out” K-6 Program. Albion, MI. September 1996—October 1997.
- Senior Science Fair Judge, St. John’s School, Albion, MI. March 1997—1998.
- Member, President’s Council on Minority Affairs (PACMA), Albion College. December 1996—1997.
- Instructor, “Multimedia in the Classroom: New Tools for Education.” University of Texas Permian Basin Center for Education and Economic Development (CEED) Continuing Education. 29 April 1995.
- Instructor, “Using Insects in Elementary and Secondary Education.” University of Texas Permian Basin Center for Education and Economic Development (CEED) Continuing Education. 8—15 April 1995.
- Faculty Advisor, La Raza Student Organization. University of Texas Permian Basin. August 1994—May 1995.
- Regional Science Fair Judge, West Texas Region II. April 1993—1995.
- Participant, Scientist-Teacher Partnership. August 1989—July 1992.
- Congressional Testimony, Oversight Hearing on The Reauthorization of The Higher Education Act Of 1965; Subcommittee on Postsecondary Education. June 28, 1991.

- Instructor, Parents for the Advancement of Gifted Education Saturday Morning Program. October 1987—December 1990.
- Member, Women Students Advisory Board, North Carolina State University 1985—1987.

REFEREED JOURNAL PAPERS:

- GA Pearson. 2019. Alternative Facts and Entomological Engagement. *Annals of the Entomological Society of America*. [in press; DOI [10.1093/aesa/say055](https://doi.org/10.1093/aesa/say055)]
- GA Pearson, KM Skinner, WW Hoback. 2007. Rearing the Masses: Defining Competencies for Entomological Literacy. *American Entomologist* 53 (4), 216-223.
- GA Pearson, S Dillery, JR Meyer. 2004. Modeling intra-sexual competition in a sex pheromone system: how much can female movement affect female mating success? *Journal of Theoretical Biology* 231 (4), 549-555.
- Pearson, G.A & C. Schal. 1999. Electroantennogram responses of both sexes of Grape Root Borer (Lepidoptera: Sesiidae) to synthetic female pheromone. *J. Environmental Entomology* 28: 943-946.
- Pearson, G. A., & D. Allen. 1996. Vibrational Communication in *Eusattus convexus* LeConte (Tenebrionidae: Coleoptera). *Coleopterists Bulletin* 50(4) 391-394.
- Pearson, G.A & J. R. Meyer. 1996. Female Grape Root Borer (Lepidoptera: Sesiidae) Mating Success Under Synthetic Sesiid Sex Pheromone Treatment. *J. Entomological Science* 25: 1245-1247.
- Pearson, G. A. 1996. Of Sex and Gender. *Science* 274: 328-329.
- Pearson, G. A. 1996. Insect Tattoos on Humans: A “Dermagraphic” Study. *American Entomologist* 42(2): 99-105.
- Pearson, G. A. 1995. Use of Sesiid Pheromone Increases Squash Vine Borer (Lepidoptera: Sesiidae) Infestation. *J. Environmental Entomology* 24: 1627-1632.
- Pearson, G. A. 1992. A Funny Thing Happened on the Way to Graduate School: Race, Gender, and Entomology Career Choice. *American Entomologist* 31(5): 80-83.
- Pearson, G. A. 1992. Race, Gender, Nationality, and the Graduate Entomology Experience. *American Entomologist* 31(5): 103-114.
- Pearson, G. A. & J.R. Meyer. 1990. Discriminant Models for Predicting Risk of Blueberry Maggot (Diptera: Tephritidae) Infestations in Southeastern North Carolina. *J. Economic Entomology* 83(2): 526-532.

INVITED PRESENTATIONS

- "How to talk to a reporter about your research." Annual Meeting Program Symposium, Entomological Society of America Annual Meeting. Denver CO. 7 November 2018.
- Great Lakes Science Bootcamp: 2018
- Plenary Session: "A conversation with Mary Roach." Entomological Society of America Annual Meeting. Denver, CO. 5 November 2017.
- Bartlett, C., Avila, S., Wagler, R., & Shrufran, A. 2017. A conversation with Arthropod Education Experts. Published in: Proceedings of IECC. <http://bit.ly/IECC2017>
- DragonCon Invited Scientist, Atlanta GA. 1-4 September 2017.
- SciFoo Invited Scientist. Google Headquarters, Mountain View CA. 4-6 August 2017.
- Inclusive Outreach: A Conversation with Arthropod Education Experts. Invertebrates in Education and Conservation, TITAG (Terrestrial Invertebrate Taxon Advisory Group). Tucson AZ 27 July 2017.

- "Effective Communication of Scientific Research to Stakeholder Audiences. North Central Branch ESA Meeting, Student Lunch Symposium. Indianapolis, IN. 5 June 2017.
- DIYScienceZone Scientist, GeekGirlCon. Seattle, WA October 8—9, 2016.
- "Weaving your Web: Science Communication and Social Media for Insect Scientists." 2016 XXV International Congress of Entomology (ICE) Session Convener with Maggie Hardy. Orlando FL. 26 September 2016.
- Social Media Bootcamp, Invertebrates in Education and Conservation Conference (IECC). Tucson, AZ. 28 July 2016.
- "Facts are Not Enough: Stories and Emotion in Science Communication." Plenary Session, North American Forest Insect Work Conference. Washington DC. June 2, 2016.
- "Stop Preaching to the Choir: Reaching New and Non-Traditional Science Audiences." Bobby C. Pass Student's Choice Award, University of Kentucky Department of Entomology Seminar Series. 28 April 2016.
- "Turn Your Dissertation into Clickbait In 5 Easy Steps." Cornell University Broadening Experiences in Scientific Training (BEST) Program. Ithaca, NY. May 7 2015.
- Invited Scientist: ConVergence Science Fiction Convention, Minneapolis Minnesota. July 4th, 2009—2015.
- "Someone is Wrong on the Internet! What the Science of Science Communication Can Teach Us." Entomological Society of America National Meeting, Program Symposium. Portland, OR. 19 November 2014.
- "Outreach in Unusual Places: Making Push-Pull Marketing Work for You." Entomological Society of America National Meeting Lunch and Learn Workshop. Portland, OR. 19 November 2014.
- "Don't Bury the Lede: Unlearn All the Terrible Writing Habits You Developed in Academia." Entomological Society of America National Meeting; Lunch and Learn Workshop. Portland, OR. November 18 2014.
- Mentoring Panel Member, National Association of Science Writers. Women in Science Writing Solutions Summit, Cambridge, MA. 14 June 2014.
- "Science Outreach in Non-Traditional Places." ScienceOnline Conference. Raleigh, NC. 2 February 2013. (Co-Convener with Emily Finke).
- "Helping Humanities, Arts, and Social Science Students Get Started in Research: the SHARE Award." Lynne Goodstein, Virginia Hettinger, Gwen Pearson. National Collegiate Honors Council Annual Meeting, Boston, MA. 17 November 2012.
- "Planet of the Apps: Social Media, Outreach, and Your Research." Organization of Biological Field Stations Annual Meeting, Archbold Biological Station, FL. 21 September 2012.
- "STEMming out: The Need for Diversity in STEM fields." MSU College of Engineering. East Lansing, MI. 25 March 2008
- "Entomological Literacy: What every American Should Know About Insects." Kerri Skinner, G. A. Pearson, & Wyatt Hoback. National Meeting, Entomological Society of America National Meeting, Formal Teaching Symposium. Fort Lauderdale, FL. 15 December 2005.
- "Decision-Making and Problem Solving." Michigan State University Women's Leadership Conference. East Lansing, MI. 28 March 2004.
- "Critical Non-Technical Skills." Michigan Society for Clinical Laboratory Science. 8 April 2004. Detroit, MI.
- "Using Insects to Teach the Scientific Method." Curriculum Reform Institute, University of Wisconsin System Women and Science Program. Oshkosh, WI. June 8-12, 2002.

- “The Liberal Art of Entomology.” Presidential Symposium, North Central Branch Meeting, Entomological Society of America. Minneapolis, MN. 28 March 2000.
- Guest Scientist, AAUW Girls Math and Science Conference, Albion College, MI. 15 April 2000.
- “Scientists’ use of the terms Sex and Gender as Synonyms.” American Sociology Association (ASA) National Meeting Roundtable. Toronto ONT. 8 Aug. 1997.
- "Female Trouble: Intrasexual pheromone competition in the Lepidoptera. Purdue Department of Entomology, West Lafayette IN. 13 Nov. 1997.
- “The Other ESA: What We Can Learn from the Ecological Society of America.” Formal Teaching Symposium, National Meeting, Entomological Society of America. Louisville, KY. 12 Dec. 1996.
- “Motivating and Retaining Women Students in Entomology.” President’s Symposium on Diversity, National Meeting, Entomological Society of America. Nashville, TN. 15 Dec. 1995.
- "Recruiting and Retaining Minority and Women Students." Formal Teaching Symposium, National Meeting, Entomological Society of America. New Orleans, LA. 3 Dec. 1990.

REGIONAL AWARDS

- 2017 Department of Entomology Bravo Award, Purdue Department of Entomology.
- 1990 Outstanding Women Award, North Carolina State University.
- 1989 Southeastern Branch Entomological Society of America Student Award.

AFFILIATIONS:

- Entomological Society of America (1985 – present)
- National Association of Science Writers (2014 – present)
- National Science Teachers Association (2015 – present)
- Hoosier Association of Science Teachers (2015 – present)
- Sigma Xi (1990 – 2010)
- Michigan Entomological Society (1997 – 2010)
- National Association of Biology Teachers (1996 – 2000)
- Association of Women in Science (1985 – 1995)

EXTERNAL RESEARCH AWARDS:

- Michigan Campus Compact Venture Grant, “Albion Bug-Out.” September 1996.
- National Science Foundation Research Planning Grant, Animal Behavior. August 1994.
- National Science Foundation Organismal Biology Software Development. June 1994.
- Kulash Fulton Fund, North Carolina Entomological Society. September 1990.

INTERNAL RESEARCH AWARDS

- Albion College Faculty Development Grant. May 2000.
- Blanchard Faculty Fellowship, Albion College. May 1999.
- Albion College Faculty Development Grant. May 1998.
- Meridian Faculty Instructional/Development Committee, University of Texas, Permian Basin. May 1994.

AWARDS FOR UNDERGRADUATE THESES COMPLETED UNDER MY DIRECTION:

- Jenkins Outstanding Thesis Award, Albion College Class of 2000. Kaitlyn Kelly: Aggregated Oviposition in *Phormia regina* (Diptera: Calliphoridae): evidence for an oviposition pheromone.
- 2nd place, 1999 Undergraduate Poster Competition, NEB-ESA meeting. Jennifer Fern Simmons: Ultrasonic repeller effects on flight and reproduction of *Plodia interpunctella* (Lepidoptera: Pyralidae).