

Alyssa Lee Harben, PhD

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Education and Training

Institution	Degree	Year	Field of Study
Michigan State University	PhD	2021	Packaging Science
Michigan State University	MS	2017	Packaging Science
California Polytechnic State University, San Luis Obispo	BS	2015	Business Administration

Academic Positions

- Instructor & Advisor, American University First Year Advising (May 2023 to present)
 - Provides holistic advising to assist first year students' adjustment to university life.
 - Instructs two-class series freshmen seminar course
- Academic Specialist: Michigan State University, School of Packaging (January 2021 -December 2021)
 - Appointed as an Academic Specialist in the area of Healthcare Packaging and Sustainability with a split of 60% Research, 35% Teaching, and 5% Outreach.
 - Wrote grant applications and planned new studies in the areas of medical device packaging, pharmaceutical packaging, and food waste.
 - Instructed the Packaging Laws and Regulations and Principles of Packaging courses previously developed.

Industry Positions

- Project Manager: GreenBlue (June 2021- April 2023)
 - Lead on continuing education program and contributor to consumer research initiatives and packaging industry collaborations.
 - Brought a focus on inclusive design, accessibility, and environmental justice to the work the organization conducted.
- Market Research Contractor Phoenix Closures (January 2018 - March 2018)
 - Independently planned and conducted market research on a sector of the packaging closure market.
- Market Research Intern, Phoenix Closures (June 2017- September 2017)
 - Independently planned and conducted market research on two sectors of the packaging closure market.

Academic Affiliations

- Adjunct Faculty School of Education American University (August 2023-August 2026)

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- Associate Member Yeates School of Graduate Studies Toronto Metropolitan University (February 2023-2026)

Teaching Experience

American University

- American University Experience II: Instructor (Spring 2024)
 - Instructed four sections of the second semester first year experience course.
 - Worked alongside 3 undergraduate co-facilitators to create engaging learning experiences, facilitate dialogues, and critical thinking routines.
- American University Experience I: Instructor (Fall 2023)
 - Instructed four sections of the first semester first year experience course.
 - Worked alongside 2 undergraduate co-facilitators to create engaging learning experiences and facilitate dialogues.

Michigan State University

- Principles of Packaging Instructor of Record (Spring 2018- Fall 2020, Fall 2021)
 - Developed and taught a new curriculum for the large lecture introductory course (approximately 245 students each semester) that emphasizes packaging's role in society in addition to introduction of specific packaging materials and subfields.
 - Responsible for formative and summative assessment development and supervision of a teaching assistant.
 - Implemented a mid-semester pivot to online distance learning in the Spring Semester of 2020.
- Packaging Law and Regulation: Instructor of Record: Summer Semester 2020, (Summer 2020, Summer 2021)
 - Co-developed and taught asynchronous online course about the role of laws and regulations in the packaging field.
 - Added an emphasis on business ethics and emerging environmental regulations.
 - Responsible for formative and summative assessment development
- Packaging Boot Camp Summer Research Opportunities Program [SROP] (Summer 2021)
 - Developed and instructed an intensive weeklong packaging short course to introduce underrepresented students to the field of packaging with an emphasis on interdisciplinary research.
 - The course was designed around project-based learning. Students were introduced to Life Cycle Assessment methodologies and utilized PackageSmart, a simplified LCA software, to conduct an evaluation of packaging alternatives in the product category of their choice.
- PKG 491 (Independent Study) Historical Packaging Replication, (Spring 2019)

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- Facilitated a partnership with the Michigan State University Museum, a Smithsonian Affiliate, to create opportunities for hands on engagement at the General Store
- Enabled packaging students to add to their design portfolios by replicating the historic packaging
- VIPP Modern Packaging Summer Program (July 2018, July 2019)
 - Co-developed and co-instructed the inaugural project-based learning curriculum for an intensive 2.5-week summer program for international undergraduate students.
 - Topics included: Packaging 101, Introduction to Packaging Materials, Packaging for Sustainability, and E-commerce Packaging.
- Packaging Basics Short Course (May 2018, May 2019)
 - Contributed to the continuing education program for industry professionals.
 - Taught the introductory lecture for the Packaging Basics and additional lecture on Human Packaging Interactions, User Centered Design, and how design thinking could help the attendees develop user centered packaging solutions.
- PKG 410 (Packaging Distribution Dynamics) Teaching Assistant (Fall 2015- Spring 2017)
 - Lab Instructor for the undergraduate course in Packaging Distribution Dynamics.
 - Responsible for supervision of lab experiments, rewriting the lab assignments to better address desired student learning outcomes, and grading of lab reports.
- PKG 485 (Packaging Development) Teaching Assistant (Fall 2017)
 - Facilitated discussion sections and was responsible for grading students' peer assessments and final exams for the senior capstone course.
- Food Basics Short Course (November 2018)
 - Introduced the Human Packaging Interaction Model within the context of Nutritional Labeling to a group of learners from the Food Packaging Industry.

Research Experience

- Research Assistant: Packaging HUB (Healthcare, Universal Design, and Biomechanics) Research Lab Michigan State University, School of Packaging (August 2015-December 2020)
 - Experimental design, planning and executing data collection protocols, data analysis, and working with human subjects while complying with IRB oversight.

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- Methods utilized include: quantitatively evaluating participants' use of sunscreen packaging, focus groups, change detection tasks and forced choice tasks on the E Prime Platform.
- Supervised and mentored undergraduate students as they developed as researchers.

Publications

Harben, A, Esfahanian, S, Bix, L. An assessment of older adults' selection of over-the-counter medication: What information are they utilizing during the selection process? *Packag Technol Sci.* 2023; 1-9. doi:10.1002/pts.2770

Becker, M.; Kashy, D.; Harben, A.; Venkatesan, K.; Rodriques, A.; Kebede, M.; Martin, B.; Breslow, R.; Bix, L. A Novel Strategy to Optimize Critical Information on Over the Counter Labels for Older Adults. *Health Science Reports*

Martin, B.; Breslow R, Sims A, Harben A, Bix L, Becker M W, Identifying and Prioritizing OTC Labelling Information to Reduce Adverse Drug Reactions in Older Adults: A National Survey of Pharmacists. *Journal of the American Pharmacists Association* (2022)

Harben, A. L., Kashy, D.A., Esfahanian, S. et al. Using change detection to objectively evaluate whether novel over-the-counter drug labels can increase attention to critical health information among older adults. *Cogn. Research* 6, 40 (2021).
<https://doi.org/10.1186/s41235-021-00307-z>

Harben, A., Robinson, S., de la Fuente, J., & Bix, L. (2019). The Role of Dispensing Device and Label Warnings on Dosing for Sunscreen Application: A Randomized Trial. *Health Education & Behavior*, 1090198119879739.

Harben, A. and Bix L. (June 2020). "Student Sense of Belonging in an Introductory Packaging Class" *NACTA Journal*

Presentations

Villanueva, P., Harben, A., Park, J., (January 2024) "A Review of On Pack Recycling Labeling Research: Assessing Consumer Education Strategies and Packaging's Role in Building a Better Recycling System" Twentieth International Conference on Environmental, Cultural, Economic & Social Sustainability, online

Harben, A., (October 2022) Workshop: Should we return to the milkman model? Using packaging history to inform sustainable innovation, Sustainable Packaging Coalition Advance, Atlanta GA

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Harben, A., Maust, R., and Pierce, L., (October 2022) Workshop: Foundations of Sustainability, Sustainable Packaging Coalition Advance, Atlanta GA

Narayan, N., Auras, R., Flores, R., and Harben, A., (January 2022) Panel: Biodegradable Additives - Performing the Smell Test, Sustainable Packaging Coalition Winter Series, online

Harben, A. and Bix L. (May 2021) "Building A Sense of Community in An Asynchronous Online Class: Discussion of A Novel Formative Assessment Strategy with The Goal of Encouraging Meaningful Peer Discussion

Baier, S., Campa, H. Stoddart, J. Harben, A., Incorvaia, D. and Frederiksen, R. (June 2020) "Completing the Certificate of College Teaching and Planning your Mentored Teaching Project" (The Graduate School, Michigan State University Lunch and Learn Series Spring 2020, East Lansing, Michigan

Auras, R., Almenar, E., Bix, L., Harben, A., Iwaskiewicz, R., Koning, P., Kamdem, D.P., Mahmoudi, M., Matuana, L., McDavid, P., Rabnawaz, M., Speck, R., Selke, S., Sonchaeng, U., Weir, C., Young, D., (June 2020). "Mapping Class Learning Outcomes to University Learning Goals at Michigan State University's School of Packaging" IAPRI 2020, Monterrey, Mexico

Harben, A., Liu, L., Kashy, D., Bix L., and Becker, M. (September 2019). "Optimization of Over the Counter Medication Labels for Older Adults: A Change Detection Experiment" Aging and Social Change 2019, Vienna, Austria

Harben, A. and Bix L. (June 2019). "Student Sense of Belonging in an Introductory Packaging Class" IAPRI Summit 2019, Enschede, The Netherlands

Harben, A., Young, D, (June 2019). "Esko Education in Action" Esko World 2019, Nashville, Tennessee

Harben, A. (April 2019). "Student Sense of Belonging in an Introductory Packaging Class" CIRTl All Network Presentation

Harben, A. (December 2018) FAST Fellows Active Learning Workshop

Bix, L., Becker, M. W., Martin, B., Breslow, R., Liu, L., Harben, A., & Esfahanian, S. (November 2018). Optimizing OTC Labeling for Use by Older Adults. In GSA 2018 Annual Scientific Meeting. Boston, MA.

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Harben, A. , Bix, L, Efstahanian, S (February 2018)“ A Patient Centered Approach to Labeling for Over-the-Counter Medications: Using Data to Drive Design Decisions for the Benefit of Older Adults”, COGS Graduate Academic Conference “Together We Create, United We Solve”, East Lansing, Michigan

Harben, A. (February 2017) “The Effect of Packaging and Labeling on Sunscreen Application”, COGS Graduate Academic Conference “Intersections of Inclusion and Interdisciplinary Research”, East Lansing, Michigan

Poster Presentations

Harben, A., Nathan, A., Anderson, K., Kashy, D., Bix L., and Becker, M. (June 2021). “Using highlighting and front of pack labeling to improve over-the-counter labels for older adults” IAPRI, Online

Harben, A (February 2021). “Current State of Sustainability Labeling” Tthe Seventeenth International Conference on Environmental, Cultural, Economic & Social Sustainability, Online

Harben, A., Nathan, A., Anderson, K., Kashy, D., Bix L., and Becker, M. (November 2020). “Leveraging Novel Label Design to Improve Older Consumers' Use of Medications” Gerontological Society of America Annual Scientific Meeting, Online

Harben, A. (March 2017) “The Effect of Packaging and Labeling on Sunscreen Application”, College of Agriculture and Natural Resources Poster Reception, East Lansing, Michigan

Certifications and Training

- Quality Matters Training, Michigan State University (Summer 2020)
- Certificate in College Teaching Michigan State University Graduate School (Oct. 2019)

Fellowships and Scholarships

- Graduate Fellow MSU HUB for Teaching and Learning 2019-2020 Academic Year
- Recipient- Packaging Alumni Association Scholarship 2019
- FAST (Future Academic Scholars in Teaching) Fellow 2018-2019 Academic Year
- Recipient- Packaging Alumni Association Scholarship 2018
- Recipient- Crawford Fellowship 2017-2018 Academic Year
- Recipient- 2017 New Jersey Packaging Executives Club Scholarship
- Recipient- Hayes Fellowship 2015-2016 Academic Year
- Recipient- Faculty Fellowship 2015-2016 Academic year

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Honors

- Recipient- Excellence in Graduate Teaching Award, Michigan State University's College of Agriculture and Natural Resources, 2021
- Recipient- Emerging Scholar Award, On Sustainability Research Network, 2021
- Recipient- Emerging Scholar Award, Aging and Social Change Research Network 2019
- Second Runner Up - Presentation Category, Council of Graduate Student's Conference 2017
- Second Place- Michigan State University Eye Tracking Research Poster Competition 2016
- First Place- Paperboard Packaging Alliance Student Design Challenge 2015

Outreach

- STEAM STEW III- Summer 2020
 - Planned and facilitated a lesson on packaging for an online STEAM summer camp for middle schoolers in Midland Michigan.
- Michigan State University Museum- 2017-2021
 - Cultivated a partnership with the Michigan State University Museum.
 - Each semester my students visited their historic general store, an immersive exhibit about consumer behavior at the turn of the 20th century.
 - Led an independent study to develop new hands-on tools for their educational toolkit that center packaging and packaging design to introduce museum visitors to the study of packaging in Spring 2019
- AIMS - Summer 2017, Summer 2018
 - Presented research as part of the School of Packaging's involvement with a College of Agriculture and Natural Resources program designed to provide information about opportunities in Agriculture to underrepresented high school students
- Girls' Math and Science Day- March 2018, Presenter

Service

- American University, First Year Advising Search Committee, 2023
- Michigan State University, School of Packaging Graduate Committee
 - PhD Student Representative 2017-2019
 - Master's Student Representative 2016-2017
- Michigan State University, School of Packaging Director Search Committee- 2018-2019

Students Mentored

- Prudence Villanueva, Toronto Metropolitan University 2022 - present

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- Master's Thesis Committee
- Diallo Patterson, SROP Summer 2021
 - Summer research project investigating a novel approach of using Qualtrics to remotely collect data for label design evaluation studies.
- Andrew Nathan, Michigan State University, 2018-2020
 - Undergraduate Research Assistant Packaging HUB Research Lab

References:

- Laura Bix, Ph.D. Assistant Dean for Graduate Studies and Teaching, Learning and Academic Analytics in the College of Agriculture and Natural Resources and Professor in the School of Packaging at Michigan State University (bixlaura@msu.edu)
- Henry (Rique) Campa, Ph.D. Senior Associate Dean in the Graduate School and Professor in the Department of Fisheries and Wildlife at Michigan State University (campa@msu.edu)
- Karen Hagerman- Director How2Recycle Program (karen.hagerman@greenblue.org)
- Susan Selke, PhD. Emeritus Professor in the School of Packaging at Michigan State University (sselke@msu.edu)