

Graduate Council Agenda
January 21, 2016 at 3:00 pm
Library 6th Floor Conference Room 603

Chair Shawn Drake called the meeting to order at 3:00. Present were:

Members: Drake, Kemp, Schack Clark, Fowler, Umansky, Traylor, Mello, Schmidt, Koizumi, Holman, Green, Okechukwo (who was also proxy for Carothers).

Ex Officio: Sustich, DeProw, Blankenship (for Finch)

Guest: Gilbert

1. Minutes from December 14, 2015 Graduate Council meeting

Mello moved to approve, Fowler seconded. **Passed unanimously.**

2. Requests for Bulletin Changes

Bulletin/Banner Change Transmittal Form

Assessment Requirements

Green moved to approve, Koizumi seconded. **Passed unanimously.**

Incomplete and Ed.S. Thesis Rules

Umansky moved to approve, Schmidt seconded. **Passed unanimously.**

New Program Proposal Form

MS Media Management

Traylor moved to approve, Mello seconded. **Passed unanimously.**

New Course Proposal Form

CMAC 6463

Mello moved to approve, Green seconded. **Passed unanimously.**

3. Requests for Regular Graduate Faculty Status

Arlene Adviento-Borbe

Joseph Massey

Green moved that Adviento-Borbe and Massey be considered together, Fowler seconded.

Passed unanimously.

Kris Biondolillo

Mello moved to approve, Traylor seconded. **Passed unanimously.**

Mary Jane Bradley

Fowler moved to approve, Green seconded. **Voted down unanimously.**

Lillie Fears

Mello, moved to approve, Schmidt seconded. **Passed unanimously.**

4. Requests for Temporary Graduate Faculty Status

Ashley Buchman

Todd Clements

LaToya Green

Charles “Russ” Hannah

Jennifer Malugen

Green moved that all the applications from the COEBS be considered as a group. Schmidt seconded. **Passed unanimously.**

Tamara Pace-Glover

Kamilla Schingoethe-Lee

Green moved that these two applications from the MSW program be **tabled for clarification** and additional information about the specific courses Pace-Glover and Schingoethe-Lee will teach and their qualifications to teach them.

5. Discussion Topic

Graduate Assistants in Accelerated Masters Programs

Sustich informed the Council that at least one GA who is an undergraduate in an Accelerated Master’s program has received an assistantship during a semester in which there were no suitable graduate-level courses available for him enroll in. He asked what the Council thought about students in an Accelerated Master’s program holding an assistantship while not taking graduate-level courses. The Council was generally surprised to learn that these students were eligible to receive assistantships at all. Mello moved that Assistantships be available only to students who have completed their bachelors’ degrees and are fully admitted into a graduate program. Green seconded and the motion passed unanimously. The Graduate School will put forward a proposal at the next meeting to make this change. Sustich noted that departments that have the means, would still be able to support undergraduates in Accelerated Masters’ programs as student workers.

6. Notice of Activity Since Last Meeting

The following proposals, which were passed by Graduate Council email vote on 12/15/15, were forwarded to Jesse, in the Registrar’s office, on 01/05/2016:

DPEM Final Projects – Bulletin Change Transmittal (by Email Vote)

OTD 7224 – New Course Proposal (by Email Vote)

The following proposals, were revised with the requested changes by the Graduate Council and forwarded to Jesse, in the Registrar’s office, on 01/06/2016:

MCOM 6423 – New Course Proposal

MCOM 6433 – New Course Proposal

SCOM 6413 – New Course Proposal

The following proposal was revised with the requested changes by the Graduate Council and will be forwarded to Jesse, in the Registrar’s office:

OTD 5043 (Revised with Requested Modifications)

OTD 5073 (Revised with Requested Modifications)

**January 21, 2016 GC Meeting Proxy Notification
(as of 1/21/16)**

Obinna Okechukwu served as proxy for Justin Carothers

The meeting ended at 4:04.

Graduate Council Minutes

(December 10, 2015 at 3:00 pm - Postponed)

Rescheduled for Monday, December 14, 2015 at 2:30 pm

Library 6th Floor Conference Room 603

Chair Shawn Drake called the meeting to order at 2:30. Present were members: Skorga (proxy for Schmidt), Green, McKay, Shack Clark, Kemp, Koizumi, Drake, Umansky, Traylor, Fowler, Mello, Bowser, Carothers, and Okechukwu

Exofficio: Sustich, Blankenship (for Finch) and Deprow

Guest: Gilbert

1. Minutes from October 22, 2015 Graduate Council meeting

Skorga moved to approve, Traylor second. Sustich noted one correction-that Gilbert should not have been a guest but rather proxy for Sustich who was absent.

2. Requests for Bulletin Changes

Bulletin/Banner Change Transmittal Form

CE 5223 (Change to PreReqs to CoReqs)

CE 5233 (Change A CoReq to PreReq)

Green moved to approve both CE proposals, Kemp second. Passed unanimously.

CHEM 6273 (Corrections)

Koizumi moved to approve, McKay second. Passes unanimously.

Graduate Assistant Policy

Fowler moved to approve. Mello second. Passed unanimously.

HIST 5313 (Change to HIST 6313 Renumbering)

HIST 5763 (Change to HIST 6763 Renumbering)

Traylor moved to approve the two history re-numberings together, Fowler second. Passed unanimously.

MA History (Public History Emphasis - Reorganization of Courses)

Traylor moved to approve, Umansky second. Passed unanimously.

ME 5583 (Change to PreReqs)

ME 5613 (Change to PreReqs & CoReqs)

Mello moved to approve the two ME proposals as a group. Green Second. Passed unanimously.

OTD 5073 (Change Course Name)

Mello moved to approve, Koizumi second. Passed unanimously, pending modifications to the course description so that it will mention something about pediatrics so as align with the course title.

OTD 5043 (Change Course Name)

OTD 6164 (Change Course Name)

OTD 7223 (Change Course Name)

Skorga moved to return for clarification of changes in course sequence and number patterns and requested a unified proposal reflecting all the proposed changes. Green second. Motion passed unanimously.

New Program/Certificate Proposal Form

Graduate Certificate in Play Therapy

Letter of Intent (CIP Code 42.2807)

COUN 6143 – New Course Proposal Expressive Arts in Counseling

COUN 6153 – New Course Proposal Advanced Play Therapy

COUN 6163 – New Course Proposal Child-Parent Relationship Therapy

Fowler moved to approve, Kemp second. Passed unanimously.

New Course Proposal Form

CD 5063

CD 6063 (deletion)

Green moved to approve. Fowler second. Passed unanimously.

COUN 6133 Amended (Tabled in 09/17/15 GC Mtg for more information)

Traylor moved to approve. McKay second. Passed unanimously.

ESCI 6343

Traylor moved to approve. McKay second. Passed unanimously.

HIST 623V

Fowler moved to approve. Kemp second. Mello moves to amend requiring the proposal be resubmitted on the current form. Traylor second. Amended motion passed unanimously.

MCOM 6423

MCOM 6433

Fowler moved to approve together. McKay second. Mello offered an amendment asking the proposals be passed pending the addition of program outcomes. Approved unanimously.

OTD 5183

OTD 5201

Fowler moved to approve together. Kemp second. Passed unanimously.

POSC 5163

Fowler moved to approve. Traylor second. There was some discussion as to the adequacy of the program level outcomes. Motion passed 7-4.

SCOM 6413

Fowler moved to approve pending changes to the program level outcomes. Traylor second. Passed unanimously.

Course Deletion Proposal Form

OTD 5083

OTD 5101

Mello moved to approve together. Green second. Passed unanimously.

3. Requests for Regular Graduate Faculty Status

Ronald Johnson

McKay moved to approve. Traylor second. Passed unanimously.

D. Mike McDaniel (With Add'l Information Req in 09/17/15 GC Mtg)

Fowler moved to approve. Skorga second. Passed unanimously.

4. Requests for Temporary Graduate Faculty Status

Bethania Baray (With Add'l Information Req in 09/17/15 GC Mtg)

Schack-Clark moved to approve. Traylor second. Passed unanimously.

Mitchell Holifield

Bowser moves to approve for 2 years. Green second. Passed 14-1.

Jackie McBride

Bowser moved to approve. Green second. Fowler moves to change period of appointment to 1 year. Mello Second. Motion voted down unanimously. Mello moves to approve for 2 year term rather than the requested 3 year term. Motion passes 13 -2.

Daniel O'Meara

Traylor moves approve for the first four requested courses, specifically excluding ELAD 889V Dissertation and ELFN 8473 and limiting the term to 2 years rather than the requested 3. Mello second. Passed unanimously.

James Les Wyatt

McKay moves to approve for 2-year term rather than the requested 3-year term. Koizumi second. Passed 14-1

There was a lengthy discussion about the nature and function of Temporary Graduate Faculty Status and whether it was appropriate for tenured faculty to use temporary graduate faculty status when they cannot meet the standards needed to qualify for regular graduate faculty status. The consensus was that the intended use of temporary grad faculty status was to allow adjuncts and others who were affiliated with the university but not in tenure lines to teach on an occasional basis.

5. Requests To Serve on Thesis or Dissertation Advisory Committee

Jim Patchell (Thesis Committee for Ethan Sandusky)

Approved by the Graduate School.

6. Discussion Topic

- Course Deletion Proposal Form: Dr. David Gilmore's Suggestion to Delete Question #7
- FYI - Executive Council has agreed to move the December 2016 Commencement up a week early to December 10th like this year's commencement due to commencement being scheduled so late

7. Notice of Activity Since Last Meeting

- MCOM 6033 (Amended with Revisions Requested in 09-17-15 GC Mtg) New Course Proposal
- Information will be shared for the upcoming New Graduate Program in Media Management
- OTD 7224 New Course Proposal
(Erik Gilbert had talked to Tracy Morrison and Shawn Drake regarding OTD 7224, which was originally thought to be needed to cross list with PT 7224, then Jesse discovered that it already existed, but proposal had not been submitted; thus this proposal.)

Passed by email vote.

- Per Dr. Morrison, Dr. Drake, & Jesse Blankenship: the cross listing of OTD 7113 & OTD 7213 with PT had been shelved, but since the Registrar's Office had already completed the cross listing for Fall 2015, the current cross listing can remain, but the Neuroscience course will not be cross listed.
- Update on **Mass Bulletin Change that clarifies the Comprehensive Exam for all Master's Programs**

December 14, 2015 GC Meeting Proxy Notification (as of 12/11/15)

Serving as Proxy

Dr. Phyllis Skorga served as proxy for Dr. Angela Schmidt
Jesse Blankenship served as proxy for Tracy Finch

Bulletin / Banner Change Transmittal Form

☐ **Undergraduate Curriculum Council** Print 1 copy for signatures and save 1 electronic copy.

☒ **Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

Department Curriculum Committee Chair

Department Chair

College Curriculum Committee Chair

College Dean

COPE Chair (if applicable)

General Education Committee Chair (If applicable)

Undergraduate Curriculum Council Chair

Graduate Curriculum Committee Chair

Vice Chancellor for Academic Affairs

1. Contact Person (Name, Email Address, Phone Number)

Dr. Andrew Sustich
sustich@astate.edu
 870-972-3029

2. Proposed Change

Please add the following statement to the 2016-17 Bulletin:

ASSESSMENT REQUIREMENTS

Arkansas State University (ASU) is dedicated to providing quality academic programs and committed to transparency of student learning outcomes; therefore, assessment for improvement of academic programs and learning is of primary importance to the university. Students are responsible for participating in state and institutional assessment exams or related activities. Failure to participate in required assessments can prevent registration and delay degree completion and graduation.

Please note - any change to course number or course prefix should utilize the 'Course Deletion' form.

3. Effective Date

Fall 2016

4. Justification – *Please provide details as to why this change is necessary.*

The "Assessment Requirements", which are listed in the *Undergraduate Bulletin*, should also be included in the Graduate Bulletin. Most assessment activities on our campus are course-embedded; however, some are not. Professors and programs need the opportunity to collect assessment data without resistance from students. This statement will not overcome that resistance, but will provide formal support in the event that a problem occurs.


Bulletin Changes

Instructions

Please visit <http://www.astate.edu/a/registrar/students/bulletins/index.dot> and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.

*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.

- Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)
- New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).
- Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)

You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the 'format painter' icon →  Format Painter, and selecting the text you would like to apply the change to.

Please visit <https://youtu.be/yjdL2n4IZm4> for more detailed instructions.

APPROVAL OF THESIS OR DISSERTATION RESEARCH BY THE IRB AND OTHER RESEARCH COMPLIANCE COMMITTEES

Under federal regulation, all institutions receiving funds from any of 16 federal agencies, including USDA, NASA, NSF, EPA, Department of Education, and NIH, are required to establish institutional review boards to monitor all funded research involving humans. Human research is defined as any systematic activity involving the collection and/or analysis of data on human subjects for the purpose of advancing generalizable knowledge, unless this activity is specifically exempted by current federal regulations. It is the policy of this university to apply the regulations to all research and research related activities, funded or not, which involve humans. Thesis or dissertation research involving human subjects is included. Copies of the Arkansas State University Institutional Review Board Information Packet are available in the Office of Research and Technology Transfer.

Research involving live animals, hazardous materials, recombinant DNA, or radioactive materials may also require approval by the appropriate compliance committee. Contact the Research Compliance Officer in the Office of Research and Technology Transfer for additional information.

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The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

Please note – any change to course number or course prefix should utilize the 'Course Deletion' form.

Revised 9/15/15

Please note - any change to course number or course prefix should utilize the 'Course Deletion' form.

Code #

Bulletin / Banner Change Transmittal Form

- ☐ Undergraduate Curriculum Council Print 1 copy for signatures and save 1 electronic copy.
- ☒ X Graduate Council - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu


 ENTER DATE...
Department Curriculum Committee Chair


 ENTER DATE...
Department Chair:


 ENTER DATE...
College Curriculum Committee Chair


 28/1/16
 ENTER DATE...
College Dean

ENTER DATE...
COPE Chair (if applicable)

ENTER DATE...
General Education Committee Chair (If applicable)

ENTER DATE...
Undergraduate Curriculum Council Chair


 28/1/16
 ENTER DATE...
Graduate Curriculum Committee Chair

ENTER DATE...
Vice Chancellor for Academic Affairs

1. Contact Person (Name, Email Address, Phone Number)

Erik Gilbert, egilbert@astate.edu, x2137

2. Proposed Change

Add thesis hours rules to the Specialist and clarify rules regarding the time to complete an incomplete.

3. Effective Date

Fall 2016

4. Justification - Please provide details as to why this change is necessary.

Currently the general rules for the Specialist say nothing about theses. The thesis is required for one Specialist program now and more may require it in the future. The current rules create a situation where a program director could waive some or all of the thesis hours a program requires of its students. Requiring that all students doing theses at the Specialist-level take six hours of thesis (and generally follow the rules set out for Master's theses) will close that loophole.

Please note - any change to course number or course prefix should utilize the 'Course Deletion' form.

The changes to the rules regarding Incomplete grades will create a rule for all half-term courses, which are currently being handled differently depending on whether the half-term course is done through AP or not.


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Students' grade point averages are computed by multiplying the number of hours credit of each grade by the grade points assigned to that grade and dividing the sum of these several products by the total number of hours in which the students were enrolled. Grades of P, CR, and NC are not assigned grade points, and hours associated with these grades are not used in computing grade point averages.

An incomplete grade not removed within one semester, **or 60 days in the case of courses in online degree programs that deliver their courses in increments other than the traditional semester**, unless extenuating circumstances are provided in writing to the Graduate School, will be recorded as "F."

No grade below "C" will be accepted for graduate credit.

Please note – any change to course number or course prefix should utilize the 'Course Deletion' form.

NOTE: Any "Grade Change Report" form will be accepted only if submitted prior to the close of the semester immediately following the one in which the original grade was recorded. However, the "WN" grade may not be appealed._

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Students who fail the comprehensive examination the second time will be dropped from candidacy for the degree.

THESIS

A thesis is required for the Ed.S. in Reading. A thesis is optional in other Ed.S. degree programs. Where required or elected, the thesis will

carry six hours of credit. Students may not register for thesis credit until they have formed a committee

and the committee has approved the proposed topic. Credit is awarded only upon completion and approval

of the thesis. The student must be enrolled for Thesis the semester the thesis is completed and approved by committee, even if all required thesis-credit hours have already been met. No letter grade

is given. An oral examination over the thesis is required.

The thesis must demonstrate the student's capacity for creative expression, research, ability to organize and interpret data, and ability to report research in an acceptable style. The thesis subject is

approved by the major professor and by the student's thesis committee no later than the close of the

semester preceding that in which the student is planning to complete degree requirements. If degree

completion is planned for a summer session, the thesis subject must be approved no later than 60 days

Please note – any change to course number or course prefix should utilize the 'Course Deletion' form.

Graduate School Degree Policies after the first day of classes in the spring semester. The thesis shall be in the form prescribed by the

Graduate School as presented in the Guide for Writers of Dissertations and Theses, available in the

Graduate School.

The acceptance of the thesis, including its defense, lies with the student's thesis committee. The thesis must be in the hands of the major professor at least four weeks before the commencement date.

The original, with the Thesis Defense Form signed by all thesis committee members, must be turned

in to the Graduate School by the deadline listed in this Graduate Bulletin. The completed thesis will be

submitted online through Proquest according to the Thesis/Dissertation guide located on the Graduate

School website. The student is required to purchase four copies of their thesis for: Library, Graduate

School, their advisor and their department.

THESIS COMMITTEE

The department chair and college dean, upon recommendation of the major professor, will appoint

the student's thesis committee. This committee will consist of the major professor as chair, two additional graduate faculty members representing areas of the student's major, and others as deemed

appropriate. The Thesis Committee Appointment form should be completed and submitted to the Graduate

School for approval by the graduate dean.

TIME TO DEGREE

The time allowed for completion of the specialist degree is six years, exclusive of time spent

Originally Submitted on 1/14/16, but per errors found by Jesse, from the Registrar's Office, this is the corrected version, as of 01/29/2016. Signatures are not available yet due to waiting on a budget to be provided.

Code #

Enter text...

New Program / Certificate Proposal Form

☐ Undergraduate Curriculum Council - Print 1 copy for signatures and save 1 electronic copy.

☒ Graduate Council - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

	ENTER DATE...
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Department Curriculum Committee Chair

	ENTER DATE...
--	---------------

COPE Chair (if applicable)

	ENTER DATE...
--	---------------

Department Chair:

	ENTER DATE...
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General Education Committee Chair (If applicable)

	ENTER DATE...
--	---------------

College Curriculum Committee Chair

	ENTER DATE...
--	---------------

Undergraduate Curriculum Council Chair

	ENTER DATE...
--	---------------

College Dean

	ENTER DATE...
--	---------------

Graduate Curriculum Committee Chair

	ENTER DATE...
--	---------------

Vice Chancellor for Academic Affairs

i. Proposed Program Title

Master of Science in Media Management

ii. Contact Person (Name, Email Address, Phone Number)

Dr. Gil Fowler, gfowler@astate.edu, 870-972-2078

iii. Proposed Starting Date

8/1/2016

iv. Is there differential tuition requested? *If yes, please fill out the New Program/Tuition and Fees Change Form.*

No


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Please visit <https://youtu.be/yjdL2n4lZm4> for more detailed instructions.

****For new programs, please insert copy of all sections where this is referenced.****

Master of Science in Engineering (M.S.E.)

Master of Science in Mass Communications (M.S.M.C.)

Journalism
Radio-Television

Master of Science in Media Management (M.S.M.M.)

Adult Health Nursing

College of Media and Communication

The College of Media and Communication offers work leading to a Master of Science in Mass Communications, ~~and~~ a Master of Arts in Communication Studies, **and an online Master of Science in Media Management.**

Students must have a 3.00 GPA in all graduate coursework taken in the College of Media and Communication and have completed 18 hours of course work 1) to qualify to take the Comprehensive Examination and 2) to meet graduation requirements. **Students in the online Master of Science in Media Management degree will complete a CAPSTONE course in lieu of taking the Comprehensive Examination.**

All general Graduate School requirements listed elsewhere in the bulletin are applicable to this degree program and the specific program requirements must be met.

Program of Study for the Master of Science in Media Management Degree

The Master of Science in Media Management degree exists to enhance one's ability to function and lead in today's ever changing media environment by providing individuals sound management skills and philosophies so they can play a lead role in tomorrow's media with integrity, innovation, excellence and professionalism. Unlike the MSMC degrees, the MSMM degree does not require the individual courses CMAC 6203 Introduction to Graduate Study or CMAC 6253 Qualitative Research Methods as part of one's college core. Instead portions of those courses will be interwoven into other course offerings. This degree prepares students for opportunities in organizational and strategic communication, broadcasting, journalism and new technologies.

ADMISSION REQUIREMENTS

Admission to the Master of Science in Media Management is based on a variety of evidence, including educational experience and record, professional experience, two letters of recommendation (*one professional; one educational*), and a written statement of purpose.

Moreover, an applicant's undergraduate background must include courses with grades of "C" or higher in some media or media-related field or their equivalents. If the student is deficient, these courses must be taken in addition to the graduate course requirements specified below. Such undergraduate deficiencies must be completed prior to or during the first graduate enrollment period.

Any potential graduate transfer credits must be from another accredited institution. Per Graduate School guidelines, to gain unconditional admission a student must also have a 3.0 GPA for any prior graduate courses or programs. No more than 6 hours of transfer work, if any, will be accepted.

Media Management

Master of Science in Media Management

University Requirements:

See Graduate School Degree Policies for additional information (p. 36)

Program Requirements:

All students are required to document a foundation in media either through professional experience or academic training. Those without such a foundation may be required to complete a series of undergraduate courses.

Sem. Hrs.

MCOM 6043	Theory of Mass Communication	3
JOUR 6253	Audience Marketing Analysis	3
JOUR 6243	Media Account Management	3
MCOM 6033	Media Regulation, Public Interest & the Law	3
RTV 6023	Advanced Studies in Media Management	3
JOUR 5213	Social Media in Strategic Communications	3
MCOM 6053 CMAC 6053	Quantitative Research Methods in Mass Communication (Course Name Corrected per error found by Jesse)	3
CMAC 6463	Media Management Applications/Capstone	3

Select one of the following options:

Students may undertake either of the two options listed below totaling 6 (six) hours of credit:

6

Option 1: Mass Media Management *(two courses selected from)*

JOUR 5113 Integrated Marketing Communication
MCOM 6423 Media Entrepreneurship
SCOM 6413 Organizational and Intercultural Communication
~~MCOM 6413 Creative Program Operations~~—Per Dr. Fowler, he is removing this course from the list, since no course proposal by this name can be found, as of 1/28/2016.

Option 2: Public Administration *(two courses selected from)*

POSC 6543 Administrative Behavior
POSC 6563 Seminar in Public Administration
POSC 6593 Seminar in Human Resource Management
POSC 6613 Administrative Leadership
POSC 6623 Administrative Ethics
~~POSC 6603~~ POSC 6633 Public Information Management (Course Number Corrected per error found by Jesse)

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Master of Science, Professional - Biotechnology.....	

Program Justification

1. Justification for the introduction of the new program. Must include:

- a. Academic rationale (how will this program fit into the mission established by the department for the curriculum?)

Arkansas State University College of Media & Communication Mission Statement

The College of Media & Communication provides students with an education that enables them to gather, organize, synthesize and communicate information professionally in a democratic, multicultural society. Our students learn to think critically and communicate effectively, providing them with the intellectual flexibility to perform the jobs of today and to assume leadership in meeting the challenges of tomorrow. Specifically, we focus our learning on the following outcomes:

THINK

We promote problem solving by enhancing students' ability to:

- think critically, creatively and independently;
- think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts;
- understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, culture, and national origin.
- understand concepts and apply theories in the use and presentation of messages, images and information;

COMMUNICATE

- We promote strong communication skills by demanding students:
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;
- communicate effectively using words and images for multiple platforms, ranging from interpersonal communication to digital media.

BE PROFESSIONAL

- We promote professional conduct and integrity by requiring that students:
- understand the principles and laws of freedom of speech and press and how they are applied nationally and internationally;
- understand the history and role of professionals and institutions in shaping communications;

Graduate students will acquire the knowledge and skills to prepare themselves for communications leadership in the profession or the academy. They will be able:

1. To apply theories of communications to problems of today;
2. To apply principles of research to problems and issues in communications;
3. To evaluate critically the role of media and their performance in a global, multicultural environment.

Faculty members will assist students in achieving these goals through effective teaching, mentoring and advising – activities that require them to maintain a high level of academic and intellectual vitality by:

1. Participating regularly in activities contributing to the body of scholarly and professional knowledge in communications.
2. Maintaining an active program in academic and professional development.
3. Assisting public, professional and academic groups in solving communications problems.
4. Promoting the development and enhancement of communications programs in high schools and community colleges.
5. Engaging in continuing systematic review and self-critique of teaching, scholarship and service.

This program fits the mission of the college perfectly. This degree will provide students with an education that enables them to gather, organize, synthesize and communicate information professionally in a democratic, multicultural society. They will be exposed to learning situations whereby they learn to think critically and communicate effectively, providing them with the intellectual flexibility to perform the jobs of today and to assume leadership in meeting the challenges of tomorrow in a professional manner.

b. Will this program be accredited or certified? **No**

If Yes, name the accrediting or certifying agency.

Include agency goals:

Specifically, students will:

- **Master the personal and professional skills necessary to lead and work effectively;**
- **Master the skills to engage all relevant parties in the development of the global, business and social community;**
- **Master the skills to effectively operate in the global economic and business environment and develop long term strategies to positively impact business environments and organizations;**
- **Make ethical decisions guided by thought, analysis, and compassion so as to exemplify media professionals;**
- **Graduates from Media Management degree programs can go on to a variety of exciting careers. One may work as an agent or publicist for an artist, help develop circulation strategies for a magazine, or sell advertising for online or traditional media. The cross-disciplinary approach taught provides graduates with unique skill sets in marketing, promotions, and problem-solving, making them top candidates for companies seeking innovative thinkers with a varied background in arts and culture. Media Management graduates can find jobs in advertising management, public relations, marketing, and sales, as well as the obvious career paths in the entertainment industry, such as producing film, radio, and TV shows, publishing, and representing actors, musicians, writers, and other creative artists;**
- **Business and financial experts make up roughly 5 percent of workers in the entertainment industry, according to 2012 data the Bureau of Labor Statistics (BLS). This includes agents and managers as well as individuals responsible for marketing, public relations, fundraising, and contract negotiations with artists, musicians, and performers;**
- **According to the GMAC (Graduate Management Admissions Council) 2013 Corporate Recruiters Survey, US companies show the greatest demand for MBAs worldwide, as 85 percent of firms plan to hire an MBA in 2013, up from 82 percent that did so in 2012;**
- **They report that the greatest demand for recent MBA graduates within the United States will be in the Northeast (92% of companies planning to hire these candidates in 2013 compared with 83% last year). Both the Midwest (89% hiring in 2013 versus 87% in 2012) and the West (85% hiring versus 80% in 2012) continue to see increasing demand for recent MBA talent. While demand for MBAs slipped slightly in the South (78% in 2012 to 77% in 2013), employers in this region reported notable growth in the demand for recent master-level business graduates;**
- **The Master of Science in Media Management is designed for communications professional who seek to obtain an advanced degree which focuses on the many facets of multi-platform delivery of information using interpersonal communication, group communication, mass communication and online communication. This degree prepares the candidate for opportunities in organizational communication, broadcasting, journalism, and web**

communication. It is one of the first to address the needs of the working journalists and is offered online.

ASU has not offered a program like this in the past although there are elements of existing Advertising/PR/Strategic Communications classes enmeshed in this new major.

- c. Student population served.

Graduate students with an interest in Mass Communication Management

Program Assessment

University Outcomes

2. Please indicate the university-level student learning outcomes for which this new minor will contribute. Check all that apply.

a. ☒ Global Awareness

b. ☒ Thinking Critically

c. ☒ Using Technology

Program Learning Outcomes

3. Provide outcomes that students will accomplish during or at completion of this program. Fill out the following table to develop a continuous improvement assessment process.

For further assistance, please see the 'Expanded Instructions' document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.

Note: Best practices suggest 4-7 outcomes per program; minors would have 1 to 4 outcomes.

Outcome 1	To apply theories of communications to problems of today ... assist in problem solving
Assessment Measure	Class assignments w/class critiques, class discussions, exams, CAPSTONE experience
Which courses are responsible for this outcome?	MCOM 6043 Theory of Mass Com; JOUR 6253 Audience Marketing Analysis; RTV 6023 Advanced Studies in Media Management; MCOM-6053 CMAC 6053 Qualitative Research Methods in Mass Communication; SCOM 6413 Organizational and Intercultural Communication; MCOM 6433 Media Programming Strategies; CMAC 6463 Media Management Applications CAPSTONE

Assessment Timetable **Throughout the term of the course and in graduate program offerings**

Who is responsible for assessing and reporting on the results? **Course Instructor; CAPSTONE class instructor, Director of Graduate Studies**

Outcome 2 **To apply principles of research to problems and issues in communications**

Assessment Measure **Class assignments, class discussions, exams, CAPSTONE experience**

Which courses are responsible for this outcome? **MCOM 6043 Theory of Mass Com; JOUR 6253 Audience Marketing Analysis; RTV 6023 Advanced Studies in Media Management; ~~MCOM-6053~~ CMAC 6053 Quantitative Research Methods in Mass Communication; MCOM 6433 Media Programming Strategies; CMAC 6463 Media Management Applications CAPSTONE; JOUR 5113 Integrated Marketing Communication; MCOM 6423 Media Entrepreneurship**

Assessment Timetable **Throughout the term of the course and in graduate program offerings**

Who is responsible for assessing and reporting on the results? **Course Instructor; CAPSTONE class instructor, Director of Graduate Studies**

Outcome 3 **To evaluate critically the role of media and their performance in a global, multicultural environment**

Assessment Measure **Class assignments, class discussions, exams, CAPSTONE experience**

Which courses are responsible for this **JOUR 6253 Audience Marketing Analysis; JOUR 6243 Media Account Management; MCOM 6033 Media Regulation, Public Interest and the Law; RTV 6023 Advanced Studies in Media**

outcome?

Management; JOUR 5213 Social Media in Strategic Communication; SCOM 6413 Organizational and Intercultural Communication; CMAC 6463 Media Management Applications CAPSTONE; MCOM 6423 Media Entrepreneurship; MCOM 6423 Media Entrepreneurship

Assessment
Timetable

Throughout the term of the course and in graduate program offerings

Who is responsible for
assessing and
reporting on the
results?

Course Instructor; CAPSTONE class instructor, Director of Graduate Studies

LETTER OF INTENT – 1
(New Certificate or Degree Program)

1. Institution submitting request: **Arkansas State University - Jonesboro**
2. Education Program Contact person/title: **Dr. Gil Fowler, Director of Graduate Studies, ASU College of Media & Communication**
3. Telephone number/e-mail address: **ASU College of Media & Communication, Director of Graduate Studies, PO Box 1930, Arkansas State University, State University, AR 72467**
4. Proposed Name of Certificate or Degree Program: **Master of Science in Media Management**
5. Proposed Effective Date: **August 2016**
6. Requested CIP Code: **09.0702**

7. Program Description:

The Master of Science in Media Management (MSMM) is designed for communication professionals who seek to obtain an advanced degree which focuses on the many facets of multi-platform delivery of information using interpersonal communication, group communication, mass communication and online communication. The degree prepares candidates for opportunities in organizational communication, publication relations, advertising, broadcasting, journalism, and web communication.

8. Mode of Delivery (mark all that apply):

☐ **On-Campus –**

☐ **Off-Campus Location –**

Submit copy of e-mail notification to other Arkansas institutions of the proposed programs and their responses; include your reply to the institutional comments.

Submit copy of written notification to Higher Learning Commission (HLC) if notification required by HLC for a program offered at an off-campus location.

Indicate distance of proposed site from main campus.

☒ **Distance Technology** (50% of program offered by distance

technology)

Submit copy of written notification to Higher Learning Commission if notification required by HLC for a program offered by distance technology.

9. List existing certificate or degree programs that support the proposed program:

N/A

10. President/Chancellor Approval Date: [Enter text...]

Chief Academic officer:

Date: Enter

date.

Name (printed):

[Click here to enter text.](#)

Proposal - 1

NEW CERTIFICATE OR DEGREE PROGRAM

**Please include the documents to be submitted portions found throughout this proposal at the end of the form.*

1. Proposed Program Title

Master of Science in Media Management

2. CIP Code Requested

09.0702

3. Contact Person (Name, Name of Institution, Address, Email Address, Phone Number)

**Dr. Gil Fowler, Arkansas State University-Jonesboro, Director of Graduate Studies,
College of Media & Communication, State University, AR 72467, gfowler@astate.edu,
870-972-2078**

4. Proposed Starting Date

8/1/2016

5. Program Summary

a. Provide a general description of the proposed program. Include overview of any curriculum additions or modifications; program costs; faculty resources, library resources, facilities and equipment; purpose of the program; and any information that will serve as introduction to the program.

The Master of Science in Media Management degree program at Arkansas State University exists to enhance one's ability to function and lead in today's ever changing media environment by providing individuals sound management skills and philosophies so they can play a lead role in tomorrow's media with integrity, innovation, excellence and professionalism. Unlike the MSMC degrees with an emphasis in journalism or broadcasting, the MSMM degree does not require the individual courses CMAC 6203 Introduction to Graduate Study or CMAC 6253 Qualitative Research Methods as part of one's college core. Instead portions of those courses will be interwoven into other course offerings providing additional emphasis on management problems and knowledge needs.

b. List existing degree programs or emphasis areas offered at the institution that support the proposed program.

MSMC (Master of Science in Mass Communication with emphasis in broadcasting or journalism).

6. Need for the program

Documents to be submitted:

- Employer Needs Survey Form

See information provided in attachment

- Letters of Support

See attachments from various media professionals in Arkansas

Program descriptions and lists/descriptions of courses were provided to various media people in Arkansas. Letters were then requested from those working in advertising, public relations, journalism, broadcasting, and the news services.

a. Survey Data

- Instructions: Provide survey data (number not percentage) on student interest (number of students planning to enroll), job availability, corporate demands and employment/wage projections. Focus mostly on state needs and less on regional and national needs, unless applicable to the program. Survey data can be obtained by telephone, letters of interest, student inquiry, etc. Focus mostly on state needs for undergraduate programs; and state, regional and national needs for graduate programs.

Survey was distributed in October 2015

- i. Provide names/types of organizations/businesses surveyed.

KAIT-TV, Channel 8 Jonesboro; Nashville Leader Newspaper; Arkansas Press Association; Cranford, Johnson, Robinson and Wood (CRJW) Adv/PR Little Rock;

- b. Is employer tuition assistance or other enrollment incentives provided? **No**

If yes, please elaborate.

Enter text...

c. Needs

- i. What need will the proposed program address?

The Master of Science in Media Management degree exists to enhance one's ability to function and lead in today's ever changing media environment by providing individuals sound management skills and philosophies so they can play a lead role in tomorrow's media with integrity, innovation, excellence and professionalism. In a world that requires knowledge and understanding of how and when multi-platform delivery of information exists, those in the field must know the laws and regulations of society so as to operate ethically and legally in an every-changing world.

ASU has not offered a program like this in the past although elements of existing Advertising/PR/Strategic Communications classes enmeshed in this new major. Currently there are no public institutions in the state of Arkansas that offer the Bachelor or Master of Science in Social Media Management. There are isolated one-offer media management classes at some universities, many times housed in media or marketing areas, but no dedicated major or minor exists.

- ii. How did the institution become aware of this need?

Discussions/interaction with employees of media organizations, discussion with former students and graduate students

d. Which employers contacted the institution about offering the proposed program?

Cranford, Johnson, Robinson and Wood PR/ADV – Little Rock; leadership of Arkansas Chapter of Public Relations Society of America; various newspapers and discussions with College of Media & Communication advisory boards.

e. Will the proposed program be offered primarily due to faculty interest? **No**

If yes, please elaborate.

Enter text...

f. Composition of the program advisory committee.

- Instructions: Please include number of members, professional background, topics to be considered, meeting schedule, institutional representation, etc.

Committee is composed from professionals who meet twice a year with the dean and director of graduate studies to discuss and assess program successes, strengths/weaknesses, needs and opportunities

g. Projections

- i. Projected number of program enrollments: Year 1 through Year 3:
25/year
- ii. Projected number of program graduates in 3-5 years:
35/year

Media Management

Master of Science in Media Management

University Requirements:

See Graduate School Degree Policies for additional information (p. 36)

Program Requirements:

All students are required to document a foundation in media either through professional experience or academic training. Those without such a foundation may be required to complete a series of undergraduate courses.

	Sem. Hrs.
MCOM 6043 Theory of Mass Communication	3
JOUR 6253 Audience Marketing Analysis	3
JOUR 6243 Media Account Management	3
MCOM 6033 Media Regulation, Public Interest & the Law	3
RTV 6023 Advanced Studies in Media Management	3
JOUR 5213 Social Media in Strategic Communications	3
MCOM 6053 CMAC 6053 Quantitative Research Methods in Mass Communication	3
CMAC 6463 Media Management Applications CAPSTONE	3

Select one of the following options:

Students may undertake either of the two options listed below totaling 6 hours of credit:

Option 1: Mass Media Management (*two courses selected from the following*)

JOUR 5113 Integrated Marketing Communication
MCOM 6423 Media Entrepreneurship
MCOM 6433 Media Programming Strategies
SCOM 6413 Organizational and Intercultural Communication

or

Option 2: Public Administration (*two courses selected from the following*)

POSC 6543 Administrative Behavior
POSC 6563 Seminar in Public Administration
POSC 6593 Seminar in Human Resource Management
POSC 6613 Administrative Leadership
POSC 6623 Administrative Ethics
~~POSC 6603~~ POSC 6633 Public Information Management

Sub-total **30**

Total Required Hours: **30**

Fall 2016

MCOM 6043 Theory of Mass Communication
MCOM 6033 Media Regulation, Public Interest & the Law
JOUR 5213 Social Media in Strategic Communications
MCOM 6433 Media Programming Strategies

Spring 2016-17

JOUR 6253 Audience Marketing Analysis
~~MCOM 6053~~ **CMAC 6053** Quantitative Research Methods in Mass Communication
JOUR 6243 Media Account Management
Mass Media / Public Admin selective based on option chosen

Summer 2017

RTV 6023 Advanced Studies in Media Management
SCOM 6413 Organizational and Intercultural Communication
CMAC 6463 Media Management Applications CAPSTONE
Mass Media / Public Admin selective based on option chosen above

b. Total number of semester credit hours required for the program, including prerequisite courses.

36

Please list:

c. New courses. Please provide course descriptions.

CMAC 6463 Media Management Applications CAPSTONE - Discussion and application of MSMM program-provided content to address real-world media management problems. CAPSTONE course concludes with on-campus meeting where individual and group discussions are used to provide credible solutions to real-world situations.

d. Required general education courses, core courses and major courses.

N/A

e. Courses currently offered via distance technology.

f. State program admission requirements

Admission to the Master of Science in Media Management program is based on a variety of evidence, including educational experience and record, professional

experience, two letters of recommendation (*one professional; one educational*), and a written statement of purpose.

Moreover, an applicant's undergraduate background must include courses with grades of "C" or higher in some media or media-related field or their equivalents. If the student is deficient, these courses must be taken in addition to the graduate course requirements specified below. Such undergraduate deficiencies must be completed prior to or during the first graduate enrollment period.

Any potential graduate transfer credits must be from another accredited institution. Per ASU graduate school guidelines, to gain unconditional admission a student must also have a 3.0 GPA for any prior graduate courses or programs. Request for transfer work will be evaluated in a case by case basis with no more than 6 hours of transfer work accepted.

For unconditional admission, a student must have a minimum cumulative undergraduate grade point average of 3.0 (or 3.2 in the last 60 hours). For conditional admission, academic proficiency must be established by a minimum cumulative undergraduate grade point average of 2.75. Prior graduate study work and professional experience can also influence admission.

g. Faculty member assigned to program major/specialty area courses

Faculty will be assigned to particular courses based on academic background, experience and/or training.

h. List course-level learning outcomes and course examination procedures.

Enter text...

i. Please provide curriculum committee review/approval date for proposed program.

Committee: **College of Media & Communication Graduate Advisory Committee**

Approval Date: **12/1/2015**

8. Faculty

The HLC Guidelines for determining qualified faculty can be found at the following link:

<https://www.hlcommission.org/Document-Library/determining-qualified-faculty.html>

Documents to be submitted:

- **Graduate Programs Only:** provide the curriculum vita for faculty teaching in the program
- a. List the names and credentials of all faculty teaching courses in the proposed program.
 - Instructions: Include college/university awarding degree; degree level; degree field; and subject area courses faculty is currently teaching or will teach.
 - *For associate degrees and above: A minimum of one full-time faculty member with appropriate academic credentials is required.*

Dr. GILBERT L. FOWLER, Ph.D., Southern Illinois University, teaching - journalism, PR, ADV, Research Techniques; Dr. OSA AMIENYI, Ph.D., Bowling Green State University, teaching – media advertising and sales, media management, communication theory; Dr. LILLIE FEARS, Ph.D., University of Missouri, teaching – propaganda and media writing; Dr. MARY JACKSON-PITTS, Ph.D., University of Southern Mississippi, teaching - research strategies, multimedia journalism, media theory, media management; Dr. GABRIEL TAIT, Ph.D., Asbury Theological Seminary – visual communication; Dr. MICHAEL BOWMAN, Ph.D., Arkansas State University, teaching – culture and historical impact of media; Dr. LILY ZENG, Ph.D., Southern Illinois University, teaching – Internet, multimedia journalism, international communication, media theory; Dr. MARCELINE THOMPSON-HAYES, Ph.D., University of Memphis, teaching, interpersonal and cultural communication; Dr. CHRIS HARPER, Ph.D., Arkansas State University, teaching – interpersonal communication; Dr. HOLLY HALL, J.D., University of Arkansas at Little Rock Law School, teaching – advertising, public relations, law, social media; Dr. BRENDA RANDLE, Ph.D., Arkansas State University, teaching – interpersonal and cultural communication; Dr. DANIEL USERA, Ph.D., University of Iowa, teaching – social media and cultural communication; Dr. MYLEEA HILL, Ph.D., Arkansas State University, teaching – advertising, public relations, media management; Dr. PO-LIN PAN, Ph.D., University of Alabama, teaching – research techniques, media management, media finance and planning.

- b. Total number of faculty required (including the number of existing faculty, number of new faculty).
 - Instructions: For new faculty provide the expected credentials/experience and expected hire date.

Faculty beyond those currently employed by the university will hold terminal degrees and have teaching and/or practical experience in the subject area assigned to teach.

9. Description of resources

Documents to be submitted:

- Cost and acquisition plan for new instructional resources required.

a. Current library resources in the field.

This program will be an online degree. Library resources needed will be primarily from current holdings and databases which are judged sufficient at this time. As additional database needs are identified and it becomes necessary to purchase proprietary databases and more advanced databases which students would use for courses dealing with audience analysis, etc., college will use phone-a-thon monies and foundation accounts to purchase those which are deemed necessary. College has worked with other colleges to share costs when we can show joint use/need.

b. Current instructional facilities including classrooms, instructional equipment and technology, laboratories (if applicable)

Program will be offered on-line.

c. New instructional resources required, including costs and acquisition plan (include at end)

Enter text...

10. New program costs – Expenditures for the first 3 years of program operation

Instructions: In this section, please include:

- New administrative costs
- Number of new faculty (full-time and part-time) and associated costs
- New library resources and associated costs
- New/renovated facilities and associated costs
- New instructional equipment and associated costs
- Distance delivery costs (if applicable)
- Other new costs (graduate assistants, secretarial support, supplies, faculty development, faculty/students research, etc.)

[Click here to enter text.](#)

☐ There are no new costs

***Required:** Please explain

[Click here to enter text.](#)

11. Sources of funding – Income for the first 3 years of program operation

Instructions: In this section, please include:

- Reallocation from which department, program, etc.
- Tuition and fees (projected number of students multiplied by tuition/fees)
- State revenues (projected number of students multiplied by state general revenues)
- Other (grants, employers, special tuition rates, mandatory technology fees, program specific fees, etc.)

[Click here to enter text.](#)

12. Organizational chart reflecting new program

Documents to be submitted:

- Organizational Chart reflecting new program.
 - **ASU Board of Trustees**
 - **Chancellor – ASU Jonesboro campus**
 - **Provost / Vice Chancellor for Academic Affairs & Research**
 - **Dean / College of Media & Communication**
 - **Director, Graduate Studies / College of Media & Communication**
 - **Program Director, Master of Science in Media Management**

a. The proposed program will be housed in (department/college)

College of Media & Communication

13. Specialized requirements

Documents to be submitted:

- If required, provide documentation of Agency/Board approvals

a. Specialized accreditation requirements for program (name of accrediting agency)

N/A

b. Licensure/certification requirements for student entry into the field

N/A

14. Board of Trustees approval

Documents to be submitted:

- Copy of Board Meeting Agenda listing proposed program
- Written documentation of program/unit approval

Board of Trustees Approval Date: [Click here to enter a date.](#)

15. Similar Programs

Documents to be submitted:

- Copy of written notification to other institutions in area of proposed program and responses

a. List institutions offering program

Instructions: The following should be included in list:

- Proposed undergraduate program –institutions in Arkansas
- master's program – institutions in Arkansas and region
- Doctoral program – institutions in Arkansas, region, and nation

The following schools were found to offer “somewhat” similar programs:

1. **Metropolitan College of New York -- MBA in Media Management**
(one-year accelerated w/MBA emphasis, 45 hour program)
2. **Media Management (MS) School Media Studies – The New School/Performing Arts NYC**
(36 hours with Capstone)
3. **Newhouse – Syracuse University – New Media Management**
(36 hours with additional courses for those w/out com background)
4. **University of Tampere** *(School of Com, Media & Theatre) – Finland*
5. **Metropolitan College of New York – MBA in Media Management**
(MBA emphasis)
6. **Southern Illinois University – College Mass Com & Media Arts**
(MS in Professional Media & Media Management – 30 credits primarily in production)
7. **Concordia University** *(St. Paul, MN) – Strategic Communication Management*
(36 hrs - appropriate for professionals working in profit or not-for-profit settings)
8. **Chancellor University – Master of Management in Social Media Marketing**
(private, on-line in Cleveland, degree has business emphasis)

b. Why is proposed program needed if offered at other institutions in Arkansas or region?

N/A – no other institutions in Arkansas provide such a program

16. Desegregation

State the total number of students, number of black students, and number of other minority students enrolled in related degree programs (if applicable)

Total number and percentage of current graduate students are as follows:

17. Institutional agreements/memorandum of understanding (MOU)

Documents to be submitted: **N/A**

- MOU (if required)

Does this program require an MOU? **No**

MOU's might be required if the courses or academic support services will be provided by other institutions or organizations.

18. Additional information requested by ADHE staff

Enter text...

Budget Form

Resource Requirements:

	1 st Year (in dollars)	2 nd Year (in dollars)	3 rd year (in dollars)
Staffing(Number)			
Administrative/Professional	\$ <input data-bbox="735 510 912 541" type="text" value="Enter amount..."/>	\$ <input data-bbox="987 510 1172 541" type="text" value="Enter amount..."/>	\$ <input data-bbox="1247 510 1432 541" type="text" value="Enter amount..."/>
Full-time Faculty	\$ <input data-bbox="735 573 912 604" type="text" value="Enter amount..."/>	\$ <input data-bbox="987 573 1172 604" type="text" value="Enter amount..."/>	\$ <input data-bbox="1247 573 1432 604" type="text" value="Enter amount..."/>
Part-time Faculty	\$ <input data-bbox="735 636 912 667" type="text" value="Enter amount..."/>	\$ <input data-bbox="987 636 1172 667" type="text" value="Enter amount..."/>	\$ <input data-bbox="1247 636 1432 667" type="text" value="Enter amount..."/>
Graduate Assistants	\$ <input data-bbox="735 699 912 730" type="text" value="Enter amount..."/>	\$ <input data-bbox="987 699 1172 730" type="text" value="Enter amount..."/>	\$ <input data-bbox="1247 699 1432 730" type="text" value="Enter amount..."/>
Clerical	\$ <input data-bbox="735 762 912 793" type="text" value="Enter amount..."/>	\$ <input data-bbox="987 762 1172 793" type="text" value="Enter amount..."/>	\$ <input data-bbox="1247 762 1432 793" type="text" value="Enter amount..."/>
Equipment & Instructional Materials			
Library	\$ <input data-bbox="735 1010 912 1041" type="text" value="Enter amount..."/>	\$ <input data-bbox="987 1010 1172 1041" type="text" value="Enter amount..."/>	\$ <input data-bbox="1247 1010 1432 1041" type="text" value="Enter amount..."/>
Other Support Services			
Supplies/Printing	\$ <input data-bbox="735 1220 912 1251" type="text" value="Enter amount..."/>	\$ <input data-bbox="987 1220 1172 1251" type="text" value="Enter amount..."/>	\$ <input data-bbox="1247 1220 1432 1251" type="text" value="Enter amount..."/>
Travel	\$ <input data-bbox="735 1283 912 1314" type="text" value="Enter amount..."/>	\$ <input data-bbox="987 1283 1172 1314" type="text" value="Enter amount..."/>	\$ <input data-bbox="1247 1283 1432 1314" type="text" value="Enter amount..."/>
Distance Technology	\$ <input data-bbox="735 1356 912 1388" type="text" value="Enter amount..."/>	\$ <input data-bbox="987 1356 1172 1388" type="text" value="Enter amount..."/>	\$ <input data-bbox="1247 1356 1432 1388" type="text" value="Enter amount..."/>
Other Services (specify): <input data-bbox="191 1419 613 1493" type="text" value="Enter text..."/>	\$ <input data-bbox="735 1440 912 1472" type="text" value="Enter amount..."/>	\$ <input data-bbox="987 1440 1172 1472" type="text" value="Enter amount..."/>	\$ <input data-bbox="1247 1440 1432 1472" type="text" value="Enter amount..."/>
Total	\$ <input data-bbox="735 1598 912 1629" type="text" value="Enter amount..."/>	\$ <input data-bbox="987 1598 1172 1629" type="text" value="Enter amount..."/>	\$ <input data-bbox="1247 1598 1432 1629" type="text" value="Enter amount..."/>

Planned Funding Sources:

1 st Year (in dollars)	2 nd Year (in dollars)	3 rd year (in dollars)
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New Student Tuition and Fees	\$ <input data-bbox="727 189 906 222" type="text" value="Enter amount..."/>	\$ <input data-bbox="992 189 1170 222" type="text" value="Enter amount..."/>	\$ <input data-bbox="1256 189 1435 222" type="text" value="Enter amount..."/>
New State General Revenue	\$ <input data-bbox="727 256 906 289" type="text" value="Enter amount..."/>	\$ <input data-bbox="992 256 1170 289" type="text" value="Enter amount..."/>	\$ <input data-bbox="1256 256 1435 289" type="text" value="Enter amount..."/>
Redistribution of State General Revenue	\$ <input data-bbox="727 340 906 373" type="text" value="Enter amount..."/>	\$ <input data-bbox="992 340 1170 373" type="text" value="Enter amount..."/>	\$ <input data-bbox="1256 340 1435 373" type="text" value="Enter amount..."/>
External Grants/Contracts	\$ <input data-bbox="727 424 906 457" type="text" value="Enter amount..."/>	\$ <input data-bbox="992 424 1170 457" type="text" value="Enter amount..."/>	\$ <input data-bbox="1256 424 1435 457" type="text" value="Enter amount..."/>
Other Funding Sources (specify): <input data-bbox="566 493 633 560" type="text" value="Enter text..."/>	\$ <input data-bbox="727 508 906 541" type="text" value="Enter amount..."/>	\$ <input data-bbox="992 508 1170 541" type="text" value="Enter amount..."/>	\$ <input data-bbox="1256 508 1435 541" type="text" value="Enter amount..."/>
Total	\$ <input data-bbox="727 659 906 693" type="text" value="Enter amount..."/>	\$ <input data-bbox="992 659 1170 693" type="text" value="Enter amount..."/>	\$ <input data-bbox="1256 659 1435 693" type="text" value="Enter amount..."/>

Employer Needs Survey Form

(referenced in #6)

Surveys were administered to “select” media businesses in Arkansas including newspapers, advertising and public relations firms, broadcast outlets, and the Associated Press. The following statements and responses by number were recorded:

Program Description/Instructions:

This survey seeks to determine the interest in an online Master's Degree in Media Management. The proposed degree is designed for communication professionals who seek to obtain an advanced degree which focuses on the many facets of multi-platform delivery of information using interpersonal communication, group communication, mass communication and online communication. The degree prepares the candidates for opportunities in organizational communication, broadcasting, journalism and web communication.

(selected questions):

Does the program described above appeal to you?

YES – 23 of 26 (88.5%) ... note 4 were independent

Would someone who graduated from a program as described above be someone you could use in your organization?

YES – 22 of 22 (100%) ... note 4 were independent businesspeople with no employees

Would your organization have openings for someone graduating with a degree as described above?

YES – 16 of 21 (76%)

Would a master's degree in Media Management enhance a graduate's professional opportunities?

YES – 24 of 26 (92.3%)

Would you be more apt to promote an individual who completed the proposed degree program?

YES – 16 of 20 (80%)

Would a person completing such a program benefit your business?

YES – 22 of 22 (100%)

Do you have employees at your business who would likely consider such a degree?

YES – 15 of 17 (88%)

How likely would you be to enroll in a media management program if it were offered within the next year?

Extremely likely (3) Likely (4) Not Likely (*bus owners, etc; see demos*) (9) Would encourage employees (9)

Would you or your business give hiring preference to applicants with the proposed degree?

YES – 16 of 20 (80%)

Respondents were also given a listing of potential courses with course titles and catalogue descriptions. They were then asked about the “interest” of each course, its “value”, and whether it should be part of a media management degree program.

Selected responses/courses (SA = *Strongly Agree*) were as follows:

<u>Course:</u>	<u>Interesting</u>	<u>Valuable</u>	<u>Definitely Be Part of Program</u>
CAPSTONE	76%	79%	75%
Strategic Comm	76%	66%	66%
Social Media	84%	91%	91%
Media Law	52%	62%	66%
Organ/Intercultural Comm	52%	42%	46%
Research	36%	33%	38%
Adv Strategies of Med Mgmt	76%	75%	70%
Media Acct Mgmt	56%	58%	68%
Adv Mktg Analysis	76%	70%	75%
Com Theory	46%	30%	44%

NOTE: When one adds SA + A (*agree*); total is 60% or above on all three categories ...

Demographics of respondents were as follows:

Level of education --	15 (62.5%) had bachelors (17 media majors) 8 (33.3%) masters (3 media, 2 business) 1 (4.1%) higher	
Titles --	Publisher (2), Owner/CEO (1); Editor (3); Executive Director (2); Educator (3); Account Executive (1); Senior/PR (1); Media Relations (1); Manager Corporate Relations (1); Senior VP/Chief PR (1); Development Consultant (1); Professor of Professional Practice (1), etc	
Yrs Worked in Media --	less than 20 yrs	7
	20-29 yrs	7
	30-39 yrs	5
	40 or more yrs	4
How long should it take to complete such a degree?	18 (72%) two years	

Suggestions:

“While I’m likely past the age to seek this new master’s degree, I would have been drawn to it when I was getting my education. I’m excited to see it and I’m confident it will prove beneficial for our industry.”

“This sounds like an interesting and much needed degree.”

“The program should be a distance learning degree.”

“will there be courses offered during hours when people normally are at work? Like evening and Saturday hours.”

Letters of Support (referenced in # 6)

Letters of support should address the following when relevant: the number of current/anticipated job vacancies, whether the degree is desired or required for advancement, the increase in wages projected based on additional education, etc.

Letters of Support/Program Endorsement:

- 1. Tom Larimer, Executive Director, Associated Press Associations – Little Rock**
- 2. John C. Schirmer, Editor/co-owner, Nashville Leader & Board Member Ark Press Association**
- 3. Bobby Caldwell, owner/CEO, East Arkansas Broadcasters**
- 4. Richard McKeown, Senior VA, chief PR Officer, CRJW – Little Rock**
- 5. Audrey Lott Poff, owner, Occasions Publishing Group – Jonesboro**
- 6. Brandi Hinkle, PIO Manager, Ark Dept of Human Services, Ark President Public Relations Society of America**
- 7. Ed Watson, Account Executive, KAIT-TV8, Jonesboro**
- 8. Carol Langston, Director of Communications, Texas A&M University – Texarkana**

**Arkansas Press
Association**

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Huntsville*

Tom Larimer

Executive Director

Arkansas Press Association

October 22, 2015

Dr. Gilbert Fowler
College of Media & Communication
P.O. Box 1930
State University, AR 72467

Dear Dr. Fowler:

I was very pleased to hear the news regarding Arkansas State University pursuing the creation of a new master's program in Media Management. I have no doubt this will be a prized addition to the University's offerings and that it will also be well-received by the residents of Arkansas and the entire region served by Arkansas State.

I look forward to hearing more about the program and will be following closely the progress of the development of it. The prospect of adding this to the availability of programs offered in the state and at Arkansas State University is exciting and I can promise you all the support we can provide in this process.

Please do not hesitate to let me know if we can be of any assistance. I certainly wish you the best of luck with this new endeavor.



Tom Larimer
Executive Director

The Nashville Leader

119 N. Main

Nashville, AR 71852

870-845-0600

Southwest Arkansas's community newspaper

To whom it may concern:

I am writing on behalf of the proposed Master of Science in Media Management at Arkansas State University in Jonesboro. As a current newspaper editor and co-owner, I can see unlimited potential in this program and recommend its approval wholeheartedly.

I received a Bachelor of Arts degree in journalism from Ouachita Baptist University shortly before OBU made the change from a journalism major to a mass communications major. The benefits of that change have been obvious in recent years as a revolution has hit the nation's mass media. More than ever, students need to be exposed to many different forms of communication, including print, online, broadcast and social media. I believe this new program at Arkansas State offers similar benefits to those already working in the media as they cope with managing their operations during a time of continuing change. Media management will be vital to the survival of current media outlets and to the development of new ones.

The course offerings which ASU is proposing are impressive, to say the least. Audience Marketing Analysis is becoming more important every day for weekly and daily newspapers such as mine. We need to understand this topic in order to provide our readers the services they need. The same is true for TV, radio, online, etc.

Media Account Management is another key element for the survival of businesses such as newspapers and other outlets. Most of us leave such things to a couple of staff members, but everyone needs some idea of how account management works.

Social Media in Strategic Communications is a subject of interest and importance to everyone in the profession. Our businesses can learn to utilize social media effectively, or we run the risk of being replaced by social media. We need a better social media presence than putting up a few pictures on Facebook.

As a newspaper co-owner who is considering acquiring four other publications, I am especially interested in this program and am considering enrolling if it receives approval. The proposed Media Entrepreneurship class could be extremely useful in dealing with the new acquisitions.

The Master of Science in Media Management will open a wide range of opportunities to those who complete the program. It definitely would be an advantage to individuals applying for jobs at many media outlets. Weekly papers and small dailies would benefit from having a staff

member with this kind of background because they probably don't have anyone on their current staff.

Only five of these programs exist nationwide, with the closest to Arkansas in Illinois. Offering the degree online makes it much more appealing to people who are already employed in the media. They probably aren't going to travel to a college and complete a Master's degree while working full time. The ASU proposal gives them the chance to receive their degree and continue working.

Dr. Gil Fowler and his staff at Arkansas State have developed a degree program which will be of great benefit to those currently in the media. It will give them the opportunity to do a better job for their current employer or to advance to a different position. I ask that the Arkansas Department of Higher Education approve this proposal. It has the potential to be of great value to our state.

Sincerely,

John R. Schirmer
Editor, co-owner
Nashville Leader
Nashville, AR
jrleader@icloud.com



EAST ARKANSAS BROADCASTERS, INC.
P.O. BOX 789 • WYNNE, ARKANSAS 72396

November 9, 2015

Dr. Gilbert Fowler
College of Media and Communication
P.O. Box 1930
State University AR 72467

Dear Dr. Fowler:

I am writing to express our support of your proposed Masters of Science in Media Management program at Arkansas State University. I believe that there is a great need for this type of program and my business would benefit greatly in having graduates from this program. ASU would be an ideal place to be the first university in Arkansas to offer such a program.

In addition to our regular need for employees with regular communication skills, we are finding the need to hire employees with online communication skills growing as we expand our business. It is anticipated that employees with this type of degree would receive a higher salary as compared to an employee with only a regular college degree. That is why the online skill set is a very important one to gain.

I believe that our company would hire students who complete this program that matches the skills we need. Please let me know if you have any questions.

Sincerely

Bobby Caldwell
Owner/CEO
East Arkansas Broadcasters



300 Main Street
Little Rock, AR 72201
501.975.6251
cjr.com

November 6, 2015

Dr. Gilbert Fowler
College of Media & Communication
PO Box 1930
State University, AR 72467

Dear Gil:

Count me among those commending and endorsing the establishment of a program of study for a Master's of Science in Media Management at Arkansas State University. With the rapidly evolving world of media and communications, there is an increasing demand for, and expectation that leaders have an expanding knowledge and skill set when it comes to communicating across multiple platforms.

To date, that knowledge and skill set has largely been developed "on-the-job" and in response to evolving technologies, and the opportunities ... and challenges ... they present. The most successful professionals moving forward will be those who have the benefit of a course of study that not only focuses on those technologies, but on the management and leadership skills of those working within the industry.

Arkansas State University's College of Media and Communication has long been a respected leader in educating and preparing its students for success in the marketing and communications industries. I can speak to that as an alumni and one involved in the industry as a journalist, public relations account executive, founder of a communications consulting practice, and senior vice president of the largest marketing firm in the region.

A Master's of Science in Media Management program of study will further advance A-State's stellar reputation as a leader not only in the communications field, but also in the business community at-large.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard McKeown". The signature is fluid and stylized, with a large loop at the end.

Richard McKeown
Senior Vice President
Chief Public Relations Officer

OCCASIONS

Publishing Group

274 Southwest Drive • PO Box 1681 • Jonesboro, AR 72403
Office: 870.931.0012 • Fax: 870.931.0023
www.jonesborooccasions.com

Oct. 30, 2015

To whom it may concern:

I would like to express my support for a proposed program of study for the Master of Science in Media Management through A-State Online Learning Services.

As a graduate of Arkansas State University, I was fortunate to receive a bachelor of science degree in communications with a major in journalism. I received excellent training in the field of journalism as an undergraduate, and my degree served me well as I entered the workforce. I had no problem competing for jobs in the journalism field against other candidates and was routinely awarded for writing, editing and photography while working for various publications. Although I was promoted at various points during my career as a journalist and eventually began my own publishing company, my knowledge of media management was accrued on the job. There has been no other option locally.

I believe a master's degree in media management would allow A-State to better serve students who are pursuing a degree in communications, as well media professionals who are interested in advancing in their field. Offering this program of study through A-State's Online Services would allow professionals seeking to obtain an advanced degree to do so without having to leave their current employer. This option allows professionals to have job stability while furthering their education.

As opportunities for communications professionals continue to expand, I believe offering a master of science degree in media management would be a great addition to the other communications programs available through Arkansas State. I fully support the proposed program of study for the master of science degree in media management.

Sincerely,



Audrey Lott Poff
Owner
Occasions Publishing Group

Jonesboro
OCCASIONS

faithandfamily

JONESBORO
LIVING
CITY GUIDE

Northeast Arkansas
SENIOR LIVING
Resource Guide

J JONESBORO.COM
THE CITY WEBSITE

Occasions Publishing Group is a people-focused, purpose-driven organization committed to reaching, inspiring and informing readers across Jonesboro and Northeast Arkansas.



**Division of Medical Services
HEALTH CARE INNOVATIONS**

P.O. Box 1437, SLOT 5416 - LITTLE ROCK, AR 72203



November 3, 2015

To Whom It May Concern:

As a public relations practitioner in the Central Arkansas market, I see a master of science in media management could be of tremendous value to professionals and the organizations and businesses they represent.

My own work experience includes corporate, private and government communications, and the proposed coursework would be beneficial in any of those areas. Additionally, I am the president of the Arkansas Chapter of the Public Relations Society of America, and an informal survey of my peers indicates they also find value in this degree program.

A master's degree can enhance the skills set of those who have a foundation of media experience with a focus on multi-platform delivery of information, greatly improving the possibility of advancement in the field.

I could see it being especially beneficial to those who have changed career fields from more narrowly focused areas such as broadcast journalism or newspapers who seek to demonstrate more knowledge of strategic communications and management. As a hiring manager, this advanced degree would certainly make me consider a candidate above others similarly qualified.

I hope you will consider this letter in support of the proposed program.

Sincerely,

A handwritten signature in cursive script that reads "Brandi Hinkle".

Brandi Hinkle, MBA, APR
Public Information Manager
501-396-6008
brandi.hinkle@dhs.arkansas.gov

KAIT 8
A Raycom Media Station
PO Box 790 • Jonesboro, AR 72403

MEMPHIS
TN 380
26 OCT '15
PM 4 L



Dr. Gil Fowler
College of Media & Communications
PO Box 1930
State University, AR 72467

Dr. Fowler,

The need for a Master's program in Media Management is very much needed in Arkansas. I personally wish that it had been available a few years ago so that I could have taken advantage of the advanced courses. I work for Raycom Media who owns or manages 56 stations primarily across the Southeastern U. S. along with Raycom sports and other companies related to media. The growth in multiple avenues of media has created a void of educated talent to fill the needed positions. The Master's in Media Management will help to fill that need. The proposed course offerings will address the areas that most media companies are looking for at the present time. With the ever evolving media landscape, it will prepare students to fill the vacancies that exists as well as those that will arise in the next few years. The need for people trained in Media Management will have a much broader appeal to companies outside of media. Many of them are employing "in house" media managers who may not have the talents or training to adequately perform the task required of them in the ever changing media market of today. The rapid development of multiple digital products has moved media into a total different arena since the 1950's when television made the last major change in the landscape.

I wish I were 20 years younger so I could participate in this exciting adventure. Good luck with the program and please let me know if there is any way I can help you get the program up and running.

Ed Watson

Account Executive
KAIT/OAIT TV
P. O. Box 790
Jonesboro, Arkansas 72401



November 24, 2015

Dr. Gil Fowler
Graduate Program Director
College of Media and Communication
P.O. Box 1930
State University, AR 72467

Dear Dr. Fowler:

I am writing to express my support for the new Master of Science in Media Management program in the College of Media and Communication at Arkansas State University.

Within the higher education community in the Arkansas, Louisiana and Texas region, there is a tremendous need for communications professionals with skills and knowledge in leadership and the multi-channel delivery of information using interpersonal communication, group communication, mass communication and online communication.

Leadership positions requiring a master's degree range from director of media relations, director of communications and director of web initiatives to director of social media management, director of marketing, director of business development and director of branding and licensing.

I eagerly anticipate collaborating with Arkansas State University on this new initiative in the College of Media and Communication. Please do not hesitate to contact me if you need additional information.

Sincerely,

A handwritten signature in black ink that reads 'Carol Langston'.

Carol Langston
Director of Communications
Texas A&M University-Texarkana

Course Evaluation Copy

(referenced in # 7)
Undergraduate Degree Program Only

N/A

Enter text...

Semester Plan
(referenced in #8 – Undergraduate Proposals Only)

Instructions: Please identify new courses in italics.

Curriculum Vita for Faculty Teaching in Program (referenced in # 8)

** This section applies only to Graduate Programs

Faculty Vita are enclosed follow for the following faculty:

Dr. Gilbert L. Fowler, Ph.D., Southern Illinois University – Carbondale
Dr. Osa Amienyi, Ph.D., Bowling Green State University
Dr. Lillie Fears, Ph.D., University of Missouri
Dr. Mary Jackson-Pitts, Ph.D., University of Southern Mississippi
Dr. Gabriel Tait, Ph.D., Asbury Theological Seminary
Dr. Michael Bowman, Ph.D., Arkansas State University
Dr. Lily Zeng, Ph.D., Southern Illinois University
Dr. Marceline Thompson-Hayes, Ph.D., University of Memphis
Dr. Chris Harper, Ph.D., Arkansas State University
Dr. Holly Hall, J.D., University of Arkansas at Little Rock law school
Dr. Brenda Randle, Ph.D., Arkansas State University
Dr. Daniel Usera, Ph.D., University of Iowa
Dr. Myleea Hill, Ph.D., Arkansas State University
Dr. Po-Lin Pan, Ph.D., University of Alabama

VITAs –

VITA

Gil Fowler, Ph.D.

Arkansas State University
Professor of Journalism

Teaching Research/Interests

JOUR /RTV 1003 -- Mass Media & Modern Society
JOUR/RTV 2003 -- Writing for the Mass Media
JOUR 3003 -- Feature & Magazine Publishing
PR 3003 -- Public Relations Tools & Techniques
PR 4033 -- Public Relations Case Studies & Campaigns
PR 4013 -- Practicum in Public Relations
PR 4053/MCOM 5053 -- Public Opinion, Propaganda & Mass Media
MCOM 6023 -- Research Methods in Mass Communications
MCOM 6053 -- Applied Research Methods
MCOM 6203 -- Introduction to Graduate Study

Employment History

Director of Graduate Studies, ASU College of Media & Communication -- 7/13 -- Current
Chair, Department of Journalism -- Arkansas State University -- 8/10 -- 6/13
Associate Dean For The ASU Honors College -- 7/05 -- 7/10
Interim Dean of The ASU Honors College -- 7/04 -- 6/05
Acting Dean of the ASU Graduate School -- 7/94 -- 7/96
Acting Dean, ASU College of Communications -- 1/90 - 7/90
Professor of Journalism/Director of Graduate Studies -- 8/96 -
Professor of Journalism -- 8/84 -
Associate Professor of Journalism -- 8/81
Assistant Professor of Journalism -- 8/78
Arkansas State University - State University, AR 72467

Instructor in Journalism -- 1/78 - 8/78
Southern Illinois University - Carbondale, IL

Graduate Assistant -- 6/76 - 12/77
School of Journalism
Southern Illinois University - Carbondale, IL

Instructor in Journalism -- 9/72 - 5/76
University of Southern Mississippi - Hattiesburg, MS

Office of Public Relations -- 5/71 - 8/72
University of Mississippi - Oxford, MS

KAIT-TV, Channel 8, Jonesboro, AR -- 9/67 - 8/72
Newsman/Photojournalist - Jonesboro, AR

Jonesboro Chamber of Commerce -- 5/67 - 8/67
Photographer/PR Consultant - Jonesboro, AR

Publications & Creative Activities

Publications:

"Coping with the 2008 Chinese Milk Scandal: An Exploration of Crisis Communication Strategies in a Non-Western Setting," *Journal of Public Relations Research*, 2015. (with Lily Zeng, Lijie Zhou and Po-Lin Pan)

"A Caring Community", *Jonesboro Occasions: The City Magazine*, vol. 11:1, August 2013.

"SO WHAT DO YOU DO? ... HOW DO YOU DO THAT? ... CAN YOU DO IT BETTER?", *The Social Science Journal*, 2012, vol. 49, no. 1, pp.1-4.

"Iranian Propaganda in the Middle East: Al Alam "The World" as Model," *Southwestern Mass Communication Journal*, vol. 26, 2011 (with Khalaf M. Tahat).

"Un*Spun: Finding Facts in a World of {Disinformation}," The Honor Society of Phi Kappa Phi *FORUM*, 2009, vol. 88, no. 2, pp. 37-38.

"Media Use and Public Perception: How Kuwaitis View Aspects of Globalization," *Journal of Arts and Human Sciences*, published by the Faculty of Arts, Menya University, Egypt, Vol. 56 (April 2005), pp. 1-40 (with Hesham M. Mesbah and Masoud A. Raheem)(published in 2007 though dated 2005 ... journal was behind schedule.

"Another Side of Kuwait: Middle Eastern Visit Unveils Amiable Culture," *Jonesboro Sun*, Sept. 3, 2006.

"How Egyptian Journalists Perceive the Use of Embedded Media and Media Coverage Per Se in the Iraq War of 2003," *Business Research Yearbook*, vol. 11, 2004. (with Asir Affifi)

"Exploring the Relationship Between Children's Aggressive Tendencies and Parental Mediation Habits in Jordan," *Business Research Yearbook*, vol 11, 2004. (with Faisal Al-Rfouh)

"A Cross-Cultural and Gender Comparison of College Students' Perceived Credibility of Mass Media Between United States and South Korean Students," *Business Research Yearbook*, vol 11, 2004 (with Yong-Jin Chang)

"An Examination of Nightly News in the Arab World: A Comparative Analysis of English Language/ Arabic Language Newscasts on Kuwaiti Television: A Case Study," *Southwestern Mass Communication Journal*, vol. 18, no. 2, 2003. (with Anas Al-Rasheed)

"Look Who's Talking: An Examination of Student Cell Phone Use in Kuwait City, Kuwait," *Business Research Yearbook: Global Business Perspectives*, vol. 10, 2003. (with Anas Al-Rasheed)

"Globalization and Mass Communication: Hegemony or Harmony," *Business Research Yearbook: Global Business Perspectives*, vol. 10, 2003. (with Faisal Al-Rouh)

"Mass Communication and Political Development: Implications for the Future," *Business Research Yearbook: Global Business Perspectives*, vol. 10, 2003. (with Faisal Al-Rouh)

"An Examination of Uses and Gratifications of the Student Newspaper in Kuwait and Egypt: Similarities & Differences," *Business Research Yearbook: Global Business Perspectives*, vol. 9, 2002. (with Anas Al-Rasheed & Ralph Berenger)

"An Examination of Working Journalists in Kuwait: Professional Dimensions of News," *Business Research Yearbook: Global Business Perspectives*, vol. 9, 2002. (with Anas Al-Rasheed)

"A Comparative Analysis of English Language / Arabic Language Newscasts on Kuwaiti Television: A Case Study," Business Research Yearbook: Global Business Perspectives, vol 8, 2001. (with Anas Al-Rasheed)

"Critical Incident Reporting: The Impact of Covering Traumatic Events on Journalists," Southwestern Mass Communication Journal, vol .16, no. 2, 2001. (with Audrey Watkins)

"An Examination of Nightly News in the Arab World: A Comparative Analysis of Late Evening Arabic Newscasts in Kuwait, Egypt and Saudi Arabia" Southwestern Mass Communication Journal, vol. 16, no. 1, 2000. (with Anas Al-Rasheed)

"Broadcast News in the Middle East: An Examination of Late Evening Newscasts in Kuwait, Egypt, and Saudi Arabia," Business Research Yearbook: Global Business Perspectives, vol. 8, 2001. (with Anas Al-Rasheed)

"A Coorientation Study of Editors and Public Relations Practitioners," Southwestern Mass Communication Journal, vol. 12, no. 2, 1997. (with Monica Billings)

"An Evaluation of Nursing Students' Adaptability to the Distance Learning Program at Arkansas State University," Journal of Communication Studies, vol. 15, no. 2, Spring 1997. (with Evette Holmes)

"Whose Fault Was It? An Analysis of Newspaper Coverage of Iben Browning's New Madrid Fault Earthquake Prediction," International Journal of Mass Emergencies and Disasters (Special issue, November 1993). (with Russ Shain & Marlin Shipman)

"U.S. Court Decisions: Their Impact on the Environment of High School Publications," Southwestern Mass Communication Journal, vol. 5, no. 2, 1989. (with Jerry Sharp)

"Perception and Utilization of Political Communication: A Survey of Women in Communication, Inc. and the 1988 Political Campaign," Southwestern Mass Communication Journal, vol. 5, no. 2, 1989. (with Gary Melton & Mary-Lou Galacian)

"A Survey of Correction Policies of Arkansas Newspapers," Journalism Quarterly, vol. 65, no. 4, 1988. (with Tommy Mummert)

"Female Roles in Radio Advertising," Journalism Quarterly, vol 64, no. 1, 1987. (with Gary Melton)

"The Stereotyping of America: Media's Promulgation of a Myth," Proceedings of The Human Communications Institute: Colloquium III (Little Rock: UALR College of Communications, 1987).

"Content and Teacher Characteristics of Master's Level Research Courses," Journalism Quarterly, vol 63, no. 3 (1986).

"Video Display Terminals: An Examination of Their Effects on Newsroom Personnel," in Technology and Human Productivity: Challenges for the Future by John W. Murphy and John T. Pardeck (New York: Quorum Books, 1986).

"An Examination of Newspaper Readership Changes: Does A Change in Publication Time Affect the Reading Habit?," Newspaper Research Journal, vol. 7, no. 1, 1985.

"A Study of the Perceived Effects of the Adoption of New Technologies in the Newspaper Industry," Studies in Journalism and Mass Communications, vol. 3, 1984. (with Marlin Shipman)

"An Examination of the Management Responsibilities of Managing Editors in Pennsylvania," Studies in Journalism and Mass Communications, vol. 3, 1984. (with Marlin Shipman)

"A Test of the Message Variable on the Agenda-Setting Function," Journal of Communications Studies, vol. 2. no. 2, 1984. (with Ed Smith)

"Readability of Delayed and Immediate Reward Content in Time/Newsweek," Journalism Quarterly, vol. 59, no. 3, autumn 1982. (with Ed Smith)

"VCRs Help Show Pitfalls to Avoid During Interviews," Journalism Educator, 1983.

"Professional Input Aids Development of 'Community Journalism' Sequence," Journalism Educator, 1983.

"An Examination of Delayed Reward/Immediate Reward Content Classifications as a Means of Explaining the Comparative Readability of *Time/Newsweek* Magazines," Studies in Journalism and Mass Communications, vol. 3, 1983. (with Ed Smith)

"Extent of Commercialization of Memphis Radio Stations," Journalism Quarterly, vol. 60, no. 3, summer 1983. (with William Barrick)

"Community Journalism Program Responds to Specific Needs of State's Weekly Press," Journalism Educator, 1982.

"How Comprehensible are Newspaper Headlines," Journalism Quarterly, vol. 59, no. 3, summer 1982. (with Ed Smith)

"An Examination of Delayed Reward/Immediate Reward Content Classifications as a Means of Explaining the Comparative Readability of Six Subject Categories in Time/Newsweek Magazines," Magazine Matter in Depth, vol. 2, no. 1, spring 1981. (with Ed Smith)

"Diagram Your News Sources: Plot Coverage With Calendars," Arkansas High School Adviser, vol. 1, no. 2, May 1979.

"The Comparative Readability of Newspapers and Magazines Over Time: An Examination of Media Acceptability," Newspaper Research Journal, vol. 1, no. 1, November 1979. (with Ed Smith)

"The Status of Magazine Group Ownership," Journalism Quarterly, vol. 56, no. 3, autumn 1979. (with Ed Smith)

"Predicting Political News Coverage by Newspaper Characteristics," Journalism Quarterly, vol. 56, no. 1, spring 1979.

"The Comparative Readability of Newspapers and Novels," Journalism Quarterly, vol. 55, no. 3, autumn 1978.

"Hustler and Freedom of the Press: How Newspaper Editors View the Hustler Decision," Midwest Communications Research Review, vol. 1, no. 1, spring 1978.

"Story Selection and Perceived Importance and Interest Between Journalism and Non-Journalism Majors," Graduate Communication Studies, vol. 1, no. 1, spring 1977.

"TV Preferences and Media Use in a Mental Hospital," Health Care Research in Illinois, vol. 2, 1977.

"Library Utilization by Mental Health Patients at the Anna General Library, Anna, Illinois," Health Care Research in Illinois, vol. 2, 1977.

"A Preliminary Report on Five Questions Concerning Magazine Editors and Magazine Operations," Resources in Education, vol. 15, ED #178 922, April 1980. (with Ed Smith)

"Group Magazine Publishing in the United States: A Descriptive Analysis," Resources in Education, vol. 14, ED #162 320, April 1979. (with Ed Smith)

"The Comparative Readability of Newspapers and Magazines Over Time: An Evaluation of Media Acceptability," Resources in Education, vol. 15, ED #181 476, June 1980. (with Ed Smith)

"The Comparative Readability of Six Subject Categories in Time / Newsweek Magazines: A Study of Media Acceptability," Resources in Education, vol. 16, February 1981. (with Ed Smith)

Scholarly & Professional Presentations

"Pointers that Can Help a Person Land a Job in Sports Broadcasting" Eric Frazier & Gil Fowler, Arkansas State University, accepted for presentation to WSSA national convention, spring 2015, Portland, OR.

"A Study of Colleges/Universities in the Middle East that offer Mass Communication Coursework: Their Faculty, Facilities and Degree Programs" Gil Fowler, Arkansas State University; Fatema Alsalem, Kuwait University; & Anas Al-Rasheed, Kuwait University, accepted for presentation to WSSA national convention, spring 2015, Portland, OR.

"Arkansas State University Students Perception of Islam and Muslims", Saud Alotaibi & Gil Fowler, Arkansas State University, accepted for presentation to WSSA national convention, spring 2015, Portland, OR.

"Chinese Milk Companies And The 2008 Chinese Milk Scandal: An Analysis Of Crisis Communication Strategies In A Non-Western Setting," to 2014 AEJMC National Convention, PR Division, Montreal, Canada, August 2014 (with Lijie Zhou)

"The Mass Communication Comprehensive Exam Process: Purpose, Procedures and Possibilities," to Western Social Science Association, Albuquerque, NM, April 2014.

"The Media Systems Paradigm Model: An Effective Instrument to Explain Media Development and Influence," to Western Social Science Association, Denver, CO, April 2013.

"So What Exactly Do You Do, fella," Presidential Address, Western Social Science Association, Salt Lake City, Utah, April 2011.

"Catastrophic Icing: When the Lines of Communication Tumble Down," Western Social Science Association, Reno, NE, April 2010 (with Lily Zeng and Mary Jackson Pitts)

"Teaching Public Relations Ethics to The Millennial Generation," Western Social Science Association, Albuquerque, NM, April 2009 (with Holly Hall Byars)

"An Examination of Ads Featuring Women War Workers in Ladies Home Journal & Newsweek During World War II: A Content Analysis" to Southwest Education Council for Journalism and Mass Communication annual convention, Norman, Oklahoma, October 2007. (with Joyce Jaynes).

"Examining How African American and White Magazines Covered the One-Year Anniversary of Hurricane Katrina: A Content Analysis," to Western Social Science Association annual convention, Calgary, Canada, April 2007 (with Rachel McCoy).

"Is Journalism Dead?," to Western Social Science Association annual convention, Calgary, Canada, April 2007 (with Beth Barnes, Paula Furr, Steven Horton and R. Ivan Pinnell).

"Tourism and Websites: Conveying Image of Place," to Southwest Education Council for Journalism and Mass Communication annual convention, Baton Rouge, LA, October 2006 (with Lenore Shoults).

"Visual and Contextual Elements of Higher Education's Recruitment Web Pages," to Southwest Education Council for Journalism and Mass Communication annual convention, Baton Rouge, LA, October 2006 (with Pamela Bailey).

"Democracy, Terrorism and Globalization: Media Use and Public Perception," to Western Social Science Association annual convention, Phoenix, AZ, April 2006 (with Yashuhito Tani).

"Mass Media Usage and Materialist/Postmaterialistic Values Between College Students in Kuwait and in the United States," to Western Social Science Association annual convention, Phoenix, AZ, April 2006 (with Rebecca Gatz).

"Developing and Promoting an Undergraduate Research Day," 40th Annual Conference of the National Collegiate Honors Council, St. Louis, MO, October 2005 (with Mike Cundall).

"Hymonyms: Teaching Students to Write and Edit," Breakfast of Editing Champions, Knight Ohio Program for Editing and Editing Education, AEJMC National Convention, San Antonio, TX, August 2005.

"Planning for the 100th Anniversary Celebration of Kappa Tau Alpha: Local, National and International Preparations, Costs and Responsibilities," Kappa Tau Alpha National Meeting, San Antonio, TX, August 2005.

"The Perceived Impact of Television Programs on Jordanian Youth: An Examination of Parental Mediation and Kids Aggression," to The Fourth Annual Bima (Beirut Institute for Media Arts) Conference, Lebanese American University, Beirut, Lebanon, March 2004. (with Faisal Al-Rfouh)

"Framing South Korean and North Korean Editorials Discussing the Second North Korean Nuclear Crisis," to Western Social Science Association annual convention, Salt Lake City, Utah, April 2004. (with Daejin Jeon)

"Student Perceptions of the Digital Manipulation of Photographs," to Western Social Science Association annual convention, Salt Lake City, Utah, April 2004. (with Amanda Watlington)

"How Egyptian Journalists Perceive the Use of Embedded Media and Media Coverage Per Se in the Iraq War of 2003," to International Association of Business Disciplines, San Antonio, Texas, March 2004. (with Asir Affifi)

"Exploring the Relationship Between Children's Aggressive Tendencies and Parental Mediation Habits in Jordan," to International Association of Business Disciplines, San Antonio, Texas, March 2004. (with Faisal Al-Rfouh)

"A Cross-Cultural and Gender Comparison of College Students' Perceived Credibility of Mass Media Between United States and South Korean Students," to International Association of Business Disciplines, San Antonio, Texas, March 2004. (with Yong-Jin Chang)

"Egyptian Journalists Evaluate Media Coverage of the Gulf War: Insights and Uptights," to Western Social Science Association, Salt Lake City, Utah, April 2004.

"Depictions of the Civil War on Film: History Written in Lightning," to Western Social Science Association, Las Vegas, April 2003 (with Mark Mohr).

"The Influence of Television Characters on Upper-level Students in Blytheville, Arkansas," to Western Social Science Association, Las Vegas, April 2003 (with Amy Burton).

"Crisis Preparedness and Administrative Perceptions of Media Coverage: A Current Assessment of the Arkansas Public School System," to Western Social Science Association, Las Vegas, April 2003 (with Brandi Baird).

"Condom Advertising and STIs" A Content Analysis of Ads in Playboy and on the Internet," to Western Social Science Association, Las Vegas, April 2003 (with Twange Kasoma).

"News Viewers, Perception of Political News and Political Reality," to Western Social Science Association, Las Vegas, April 2003 (with Daejin Jeon).

"Student Perceptions of the First Amendment and the Internet: Viewing Pornographic Websites in s College Environment," to Western Social Science Association, Las Vegas, April 2003 (with Brook Pruitt).

"Look Who's Talking: An Examination of Student Cell Phone Use in Kuwait City, Kuwait," to International Academy of Business Disciplines, Orlando, Florida, April 2003 (with Anas Al-Rasheed)

"Globalization and Mass Communication: Hegemony or Harmony," to International Academy of Business Disciplines, Orlando, Florida, April 2003 (with Faisal Al-Rouh).

"Mass Communication and Political Development: Implications for the Future," to International Academy of Business Disciplines, Orlando, Florida, April 2003 (with Faisal Al-Rouh).

"An Examination of Cell Phone Users in Kuwait City, Kuwait: Who They Are, How & Why They Use This Technology, and How They Can Be Targeted via Advertisers," to SWECJMC Annual Convention, San Marcos, Texas, November 2002 (with Anas Al-Rasheed).

"Exploring the Relationship Between Children's Aggressive Tendencies and Parental Mediation Habits in the Rural South," to SWECJMC Annual Convention, San Marcos, Texas, November 2002 (with Brandi Baird).

"September 11 Terror and Patriotism: A Content Analysis of New York Times Advertising," to SWECJMC Annual Convention, San Marcos, Texas, November 2002 (with Dae-Jin Joen).

"A Content Analysis of Health Coverage by Zambia News Agency: October 2001 – February 2002," to SWECJMC Annual Convention, San Marcos, Texas, November 2002 (with Twange Kasoma).

"An Examination of Student Internet Use in Rural Arkansas," to SWECJMC Annual Convention, San Marcos, Texas, November 2002 (with Cara Carter).

"Terrorism and the News Media: A Content Analysis of Four Mid-South Newspapers and Their Coverage of the September 11 Terrorist Attacks," to Western Social Science Association annual meeting, Albuquerque, NM, April 2002. (with Christina Veara)

"An Examination of Sex and Violence in Music Videos Aired on MTV, BET and GAC Networks, to Western Social Science Association annual meeting, Albuquerque, NM, April 2002. (with Ashley Jones)

"Verification Procedures: How U.S. Dailies Verify Non-Editorial News Items," to Western Social Science Association annual meeting, Albuquerque, NM, April 2002. (with Dana Calloway)

"The Changing Face of Women's Mass Culture: An Analysis of Women's Magazine Covers (1947-1995), Before, During and After the Feminist Movement," to Western Social Science Association annual meeting, Albuquerque, NM, April 2002. (with April Brinkley)

"An Examination of Working Journalists in Kuwait: Professional Dimensions of News," to International Association of Business Communicators, Hollywood, CA, April 2002. (with Anas Al-Rasheed)

"An Examination of Uses & Gratifications of the Student Newspaper in Kuwait & Egypt: Similarities & Differences," to International Association of Business Communicators, Hollywood, CA, April 2002.

(with Anas Al-Rasheed & Ralph Berenger)

"How Students Use the College Newspaper "CARAVAN" at the American University in Cairo: A Uses and Gratifications Case Study," to Sixth Annual AUSACE International Conference, Atlanta, October 2001. (with Ralph Berenger)

"Content Analysis of Outdoor Advertising Web Sites: What Do They Offer the Browser?," to Southwest Symposium for Education in Journalism and Mass Communication, Tulsa, November 2001. (with Rachel Gifford)

"The Politics of Aesthetics: A Comparison of Appearance-Driven Messages on Men's and Women's Magazine Covers," to Southwest Symposium for Education in Journalism and Mass Communication, Tulsa, November 2001. (with April Brinkley)

"The Radio Remote: A Secret Weapon in Local Radio Advertising," to Southwest Symposium for Education in Journalism and Mass Communication, Tulsa, November 2001. (with Christy Veara)

"Student Newspaper Publication Uses & Gratifications: Survey of Results from the American University in Cairo and Kuwait University," presented to faculty of Arkansas State University, Middle East Studies Night, October 2001.

"How Students Use the College Newspaper "AFAQ" at Kuwait University: A Uses and Gratifications Case Study," to Southwest Symposium for Education in Journalism and Mass Communication, Tulsa, November 2001. (with Anas Al-Rasheed)

"Broadcasters & the Internet: An Exploratory Study of Arkansas Station Websites," to Western Social Science Association annual convention, Reno, April 2001. (with John Kenney)

"Culture Clash: An Examination of Cultural, Political and Economic Characteristics of Foreign Nations in Feature Segments Aired During NBC's Broadcast of the 2000 Olympic Games," to Western Social Science Association annual convention, Reno, April 2001. (with Mike Bowman)

"Uses and Gratifications and Internet Profiles: A Factor Analysis. Is Internet Use and Travel to Cyberspace Reinforced by Unrealized Gratifications," to Western Social Science Association annual convention, Reno, April 2001. (with Sharon Angleman)

"An Analysis of the Backgrounds of University Development Officers and Their Job Perceptions," to Western Social Science Association annual convention, Reno, April 2001. (with Steve Watkins)

"A Content Analysis of Billboard Advertising," to Western Social Science Association annual convention, Reno, April 2001. (with Yvonne Randolph)

"Print vs. Online Classifieds as a Means of Moving Merchandise: A Case Study of the Preferences of Print Classified Ad Users," to Western Social Science Association annual convention, Reno, April 2001. (with Audrey Watkins)

"Effects and Effectiveness of E-mail as a Direct Response Advertising Tool," to Western Social Science Association annual convention, Reno, April 2001. (with Jay Ahn)

"University Use of Cable Access Channels: Operations, Procedures and Strategies," to Western Social Science Association annual convention, Reno, April 2001. (with Edie Sutterfield)

"An Examination of Nightly News in the Arab World: A Comparison of English Language/Arabic Language Newscasts in Kuwait: A Case Study," to Southwest Symposium for Education in Journalism and Mass Communication, Phoenix, AZ, November 2000. (with Anas Al-Rasheed)

"Social Implications of Internet Use," to Southwest Symposium for Education in Journalism and Mass Communication, Phoenix, AZ, November 2000. (with Sharon Angleman)

"A Survey of Newspaper Website Manager: Their Jobs and Their Products," to Southwest Symposium for Education in Journalism and Mass Communication, Phoenix, AZ, November 2000. (with John Kenney)

"Critical Incident Reporting: The Impact of Covering Traumatic Events in Media Personnel," to Southwest Symposium for Education in Journalism and Mass Communication, Phoenix, AZ, November 2000. (with Audrey Watkins)

"An Analysis of Faculty and Staff Attitudes Toward Investing in Arkansas State University's "Vital Margin" Campaign," to Southwest Symposium for Education in Journalism and Mass Communication, Phoenix, AZ, November 2000. (with Steve Watkins)

"Broadcast News in the Middle East: An Examination of Late Evening Newscasts in Kuwait, Egypt, and Saudi Arabia," International Association for Business Communications, February 2000. (with Anas Al-Rasheed)

"A Content Analysis Comparing Coverage by Arkansas Daily Newspapers of the Boys and Girls State High School Basketball Tournaments," to 42nd Annual Western Social Science Association, April 2000. (with Warren Byrd)

"Female Sports Journalists: A Study of Demographics and Perceived Sexism," to 42nd Annual Western Social Science Association, Los Angeles, April 2000. (with Larry Isch)

"An Examination of the Professional Wrestling Audience: A Uses and Gratifications Approach," to 42nd Annual Western Social Science Association, Los Angeles, April 2000. (with Eric Smith)

"A Content Analysis of the Portrayal of Women Journalists in American Film," to Southwest Symposium for Education in Journalism and Mass Communication, November 1999. (with Darcy Douglas)

"An Examination of Nightly News in the Arab World: A Comparative Analysis of Arabic Newscasts in Kuwait, Egypt and Saudi Arabia," to Southwest Symposium for Education in Journalism and Mass Communication, November 1999. (with Anas Al-Rasheed)

"Time and Newsweek's Labeling of the Perpetrators of the World Trade Center Bombing," to 41st Annual Western Social Science Association, April 1999. (with Mariam Arif)

"Colorism in Advertising: A Study of Student Perception and Reaction to Skin Color," to 41st Annual Western Social Science Association, April 1999. (with Latonia Grimes)

"Student Learning and Recall Examined Under Two Experimental Conditions," to 41st Annual Western Social Science Association, April 1999. (with Rachel Gifford)

"A Content Analysis Comparing News Magazine Coverage of the U.S. Military During Peacetime," to 41st Annual Western Social Science Association, April 1999. (with Warren Byrd)

"Assessing Changes in Traditional Media Use Among College Students as a Result of Their Use of the Internet," to 41st Annual Western Social Science Association, April 1999. (with Maryam Arif)

"The Local Morning News Show: Who's Watching and Why?," to 41st Western Social Science Association, April 1999. (with Carey Byars)

"National Media Coverage of Mens and Womens Final Four: A Comparative Analysis" to Southwest Education Council for Journalism and Mass Communication, November 1998. (with Warren Byrd)

"Learning With the Internet?: An Experimental Comparison of Individual Learner Recall Between Internet and Print" to Southwest Education Council for Journalism and Mass Communication, November 1998. (with Rachel Gifford)

"An Assessment of Contributors to Journalism & Mass Communication Abstracts: Where Do We Go To Build Circulation & Support" to Magazine Committee, AEJMC, Baltimore, MD, August 1998.

"Jonesboro Education Foundation: Support for Teaching Pays Lifelong Benefits," to Southeast Regional Superintendents, Hot Springs, May 1998.

"Sports Information Directors Assess Their Job, Their Skills, Their Futures: Burn-Out is Here!," to 39th Annual Western Social Science Association, April 1997. (with Larry Isch)

"What Makes Good Reporters: Good Techniques or Good News Sources?," to 39th Annual Conference of Western Social Science Association, April 1997. (with Marlin Shipman)

"An Examination of Internet Newspaper: Their Content and Advertising Support" to Southwest Symposium for Education in Journalism and Mass Communication, November 1997. (with Audrey Watkins)

"A Content Analysis of Photographs of the Elderly in a Mid-South Newspaper," to 38th Annual Conference of Western Social Science Association, April 1996. (with Monica Billings)

"A Survey of How Asian Students Use Television in Adjusting to American Culture," to 38th Annual Conference of Western Social Science Association, April 1996. (with Rey Rosales)

"A Phone Survey Exploring Consumer Attitudes Toward Advertising on Videocassettes," to 38th Annual Conference of Western Social Science Association, April 1996. (with Sandi McClain Pack)

"Perception and Adaptability: An Evaluation of Adaptability Factors to Distance Learning Education," to 38th Annual Conference of Western Social Science Association, April 1996. (with Evette Holmes)

"Fallout from the Newspaper Wars: A Content Analysis of How Gaining a Monopoly Affects Advertising," to 37th Annual Conference of Western Social Science Association, April 1995.

"Anatomy of a Murder (Trial)," to 37th Annual Conference of Western Social Science Association, April 1995.

"Working Women on Television: A Content Analysis of Programs Created for the 1993 Prime-Time Television Season," to 36th Annual Conference of Western Social Science Association, April 1994. (with Sherry Tuseth)

"A Study of Newsmagazine Visuals in the 1992 U.S. Presidential Campaign," to 36th Annual Conference of Western Social Science Association, April 1994. (with Sandi McClain Pack)

"The Portrayal and Use of Alcohol on Prime-Time Television: A Content Analysis," to 36th Annual Conference of Western Social Science Association, April 1994. (with Piyanooch Ananpakdee)

"The Coverage of HDTV in *Broadcasting* and *Business Week*," to 36th Annual Conference of Western Social Science Association, April 1994. (with Julio Soler-Burguillos)

"A Content Analysis of Black vs White Magazine Coverage of the 1992 Los Angeles Riots," to 36th Annual Conference of Western Social Science Association, April 1994. (with Evangeline Parker)

"A Content Analysis of Development News on 'CNN World Report': 1990-92," to Southwest Symposium for Education in Journalism and Mass Communication, October 1993. (with Gilbert Abraham)

"The Arkansas Catholic Readership Survey: A Uses and Gratifications Study of A Religious Publication," to Southwest Symposium for Education in Journalism and Mass Communication, October 1993. (with Jim Kordsmeier)

"Perceptions of Arkansas Police of Print and Broadcast Coverage of Police Departments," to Southwest Symposium for Education in Journalism and Mass Communication, October 1993. (with Marlin Shipman)

"Perceptions of Arkansas Police of Print and Broadcast Coverage of Police Departments," to 35th Annual Conference of Western Social Science Association, April 1993. (with Marlin Shipman)

"Whose Fault Was It? An Analysis of News About the Iben Browning Earthquake Prediction." Public and Media Response to Earthquake Forecasts. Sociology Research Conference, Southern Illinois University at Edwardsville, May 1991. (with Marlin Shipman & Russ Shain)

"Whose Fault Was It? An Analysis of News About the Iben Browning Earthquake Prediction," to Southwest Symposium for Education in Journalism and Mass Communication, October 1991. (with Marlin Shipman & Russ Shain)

"Working With Media," to Law Enforcement and Traffic Safety Conference, North Little Rock, August 1990.

"Children's Perceptions of Adult Cartoon Characters on Saturday Morning Cartoon Programs," to Southwest Symposium for Education in Journalism and Mass Communication, October 1990. (with Leslie Cook)

"Uses and Gratifications of the Campus Newspaper: The College Student Audience," to Southwest Symposium for Education in Journalism and Mass Communication, October 1990. (with Gerri Farmer)

"Student Perceptions of the Effects of RAP Music," to Southwest Symposium for Education in Journalism and Mass Communication, October 1990. (with Tim Edwards)

"A Study of Magazine Photos of the 1980 Presidential Campaign," to Southwest Symposium for Education in Journalism and Mass Communication, October 1990. (with Lewis Smith)

"Understanding the News: A Comparison of Newspaper Readability and Television Listenability," to Southwest Symposium for Education in Journalism and Mass Communication, October 1990. (with Robert Ganus)

"An Analysis of Sex-Roles in Prime Time Commercials Using a Sexism Scale," to Southwest Symposium for Education in Journalism and Mass Communication, October 1990. (with Kathy Allred)

"Stylistic Differences Between Male and Female Journalists in the Print Media," to Southwest Symposium for Education in Journalism and Mass Communication, October 1990. (with Debbie Shelley)

"Readability of USA Today," to Southwest Symposium for Education in Journalism and Mass Communication, October 1990. (with David Wise)

"Pagination and Job Satisfaction." AEJMC national convention, 1989. (with Marlin Shipman)

"Portrayal of Women in Ladies Home Journal: 1968-1987," to Southwest Symposium for Education in Journalism and Mass Communication, October 1988.

"Content Analysis of Violent Items in Two Little Rock, Arkansas Newspapers," to Southwest Symposium for Education in Journalism and Mass Communication, October 1988. (with Kenneth Heard)

"Examination of TV Assignment Editors and News Selection Process," to Southwest Symposium for Education in Journalism and Mass Communication, October 1988. (with Mary Jackson)

"Pagination and Job Satisfaction," American Newspaper Publishers Association Technology Show, Las Vegas, June 1987. (*Invited to present findings.*) (with Marlin Shipman)

"Pagination: The Management Challenge of the Future," IFRA Symposium, Luxembourg, Belgium, May 1987. (*Invited to present findings. Findings presented for authors by Eric Wolferman, executive editor, The Reporter, Lansdale, Pennsylvania.*) (with Marlin Shipman)

"Pagination and Job Satisfaction," Scripps-Howard Managing Editors national meeting, Denver, March 1988. (*Invited to present findings.*) (with Marlin Shipman)

"Pagination and Job Satisfaction," Southwest Symposium for Education in Journalism and Mass Communication, October 1987.

"An Examination of the Management Responsibilities of Managing Editors in Pennsylvania," to Southwest Symposium for Education in Journalism and Mass Communication, October 1983. (with Marlin Shipman)

"A Study of the Perceived Effects of the Adoption of New Technologies in the Newspaper Industry," to Southwest Symposium for Education in Journalism and Mass Communication, October 1983. (with Marlin Shipman)

"Group Newspaper Ownership Growth Patterns, Plans and Motives," to Southwest Symposium for Education in Journalism and Mass Communication, October 1981.

"Professional Magazine Publishers Suggestions for Magazine Research: A Report" in special open session, AEJ National Convention, August 1981.

"An Examination of the Magazine Gatekeeper: Can Personal/Professional Characteristics Predict Editorial Involvement" to AEJ National Convention, Magazine Division, August 1981.

"Newspaper Headlines: How Much Information Do They Convey to Readers?" to Southwest Symposium for Education in Journalism and Mass Communication, October 1980. (with Ed Smith)

"The Comparative Readability of Six Subject Categories in *Time / Newsweek* Magazine: A Study of Media Acceptability" to AEJ National Convention, Magazine Division, August 1980. (with Ed Smith)

"The Comparative Readability of Newspapers and Magazines Over Time: An Evaluation of Media Acceptability" to AEJ National Convention, August 1979.

"A Preliminary Report on Five Questions Concerning Magazine Editors and Magazine Operations" to AEJ National Convention, Magazine Division, August 1979.

"Group Magazine Publishing in the United States: A Descriptive Analysis" to AEJ National Convention, Magazine Division, August 1978.

"Hustler and Its Peers: How Magazine Editors View the Hustler Conviction" to AEJ National Convention, Magazine Division, August 1977.

"TV Preferences and Media Use in a Mental Hospital" to Second Annual Illinois Health Care Research Symposium, November 1977.

"Library Utilization by Mental Health Patients at the Anna General Library, Anna, Illinois" to Second Annual Illinois Health Care Research Symposium, November 1977.

Special Awards / Recognitions

"Pioneer Award" Recipient, Southwest Education Council for Journalism and Mass Communication, October 2004 for lifelong contributions to journalism education and to the SWECJMC organization (*only 10 individuals have been so recognized in the 25+ year history of the organization*).

Invited Guest Lecturer, Gulf States University in Kuwait City, Kuwait, and at University of Jordan, July 2003.
First educator to address American Newspaper Publishers Association- Technical Exposition Committee with presentation of Pagination and Its Effect on Job Satisfaction, ANPA-TEC National Convention, July 1987

Results of Pagination Study presented to Poynter Institute, Gannett Institute on Media Studies, IFRA (*International Association for Newspapers and Media Technology*) in Luxembourg, and other forums

Participant and Panel Discussant, Fourth Annual Fulbright Institute Symposium on Issues in International Communication, 1986

Grant Activities/Consulting ... (non-paid unless noted)

FUNDED

Grant to Study Internet Threats in Middle East Media in Kuwait and UAE from Arkansas State University's Middle East Studies Committee –\$7,000 – 2015-16 (TOPIC: A Study of College Students Perceptions of Internet Threats and Solutions In Kuwait and American University in Sharjah)

Grant to Study Programs in the Middle East that Offer Mass Communication Degree Offerings from Arkansas State University Middle East Studies Committee – \$7,500 – 2014-15 (TOPIC: A Study of Programs in the Middle East that Offer Mass Communication Degrees: Faculty, Facilities & Degrees ... How Do We Evaluate their Student Preparation for Graduate Study?)

Group Grant to Study Middle East Media in Kuwait from Arkansas State University's Middle East Studies Committee – \$12,000 – 2013-14 (TOPIC: ASU Students Explore Middle East Media)

Group Grant to Study Middle East Media in Kuwait from Arkansas State University's Middle East Studies Committee – \$12,000 – 2012-13 (TOPIC: ASU Students Explore Middle East Media)

Group Grant to Study Middle East Media in Kuwait from Arkansas State University's Middle East Studies Committee – \$12,000 – 2011-12 (TOPIC: A Comparison: American Media vs. Kuwaiti Media)

Group Grant to Study Middle East Media in Kuwait from Arkansas State University's Middle East Studies Committee – \$12,000 – 2010-11 (TOPIC: ASU Students Explore Middle East Media)

Group Grant to Study Middle East Media in Kuwait from Arkansas State University's Middle East Studies Committee -- \$8,500 – 2009-10 (TOPIC: My Occupation, My Life: Middle America vs. Middle East)

Group Grant to Study Middle East Media in Kuwait from Arkansas State University's Middle East Studies Committee -- \$12,000 -- 2006-07 (TOPIC: An Examination of Middle East Media in Kuwait: An International Experience for Four ASU Broadcast / Journalism / Photo / Radio Majors)

Group Grant to Study Middle East Media in Kuwait from Arkansas State University's Middle East Studies Committee -- \$12,000 -- 2004-05 (TOPIC: An Examination of Middle East Media in Kuwait: An International Experience for Four ASU Broadcast / Journalism / Photo / Radio Majors)

Grant to Study Media from Arkansas State University's Middle East Studies Committee -- \$4,800 -- 2003 (TOPIC: Exploring the Relationship Between Children's Aggressive Tendencies and Parental Mediation Habits in Selective Countries of the Middle East)

Grant to Study Middle East media from Kappa Tau Alpha, national journalism honorary -- \$1,000-- 2003 (TOPIC: Exploring the Relationship Between Children's Aggressive Tendencies and Parental Mediation Habits in Selective Countries of the Middle East) as part of their Advisor's Scholarship Support Program -- up to 3 awarded annually.

Grant to Study Ways of Recognizing Teaching Excellence -- \$5,000 -- 2003 from Phi Kappa Phi National Honorary Organization (TOPIC: Building a Community of Teaching Excellence) -- up to 9 awarded nationally every two years.

Grant to Study Media in Egypt/Kuwait from Arkansas State University's Middle East Studies Committee -- \$1,000 -- 2002 (TOPIC: An Examination of Student Use of Cell Phones in Kuwait, Egypt and in the United States)

Grant to Study Media in Egypt/Kuwait from Arkansas State University's Middle East Studies Committee -- \$6,500 -- 2001 (TOPIC: Uses & Gratifications Examination of Student Newspaper at Kuwait University and American University in Cairo)

Grant to Develop Marketing Campaign for Nontraditional Students for Arkansas State University -- \$500 -- 2001

Grant to Study Media in the Middle East from Arkansas State University's Middle East Studies Committee -- \$6,500 - 1999 (TOPIC: Comparison of Newscasts in Kuwait, Egypt and Saudi Arabia)

Grant to Develop Marketing Campaign for Freshmen Students for Arkansas State University -- \$500 -- 2000

Grant to Greater Jonesboro Industrial Development Committee to develop recruitment brochure through Center for Economic Development -- \$1,500 -- 1996

Grant to General Foods U.S.A. to Develop Test Items & Testing procedures to Determine Employee Knowledge of Facts and Procedures of Plant Operations -- \$8,000 -- 1994

Grant to design brochure for Pocahontas-Walnut Ridge regional airport through Center for Economic Development -- \$2,242 -- 1991

Grant to design promotional brochure for Delta Fresh, Inc. through Center for Economic Development -- \$3,000 -- 1990.

Grant to Design and Develop Economic Development Brochure for City of Marmaduke, Arkansas -- \$2,100 -- 1990

Grant to General Foods USA through Center for Economic Development to develop training manuals for Jonesboro, AR plant -- \$45,000 -- 1989-91

"Market Survey" Northeast Arkansas Tribune, Paragould, Arkansas, December 1990 - 1993, paid.

Grant through ASU to study pagination in American newspapers -- \$1,800 -- 1985

Grant through ASU to study stereotypical images in radio advertising -- \$3,245 – 1984

Consulting

Consultant, The Media Agenda Consultancy Group in Kuwait, 2014-15 marketing and promoting a new concept and strategy in the Middle East

Consultant, Masoud Al-Kandary & Anas Al-Rasheed, Establishing a University Campus in Kuwait, 2010-11

Consultant, Minister of Information, Middle East Country of Kuwait, 2005 – 2006.

Consultant, Paragould Chamber of Commerce, developing new member marketing campaign, 2003.

Consultant, Gulf University for Science & Technology, Kuwait City, Kuwait in developing public relations program to recruit students, 2002, 2005.

Consultant, Optus, Inc., Jonesboro, AR in developing market strategy, 2001.

Consultant, California Casino on Grand Opening Promotions, 2001.

Consultant, Relativity Inc., software marketing firm, 2000.

Consultant, U.S. Army Reserve, changing from Tabloid to Magazine Format publication, 2001.

Consultant, BMW of Kuwait, 2001, develop Marketing Surveys to Address Sales Strategies

Consultant, First Baptist Church, Jonesboro, AR ... PR Brochure of Services, etc. - 1997-98

Consultant, Northeast Arkansas Tribune, regarding change in publication times and effect – 1994-95

Consultant, Northeast Arkansas Tribune and Chamber of Commerce, development of survey on attitudes toward education in the Paragould area -- 1995

Consultant, Mercantile Bank of Jonesboro regarding development of desktop publishing system and training for bank personnel – 1995

Consultant, *Arkansas Democrat-Gazette* regarding sampling error and results of polls regarding U.S. Congress seat -- Nov 1994

Consultant, Chicago Sun Times, 1983

KAIT-TV Ascertainment of Community Problems & Concerns – 1988

Gosnell School District Development of TV Curriculum – 1988

Consultant, Loveland (Colo) Daily Reporter-Herald, regarding researching potential market impact of converting from afternoon to morning publication provided assistance on instrument development, sampling scheme, etc. -- 1987

KAIT-TV, Channel 8 - 1989 - Study of Call-Letter Recognition and Community Ascertainment and Community Problems and Concerns

Gosnell, Ark. High School - 1989 - Evaluation study of use of KAIT Rebroadcast Channel in Blytheville, Ark. to develop high school sequence

General Foods, USA - 1989-90 - Development of Training Manuals/Testing Procedures for Jonesboro, Arkansas plant

Delta Fresh, Inc. - 1990 - agriculture marketing brochure

UN-PAID

Boy Scouts of America - 1982-84 - Capital Development Campaign to Raise \$2 Million

TCBY - 1988 - campaign to evaluate market sales

Corning Publishing Company - 1988 - evaluation of software program to capture AP wire for microcomputers

Blytheville Credit Union - 1990 - development of marketing strategy and PR campaign

Professional & University Service (sampling)

Arkansas Military Veterans Hall of Fame Selection (AMVHOF) Committee 2015

Judge: AEJMC Newspaper and Online Division, Magazine Division, Minorities and Communications Division, Visual Communication Division for many years

Judge: WSSA Book of the Year from Social Science Journal 2014

Hemingway-Pfeiffer Museum & Education Center Advisory Committee, 2008-

Board Member, International Conference on Technology,

Communication & Education (I-TCE 2008), GUST University, Kuwait, 2007-08

South Central Region Vice President, Phi Kappa Phi Honor Society, 2005-2010 (2 terms)

Phi Kappa Phi National Honor Society Board of Directors, 2005-2010

National Collegiate Honors Council, Committee on Small Universities, 2007-2010

Western Social Science Association, National Board of Directors, 2005 – 2012

ASU ROTC Hall of Fame Selection Committee 2009 -

Arkansas ESGR Volunteer of the Year, 2009

Western Social Science Association, Head Mass Comm Division, 2003-2008

National Past-President, Western Social Science Association, 2011-12

National President, Western Social Science Association, 2010-2011

National President-Elect & Conference Coordinator, Western Social Science Association, 2009-2010

National Vice President, Kappa Tau Alpha, National Journalism Honorary, 1998-2000

National President, Kappa Tau Alpha, National Journalism Honorary, 2000–02

Founding Board Member, Ark. St. University Teaching & Learning Center, 2000

Co-chair, Ark. St. University Teaching & Learning Center Board of Directors, 2000-2005

Editor, *Journalism & Mass Communication Abstracts*, 1987-2009

Business Manager, *Southwest Mass Communication Journal*, 1992-

Guest Editor, *Insights*, 1990

National Communications and PR Committee member, Phi Kappa Phi honorary

Editorial Board, *Antiquin Arkansas*, 1990-92

Editorial Board, *Midwest Communications Research Journal*, 1977-78

Judge, Arkansas Press Association, "First Amendment Rights" Competition, Jan 1981

University Computer Committee 1982

College of Communications Research Committee, chair, 1981-1998

University Academic Program Review Committee, 1979-84

Vice President, 90-91; President, 91-92 Southwest Education Council for Journalism and Mass Communication (largest regional journalism group in U.S.)

University Graduate Council, 1982-99

Institutional Mission & Curriculum Review Committee, 1980-83

Judge, AEJMC National Convention papers competitions, 1983-
(Newspaper and Online, Magazine & Minorities, International, Visual Com division subcommittees)
 Judge, Southwest Symposium & Mass Communications, 1983
 Judge, Mississippi Press Women, 1983
 ASU Faculty Award for Outstanding Teaching, 1993-94
 Nominee, 1994 U.S. Teacher of the Year Program, 1994
 Participant, Gannett Center for Media Studies Seminar, 1989
 Invited Participant, American Press Institute, Educators Symposium, 1987
 AEJMC Cooperation With ERIC Committee, 1987-89
 Sec/Treasurer, ASU Faculty Association, 1984-86
 Executive Board Member, PR Chairman, Eastern Arkansas Area Council Boy Scouts of
 America, 1978-1990
 Publications Board, *Southwest Mass Communication Journal*, 1986 -
 Reviewer, *Quarterly Journal of Ideology: A Critique of Conventional Wisdom*, 1987
 President, Greater Jonesboro Education Foundation, 1996-2000
 Founding President, Nettleton Education Foundation, 2000-01
 Board Member, Nettleton Education Foundation, 2001-2008
 Service on numerous thesis & dissertation committees as member & chair
 IRB (CITI) certified RCR/1 on 10/03/14 Ref# 14222730

Numerous Public Service in PR such as ...

"Addressing the Media: A Tool Kit for Advocacy" to Crowley's Ridge Development Council, Inc., as part of Resource/Referral Education & Child
 Care Help Grant, Nov 2002

"Honing Your Editing Skills" to Arkansas Press Women Professional Improvement
 Conference, Oct 2000

Director, "Making Communication Magic", full-day media workshop for United Way of Jonesboro ... responsibilities
 included intro and 45-min presentation, director of 1-hr media panel, development of concurrent sessions,
 etc. ... Jan 1993

"Feature Writing" presentation to Arkansas Press Association Regional Seminar at Arkansas State University, Nov
 93

"Working With Media" workshops for Jonesboro, Ark. Leadership Development Workshop thru Jonesboro
 Chamber of Commerce, 1986-

Commander, 318th Military Intelligence Detachment, 1986-90

Commander, 343rd Public Affairs Detachment, 1990-93

Public Affairs Officer, 122d ARCOM, 1993-96

(responsible for 6,000 soldiers in 3-state area)

Public Affairs Officer, 90th Regional Support Command, 1996-99

(responsible for 30,000+ soldiers in 5-state area)

Arkansas State University Military Hall of Fame Inductee, 1998

Named ... Top 50 University of Mississippi Journalism Graduates on anniversary
 of 50 years of teaching journalism at Ole Miss

Northeast Arkansas Chair, Employer Support Guard & Reserve Committee, 2010 –

Member, Emergency Communication Team, Arkansas Baptist Disaster Relief, 2013 -

Professional, Scholarly Memberships (sampling)

Kappa Tau Alpha, National Journalism Honorary --
chapter adviser, 1981-2010
National Vice President, 1998-2000
National President, 2000 – 2002
KTA Adviser of the Year, 1997
Founder, KTA Chapter, Ark State Univ, 1981
Founder, KTA Chapter, Univ So Miss, 1990

Phi Kappa Phi

National Vice President-Elect, South Central Region, 2004-2010
ASU Chapter Vice President, 2011
ASU Chapter Vice President, 1997
ASU Chapter President, 1998
Member National Forum Publication Committee, The Phi Kappa Phi
Journal 1999 – 2002
Member, National Communication and PR Committee, 2002-2005
Member, National Nominations Committee, 2013-14

Western Social Science Association

President, 2010-11
Acting President, 2012-13 (*illness of president*)
President-elect, 2009-10
Chair, Mass Communication Division, 2002–2009
National Board of Directors, 2005-12

SPJ-SDX, Society of Professional Journalists

Association for Education in Journalism & Mass Communication
Kappa Delta Pi, National Education Honorary
ASU Presidents Fellow, 1982-83
President, ASU Faculty Association, 1986-87
Chair, ASU Faculty Senate, 1986-87
Southwest Education Council for Journalism & Mass Communication
Board of Directors, Vice President, President ...

Thesis Chair *Have chaired more than twenty theses (most recent ...)*

“Challenges and Potential Solutions to Communication Problems Faced by International Students at Arkansas State University” by Ashutosh Pal -- December 2015 (*In Progress*)

“How Saudis Who Use the Internet See the Future of Print Newspapers in the Digital Age” by Sultan Alotaibi – August 2015

“Arkansas State University Students Perceptions of Islam and Muslim People: The Effects of Media and Demographics” by Saud Helal Alotaibi -- May 2015

“Twitter Role on Kuwaitis’ Political Participation” by Yousef Aldaihani -- May 2014

“A Survey of Social Media Users in Saudi Arabia to Explore the Roles, Motivations and Expectations Toward Using Social Media for Social and Political Purposes “ by Abdulaziz B. Alothman -- August 2013

“Twitter Role on Kuwaitis’ Political Participation” by Yousef Aldaihani -- May 2013

Book/Manuscript Reader/Reviewer:

Science Research Associates
Social Science Journal
Random House
Harper/Collins Publishers
Longman Publishers
Harper & Row
AEJMC Journalism & Mass Communication Educator
Russian Journal of Communication
Southwest Mass Communication Research Journal

Education

Ph.D., Southern Illinois University, 1978; major: Mass Communication,
minor: Constitutional History

M.A., University of Mississippi, 1975; major: Journalism, minor, history

B.S., Arkansas State University, 1971; major: Journalism, minor, ROTC

Graduate, U. S. Army Command and General Staff College, 1987

Osa' P. Amienyi, PhD

Education

PhD, Bowling Green State University, Bowling Green, OH, Mass Communication, August 1989.

M.A., Northern Illinois University, DeKalb, IL, Speech Communication, December 1981.

B.S., Tennessee State University, Nashville, TN, Communication and Theater, December 1979.

Professional experience

Administrative

Chair of Department/Director of Broadcasting, Department of Radio-Television, Arkansas State University, July 2007 to June 2010; July 2012 -

Plan, direct and coordinate the affairs of the department. Supervise 8 faculty members, 2 staff members and a radio station General manager. Evaluate faculty and staff for merit raises. Manage the department budget. Direct the curriculum. Schedule classes. Advise undergraduate and graduate students. Act as liaison between the department and various internal and external constituencies. Engage the faculty in completing the loop of assessment by making curricular and pedagogical changes, where necessary. Implement the 3-year College and Department strategic plans.

Interim Dean, College of Communications, Arkansas State University, July 2010 to July 2012.

Served as chief administrative, academic and external relations' officer for the College of Communications, comprising three academic departments. Oversaw academic quality and integrity of degree programs. Monitored and approved continuous curriculum updates. Recommended policy changes and new academic initiatives for the college. Recruited and retained well qualified, diverse, active fulltime and adjunct faculty and students. Provided timely and professional guidance to achieve student satisfaction and success. Worked with university development office to secure external funding for the college.

Director of Assessment and Planning, College of Communications, Arkansas State University, January 2006 to July 2007.

Coordinated formalization and implementation of College assessment plans, including collection, reporting and discussion of course and sequence assessment data. Engaged faculty to complete the loop of assessment by making curricular and pedagogical changes, where necessary. Assisted in formulating 3-year College strategic plan.

President of the Faculty Association/Chair of the Faculty Association, Arkansas State University, August 1998 to May 1999.

Headed faculty-interest group with a membership of 434 full and part-time faculty. Advocated faculty views and positions on all shared governance committees involving senior university administrators, including the President's Council, the University Planning Committee and the Council of Academic Deans. Presided over faculty senate meetings and retreats. Participated in formulating university-wide policies and budgets.

Special Assistant to the Dean, College of Communications, Arkansas State University, August 1996 to December 1996.

Formulated strategies for recruiting graduate students. Designed recruitment leaflets and brochures. Visited predominantly African American undergraduate institutions to recruit students.

Course Director. Institute of Mass Communication Technology, Jos, Nigeria, January 1985 to May 1986.

Administered the academic component of this junior-college level media institution. Assisted in policy formation for staff and students. Recruited and directed a staff of 20 lecturers, technicians and clerks. Acted as the Public Relations Office.

Teaching

Professor, Department of Radio-Television, Arkansas State University, May 1999 to Present.

Teaching Areas

Communication Theory,
Communication Research
Advertising and Sales
Media Writing
Television Production

Research Interests

International Communication
Media and Society
Development Communication

Fulbright Lecturer/Researcher, University of Malawi--The Polytechnic, Blantyre, Malawi, January to October 2005.

Reviewed and revised the Bachelor of Journalism curriculum, conducted several faculty development seminars to empower instructors to teach research methods, radio and television production, and photojournalism.

Associate Professor, Department of Radio-Television, Arkansas State University, August 1994 to May 1999.

Assistant Professor, Department of Radio-Television, Arkansas State University, August 1989 to May 1994

Teaching Assistant, Bowling Green State University, Department of Interpersonal Communication, May 1987 to August 1988. Taught speech communication

Course Director, Institute of Mass Communication Technology (IMCT), Jos, Nigeria. January 1985 to May 1986. Taught public speaking; radio-television-film production.

Media

DJ/Announcer, WBGU, Bowling Green State University, 1988-1989;
Hosted 7-hour World and Reggae Music show on Sunday mornings.

General Manager/Executive Producer, Profil Pictures, Ltd, Kano, Nigeria. January 1982 to December 1984.

Planned, directed, coordinated this independent film-making organization. Formulated general policies for staff. Recruited and supervised staff of 10 technicians and clerks. Acted as the Public Relations Officer. Also wrote, produced and directed advertising and corporate audio/video/film materials. Hosted 30 minute interview program sponsored by the Kano Chamber of Commerce for City Television, Kano, Nigeria

Film Unit, Ministry of Information, Kano, Nigeria. Writer/Videographer, January 1982 to December 1982.

Wrote, produced and directed publicity videos for government projects.

Northern Television Center, Northern Illinois University. Producer/Director, January 1981 to December 1981;

Directed daily evening news updates and newscasts. Produced video programs.

WTSU, Tennessee State University, Nashville, Tennessee. Announcer, 1978-1980.

Anchored 4:30 P.M. daily news cast. Edited UPI wire service copies.

NEA instructional video, Produced at the Tennessee State University television studio, Cameraman, 1978.

WZEZ FM93, Nashville, Tennessee, Sales Internship, 1978.

**Publications/
presentations**

Book

(2005). *Communicating National Integration: Empowering Development in African Countries*. Aldershot, UK: Ashgate Publishing, Pp. 235.

Book chapters

"Broadcasting and national development in Africa." In Charles Okigbo and Festus Eribo (eds.). *Development and Communication in Africa* (pp. 105-114); 2004, Lanham: Rowan & Littlefield Publishers, Inc.

"Nigeria." In Alan Albarran and Sylvia Chan-Olmstead (eds.). *Global Media Economics* (pp. 104-119); 1998 Ames: Iowa State University Press.

"Broadcasting in sub-Saharan Africa." In Alan Wells (ed.). *World Broadcasting: A Comparative View* (pp. 145-184); 1996, New Jersey: Ablex Publications. With Gerard Igyor.

"Broadcasting in Italy." In Alan Well (ed.). *World Broadcasting: A Comparative View* (pp. 77-90); 1996, New Jersey: Ablex Publications. Soler-Burguillos, Julio.

Book reviews

Eribo, F. & Tanjong, E., "Journalism and Mass Communication in Africa: Cameroon"; Winter 2003, *Journalism and Mass Communication Quarterly*, 74, 1: pp. forthcoming.

Wilkins, K. G., "Redeveloping Communication for Social Change, Theory, Practice and Power"; Summer 2001, *Journalism and Mass Communication Quarterly*, 72, 2: 402-403.

Eribo, F., "In Search of Greatness: Russia's Communications with Africa and the World"; Fall 2001, *International Communication Bulletin*, 36, 3-4:

Ouma-Onyango, "Information Resources and Technology Transfer Management in Developing Countries"; Fall 1999, *International Communication Bulletin* 34: 3-4.

Campbell, W. Joseph, "The Emergent Independent Press in Benin and Cote d'Ivoire: From Voices of the State to Advocate of Democracy"; Spring 1999, *International Communication Bulletin* 34, 1-2.

Mgbejume Onyero, "TV students may rely less on foreign books: Book Review"; December 11, 1985, *The Guardian*, p.10.

Blind Refereed journal articles

"The opinion of journalists on professionalism & media ethics in Malawi"; 2007, *International Communication Bulletin*, 42, 3-4: 2-13. With Grey Man'ganda.

"Our ads 'R Us: an exploratory content analysis of American advertisements"; 2005, *Qualitative Market Research: An International Journal*, 8, 3: 312-326. With Charles Okigbo and Drew Martin.

"Anatomy of a Pro-development television program: The integrative content of Kenyan KBC-TV 'Face to Face"; Fall 2004, *International Communication Bulletin*, 39, 3-4: 12-25.

"Globalization of broadcasting: Challenges and strategies for African broadcasters"; 2003, *Southwestern Mass Communication Journal*, 18, 2, 92-102. With Charles Okigbo

"Communication and development quintessentials: The focus of international agencies and theorists"; June 1998, *Journal of Development Communication*, 9, 1:1-16.

"Military interest and cultural proximity in the coverage of Somalia and the former Yugoslavia by two Russian newspapers": 1997, *Southwestern Mass Communication Journal*, 13, 1:1-8. With Festus Eribo

"An experimental investigation of the influence of photographs on student perception of Africans"; 1995, *Southwestern Mass Communication Journal*, 11, 1: 67-80. With Gilbert Abraham

"Adult attitude toward mass media in Nigeria"; 1994, *International Communication Bulletin*, 29, 3-4: 9-12.

"Technology transfer and media development in Nigeria"; 1993, *Southwestern Mass Communication Journal*, 9, 44-53.

"The actual contribution of mass media use to integrative tendency in Nigeria"; 1992, *Africa Media Review*, 6, 43-57.

"The association between mass media exposure and national identification in Nigeria"; 1991, *International Third World Studies Journal and Review*, 2, 2:336-347.

"*The relationship between mass media exposure and national integration in Nigeria*"; 1990a, Ann Arbor, Michigan: UMI Press.

"Adult perception of the integrative contribution of mass media in Nigeria", 1990b, *Southwestern Mass Communication Journal*, 6, 2:53-63.

"Obstacles to broadcasting for national integration in Nigeria"; 1989a, *Gazette*, 42, 1:1-15.

"The problem of broadcasting for national integration in Nigeria"; 1989b, *International Third World Studies Journal and Review*, 1, 1:193-201.

Newspaper Articles

"Malawi and Africa: The Road to Progress"; April 21, 2005, *The Daily Times*, p. 10.

"Understanding meaning"; May 8, 1985, *The Nigerian Standard*, p. 8.

"The television and nationalism in Nigeria"; February 27, 1985, *The Nigerian Standard*, p. 8.

Conference Presentations

Presenter, "Valuing Media History in the Curriculum: A Model for Inclusion," AJHA presidential Panel, Raleigh, North, Carolina, October 13, 2012.

Presenter (with Mary Jackson-Pitts and Myleea Hill), "Assessment of Student Learning Using ACEJMC Guidelines: ASU College of Communication Experience," Western Social Science Association Conference, Calgary, Canada, April 11-14, 2007.

Presenter, "Perceptions of Journalism Ethics and Professionalism Among Practitioners and Students in Ethiopia," Western Social Science Association Conference, Calgary, Canada, April 11-14, 2007.

Presenter, "Newspaper Coverage of Conflicts in Africa: A Framing Analysis," Western Social Science Association Conference, Salt Lake City, Utah, April 18-21, 2004.

Presenter, "Anatomy of a Pro-Development Television Program: The Integrative Content of KBC-TV's 'Face-to-Face'," Western Social Science Association Conference, Salt Lake City, Utah, April 18-21, 2004.

Presenter, "Adolescents' Perception of Television and Real-life Role Models," Western Social Science Association Conference, Reno, Nevada, April 18-21, 2001.

Presenter, "The Role of Radio in the Democratization and Development of Africa," 12th biennial conference of the African Council for Communication Education, Cairo University, Egypt, October 14-20, 2000.

Presenter, "Poor Communication Infrastructure in the Underdevelopment of Rural Africa," 12th biennial conference of the African Council for Communication Education, Cairo University, Egypt, October 14-20, 2000.

Presenter, "Communication and National Integration: A Framing Analysis of International Broadcasting Coverage of Systemic Dislocations in Pluralistic Nations-States." 41st Annual Conference of the Western Social Science Association, April 23-24, 1999.

Presenter (with Cheryl Roland), "The influence of pretrial publicity on TV audience's pretrial judgments." Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, Dallas, Texas, November 7-8, 1997.

Presenter (with Chen Jun), "Cross-media Mainstreaming:" A mass communication strategy for national integration in Nigeria." 20th Annual Third World Studies Conference, Omaha, NE, October 9-11, 1997.

Presenter (with Chen Jun). "Cultural imperialism revisited: The impact of American media on Chinese youth." 20th Annual Third World Studies Conference, Omaha, NE, October 9-11, 1997.

Presenter, "Conceptual fallacies in development communication theories and strategies." Fourteenth Annual Pan-African Studies Conference, Indiana

State University, Terre Haute, IN, April 10-12, 1997.

Presenter, "Communication and development quintessentials: The focus of international agencies and theorists". 14th Annual Intercultural/International Communication Conference, Univ. of Miami, Feb. 7-9, 1997.

Presenter (with Tamika Roy), "Television Representation of African Americans: College Student's Perception of "Positive" Role Model Traits," Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, Louisiana, November 8-9, 1996.

Presenter, "Gateway to Greatness: Mass communication and Nigerian Survival in the 21st Century", Western Social Science Association Conference, Reno, Nevada, April 17-20, 1996.

Presenter (with John Malala), "Coverage of the 1995 Ebola virus outbreak in Zaire: A content analysis of three newspapers," Thirteenth Annual Intercultural/International Communication Conference, Miami, FL., February 8-10, 1996.

Presenter, "Race and representation in televised coverage of soccer world cup 1994: An analysis of commentator's statements," 18th Annual Third World Studies Conference, Omaha, NE, October 12-14, 1995.

Presenter, "Communications education for integration in sub-Saharan African countries: How Prepared Are Media Practitioners?" 17th Annual Third World Studies Conference, Omaha, October 13-15, 1994.

Presenter, "The Dilemma of Pan-Africanism: The commercialization of the Pan-African News Agency (PANA)" 11th Annual Pan-African Studies Conference, ISU, IN, March 31 - April 2, 1994.

Presenter (with Julio Soler-Burguillos), Silvio Berlusconi and Broadcasting in Europe." Eleventh intercultural/international Communication Conference, Miami, FL, February 3-5, 1994.

Presenter, "Patterns of Media Consumption in Nigeria: A comparative Study of Three Ethnic Groups in Plateau State." Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, Texas Tech University, Lubbock, TX, October 10-11, 1993.

Presenter, "Public Policy Restraints to Broadcasting for National Integration in Nigeria 16th Annual Third World Studies Conference, University of Nebraska at Omaha, October 7-9, 1993.

Presenter (with Beverly Bailey), "The Role of Public Affairs Media in National Integration: A Descriptive Analysis of Third World Countries," 16th Annual Third World Studies Conference, University of Nebraska at Omaha, Omaha, NE, October 7-9, 1993.

Presenter, (with Gilbert Abraham). "An experimental Investigation of the Influence of Photographs on Student Perception of Africans" Pan-African Studies Conference, Indiana State University, Terre Haute, IN, April 15-16, 1993.

Presenter, "Adult Attitudes Toward Mass Media in Nigeria." Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, Arkansas State University, State University, AR, October 4-5, 1992.

Presenter, "The Integrative Function of the Electronic Media in Developing Countries." 15th Annual Third World Studies Conference, University of Nebraska at Omaha, Omaha, NE, October 10-12, 1992.

Presenter (with John J. Lombardi), "Adopting Canadian Strategies for Dealing With U.S. Media Imperialism in Third World Countries," 15th Annual Third World Studies Conference, University of Nebraska at Omaha, Omaha, NE, October 10-12, 1992.

Presenter, "Technology Transfer and Media Development in Nigeria." 7th Annual Symposium of The Center for African Studies, The Ohio State University, Columbus, OH, May 22-24, 1992.

Presenter (with David Freeman), "International Media Imperialism and National Development in Third World Countries." 14th Annual Third World Studies Conference, University of Nebraska at Omaha, NE, October 10-12, 1991.

Presenter, "NWICO REVISITED: What The Third World Must Do About The Transborder Flow of Information." 14th Annual Third World Studies Conference, University of Nebraska at Omaha, Omaha, NE, October 10-12, 1991.

Presenter, "The Effect of IPDC on the Cultural Imperialism Controversy." 14th Annual Third World Studies Conference, University of Nebraska at Omaha, Omaha, NE, October 10-12, 1991.

Presenter, "The Actual Contribution of Mass Media Exposure to Integrative Tendency in Nigeria." Southwest Symposium of the SWECJMC, Corpus

Christi, TX, October 5-6, 1991.

Presenter, "The Association Between Mass Media Exposure and National Identification in Nigeria." 13th Annual Third World Studies Conference, University of Nebraska at Omaha, Omaha, NE, October 4-6, 1990.

Presenter, "Adult Use of the Mass Media in Nigeria." 35th Annual Broadcast Education Association Conference, Georgia World Congress Center, Atlanta, GA, April 2-6, 1990.

Presenter, "Assessing the Efficacy of Pro-development Media Programs." 7th Annual Intercultural/International Communication Conference, University of Miami, Miami, FL, February 22-24, 1990.

Presenter, "Adult Perceptions of the Integrative Contribution of Mass Media in Nigeria." Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, Lewisville, TX, September 30-October, 1990.

Presenter, "The Influence of Photographs on American Perceptions of Africans." 12th Annual Third World Studies Conference, University of Nebraska at Omaha, Omaha, NE, October 4-6, 1989.

Presenter, "Obstacles to Broadcasting For National Integration in Nigeria." 11th Annual Third World Studies Conference, University of Nebraska at Omaha, Omaha, NE, October 20-22, 1988.

Presenter, "Coverage of International News in the 1960s: The Nigerian Civil War Case Study." American Journalism Historians Association Conference, College of St. Thomas, St. Paul, MN, October 1-3, 1987.

**Invited
Lectures**

"The Value of Education in the Road to Success," *Student Support Services Honor's Banquet*, Arkansas State University, Jonesboro, Arkansas, April 25, 2013.

"Factors Leading to Success in Graduate Study," *Department of Mass Communication Honor's Banquet*, Mississippi Valley State University, Itt Bena, Mississippi, April 21, 2011.

"International Development and Communication: U.N. Policies and Africa." *Center for African Studies and Institute of Communication Research*, University of Illinois, April 5-6, 1999

"Media and Africa: Africa's image in pre-collegiate textbooks." For Dr. Fredda Carroll's *Multi-Cultural Awareness in Education* class, 1996.

"Soccer: Winning with Fair Play." *International Student Coffee Hour*, office of International Programs, 1996.

"American Educational System." *International Student Office Orientation*, 1995 to 2007.

"Media and Africa: Africa's image in pre-collegiate textbooks." For Dr. Fredda Carroll's *Multi-Cultural Awareness in Education* class, 1995

"Politics and the Media in Nigeria." *Pi Sigma Alpha, Pi Gamma Mu Initiation*, Convocation of Scholars, 1995

"Stereotypical Portrayals of African culture in U.S. Media: The Case of Edo Culture." Dr. Fredda Carroll's *Multi-Awareness in Education* class, 1994

"Broadcast Management: Organic and generic managerial functions." for Dr. Greg Pitts *Station Management* class, 1994

"The Search for Alternatives to Media Stereotypes of Africans." For Dr. Fredda Carroll's *Multi-Cultural Awareness in Education* class, 1993

"Mass Communication and National Development." *The Unitarian Church*, 1991

"International Broadcasting." *The Unitarian Church*, 1989

Grants and Consultations

Fulbright grant to conduct research and teach at the University of Malawi—The Polytechnic, 2005. (\$46,000)

Grant to study journalistic principles and perceptions in Ethiopia, Middle East Research Grant, Arkansas State University, 2003. (\$4,000)

Faculty Research Grant to study Kenya Broadcasting Corporation's "Face to Face." Arkansas State University, 2002. (\$4,800)

Grant to attend faculty-industry seminar, Academic of Television Arts and Sciences, North Hollywood, 2001. (\$1, 000)

Grant to conduct media professional training in Kenya and Nigeria. North Dakota State University College of Continuing Education and UNESCO ORBICOM, November 10-18, 2001. (\$3,500)

Travel grant to attend the African Council for Communication Education biennial conference in Cairo, Egypt. Eleanor Lane Faculty Endowment for International Travel, Arkansas State University, 2000. (\$1,000)

Evaluated the capability of the Production Crew at an in-house production center in a local church; Assembly of God Church, Stone Street, Jonesboro; April 10. Also assessed the efficiency of production equipment, April 21 (1991), unpaid

Critiqued promotional video for The Mays Mission for the Handicapped, Imboden, Arkansas; February 2. (1990) Unpaid

Award to study newspaper coverage of the Nigerian Civil War from the Nathan Deustch Faculty Development Fund, Arkansas State University, 1990. (\$400)

Dissertation research support from the Research Services Office, Bowling Green State University, 1989. (\$400) Dissertation Topic: *"The Relationship Between Mass Media Exposure and National Integration in Nigeria."*

Dissertation research support from the Graduate Student Senate, Bowling Green State University, 1989 (\$100).

Service activities

Undergraduate Research Papers

Christy Crawford, 2002; Elizabeth Fiala, 2002; Sara Garland, 2002; Tamika Roy, 1998; Cheryl Roland, 1996.

Masters Theses

Alejandro De La Sen, 2010, Rebecca Gatz, 2006; Twange Kasoma, 2003; LaTanya Grimes, 2001; Jun Chen, 1998; John Malala, 1996.

University Service

University Promotion, Retention and Tenure Committee, 1994, 1995, 1996, (Chair 2005-2007).

Graduate Council, 2002, 2003

Faculty Association President, 1998, 1999

Council of Academic Deans, 1997

Faculty Senate Executive Committee, 1997

Graduate Dean Search Committee, 1997

Executive Director of International Programs' Search Committee, 1997

Shared Governance Steering Committee, 1997

Academic Hearing Committee, 1997, 2000, 2001

Institutional Review Board 1991, 1992-1993 (chair)

International Student Advisory Committee, 1992-1997, 2001, 2002

Faculty Research Committee, 1989 - 1996

Strategic Planning Committee (Environmental Opportunities task team chair), 1996.
Presidential Search Committee, 1992
Sub-committee, Minority Participation in Higher Education, 1991

College Service

Faculty Evaluation Committee (Chair), 1997, 1998
Accreditation Steering committee, 1996
Graduate Advisory Committee, 1992-present
Faculty Research Committee, 1989-present
Honors Advisory Committee, 1995-present
Tactical Planning committee, 1992-1993

Departmental Service

Raspberry Scholarship Committee, 1997
Curriculum committee, 1989-present
Curriculum Review Committee, 1993-1994
Media Relations committee, 1989-present
Marvin Vines Scholarship Committee, 1992, 1993, 1994, 1995, 1997
J. D. Rogers Scholarship Committee, 1989, 1990, 1991, 1992
Faculty Search Committee, 1990, 1991, 1992, 2001
Reviewer, *Journalism History* (ed. Barbara Cloud), 1997

Life Member, The Honor Society of Phi Kappa Phi, since 2003.

Professional Memberships

Editor, *Southwestern Mass Communication Journal*, 1995-1999.

Manuscript Reviewer, AEJMC Mass Communication and Society Division open paper competition, 1993-present.

Associate Editor, *Southwestern Mass Communication Journal*, 1993-1995.

Member, Editorial Advisory Board, *Southwestern Mass Communication Journal*, 1992-1993.

Reviewer, *International Third World Studies Journal and Review*, 1990.

Book Reviewer, *Focal Press*, 1990.

Association for Educators in Journalism and Mass Communication, 1989-Present.

American Journalism Historians Association, 1987-1992.

Honors and Awards

"Diversity Excellence Award." Received from the Office of Diversity Initiatives, Arkansas State University, 2010.

"Certificate of Achievement" for Outstanding Scholarly contribution. Received from The Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, 1992.

"Certificate of Achievement" for 2nd place paper at The Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication Paper Competition, 1990.

The National Dean's list, a publication honoring outstanding college students in America, 1980.

The Dean's List, Tennessee State University, Nashville, Tennessee, 1976-1979.

Lillie M. Fears, Ph.D.

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lfears@astate.edu (work); lillief@yahoo.com (alternate)

Education

Ph.D., Journalism, August, 1997, University of Missouri-Columbia

M.S., Mass Communications, May, 1986, Arkansas State University, Jonesboro, Ark.

B.S., Journalism, May, 1984, Arkansas State University, Jonesboro, Arkansas

A.A., General Studies, May, 1982, Phillips County Community College, Helena, Ark.

Recent Teaching Experience

January 1990 to Present, Arkansas State University (Department of Media)

Professor of Multimedia Journalism, *May 2009 - Present*

Associate Professor of Journalism, *May 2002-May 2009*

Assistant Professor of Journalism, *August 1997- May 2002*

Instructor in Journalism, *January 1990-August 1997*

Teach undergraduate and graduate level courses in mass communications (e.g., communications research; race, gender and media; history of mass media; introduction to mass media; public opinion, propaganda and the mass media; and desktop publishing) serve on college and university-level committees and in national and regional professional organizations; also founder of the ASU College of Communication's Annual Race, Gender and Media Panel.

Recent Professional Work Experience

June – July 2014 – WMC-TV Action News 5, Memphis, TN

Faculty Fellow (Digital Content Producer), National Associates of Television and Program Executives (NATPE)

-Assisted digital content editor with writing and publishing news and weather coverage for all digital platforms including website, mobile apps, and social media outlets.

Recent Administrative Experience

August 2010- June 2013, Office of the Provost, Arkansas State University

Assistant for Diversity Initiatives, *August 2010 – June 2013*

Diversity Fellow, *August 2007- May 2009*

-Assisted with ensuring diversity in job candidate pools and search committees; with planning and implementation of retention and promotion programs for junior faculty and students of color; and with planning multicultural initiatives, programs and activities for campus. **Co-chair, Chancellor's Diversity and Globalization Task Force, 2011-12**

Additional Academic & Teaching Experience

Guest and Invited Teaching Tours

March 2013

Journalism Guest Lecturer, *Rust College, Holly Springs, MS*

-Keynote Speaker for Ida B. Wells Lyceum

-Gave radio and television interviews on personal career and issues in journalism and mass communications education.

March 2010

Journalism Guest Lecturer, *Brigham Young University, Provo, UT*

Lectured upper-level classes on diversity issues in journalism and mass communications; made research presentation at luncheon for colleagues and graduate students.

August 15 – August 29, 2008

Faculty Leader, The Washington Center, Denver, CO

Served as liaison between the faculty director and college students during the academic seminar, “The Democratic Convention.” Duties included accompanying students to lectures and site visits held at various sites in throughout; assisted students with getting credentials to attend meetings in convention halls.

July 29 – August 5, 2004

Faculty Leader, The Washington Center, Manhattan, NY

Served as liaison between the faculty director and college students during the academic seminar, “The Republican Convention.” Duties included accompanying students to lectures and site visits held at various sites (e.g., The United Nations, Ground Zero, etc.) throughout the city; also evaluated students on their required journals and final essays and assigned grades that were submitted as part of their final seminar requirement.

January 14 – 21, 2001

Faculty Leader, The Washington Center, Washington, D.C.

Served as liaison between the faculty director and college students during the academic seminar, “The Presidency in Transition.” Duties included accompanying students to lectures and site visits held at various places (e.g., Ford’s Theater, Dept. of the Interior, U.S. Chamber of Commerce, etc.) throughout the District of Columbia; also evaluated students on their required journals and final essays and assigned grades that were submitted as part of their final seminar requirement.

Additional Higher & Secondary Education Teaching Experience

1997 – 2002, Arkansas State University (The Upward Bound Project)

Instructor, 1997-98 AY, and Summer of 1999, 2000, and 2002

Instructor & Job Site Coordinator, Summer 1992

-Taught newsletter production, sponsored student publication, coached students for the reading and English ACT tests; and coordinated campus summer job program.

August 1995 to December 1995

Instructor in Journalism, University of Missouri-Columbia

Taught Women in the Media course designed to train students to read critically and to discuss scholarly, journalistic research on women in journalism, images of women in media, media coverage of sensitive issues and international perspectives of women and the media.

January 1990 to May 1993

Instructor in Journalism/Newspaper and SPJ Chapter Adviser, Arkansas State University

Taught courses in news-editorial and public relations sequences; also advised paid and volunteer student journalist staff for 6,500-circulation bi-weekly newspaper; and advised campus Chapter of Society of Professional Journalists, Sigma Delta Chi, which was **awarded 1992 SPJ Region XII Outstanding Chapter Award**.

January 1989 to December 1989

Lecturer in Journalism and Freshman Composition, University of Arkansas-Little Rock

Taught news writing and Freshman Composition courses.

June 1987 to December 1989

Instructor in Developmental English and Journalism & Writing Mentor Philander Smith College, Little Rock, Arkansas

Taught Developmental English and journalism writing course for college students; also taught writing and grammar and sponsored bi-weekly newspaper in Summer of 1987 and 1988 in The Upward Bound Project.

September 1988 to November 1988

Instructor in Basic Studies, Southern Technical College, Little Rock, Arkansas

Taught courses in business correspondence, oral communications, and English I and II.

January 1986 to May 1987

**Instructor in Basic English, Journalism, Adult Education & Newspaper Sponsor
Phillips County Community College, Helena, Arkansas**

Established monthly campus newspaper and supervised staff in writing, editing, and page layout; also taught news writing, Basic English, and Adult Education, and tutored Algebra.

Additional Professional Work Experience

May 2003 to July 2005

Director of Communications, Delta Regional Authority, Clarksdale, Miss.

Duties: Performed public relations tasks for federal-state partnership, which included writing and distributing news releases, editing and publishing weekly e-newsletter and traditional print newsletter; maintaining Web site, www.dra.gov; editing and publishing brochures, and annual report; and developing and maintaining contacts with media within agency's eight-state, 240-county region. Earned The Communicator 2004 Web Print Competition **Award of Distinction** for "2004 DRA Federal Grant Program," and for "Alcorn State University: A Four-Part Series."

June – July 1998

Feature Writer and Cable News Reporter, *Sarasota Herald-Tribune & SNN Cable News Station*, Sarasota, Fla. (ASNE Fellowship)

Wrote print and broadcast feature stories on variety of topics for medium size metropolitan daily newspaper and in-house 24-hour cable news station.

August 1994 – December 1996

Graduate Assistant, Black Studies Program, University of Missouri-Columbia

Assisted director with administrative matters including running office in his absence; edited the program's external newsletter, *The African-Americanist*; edited and designed other special events publication; planned and coordinated lectures and other special events for Black History Month, etc.; assisted with job search to fill director's position; and assisted Web master with design and content for program's Web site.

Summer 1995

Teaching Assistant/Copy Editor, *Columbia Missourian*, Columbia, Mo.

Worked with other news editing and design instructors on critiquing students' editing and page design assignments; also worked as regular copy editor

May 1991 to August 1991

Copy Editor and Feature Reporter, *Arkansas Gazette*, Little Rock, Ark. (ASNE Minority Teaching Fellowship Residence)

-Edited copy and photos, wrote headlines, captions for daily metropolitan newspaper; also wrote fashion previews, personality profiles and organized religion news calendar.

September 1989 to November 1989

Copy Clerk, Arkansas Democrat, Little Rock, Arkansas

Wrote and edited obituaries and other public notices for metropolitan newspaper.

Academic Publications

Refereed Articles

Daniels, George, Fears, Lillie M., and Gabriel Tait, "Portrayals of a Presidential Statement on Race: The Barack Obama-Trayvon Martin Connection in 25 Daily Newspapers" *Southwestern Mass Communication Journal*, (Accepted and Under Revision).

Fears, Lillie M., and Sandra L. Combs. "The Meaning of 'Angry Black Woman' in Print Media Coverage of First Lady Michelle Obama," *Journal of Research on Women and Gender*," Spring 2013.

Fears, Lillie M. "An Analysis of the Bush Administration's 2005 Campaign to Revamp Social Security," *Southwestern Mass Communication Journal*, Vol. 24, No. 2, Spring 2009.

Daniels, George, L., and Lillie M. Fears. "New generation in the "pink-collar ghetto"? An examination of student interests in broadcast journalism through a gendered lens," *Southwestern Mass Communication Journal*, Vol. 22, No. 2, Spring 2007.

Daniels, George, L., and Lillie M. Fears. "Assessing anticipatory socialization in PR: Impressions and interests of early mass communication entrants," in *Public Relations Review*, Vol. 32, No. 2, Summer 2006.

Daniels, George L., and Lillie M. Fears, "Examining the 21st century gender divide between high school students' media involvement and career interests," *Southwestern Mass Communication Journal*, Vol. 20, No. 2, Spring 2005.

Fears, Lillie M., "Differing Reactions to Female Role Portrayals in News Editorial Photographs," in *Interaction of Race, Gender and Class in the Media*, fourth text in the Race, Gender and Class Series, Cecelia Baldwin, ed., Jean Belkhir, series editor, Southern University at New Orleans Press: New Orleans, 2002.

"An Investigation of Colorism of Black Women in News Editorial Photos," *The Western Journal of Black Studies*, Spring 1998.

Book

Social Responsibility and Science News: Four Case Studies, Robert A. Logan, Lillie M. Fears and Nancy Fraser Wilson, The Media Institute, 1997.

Dissertation: "A Content Analysis of African American Women's Portrayals in News Editorial Photos," University of Missouri-Columbia. Completed: August 1997.

Conference Presentations & Participation

97th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Montreal, August 2014

- Discussant, History Division Poster Session

2013 Symposium of the Southwest Education Council for Journalism and Mass Communication, Oklahoma State, November 2013

- Presented the paper, "Portrayals of a Presidential Statement on Race: The Barack Obama-Trayvon Martin Connection in 25 Daily Newspapers" with co-authors Gabriel Tait and George Daniels.

96th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Wash., DC, August 2013

- Discussant, History Division Poster Session

95th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, August 9, 2012

- Moderated panel, "Tribute to African-American Media Pioneers/Giants"

Delta Blues Symposium XVIII: Roots and Generations, Arkansas State University, Jonesboro, April, 2012, organized and moderated the panel,

Remembering Our Roots.

54th Annual Western Social Science Association Annual Conference, Houston, April 2012; made panel presentation, "Leadership and Diversity in Higher Education: A Survey of Issues Covered in *Diverse Issues in Higher Education* Magazine from 2009-2011."

-Moderator two sessions: 1) *Media Coverage and Perception of Identity*, and 2) *Crisis Communication*

2009 Symposium of the Southwest Education Council for Journalism and Mass Communication, Arlington, Texas, November 6-7, 2009

- Presented the paper, "No Longer Nappy Headed and Angry," with Sheena Terrell, co-author.

2006 Symposium of the Southwest Education Council for Journalism and Mass Communication, Greeley, Colorado, October 27-28, 2006

- Presented the paper, "New Generation in the "Pink-Collar Ghetto?:" Examining Student Interests in Broadcast Journalism and New Media Through a Gendered Lens," with George L. Daniels, co-author.

48th Annual Western Social Science Association Annual Conference, Phoenix, April 19-22, 2006

- **Presented the paper**, "The Role of Newspapers in Recruiting Japanese Industries to Lower Mississippi Delta Communities."

- Moderator for session, *People in and around Media*

2006 Southern States Communication Association, Dallas, Texas, April 5-9, 2006

- Speaker for the panel, *Popular Folklore and Cultural Communications: From the Fireside to TV to PC.*

Delta Blues Symposium XII: Delta Diversity, Arkansas State University, Jonesboro, March 30 – April 1, 2006

- Presented the paper, "You're Welcome Here: A Case Study of Japanese Manufacturer Plant Openings in Lower Mississippi Delta Communities."

2005 Symposium of the Southwest Education Council for Journalism and Mass Communication, Greeley, Colorado, November 4-5, 2005

- Presented the paper, "So What Can You Do? Perceived Entry-Level Journalism Skills of Mass Communication Students". George L. Daniels, co-author.

88th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division (MAC), San Antonio, Texas, Aug. 9 - 13, 2005:

- Presented the poster, "An Analysis of the Bush Administration's Social Security Propaganda Campaign in Major U.S. Newspapers," during Newspaper Division Scholar-to-Scholar poster session.

87th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division (MAC), Toronto, Aug. 4 – 7, 2004:

- Moderator for panel, “Images and Roles of Race in the Media”

86th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division (MAC), Kansas City, Mo., July 30 - Aug. 2, 2003:

- Moderator for the panel, “You’ve Come a Long Way, Baby: The African-American Press: Past, Present and Future”
- Moderator for the panel, “Who Gets to Talk: What Type of Media Literacy Skills Are We Passing Down to Our Students?”

72nd Annual Convention of the Southern States Communication Association, Winston-Salem, N. C., April 3-7, 2002

- Gave panel presentation, “Social Responsibility in Disaster News: An Analysis of Early News Coverage of the World Trade Center and Pentagon Terrorism Attacks”
- Moderated the panel, “Artistic Development of Gender: The Web and Public Art”
- Conducted public interview with Diana K. Ivy, 2002 Outstanding Gender Studies Scholar

84th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division (MAC), Washington, D.C., Aug. 4-8, 2001:

- Respondent for the panel, “Reclaiming the Visual Heritage of African Americans and Native Americans”

43rd Annual Conference of the Western Social Science Association (WSSA), Reno, Nevada, April 18-21, 2001:

- Presented the paper, “The Minority Conservative Movement of the 1990s: American Magazines Document the Marginalized Face of Black Political Leadership”
- Panelist for the roundtable, “The Media and the 2000 Elections”
- Moderated the panel, “Media and Children”

83rd Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division, Phoenix, Arizona, August 10-12, 2000:

- Moderated the MAC Division’s Top Faculty and Student Research Papers panel

- Coordinated and moderated the panel, "U.S. Ethnic/Racial Groups, Media and Politics"

1999 Symposium of the Southwest Education Council for Journalism and Mass Communication,
Jonesboro, Arkansas, November 5-6, 1999

- Presented the paper, "Research Review: The Black Magazine in the U.S."

82nd Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division, New Orleans, La., August 4-7, 1999

- Panelist for, "Nice Niche if You Can Find It: Function and Future of Black Magazines"
- Discussant for "Diversity Issues in Staffing and Coverage"

41st Annual Conference of the Western Social Science Association, Fort Worth, Texas, April 22-24, 1999

- Presented, "The Minority Conservative Movement of the 1990s: American Magazines Document the Changing Face of Black Political Leadership"

1998 Symposium of the Southwest Education Council for Journalism and Mass Communication, El Paso, Texas, November 6-7, 1998

- Presented the poster, "Black Women's Reactions to Women's Portrayals in News Editorial Photos"

81st Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division, Baltimore, Md., August 5-8, 1998

- Moderated panel, "Teaching Issues of Race, Gender & Media Amidst the Affirmative Action Backlash"

68th Annual Convention of the Southern States Communication Association,
San Antonio, Texas, April 1-3, 1998

- Presented "African-American Women's Portrayals in News Editorial Photos"

82nd Annual Meeting of the Association for the Study of Afro-American Life & History, Los Angeles, Cal., October 1-5, 1997

- Presented paper, "Images of African-American Women in Print News Media"

80th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division,

Chicago, Ill., July 30 – August 2, 1997

- Presented paper, “An Investigation of Colorism of Black Women in News”

79th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division, Anaheim, Cal., August 9-13, 1996

- Moderated panel, “Stereotypical Images Past and Present”

39th Missouri Valley History Conference, Omaha, Neb., March 7-9, 1995

- Presented paper, “The Social Transformation of Women in the Post-Bellum South”

78th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division, Washington, D.C., August 9-11, 1995

- Presented paper, “Portrayal of Women in Black and White Magazines”

45th Annual Conference of the International Communication Association, Albuquerque, New Mexico, May 25-29, 1995

- Presented poster, “Portrayal of Women in Black and White Magazines: Making the Case for Empirical Study,” featured during the competitive display session of the Feminist Scholarship Division of ICA. Of the 54 papers considered, only 24 were accepted, with seven accepted for this poster session.

38th Annual Missouri Valley History Conference, Omaha, Neb., March 9-11, 1995

- Presented paper, “A Study of the Congressional Black Caucus from its Beginning to the Present”

53rd Annual Meeting of the Arkansas College Media Association, Hendrix College, Conway, Ark., April 21, 1993

- Conducted session, “The Black Press, The Conservative Press, The Liberal Press: Who’s Telling the Truth”

52nd Annual Meeting of the Arkansas College Media Association, Henderson State University, Arkadelphia, Ark., April 29, 1992

- Conducted session on portrayal of minorities in print media.

Additional Scholarly/Research Experience

August 1993 to December 1996

School of Journalism, University of Missouri-Columbia

January 1996 to May 1996

Research Assistant, Broadcasting Department

Assisted broadcasting professors in study of portrayal of minorities in television news.

August 1994 to May 1995

Fellow, Science Journalism Center

Conducted case studies of science news reporting of bio-medical issues and related issues for journalism ethics book, *Social Responsibility and Science News: Four Case Studies*, (The Media Institute, 1997), by Robert Logan, Lillie M. Fears, and Nancy Fraser Wilson

Summer 1994

Research Assistant, Advertising Department

Assistant the advertising chair in finalizing research for book, *Advertising and Marketing to the New Majority*, and helped conduct a survey of African American consumers at the St. Louis Black Business Expo, St. Louis, Mo.

Spring Semester 1994

Research Assistant, Department of Journalism

Assisted researchers by coding data on the reporting of major floods in the Midwestern United States during summer of 1993.

August 1993 to May 1994

Research Assistant, Department of Journalism

Conducted survey research on various topics for ethics professor; also worked with the *Digital Missourian* research group in studying the effects this medium has on public school pedagogy, teacher adaptability and student performance.

Professional Memberships & Offices Held

- **Association for Education in Journalism and Mass Communications:**
 - PF&R Chair, History Division, AEJMC, 2013- Present
 - Member, Professional Freedom & Responsibility Comm., 2009 – 2012
 - Member AEJMC Strategic Planning Committee, 2007-2009
 - Chair, Minorities and Communication (MAC) Division, 2006-2007
 - First Vice Chair, MAC Division, 2005-2006
 - Second Vice Chair, MAC Division, 2004-2005
 - Secretary and Newsletter Editor, MAC Division, 2002-2004
 - Chair, Magazine Division Teaching Standards Committee, 2000-2001
 - Co-chair, Professional Freedom & Responsibility Committee, MAC Division, 2000-01
 - Chair and Co-chair, MAC Research Committee, 1998-2000
 - Co-chair, MAC Teaching Standards Committee, 1997-1998
- **Southern States Communication Association:**
 - Chair, Gender Studies Division, 2001-02
 - Vice Chair, Gender Studies Division, 2000-01
- **Arkansas Professional Chapter Society of Professional Journalists, SDX:**
 - Board Member, 1997-2000 and 1992-1993

Editorships

- Associate Editor, *The Southwestern Mass Communication Journal*, Summer 2001- Spring 2003
- Founding Editor, *The Arkansas Voice*, West Helena, Ark., 2003
- Editor, *S-TAC Update*, the newsletter for the Arkansas State University Strong-Turner Alumni Chapter, 1999 – present
- Editor, *The African-Americanist*, the national newsletter for the University of Missouri Black Studies Program, August, 1994 – December 1996

University Service

- Secretary, ASU Faculty Association, 2006-2008
- Senator, ASU Faculty Senate, 2001 –2003, 2006-07
- Co-chair, Calendar Committee, 2002-03
- Member, University Diversity Committee, 2001
- Member, General Education Task Force, 2000-01
- Member, University Curriculum Committee, 1998-2001
- Chair, College Curriculum Committee, 1998-2001

Professional Development

Institutes and Fellowships

- Faculty Fellow, National Associates of Television and Program Executives, Summer 2014 (Worked as digital content producer at Action News 5, Memphis, TN)
- Fellow, AEJMC Journalism Leadership Institute for Diversity, 2005-2006
- Fellow, Mid-South Delta Initiative Leadership Program, 2005-2006
- Sasakawa Japanese Studies Summer Faculty Institute, San Diego State University, June 3-28, 2002
- National Endowment for the Humanities Summer Institute for College Teachers, Black Film Studies, University of Central Florida, June 4-29, 2001
- Visual Journalism for Educators, Poynter Institute for Media Studies, St. Petersburg, Fla., June 4-7, 2000
- American Society of Newspaper Editors/Institute for Excellence in Journalism. Residence: *Sarasota Herald-Tribune & SNN* cable station, June-July 1998
- American Society of Newspaper Editors Minority Teaching Fellow. Residence: *The Arkansas Gazette*, Summer 1991
- Gannett Teaching Fellow, Indiana Univ., Bloomington, Ind., July 22-28, 1990
- Ted Scripps Fellow, Scripps-Howard Foundation, Cincinnati. Residence: *Birmingham Post-Herald*, June – August 1989.

Seminars & Workshops

- Diversity in the Curriculum Workshop, Poynter Institute for Media Studies, St. Petersburg, Fla., June, 2008
- Invited Guest, International Emmy Festival, Manhattan, New York, Nov. 19-20, 1999
- Participant in course, "SAS Fundamentals: A Programming Approach," at the SAS Institute, Inc., March 11-13, 1998, Dallas, Texas
- Participant, International Radio & Television Society Foundation, Inc., Faculty/Industry Seminar, February 18-22, 1998, New York, NY
- Participant, C-SPAN Winter 1998 Seminar for Professors, January 5-6, 1998, Washington, D.C.
- Participating Educator, News Editors & Copy Desk Chiefs Seminar, American Press Institute, Reston, VA, Feb. 24-28, 1992
- Participant, College Media Advisers Workshop for New Advisers, Chicago, Sept., 13-15, 1991
- Graphics for Art & Journalism Professors Workshop, Poynter Institute for Media Studies, St. Petersburg, Fla., Aug. 11-16, 1991

Awards and Honors

2007, Diversity Excellence Award, Arkansas State University

1999 Distinguished Alumna, Phillips County Community College-UA, Helena, Ark., Arkansas Association of Two-Year Colleges

Phi Kappa Phi Honor Society, Arkansas State University Chapter 141, Initiated April 6, 1998

Thurgood Marshall Scholarship, Fall Semester 1996, University of Missouri-Columbia

1995-96 Donald K. Anderson Graduate Student Teaching Award for Excellence in Teaching, April 23, 1996, University of Missouri-Columbia

Outstanding Member Award, Association of Black, Graduate & Professional Students, April 26, 1996, University of Missouri-Columbia

Society of Professional Journalists' Student Top Chapter Award, Region 7, Baltimore, Md., October 1992. Served as chapter adviser.

Presentations at University of Missouri-Columbia:

- "The Effects of Television on Children," to the Child Development class, May 9, 1996
- "Comparing Portrayal of Women in Black and White Magazines," at the 13th Annual Research & Creative Activities Forum Competition, March 2, 1996
- "Women of Color in Mass Communication Research," to the Sociology of Education Class," November 16, 1996
- "Portrayal of Women in Black and White Magazines," at the weekly Journalism Brown Bag Series, October 9, 1996

Out-of-Conference/Community Presentations

- **Guest Speaker**, Holly Grove Homecoming Club, Inc., Annual President's Luncheon, 50th Anniversary Celebration, Holly Grove, Ark., June 29, 2012
- **Guest Speaker**, Holly Grove Homecoming Club, Inc., Annual President's Luncheon, Holly Grove, Ark., July 2010
- **Commencement Speaker**, Phillips Community College of the University of Arkansas, May 13, 2004
- **Speaker**, Phillips County (Arkansas) Chapter of NAACP Spring Banquet, April 2004
- **Guest Speaker**, Holly Grove Homecoming Club, Inc., Annual President's Luncheon, Holly Grove, Ark., July 2003
- **Speaker**, Jonesboro Rotary Club Weekly Luncheon, April 1999.
- **Coordinator and Moderator for panel**, "Diversity and the Mass Media: Important Issues for the 21st Century", at the monthly meeting of Arkansas Professional Chapter of Society of Professional Journalists Sigma Delta Chi, Little Rock Ark., December 2, 2000
- **Presented paper**, "Chronology of Black Newspapers in Arkansas", at Home with Homeland News & Printing Services First Anniversary Banquet, Forrest City, Ark., June 5, 1999

Board Service

- Governor's Appointee, Delta Cultural Center Policy Board, Helena, Arkansas, 2010-2013; Re-appointed in 2014.
- Arkansas Early Learning (Headstart), 2013 – present; Vice-Chair, 2014-
- ASU Museum Policy Advisory Board, 2012-present
- North Jonesboro Neighborhood Initiative, 2013- present
- Director, Arkansas Humanities Council, 2008 – 2013
- Headstart Policy Council, Jonesboro, Arkansas, 2011-2013
- JETS Transit Board, 2012-2013

Civic & Community Volunteer Service

- Member, Parents and Teachers Helping Students (PATHS), 2006-07, JPS Math & Science Magnet Elementary School
- Jonesboro Regional Chamber of Commerce, 2002-present
- Member, Education Committee, 2005-2011
 - Member, Government Liaison & Economic Development Committees, 2002-03
- Northeast Arkansas Food Bank, 2003
- Strong-Turner Alumni Chapter of the ASU Alumni Association, Treasurer, Newsletter Editor, 1997-2003
- ASU Faculty Women's Club, Vice-chair for Publicity, 1998-2001; Chair, Scholarship Committee, 1998-2002
- American Heart Association 3K HeartWalk, Participant, Jonesboro, Ark., October 2, 1999
- St. Paul A.M.E. Church, Jonesboro, Sunday School Teacher and Children's Choir Director, 1992-93 and 1997-1999
- St. Paul A.M.E. Church, Columbia, Mo., Assistant Pianist, Sunday School Teacher, 1993-96
- University of Missouri Graduate School Visitation Weekend, Host, November 1994 & November 1995
- University of Missouri AEP Graduate Student, Panelist, July 15, 1994
- University of Missouri School of Journalism, Recruiter, National Association of Black Journalists Meeting (UNITY '94), Atlanta, Ga., July 1994
- Jonesboro Business and Professional Women, Member, 1992-93
- ASU United Voices Gospel Choir, Co-advisor, and Chair of the Advisory Board, 1992-93
- Helping Hands 4-H Club, Founder & Leader, Jonesboro, Ark., 1990-1993
- Omega Psi Phi Big Brother Program Support Staff Member, Jonesboro, 1993
- Train the Trainer Level I & II Leadership Development Program, Participant, sponsored by University of Arkansas Cooperative Extension Service, 1992-93
- E. Boone Watson Community Center Support Staff, Jonesboro, Ark., 1992-93
- 4-H Expansion and Review Committee, Jonesboro, Ark., 1992-93
- 1990 Delta Symposium Essay Contest for Grades 7-12, sanctioned by the Lower Mississippi Delta Development Commission, Fall 1990
- Phillips County Primary Elections, Clerk, Barton, Ark., May 1990 and May 1986

Mary Jackson Pitts, Ph.D.
Arkansas State University
Professor of Multimedia Journalism

Teaching, Research Interests

Teaching focus is on research methods courses and new media

Employment History

July 2012-Present **FULL PROFESSOR- Arkansas State University, Jonesboro, AR**

Teaching graduate level classes, along with lower level courses. Can teach Mass Communication in Modern Society, Audio Production, Electronic News gathering, Theory of Mass Communications, Quantitative research methods, Corporate Media Production, Sports Reporting, Communications Research, etc . Co-advisor to ASU-TV. Working on iPad Research and continuing to work with ABA to produce a documentary about broadcast history in Arkansas. Thesis chair completions 10, Thesis project 2.

July 2010-May 2012 **Interim Chair- Arkansas State University, Jonesboro, AR**

Initiated and managed the overhaul of ASU-TV studios from Analog to Digital... Negotiated the addition of one additional staff member to the RTV department. Initiated a capital campaign that raised \$75,000. Wrote grants and received grant monies from KAYS Foundation and the Arkansas Broadcast Association for 20,000 and 10,000, respectively. Negotiated with ASU chancellor for renovation of a room for use by the LSDE program for content production. (10,000). Negotiated an additional set of internet connection for 12,000 dollars using IT monies. Negotiated for three studio area rooms to be renovated using deferred maintenance monies. Chaired Seven masters thesis while chair. Served on an additional four thesis as committee member. Taught corporate media production which netted the radio-television department 12,000 dollars in revenue. Served as executive producer of two documentaries airing on AETN and thesis chair of five thesis.

May 2004-July 2010 FULL PROFESSOR- Arkansas State University, Jonesboro, AR

Broadcast Documentary, Theory of Mass Communication, Communication Research, Mass Communication in Modern Society, Video Post Production

Co-Producer University Football and Basketball games—live

Familiarity with a variety of software packages: QuarkXpress, Final Cut Pro Express, Adobe Premiere, Final Cut Pro, SD Sony Cameras, peak system audio editing, SPSS

Chair and committee member for various thesis & dissertation project committees.

Academic Advising(37

Serving on University, College and Departmental committees. Works with college assessment committee and university research committee. Recruiting for undergraduate and graduate programs for college of communication

Maintain personal website www.clt.astate.edu/mpitts

Averages 15,000 hits per year

Service activities with Paces, Inc. Board of Directors Chair

May '98-May 2004 ASSOCIATE PROFESSOR-Arkansas State University

Jonesboro, AR--Teaching.. Teaching Mass Communication in Modern Society, Special Topics Seminar(Critical Analysis of Sitcoms, Sports Broadcasting, Media Ethics, Media Promotion, Media Impact on Teenage Sexual Behavior), Broadcast Documentary, Newswriting, Video Post Production, Reporting for the Electronic Media and Communication Research.

Editor, *Southwestern Mass Communication Journal*.

Familiarity with a variety of software packages: QuarkXpress, Final Cut Pro Express, Adobe Premiere, Media 100, linear editing, DVC pro cameras, peak system audio editing, SPSS

Chair and committee member for various thesis & dissertation project committees. Academic Advising(Current 38) and serving on University, College and Departmental committees.

**Instrumental in initiating the 24 hour scope of ASU-TV cable access channel
18**

- Aug '93-May '98 ASSISTANT PROFESSOR--Arkansas State University,
Jonesboro, AR--Teaching Radio Production, TV production,
Broadcast News I, Mass Communication in Modern Society,
Broadcast Seminar, Broadcast Documentary, Writing for Mass
Media, TV ENG/EFP, & Broadcast News II.**
- Chair and committee member for various thesis & dissertation committees.
Advising and serving on University, College and Departmental committees.**
- Jan '92-May '93 INSTRUCTOR OF RECORD--University of Southern
Mississippi, Hattiesburg, MS--Teaching TV Reporting and Broadcast
Journalism Workshop.**
- Producing weekly news magazine program which airs on a cable access
channel. Responsible for content and production of the program.**
- Instructing students on how to write news, shoot television news and edit
packages using Sony cameras. Workshop class is designed as an exit
course in the curriculum. Students write, produce, and anchor news
program.**
- Aug '91-Dec '91 TEACHING ASSISTANT--University of Southern Mississippi,
Hattiesburg, MS-- Teaching TV production labs--Camcorders are used in
labs to teach basic tv production. Assisting with weekly news magazine
program.**
- Aug '88-May '91 INSTRUCTOR--Arkansas State University, Jonesboro, AR-- Teaching
radio production, tv production, broadcast news, copywriting for
advertising, & introduction to broadcasting.**
- News director--ASU-TV News 12, Cable Channel 12. ASU-TV News 12 is a
30 min. newscast produced and anchored by students. Sony cameras and
editors. Advising, department and college committee work, sponsor of
Women in Communication, Inc.**

- Jul '85-Jul '88** **EXECUTIVE PRODUCER--KAIT-TV, Jonesboro, AR--**
- Responsible for all KAIT-TV newscasts and their content; providing direction to individual newscast producers; involved in development of newscasts formats; creative writing, script editing, video editing under deadline, control room experience, live election experience using vidivote computer package, daily use of news software computers package.
- Sept '84-Jul '85** **10 PM PRODUCER, ASSISTANT 6 PRODUCER--**
- KAIT-TV, Jonesboro, AR-- Responsible for producing 10 PM newscast. Coordinating the production of the news programs using local and national news.
- Jun '84-Sep '84** **REPORTER- KAIT-TV, Jonesboro, AR--Responsible for general assignment reporting.**
- Jan '83-May '84** **GRADUATE ASSISTANT- Arkansas State University, Jonesboro, AR--Research assistant.**
- Jul '80-Aug '81** **NEWS PRODUCER, REPORTER, WEEKEND DJ**
- KAAB-AM Radio, Batesville, AR**

Publications &Creative /Professional Activities

Combs, S. & Pitts, M.J. (2014). The Top Two: Their Tweets and How they Focused on Women in the 2012 Presidential Election” Race, Gender & Class 2013 Conference special issue, 21(1-2).

Hall, H., Hill, M., & Pitts, M.J. (2013). #knowwhatyoutweet—The FTC is watching. In

Hana S. Noor Al-Deen & John Allen Hendricks (eds.), Social Media and Strategic Communication. Palgrave MacMillan, England.

Zeng, L., Hall, H., & Pitts, M. J. (2011). Cultivating a Community of Learners: The Potential and Challenges of Social Media in Higher Education. In Hana S. Noor Al-Deen & John Allen Hendricks (eds.), *Social Media: Usage and Impact*. Lanham, Maryland: Lexington Books.

Hill, M., Pitts, M.J., Smith, M., & Smith, B. (2010). The Obama Agenda versus a Meandering Maverick: A Descriptive Analysis of Online Press Releases in the 2008 General Election Presidential Campaign, *Southwestern Mass Communication Journal*, 26(1), 43-56.

Pitts, M.J. (2010). The value of podcasting: The experiment. *Journal of Media Education*, 1(2), 5-11. <http://www.calameo.com/read/0000917892c917d5d7556>

Pitts, M.J., & Zeng, L. (2010). "Media Management: The Changing Industry and Adaptability" in J.A. Hendricks *New Media Technologies: Economic and Management Implications for the Traditional Media Industry* (pp.23-39), Lanham, Maryland: Lexington Books

Pitts, M.J. (2008, May). Ipods in the Classroom, *BEA Feedback*, 49(3), 12-18.

**Pitts, M. J. (August 2003). "Television web sites and changes in the nature of storytelling." *Studies in Media & Information Literacy Education* 3.3 (2003).
<http://www.utpress.utoronto.ca/journal/ejournals/simile>**

Pitts, M.J. (2003, December). "Radio Web Sites as Promotional Tools" *Journal of Radio Studies*, 10(2), 270-282.

Han, S. & Pitts, M.J. (2002). Prime time dramatic programming in South Korea: A content analysis of television violence, *Sungkok Journalism Review*, 12,59-76.

Pitts, M.J., & Doyle, M. (2001) Educational Cable Access: A survey of who's watching. *Southwestern Mass Communication Journal*, 17(2), 76-85.

Pitts, M.J., & Finch, H. (1998). Story sources: Are broadcast journalists telling us who they are? *STAM Journal*, 28, 9-27.

Pitts, M.J. (1997). Using media to gather political information: A survey of registered voters during a nonpresidential election year(NPEY). *STAM Journal*, 27, 67-78.

Pitts, M.J. (1997). The impact of television advertising in the 1994 general election in Arkansas: A survey of registered voters. *Southwestern Mass Communication Journal*, 13(1), 28-32

Pitts, M.J. (1995). Student reaction to political campaign commercial placement in television newscasts. *Southwestern Mass Communication Journal*, 11(1), 55-66.

Pitts, M.J. (1995). Theory of affirmation: A symbolic interactionist approach to enhance press release placement. *Southern Public Relations Journal*, 1(2), 18-23.

Productions

Fears, L., Pitts, M.J., Brown, A. (2014). Diversity Panel. Presented on ASU-TV.

Holifield, M., & Pitts, M.J. (2014, April). "Blowing Smoke: Harry J. Anslinger and the Marijuana Tax Act of 1937. Presented at the Little Rock, AR Documentary Festival.

Pitts, M.J. (October 2012). Executive Producer, 1st Congressional District Debate, KAIT-TV 8.2-ASU-TV.

Pitts, M.J. Executive Producer & Pasmore, J. (November, 2011) Dyess Colony. A documentary which aired on AETN.

Pitts, M.J. Executive Producer & Alkarimeh, B. (November, 2011). Hattie Caraway: The Silent Woman. A documentary which aired on AETN.

Pitts, M.J. Co-producer (2005, April 9). Education in Craighead County from 1900-1967: A Way Out for African Americans. A documentary shown at the Ozark Filmfest, Batesville, AR.

Pitts, M.J. Co-producer (2004, August 22). Education in Craighead County from 1900-1967: A Way Out for African Americans. A documentary aired on KAIT-TV, Jonesboro, AR.

Pitts, M.J. Co-producer (2004) ASU-TV, Cable Channel 18. University Football and Basketball

Smith, N., & Pitts, M.J. (2003, March). The black experience in the Arkansas delta, A documentary shown at the Delta Blues Symposium, Arkansas State University, Jonesboro.

Pitts, M. J. & Hall, K. (April 2003), "Mysteries of The Church of God in Christ." A radio documentary presented at the Southern States Communication Associations convention in Birmingham, AL.

Scholarly & Professional Presentations

2014 Pitts, M.J., & Perkins, G. (2014, April). Missiles of the Airwaves. Presented at the Western Social Science Association conference in Albuquerque, New Mexico.

Pitts, M.J. (2014, January). iPad Initiative: Historical Perspective. Presented at the Spring Semester iPad Initiative Seminar at Arkansas State University.

Pitts, M.J. (2014, July). Mobile Media in the Classroom: Creating Content, Motivation and Merit. A workshop on iTechnology in the classroom presented to Gifted and Talent teachers at the Crowley's Ridge Educational Cooperative.

Pitts, M.J. (2014, April). iMovies: Creating historical content. A presentation to students at the Riverside High School and the Riverside Junior High.

2013 Pitts, M.J., & Shareefi, A (2013, Oct). Social Media: A Picture of Saudi Arabia Sharing Islam. A paper presented at the Global Fusion 2012 conference at Carbondale, Illinois.

Combs, S. & Pitts, M.J. (February, 2013). The Top Two: Their Tweets and How They Focused on Women in the 2012 Presidential Election. A paper presented at the Race, Gender, and Media conference in New Orleans, Louisiana.

Pitts, M.J., & Combs, S. (2013, April). Twitter: "That's how we campaigned, and that's who we are : A content analysis of the 2012 Democratic and Republican candidates' tweets. A paper presented at the Western Social Science Association Convention at Denver, Colorado.

Shareefi, A., & Pitts, M.J. (2013, April). Sharing Islam through social media” A paper presented at the Western Social Science Association Convention at Denver, Colorado.

2012 Pitts, M.J. Executive Producer & Alkarimeh, B. (November, 2011). Hattie Caraway: The Silent Woman. A documentary project presented and discussed at Southern States Communications Association.

Pitts, M.J., & Jallad, F. (October, 2012). A content analysis of Al Jazeera English and Arabic Channels: Framing the 2008 War in Gaza. A paper presented at the Global Fusion 2012 conference at Athens, OH.

2011 Murad, H. & Pitts, M.J. (2011) Crisis communication: A paper presented at the Southern States Communication Association Convention at Little Rock, AR.

Makhadmeh, M., & Pitts, M.J. Swine flu coverage in Jordanian newspapers: A content analysis. A paper presented at the Western Social Science convention in Salt Lake City, Utah

Holly Hall, Lily Zeng, and Mary Jackson Pitts (2011). Cultivating the community of learners: The potential and challenges of social media in higher education.|| A paper presented at the Western Social Science Convention in Salt lake City, Utah.

Makhadmeh, N., & Pitts, M.J. (2011) A survey of the motivations for reading blogs by Jordanian university media and journalism students. A paper presented at the 2011 SWECJMC annual conference, Dallas, TX

Pitts, M.J. Executive Producer & Pasmore, J. (June, 2011) Dyess Colony. A documentary presented at the ASU Student Union.

Pitts, M.J. Executive Producer & Alkarimeh, B. (July ,2011). Hattie Caraway: The Silent Woman. A documentary presented at the ASU student Union.

2010 Pitts, M.J. (2010, April). Fools Rush In:" Elvis and Michael's "We are the World's" Legal Legacy." A paper presented at the Western Social Science Convention at Reno, Nevada.

Zeng, L., Pitts, M.J., Fowler, G. (2010, April). Catastrophic Icing: When the lines of communications tumble down." A paper presented at the Western Social Science Convention at Reno, Nevada.

Smith, M., Pitts, M., Smith, B., & Hill, M. (2010) Emails from the 2008 U.S. Presidential Campaigns: Communication and Mobilization. A paper presented at the AEJMC convention in Denver, Co.

2009 Hill, M, Pitts, M.J., Smith, M., & Smith, B. (2009). Straight from the Source: A Descriptive Analysis of Online Press Releases in the 2008 General Election Presidential Campaign. A paper presented at the Southwest Education Council for Journalism and Mass Communication's Symposium in Arlington, TX.

Zeng, L., & Pitts, M.J. (2009, April 18). Teaching Science Through Multimedia Story- presented at the Western Social Science Association Convention at Albuquerque, NM.

Pitts, M.J. (2009, April 17). Web Satisfaction: Reaching Your Publics. A paper telling: Collaborative Learning Between Science Teachers and 6th -8th Graders. A paper

Presented at the Western Social Science Association Convention at Albuquerque, NM.

Pitts, M.J. (2009, April 2). ObamaNews: He'll talk to them but not the Press. A paper presented at the 2009 Southern States Communication Association convention at Norfolk, VA.

Pitts, M.J. (2009). Podcasting Pedagogy: Improving Student Performance? A paper presented at the Broadcast Education Association Convention at Las Vegas, NV.

Pitts, M.J., & Zeng, L (2009, March 6). TEXTS workshop, Presented to ASU Nursing and Health Professions Faculty.

- 2008**
- Pitts, M.J., & Zeng, L. (2008, March 3). Podcasting for Teen Technology. A presentation at the Craighead County Library at Jonesboro, AR.**
- Zeng, L., & Pitts, M.J. (2008, April 18). Podcasting for Arkansas College Media Day. A presentation at the 2008 Arkansas College Media Day at Jonesboro, AR.**
- Pitts, M.J. (2008). "Podcasting in the Classroom: An Experiment to Measure Effect." A paper presented at the Western Social Science Association Conference at Denver, CO.**
- Pitts, M.J. (2008). Weaving the Web. Radio's Web content. A paper presented at the Western Social Science Association Conference at Denver, CO.**
- 2007**
- Pitts, M.J., Amienyi, O., & Hill, M. (2007, April). Rubric Driven Assessment. A paper presented at the Southern States Communication Association annual convention at Louisville, Kentucky.**
- Amienyi, O., Pitts, M., & Hill, M. (2007, April). Assessment of Student Learning Using ACEJMC Guidelines: ASU College of Communication Experience. A paper presented at the Western Social Science Association Convention at Calgary, Canada.**
- Pitts, M. (2007, April). Experimenting with Video Podcasting: Can it improve Student Learning? A paper presented at the Broadcast Education Association Convention at Las Vegas, NV.**
- Pitts, M. J., & Zeng, L. (2007, August). Podcasting for Librarians. A presentation at the Northeast Arkansas Librarians Association's Summer meeting at Jonesboro, AR.**
- 2006**
- Pitts, M.J. (2006, April). Copyright laws: What students know. A paper presented at the Western Social Science Convention at Phoenix, AZ.**
- Pitts, M.J. (2006, April). A documentary demonstration: What happens with grant projects. A presentation at Southern States Communication Association Spring Convention at Dallas, TX.**
- Supernant, K., & Pitts, M.J (2006, April). Adult and Children's Television Advertising: A content analysis of Production, Copy and Aesthetic Values. A top four paper presented at the Southern States Communication Association Convention at Dallas, TX.**

- 2005** **Pitts, M.J. (2005, April). Research Methods: Practical Applications for teaching students. A paper presented at the Broadcast Education Associations convention, Las Vega, NV.**
- Robinson, C., & Pitts, M.J. (2005, April). Jamaican newspaper coverage of sports: A content analysis of the Jamaica Observer's and Jamaica Gleaner's web coverage. A paper presented at the Western Social Science Conention, Albuquerque, NM**
- Rowe, C, & Pitts, M.J. (2004, April). Public Universities in Arkansas: A content analysis of how they are using their websites to reach their constituencies. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.**
- 2004** **Pitts, M.J., & Collins-Standley, (2004, November). West Nile Virus: A study of Newspaper coverage. A paper presented at the Southwest Education in Journalism and Mass Communication conference. Little Rock, AR.**
- Pitts, M.J. (2004, April). Copyright Laws: It's the gray area that will get you. A paper presented to the Broadcast Education Associations Convention at Las Vegas, NV.**
- 2003** **Pitts, M.J. (2003, April). "*A Mosquito Bite: Will It Hurt Me?*" *West Nile Coverage in Print Media*, A paper presented at the Southern States Communication Associations spring conference at Birmingham, AL**
- Pitts, M.J. (2003, April). "Content Analysis of College Recruiting Materials." A paper presented at the Southern States Communication Associations spring conference at Birmingham, AL**
- 2002** **Pitts, M. J. (2002, April). Curricula Convergence. Presented at the Broadcast Education Association at Las Vegas, NV.**
- Pitts, M.J. (2002, April). Changing Trends in Mass Media Research. Presented at the Southern States Communication Association at Winston Salem, North Carolina.**
- Pitts, M.J. (2002, October). Invited guest for Documentary film festival. Panel convened at the Hot Springs Film Festival in Hot Springs, AR.**

2001

Pitts, M.J. (2001, October). Expert panelist for Documentary film festival. Panel convened at the Hot Springs Film Festival in Hot Springs, AR.

Pitts, M.J. (2001, March 8-9). "Documentaries, what are they?" Hot Springs Children's Film Institute Festival.

Pitts, M.J. (2001, April 7). College students' radio use: A pilot study. A paper presented at the Southern States Communication Association Spring Convention.

Pitts, M.J. (2001, April 20). Television News Websites: What's there and What's Not. A paper presented at the Western Social Science Convention in Reno, Nevada.

Pitts, M.J. (2001, April 21). Cable Access Audiences. A paper presented at the Broadcast Education Association Spring convention in Las Vegas, Nevada.

2000

Pitts, M.J. (2000, May). Cable satisfaction. A paper presented to the Jonesboro City Council.

Horton, L. & Pitts, M.J. (2000, April 20), Radio websites: A content analysis to determine how radio is using the Internet. A paper presented at the Pop Culture convention in New Orleans, LA (International)

Pitts, M. J., & Doyle, M. (2000, June 15-17). Cable access television and community involvement: The tale of a small town's use of access television. A paper presented at the "Public Broadcasting and the Public Interest," conference at the University of Maine. (Multi-national conference)

1999

Shain, K., & Pitts, M.J. (1999, November 12). A content analysis of official hit movie web sites: The top revenue grossing movies of 1998. A paper presented at the Southwest Mass Communication Symposium at Jonesboro, Ar.

Han, S. Y., & Pitts, M.J. (1999, October 7). The depictions of TV violence found in prime time dramatic programming in South Korea: A content analysis. A paper presented at the 23rd annual Third World Studies Conference in Omaha, Nebraska.

Pitts, M. J. (1999, April 11). Civic Life and the broadcast Journalist. A paper presented to the joint meeting of the CSCA/SSCA convention in St. Louis, MO

Pitts, M.J. (1999, April 23). International in the Mid-South. A paper presented at the Western Social Science Convention in Fort Worth, TX.

- 1998** **Pitts, M.J. (1998). Where are the women? A picture of sports coverage in the Mid-South. A paper presented at the Southern States Communication Association meeting in San Antonio, TX.**
- Pitts, M.J., & Finch, H. (1998). Political advertising and news coverage: A longitudinal study of agenda setting. A paper presented at the Southern States Communication Association meeting in San Antonio, TX.**
- 1997** **Pitts, M. J., & Finch, H. (1997). A picture of Local Television News in the Mid-South: The Story of Attribution. A paper presented at the Southwest Education Council for Journalism and Mass Communication November 7 at Dallas, TX.**
- Pitts, M. J. (1997). Lending Credibility to Presidential Messages: A study of Presidential candidates and their references to sources in presidential debates. Presented at the Southern State Communication Association Convention, Savannah, GA , April 2-6.**
- 1996** **Pitts, M.J. (1996). The media's role in the 1994 General election in Arkansas: A survey of Registered Voters. A paper presented at the Southwest Symposium in Monroe, LA, November 9.**
- Pitts, M. J. (1996). Media usage: A survey of registered voters during a non-presidential election year(NPEY). A paper presented at the Southern States Communication Association Convention in Memphis, TN, March 27-31.**
- Pitts, M. J. (1996). Sponsorship agenda setting: Comparisons between three markets. A paper presented at the Western Social Science Association convention in Reno, Nevada, April 15-21.**
- Finch, T. H., & Pitts, M. J. (1996). A content analysis of television commercials: A status report on the use of appeal and production techniques. A paper presented at the Southern States Communication Association Convention in Memphis, TN, March 27-31.**
- Lim, J. H., & Pitts, M. J. (1996). Employee relations: The question of job satisfaction. A top paper in the public relations division presented at the Southern States Communication Association Convention in Memphis, TN, March 27-31.**
- 1995** **Pitts, M. J. (1995, April 7). Political candidate use of sources in presidential debates. Presented at the Southern States Communication Association Convention in New Orleans, LA.**
- Pitts, M.J. (1995, April 6). Bypassing the news media's agenda: Political advertising's impact on the public agenda. Presented at the Southern States Communication Association Convention in New Orleans, LA.**

Pitts, M.J. (1995, April 12). A content analysis of sponsors setting the television news agenda. Presented at the Popular Culture Association Convention in Philadelphia, PA.

- 1994** **Pitts, M.J. (1994). Public Reaction to Political Campaign Commercial Placement in Television Newscasts. Paper presented at the Southwest Education Council for Journalism and Mass Communication's Symposium in Flagstaff, AZ.**
- Pitts, M.J. (1994). It's Hot, Cold or Wet: Getting the Weather Picture. Paper presented at the Popular Culture Association Convention in Chicago, IL.**
- 1993** **Pitts, M.J. (1993). Local Media Agenda Building: Implications for national and international news coverage. Paper presented at the Southern States Communication Convention in Lexington, KY. (received division honors)**
- Pitts, M.J. (1993). "Murphy Brown: Does the Series Have Values?" Paper presented at the Popular Culture Association Convention in New Orleans, LA.**
- 1992** **Pitts, M.J. (1992). "Television Assignment Editors: Gatekeeping Decisions." Paper presented at the Southern States Communication Association in San Antonio, TX.**
- Pitts, M.J. (1992). Video Showcase of Broadcast Journalism work. Presented at the Southern States Communication Association in San Antonio, TX.**
- 1988** **Pitts, M. J. (1988). "An examination of TV assignment editor's and the news selection process." Paper presented at the Southwest Symposium of Journalism and Mass Communications in Abilene, TX.**

Professional and University Service

- 2013- present** **Chair, Media and Communication PRT committee**
- 2010-present** **Mass Communication Section Coordinator, Western Social Science Association**
- 2010** **Chair, Public Relations Division, Southern States Communication Association**
- 2009-2011** **Board Director, Environmental and Spatial Technology board, Jonesboro Public Schools**
- 2009-2012** **Coordinator Production showcase, SSCA.**
- 2009** **Vice chair, Public Relations Division, Southern States Communication Association**

2009-2012	Community Advisory Board, Bancorp South
2008-2012	Paces, Inc Board of Directors, Jonesboro, AR
2008-present	Craighead County Single Parent Association, Jonesboro, AR
2007-2008	President, Paces, Inc Board of Directors, Jonesboro, AR
2007	Vice Chair, Craighead County Single Parent Association, Jonesboro, AR
2006	President, Paces, Inc Board of Directors, Jonesboro, AR
2006	Vice Chair, Craighead County Single Parent Association, Jonesboro, AR
2004-2005	Executive Vice President, PACES Board, Jonesboro.
2003-Present	Executive Board Member, PACES, Jonesboro, AR
2003-Present	Coalition Against Unwed Teenage Pregnancy, Craighead County
2003	Editor, <i>Southwestern Mass Communication Journal</i>, Chair, Public Relations Division, Southern States Communication Association. Executive Board, Southern States Communication Association
2002	Editor, Southwestern Mass Communication Journal Chair, Popular Communication Division, Southern States Communication Association Vice Chair/Planner, Public Relations Division, Southern States Communication Association SSCA Outstanding New Teacher Award Committee. Executive council Member, Ex-officio Southwest Educational Council for Journalism and Mass Communication
2001	Delta Studies Planning Committee, Grant writing for a documentary on the African American Experiences of Craighead County
2001	Northeast Arkansas Contact, Hot Springs Documentary Film Festival
2000	Editor, <i>Southwestern Mass Communication Journal</i> Executive Council Member, Southern States Communication Association Chair, Popular Communication Division, Southern States Communication Association Executive council Member, Ex-officio Southwest Educational Council for Journalism and Mass Communication Vice Chair, Public Relations Division, SSCA

- 1999** Associate Editor, *Southwestern Mass Communication Journal*
Executive council Member, Ex-officio Southwest Educational Council for Journalism and Mass Communication
Vice Chair/Program Planner, Popular Communication Division, SSCA
- 1998** Associate Editor, *Southwestern Mass Communication Journal*
Chair, Mass Communication division, Southern States Communication Association
Executive Council Member, Southern States Communication Association
- 1997** Associate Editor, *Southwestern Mass Communication Journal*.
Vice Chair, Mass Comm Division of The Southern States Communication Association.
Interim member of the University General Education Committee
- 1996** Associate Editor, *Southwestern Mass Communication Journal*.
Secretary and News Letter Editor of the Mass Comm Division of The Southern States Communication Association.
Nominating Committee, Southern States Communication Association 1995-1996

University service

Committee work

A. Departmental Committees

2012-present	Faculty assessment committee
2012-present	Multimedia Journalism Committee
2007	Merit Evaluation Committee, Chair
2007	Equipment Checkout Committee, Chair
2005	News Process Committee, Chair
2000-2012	RTV curriculum committee
2001-2002	Co-executive producer of programming on ASU-TV. More than 200 hours of programming for ASU-TV. Sports(football and basketball) and Fine Arts events (recitals)
2001- 2012	Video Learning Community, Chair
1999-2004	RTV Curriculum committee, Chair
1999- 2001	ASU-TV advisor
1994-2012	RTV Assessment committee

1994-present	Ted Rand Scholarship committee (Chair)
1995	Faculty Search committee for KASU station manager
1995	Faculty Search committee for instructor's position
1994	Marvin Vines Scholarship committee
1994, 1995	Subcommittee for Communications Research Class Proposal

B. College Committees

2013-present	College PRT Chair
2009-2010	College PRT Chair
2001-2010	College PRT
2001-2011	Accreditation committee
1994-2011	College Assessment committee
1994	Tactical Planning committee
1994	Graduate Student Integration committee
1996	Student Affairs committee
1995-1996	Accreditation committee
1995	Major Fair committee
1995-1999	Student Recruitment committee
1993-present	Graduate Faculty committee
1997	Web Site committee-Chair
1997-present	Teaching Evaluation committee

C. University Committees

2013-Present	UPRTC member and secretary
2006-Present	Earth Day, Publicity
2008-2010	Univeristy PRT, Chair
2007	Centennial Committee
2007	Web Design Committee
2007	Faculty Handbook Committee
2007	Academic Hearing Committee
2005	ASU Centennial Committee
2005	First year experience committee
2002-present	University Faculty Research Committee
2002-present	University Honors Committee

2001-2005	Student affairs committee
2000-2001	University faculty satisfaction committee
2000	Faculty Senate Distance Learning Committee
1998-2001	University Promotion and Tenure committee
1998-2001	University Faculty Research Committee
1994-1996	Major Assessment committee
1994-1996	Truman Scholarship committee
1994-1995	Student Affairs committee
1996	Investiture committee
1996	Strategic Planning committee (mission statement)
1996	Strategic Planning committee (attended forum at Tyson's food)
1997	General Education committee

Professional, Scholarly Memberships

Broadcast Education Association

Southern States Communication Association

Southwest Education Council in Journalism and Mass Communication

Education

1993	Doctor of Philosophy in Mass Communication University of Southern Mississippi, Hattiesburg, MS
\	
1987	Master of Science in Mass Communication Arkansas State University, Jonesboro, AR
1983	Bachelor of Science, Radio/TV Arkansas State University, Jonesboro, AR
1979	Batesville High School, Batesville, AR

Thesis Chair

2013

Holifield, M. Thesis Project Chair. Blowing Smoke: Harry J. Anslinger and the Marijuana Tax Act of 1937"

2012

Faisal Sabir, Thesis Chair, A Content Analysis of the Media Agenda Setting in the Saudi National TV Newscasts

Adnan Shareefi, Thesis Chair, Islamic Presentation on Social Media Communication.

2011

Alkrihah, B . (2011). Thesis Chair. People's perception of women's stereotypes in films: A survey of college students

Jallad, F. (2011). A content analysis of how Al Jazeera English and Arabic channels framed the war on Gaza

Aljimi, F. (2011). Thesis Chair. Press Law in Kuwait

2010

Hobson, C. (2010). Thesis Project Chair. More than Just a Farm.

Murad, M. (2010) Thesis Chair. Better Communication During National Crisis.

Teaching (Recognition of Student Research acceptance)

Alimastdi, Mohammed, "A Survey of Mass Communications Educators on implementing Social Media in their Programs." Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, Tulsa, OK, November 2013.

Collins, Joy. (2008). Weather: A survey of college students to determine how they view weather in the media. A paper accepted for presentation at the SSCA Theodore Clevenger Undergraduate Student Research Conference at Savannah, Georgia.

Gay, Sara. (2008). Podcasts: A content analysis to determine podcast content of network news station. A paper accepted for presentation at the SSCA Theodore Clevenger Undergraduate Student Research Conference at Savannah, Georgia.

Lamkin, Rodney. (2008). Pirates on the internet: A survey A paper accepted for presentation at the SSCA Theodore Clevenger Undergraduate Student Research Conference at Savannah, Georgia.

Wilson, Andrew. (2008). The Herald: A survey to determine readership and opinion A paper receiving 5th place at the SEJC annual competition held at Mississippi.

Bland, Miranda (2007). War Lyrics: A content analysis. A first place research paper at the SEJMC spring competition.

Wilson, Andrew. (2007). The Herald: A survey to determine readership and opinion A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Luster, Angela. (2007). A survey of college students' cell phone usage habits. A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Lawrence, Elisha. (2007). A content analysis of film's portrayal of Greek organizations. A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Johnson, Michael (2007). Studio photography: A survey of Jonesboro residents to determine their perception of studio photography. A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Heath, Jeremy. (2007). Recall: A quasi-experiment of college students to study how much is retained from advertisements. A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Speakes, Jeremy. (2007). Campaign coverage: A content analysis of election coverage on television news websites. A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Shoultz, Lenore. (2006). "Cultural distortion: Media, Money & the Hillbilly Legacy. A paper presented at the 12th annual Delta Blues Symposium at Jonesboro, AR.

Madlock, Erika. (2006). The helping hand theory: A look at the spiral of silence and how it contributes to African American voting habits. A paper presented at the WSSA convention in Phoenix, AZ.

Bailey, Pamela (2006). Historical effects: African-Americans and the effects of history on their public opinion and willingness to speak out. A paper presented at the WSSA convention in Phoenix, AZ.

Davis, Richelle McCoy (2006). The negative image portrayals of African American women in the media: Cultivating a Theory. A paper presented at the WSSA convention in Phoenix, AZ.

Travis, Josh. (2006). Second Place research paper Southeast Journalism Best of the South Competition.

Woods, Amy (2006). Advertising: A content analysis of celebrity endorsement in magazine advertising. A paper accepted for presentation at the WSSA convention in Phoenix, AZ.

Beckwith, Chad. (2006) Internet advertising: A survey of college students to determine internet ad attitudes. A paper presented at 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Lewellyn, Clint. (2006) Soap Operas: A study to examine the amount of violence, sex, and social issues in today's daytime serials. A paper presented at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Franklin, Jessica. (2006). FCC guidelines and primetime television sitcoms: Are program ratings really a reflection of the network sitcom? A paper accepted for presentation at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

McClelland, Jennifer. (2006). The portrayal of Jesus Christ in movies: A content analysis. A paper presented at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Mayhair, Paige. (2006). The differences in cultural advertising campaigns: Do the basics of advertising change from culture to culture? A paper accepted for presentation at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Spradling, Meghan (2006). Media among Baptist collegiate ministries: Marketing the love of God to the masses. A paper presented at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Johnson, Matt. (2006). CSI: What really happens in a forensic lab. A paper accepted for presentation at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Jameson, Chris, (2006). The Soprano's and Gangster Films: A content analysis of production style. A paper accepted for presentation at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX

Stacy D. Olm, (2005, April). Presidential election 2004—Bush vs. Kerry: What messages are they trying to send. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. Top four paper.

Stacy Hudson, (2005, April). College students: How they perceive politicians in relation to their uses of the media. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. PRSA Arkansas Prism Award Winner

Kila Williams, (2005, April). Press releases: A look at 2004 political conventions and press releases." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. PRSA Arkansas Prism Award Winner

Kyle Riley, (2005, April). What do students expect of college coaches? A study of the relationship between student perceptions of college coaches and media usage. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Makayla Conners, (2005, April). A content analysis of cable network television: The portrayal of gay characters. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Stacy Hudson, (2005, April). College students: How they perceive politicians in relation to their uses of the media. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. PRSA Arkansas Prism Award Winner

Kila Williams, (2005, April). Press releases: A look at 2004 political conventions and press releases. A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. PRSA Arkansas Prism Award Winner

Carrie Chatman (2005, April). Ethnicity in magazine advertising: A content analysis of race portrayal in magazine advertising. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Olsen, M. (2005, April). ESPN Sportscenter: An examination of sports coverage 25 years later. A paper presented at the Arkansas Undergraduate Student Research Convention at Arkadelphia, AR.

Emmons, V. (2005, April). State Run Lotteries: How are states using their websites to promote their lotteries. A paper presented at the Arkansas Undergraduate Student Research Convention at Arkadelphia, AR.

George, B (2005, April). 1600 Pennsylvania Avenue: Democratic Candidates and their Use of Emails. A paper presented at the Arkansas Undergraduate Student Research Convention at Arkadelphia, AR.

Olsen, M. (2005, April). ESPN Sportscenter: An examination of sports coverage 25 years later. A paper

Ashley Martin (2004, April 16). Portrayal of race and gender in the advertisements of Super Bowl XXXVII. A paper presented at the Arkansas Undergraduate Student Research Conference at Arkadelphia, AR. A paper published in the proceedings of the same conference.

Krissie Files. (2004, April 16). Sports Coverage: Is there equality in coverage? A paper presented at the Arkansas Undergraduate Student Research Conference at Arkadelphia, AR.

Krista Housdan (2004, April 16). Gender in the public relations field: Does it affect positioning and salaries? A paper presented at the Arkansas Undergraduate Student Research Conference at Arkadelphia, AR. A paper published in the proceedings of the same conference

Logan Oliver (2004, April 16). Students' Perceptions of the Media's Ideal Body Image? A paper presented at the Arkansas Undergraduate Student Research Conference at Arkadelphia, AR.

Stephanie Easterly, (2004, April 16). The Media's Influence on Eating Disorders A paper presented at the Arkansas Undergraduate Student Research Conference at Arkadelphia, AR.

Malina Tabor, Using the Internet as a Public Relations Tool, A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR. Paper also accepted for publication in Convention proceedings journal

Curtis Adams, (2003, April). Television Stations: How They Use the Internet to Find Employees? A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR. Paper also accepted for publication in Convention proceedings journal.

Katrina Surprenant, (2003, April). Internet Radio: A Construction in Revolution. A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Jenny Wolff, (2003, April) Political Candidates Websites in the South: A Content Analysis of how they target different audiences. A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Joshua Wright (2003, April), NBC'S Coverage of the 2002 Winter Olympics On the Internet. A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Audrey Wiggins Malone (2003, April) Shared experience.org Cancer patients chat room: What s being discussed? A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Shawn Brown, (2003, April) Minority Use of the Internet. A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Brooksie Felty (2003, April). Public Relations Student Society University Chapter websites: Updated or Outdated? A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Harms, R. (2003, April). Streaming radio: The new millennium's broadcast or just a passing fad? A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Heather McCutcheon, (2002, February). journalism student, "A Content Analysis of College Newspaper Coverage of the September 11th Terrorist Attacks on the United States." Top Student Research Paper in the Southeast Journalism Conference at Clarksville, TN at Austin Peay State.

Brooke Owen, (2002, April) journalism student, "The Portrayal of Women in Super Bowl Commercials." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Andrea Johnston, , (2002, April) journalism student, "Southern Gospel v. Contemporary Christian Music: An Analysis of Theme." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR

Hannah Harris, , (2002, April) RTV student, "Home Improvement: A Semiotic Critical Analysis." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR. Paper also accepted for publication in the convention proceedings journal.

Lindsey Landreth, , (2002, April) RTV student, "A content analysis of AAPOR standards in Television Broadcasting: The Television Poll Story." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR

Heather McCutcheon, (2002, April) journalism student, "A Content Analysis of College Newspaper Coverage of the September 11th Terrorist Attacks on the United States." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR

Ana Pitt, (2002, April) journalism student, "Product Placement in Children's Films: A Content Analysis of What's Placed." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR. Paper also accepted for publication in the convention proceedings journal.

Brad Fletcher, (2002, April) "A content analysis of sex in primetime television sitcoms" A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. (top ten paper)

Jessica Newburg, (2002, April) "A content analysis of violence in daytime Soap Operas" A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. (top ten paper)

Meghan Hackney, (2002, April) “A content analysis of internet advertising.” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Jason Brown, (2002, April) “Magazine portrayal: A content analysis of blacks and women in magazine advertisements” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Amanda Rogers, (2002, April) “Public relations and practitioners’ use of technology” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Dana Scaife, (2002, April) “Product Placement in Sitcom Television” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Trent Foreman, (2002, April) “College Students’ Radio Listening Habits” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Robert Tabern, (2002, April) “Agenda Setting through a Presidential Address to Congress” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Kira Hamilton, (2002, April) “MTV: A content analysis of news programming after September 11, 2001” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Walker, K., (April, 2001). Gender and Film. A content analysis of differences in men and women filmmakers. A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Barnhill, K., (April, 2001) Public Knowledge and perception of digital media such as HDTV. A paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention.

Taylor, T., (April, 2001). Children and violence in cartoons. A top ten paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention.

Hufstedler, J., (April, 2001). Copyright: What’s legal and What’s not? A paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention

Dailey, P., (April, 2001). The agenda of late night talk shows: A survey of college students. A paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention

Murray, D., (April, 2001). A content analysis of NFL commentary. A paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention.

Holifield, M. (April, 2001). How often do college students use the internet compared to traditional media as a means of newsgathering? A paper selected by a faculty jury for

presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention.

Golightly, H. (April 2001). A content analysis of the disclaimers featured in children's television advertising. A paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention.

Teaching (Recognition of Student Production)

2013 Phoebe Haynes (2013) Bedding Mart audio commercial. Honorable Mentioned National Broadcast Society Celeste Wright (2013). Wendy's audio commercial. Honorable Mentioned National Broadcast Society

2012 Marcela Tapia, Joetta Porchia (2012). Judd Hill,

2011 Galen Perkins, Chris Buttgen, Grant Newkirk, & Phillip Carr. (January 2010). Facilities 2008 Management, MCA-I National Corporate Media Award.

2009 John Steele, (2009). SEJC, Radio Journalist of the Year.

2007 Lenore Shoultz, (2007, April). Fairy God Mothers of the Ozarks. A documentary aired on AETN, public broadcasting, AR.

2006 Yasuhito.Tani, (2006, April 8th). Price for Priceless. A documentary selected for presentation at the Ozark Foothills FilmFest.

2003 Brandon Carter, (2003, November 27) . Under the Occupation, A documentary selected as one of the top documentaries in the AETN Arkansas Student Video Competition. Air date is November 27th, 2003.

2002 Pruitt, Brook (2002, October). Pole Vaulting. Hot Springs Documentary Film Festival. Mohr, M. (2002, October). Medal of Honor, A documentary selected for presentation at the Hot Springs Documentary Film Festival at Hot Springs, AR.

Veara, C. (2002, October). The power of a Wish,. A documentary selected for presentation at the Hot Springs Documentary Film Festival at Hot Springs, AR.

Jeon, D. (2002, October). A mother of Korean Students A documentary selected for presentation at the Hot Springs Documentary Film Festival at Hot Springs, AR.

2001 Carter, B. (2001). A documentary of the ASU museum. A documentary presented at the Hot Springs documentary festival in Hot Springs, AR.

2000 Michael Bowman's graduate documentary, "POWs in Arkansas" continues to air on AETN. Darcy Douglas's graduate documentary, "Arkansas: Hollywood of the South," was presented at the Southern States Communication Association's Spring Convention in New Orleans, LA.

- 1999 Michael Bowman's graduate documentary, "POWs in Arkansas" won first place in the culture division of the Silver State Documentary Competition at UNLV in Las Vegas, Nevada.**
- 1998 Chair of Thesis: Sung Yop Han**
Title: The depiction of television violence in the United States and South Korea: A content analysis.
Karen Russell's graduate documentary, "The Sound of Silence", was presented at the production showcase at the Southern States Communication Association's Spring Convention in San Antonio, TX, April 4th.
- 1997 Janet Garrett's graduate documentary, "Parents Watching Kids Watch TV", was selected and presented during the Southern States Communications Association annual convention in Savannah, Georgia, April 6th.**
Carey Byars' graduate documentary, "The Wettest Dry County", was selected and presented during the Southern States Communications Association annual convention in Savannah, Georgia, April 6th.
Hope Finch's graduate documentary, "Blues Notes in Northeast Arkansas", served as the opening session of the Delta Blues Symposium III, April 10.
- 1996 Hope Finch won second place in the Silver State Documentary Festival, Fine Arts division, at the University of Nevada, Sept 1996. The second place was awarded for her documentary "Blues Notes in Northeast Arkansas."**
- 1995 Suhair Mrayan's "International Students" Documentary was presented at the Southern States Communication Associations Convention in New Orleans April 9, 1995.**
Greg Yarbrough won 1st place in the regional competition of the Society of Professional Journalists Mark of Excellence competition for spot News reporting. His stories dealt with the firing of ASU President, Dr. Mangeri.
- 1994 Student-produced public service announcement wins Second in Statewide Forestry Commission PSA contest for Smokey Bear's 50th anniversary.**
Student received \$500 award. PSA's aired on Little Rock network affiliate stations.

Professional and University Service

- 2007** President, Paces, Inc Board of Directors, Jonesboro, AR
- 2007** Vice Chair, Craighead County Single Parent Association, Jonesboro, AR
- 2006** President, Paces, Inc Board of Directors, Jonesboro, AR
- 2006** Vice Chair, Craighead County Single Parent Association, Jonesboro, AR
- 2004-2005** Executive Vice President, PACES Board, Jonesboro.
- 2003-Present** Executive Board Member, PACES, Jonesboro, AR
- 2003-Present** Coalition Against Unwed Teenage Pregnancy, Craighead County
- 2003** Editor, *Southwestern Mass Communication Journal*,
Chair, Public Relations Division, Southern States Communication Association.
Executive Board, Southern States Communication Association
- 2002** Editor, *Southwestern Mass Communication Journal*
Chair, Popular Communication Division, Southern States Communication Association
Vice Chair/Planner, Public Relations Division, Southern States Communication Association
SSCA Outstanding New Teacher Award Committee.
Executive council Member, Ex-officio Southwest Educational Council for Journalism and Mass Communication
- 2001** Delta Studies Planning Committee, Grant writing for a documentary on the African American Experiences of Craighead County
- 2001** Northeast Arkansas Contact, Hot Springs Documentary Film Festival
- 2000** Editor, *Southwestern Mass Communication Journal*
Executive Council Member, Southern States Communication Association
Chair, Popular Communication Division, Southern States Communication Association
Executive council Member, Ex-officio Southwest Educational Council for Journalism and Mass Communication
Vice Chair, Public Relations Division, SSCA
- 1999** Associate Editor, *Southwestern Mass Communication Journal*
Executive council Member, Ex-officio Southwest Educational Council for Journalism and Mass Communication

	Vice Chair/Program Planner, Popular Communication Division, SSCA
1998	Associate Editor, <i>Southwestern Mass Communication Journal</i>
	Chair, Mass Communication division, Southern States Communication Association
	Executive Council Member, Southern States Communication Association
1997	Associate Editor, <i>Southwestern Mass Communication Journal</i>.
	Vice Chair, Mass Comm Division of The Southern States Communication Association.
	Interim member of the University General Education Committee
1996	Associate Editor, <i>Southwestern Mass Communication Journal</i>.
	Secretary and News Letter Editor of the Mass Comm Division of The Southern States Communication Association.
	Nominating Committee, Southern States Communication Association 1995-1996

University service

Committee work

A. Departmental Committees

2007	Merit Evaluation Committee, Chair
2007	Equipment Checkout Committee, Chair
2005	News Process Committee, Chair
2000-present	RTV curriculum committee
2001-2002	Co-executive producer of programming on ASU-TV. More than 200 hours of programming for ASU-TV . Sports(football and basketball) and Fine Arts events (recitals)
2001- present	Video Learning Community, Chair
1999-2004	RTV Curriculum committee, Chair
1999- 2001	ASU-TV advisor
1994-present	RTV Assessment committee
1994-present	Ted Rand Scholarship committee (Chair)
1995	Faculty Search committee for KASU station manager
1995	Faculty Search committee for instructor's position
1994	Marvin Vines Scholarship committee
1994, 1995	Subcommittee for Communications Research Class Proposal

B. College Committees

2001-present	Accreditation committee
1994-present	College Assessment committee
1994	Tactical Planning committee
1994	Graduate Student Integration committee
1996	Student Affairs committee
1995-1996	Accreditation committee
1995	Major Fair committee
1995-1999	Student Recruitment committee
1993-present	Graduate Faculty committee
1997	Web Site committee-Chair
1997-present	Teaching Evaluation committee

C. University Committees

2007	Centennial Committee
2007	Web Design Committee
2007	Faculty Handbook Committee
2007	Academic Hearing Committee
2005	ASU Centennial Committee
2005	First year experience committee
2002-present	University Faculty Research Committee
2002-present	University Honors Committee
2001-2005	Student affairs committee
2000-2001	University faculty satisfaction committee
2000	Faculty Senate Distance Learning Committee
1998-2001	University Promotion and Tenure committee
1998-2001	University Faculty Research Committee
1994-1996	Major Assessment committee
1994-1996	Truman Scholarship committee
1994-1995	Student Affairs committee
1996	Investiture committee
1996	Strategic Planning committee (mission statement)
1996	Strategic Planning committee (attended forum at Tyson's food)
1997	General Education committee

Membership Organizations

Broadcast Education Association

Southern States Communication Association

Southwest Education Council in Journalism and Mass Communication

FALL 2013 - SPRING 2016

GABRIEL B. TAIT

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Contact Information

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Office Number: RM# 363

Office Building: Education/Communication Building

Education

Ph.D.	Photojournalism, Visual Anthropology, Visual Communication Methods, Culture, and Leadership, Asbury Theological Seminary, Wilmore, Kentucky, 2013 Dissertation: Through the Lens of Photography: A Missiological Study of Liberian Culture and Identity from the Other Side
M.A.	Intercultural Studies, Asbury Theological Seminary, 2008
B.A.	Photojournalism, Slippery Rock University, 1994
International Exchange Student	Photojournalism, Queen Margaret College , 1993

Professional Licensures & Certifications

Security Awareness Training, Arkansas State University 2015

Employment

Academic

2013 - Ongoing	Assistant Professor , Arkansas State University , State University
2014 - 2015	Guest Lecturer, University of Memphis, Memphis, Tennessee
2008 - 2013	Teaching Intern , Asbury Theological Seminary
2010 - 2012	Adjunct Instructor, Asbury Theological Seminary, Wilmore, Kentucky
2011 - 2011	Adjunct Faculty, Caribbean Wesleyan College
2006 - 2011	Contract Photojournalist, Lexington Herald-Leader, Lexington, Kentucky
2009 - 2010	Adjunct Faculty , Asbury University
2002 - 2007	Staff Photojournalist, St. Louis Post-Dispatch, St. Louis, Missouri
1995 - 2002	Staff Photojournalist, Detroit Free Press, Detroit, Michigan
1994 - 1995	Staff Photojournalist, The Post and Courier, Charleston, South Carolina
1993 - 1993	Full-time Freelance Photojournalist, Evening News, Edinburgh, Scotland

Teaching: Courses Taught

Fall 2015 Courses:

	Instruction Mode	Credit Hours	Enrollment
CMAC 20533 001 - INTRO TO VISUAL COMMUNICATION	Traditional	3	38
CMAC 20533 002 - INTRO TO VISUAL COMMUNICATION	Traditional	3	48
MMJ 30400 002 - BEGINNING PHOTOJOURNALISM LAB	Traditional	0	6
MMJ 30433 001 - BEGINNING PHOTOJOURNALISM	Traditional	3	6
MMJ 488V3 001 - SP PR DOCUMENTARY PHOTOJOURN	Non Traditional	3	1
Total		12	99

Summer 2015 Courses:

	Instruction Mode	Credit Hours	Enrollment
CMP 488V3 002 - SPECIAL PROBLEMS SPORTS PHOTOGRAPHY AND CULTURE IN THE UK	Non Traditional	3	15
Total		3	15

Spring 2015 Courses:

	Instruction Mode	Credit Hours	Enrollment
CMAC 20533 001 - INTRO TO VISUAL COMMUNICATION	Traditional	3	69
CMAC 20533 H01 - HNRS INTRO TO VISUAL COMM	Traditional	3	1
MMJ 30400 001 - BEGINNING PHOTOJOURNALISM LAB	Traditional	0	7

	Instruction Mode	Credit Hours	Enrollment
MMJ 30400 003 - BEGINNING PHOTOJOURNALISM LAB	Traditional	0	3
MMJ 30433 001 - BEGINNING PHOTOJOURNALISM	Traditional	3	9
MMJ 30433 H01 - HNRS BEGINNING PHOTOJOURNALISM	Traditional	3	1
MMJ 30900 001 - INTERMED PHOTOJOURNALISM LAB	Traditional	0	3
MMJ 30933 001 - INTERMEDIATE PHOTOJOURNALISM	Traditional	3	3
Total		15	96

Scholarly Contributions and Creative Productions

Press and Media Coverage

Completed/Published

Tait, G. B. (2015). GABRIEL TAIT Assistant Professor of Journalism at Arkansas State University. Empowers students to live their stories. *Asbury Voices*.

Tait, G. B. (2014). Liberians Meet Death with Flowers, Trumpets and Cameras. *National Public Radio*.

<http://www.npr.org/sections/goatsandsoda/2014/11/13/363346745/liberians-meet-death-with-flowers-trumpets-and-cameras>

Tait, G. B. (2015). The Gift of Journalism - Photojournalism workshop. *Douglas MacArthur Junior High School*.

<http://eastatmacarthur.weebly.com/>

Dr. Tait, Thank you very much for taking the time out of your busy schedule yesterday to come visit my EAST students at Douglas MacArthur Junior High School. My students were presented with a very enriching educational experience by having you in our classroom. Your past experiences as a beginning photographer, world traveler, and now professor provided my students with a learning opportunity I could never bestow upon them. My students especially enjoyed all of the photographs you shared with them as well as the hands-on experience of trying to focus your camera with the large lens. Dr. Tait, you are an asset to our community and Arkansas State University should, in my humble opinion, feel fortunate to have you as a member of their faculty. We look forward to having you visit our classroom tomorrow on Friday November 6, 2015. Also, let's get to work, when your

schedule allows, on writing a grant whereby cameras can be purchased and placed in the hands of as many DMJHS students as possible.

Presentation

Completed/Published

Tait, G. B. (2015, August). *Communicating Struggle: Protest, Social Media, and History*. Association for Education in Journalism and Mass Communication 98th Annual Conference. San Francisco, CA: Minorities and Communication Division.

Tait, G. B. (2015, August). *News Coverage of Protests and Activism: A Discussion of Lessons Learned from Ferguson and other High Profile Cases*. Association for Education in Journalism and Mass Communication 98th Annual Conference. San Francisco, CA: Visual Communication Division.

Tait, G. B. (2015, August). *Why does Visual Communication Work and How Do we Understand the Signs?* Association for Education in Journalism and Mass Communication 98th Annual Conference. San Francisco, CA: Visual Communication Division.

Tait, G. B. (2015, August). *Visual Communication Division and Participatory Journalism Interest Group*. Association for Education in Journalism and Mass Communication 98th Annual Conference. San Francisco, CA.

Tait, G. B. (2015, April). *Documentation and Teaching about Delta Traditions*. A-State's Delta Symposium 21. State University, Arkansas.

Tait, G. B. (2015, April). *The South and the movies - A conversation on Images and Diversity*. A-State's Delta Symposium 21. State University, Arkansas.

Tait, G. (2014, Spring). *"Eyes to Understand the Other."* University of Alabama. Tuscaloosa, Alabama.

<http://uanews.ua.edu/2014/02/ua-celebrates-2014-african-american-history-month-with-tours-events/>

2:15 p.m. Thursday, Feb. 6 — "Eyes to See from the Other" presentation by photojournalist Dr. Gabriel Tait, 338 Reese Phifer Hall, sponsored by the department of journalism and the Diversity Forum. Tait, veteran photojournalist and professor of multimedia journalism at Arkansas State University, examines how photographs taken by Liberians in Liberia are understood and communicated to others. Details: Dr. Chris Roberts, 205/348-8619, croberts@ua.edu

Tait, G. (2014, Spring). *"An African American Legacy in Liberia Through Photography."* 2014 WSSA 56th Annual Conference- African and African American Studies divisions. Albuquerque, New Mexico.

Tait, G. (2014, Spring). *"Sight Beyond My Sight' (SBMS) a New Method For Seeing."* 2014 WSSA 56th Annual Conference- Mass Communication division.

Tait, G. B. (2014, Spring). *"The Changing Face of Photojournalism."* University of Alabama Journalism Day. Tuscaloosa, Alabama: University of Alabama.

Tait, G. B. (2014, August). *The Teaching and learning experience*. New faculty orientation (ITTC Faculty Center).

Fears, L., & Tait, G. (2013, November). *"Portrayals of a Presidential Statement on Race: The Barack Obama-Trayvon Martin Connection in 25 Daily Newspapers."* 2013 Symposium of the Southwest Education Council for Journalism and Mass Communication. Oklahoma.

Accepted

Tait, G. B., Moody-Ramirez, M., Fears, L., Smith, C., & Randle, B. (2015, Summer). *Citizen Framing of Ferguson in 2015- Visual Representations on Twitter and Facebook*. Association for Education in Journalism and Mass Communication 98th Annual Conference. San Francisco, CA: Minorities and Communication Division.

<http://www.aejmc.org/home/2015/06/mac-2015-abstracts/>

Tait, G. B. (2015, August). *Ethics, Emotions, and Photojournalism: Lessons learned from the #MikeBrown shooting in Ferguson and Unrest*. Association for Education in Journalism and Mass Communication 98th Annual Conference. San Francisco, CA: AEJMC.

Tait, G. B. (2015, March). *I AM NOT a Virus: A Comparative Analysis of Liberian Identity Through the Photographs They Produce*. AEJMC Midwinter Conference. Norman, Oklahoma: Visual Communication.

In Progress

Tait, G. B. (2012, Spring). *"Hip-hop and Jesus' Gospel! A Pauline or Worldly Model?"* (Missionary Methods). North Central Evangelical Missiological Society Regional Meeting. Deerfield, Illinois.

Other

Completed/Published

Tait, G. B. (2016). Bishop Morris Brown Biography. *Encyclopedia of Christianity in the United States*.

Tait, G. B. (2016). Denominational Publishing. *Encyclopedia of Christianity in the United States*.

Tait, G. B. (2016). Nondenominational Publishing. *Encyclopedia of Christianity in the United States*.

Tait, G. B. (2016). Shirley Ann Caesar Biography. *Encyclopedia of Christianity in the United States*.

In Progress

Tait, G. B. (2016). Peter Cameron Scott Biography. *Encyclopedia of Christianity in the United States*.

Journal Publication

Completed/Published

Tait, G., & Fears, L. (2013). *Portrayals of a Presidential Statement on Race: The Barack Obama-Trayvon Martin Connection in 25 Daily Newspapers."* *Southwest Education Council for Journalism Communications*.

Accepted

Daniels, G., Fears, L., & Tait, G. (2015). Portrayals of a Presidential Statement on Race: The Barack Obama-Trayvon Martin Connection in 25 Daily Newspapers. *Southwestern Mass Communication Journal*.

Funding for Research and Creative Activities

Local

Tait, Gabriel (Other) AEJMC - Annual Conference in San Francisco, CA academic conference, *Office of Diversity* (August 6, 2015 - August 9, 2015) , USD 750.00 Spring 2015

Other

Tait, Gabriel (Other) Recipient of The Lott Carey Foreign Convention research grant, *Photography in Liberia, West Africa research* (January 1, 2013 Fall 2013

University Committees

University

University Restructuring Committee (University) Spring 2015 [Responsibility: Member]

Faculty Research Awards Committee (University) Spring 2015 - Ongoing [Responsibility: Member]

Undergraduate Graduation and Academic Appeals Committee (University) Fall 2014 - Ongoing [Responsibility: Member]

College

College of Media and Communication Graduate Committee (College of Media and Communication) Fall 2014 - Ongoing [Responsibility: Member]

Chad Lewis Memorial (College of Media and Communication) Spring 2014 [Responsibility: Chair]

Television Broadcasters of Arkansas (College of Media and Communication) Spring 2014 [Responsibility: Member]

Graphic Arts club outstanding member (College of Media and Communication) Spring 2014 [Responsibility: Member]

Lloyd Keith Meharg (College of Media and Communication) Spring 2014 [Responsibility: Member]

School / Department

Department Curriculum Committee (Media) Fall 2014 - Ongoing [Responsibility: Member]

University Service other than Committees

Local

Epsilon Alpha Alpha Annual Scholarship Breakfast (University) Summer 2015

National

National Association of Black Journalists Photo Exhibit (Visual Task Force NABJVideo) (University) Summer 2015

Service to the Community

Sports photography and social media service , Douglas MacArthur Junior High School Fall 2015 - Ongoing [Scope: Local]

Visual Communication and journalism workshop, Douglas MacArthur Junior High School
Fall 2014 - Ongoing [Scope: Local]

Service to Professional Organizations

NPPA Clip Contest Judge, National Association of Press Photographers Fall 2015 - Ongoing
[Scope: National]

Second vice head Visual Communication Division, AEJMC Summer 2015 - Ongoing [Scope:
National]

Research Chair, AEJMC Fall 2014 - Fall 2015 [Scope: International]

Book Review Editor, Journal of Hip Hop Studies Fall 2013 - Ongoing [Scope: National]

Honors and Awards

Citizen Police Academy, Jonesboro Police Department , 2015

Membership

Southwest Education Council for Journalism & Mass Communication, 2015 - Ongoing

Omega Psi Phi Fraternity, Inc, 2015 - Ongoing

Christians in Photojournalism, 2015 - Ongoing

Association for Education in Journalism and Mass Communication, 2014 - Ongoing

American Society of Missiology (Student Leader), 2013 - 2013

American Academy of Religion , 2012 - Ongoing

The Fund for Theological Education – Dissertation Fellow, 2012 - 2013

Evangelical Missiological Society , 2008 - 2012

Asbury Theological Seminary E. Stanley Jones Academic Scholars, 2008 - 2010

National Press Photographers Association, 1995 - Ongoing

Professional Development

ITTC Summer Workshop, Arkansas Summer 2014

Teaching: Evidence of Quality Teaching Other than Evaluations

No activities entered.

Dr. Michael Bowman
Assistant Professor of Media
Arkansas State University

Tel: 870-972-3429
mbowman@astate.edu

Education

Arkansas State University, Ph.D. in Heritage Studies, 2008

Dissertation: *In the Eye of the Beholder: The Little Rock Central Crisis as a Television Event*

Arkansas State University, M.S., Mass Communication, 2000

Arkansas State University, B.S., Radio-Television, 1982

Current Employment

Arkansas State University, Assistant Professor of Media

Previous Employment

Arkansas State University, Director of Distance Learning, 1998 –2012

Arkansas State University, Interim Dean of Regional Programs, 2009-2010

Arkansas State University, Distance Learning Technical Coordinator, 1996-1998

Freelance Video Production Director/Producer/Videographer, 1996-Present

KAIT-TV Director of Creative Services, 1991-1996

KAIT-TV Assistant Director of Creative Services, 1985-1991

KAIT Commercial Producer/Director, 1982-1985

Teaching Experience

Mass Communications for Modern Society –Fall 2012-Present

Broadcast Documentary – Present

Media, Heritage, and Cultural Identity – Spring 2014

History of Moving Images and Narrative Motion Pictures- Spring 2013

Video Post-Production – Fall 2012-2013

Theory of Mass Communication, Fall 2011

Advanced Broadcast Management, Summer 2011-2013

Freshmen Experience, Fall 2002

Television Production, Fall 1997

Grants

Arkansas State University Institute for Research Development Grant, 2013.

Arkansas Civil War Sesquicentennial Grant – *Battle for Freedom* Documentary, 2013

Arkansas Humanities Council Research Grant - *Immoral and Otherwise Offensive Matter(1952 Congressional Investigation of Radio-Television Programming)*

Awards

Arkansas Festival and Events Silver Award - Social Media Campaign for Beatles at the Ridge- 2014

Arkansas State University Faculty Service Award, 2014

Program Production Experience

St. Bernard's Issues in Health (Producer/Videographer/Editor) 1991-1996
(Live call-in program featuring local health professionals)

United Cerebral Palsy Telethon (Producer) 1991-1996
Live telethon

Ray Perkins Show (Producer) 1991
Arkansas State University football highlight program

Al Kincaid Show (Producer) 1990-1991
Arkansas State University football highlight program

Larry Lacewell Show (Producer/Videographer/Editor) 1982-1989
Arkansas State University football highlight program

Nelson Catalina Show (Producer/Videographer/Editor) 1985-1995
Arkansas State University basketball highlight program

Arkansas State University vs. Southwestern Louisiana (Producer) 1989
Live football broadcast

Arkansas State University vs. McNeese State (Producer) 1987
Live football broadcast

Arkansas State University vs. Georgia Southern (Production coordinator with ESPN) 1986
Live broadcast of national championship game

Arkansas State University vs. Northeast Louisiana (Producer) 1986
Live football broadcast

Arkansas State University vs. Lamar (Producer) 1986
Live football broadcast

Arkansas State University vs. McNeese State (Producer) 1986
Live football broadcast

Documentary Film Presentations

The Battle For Freedom

2014- Arkansas Educational Television Network (June 4, 11, 16, July 2)

The British Invasion of Walnut Ridge

2012 – Beatles on the Ridge Festival

Documentary Film Presentations- Continued

POWs in Arkansas

- 2004 – Ozark Foothills Filmfest
- 2000 – Hot Springs Documentary Film Festival
- 2000 – Arkansas Education Television Network
- 1999 – Silver State Documentary Film Festival (First Place Winner – Culture Category)

When I Was Younger: A Weekend With The Beatles

- 2011- Ozark Foothills Filmfest 10th Anniversary
- 2007 - Arkansas State University Delta Blues Symposium
- 2004- Natural State Film Tour
- 2002 – Ozark Foothills Filmfest
- 2001 – Hot Springs Documentary Film Festival

Publications

Bowman, Michael (2014), *The Battle For Freedom* – Documentary appeared on Arkansas Educational Television Network (AETN)

Bowman, Michael (June 2014) Book Review of Jonathan Krishner, *Hollywood's Last Golden Age: Politics, Society and the 70s Film in America* (Cornell UP, 2012). *Historical Journal of Film, Radio, and Television*.

Bowman, Michael, Hall, Holly, "Ordinance 556, The Comic Book Code Comes to Blytheville, Arkansas, *Communications Law Review, Volume 14, Issue 2, 2014*.

Bowman, Michael (Pending) "Completing an Incomplete History: The African American Narrative in Civil War Helena," *Race, Gender, and Class Journal*, Volume 22, issues 1-2, 2015.

Bowman, Michael (Pending) "Immoral and Otherwise Offensive Matter:" Dagmar's Plunging Neckline and Congress's Investigation into Radio-Television Programming" *Arkansas Historical Quarterly*

Conference Presentations

Bowman, Michael (2014) "*The British Invasion of Walnut Ridge: How the Fab Four is Transforming a Small Southern Town*," Delta Symposium (Arkansas State University)

Bowman, Michael (2014) "*It's American History: Giving Voice to the African-American Civil War Experience*," Through Public Storytelling, Race, Gender, and Class Conference.

Bowman, Michael (2013) *Freedom Park*, Broadcast Educators Association District 5 Regional Conference

Bowman, Michael (2013) *It's Beginning To Look Like Something Should Be Done*, Midwest Popular Culture Association/American Culture Association

Bowman, Michael and Max Kolstad (2009) *Arkansas Trends and Challenges*. Arkansas Distance Learning Association Conference.

Conference Presentations- Continued

Bowman, Michael (2009) *The Technology is Great, But Do You Have the Student's Permission?* State University of West Georgia Distance Learning Administration Conference

Bowman, Michael (2007) *A Regional Problem: How Television Framed the Little Rock Central Crisis*. Paper Presentation at the 2007 Arkansas Historical Association Meeting

Bowman, Michael (2006) *One Simple Act*. Paper presentation at the Arkansas State University Delta Blues Symposium

Bowman, Michael (2005) *All Points Lead to the Center of Campus*. State University of West Georgia Distance Learning Administration Conference

Bowman, Michael (2001) *State of the State. Facts and Figures about Distance Learning In Arkansas*. Arkansas Distance Learning Association Conference

Professional Memberships and Service

AEJMC Judge Visual Communication Division - 2015

South Central Broadcast Society Conference Judge Chair – 2014- present

Broadcast Educators Association Festival of Media Arts Video Judge- 2013-present

Broadcast Education Association - Current

National Broadcasting Society - Current

American Journalism Historians Association, Current

Create at State Judge, 2013

Arkansas Distance Learning Association, 2004-2012

Planning Committee –Arkansas Distance Learning Association Annual Conference, 2009

Conference Chairman/Co-Chairman – Arkansas Distance Learning Association Annual Conference, 2002-05, 2007

President – Arkansas Distance Learning Association, 2004

President – Arkansas Video Network Association (VNET), 2002

Vice President – Arkansas Video Network Association (VNET), 2001

Vice President – Arkansas Distance Learning Association, 2002-2003

Student Awards/Presentations

Anna Westman, *The Portrayal of Swedes and Sweden in the movies Män Som Hatar Kvinnor and The Girl with the Dragon Tattoo (Presentation)* 5th Annual Arkansas Press Women Mass Media Research Colloquium

Yiyang Li and Xiaoru Zhao, *Stitching With Memories- Quilting*, (Third Place) 2013 Media Communication Association-International Media Festival

Jennifer Wineland, 1973 *Jonesboro Tornado Documentary*, (Third Place) 2013 Southeast Region Broadcasters Conference

Tracy Wineland, 1973 *Jonesboro Tornado Documentay*, (Third Place) 2013 Southeast Region Broadcasters Conference

Xinzhong Zhao, *Video Drama*, (First Place) 2013 National Broadcasting Society Annual National Convention Undergraduate Student Electronic Media Competition Awards.

Lauren Lawson, *Graduate Academic Paper* (First Placce); 2013 National Broadcasting Society National Convention

Vontari Rogers, *Graduate Video Documentary*, (Honorable Mention) 2013 National Broadcasting Society National Convention

Oriri Osayomore, *Graduate Video Drama*, (Honorable Mention) 2013 National Broadcasting Society National Convention

Crystal Foster, *Graduate Video Drama*, (Honorable Mention) 2013 National Broadcasting Society National Convention

Lisa Brown, *Graduate News Story*, (Honorable Mention) 2013 National Broadcasting Society National Convention

Cody Dertow, *Graduate News Story*, (Honorable Mention) 2013 National Broadcasting Society National Convention

Renette McCargo, *Graduate Feature Story*, (Honorable Mention) 2013 National Broadcasting Society National Convention

Celeste Wright, *Audio Commercial*, (Honorable Mention) 2013 National Broadcasting Society National Convention

Phoebe Haynes,, *Audio Commercial*, (Honorable Mention) 2013 National Broadcasting Society National Convention

Community Service

Hoxie 21 60th Anniversary Committee –2014

Beatles at the Ridge Symposium Moderator - September 2014.

Contributed content to YouTube and Instagram accounts for the Beatles at the Ridge Festival - 2014.

Coordinated Beatles at the Ridge Instagram contest - 2014.

Produced a two-minute video for the Hispanic Community Services Incorporated promoting visit from the Mexican Consulate 2013.

Produced copy of the Battle for Freedom documentary for use in the Helena Visitors Center - 2013.

Produced copies of the Battle for Freedom documentary that was distributed to 12 schools around Phillips County, Arkansas - 2013.

Hispanic Celebration in May Video, 2013

Beatles at the Ridge Tribute, 2011

Produced web video promotions, recorded interviews, and documented events associated with the 47th anniversary of the Beatles' appearance in Walnut Ridge, Arkansas

Downtown Classics Foundation of Arts Film Series, 2007-2008

Lakeport Plantation Restoration Team, 2001-04, 2009

Conducted oral interviews and documented activities associated with the restoration of the Lakeport Plantation home

Crowley's Ridge Parkway Tourism Video, 2004

Tourism video promoting the history and culture of Crowley's Ridge

Gladlands Tourism Video, 2000

Tourism video promoting the history and culture of Eastern Arkansas

Westside Memorial Service Media Relations Team Volunteer, 1999

Media liaison between national media and Arkansas State University during nationwide broadcast of the Westside victims' memorial service

Arkansas State University Athletic Department Media Relations Volunteer, 1980- 2007

Coordinated post game media room activities, provided game statistics, recorded post game quotes for media.

Northeast Arkansas Chorale (Sound Technician), 1998

Sun Belt Conference Women's Basketball Tournament Media Relations Staff, Various

Coordinated post game media room activities, provided game statistics, recorded post game quotes for media.

American South Conference Men's Basketball Tournament Media Relations Staff, Various

Coordinated post game media room activities, provided game statistics, recorded post game quotes for media.

Community Service-continued

Jonesboro Regional Chamber of Commerce, 2010- Present

Jonesboro Regional Chamber of Commerce Non-profit committee, 2011-Present

Foundation of Arts Board of Directors, 2005-2008

Foundation of Arts Board of Directors Chairman, 2007-2008

Northeast Arkansas Foundation of Arts (Director/Assistant Director/Stage Manager), 2003-2007

Cheaper By the Dozen – 2003

Charlotte's Web -2004

Jungle Book-2005

Diary of Anne Frank -2006

Footloose -2007

1992-2000 Northeast Arkansas United Cerebral Palsy Board of Directors

Professional Development

Festival South Film Expo Panel Discussions (Hattiesburg, Mississippi) - 2015

Indie Filmmaking 101

Film Technology

Raising Funds

Arkansas State Summer Institute – 2015

From Concept to Design-Using CDLC To Build Quality Learning Courses

Flipped Classroom

Critical Thinking Mini-Institute

Using Social Media in the Classroom

KAIT-TV Professional Internship

Baylor University *Getting Started with Oral History* Certificate, 2013

Arkansas State University Institute for Research Development Fellowship- 2013

Mid-South Distance Learning Conference, 2011

United States Distance Learning Association Conference, 2011

West Georgia University Distance Learning Administrators Conference, 2009

National Alliance of Concurrent Enrollment Partnerships Conference, 2007-2009

West Georgia University Distance Learning Administrators Conference, 2004-2005

Professional Development- Continued

West Georgia University Distance Learning Administrators Conference, 2001

California State University- Hayward Online Teaching Certification, 2000

Texas A & M University Distance Learning Certification, 1997

Arkansas State University Service

J.D. Rogers Scholarship Committee (Chair) – 2015

Television Broadcasters of Arkansas Scholarship Committee – 2015

Chad Lewis Memorial Scholarship Committee- 2015

College of Communications Assessment Committee – 2014- present

Institutional Research Board – 2012- 2014

College of Communication Recruiting Committee (Chair) – 2012-2014

Department of Media Curriculum Subcommittee- Present

National Broadcast Society Faculty Advisor – Present

Arkansas State University Film Society Advisor - Present

Rockabilly Museum Exhibit Committee - Present

Undergraduate Curriculum Committee, 2009-2010

Computers and Technology Committee, 2006-2011

Education and Technology Committee, 2009-2011

Web Design Committee, 2008-2009

Task Force on How Better to Integrate Academic Affairs and Student Affairs to Enhance Learning, 2008-2009

Centennial Planning Committee, 2008-2010

Task Force to Consider a Unifying Academic Theme, 2008

Task Force on Summer Programs/Enrollment Revenue, 2007

Task Force on Instructional Technology/Distance Learning, 2007

Li (Lily) Zeng

P.O. Box 1930, State University, AR 72401 ♦ Phone: (870) 972-3625 ♦ E-mail: zenqli@astate.edu

Education

Ph.D. (Mass Communication), Southern Illinois University Carbondale, 2005.

M.A. (English Linguistics and Literature), Zhongshan University, P.R. China, 2000.

B.A. (English Education), Hunan Normal University, P.R. China, 1997.

Academic Positions

Arkansas State University (2004 – present)

- Associate Professor, May 2011 – present (tenured)
- Assistant Professor, March 2005 – May 2011
- Instructor, August 2004 – March 2005

Southern Illinois University Carbondale (2001-2004)

- Research and Teaching Assistant

Courses Taught

Arkansas State University (2004 – present)

- CMP/MMJ 3363 Communication Research (online)
- MCOM 6053 Quantitative Research Methods
- RTV 4063/5063 International Communications Seminar
- MCOM 6643 Theory of Mass Communications
- CMP4363/ RTV5363 Multimedia Storytelling
- RTV/JOUR 4373/5373 Internet Communications
- RTV/JOUR 4473/5473 Advanced Internet Communications
- RTV 4363/5363 Multimedia Production Techniques
- RTV/JOUR 3373 Introduction to Internet Communications
- RTV/JOUR 1003 Mass Communication in Modern Society
- GCOM 1813 Introduction to Digital Publishing
- RTV/ART 3673 Seminar in Digital Media and Design

Southern Illinois University Carbondale (2001-2004)

- MSMC 202 Visual Literacy
- JRNL 306 International Media Systems

Teaching Interests

International communication

Mass communication theories and methods

Internet communication

Online media

Current Research

Information dissemination during times of crisis	International journalism
New media technology	News credibility
Education through the use of multimedia	Media and finance

Refereed Publications

- Zeng, L., & Akinro, N. A. (Revise and Resubmit). Framing the Jos Crisis in Nigeria: A comparative analysis of the Punch, the Guardian and Thisday. *International Communication Research Journal*. Peer reviewed.
- Zeng, L., Zhou, L., & Li, X. (accepted). Stages of crisis and frame-changing process: An analysis of how Xinhua, Reuters, and AP reported the "July 5th" Urumqi event. *International Communication Gazette*. Peer reviewed.
- Zeng, L., Xiao, Z., & Tahat, K. (2014, forthcoming). "Terrorism and Middle East Identity on Al Jazeera and Al Arabiya Websites." In Monika Kopytowska & Yusuf Kalyango (eds.), *Why Discourse Matters: Rethinking Identity in New Media Environment*. Peter Lang Publishing.
- Neupane, D., & Zeng, L. (2014). Condition of Nepali journalists after the 2008 Constituent Assembly Election. *Journal of International Communication* 20(1), 87-97. DOI: 10.1080/13216597.2014.880362
- Xiao, Z., Noar, S. M., & Zeng, L. (2014). Systematic review of HIV prevention interventions in China: A health communication perspective. *International Journal of Public Health*. DOI: 10.1007/s00038-013-0467-0
- Zeng, L., & Akinro, N. A. (2013). Picturing the Jos Crisis in Three Leading Newspapers in Nigeria: A Visual Framing Perspective. *Visual Communication Quarterly* 20(4), 196-204. DOI: 10.1080/15551393.2013.852444.
- Zeng, L., & Tahat, K. (2012). Picturing terrorism through Arabic lenses: A comparative analysis of Al Jazeera and Al Arabiya. *Asian Journal of Communication* 22(5), 433-448. DOI: 10.1080/01292986.2012.701317
- Li, X., & Zeng, L. (2011). Diminishing variation of technology advantages: A study of predictors of adoption and use of podcast. *Southwestern Mass Communication Journal*, 27(1), 69-83.
- Zeng, L. (2011). More than audio on the go: Uses and gratifications of MP3 players. *Communication Research Reports* 28(1), 97-108. DOI: 10.1080/08824096.2011.541367
- Hu, B., McInish, T., & Zeng, L. (2010). Gambling in penny stocks: The case of stock spam e-mails. *International Journal of Cyber Criminology*, 4(1&2). <http://www.cybercrimejournal.com/>
- Zeng, L., Li, X., & Hu, X. (2009). Perceived values of podcasting: Predicting the adoption of podcasting among non-adopters. *Business Research Yearbook: Global Business Perspectives*, XVI(1), 101-106.
- Hu, B., McInish, T., & Zeng, L. (2009). The CAN-SPAM Act of 2003 and stock spam emails. *Financial Services Review*, 18, 87-104.
- Zeng, L., & Yang, Y. F. (2008). Motivations for using MP3 players: A uses and gratifications perspective. *Business Research Yearbook: Global Business Perspectives*, XV, 214-219.

- Yang, Y. F., Islam, M., & Zeng, L. (2008). The interaction effect of HR-service capability, IT-service capability, and MK-service capability on performance: A balanced scorecard (BSC) perspective. *Business Research Yearbook: Global Business Perspectives XV*, 648-653.
- Zeng, L. (2007). Diversity works: The effect of source patterns on perception of online news credibility. *Business Research Yearbook: Global Business Perspectives XIV* (2), 195-200.
- Zeng, L. (2007). Framing as a dynamic process: A study of US press coverage of the SARS epidemic. *Journal of International Business Disciplines* 2, 116-126.
- Zeng, L. (2006). The frame-changing strategy in SARS coverage: Testing a two-dimensional model. *Business Research Yearbook: Global Business Perspectives XIII*, 374-379.

Non-refereed Publications

- Zeng, L., Hall, H., & Pitts, M. J. (2011). Cultivating a community of learners: The potential and challenges of social media in higher education. In Hana S. Noor Al-Deen & John Allen Hendricks (eds.), *Social Media: Usage and Impact*. Lanham, Maryland: Lexington Books.
- Pitts, M. J., & Zeng, L. (2010). Media management: The changing industry and adaptability. In John A. Hendricks (ed.), *New Media Technologies: Economic and Management Implications for the Traditional Media Industry*, pp. 23-39. Lanham, Maryland: Lexington Books.
- Hu, B., McInish, T., & Zeng, L. (2010). Content of stock spam emails and market reactions. *Proceedings of the 2010 Annual Meeting of the Academy of Behavioral Finance and Economics*, 77-80.
- Yang, Y. F., Zeng, L. & Yu, J. Y. (2007). The empirical study of banking service marketing: The interaction effect of employee service asset, IT service asset, and marketing knowledge service asset on its e-CRM competitiveness. *Proceedings of International Symposium on Knowledge-Based Economy & Global Management*.
- Zeng, L. (2006). Changing media salience over time? Investigating the coverage of the SARS epidemic in the *China Daily*. *Proceedings of the 4th Hawaii International Conference on Arts and Humanities* (pp. 6863-6885).

Refereed Conference Presentations

- Zhou, L., Zeng, L., & Fowler, G. (2014, August 6-10). Chinese Milk Companies And The 2008 Chinese Milk Scandal: An Analysis Of Crisis Communication Strategies In A Non-Western Setting. Paper accepted for presentation at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Montreal, Canada.
- Akinro, N. A., & Zeng, L. (2014, August 6-10). Covering A Multi-Action Conflict As It Develops: An Examination of the Dynamic Framing of the Jos Crisis in Three Nigerian Newspapers. Paper accepted for presentation at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Montreal, Canada.
- Zeng, L., Zhou, L., & Li, X. (2013, August 17-21). Stages of Crisis and Frame-changing Process: An Analysis of How Xinhua, Reuters, and AP Reported the "July 5th" Urumqi Event. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Washington, DC.
- Agwaziam, N., & Zeng, L. (2013, August 17-21). Picturing the Jos Crisis in Three Leading Newspapers in Nigeria: A Visual Framing Perspective. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Washington, DC.

- Agwaziam, N., Zeng, L., & Xiao, Z. (2013, June 17-21). Framing the Jos Crisis in Nigeria: A Comparative Analysis of the *Punch*, the *Guardian* and *Thisday*. Paper presented at the International Communication Association (ICA) annual conference, London, UK.
- Xiao, Z., Li, X., & Zeng, L. (2013, June 17-21). Mass Media as HIV Prevention Information Sources among Female Sex Workers in Beijing, China. Paper presented at the International Communication Association (ICA) annual conference, London, UK.
- Zeng, L., & Tahat, K. (2013, April 10-13). Identity of Terrorists and Terrorism Victims in Two Leading Arabic News Web Sites. Paper presented at the Western Social Science Association (WSSA) annual conference, Denver, CO.
- Neupane, D., & Zeng, L. (2012). Nepalese journalists after the Constitutional Assembly Election in 2008: A survey of their profile, work condition, and perception. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Chicago, IL.
- Zeng, L., & Xiao, Z. (2011, August 10-14). Changing news frames as a pandemic develops: Coverage of the 2009 H1N1 Flu in the *Washington Post*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, St. Louis, MO.
- Tahat, K., & Zeng, L. (2011, August 10-14). Covering terrorism: An analysis of *Al Jazeera* and *Al Arabiya* Web sites. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, St. Louis, MO.
- Xiao, Z., Zeng, L., & Noar, S. M. (2011, May 26-30). A systematic review of HIV prevention interventions in China. Paper presented at the International Communication Association (ICA) annual conference, Boston, MA.
- Hall, H., Zeng, L., & Pitts, M. J. (2011, April 14-16). Cultivating the community of learners: The potential and challenges of social media in higher education. Paper presented at the Western Social Science Association (WSSA) annual convention, Salt Lake City, UT.
- Li, X., & Zeng, L. (2010, November). Predicting Adoption and Use of Podcast: Technical vs. Non-technical Factors. Paper presented at the Southwest Education Council for Journalism and Mass Communication (SWECJMC) annual conference, Round Rock, TX.
- Neupane, D., & Zeng, L. (2010, October 22-24). Condition of journalists in Nepal after the Constitutional Assembly Election. Paper presented at the Global Fusion annual conference, College Station, TX.
- Hu, B., McInish, T., & Zeng, L. (2010, September 16-17). Content of stock spam emails and market reactions. Paper presented at the 2010 Annual Meeting of the Academy of Behavioral Finance and Economics, Chicago, IL.
- Zeng, L. (2010, August). Frame-changing and stages of a crisis: Coverage of the H1N1 flu pandemic. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Denver, CO.
- Tahat, K., & Zeng, L. (2010, August). *Al Jazeera*: Walking a fine line between a pro-Western government and terrorists. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Denver, CO.
- Zeng, L., Pitts, M. J., & Fowler, G. (2010, April). Catastrophic Icing: When the lines of communications tumble down. Paper presented at the Western Social Science Association (WSSA) annual convention, Reno, NV.
- Li, X., & Zeng, L. (2009, May). Diminishing variation of technology advantages and factors influencing adoption and use of podcast. Paper presented at the International Communication Association (ICA) annual conference, Chicago, IL.

- Zeng, L. (2009, April). Why do college students use podcasting?: An analysis of perceived benefits. Paper presented at the Broadcast Education Association (BEA) annual convention, Las Vegas, NV.
- Zeng, L., & Pitts, M. J. (2009, April). Teaching science through multimedia storytelling: Collaborative learning between science teachers and 6-8th graders. Paper presented at the Western Social Science Association (WSSA) annual convention, Albuquerque, NM.
- Hu, B., McInish, T., & Zeng, L. (2009, April). The CAN-SPAM Act of 2003 and stock spam e-mails. Paper presented at the International Academy of Business Disciplines annual conference, St. Louis, MO.
- Zeng, L., Li, X., & Hu, X. (2009, April). Perceived values of podcasting: Predicting the adoption of podcasting among non-adopters. Paper presented at the International Academy of Business Disciplines annual conference, St. Louis, MO.
- Zeng, L., & Li, X. (2008, August 5-8). Values vs. costs: Predicting podcast adoption among non-adopters. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Chicago, IL.
- Zeng, L. (2008, April). "Predicting usage of MP3 players: Beyond the uses of the device itself." Paper presented at the Western Social Science Association (WSSA) annual conference, Denver, CO.
- Zeng, L. (2008, April). Perceived benefit of podcasting: Predicting the adoption and use of podcasting among college students. Panel presented at the Western Social Science Association (WSSA) annual conference, Denver, CO.
- Zeng, L., & Yang, Y. F. (2008, April). Motivations for using MP3 players: A uses and gratifications perspective. Paper presented at the International Academy of Business Disciplines annual conference, Houston, TX.
- Yang, Y. F., Islam, M., & Zeng, L. (2008, April). The interaction effect of HR-service capability, IT-service capability, and MK-service capability on performance: A balanced scorecard (BSC) perspective. Paper presented at the International Academy of Business Disciplines annual conference, Houston, TX.
- Yang, Y. F., Zeng, L. & Yu, J. Y. (2007, December). The empirical study of banking service marketing: The interaction effect of employee service asset, IT service asset, and marketing knowledge service asset on its e-CRM competitiveness. Paper presented at the International Symposium on Knowledge-Based Economy & Global Management, Taiwan.
- Castillo, J., & Zeng, L. (2007, November). On the efficacy and usefulness of knowledge management: An analysis of the extant knowledge management literature and Web pages. Paper presented at the Decision Science Institute (DSI) annual conference, Phoenix, AZ.
- Zeng, L., & Yang, Y. F. (2007, October). More than audio on the go: Uses and gratifications of MP3 players. Paper presented at the Southwest Education Council for Journalism and Mass Communication (SWECJMC) annual conference, Norman, OK.
- Zeng, L. (2007, August). Online news credibility as a function of source patterns: An ELM perspective. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Washington, D.C.
- Zeng, L. (2007, April). Zooming into the podcast audience: A uses and gratifications perspective. Panel presented at the Broadcast Education Association (BEA) annual convention, Las Vegas, NV.
- Zeng, L., & Hu, X. (2007, March). Diversity works: The effect of source patterns on perception of online news credibility. Paper presented at the International Academy of Business Disciplines annual conference, Orlando, FL.

- Hu, X., & Zeng, L. (2007, March). Similar earnings news, different investor sentiment. Paper presented at the International Academy of Business Disciplines annual conference, Orlando, FL.
- Zeng, L. (2006, August). Does it matter who is quoted? Examining the influence of source types on perception of online news credibility. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, San Francisco, CA.
- Zeng, L. (2006, April). The frame-changing strategy in SARS coverage: Testing a two-dimensional model. Paper presented at the International Academy of Business Disciplines annual conference, San Diego, CA.
- Zeng, L. (2006, January). Changing media salience over time? Investigating the coverage of the SARS epidemic in the *China Daily*. Paper presented at the 4th Hawaii International Conference on Arts and Humanities, Honolulu, HI.
- Zeng, L. (2005, August). Similar content, different packages: Covering the “9/11” attack in U.S. and British major newspapers. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, San Antonio, TX.
- Zeng, L., & Jaehnig, W. B. (2005, August). The impact of source types on perceived bias of online news sources. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, San Antonio, TX.
- Zeng, L., & Xiao, Z. (2003, November). Who and how? Investigating sources and characterizations in elite British newspaper coverage of the “9/11” attack. Paper presented at the Midwest Association of Public Opinion Research annual convention, Chicago, IL.
- Xiao, Z., & Zeng, L. (2003, November). Coverage in U.S. newsmagazines and President George W. Bush’s approval ratings. Paper presented at the Midwest Association of Public Opinion Research annual convention, Chicago, IL.
- Zeng, L. (2003, July-August). Characterizations of the “9/11” attack and perpetrators in three U.S. elite newspapers. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Kansas City, MO.
- Zeng, L. (2002, November). Coverage of the “9/11” attack in elite newspapers: A comparative study of the U.S. and U.K. Paper presented at the Midwest Association of Public Opinion Research annual conference, Chicago, IL.
- Zeng, L. (2001, November). Media exposure and acculturation of students from P.R. China in American universities. Paper presented at the Midwest Association of Public Opinion Research annual conference, Chicago, IL.
- Zeng, L. (2001, October). Copying off the Internet for academic purposes: A fair use analysis. Paper presented at the Global Fusion annual conference, St. Louis, MO.

Grants and Awards

2013	College of Communications Research Award, Arkansas State University
2013	Diversity Award, Arkansas State University (\$500)
2013	Provost’s Professional Development Award, Arkansas State University (\$472)
2011-2012	Faculty Research Award, Arkansas State University (\$2,500)
2011	Diversity Award, Arkansas State University (\$400)
2009-2010	Faculty Research Award, Arkansas State University (\$4,000)
2008-2009	Horizon Institute of Technology (\$10,000)

2008-2009	Faculty Research Award, Arkansas State University (\$3,100)
2008	NATPE fellow (National Association of Television Program Executives)
2005-2011	Faculty Reassignment Award, Arkansas State University
2006-2007	Faculty Research Award, Arkansas State University (\$2,500)
2006	Faculty/Industry Seminar Conferee, International Radio and Television Society
2006	Arkansas State University Tribal Leadership (\$180)
2005	Research/Creative Activity Award, College of Mass Communication and Media Arts, Southern Illinois University Carbondale (\$740)
2004	Graduate Student Award, School of Journalism, Southern Illinois University Carbondale
2003	"Auxilia C. Hsu" Scholarship, School of Journalism, Southern Illinois University Carbondale
2003	Graduate Student Award, School of Journalism, Southern Illinois University Carbondale
2000-2001	Doctoral Fellowship, Southern Illinois University Carbondale
1999	"Guanghua" Scholarship, Zhongshan University, P.R. China
1998	"Chen Shixian" Scholarship, Zhongshan University, P.R. China

Professional and Academic Service

Service to Professional Organizations

- Western Social Science Association, Mass Communication Section co-Coordinator, 2010-present
- AEJMC Visual Communication Division "Best of the Web" Contest, Chair, 2007-2009

University Service

- College of Communications Graduate Committee, 2012-2013
- Graduate Council, 2010-2012
- Balancing Teaching and Research Committee, 2010-2012
- Who's Who Committee, 2010
- IRB board member, 2009-present
- International Students and Scholars Committee, 2008-present
- Faculty Achievement Awards Committee, 2008-2014
- College of Communications Curriculum Committee, 2006-2012
- Advisor to ASU chapter of Association for Women in Communication, 2005-present
- Library Technology Committee (chair), 2006-07
- Faculty Women Club Scholarship Committee, 2005-06

Thesis Committees

- Tony McCall, May 2014
- Lijie Zhou (chair), August 2013
- Abdulaziz Alothman, August 2013
- Ngozi Agwaziam (chair), May 2012
- Farah Jillad, August 2011

- Pimchanok Srijamlong, December 2011
- Baker Alkarimeh, August 2011
- Deepak Neupane (chair), August 2011
- Fawaz Alajmi, May 2011
- Khalaf Tahat (chair), May 2011
- Alexander de La Sen, May 2010
- Husain Murad, May 2010

Professional and Academic Affiliations

- International Communication Association
- Association for Education in Journalism and Mass Communication
- Broadcast Education Association
- Association for Women in Communication
- Western Social Science Association
- National Association of Television Program Executives
- International Academy of Business Disciplines
- Midwest Association for Public Opinion Research

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Email: mhayes@astate.edu

EDUCATION

PhD 2000, The University of Memphis, Communication Arts

Dissertation: Commitment in Close Relationships: An Examination of Marital
Commitment from a Communicative and Relational Perspective

MA 1996, University of Arkansas at Little Rock,

Interpersonal & Organizational Communication

BA 1994, University of Arkansas at Little Rock

Double Major: Speech Communication & English

MAJOR AREAS OF INTEREST

Relational/Family Communication, Qualitative/Interpretive Research Methods, Media Studies,
Organizational Culture, Computer-Mediated Communication

UNIVERSITY TEACHING EXPERIENCE

2011-Present Interim Department Chair

2010-Present Associate Professor, Arkansas State University

2004-2009 Assistant Professor, Arkansas State University

2000-2004 Assistant Professor, Western Illinois University

1997-1999 Graduate Assistant, University of Memphis

1996-1997 Graduate Assistant, University of Southern Mississippi

DIRECTOR, MASTER'S THESES AND PROJECTS

King, M. (2006). Long distance relationships: Jealousy, uncertainty, and relational maintenance. (Thesis). Western Illinois University.

Knapp, C. (2006). Married couples who work together versus those who do not: Differences in marital satisfaction, job satisfaction, intimacy, and shared experiences. (Thesis). Western Illinois University.

Lewis, K. (2004). Investigating communication satisfaction at Ed Hoy's International: A communication audit. (Project). Western Illinois University.

DIRECTOR, SENIOR HONOR'S PROJECTS

Cusanelli, L. (2003). How customer complaints are communicated up the organizational hierarchy based on employees' perceived relationships with their supervisors: An exploratory analysis. Western Illinois University.

Salisbury, B. (2002). Analysis of interracial relationships and the effect of social networks. Western Illinois University.

MEMBER, GRADUATE THESIS COMMITTEE

Faisal Sabir, 2012
Ladesta McCann, 2011
William Hinson, 2011
Pimchanok Srijamlong, 2011
Russell Lott, 2010
Sarah Mayberry Scott, 2008
Melissa Conklin, 2004
Melissa Hodges, 2003

MEMBER, GRADUATE COMPREHENSIVE EXAM COMMITTEE

Jerome Petty, 2012
Phillip Lockhart, 2012
Leandria Williams, 2011
Preston Dean, 2011
Christopher Brown, 2010
Joseph Brown, 2010, Arkansas State University
Deshannon Smith, 2010
Pattarin Doichumenum, 2009, Arkansas State University
Alan Jones, 2009, Arkansas State University
Tyler Vanderpool, 2008, Arkansas State University
Summer Huggins, 2007, Arkansas State University
Jill Coons, 2005. Arkansas State University
Melissa Jackson, 2005. Arkansas State University
Scott Loyd, 2005. Arkansas State University
Nerma Reggans, 2004. Arkansas State University

HONORS AND AWARDS

2002, Top Four Paper, Southern States Communication Association,
Interpersonal Communication Division.

2000, University of Memphis, 1st PhD student to successfully defend dissertation.

1998, Top Paper, International Communication Association,
Instructional and Developmental Division.

COURSES TAUGHT

Undergraduate

Introduction to Public Speaking
Introduction to Human Communication
Interpersonal Communication
Advanced Interpersonal Communication
Health Communication
Organizational Communication
Small Group Communication
Communication in Personal Relationships
Narratives in Health & Healing
Interviewing

Graduate

Intro. to Graduate Studies
Interpersonal Communication
Health Communication
Qualitative Research Methods
Health Communication
Small Group Communication
Seminar in Interpersonal Comm.
Comm. in Personal Relationships
Narratives in Health & Healing

PUBLICATIONS

Thompson-Hayes, M., & Moore, N. (2012). Using film to illustrate theory: A case study of *High Fidelity*. *Communication Teacher*, 1-8. DOI: 10.1080/17404622.2011.650702

Webb, L. M., Thompson-Hayes, M., Chang, H. C., & Smith, M. M. (forthcoming). Taking the Audience Perspective: Online Fan Commentary about the Brides of *Mad Men* and their Weddings. In A. A. Ruggiero (Ed.) *Monster, Mate, and Mommy: Media Depictions of Women as Brides*. Under contract with Lexington

Books

Kee, K., & Thompson-Hayes, M. (forthcoming). Conducting effective interviews about virtual work: Gathering and Analyzing Data Using a Grounded Theory Approach. In S. Long (Ed.), *Conducting Effective Interviews about Virtual Work: Gathering and Analyzing Data Using a Grounded-Theory Approach*. Hershey, PA: IGI Global.

Webb, L. M., Chang, H., Thompson-Hayes, M., Smith, M. M., & Gibson, D. M. (forthcoming). The word from the web: An analysis of online fan commentary about *Mad Men*. In J. C. Dunn, J. Manning, & D. Stern (Ed.), *Critical Perspectives on Mad Men*. Under contract with Syracuse University Press. [Scheduled for publication late 2011].

Thompson-Hayes, M. (2012). Parenting children with autism online: Creating community and support through blogging. In M. Moravec (Ed.), *Motherhood Online: How on-line communities shape modern motherhood*. Newcastle upon Tyne, UK: Cambridge Scholars Publishing.

Gibson, D. M., Thompson-Hayes, M., Nelson, L., Smith, M. M., & Walker, A. (2010). Families on Television: Young Adults' Perceptions of Fictional Portrayals as Realistic Models of Family Communication.

Kentucky Journal of Communication special issue "The Future of Relational Communication." Retrieved at <http://www.kycommunication.com/jenniferpdf/Thompson.pdf>

Thompson-Hayes, M., Gibson, D., Scott, A., & Webb, L. (2009). Professorial Collaborations via CMC: Interactional Dialectics. *Computers and Human Behavior*, 25, 208-216.

Thompson-Hayes, M., & Webb, L. (2008). Commitment under construction II: An initial Examination of a dyadic and communicative model of commitment. *Southern Communication Journal*, 73, 1-17.

Hample, D., Thompson-Hayes, M., Wallenfelsz, K., Wallenfelsz, P., & Knapp, C. (2006). Face to face arguing is an emotional experience: Triangulating methodologies and early findings. *Argumentation and Advocacy*, 42, 74-93.

- Thompson, M., & Webb, L. (2004). Commitment under construction: A dyadic and communicative model of marital commitment. *Journal of Family Communication*, 43, 249-260.
- Webb, L. M., & Thompson Hayes, M. (2002). Do popular collegiate textbooks in interpersonal communication reflect a common theory base? A telling content analysis. *Communication Education*, 52, 210-224.
- Thompson, M., & Pledger, L. (2000). Cooperative learning versus traditional lecture format. A preliminary study. *Journal of Communication Studies*, 18, 1-15.
- Thompson, M., & Thompson, C. L. (2000). Changing gender images in rock n' roll: An analysis of the songs and image of Stevie Nicks. *American Communication Journal* [On-line].
<http://www.acjournal.org/holdings/vol2/Iss1/essays/thompson.htm>

CONFERENCE PAPERS AND PRESENTATIONS

- 2011** Teaching Despite Technology: Reflective Examination of a Technological Pedagogy. Southern States Communication Association, Little Rock, AR, 24, March.
- Krishnamurti: Surrender and Freedom. Southern States Communication Association, Little Rock, AR, 26, March.
- 2010** Educating Children with Autism: A Parent's Journey One Parent's Journey through the Writings of J. Krishnamurti. National Communication Association, San Francisco, CA, 14, November.
- Thompson-Hayes, M. Integrating Theory into Existing Research: Finding, Borrowing, Deciding on the "Right" Theory for Interpreting the Findings. Southern States Communication Association, Memphis, 9 April.
- Thompson-Hayes, M. Deep Learning Strategies: Enhancing learning and positive communication in the classroom. A Roundtable discussion. Southern States Communication Association, Memphis, 8, April.
- Thompson-Hayes, M. The Philosophy of Krishnamurti: Positive Communication in Interpersonal Communication. Southern States Communication Association, Memphis, 8, April.
- 2008** Thompson-Hayes, M. Teaching the interpersonal communication course online: Challenges. Southern States Communication Association, Savannah, GA, 4, April. (Presenter and Panel Chair)
- 2007** Thompson-Hayes, M. Using Qualitative data to extend and confirm existing theory. Southern States Communication Association, Louisville, KY, 29, March.
- 2006** Thompson-Hayes, M., Gibson, D., Scott, A., & Webb, L. M. Professorial collaborations via CMC: Interactional Dialectics, National Communication Association, San Antonio, TX, 17, November.

- Thompson-Hayes, M., Gibson, D., Towers, A., Webb, L. Family values: Keeping the publication connection via CMC. Southern States Communication Association, Dallas, TX, 6, April.
- 2005** Thompson-Hayes, M. & Webb, L. Commitment under construction II: An initial examination of a dyadic and communicative model of commitment, National Communication Association, Boston, MA, 19, November.
- 2004** Thompson-Hayes, M., & Webb, L. Reconceptualizing commitment in marriage: The development of a relational and communicative model. *Journal of Family Communication*, National Communication Association, Chicago, IL, 13, November.
- Hample, D., Thompson-Hayes, M., Wallenfelsz, K., Wallenfelsz, P., & Knapp, C. Face to face arguing is an emotional experience: Triangulating methodologies and early findings, National Communication Association, Chicago, IL, 13, November.
- 2003** Thompson Hayes, M. & Dallinger, J. Commitment and love in marriage: The effects of projected longevity and talking about the future. National Communication Association, Miami, FL, November.
- Gibson, D., Thompson Hayes, M., Nelson, L., Smith, M. A., & Webb, L. Families on television: Young adult's perceptions of fictional portrayals as models of effective communication. National Communication Association, Miami, FL, November.
- 2002** Thompson Hayes, M. & Dallinger, J. Projecting the future together: The development of the Projected Longevity Scale (PLS) as a function of marital commitment. Central States Communication Association, Milwaukee, WI, April.
- Thompson Hayes, M. & Webb, L. Commitment in close relationships: The development of a theoretical model. Southern States Communication Association, Winston-Salem, NC, 7 April.
Top 4 Paper in Interpersonal Communication Division.
- 2000** Gibson, D., Thompson, M., Nelson, L., Smith, M., & Webb, L. Families on television: How television viewing influences perceptions of the family. Southern States Communication Association, New Orleans, LA, 1, April.
- 1999** Thompson, M. Learning about romance from watching soap operas. A preliminary case analysis of "what" and "how" viewers learn. National Communication Association, Chicago, IL, 4 November.
- Thompson, M. Feminism in the Catholic church: An analysis of the recitation of the rosary and Marian devotion. National Communication Association, Chicago, IL, 4 November.
- Webb, L. M., Thompson, M. E., Akpece, D., Bledsoe, J., Cooley, C. M., Johnson, O. Do popular collegiate textbooks in interpersonal communication reflect a common theory base? A telling content analysis. Southern States Communication Association, St. Louis, MO, 8 April.
- 1998** Thompson, M. Cooperative learning versus traditional lecture format: preliminary study. National Communication Association, New York, NY, 22 November. (ERIC Document No. ED 426418).

Webb, L. M., Thompson, M., Akpece, D., Bledsoe, J., E., Cooley, C., & Johnson, O. A content analysis of popular college textbooks in interpersonal communication: Preliminary impressions. Tennessee Communication Association, Jackson, TN, 9 October.

Thompson, M. The relationship between students' affinity for teacher to students' perceptions of teacher's power. A report on the preliminary development of two new instruments. International Communication Association, Jerusalem, Israel, 21 July. **Top Paper in Instructional and Developmental Communication Division** (ERIC Document No. ED 432 539).

Nichols, J. H., Webb, L.M., Thompson, M.E., King, M. S., & Walker, C. L Husbands' versus wives' rhetorical sensitivity: Projecting in supported differences. Southern States Communication Association, San Antonio, TX, April.

Thompson, M. Changing gender images in rock n' roll: An analysis of the songs and image of Stevie Nicks. Southern States Communication Association, San Antonio, TX, 1 April.

- 1997** Thompson, M. Is there a relationship between students' affinity-for-teacher and students' perception of teacher power?" Tennessee Speech Communication Association, Nashville, TN, 26 September.
- 1996** Thompson, C.L., & Thompson, M. Soap operas and the men who watch them, Popular Culture Association, Las Vegas, NV, 27 March.
- 1994** Thompson, C.L., & Thompson, M. Generating a new mythology based on the model of partnership: Literature, published and unpublished, Popular Culture Association, Philadelphia, PA, 14 April.

PROFESSIONAL AFFILIATIONS

International Communication Association

1998 Manuscript Reviewer, Feminist and Women's Studies Division

National Communication Association

1999 Co-Chair, Family Studies Division, Curriculum Committee

Southern States Communication Association

2011, Vice-Chair, Communication Theory Division

Arkansas State Communication Association

PROFESSIONAL SERVICE: EDITORIAL ACTIVITIES

2012,	Member of the Editorial Board, <i>Southern Communication Journal</i>
2011,	Paper Reviewer, <i>Southern Communication Journal</i>
2010,	Paper Reviewer, <i>Southern Communication Journal</i>
2009,	Ad Hoc Reviewer, <i>Communication Monographs</i>
2009,	Paper Reviewer, National Communication Association
2008,	Ad Hoc Reviewer, <i>Communication Monographs</i>
2007	Reviewer, Association for Education in Journalism and Mass Communication
2006	Member of the Editorial Board, <i>Journal of Communication Studies</i>
2005	Ad Hoc Reviewer, <i>Journal of Family Communication</i>
2004	Member of the Editorial Board, <i>Southern Communication Journal</i> Invited textbook reviewer, Sage Publications
2003	Member of the Editorial Board, <i>Southern Communication Journal</i>
2001-2002	Reviewer, <i>Southern Communication Journal</i>
2000	Ad Hoc Reviewer, <i>Southern Communication Journal</i>

ADDITIONAL PROFESSIONAL SERVICE

1999	Facilitator: Public Speaking Workshop, Deacons in Training, Diocese of Little Rock, Little Rock, AR
1998	Researcher: Onestop Employment Services Division (EDS) of Arkansas, Little Rock, AR Provided quantitative data for interpretation for partner agencies and ESD employees.
1997	Judge: Hattiesburg High School Forensic Contest, Hattiesburg, MS Facilitator: Conflict Management Workshop, 4-H Club, Benton, AR
1996	Facilitator and Researcher: Arkansas Baptist Convention, Little Rock, AR Conducted workshop on how to facilitate focus groups. Analyzed focus group data for a full written report. Author: SCIL Center Intern Training Manual, University of Arkansas at Little Rock

- 1995 Researcher, Arkansas Department of Health, Little Rock, AR
- Conducted follow-up focus groups on professional advancement.
- Content analyzed focus group data for a written report.
- Researcher, United Cerebral Palsy, Little Rock, AR
- Collected and compiled market research.
- Researcher: Arkansas Department of Health, Little Rock, AR
- Worked with a research team to create an employee survey.
- Conducted focus groups on professional advancement.
- Content analyzed survey and focus group data for a full written report.
- Trainer: “Business for Russia” program, University of Arkansas at Little Rock
- Created and conducted workshop on American non-verbal communication.
-
- 1994 Author: Secretarial Orientation Manual, Chancellor’s Office,
University of Arkansas at Little Rock

PROFESSIONAL DEVELOPMENT

2012	Attended workshop on Vital Skills for Supervisors (through the Delta Center for Economic Development)
2011	Attended three week "Research Development Institute" for writing grant proposals
2010	Attended four week ITTC (Interactive Technology & Teaching Center) workshop for designing online courses
2009	Attended four week ITTC Workshop for designing online courses (certificate obtained through ITTC)
2008	Attended "Grant Writing USA" Workshop
2006	Attended GAPSEMC (Graduate and Professional School Enrollment Management Corporation) one-day workshop
	Attended CLT (Center for Learning Technologies) three week workshop on developing on-line courses
2005	Attended three part assessment workshop (certificate obtained through ASU Assessment Services)

UNIVERSITY SERVICE

2010-2011	University General Education Committee, Member
	University Undergraduate Curriculum Council, Member
	College Curriculum Committee, Chair
	College Promotion, Retention, & Promotion Committee, Chair
	Faculty Marshall
2009-2010	University General Education Committee, Member
	University Undergraduate Curriculum Council, Member
	College Curriculum Committee, Chair
	Faculty Marshall

2008-2009	University General Education Committee, Member University Undergraduate Curriculum Council, Member College Curriculum Committee, Chair
2007-2008	University General Education Committee, Member University Undergraduate Curriculum Council, Member College Curriculum Committee, Chair
2006-2007	General Education Committee, Member
2005-2006	College Curriculum Committee, Member
2003-2004	Chair, Wayne Thompson Committee, Western Illinois University (awards scholarships; plans and organizes public lecture series) Member, Writing Exam Committee
2002-2003	Reader, University Writing Exam, Western Illinois University
2001-2002	Reader, University Writing Exam, Western Illinois University
2000-2001	Proctor, University Writing Exam, Western Illinois University Reader, University Writing Exam, Western Illinois University

Chris Harper

Office: Arkansas State University

Home: 2320 Sheffield Drive

Email: Charper@astate.edu

Jonesboro, Arkansas

Phone: (870) 972-2711

(870) 273-6781

Educational Background:

Ed.D. Educational Leadership: Emphasis in organizational and interpersonal leadership

structures and strategies. Arkansas State University, Jonesboro, Arkansas. Degree completed, 2008.

Ed.S., Psychology and Counseling, Arkansas State University, Degree completed, 2011

M.A. Communication Studies. Arkansas State University, Jonesboro, Arkansas. Degree completed, 1996.

B.A. Speech Communication and Philosophy. Arkansas State University, Jonesboro, Arkansas. Degrees completed, 1994.

Work Experience:

2002-Present: Arkansas State University. Assistant Professor of Communication, Director of Debate.

Responsibilities include teaching 12 hours of generalist communication classes per semester. Direction and oversight of the Speech Communication and Theater Arts BSE program. Direction and oversight of a Nationally and Internationally recognized intercollegiate debate program. Oversight of graduate students, student interns, travel budgets, scholarship budgets, and extensive undergraduate advising and recruiting.

1999-2002: Carson Newman College. Assistant Professor of Communication. Responsibilities included teaching 12 hours of generalist communication classes per semester. Creation and direction of a nationally ranked debate program. Oversight of travel budgets, scholarship budgets, and undergraduate advising and recruiting.

1997-1999: The College of Eastern Utah. *Assistant Professor of Communication*. Responsibilities included teaching 15 hours per semester. Direction of a nationally ranked debate program. Oversight of travel budgets, scholarship budgets, and undergraduate advising and recruiting.

Courses Taught:

Oral Communication

Interpersonal Communication

Advanced Interpersonal Communication

Rhetoric of Western Thought

Rhetoric of Politics

Religious Communication

Organizational Communication

Gender Communication

Listening

Persuasion

Small Group Communication

Senior Research Project (Internship)

Communication Education: Methods and Materials of Teaching

Leadership Studies

Oral Interpretation

Advanced Oral Interpretation

Theories of Human Communication

Business and Professional Speaking

Political Communication

Introduction to Mass Communication

Online: Organizational Communication

Online: Persuasion

Online: Interpersonal Communication

Online: Philosophy of Education

Online: Oral Communication

Courses Developed:

Gender Communication

Rhetoric of Politics

Advanced Interpersonal Communication

Online: Organizational Communication

Online: Persuasion

Online: Interpersonal Communication

Online: Argumentation

Online: Oral Communication

International Educational:

Vancouver, Canada: 2004

Madrid, Spain: 2005

Prague, Czech Republic: 2006

UK Tour (London, St. Andrews, Glasgow, Edinburgh):

Berlin, Germany 2009

Rome, Italy 2012

Committee Assignments:

College Undergraduate Curriculum Committee (ASU 2012 – Present)

Undergraduate Enrollment & Academic Policy Committee (ASU 2011-Present)

Wilson Award Committee (ASU 2011-Present)

Communication Curriculum Development Committee (ASU,2004-Present)

Education Faculty Committee (ASU, 2007-present)

Educational Assessment Committee: COPE (ASU, 2006-present)

Communication Assessment Committee (ASU, 2004-present)

Communication Curriculum Development Committee (ASU,2004-present)

Boyer Lab for Learning Direction Committee (CNC 1998-2002)

Student Affairs Appeals Committee (CNC, 1999-2002)

All American Selection Committee (CEDA, 1997-1999)

Accreditation Review Committee (CEU, 1997-1999)

Curriculum Alignment Committee (CEU, 1997-1999)

Professional Organizations:

National Communication Association

National Parliamentary Debate Association

International Public Debate Association

Arkansas State Speech Communication Association

Phi Kappa Delta Honorary

Cross Examination Debate Association

National Offices:

IFA – Executive Committee Member (2012-Present)

NPDA Regional Representative to National Council (2006-Present).

CEDA Executive Council Regional Representative (1997-1999).

Peer Reviewed Publications:

Harper, C (2011). Choice Theory, Elaboration Likelihood, and Counter-Plans as

Arguments: A Framework for Evaluating Theory in IPDA Debate. *The Journal of the International Public Debate Association*, 5 (1).

Harper, C (2009). Gender and Competitive Equity: The 2007 and 2008 National

Parliamentary Debate Association National Tournaments. *The Forensic of Phi Kappa Delta*, 94 (1).

Professional Presentations:

International:

Harper, C (Spring, 2006). An open space exploration of diversity in collegiate classrooms.

European Teaching Educational Network. Leiden, Netherlands, 2006

Other:

Harper, C (2011). Choice Theory As a Pragmatic Framework for IPDA Debating. The

International Public Debate Association National Conference. Stephen F. Austin University.

Harper, C (Fall, 2005). Teaching interpersonal communication experientially. The Arkansas State

Communication Association annual convention.

Harper, C (Fall, 2004). VITE: Exploring the other side of the camera. The Arkansas State

Communication Association annual convention.

Harper, C (Fall, 2003). Connecting students to community. The Arkansas State Communication

Association annual convention.

Harper, C (Fall, 2002). Education outside of the classroom. The National Communication

Association National Convention.

Harper, C (Fall, 1997). Recruiting community college students. The National Communication Association Convention National Convention.

Professional Consulting

The Zoo Revolution (Advanced Leadership Training Seminars). 2004-Present: Presented in multiple organizational settings and contexts including: Medical, Educational, Social Services and Fortune 500 Companies.

Research Interests:

Intercollegiate Debate Contexts and Theory

Gender Communication

Organizational Communication

Interpersonal Communication

Persuasive Communication

Teaching Philosophy:

It is my goal as a teacher to help co-create a learning environment that promotes intellectual curiosity and student empowerment. True education takes place as students and educators explore academic concepts in the spirit of mutual respect and responsibility. Learning is not something a teacher does “to” a student, but “with” a student. True education is both science and art. Sometimes the greatest learning experiences don’t end with better answers, just better questions. Learning takes great energy, sometimes causes great anxiety, but is always worth it.

Statement on Diversity:

It is imperative in this global arena in which we live that we recognize and value the inherent differences we share as individuals. The college classroom often functions as a format that provides individuals of different race, gender, sexual orientation, ethnic and cultural backgrounds the opportunity to intersect with common purpose. In the end, we learn that we are more alike than different, and all inherently valuable.

HOLLY KATHLEEN HALL, J.D., APR
Associate Professor of Communication

Education:

Arkansas State University, B.S., Radio-TV News, Minor in English, 1994
University Arkansas at Little Rock, J.D., Law, 1998
Summer Law Study at Cambridge University, England, 1997
Accredited in Public Relations (APR) from the Public Relations Society of America

Employment:

Arkansas State University, Tenured Associate Professor of Communication, May 2014-Present
Arkansas State University, Assistant Professor of Communication, August 2008-May 2014

Undergraduate Courses Taught:

Mass Communications in Modern Society
Principles of Public Relations
Communications Law and Ethics
Public Relations Tools and Techniques
Public Relations Cases Studies and Campaigns
Principles of Advertising
Social Media in Strategic Communications

Graduate Courses Taught:

Advanced Communications Law
Social Media in Strategic Communications

Courses Developed:

Social Media in Strategic Communications

Emphasis Area Developed:

Social Media Management

Kaplan University, Adjunct Faculty, January 2008-Present

Undergraduate Courses Taught:

Advocacy and Opposition in the Modern Workplace
Communication and Organizational Change
Communication and Conflict
Public Relations Strategies
Organizational Communication
Interpersonal Communications
Mass Communications
Intro to Administrative Law
The Oversight and Administration of Public Funds

Graduate Courses Taught:

Grant Writing
Program Evaluation

Freelance social media and media interview training consultant, 2009-Present
Soderquist Center for Leadership and Ethics, Customer Relations and Communications

Manager, March 2006-August 2008

John Brown University, Adjunct Faculty, August 2005-May 2008

Arvest Bank, Marketing Officer, December 2004-March 2006

Mercy Health System of Northwest Arkansas, Director of Marketing and Planning, May 2003-December 2004

William Jewell College, Director of Alumni Relations, August 2002-May 2003

Regional Medical Center of Northeast Arkansas, Director of Marketing, January 1999-August 2002

Womack, Landis, Phelps, McNeill Law Firm, Law Clerk, Summers of 1996, 1997

Cable News Network (CNN), Intern, Summer of 1993

KWEZ-FM, Announcer/D.J., April 1991-July 1992

Publications:

Refereed Articles:

(In Press) "Privacy Remedies and Costs in the UK: Uncertainties in Access and Relief" for special paper call "Communication Law and Technology: The Next Twenty Years" in Communication Law and Policy.

(2014) "Ordinance 556: The Comic Book Code Comes to Blytheville, Arkansas," Communication Law Review, with Michael Bowman, Ph.D., Volume 14, Issue 2, Fall 2014.

(2014) "Social Media Use Among International Students," International Student Experience Journal, with Thillainatarajan Sivakumaran, Ph.D., Volume 2, Issue 3, Spring 2014, available at http://isejournal.weebly.com/uploads/1/6/3/1/16311372/isej_holly_final.pdf.

(2014) "Electronic Assessment Systems – Pros and Cons of a Homegrown, Commercial and Hybrid Systems," International Journal of Business, Humanities and Technology, with Annette Hux, Ed.D. and Thillainatarajan Sivakumaran, Ph.D., Volume 3, No. 8, December 2013, p. 1-4.

(2013) "Super-injunction, What's Your Function?," Communication Law and Policy, Volume 18, Issue 3, July 2013, p. 309-347.

(2013) "Exploring Factors Determining Motivation to Participate in Study Abroad Programs for Teacher Education Students in the U.S.A. and Japan," International Journal of Business and Social Science, with Thillainatarajan Sivakumaran, Ph.D., Eiji Tomida, Ph.D., and Manabu Sumida, Ph.D., Volume 4, No. 6, June 2013, p. 1-8.

(2013) "Trials and Tribulations of Developing International University Partnerships," American International Journal of Contemporary Research, with Thillainatarajan Sivakumaran, Ph.D., Volume 3, No. 1, January 2013, p. 19-23.

(2013) "From Classroom to Computer Screen: Adjustments Educators Make to Facilitate the Optimal Online Learning Experience," International Journal of Business, Humanities and Technology, with Thillainatarajan Sivakumaran, Ph.D. , Katie Nelson Garcia, M.A., & Brooke Keels, M.A., Volume 3, No. 1, January 2013, p.1-4.

(2012) "Joseph Weston and the Death of Criminal Libel in Arkansas," Communication Law Review, Volume 12, Issue 1, May 2012, p. 29-39.

(2010) "The Orphan Copyright Act: An Open Door or a Deluge," Visual Communications Quarterly with John B. (Jack) Zibluk, Ph.D., Volume 17, Issue 2, April 2010, p. 68-76.

Book Chapters:

(In Press) H.K. Hall and M.J. Pitts, "Being Your Own Chief Marketing Officer: Student Perceptions of Personal Branding" in book about social media in the classroom, H.S. Noor Al-Deen.

(2013) H.K. Hall, M. Hill and M. J. Pitts, "#knowwhatyoutweet: The FTC is Watching" in book Social Media and Strategic Communication, H.S. Noor Al-Deen & J.A. Hendricks, Palgrave MacMillan, 2013, p. 199-217.

(2012) H. K. Hall, "Social Media Policies for Advertising and Public Relations" in Social Media and the Law, D. Stewart, Ed. New York: Routledge, 2012, p. 212-226.

(2012) L. Zeng, H.K. Hall, and M. J. Pitts, "Cultivating a Community of Learners: The Potential and Challenges of Social Media in Higher Education" in Social Media Usage and Impact, J.A. Hendricks & H.S. Noor Al-Deen, Lanham: Lexington Books, 2012, p. 111-128.

Proceedings:

(2010) "Policing the Blogosphere: An Examination of the New FTC Guides on Testimonials and Endorsements," Proceedings of the International Academy of Business and Public Administration Disciplines, Vol. 7, No. 2. ISSN 1547-4836.

Professional Blogs:

Contributing Blogger for GlobalMediaLaw.com in 2009.

Blog post for AEJMC: "Social Media as a Mechanism for Building a Personal Brand"
<http://aejmc.blogspot.com/2010/03/social-media-as-mechanism-for-building.html>

Interviews:

(Spring 2010) Alpha Gamma Delta Quarterly Magazine, "Reconstructing the Conversation: The Undeniable Influence of Social Media".

<http://www.alphagammadelta.org/pdf/quarterly/Winter%202010.pdf>

Conference Papers Presented:

Association for Education in Journalism and Mass Communication, "Privacy Remedies and Costs in the UK: Uncertainties in Access and Relief," August 5-10, 2014.

EdMedia International Conference, "Electronic Assessment Systems – Pros and Cons of a Homegrown, Commercial and Hybrid System," with Annette Hux, Ed.D. and Thillainatarajan Sivakumaran, Ph.D., June 24-26, 2013.

EdMedia International Conference, "Social Media Use Among International Students," with Thillainatarajan Sivakumaran, Ph.D., and Satoshi Shiramatsu, Ph.D., June 24-26, 2013.

Hawaii International Conference on Education, "Trials and Tribulations of Developing International University Partnerships," with Thillainatarajan Sivakumaran, Ph.D., January 5-8, 2013.

Western Social Science Association, "Social Media Policies for Advertising/Public Relations Practitioners," April 12-13, 2012.

Western Social Science Association, "Joseph Weston and the Death of Criminal Libel in Arkansas," April 13-16, 2011.

Western Social Science Association, "Cultivating the Community of Learners: The Potential and Challenges of Social Media in Higher Education," April 13-16, 2011.

Association for Education in Journalism and Mass Communication, "Perceptions of Public Relations Ethics Instruction: Faculty and Student Insights," August 4-7, 2010.

International Academy of Business and Public Administration Disciplines, "Policing the Blogosphere: An Examination of the New FTC Guides on Testimonials and Endorsements," April 22-25, 2010.

Southern States Communication Association, "Blogger Outreach Programs and the Momosphere: An Examination of the Pepperidge Farms 'Fishful Thinking' Campaign," April 7-11, 2010.

Western Social Science Association, "Teaching Public Relations Ethics to the Millennial Generation," April 15-18, 2009.

Midwinter Conference for the Association for Education in Journalism and Mass Communication, "The Orphan Copyright Act: An Open Door or a Deluge," with John B. (Jack) Zibluk, Ph.D., March 6-8, 2009.

Grants Awarded:

-Hux, A., Hall, H., Sivakumaran, T., (Awarded September 2013) – Is the Market Saturated or Are There Still Career Advancement and Financial Opportunities for Graduates in Online Educational Leadership Programs? With enrollment trends continuing to rise and more students attaining educational leadership degrees, are these students experiencing or about to experience diminishing returns on those degree programs? (Academic Partnership Research Grant, \$4,950)

-Kappa Tau Alpha Chapter Advisor's Grant (\$800) and the ASU Eleanor Lane Endowment (\$771) –to conduct interviews in London, England in May 2012 for research project on "super-injunctions" and Twitter.

Memberships:

Public Relations Society of America (PRSA)

Association for Education in Journalism and Mass Communication (AEJMC)

-Law & Policy Division

-Public Relations Division

Western Social Science Association (WSSA)

Kappa Tau Alpha

Phi Kappa Phi

Professional Activities:

2014 Chief Editor "Review of Journalism and Mass Communication" - a quarterly, peer-reviewed international journal that focuses on research in journalism and mass communication.

Paper and Panel Reviews:

Paper reviewer for journal "Communication Law and Policy" 2012, 2013.

Paper reviewer in Law and Policy Division of AEJMC, Annual Conference, 2011, 2012, 2013, 2014.

Panel Reviewer for Southern States Communication Association, Annual Convention, 2010.

Paper reviewer in PR Division of AEJMC, Annual Conference, 2009, 2010, 2011.

Reviewed books for the Kappa Tau Alpha- Mott Book Award, 2010, 2012, 2013.

Abstract reviewer in Mass Communications Division of the AEJMC Midwinter conference, 2010.

Paper reviewer in the Mass Communications Division for the AEJMC annual conference, 2010, 2011, 2013.

Discussant/Moderator:

Moderator for Western Social Science Association panel: "Media Law, Policy and Diversity Issues", April 2012.

Proposed and moderated AEJMC teaching panel session: "New Territory: Developing Social Media Law and Ethics Instructional Approaches", August 2011.

Moderator for Western Social Science Association panel: "Media and Society: From Past to Present", April 2011.

Chair for Southern States Communication Association panel: "Crossing Disciplinary Borders: Theories that Translate Well in Public Relations", April 2010.

Chair for International Academy of Business and Public Administration Disciplines panel: "Legal, Social, and Ethical Issues in Business Session", April 2010.

Discussant for poster session in Mass Communications and Society Division, AEJMC, Annual Conference, August 2010.

Discussant for poster session in PR Division, AEJMC, Annual Conference, August 2009.

Invited Talks:

Instructor for City of Jonesboro employees, "Responsible Social Media Use and Personal Branding," September 2014.

Panelist and planning committee member for conference on bullying for teachers and administrators of Arkansas public schools, "Cyberbullying: Perceptions of Teachers and Administrators in Northeast Arkansas," September 2014.

Speaker for Northeast Arkansas Counseling Board conference, "Responsible Social Media Use," June 2014.

Speaker for Visual and Performing Arts Magnet School 5th and 6th grades, "Responsible Social Media Use," May 2014.

Speaker for ASU College of Continuing Education and Community Outreach Adult Mini-College, "Fostering the Brand Called You," June 2013.

Speaker for 16th annual Clinical/Field Instructors Seminar at the ASU College of Nursing and Health Professions: "Social Media and Nursing," March 2013.

Media Interview Training provided to ASU First Responders class - Fall 2010, Spring 2011, Spring 2012, Spring 2013, Fall 2014.

Speaker for Jonesboro Kiwanis Club: "Social Media Update 2012," July 2012.

Speaker for Arkansas Bar Association Continuing Legal Education Session: Social Media Law and Ethics, April 2012.

Breakout Session Speaker for Northwest Arkansas Business Women's Conference: "Protecting Your Personal Brand," September 2011.

Media Interview Training provided to Arkansas Credit Union Managers, November 2009.

Speaker at American Advertising Federation District 10 Conference: "Using Social Media to Build Your Personal Brand," September 20

Awards and Recognition:

2013 Fellow – Arkansas State University Institute for Research Development

2011, 2012, 2013 Nominee for Arkansas State University "You Make a Difference" Advisor Award

2011 AEJMC Law and Policy Division, 2nd place award in the teaching ideas competition for ideas on incorporating diversity into communications law and policy classrooms

2010 ASU College of Communications Faculty Award for Teaching

Service:

Chapter Advisor for Kappa Tau Alpha (2009-present)

Job Search Chair for position in Strategic Communication (2014)

College of Media and Communication Assessment Committee (2013-2014)

College of Media and Communication Student Recruitment Committee (2012-2013)

ASU Global Teaching Conference Board (2013)

Wilson Award/Distinguished Service Awards Committee (2013)

Member of Disability Services Committee (2009-2012)

Financial Aid and Scholarships Committee (2014-present)

Member of Honors Council (2010-present); Secretary (2011-2012, 2012-2013, 2013-2014)

Communications Day (formerly Journalism-Broadcasting Day) Chair, (2011, 2012), Scorekeeper (2009-2014)

College of Media and Communication Back-to-School Ice Cream Social Chair (2012)

International Students and Scholars Committee (2013)

HLC Subcommittee V member: Engagement and Service; Chair of University Advancement Subcommittee (2011)

Service:

Chapter Advisor for Kappa Tau Alpha (2009-present)
Job Search Chair for position in Strategic Communication (2014)
College of Media and Communication Assessment Committee (2013-2014)
College of Media and Communication Student Recruitment Committee (2012-2013)
ASU Global Teaching Conference Board (2013)
Wilson Award/Distinguished Service Awards Committee (2013)
Member of Disability Services Committee (2009-2012)
Financial Aid and Scholarships Committee (2014-present)
Member of Honors Council (2010-present); Secretary (2011-2012, 2012-2013, 2013-2014)
Communications Day (formerly Journalism-Broadcasting Day) Chair, (2011, 2012), Scorekeeper (2009-2014)
College of Media and Communication Back-to-School Ice Cream Social Chair (2012)
International Students and Scholars Committee (2013)
HLC Subcommittee V member: Engagement and Service; Chair of University Advancement Subcommittee (2011)

Community:

Certified Laubach Literacy Tutor
Leadership Jonesboro Class of 2000
Greater Jonesboro Chamber of Commerce Leadership Link Member (2000-2002)
American Heart Association Craighead County Board Member (2000-2002)
Jonesboro Council on Ministries Board Member (2001-2002)
Northeast Arkansas Foundation of Arts Board Member (2001-2002)
Greater Jonesboro Chamber of Commerce Education Committee Member (2000-2002)
Greater Jonesboro Chamber of Commerce Board Member (2002)
Graduate of 2001 Tenet Leaders Program
Rogers Rotary Club Member (2005-2006)
Benton County Leadership Class of 2004
Volunteer for American Heart Association in Benton County (2003-2005)
PR Committee member for Rebuilding Together of NWA 2004
NWA Business Women's Conference Committee 2004
Siloam Springs Chamber Ambassador (2005-2006)
Siloam Springs Chamber Business Expo Committee Member (2005-2006)
Relay for Life Team Captain 2005
Siloam Springs Memorial Hospital Foundation Board Member (2005-2008)
Siloam Springs Rotary Club Member (2004-2008)
Arkansas Hugh O'Brian Leadership Seminar Media Panelist 2006, 2007
Chair of NWA Chapter of Public Relations Society of America's annual awards for 2008
Member of First United Methodist Church, Jonesboro; Sunday School class teacher (2010-2011)
Jonesboro Kindergarten Center PATHS (2011-2012)
Volunteer for NEA Charitable Clinic Foundation events

Dr. Brenda Atkins-Randle

404 Harmony Cove, Trumann, AR 72472

brandle@astate.edu 870-273-9237

Education

Doctorate of Education

December 2012

Arkansas State University

Cumulative GPA: 3.79/4.0

Specialist in Community College Teaching

December 2005

Arkansas State University

Emphasis in Community College Teaching

Cumulative GPA: 4.0/4.0

Master of Arts in Speech Communication & Theater

December 2004

Arkansas State University

Cumulative GPA: 3.8/ 4.0

Graduated Summa Cum Laude

Bachelor of Arts in Speech Communication

August 2003

Mississippi Valley State University

Minor: Criminal Justice

Cumulative GPA: 3.3/ 4.0

Graduated Cum Laude

Qualifications

- Experienced teacher and lecturer.
- Professional Motivational Speaker
- Develops material and conducts workshops
- Experienced online teacher
- Exceptional motivational speaker with multi-media presentation skills.
- Knowledge and understanding of college curriculum design.
- Understanding of undergraduate student development.
- Ability to effectively evaluate student work.
- Computer Skills: Microsoft Word/PowerPoint/Excel, Internet, email.

Experience

Graduate/Teaching Assistant

8/03 – 5/06

Arkansas State University

Jonesboro, AR

- Taught Oral Communications classes
- Presented lectures for departmental professors.
- Evaluated papers and tests for students in four classes.
- Participated in recruitment efforts for university by attending career fairs for high school students.

Instructor

1/05-1/06

East Arkansas Community College

Forrest City, AR

- Taught Oral Communications/Sections 1 & 2
- Taught Journalism and News writing/Sections 1 & 2
- Taught as a contract Instructor at Federal Prison

Instructor

8/06-05/13

Arkansas State University

Jonesboro, AR

- Introduction to Human Communication
- Three sections of Oral Communication/Experienced Online Facilitator
- Participate in recruitment efforts for university by attending careers fairs for high school students.
- Counsel and serve as advisor to students in Department of Communication
- Advisor of Lambda Pi Eta Communication honor society.

Motivational Speaker

1/05-present

- Keynote speaker at designated events
- Conduct workshops on areas of expertise
 - Communication in the workplace
 - Leadership in the workplace
 - Gender communication
 - Supervisor/subordinate relationships

New Student Orientation Coordinator 9/10-present

Arkansas State University (College of Communications)

- Advise all incoming freshmen for the Department of Communication Studies
- Ensure that all representatives in the college are prepared for orientation.
- Provide all representatives in the college with the necessary forms needed for advising
- Advise for other departments in the college when representatives are unavailable.
- Attend all career fairs to recruit students for the college
- Advise students at all career fairs
- Advise students at select a major fairs

Assistant Professor

7/13-present

Arkansas State University

Jonesboro, AR

- Communication Education
- Communication Theory
- Oral Communication/Experienced Online Facilitator
- Participate in recruitment efforts for university by attending careers fairs for high school students.
- Counsel and serve as advisor to students in Department of Communication

Honors and Activities

- Advisor for Lambda Pi Eta National Honor Society for Communications
- Alpha Kappa Mu Honor Society & Alpha Chi Honor Society for 3.50 GPA, 2002
- The Chancellors List Accredited National Honor Society for Graduate Students 3.9 or more 2005-2006
- Delta Epsilon Iota Academic Honor Society
- Alpha Kappa Alpha Sorority, Inc.
- Co-Founder of Dare Dreamers, Inc.

Professional references on file

DANIEL USERA, PH.D., NCRW

Jonesboro, AR • 816-461-9153 • danusera@outlook.com • www.danielusera.com

PROFESSIONAL IDENTITY

Teaching Interests

- Interpersonal Communication, Public Speaking, Oral Communication, Business and Professional Communication, Computer-Mediated Communication, Nonverbal Communication, Persuasion

Research Interests

- Facework, Relationship Initiation, Social Media, Erving Goffman

EDUCATION

Ph.D. in Communication Studies • University of Iowa • May 2014

- Specialties: Interpersonal Communication Theory, Facework, Computer-Mediated Communication
- Dissertation: "Online dating interactions: A discursive look"
- Adviser: Steve Duck

M.A. in Communication Studies • University of Iowa • May 2011

- Adviser: Steve Duck

B.A. in Communication, Political Science • Washburn University • December 2008

- Honors Thesis: "'Affliction to our bonds:' A thematic analysis of a family of notoriety"
- Honors & Awards: Magna Cum Laude, University Honors, Communication Departmental Honors

CERTIFICATIONS

Nationally Certified Résumé Writer [NCRW] • National Résumé Writer's Association • 2015-present

Certificate in College Teaching • University of Iowa, Office of Graduate Teaching Excellence • 2013

FELLOWSHIPS

Dean's Graduate Fellowship • University of Iowa, Office of Graduate Ethnic Inclusion • 2009-2014

RELATED INDUSTRY EXPERIENCE

Career Communications Consultant • Daniel Alexander Career Communications • March 2015-present

- Started own consulting business that provides résumé writing, interview coaching, and social media optimization for professionals in career transition.
- Responsible for all aspects of business development: website design, marketing, client acquisition, accounting, and consulting.

Career Training Facilitator • Full Employment Council • April 2014-June 2015

- Designed and delivered workshops at major career center for job seekers from diverse industries on résumé writing, social media marketing, interviewing, networking, and career development.
- Coached clients individually throughout their job search from résumé design to salary negotiations.

TEACHING APPOINTMENTS

Visiting Instructor • Arkansas State University • Jonesboro, AR • August 2015-present

- Communication Research Methods [Online]; Spring 2016
- Persuasion; Spring 2016
- Professional Seminar; Spring 2016
- Communication Theory [Graduate]; Fall 2015, Spring 2016
- Oral Communication; Fall 2015
- Oral Communication [Online]; Fall 2015

Adjunct Faculty • Baker University • Baldwin, KS • May 2015-present

- Critical Thinking [Online]; Winter 2015

Adjunct Faculty • Longview Community College • Kansas City, MO • May 2015-August 2015

- Fundamentals of Speech; Summer 2015

Adjunct Faculty • Barton Community College • Fort Leavenworth, KS • May 2014-December 2014

- Public Speaking (Hybrid); Fall 2014

Graduate Teaching Assistant • University of Iowa • Iowa City, IA • Fall 2010-Spring 2013

- Communication Theory in Everyday Life; Spring 2013
- Nonverbal Communication; Fall 2012
- Theory and Practice of Argument; Spring 2012
- The Art of Persuading Others; Fall 2011
- Business and Professional Communication; Fall 2010, Spring 2011

GUEST LECTURES

Usera, D. (2015, November 16). *Research skills in the workplace*. Delivered for Linda Clark's Business and Professional Communication course at Arkansas State University: Jonesboro, AR.

Usera, D. (2015, October 6). *Interviewing for jobs*. Delivered Dr. Brad Rawlins' Professional Seminar course at Arkansas State University: Jonesboro, AR.

PUBLICATIONS

Duck, S., & Usera, D. (In press). Interpersonal relationships. In R. Craig, *International Encyclopedia of Communication Theory and Philosophy*, Oxford University Press.

Duck, S. & Usera, D.A. (2014). Language and interpersonal communication. In T. Holtgraves, *The Oxford Handbook of Language and Social Psychology*. New York, NY: Oxford University Press.

CONFERENCE PRESENTATIONS

Usera, D.A. (2013). Relationship initiation in online dating sites: A discursive approach. Paper presentation at the National Communication Association Convention, Washington, DC.

Usera, D.A. (2013). "Online dating...should I do it?" A look at stigma in an online discussion. Paper presentation at the National Communication Association Convention, Washington, DC.

Usera, D.A. (2013). Disaster dates: A narrative approach. Paper presentation at the National Communication Association Convention, Washington, DC.

Usera, D.A. (2013). Identity-work, instant messaging, and sexual solicitation of minors: The case of a 46 year old man and a "13 year old girl." Paper presentation at the Central States Communication Association, Kansas City, MO.

Usera, D.A. (2012). "Cooling the mark out" in relationship dissolution. Paper presentation at the International Association for Relationship Research, Chicago, IL.

Usera, D.A. (2010). "No you cannot have my number:" Politeness and/or deception in rejecting phone number requests. Paper presentation at the James F. Jacobsen Graduate Conference, Iowa City, IA.

Usera, D.A. (2009). "You live in a fishbowl:" A thematic analysis of the privacy management of a family of notoriety. Paper presentation at the National Communication Association Convention, Chicago, IL.

CHAired CONFERENCE PANELS

Usera, D.A. (2013). Online dating panel. Accepted by the Interpersonal Communication Division at the National Communication Association Convention, Washington, D.C.

MEDIA CORRESPONDENCES

Conlan, C. (2015, October 20). How to answer the question 'Why do you want to work here?' *Monster.com*. Retrieved from <http://career-advice.monster.com/job-interview/interview-questions/how-to-answer-question-why-do-I-want-to-work-here/article.aspx>

Lloyd, C. (2015, May 30). 15 LinkedIn Tips & Tricks. *GottaBeMobile.com*. Retrieved from <http://www.gottabemobile.com/2015/05/30/linkedin-tips-tricks/>

PROFESSIONAL AFFILIATIONS

Western States Communication Association, 2015-present
Southern States Communication Association, 2015-present
Toastmasters International, 2015-present
National Résumé Writer's Association, 2014-present
National Communication Association, 2009-present
International Association for Relationship Research, 2012-2014
Central States Communication Association, 2011-2013

COMMUNITY & CAMPUS INVOLVEMENT

Recruiter • Make a Wish Foundation: Kansas City Young Professionals • 2014-2015
Advertising Chairman • Black Belt Leadership Committee, Chol Choe's Black Belt Academy • 2011-2013
Graduate Student Representative • Undergraduate Affairs Committee, University of Iowa • 2011-2012

SPEECH AND DEBATE EXPERIENCE

Parliamentary Debate • Washburn University • 2004-2008

- Placed within top 50 teams at NPDA tournament and in national rankings in 2007 and 2008.

College Forensics • Washburn University • 2004-2006

- Multiple tournament medalist in Informative Speaking, Persuasive Speaking, ADS, POI, and LD Debate.

Forensics • Lansing High School • 2001-2004

- National Forensics League Quad Ruby Recipient and three-time state finalist in informative speaking.

Policy Debate • Lansing High School • 2000-2003

- Senior Captain and multiple tournament medalist.

Myleea D. Hill

Arkansas State University

Associate Professor of Strategic Communication

Teaching, Research, Professional/Service Interests

Teaching interests include journalism, advertising, and public relations courses, especially as related to strategic message development and implementation.

Courses taught include:

News writing, Introduction to Mass Communication, Principles of Advertising, First Year Experience, Principles of Public Relations, Public Relations Practicum, Advertising Copywriting, Advertising Case-studies and Campaigns, Radio/Television Advertising and Sales, Photography, Photojournalism, Advanced Photojournalism, Advertising Elements and Execution, Public Relations Tools and Techniques, Media Account Management (Media Planning), Communications Research, Qualitative Research, Strategic Communication, Advertising, Media and Society.

Research interests include efforts to identify and improve journalism/communication pedagogy and awareness in health communication campaigns.

Creative, professional and service efforts include media relations consulting activities for non-profit organizations, photography for local media outlets, and participation in local chapter of the American Advertising Federation. Service includes several university committees and serving as an officer in the Public Relations and Mass Communications Divisions of the Southern States Communication Association.

Employment History

Arkansas State University

Jonesboro, Ark.

Associate Professor of Journalism/ May 2011- Present

Strategic Communication

Assistant Professor of Journalism 2006-May 2011

Instructor of Journalism 2003-2005

Crowley's Ridge College

Paragould, Ark.

Vice-President for Academic Affairs 2001-2003

Director of Public Information 1994-2001

Arkansas State University

Jonesboro, Ark.

Graduate Assistant 1993-1994

Daily Citizen

Searcy, Ark.

Reporter/Photographer 1992-1993

Daily Independent 1992

Newport, Ark.

Sports Editor

Publications

Thompson-Hayes, M., Gibson, D., Hill, M., McCollough, C., Webb, L. (forthcoming) And the star of the show is: Fans discuss the starring characters of Mad Men. In D. M. Stern, J. Manning, & J.C. Dunn (Eds.) (2nd. ed.), Lucky Strikes and a Three Martini Lunch: Thinking about Televisions Mad Men. Newcastle upon Tyne, UK: Cambridge Scholars Publishing.

- Hill, M. & Hayes, M. (2014) Is awareness bullsh*t?: A case-study of reactions to Childhood Cancer Awareness Month. *Proceedings of the 17th Annual International Public Relations Research Conference*.
- Hall, H., Hill, M., & Jackson-Pitts, M. (2013). #knowwhatyoutweet: The FTC is watching. In *Social Media and Strategic Communication*. Palgrave Macmillan.
- Hill, M., Jackson-Pitts, M., Smith, M. & Smith, B. (2010). The Obama agenda versus a meandering maverick: A descriptive analysis of online press releases in the 2008 general election presidential campaign. *Southwestern Mass Communication Journal*. 26(1). 43-56.
- Rauf, W., Hill, M. (2008). Secular not sacred: An interpretive biography of Aroosa Alam and gender wars in Pakistani journalism. *Conference Proceedings of the International Academy of Business and Public Administration Disciplines*. 5(3), 118-124
- Hill, M. (2007). Email inverted interest index theory: A case-study of electronic communication in a strategic planning initiative at a four-year public university. *Simile Studies in Media and Information Literacy Education*. 7:3.
- Hill, M. & J. Zibluk. (2007). Helping HR navigate the Family Educational Rights and Privacy Act maze. *Conference Proceedings of the International Academy of Business and Public Administration Disciplines*, 4:2, 1216-1223.
- Hill, M. (2006). Six Steps to Burning Love: How to use the Synectics instructional model to enhance student creativity in advertising. *GIFT Edition The Community College Journalist*.

Scholarly & Professional Presentations

- "Is Awareness Bullsh*t?: A Case-Study of Reactions to Childhood Cancer Awareness Month" Conference Proceedings of the 17th Annual International Public Relations Research Conference, March 5-9, 2014. With Marceline Hayes.
- "Strategic Placement in Strategic Communication? Building a Home for Public Relations in a Post-Journalism World." A paper presented at the 84th Annual Southern States Communication Association Convention in New Orleans, Louisiana, April 3-6, 2014. With Marceline Hayes.
- "The Ambush Agenda: Content Analysis of Coverage of Rule 40 and Ambush Marketing in the 2012 London Olympics. Southern States Communication Association. April 2013. Louisville, Kentucky.
- "Exit Exams: Linking Course-Specific Questions with Accreditation Standards to Evaluate and Improve Student-Learning in Advertising and Public Relations Classes." Southern States Communication Association. April 2013. Louisville, Kentucky.
- "Utilizing Technology to Help Advertising and Public Relations Campaign Students Click with Clients." Southern States Communication Association, April 2012, San Antonio, Texas, with Lisa Moskal and Brenda Randall.

"Using the Jigsaw Instructional Model to Put the Pieces together in Advertising and Public Relations Campaigns Classes." Symposium of Southwest Education Council for Journalism and Mass Communication, November, 2011, Dallas, Texas, with Lisa Moskal.

"Reaching 'Tweens: Communicating science in the middle school classroom." Graduate STEM Fellows in K-12 Education (GK-12) NSF program at Arkansas State University. October, 2011.

"The Ambush Agenda: How Bavaria Stole the Spotlight from Budweiser and other Official Sponsors at the 2010 World Cup." Southern States Communication Association, March, 2011, Little Rock, Arkansas, with Cindy Henry

"How 2 rite Gr8 leeds: A study of the Impact of text messaging on basic news writing skills." Association for Education in Journalism and Mass Communication Annual Conference August 2010 Denver, Colorado, with Jack Zibluk

"Reaching 'Tweens: Communicating science in the middle school classroom." Graduate STEM Fellows in K-12 Education (GK-12) NSF program at Arkansas State University. July 2010.

"Emails from the 2008 U.S. presidential campaign: Communication and mobilization." Association for Education in Journalism and Mass Communication Annual Conference August 2010 Denver, Colorado, with Dr. Barry Smith, Dr. Mary Jackson-Pitts, and Dr, Melissa Smith.

"Practicum perceptions: A pilot study comparing the performance evaluations of public relations practicum students and their supervisors." Southern States Communication Association, April 2010, Memphis, Tennessee.

"How 2 rite Gr8 leeds: A study of the Impact of text messaging on basic news writing skills." Association for Education in Journalism and Mass Communication Mid-Winter

Conference, March 2010, Norman, Oklahoma with Dr. Jack Zibluk and Sam Combs.

"Straight from the Source: A Descriptive Analysis of Online Press Releases in the 2008 General Election Presidential Campaign." Southwest Education Council for Journalism and Mass Communication 2009 Southwest Symposium, Nov. 7, 2009 Arlington, TX,

"ICYMI (In Case You Missed It): A Content Analysis of the Online Press Releases of the McCain/Palin Campaign" Southern States Communication Association April 3, 2009` Norfolk, VA

"Secular Not Sacred: An Interpretive Biography of Aroosa Alam and Gender Wars in Pakistani Journalism." International Academy of Business and Public Administration Disciplines. October 10, 2008, Memphis, Tenn., with Wendy Rauf.

"Can U Rite Gr8 Leeds: Using Popular Technology to Reinforce Basic News writing Skills." Southern States Communication Association, April 5, 2008, Savannah, Georgia.

"Helping HR Navigate the Family Educational Rights and Privacy Act Maze," International Academy of Business and Public Administration Disciplines, May 2007, Dallas, Texas, with Jack Zibluk.

Rubric Driven Assessment. Southern States Communication Association, March 2007. With Osa Amienyi and Mary Pitts.

Assessment of Student Learning Using ACEJMC Guidelines: ASU College of Communication Experience. Western Social Science Association Convention at Calgary, Canada, March 2007. With Osa Amienyi and Mary Pitts.

"Assessing the Core: Will Anyone Buy-In." Southern States Communication Association. March, 2007.

"Six Steps to Burning Love: How to use the Synectics instructional model to enhance student creativity in advertising"

GIFT Edition The Community College Journalist Fall 2006

"Six Steps to Burning Love: How to use the Synectics instructional model to enhance student creativity in advertising." Association for Education in Journalism and Mass Communication. August, 2006.

"Email, Internet and Overload: Analyzing Communication in a University Strategic Planning Initiative from a Mass Communication Perspective," Western Social Science Association, April 2006.

"It's Like Making an Analogy: Using the Synectics Instructional Model to Enhance College Student Creativity in Developing Integrating Ideas for a Marketing Mix." Western Social Science Association, April 2005.

Hill, M. (2001). Keynote panel representing self-study coordinators. Presentation made at the North Central Association of Colleges and Schools Consultant Evaluator Training. Chicago, Ill.

Hill, M. (2001). Bridging the Gap from Candidacy to Accreditation. Annual Meeting of the North Central Association of Colleges and Schools. Chicago, Ill.

Hill, M. (1994). The Uses and Gratification of the Harding Alumni Magazine. Presentation made at the Symposium of the Southwest Education Council for Journalism and Mass Communication. Flagstaff, Ariz.

Awards

Bronze Pin Award, ASU Chapter of National Association of College and University Residence Halls, April 2014.

Fellow, Indiana University Journalism Workshop, June 2005

Research Fellowship, Arkansas State University Educational Leadership, April 2005

Grant Activities/Consulting

Grants

Project Director of Digital Reading Club Grant, funded by Arkansas Humanities Council

2009, 2010

Consulting

List consulting, purpose, organization, dates (most recent to earliest):

Together for Hope, Ark. – Review, edit website. 2014.

West Side Christian Schools – Photography, website review.

Crowley's Ridge Academy – Photography, media relations – 2008-Present

Children's Homes, Inc. – Photography, copy editing – 2007-Present

Crowley's Ridge College women's athletic department, media relations, photography – Spring 2006- Present

Foundation of the Arts, branding message, photography, social media – Fall 2007 – Fall 2011

Southwest Church – photography/video for Overflow campaign 2011-2012

Marmaduke Church of Christ, media relations, photography, web development – Spring 2003-Spring 2007

Wilcoxson's Kids Place – Spring 2007

Arkansas Sixth Judicial Circuit Teen Foster Parent Campaign – Message Creation – Fall 2006

Tim Wooldridge, Candidate for Ark. Lt. Gov., Review of Website, Oct. 2005

Crowley's Ridge Academy, Overview of integrated communications plan, Dec. 2005

Creative and Professional Activity

Photography and communications consulting for West Side Christian Schools.

Freelance (uncompensated) sports reporter/photographer for Paragould Daily Press resulting in 100+ photographs and articles published since 2010.

Photographs also published in Walnut Ridge Times-Dispatch print and online edition, GameFace Magazine, Southwest Church Overflow, and Children's Homes Spectrum magazine and online newsletter.

University/College/Department Service

College of Communication Graduate Coordinator 2012-2013

Graduate Council Committee 2012-2013

University Academic Hearing Committee 2013-present

University General Education Committee 2011-2012

University HLC Criterion 4 Subcommittee –2010-2011

University Undergraduate Enrollment and Academic Policy, secretary 2009-2011

University Computers/Technology Committee 2008-2011

University Advising Self-Study AACE 2008-2011

College of Communications/CMAC Promotion, Retention, and Tenure Committee – 2011-present

College of Communications/CMAC Graduate Council – Fall 2012-Present

College of Communications Assessment Committee-- 2010-2012

College of Communications AEJMC Steering Committee – 2007-2009

Journalism/Communication Department Curriculum Committee – 2003-present

Journalism/Communication Department Scholarship Committee – 2003-present

Journalism/Communication Department Assessment Committee – 2003-present

Presentation to Girl Scouts of Crowley's Ridge Council Volunteer Day – Aug. 2007

Foundation of Excellence in First Year Self-Study – 2006-2007

HLC Self-Study Strategic Planning sub-committee 2006

Foundation of Excellence in First Year Self-Study 2006

First-Year Seminar Instructor Training 2006

Academic Affairs Communication Ad-hoc committee 2006

Feature presentation to Crowley's Ridge College Honors Banquet – March 2006

Member of strategic planning council – writing sub-committee ex-officio – 2005

University Strategic Planning Steering Committee – 2003-2005

Professional, Scholarly Memberships

American Advertising Federation – Arkansas Chapter 2003-present

American Advertising Federation – Memphis Chapter 2003-present

American Advertising Federation – Northeast Arkansas Chapter 2007-present

Education Committee Chair – 2009-President

Southern States Communication Association – 2007-present

Mass Communications Division Secretary 2007-2008

Mass Communications Division Vice-Chair 2008-2009

Mass Communications Division Chair 2009-2010

Public Relations Division Secretary 2009-2010

Public Relations Division Vice-Chair 2010-2011

Public Relations Division Chair 2011-2012

Kappa Delta Pi – 2006-2008

Association for Education in Journalism and Mass Communication – 2006-2007, 2010-2011

Western Social Sciences Association – 2005-2006

Education

2005	Doctorate of Educational Leadership Arkansas State University, Jonesboro, AR
1994	Master of Science in Mass Communications Arkansas State University, Jonesboro, AR
1992	Bachelor of Arts, Public Relations Harding University, Searcy, AR
1988	Oregon County R-IV High School, Alton, MO.

Po-Lin Pan, Ph.D.

Updated: July 2015

Associate Professor of Strategic Communications

Department of Communication
College of Media and Communication
Arkansas State University — Jonesboro

P.O. BOX 1930, State University, AR 72467
Phone: 870-972-2695
Email: ppan@astate.edu

Education

- **Ph.D., *The University of Alabama***
Major: Communication & Information Sciences
Cognate: Applied Statistics & Methodologies
- **M.A., *Bowling Green State University, Ohio***
Major: Media & Communication
- **B.A., *Shih Hsin University, Taiwan***
Major: Journalism
- **Diploma, *St. John's University, Taiwan***
Major: Industrial Engineering & Management

Academic Appointments

- Tenured Associate Professor
August 2014 — Current, *Arkansas State University*
- Tenure-Track Assistant Professor
August 2009 — July 2014, *Arkansas State University*
- Graduate Faculty Member
August 2009 — Current, *Arkansas State University*
- Graduate Teaching/Research Assistant
August 2005 — May 2009, *The University of Alabama*

Honors/Awards

- Second Place Faculty Research Paper, Intercultural Communication Division, SSCA (2015)
- Janice Hocker Rushing Early Career Research Award, SSCA (2014).
- Faculty Research Award, Arkansas State University's College of Media & Communication (2014)
- Best Research Paper Award of the International Journal of Advertising (2013).
- First Place Faculty Research Paper Award, Advertising Division, AEJMC (2013)
- First Place Student Research Paper Award, GLBT Interest Group, ICA (2007)

Research Agendas

Major research agenda is focused on the examinations of message structures and individual personalities that jointly influence the processes of human emotion, perception, and consequent behavior, and the secondary research agenda centers on global communication and social change. Three central areas include:

- Social and Psychological Effects of Strategic Communications
- Cognitive Processing of Persuasive Messages
- New Media and Human Behavior

Refereed Journal Articles

*Lead-author was a graduate student at the time the research was conducted.

- Meng, J., Bissell, K., & Pan, P.-L. (2015). Using YouTube as a health literacy tool: A test of the effectiveness of online body image distortion campaigns, *Health Marketing Quarterly*, *forthcoming*.
- Greer, J., & Pan, P.-L. (2015). The role of website format, blog use, and information-gathering acquaintance in online message assessment. *Telematics & Informatics*, 32(4), 594-602.
- Pan, P.-L., & Meng, J. (2015). The evaluations of swine flu magnitudes in TV news: A comparative analysis of paired influenza pandemics. *Health Marketing Quarterly*, 32(2), 129-147.
- Meng, J., Gonzenbach, W., & Pan, P.-L. (2014). Third-person perception of cosmeceutical product advertising: The moderating role of body esteem. *Journal of Medical Marketing*, 14(2-3), 163-171.
- Pan, P.-L. (2014). Toward an integrated model of purchase intention of dietary supplements in sexually oriented advertising. *Journal of Food Products Marketing*, 20 (2), 132-145.
- Bonomi, V. O.,* & Pan, P.-L. (2013). Framing of the US-Venezuela diplomatic relationship in US newspapers. *Journal of International Communication*, 19(2), 235-251.
- Pan, P.-L. (2013). A dispositional approach to hostility toward sports commentators in online arenas. *Computers in Human Behavior*, 29(4), 1725-1732.
- Meng, J., & Pan, P.-L. (2013). Revisiting image restoration strategies: An integrated case study of athlete sex scandals in sports news. *International Journal of Sport Communication*, 6(1), 87-100.
- Pan, P.-L. (2013). Exploring perceptions of online sports commentary: A test of disposition effects hypothesis. *Telematics & Informatics*, 30(2), 201-209.
- Greer, J., Pan, P.-L., Flores, D., & Collins, M. (2012). Priming and source credibility effects on individual responses to AMBER and other mediated missing child alerts. *The Social Science Journal*, 49(3), 295-303.
- Meng, J., & Pan, P.-L. (2012). Investigating the effects of cosmeceutical product advertising in beauty- care decision making. *International Journal of Pharmaceutical & Healthcare Marketing*, 6(3), 250-266.
- Pan, P.-L., Meng, J., & Zhou, S. (2012). Examining third-person perceptions in the context of sexually oriented advertising. *Journal of Promotion Management*, 18(2), 189-208.
- Meng, J., & Pan, P.-L. (2012). Using a balanced set of measures to focus on long-term competency in internal communication. *Public Relations Review*, 38(3), 484-490.
- Hinson, W. S.,* & Pan, P.-L. (2012). Toward an integrated model of intercultural competency: Evidence from American and non-American students. *Journal of Development Communication*, 23(2), 12-29.
- Pan, P.-L., & Meng, J. (2011). Where have we been? A thematic meta-analysis of China Media Research, 2005-2009. *China Media Research*, 7(2), 113-120.
- Pan, P.-L., Meng, J., & Zhou, S. (2010). Morality or equality? Ideological framing in news coverage of gay marriage legitimization. *The Social Science Journal*, 47(3), 630-645.

***Most Downloaded/Cited**

Article & Editor's Choice of Author's Research

***Special Collection of Top Research Papers on Same-sex Marriage in the Journalist's Resource of the Joan Shorenstein Center on Media, Politics, and Public Policy in the Harvard Kennedy School**

- Li, S.,* & Pan, P.-L. (2010). Comprehensive dimensions of Chinese young adults' perspectives of Google: An empirical approach. *Journal of Development Communication*, 21(2), 48-62.
- Pan, P.-L., & Xu, J. (2009). Online strategic communications: A cross-cultural analysis of U.S. and Chinese corporate websites. *Public Relations Review*, 35(3), 251-253.
- Pan, P.-L., & Cheng, I.-H. (2008). Using litigation public relations as image restoration strategy: Case of the unfinished presidential election in Taiwan. *Journal of Development Communication*, 19(2), 13-29.
- Pan, P.-L. (2008). US news coverage of China's new leaders: An investigation of agenda-setting abilities of US newspapers and US government. *China Media Research*, 4(1), 29-35.
- Pan, P.-L. (2007). The construction of Taiwanese as Chinese: A public relations approach to Chinese leader's discourse. *Journal of Intercultural Communication Studies*, 16(1), 217-229.
- Pan, P.-L. (2007). A postcolonial discourse analysis of Wong Kar-Wai's films. *China Media Research*, 3(2), 53-61.

Book Chapters/Conference Proceedings

- Bradley, S. & Pan, P.-L., (2015). Experiment. In S. Zhou & W. D. Sloan (Eds.), *Research Methods in Communication* (pp. 159-179). Northport, AL: Vision Press.
- Pan, P.-L., & Meng, J. (2013). Advertising preference and product involvement: A gender difference approach to visualized advertisements. In M. Goralski & H. B. LeBlanc (Eds.), *Business Research Yearbook Volume 25* (pp. 9-15). Atlanta, GA: International Academy of Business Disciplines.
- Meng, J., & Pan, P.-L. (2010). Measurement challenges in marketing communication: In-depth interviews with senior business communicators. In W. J. Kehoe & L. K. Witten (Eds.), *Advances in Marketing* (pp. 17-18). Mobile, AL: Society for Marketing Advances.

Selected Conference Presentations

*Lead-author was a student at the time the research was conducted.

2015

- Meng, J., Pan, P.-L., & Lee, P.-L. (2015). Cultural variation: Impacts on source credibility, brand support, and purchase intention in celebrity endorsed advertising. Paper accepted for presentation at the 85th Convention of Southern States Communication Association, Tampa, FL.
<< Second Place Faculty Research Paper of Intercultural Communication Division>>
- Phua, J. J., Pan, P.-L., & Chen, K.-J. (2015). Fan identification and brand preferences on social media sites: Effects of BIRGING and CORFing on sport fans' evaluations of endorsed brands. Paper accepted for presentation at the Annual Convention of American Academy of Advertising, Chicago, IL.

2014

- Pan, P.-L., & Zeng, L. (2014). Racial competitions in mediated sports: Examining parasocial interaction with sports players of color. Paper accepted for presentation at Southwest Mass Communication Symposium. Denver, CO.
- Pan, P.-L., & Meng, J. (2014). Informing the publics during health disaster: A crisis management approach to news media responses to flu pandemic. Paper accepted for presentation at the 97th Convention of Association for Education in Journalism & Mass Communication. Montreal, Canada.

Meng, J., Pan, P.-L., & Reber, R. (2014). An assessment of the situational factors in promoting public health communication: A triangulation design. Abstract accepted for presentation at the 17th International Public Relations Research Conference. Miami, FL.

2013

Pan, P.-L., & Meng, J. (2013). Are they celebrity followers? Examining third-person perceptions in the context of celebrity endorsed advertising. Paper accepted for presentation at the 96th Convention of Association for Education in Journalism & Mass Communication. Washington, DC.

<<Top Faculty Paper Award of the Advertising Division & IJA Best Research Paper Award>>

Pan, P.-L., & Meng, J. (2013). Advertising preference and product involvement: A gender difference approach to visualized advertisements. Paper accepted for presentation at the 25th Convention of International Academy of Business Disciplines. Atlanta, GA.

Hinson, W. S.,* & Pan, P.-L. (2013). Toward an integrated model of intercultural competency: Evidence from American and non-American students. Paper accepted for presentation at the 83rd Convention of Southern States Communication Association. Louisville, KY.

2012

Pan, P.-L. (2012). Hostility toward sports commentators in the online arena: A reexamination of disposition effects hypothesis. Paper accepted for presentation at the 95th Convention of Association for Education in Journalism & Mass Communication. Chicago, IL.

Bonomi, V. O.,* & Pan, P.-L. (2012). A framing analysis of U.S. news coverage of diplomatic relationship between the U.S. and Venezuela. Paper accepted for presentation at the 95th Convention of Association for Education in Journalism & Mass Communication. Chicago, IL.

Meng, J., & Pan, P.-L. (2012). Saying I'm sorry: An image restoration approach to athlete sex scandals. Abstract accepted for presentation at the 54th Convention of Western Social Science Association. Houston, TX.

2011

Pan, P.-L. (2011). Exploring perceptions of online sport commentary: An affective disposition approach. Paper accepted for presentation at the 94th Convention of Association for Education in Journalism & Mass Communication. St. Louis, MO.

Barnett, B.,* Cothorn, K.* & Pan, P.-L. (2011). Social media use: An exploratory test of effects on the daily lives of college students. Paper accepted for presentation at the Southwest Mass Communication Symposium. Dallas, TX.

Pan, P.-L. & Meng, J. (2011). TV news of swine flu pandemics: A comparative analysis of virus crises in 1976 and 2009. Paper accepted for presentation at the 61th Convention of International Communication Association. Boston, MA.

Pan, P.-L. (2011). Sexual message, product involvement or personality drives? Towards a purchase intention model of energy-enhancing product. Paper accepted for presentation at the 81th Convention of Southern States Communication Association. Little Rock, AR.

2010

Pan, P.-L., & Zhou, S (2010). Mortality salience in news coverage of immigrant criminals: Effects on viewer's emotional responses, news evaluations, and crime perceptions. Paper accepted for presentation at the 60th Convention of International Communication Association. Singapore.

- Pan, P.-L., & Combs, S. (2010). Examining affective dispositions in online comments readerships of sporting events. Paper accepted for presentation at the 60th Convention of International Communication Association. Singapore.
- Meng, J., & Pan, P.-L. (2010). Measurement challenges in marketing communication: In-depth interviews with senior business communicators. Paper accepted for presentation at the 11th Convention of Society for Marketing Advances. Atlanta, GA.
- Pan, P.-L., & Zhou, S. (2010). Mortality salience in TV news: An exploratory test of effects on the judgments of the immigration issue. Paper accepted for presentation at the 80th Convention of Southern States Communication Association. Memphis, TN.

2009

- Greer, J., & Pan, P.-L. (2009). Is AMBER more effective on the air or online? Examining message priming and source credibility effects in individual responses to missing children alerts. Paper accepted for presentation at the 92nd Convention of Association for Education in Journalism & Mass Communication. Boston, MA.
- Greer, J., Pan, P.-L., Frank, K., Hobson, P. L., & Soderman, C. (2009). Website format or media experience driven?: A test of online message perceptions. Paper accepted for presentation at the 92nd Convention of Association for Education in Journalism & Mass Communication Convention. Boston, MA.
- Pan, P.-L., & Zhou, S. (2009). Responding to news coverage of immigrant threats: An experimental test of mortality salience effects on attitude against “others.” Paper accepted for presentation at the 59th Convention of International Communication Association. Chicago, IL.
- Pan, P.-L., Zhou, S., & Meng, J. (2009). Sexuality differences and sexually oriented advertising: An exploratory analysis of the third-person effect. Paper accepted for presentation at the 59th Convention of International Communication Association. Chicago, IL.

2008

- Pan, P.-L., & Zhou, S. (2008). Sexuality differences and sexually oriented advertising: Interaction effects on personal involvement with the advertised products. Paper accepted for presentation at the 58th Convention of International Communication Association. Montreal, Canada.
- Zhou, S., Pinkerton, K., Xu, J., & Pan, P.-L. (2008). Effects of morbid curiosity on perception, attention and reaction to bad news. Paper accepted for presentation at the 58th Convention of International Communication Association. Montreal, Canada.

2007

- Pan, P.-L., & Cheng, I.-H. (2007). Using litigation public relations as image restoration strategy: Case of the unfinished presidential election in Taiwan. Paper accepted for presentation at the 93rd Convention of National Communication Association. Chicago, IL.
- Pan, P.-L., & Xu, J. (2007). Cultural differences make differences: An investigation of online strategic communication of corporate websites in the United States and China. Paper accepted for presentation at the 93rd Convention of National Communication Association. Chicago, IL.
- Meng, J., & Pan, P.-L. (2007). Examining the representation of female journalist: A framing study of the news coverage of Barbara Walters’ departures. Paper accepted for presentation at the 93rd Convention of National Communication Association. Chicago, IL.

- Zhou, S., Xu, J., Zheng, L., & Pan, P.-L. (2007). Facial prominence and perception of news sources. Paper accepted for presentation at the 90th Association for Education in Journalism & Mass Communication Convention. Washington, DC.
- Pan, P.-L., Meng, J., & Zhou, S. (2007). Who gives voices in the public debate over gay and lesbian legal rights? An investigation of the newspaper's perspective on gay marriage. Paper accepted for presentation at the 57th Convention of International Communication Association. San Francisco, CA. <<**Top Student Paper of the GLBT Interest Group**>>
- Zhou, S., Zheng, L., Xu, J., & Pan, P.-L. (2007). Face-ism effects in TV news. Abstract accepted for presentation at the Mass Communication & Society Division of the Mid-Winter Conference of Association for Education in Journalism & Mass Communication. Reno, NV.

2006

- Pan, P.-L. (2006). U.S. newspaper coverage of China's new leader: An investigation of agenda-setting abilities of U.S. newspapers and U.S. government. Paper accepted for presentation at the 92nd Convention of National Communication Association. San Antonio, TX.
- Pan, P.-L. (2006). A postcolonial discourse of Wong Kai-Wai's films. Abstract accepted for presentation at the 12th Convention of International Association for Intercultural Communication Studies. San Antonio, TX.
- Pan, P.-L. (2006). The construction of Taiwanese as Chinese: A public relations approach to explore Chinese leader's public discourse. Abstract accepted for presentation at the 12th Convention of International Association for Intercultural Communication Studies. San Antonio, TX.

Teaching Specialties/Interests

- Advertising Media Planning
- Media Consumer Insights
- Integrated Marketing Communications
- Media Management & Entrepreneurship
- Mass Communication Theories & Practices
- Communication Research Methods

Courses Taught

Arkansas State University (August 2009—Current)—

Undergraduate Courses:

- *Account Planning & Management* (Fall 14; Spring 14, 15)
- *Communication Research*** (Fall 09, 10, 11, 12,13; Spring 10, 11, 12,13, 14, 15)
- *Communication Research* (BSIS Online Program: Summer 12,13, 14, 15)
- *Integrated Marketing Communications* (Fall 14; Summer 15)
- *Media Management & Entrepreneurship* (Fall 09, 10, 11, 12,13; Spring 10, 11, 12,13)
- *Multimedia Production Techniques* (Fall 09)
- *Multimedia Reporting* (Summer 10; Spring 11)
- *Principles of Advertising* (Spring 15)
- *Principles of Persuasion* (Summer 15)
- *Promotional Writing* (BSIS Online Program: Spring 13, 14, 15)

**36 students presented their papers at the Theodore Clevenger Undergraduate Honors Conferences of the Annual Conventions of SSCA

Graduate Courses:

- *Audience Market Analysis (Spring 2015)*
- *Entertainment Media (Summer 13)*
- *Integrated Communication Strategies (Fall 14)*
- *Mass Communication Theories (Spring 10, 14)*
- *Media Consumer Insights (Summer 14)*
- *Media Entrepreneurship (Summer 12)*
- *Quantitative Research Methods (Fall 10, 11, 12, 13, 14)*

Professional Experiences

Assistant Editor of Global News: ChinaTimes.Com, Taipei. June 2002 to May 2003.

Conscription Manager: Personnel Administration Division, Taiwan Military Service, Taoyuan. June 2000 to May 2002.

Full-time Interns: China Times Express, Taipei, Summer 1999 & Super TV News, Taipei, Summer 1998.

Computer Skills

Web Management System: Adobe Dreamweaver, Photoshop, and WordPress

Web Design Language: XHTML, HTML, and CSS

Statistical Analysis Tool: SPSS and AMOS

Grants

- \$3,000, Research Grant from *the Academic Partnerships*, Dallas, TX (2012).
Principal Investigator, *Examining Online Course Effectiveness in Mass Communication Education*
- \$600, Action Fund for Undergraduate Research Association, Arkansas State University (2010).
- \$300, Graduate Student Research & Travel Grant, ICA, Montreal, Canada (2008).

Services to Academic Organizations

Internal—

Arkansas State University:

Undergraduate Students Advising: *Approximately 20-25 students per semester*

Graduate and Undergraduate Honor Thesis (Number):

- **Thesis Director (2):**

Pimchanok Srijamlong, Completed in December 2011.
Title: *Informing the Public: An Examination of Government Press Releases during Political Turbulences in Thailand*

Mohammed Hassan Faqihi, Completed in August 2015
Title: *The Climate of Public Opinion in the Digital Age: Exploring the Impact of Social Media on Political Expression and Activeness in Saudi Arabia*

- **Thesis Committee Member (8):**

<i>Name</i>	<i>Completion Date</i>	<i>Name</i>	<i>Completion Date</i>
Alejandro De la Sen	May 2010	Husain Murad	August 2010
Farah Jallad	August 2011	Deepak Neupane	August 2011
Naheda Makhadmeh	August 2011	Ngozi Agwaziam	May 2012
Carly Welsh*	May 2013	Lijie Zhou	August 2013
Johnathan Reeves	August 2014		

*Undergraduate Honor Thesis

Directed Study/Special Topic (and Number):

- **Graduate Directed Study/Special Topic (8):**

<i>Name</i>	<i>Topic</i>	<i>Semester</i>
Brittany Noble	Leadership in News Management	Fall 2010 & Spring 2011
Tongyan Zhang	Media Celebrity and Materialism	Fall 2010
Sha Li	Google Usage of Chinese Adolescents	Spring 2011
Jui-Han Hung	Influences of Cosmeceutical Product Advertising	Spring 2011
Menghan Yang	Localism/Globalism in Taiwan's Film Marketing	Fall 2011
Victor Bonomi	Image of Venezuela in US Newspapers	Spring 2012
Zhiyuan Jiang	Online Gaming and Virtual Friendship	Fall 2013
Lijie Zhou	Meta-analysis of Online/Interactive Advertising	Spring 2014

- **Undergraduate Directed Study/Special Topic (2):**

Anne Tian	Global News Flow in China	Fall 2010
Shawn Smith	Cases Studies in Media Management	Spring 2011

University/College/Department Services:

- **University:**
Advisory Board of Create @ASTATE for Research Development (2011-Current)
- **College:**
Curriculum Assessment Committee for ACEJMC Accreditation (2012-2013)
Curriculum Development Committee (2013-Current)
Advisor of Undergraduate Research Association (2009-Current)
Graduate Program Committee (2009-2014)
Program/Curriculum Development for Online Master's Program in Media & Communication Management (2011-Current)
- **Department:**
Search Committee Chair for Strategic Communications Position (2013-2014)
Curriculum Representative for Strategic Communications Program (2013-Current)

External—

Ad Hoc Reviewer of Academic Journals:

- *Asian Journal of Communication (4 Manuscripts): Spring 2012 -Current*
- *China Media Research (1 Manuscript): Fall 2011-Current*
- *Electronic News (2 Manuscripts): Fall 2011-Current*
- *Howard Journal of Communications (1 Manuscript): Fall 2012- Current*

- *International Journal of Sport Communication* (1 Manuscript): Spring 2014-Current
- *Journal of Broadcasting & Electronic Media* (1 Manuscript): Fall 2012- Current
- *Journal of Media Psychology* (3 Manuscripts): Fall 2013-Current
- *Journal of Promotion Management* (1 Manuscript): Fall 2011-Current
- *Social Science Journal* (2 Manuscripts): Fall 2010-Current
- *Sociological Forum* (1 Manuscript): Fall 2014

Manuscript Reviewer for Academic Conferences:

- Chinese Communication Association of the 100th NCA Convention (3 manuscripts)
- Mass Communication Division of the 81st SSCA Convention (4 manuscripts)
- Information Systems Division of the 59th ICA Convention (6 Manuscripts)
- Chinese Communication Studies Division of the 94th NCA Convention (3 Manuscripts)
- Global Comm. & Social Changes Division of the 58th ICA Convention (2 Manuscripts)
- Ethnicity & Race in Comm. Interest Group of the 57th ICA Convention (2 Manuscripts)
- International & Intercultural Comm. Division of the 93rd NCA Convention (2 Manuscripts)

Invited Lectureship:

- *The University of Dayton: Best China Program, Summer 2011*
Topic: US Media and Popular Cultures
- *Shanghai Normal University: Communication Scholar Forum, Summer 2011*
Topic: New Direction in Mass Media Research

Academic Affiliations

- Association for Education in Journalism & Mass Communication (AEJMC)
- International Communication Association (ICA)
- Southern States Communication Association (SSCA)

Cost and Acquisition Program (referenced in # 9)

**** If new instructional resources required, please list these and their associated cost and acquisition program.**

Enter text...

Organizational Chart (referenced in # 12)

Include new program and where the proposed program will be housed (department/college).

College of Media & Communication

Graduate Studies Office

Agency / Board Approval Documentation
(referenced in # 13)

(education, nursing--initial approval required, health-professions, counseling, etc.)

Enter text...

Board of Trustees

Copy of Board of Trustees Meeting Agenda (referenced in # 14)

Must list proposed program

Enter text...

Documentation of Board of Trustees Approval (referenced in # 14)

Written documentation of program/unit approval

Enter text...

Written Notification to Other Institutions (referenced in # 15)

This should include a copy of written notification to other institutions in area of proposed program and responses

Enter text...

Institutional agreements/memorandum of understanding (MOU) (referenced in # 17)

If courses or academic support services will be provided by other institutions or organizations, include a copy of the signed MOU that outlines the responsibilities of each party and the effective dates of the agreement.

Enter text...

Code #

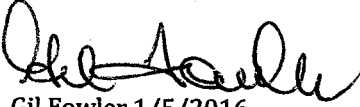
New Course Proposal Form


☐ **Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

☒ **Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

☒ **New Course** or ☐ **Experimental Course (1-time offering)** (Check one box)

Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.


Dr. Gil Fowler 1/5/2016
Department Curriculum Committee Chair


COPE Chair (if applicable)


ENTER DATE...


Department Chair:

ENTER DATE...


General Education Committee Chair (If applicable)

ENTER DATE...


College Curriculum Committee Chair

11/20/2015


Undergraduate Curriculum Council Chair

ENTER DATE...


Dr. Brad Rawlins 11/20/2015
College Dean


Graduate Curriculum Committee Chair

27/1/16
ENTER DATE...


Vice Chancellor for Academic Affairs

ENTER DATE...

1. Contact Person (Name, Email Address, Phone Number)

Gil Fowler, gfwler@astate.edu, 870-972-2078

2. Proposed Starting Term and Bulletin Year

Fall 2016

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9.)

CMAC 6463

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Media Management Applications CAPSTONE

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Discussion and application of MSMM program-provided content to address real-world media management situations. CAPSTONE course concludes with on-campus meeting where individual and group discussions are used to provide credible solutions to real-world situation.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

a. Are there any prerequisites? **Yes**

a. If yes, which ones?

Students should have taken or are currently taking their final course(s) within the Master of Science in Media Management degree program.

b. Why or why not?

Course will allow students to demonstrate their knowledge and understanding of what one has learned in the Master of Science in Media Management program. It is built upon knowledge of research, theories, and principles of media management.

b. Is this course restricted to a specific major? **Yes**

a. If yes, which major? **Restricted to those completing the Master of Science in Media Management degree program or Consent of Instructor.**

7. Course frequency (e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Enter text...

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture and On-campus activity

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

standard letter

10. Is this course dual listed (undergraduate/graduate)?

No

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

a. If yes, please list the prefix and course number of cross listed course.

Enter text...

b. Are these courses offered for equivalent credit? Choose an item.

Please explain. Enter text...

12. Is this course in support of a new program? **Yes**

a. If yes, what program?

Master of Science in Media Management degree program

13. Does this course replace a course being deleted? **No**

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course? **No**

a. If yes, which course?

Enter text...

15. Has it been confirmed that this course number is available for use? **Yes**

If no: Contact Registrar's Office for assistance.

16. Does this course affect another program? **No**

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

Course Details

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week # 1 – Introduction and Explanation of CAPSTONE class experience ... Review of Media Management foundation

Week #2 – Typical / Current Media Management Situation #1

Week #3 – Typical / Current Media Management Situation #2

Week #4 – Typical / Current Media Management Situation #3

Week #5 – Group Situation / Individual Group Assignments

Week #6 – Additional Up-Dated Information to Build into assignment

Week #7 – Preparation for Group Weekend Presentations ...

Week #8 -- Class will meet on campus one weekend for Presentations & Group Discussion

Enter text...

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Class will basically conclude with on-campus learning interaction activity

19. Department staffing and classroom/lab resources

Enter text...

a. Will this require additional faculty, supplies, etc.?

Enter text...

20. Does this course require course fees? **No**

If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.

Assessment

University Goals

21. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

a. ☒ Global Awareness

b. ☒ Thinking Critically

c. ☒ Using Technology

Program Goals

Prog Goal 1 - To apply theories of communications to problems of today

Prog Goal 2 - To apply principles of research to problems and issues in communication

Prog Goal 3 - To evaluate critically the role of media and their performance in a global, multicultural Environment

22. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Students enrolled in the Master of Science in Media Management degree program should know, understand and demonstrate how to apply the skills and concepts learned in the Media Management degree program to real world situations.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The College of Media and Communication has the mission of educating students to the broad reasoning ability and specialized skills expected by the organizations where most will seek employment or manage those who are working in organizations.

b. Student population served.

ASU Graduate Students.

c. Rationale for the level of the course (lower, upper, or graduate).

The course is designed to incorporate theoretical practice, learned skills, and principles of media management communication in today's environment. In-class assignments, homework and individual and group class project will be employed to foster and advance one's proficiency in these skills.

Course Goals

23. What is the intended program-level learning outcome for students enrolled in this course? Where does this course fit into an already existing program assessment process?

Code #

Bulletin / Banner Change Transmittal Form

☐ Undergraduate Curriculum Council Print 1 copy for signatures and save 1 electronic copy.

☒ Graduate Council - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu


 Department Curriculum Committee Chair


COPE Chair (if applicable)


 Department Chair:

General Education Committee Chair (If applicable)


 College Curriculum Committee Chair

Undergraduate Curriculum Council Chair


 College Dean


 Graduate Curriculum Committee Chair

Vice Chancellor for Academic Affairs

1.Contact Person (Name, Email Address, Phone Number)

Deborah Persell, dpersell@astate.edu, 8286

2.Proposed Change

Change grading in DPEM 665V Final Project Internship, DPEM 667V Final Project Research and DPEM 668V Final Project Thesis from letter grade to CR/NC.

3.Effective Date

Spring 2016

4.Justification - Please provide details as to why this change is necessary.

Due to an oversight on the part of the Graduate School and Graduate Council, DPEM 668V was originally approved as a letter grade course that was graded on a semester-by-semester basis. This will bring the DPEM's approach to the thesis in line with all other thesis programs on campus in that students enrolled in thesis hours will not receive credit for their thesis hours until the thesis has been defended. When the thesis defense is completed, an IP (In Progress) grade will convert to CR (Credit) or

Please note - any change to course number or course prefix should utilize the 'Course Deletion' form.


Bulletin Changes

Instructions

Please visit <http://www.astate.edu/a/registrar/students/bulletins/index.dot> and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.

***Please note:** Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.

- Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)
- New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).
- Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)

You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the 'format painter' icon →  Format Painter, and selecting the text you would like to apply the change to.

Please visit <https://youtu.be/yjdL2n4lZm4> for more detailed instructions.

NC (No Credit). DPEM 665V and DPEM 667V occupy a parallel place in the curriculum to DPEM 668V and so in the interest of consistency will use the same grading system.

Revised with the addition of program
outcomes, as requested in the 12/14/15
Graduate Council Meeting.

Code #

New Course Proposal Form

☐ **Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

☒ **Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

☒ **New Course** or ☐ **Experimental Course (1-time offering)** (Check one box)

Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.

11/20/2015
Department Curriculum Committee Chair

ENTER DATE...
COPE Chair (if applicable)

ENTER DATE...
Department Chair:

ENTER DATE...
General Education Committee Chair (If applicable)

11/20/2015
College Curriculum Committee Chair

ENTER DATE...
Undergraduate Curriculum Council Chair

11/20/2015
College Dean

2/11/16
Graduate Curriculum Committee Chair

ENTER DATE...
Vice Chancellor for Academic Affairs

1. Contact Person (Name, Email Address, Phone Number)
Gil Fowler, gfowler@astate.edu, 870-972-2078

2. Proposed Starting Term and Bulletin Year
Fall 2016

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9.)
MCOM 6423

Passed in 12/14/15 GC Meeting,
pending the addition of program outcomes

Signature
Bage

Code #

New Course Proposal Form

☐ Undergraduate Curriculum Council - Print 1 copy for signatures and save 1 electronic copy.

☒ Graduate Council - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

☒ New Course or ☐ Experimental Course (1-time offering) (Check one box)

Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.

 11/20/2015
Department Curriculum Committee Chair


 ENTER DATE...
COPE Chair (if applicable)

 ENTER DATE...
Department Chair:

 ENTER DATE...
General Education Committee Chair (If applicable)

 11/20/2015
College Curriculum Committee Chair

 ENTER DATE...
Undergraduate Curriculum Council Chair

 11/20/2015
College Dean

 6/1/16
ENTER DATE...
Graduate Curriculum Committee Chair

 ENTER DATE...
Vice Chancellor for Academic Affairs

1. Contact Person (Name, Email Address, Phone Number)
Gil Fowler, gflower@astate.edu, 870-972-2078

2. Proposed Starting Term and Bulletin Year
Fall 2016

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9.)
MCOM 6423

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Media Entrepreneurship

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Students will focus on development of entrepreneurial products by taking an idea from conception to production completion while practicing aspects of management, financing, and entrepreneurship. Students will address communication industry dilemmas that address creative product development.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

a. Are there any prerequisites? Choose an item.

a. If yes, which ones?

NO

b. Why or why not?

Enter text...

b. Is this course restricted to a specific major? **No**

a. If yes, which major? Enter text...

7. Course frequency (e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Enter text...

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

standard letter

10. Is this course dual listed (undergraduate/graduate)?

No

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

a. If yes, please list the prefix and course number of cross listed course.

Enter text...

b. Are these courses offered for equivalent credit? Choose an item.

Please explain. Enter text...

12. Is this course in support of a new program? **No**

a. If yes, what program?

13. Does this course replace a course being deleted? **No**

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course? **No**

a. If yes, which course?

15. Has it been confirmed that this course number is available for use? **Yes**

If no: Contact Registrar's Office for assistance.

16. Does this course affect another program? **No**

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

Course Details

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week #1 -- Conceptual Development

Recreating the media marketplace

Media Product Development – research, feasibility & distribution opportunities

Week #2 -- Entrepreneurial Mindset – characteristics of creation / professionalism

Integrating opportunity with society needs

Week #3 -- Pitching your plan / Critiquing the pitched idea

Week #4 -- Media audiences

Accessing Resources

Week #5 -- Media economics – making money

Networking w/public and private developers/investors

Creating your space for opportunity

Week #6 -- Laws of business ... taxes ... employees ... marketing

Week #7 -- Product creation ... budgeting money ... budgeting time ... workplace diversity and employment trends

Week #8 -- Product showcase ... product refinement

Enter text...

18. Special features (e.g. labs, exhibits, site visitations, etc.)

n/a

19. Department staffing and classroom/lab resources

Enter text...

a. Will this require additional faculty, supplies, etc.?

no

20. Does this course require course fees? **No**

If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.

Assessment

University Goals

21. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

a. ☒ Global Awareness

b. ☒ Thinking Critically

c. ☒ Using Technology

Program Goals

Prog Goal 1 - To apply theories of communications to problems of today --

Prog Goal 2 - To apply principles of research to problems and issues in communication

Prog Goal 3 - To evaluate critically the role of media and their performance in a global, multicultural environment

22. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Media entrepreneurship

The "media" in media entrepreneurship refers to traditional mass communications systems and content genres as well as other technologies for mediated human speech. This would include traditional publishing (newspapers, periodicals, books), traditional electronic media (radio and television via broadcasting, broadband, cable or satellite), motion pictures, videogaming, recorded music, advertising and public relations, etc. The entrepreneur is the principal source of economic development. He/she is an innovator, that individual who invents and then disseminates a "new combination" of inputs and processes to create new products and services, improve efficiencies, reduce costs or create new markets. The motivation for identifying and exploiting the opportunity is profit. These innovations are often superior to existing market offerings. Their flow from entrepreneurs to the market is the process of creative destruction, a force that reshapes market structures by eliminating any advantage or market power of incumbents. Once the entrepreneur's little organization matures, the thinking goes, it is merely a small business but it can grow. This is an option for tomorrow's media professionals.

Students should be able to understand, analyze and apply entrepreneurship after completing this class.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The College of Media and Communication has the mission of educating students to the broad reasoning ability and specialized skills expected by the organizations where most will seek employment or manage those who are working in organizations. This course adopts the perspective that individual effort and team building are critical components of communication. Tomorrow's marketplace will likely be much different from what was common in the late 1900s. Business people today often take different paths to selling and success. It takes many skills for a person to be successful today. Media entrepreneurship will likely play a major role in tomorrow's world.

c. Student population served.

ASU Graduate Students

d. Rationale for the level of the course (lower, upper, or graduate).

The course is designed to allow a student to participate as a team member for production of a media project involving an external client. Each student is also required to complete an individual media production project. The work is partially hands-on but also theoretical in nature as well. One must do more than just understand how the process works and its benefits. Product must be conceived, introduced and marketed per se. The level of understanding and

skills is beyond that of beginning reporter. In-class assignments, homework and class projects will be employed to foster and advance one's proficiency in these skills.

Course Goals

23. What is the intended program-level learning outcome for students enrolled in this course? Where does this course fit into an already existing program assessment process?

- * Be familiar with key concepts and theories related to entrepreneurship.
- * Be able to effectively apply course concepts to the development and promotion of new product or idea.
- * Be able to demonstrate the values and marketability of new product or idea.
- * Be familiar with the role of entrepreneurship.
- * Acquire a working knowledge of the place of entrepreneurship in a multi-media society.

24. Considering the indicated program-level learning outcome (in Box #24), please fill out the following table to develop a continuous improvement assessment process for this course.

For further assistance, please see the 'Expanded Instructions' document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.

PROGRAM OUTCOMES

Outcome 1	Graduates should be able to apply theories of communication to problems of today,
Assessment Measure	Comprehensive Exams, Thesis or Projects, and CAPSTONE class
Which courses are responsible for this outcome?	All classes
Assessment Timetable	Assessment will take place during the student's final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project, or in the CAPSTONE class for MSMM students.
Who is responsible for assessing and reporting on the results?	College Director of Graduate Study, College Graduate Advisory Committee, Members of Comprehensive Exam Committees, Thesis or Project Committees, or CAPSTONE course instructor as appropriate.

Outcome 2	Graduates should be able to apply the principles of research to problems and issues in communications,
Assessment Measure	Comprehensive Exams, Thesis or Projects, and CAPSTONE class
Which courses are responsible for this outcome?	All classes

Assessment Timetable	Assessment will take place during the student's final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project, or in the CAPSTONE class for MSMM students.
Who is responsible for assessing and reporting on the results?	College Director of Graduate Study, College Graduate Advisory Committee, Members of Comprehensive Exam Committees, Thesis or Project Committees, or CAPSTONE course instructor as appropriate.

Outcome 3	Graduates should be able to evaluate critically the role of media/communication and their performance in a global, multicultural environment.
Assessment Measure	Comprehensive Exams, Thesis or Projects, and CAPSTONE class
Which courses are responsible for this outcome?	All classes
Assessment Timetable	Assessment will take place during the student's final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project, or in the CAPSTONE class for MSMM students.
Who is responsible for assessing and reporting on the results?	College Director of Graduate Study, College Graduate Advisory Committee, Members of Comprehensive Exam Committees, Thesis or Project Committees, or CAPSTONE course instructor as appropriate.

COURSE OUTCOMES

Outcome 1	Be familiar with key concepts and theories related to entrepreneurship and its role in society.
Assessment Procedure Criterion	Please include direct and indirect assessment measure for outcome.
Which learning activities are responsible for this outcome?	Development of project or idea with legitimate applications In-class scenarios with class critiques Final class project Comp Exam or CAPSTONE experience
Assessment Timetable	Throughout the term of the course and in graduate program offerings
Who is responsible for assessing and reporting on the results?	Course instructor and comp exam graders

(Repeat if needed for additional outcomes)

Outcome 2	Be able to effectively apply course concepts to development and promotion of a new product or idea and be able to demonstrate the values and marketability of a new product idea.
Assessment	In-class scenarios with class critiques

Procedure Criterion	Final class project Comp Exam or CAPSTONE experience
Which learning activities are responsible for this outcome?	Development of project or idea with legitimate applications
Assessment Timetable	During the term the course is offered and in comps or CAPSTONE experience
Who is responsible for assessing and reporting on the results?	Course instructor and comp exam graders

25. High-Impact Activities (Check all that apply)

- ☒ Collaborative assignments
- ☐ Research with a faculty member
- ☒ Diversity/Global learning experience
- ☒ Service learning or community learning
- ☐ Study abroad
- ☐ Internship
- ☐ Capstone or senior culminating experience
- ☐ Other Explain:


Bulletin Changes

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Paste bulletin pages here...

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MCOM 6163. Applied Research in Mass Communications Guided research dealing with practical problems in mass communications. A primary outcome of the course will be a formal research paper acceptable for publication. Prerequisite: MCOM 6053.

MCOM 6303. Media, Heritage, and Cultural Identity Course analyzes various forms of media to better understand how media contributes to cultural identity and heritage.

MCOM 6423. Media Entrepreneurship Students will focus on development of entrepreneurial products by taking an idea from conception to production completion while practicing aspects of management, financing, and entrepreneurship. Students will address communication industry dilemmas that address creative product development.

MCOM 670V. Thesis

Revised 9/15/15

MCOM 671V. Project

MCOM 680V. Independent Study

Page 325

Revised with the addition of program
outcomes, as requested in the 12/14/15
Graduate Council Meeting.

Code #

New Course Proposal Form

☐ Undergraduate Curriculum Council - Print 1 copy for signatures and save 1 electronic copy.

☒ Graduate Council - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

☒ New Course or ☐ Experimental Course (1-time offering) (Check one box)

Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.

11/20/2015
Department Curriculum Committee Chair

ENTER DATE...
COPE Chair (if applicable)

ENTER DATE...
Department Chair:

ENTER DATE...
General Education Committee Chair (If applicable)

11/20/2015
College Curriculum Committee Chair

ENTER DATE...
Undergraduate Curriculum Council Chair

11/20/2015
College Dean

2/1/16
ENTER DATE...
Graduate Curriculum Committee Chair

ENTER DATE...
Vice Chancellor for Academic Affairs

1. Contact Person (Name, Email Address, Phone Number)
Gil Fowler, gfwler@astate.edu, 870-972-2078

2. Proposed Starting Term and Bulletin Year
Fall 2016

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9.)
MCOM 6433

Passed in 12/14/15 GC Meeting,
pending the addition of program outcomes

Signature
Page

Code # Enter text...

New Course Proposal Form

☐ Undergraduate Curriculum Council - Print 1 copy for signatures and save 1 electronic copy.

☒ Graduate Council - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

☒ New Course or ☐ Experimental Course (1-time offering) (Check one box)

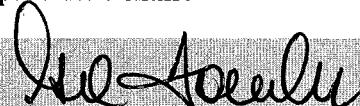
Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.

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COPE Chair (if applicable)

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Department Chair:


 ENTER DATE...
General Education Committee Chair (If applicable)

 11/20/2015
College Curriculum Committee Chair

 ENTER DATE...
Undergraduate Curriculum Council Chair

 11/20/2015
College Dean

 6/1/16
ENTER DATE...
Graduate Curriculum Committee Chair

 ENTER DATE...
Vice Chancellor for Academic Affairs

1. Contact Person (Name, Email Address, Phone Number)
Gil Fowler, gflower@astate.edu, 870-972-2078

2. Proposed Starting Term and Bulletin Year
Fall 2016

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9.)
MCOM 6433

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Media Programming Strategies

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Strategy and creative development of media offerings. Students will analyze a media market, develop programming options based on market data and initiate scheduling and promotion of such programming.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

a. Are there any prerequisites? Choose an item.

a. If yes, which ones?

NO

b. Why or why not?

Enter text...

b. Is this course restricted to a specific major? **No**

a. If yes, which major? Enter text...

7. Course frequency (e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Enter text...

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

standard letter

10. Is this course dual listed (undergraduate/graduate)?

No

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

a. If yes, please list the prefix and course number of cross listed course.

Enter text...

b. Are these courses offered for equivalent credit? Choose an item.

Please explain. Enter text...

12. Is this course in support of a new program? **No**

a. If yes, what program?

13. Does this course replace a course being deleted? **No**

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course? **No**

a. If yes, which course?

15. Has it been confirmed that this course number is available for use? **Yes**

If no: Contact Registrar's Office for assistance.

16. Does this course affect another program? **No**

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

Course Details

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week #1 -- Orientation to Media Market Strategies

Radio, TV and Newspaper examples of the "reach concept"
How Media Compliment Each Other

Week #2 -- Broadcast Concepts: OES, GRPs, TRPs

Working with Marketing Information Marketing, Media & Advertising
Marketing Plan vs Advertising Plan ... Definitions of Target Groups
Video and Audio Reports from Case Studies

Week #3 -- Program Needs Analysis

"Public Interest, Convenience & Necessity"

Week #4 -- Pitching Program Creation Ideas to Professor through digital drop box

Accessing Resources

Week #5 -- Creating Program Pro-Type ... Addressing Opportunities / Needs

Week #6 -- Distribution Strategies for Legacy Media

Distribution Strategies for Online Media

Week #7 -- Critiques of Prototypes

Week #8 -- Critiques of Prototypes (continued) and Final Exam

Practicing media managers must think strategically about program content that they deliver to their audiences as well as the competition in the marketplace. This course asks students to think outside the box to creatively meet the needs of the audiences they serve.

18. Special features (e.g. labs, exhibits, site visitations, etc.)

n/a

19. Department staffing and classroom/lab resources

Enter text...

a. Will this require additional faculty, supplies, etc.?

no

20. Does this course require course fees? No

If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.

Assessment

University Goals

21. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

a. ☒ Global Awareness

b. ☒ Thinking Critically

c. ☒ Using Technology

Program Goals

Prog Goal 1 – To apply theories of communications to problems of today --

Prog Goal 2 – To apply principles of research to problems and issues in communication

Prog Goal 3 – To evaluate critically the role of media and their performance in a global, multicultural environment

22. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Students will be able to understand, apply, analyze and create a strategy for media operations in their communities.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The College of Media and Communication has the mission of educating students to the broad reasoning ability and specialized skills expected by the organizations where most will seek employment or manage those who are working in organizations. This course covers the strategic and creative development of media programming. Students are asked to analyze a media market, develop a program for the market based on market data and initiate the scheduling and promotion of that programming in that market. Furthermore the student develops a web and mobile strategy for promoting the program. Distribution delivery tools are then addressed for maximum program coverage.

c. Student population served.

ASU Graduate Students

d. Rationale for the level of the course (lower, upper, or graduate).

The course is designed to allow a student to work in a media market beyond that of entry-level employees. They must understand and apply research and theory in the workplace. The level of understanding and skills is beyond that of beginning media people. In-class assignments, homework and class projects will be employed to foster and advance one's proficiency in these skills.

Course Goals

23. What is the intended program-level learning outcome for students enrolled in this course? Where does this course fit into an already existing program assessment process?

*** Students should be able to evaluate syndicated research, from the advertising and marketing area, and conduct original analysis of data through qualitative and quantitative research methodologies such as case studies, focus groups, interviews, and surveys, etc.**

* Students should be able to write program needs analysis documents and implement creative program development which meets the needs of both small or large audiences that are diverse in nature. Plans include strategies and justifications.

* Students should be able to employ the mathematical skills and statistics knowledge necessary to interpret and evaluate media audience research.

24. Considering the indicated program-level learning outcome (in Box #24), please fill out the following table to develop a continuous improvement assessment process for this course.

For further assistance, please see the 'Expanded Instructions' document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.

PROGRAM OUTCOMES

Outcome 1	Graduates should be able to apply theories of communication to problems of today,
Assessment Measure	Comprehensive Exams, Thesis or Projects, and CAPSTONE class
Which courses are responsible for this outcome?	All classes
Assessment Timetable	Assessment will take place during the student's final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project, or in the CAPSTONE class for MSMM students.
Who is responsible for assessing and reporting on the results?	College Director of Graduate Study, College Graduate Advisory Committee, Members of Comprehensive Exam Committees, Thesis or Project Committees, or CAPSTONE course instructor as appropriate.

Outcome 2	Graduates should be able to apply the principles of research to problems and issues in communications,
Assessment Measure	Comprehensive Exams, Thesis or Projects, and CAPSTONE class
Which courses are responsible for this outcome?	All classes
Assessment Timetable	Assessment will take place during the student's final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project, or in the CAPSTONE class for MSMM students.
Who is responsible for assessing and reporting on the results?	College Director of Graduate Study, College Graduate Advisory Committee, Members of Comprehensive Exam Committees, Thesis or Project Committees, or CAPSTONE course instructor as appropriate.

Outcome 3	Graduates should be able to evaluate critically the role of media/communication and their performance in a global, multicultural environment.
------------------	---

Assessment Measure	Comprehensive Exams, Thesis or Projects, and CAPSTONE class
Which courses are responsible for this outcome?	All classes
Assessment Timetable	Assessment will take place during the student's final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project, or in the CAPSTONE class for MSMM students.
Who is responsible for assessing and reporting on the results?	College Director of Graduate Study, College Graduate Advisory Committee, Members of Comprehensive Exam Committees, Thesis or Project Committees, or CAPSTONE course instructor as appropriate.

COURSE OUTCOMES

Outcome 1	* Students should be able to evaluate syndicated research, from the advertising and marketing area, and conduct original analysis of data through qualitative and quantitative research methodologies such as case studies, focus groups, interviews, and surveys, etc.
Assessment Procedure Criterion	In-class projects and exercises, Final Individual Project
Which learning activities are responsible for this outcome?	Development of project or idea with legitimate applications ... as well as in-class exercise examples
Assessment Timetable	Throughout the term of the course and in graduate program offerings
Who is responsible for assessing and reporting on the results?	Course instructor and comp exam or thesis graders

(Repeat if needed for additional outcomes)

Outcome 2	* Students should be able to write program needs analysis documents and implement creative program development which meets the needs of both small or large audiences that are diverse in nature. Plans include strategies and justifications.
Assessment Procedure Criterion	In-class projects and exercises, Final Individual Project
Which learning activities are responsible for this outcome?	Development of project or idea with legitimate applications ... as well as in-class exercise examples
Assessment Timetable	Throughout the term of the course and in graduate program offerings
Who is responsible for assessing and reporting on the results?	Course instructor and comp exam or thesis graders

Outcome 3	Students should be able to employ the mathematical skills and statistics knowledge necessary to interpret and evaluate media audience research.
Assessment Procedure Criterion	In-class projects and exercises, Final Individual Project
Which learning activities are responsible for this outcome?	Development of project or idea with legitimate applications ... as well as in-class exercise examples
Assessment Timetable	Throughout the term of the course and in graduate program offerings
Who is responsible for assessing and reporting on the results?	Course instructor and comp exam or thesis graders

25. High-Impact Activities (Check all that apply)

- ☒ Collaborative assignments
- ☐ Research with a faculty member
- ☒ Diversity/Global learning experience
- ☒ Service learning or community learning
- ☐ Study abroad
- ☐ Internship
- ☐ Capstone or senior culminating experience
- ☐ Other Explain:


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MCOM 6433 Media Programming Strategies Strategy and creative development of media offerings. Students will analyze a media market, develop programming options based on market data and initiate scheduling and promotion of such programming.

MCOM 670V. Thesis

MCOM 671V. Project

MCOM 680V. Independent Study


Amended with Revisions Requested in 12/14/2015 GC Meeting

Code #

Bulletin / Banner Change Transmittal Form

- ☐ Undergraduate Curriculum Council Print 1 copy for signatures and save 1 electronic copy.
- ☒ Graduate Council - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu


 12/17/2015
Department Curriculum Committee Chair

 ENTER DATE...
COPE Chair (if applicable)

 12/17/2015
Department Chair:

 ENTER DATE...
General Education Committee Chair (If applicable)

 ENTER DATE...
College Curriculum Committee Chair

 ENTER DATE...
Undergraduate Curriculum Council Chair

 ENTER DATE...
College Dean

 2/1/16
ENTER DATE...
Graduate Curriculum Committee Chair

 ENTER DATE...
Vice Chancellor for Academic Affairs

1. Contact Person (Name, Email Address, Phone Number)

Dr. Tracy Morrison
PO Box 910
State University, AR 72467
mmorrison@astate.edu
870-972-2274

2. Proposed Change

Change name of course OTD 5043 from Technology 1: Skills Training to Technology and Skills Training

3. Effective Date

12/1/2015

4. Justification - Please provide details as to why this change is necessary.

Name changed to better reflect overall curriculum, delivery of education and instructors expertise, as per ACOTE standards.

Please note - any change to course number or course prefix should utilize the 'Course Deletion' form.

Bulletin / Banner Change Transmittal Form

Signature
Page

☐ Undergraduate Curriculum Council☒ Graduate Council - Print 1 copy for

Returned in 12/14/15 GC Meeting, for clarification of changes in course sequence and number patterns and requested a unified proposal edu reflecting all the proposed changes.

Mary Tracy Morrison OTD R/L 11/9/2015
 Department Curriculum Committee Chair

ENTER DATE...
 COPE Chair (if applicable)

Mary Tracy Morrison OTD R/L 11/9/2015
 Department Chair:

ENTER DATE...
 General Education Committee Chair (If applicable)

W. Beason 11/10/15
 ENTER DATE...
 College Curriculum Committee Chair

ENTER DATE...
 Undergraduate Curriculum Council Chair

[Signature] 11/10/15
 ENTER DATE...
 College Dean

ENTER DATE...
 Graduate Curriculum Committee Chair

ENTER DATE...
 Vice Chancellor for Academic Affairs

1.Contact Person (Name, Email Address, Phone Number)

Dr. Tracy Morrison
 PO Box 910
 State University, AR 72467
mmorrison@astate.edu
 870-972-2274

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12/1/2015

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Occupational Therapy

Doctor of Occupational Therapy

University Requirements:	
See Graduate School Degree Policies for additional information (p. 36)	
Program Requirements:	
Fall, Year 1	Sem. Hrs.
OTD 5012. History of Occupational Science	2
OTD 5023. Pathology and Disease	3
OTD 5043. Technology I: Skills Training Technology and Skills Training	3
OTD 5092. Research I: Research in Occupational Science	2
OTD 6223 Gross Anatomy	
OTD 7113. Gross Anatomy	3
OTD 7213. Movement Science	3
Sub-total	16
Spring, Year 1	Sem. Hrs.
OTD 5073. Practice II: Occupational Science Practice 1 Pediatrics	3
OTD 5083. Technology II: Function	3
OTD 5101. Level I Fieldwork: Adults	4
OTD 5142. Research II: Descriptive Research	2
OTD 5183 Fundamentals of OT I	3
OTD 5201 Fieldwork: Pediatrics	1
OTD 7224. Neuroscience	4
Cognate Elective	3
Sub-total	16
Summer, Year 1	Sem. Hrs.
OTD 5123. Practice III: Pediatrics	3
OTD 5133. Technology III: Environment	3
OTD 5173 Practice II: Adolescents and Adulthood	3

Please note - any change to course number or course prefix should utilize the 'Course Deletion' form.

OTD 5283 Fundamentals of OT II	3
OTD 6182. Research III: Experimental Research	2
Sub-total	8
Fall, Year 2	Sem. Hrs.
OTD 5151. Level I Fieldwork: Pediatrics	1
OTD 6164. Practice IV. III: Aging Adults	4
OTD 6173. Technology IV: Electronic Communication	3
OTD 6183 Fundamentals of OT III	3
OTD 6191. Level I Fieldwork: Aging Adults	1
OTD 6222. Research IV: Qualitative Research	2
Cognate Elective	3
Sub-total	14
Spring, Year 2	Sem. Hrs.
OTD 6103 Practice IV: Psychosocial	3
OTD 6203. Practice V: Health & Wellness	3
OTD 6213. Technology V: Informatics	3
OTD 6231. Level I Fieldwork: Interprofessional Practice	1
OTD 6243. Professional Practice Seminar	3
OTD 6283 Fundamentals of OT IV	3
Cognate Elective	3
Sub-total	13

OTD 5023. Pathology and Disease Provides an overview of clinical conditions commonly seen in the practice of occupational therapy across the lifespan. Students will learn disease epidemiology, signs, symptoms, pathophysiology, psychopathy, disease course and prognosis. Prerequisite, Admission to the OTD Program. Summer.

OTD 5043. Technology I: Skills Training Technology and Skills Training First in a series of courses on the domain of technology related to OT practice. Fundamental skills for OT practice across the lifespan will be covered. Prerequisite, Admission to the OTD Program. Summer.

OTD 5073. Practice II: Occupational Science Practice 1: Pediatrics Types of reasoning used by occupational therapists is summarized. The progression from novice to expert reasoning is delineated. Prerequisite, Admission to the OTD Program. Fall.

OTD 5083. Technology II: Function Overview of the broad spectrum of technology in occupational therapy related to mobility in the community, at home, in the workplace; use of adaptive equipment to facilitate such mobility and various forms of splinting are covered. Prerequisite, Admission to the OTD Program. Fall.

OTD 5183 First in a series of courses focused on the development of practical skills fundamental to best practice. Topics including clinical documentation and the administration of evidenced-based assessments and interventions will be introduced to students in Fundamentals I.

OTD 5092. Research I: Research in Occupational Science The most commonly used theories in occupational therapy practice will be covered and compared. The relationship of tests, measurements and other data for the purpose of establishing or delivering evidence based practice or theory development will be covered. Prerequisite, Admission to the OTD Program. Fall.

OTD 5101. Level I Fieldwork: Adults Integrate and apply knowledge in a clinical setting. Level I experiences will relate to occupational therapy service delivery for adults. Will be under the supervision of related professionals in a variety of practice environments to enhance student understanding. Prerequisite, Admission to the OTD Program. Fall.

OTD 5123. Practice III: Pediatrics Focus on types of reasoning used by OTs is continued with pediatric focus. In addition to the clinical reasoning domains investigated in occupational therapy (procedural, conditional interactive), the pervasive use of narrative reasoning across society will be delineated. Prerequisite, Admission to the OTD Program. Spring.

OTD 5133. Technology III: Environment Designed around the use of technology and documentation of OT services. Focus on adaption of the environment for given disabilities or limitations, explore the process of adaptation, and build upon the principles of universal design for adaptive processes. Prerequisite, Admission to the OTD Program. Spring.

OTD 5142. Research II: Descriptive Research Provides the entry level therapist with the skills necessary for practice. Class will have both didactic and application components. A primary focus will be on descriptive research. Prerequisite, Admission to the OTD Program. Spring.

OTD 5151. Level I Fieldwork: Pediatrics Fieldwork to integrate and apply knowledge and understanding from coursework in a real life setting. Experiences related to OT service delivery in pediatric setting or pediatrics related organizations. Prerequisite, Admission to the OTD Program. Spring.

OTD 5201 Fieldwork: Pediatrics Clinical fieldwork experience will introduce students to occupational therapy services for children (birth-13th years of age). This course requires supervision from a licensed occupational therapist

and will include learning in pediatric clinical setting to develop the learner's observational skills and analytical processing.

OTD 6164. Practice IV: Aging Adults Designed around the core of OT "occupation based practice." Focus on types of reasoning used by OTs continues. Also focuses on aging adults, building from previous coursework in pediatrics, adults and clinical reasoning. Geriatrics will also be covered. Prerequisite, Admission to the OTD Program. Summer.

OTD 6173. Technology IV: Electronic Communication This is the fourth in a sequence of courses designed around the use of technology in the practice and documentation of occupational therapy services. Internet/Software resources used for person- task-environment to enhance transactions will be explored. Prerequisite, Admission to the OTD Program. Summer.

OTD 6182. Research III: Experimental Research Provides the entry level occupational therapist with the skills necessary for research practice. The class will have both didactic and application components. A primary focus will be on experimental research. Prerequisite, Admission to the OTD Program. Summer.


OTD 6191. Level I Fieldwork: Aging Adults Level I fieldwork is essential for allowing the students to integrate and apply knowledge and understanding from coursework. This fieldwork will focus upon aging adults. Experiences are integral to the curricular design and support didactic and lab courses. Prerequisites, Admission to the OTD Program. Summer.


Amended with Revisions Requested in 12/14/2015 GC Meeting


Code #

Bulletin / Banner Change Transmittal Form


- ☐ Undergraduate Curriculum Council Print 1 copy for signatures and save 1 electronic copy.
- ☒ Graduate Council - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

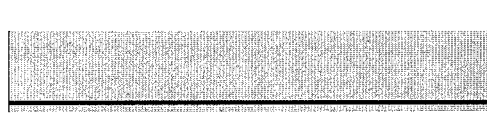
 1/14/2016
Department Curriculum Committee Chair

 ENTER DATE...
COPE Chair (if applicable)

 1/14/2016
Department Chair:

 ENTER DATE...
General Education Committee Chair (If applicable)

 1/19/16
College Curriculum Committee Chair

 ENTER DATE...
Undergraduate Curriculum Council Chair

 ENTER DATE...
College Dean

 2/7/16
Graduate Curriculum Committee Chair

 ENTER DATE...
Vice Chancellor for Academic Affairs

1.Contact Person (Name, Email Address, Phone Number)

Dr. Tracy Morrison
PO Box 910
State University, AR 72467
mmorrison@astate.edu
870-972-2274

2.Proposed Change

Change title of OTD 5073 from Practice 2: Occupational Science to Practice 1: Pediatrics. Change of course description to reflect change in practice setting.

3.Effective Date

12/1/2015

4.Justification - Please provide details as to why this change is necessary.

Name changed to better reflect overall curriculum, delivery of education and instructors expertise, as per ACOTE standards.

Please note - any change to course number or course prefix should utilize the 'Course Deletion' form.


Bulletin Changes

Instructions

Please visit <http://www.astate.edu/a/registrar/students/bulletins/index.dot> and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.

***Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**

- Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)
- New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).
- Any new courses should be listed in blue bold italics using enlarged font (*blue bold italics using enlarged font*)

You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the 'format painter' icon →  **Format Painter**, and selecting the text you would like to apply the change to.

Please visit <https://youtu.be/yjdL2n4lZm4> for more detailed instructions.

From page 200 of graduate bulletin:

Occupational Therapy

Doctor of Occupational Therapy

University Requirements:	
See Graduate School Degree Policies for additional information (p. 36)	
Program Requirements:	
Fall, Year 1	Sem. Hrs.
OTD 5012, History of Occupational Science	2
OTD 5023, Pathology and Disease	3
OTD 5043, Technology I: Skills Training	3
OTD 5092, Research I: Research in Occupational Science	2
OTD 7113, Gross Anatomy	3
OTD 7213, Movement Science	3
Sub-total	16
Spring, Year 1	Sem. Hrs.
OTD 5073, Practice II: Occupational Science – Practice 1 Pediatrics	3
OTD 5083, Technology II: Function	3
OTD 5101, Level I Fieldwork: Adults	1
OTD 5142, Research II: Descriptive Research	2
OTD 7224, Neuroscience	4
Cognate Elective	3

Please note – any change to course number or course prefix should utilize the 'Course Deletion' form.

Sub-total	16
Summer, Year 1	Sem. Hrs.
OTD 5123, Practice III: Pediatrics	3
OTD 5133, Technology III: Environment	3
OTD 6182, Research III: Experimental Research	2
Sub-total	8
Fall, Year 2	Sem. Hrs.
OTD 5151, Level I Fieldwork: Pediatrics	1
OTD 6164, Practice IV: Aging Adults	4
OTD 6173, Technology IV: Electronic Communication	3
OTD 6191, Level I Fieldwork: Aging Adults	1
OTD 6222, Research IV: Qualitative Research	2
Cognate Elective	3
Sub-total	14
Spring, Year 2	Sem. Hrs.
OTD 6203, Practice V: Health & Wellness	3
OTD 6213, Technology V: Informatics	3
OTD 6231, Level I Fieldwork: Interprofessional Practice	1
OTD 6243, Professional Practice Seminar	3
Cognate Elective	3
Sub-total	13

From Page 339 of Graduate Bulletin:

OTD 5023. Pathology and Disease Provides an overview of clinical conditions commonly seen in the practice of occupational therapy across the lifespan. Students will learn disease epidemiology, signs, symptoms, pathophysiology, psychopathy, disease course and prognosis. Prerequisite, Admission to the OTD Program. Summer.

OTD 5043. Technology I: Skills Training First in a series of courses on the domain of technology related to OT practice. Fundamental skills for OT practice across the lifespan will be covered. Prerequisite, Admission to the OTD Program. Summer.

OTD 5073. Practice II: Occupational Science Practice 1: Pediatrics ~~Types of reasoning used by occupational therapists is summarized. The progression from novice to expert reasoning is delineated.~~ This course introduces learners to pediatric occupational therapy with a primary focus on the occupational therapy process. Students will learn about the developing child from birth-12 years old and pediatric occupational therapy practices. Prerequisite, Admission to the OTD Program. Fall.

OTD 5083. Technology II: Function Overview of the broad spectrum of technology in occupational therapy related to mobility in the community, at home, in the workplace; use of adaptive equipment to facilitate such mobility and various forms of splinting are covered. Prerequisite, Admission to the OTD Program. Fall.

OTD 5092. Research I: Research in Occupational Science The most commonly used theories in occupational therapy practice will be covered and compared. The relationship of tests, measurements and other data for the purpose of establishing or delivering evidence based practice or theory development will be covered. Prerequisite, Admission to the OTD Program. Fall.

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Please note – any change to course number or course prefix should utilize the 'Course Deletion' form.

Spring.

OTD 5151. Level I Fieldwork: Pediatrics Fieldwork to integrate and apply knowledge and understanding from coursework in a real life setting. Experiences related to OT service delivery in pediatric setting or pediatrics related organizations. Prerequisite, Admission to the OTD Program. Spring.

OTD 6164. Practice IV: Aging Adults Designed around the core of OT "occupation based practice." Focus on types of reasoning used by OTs continues. Also focuses on aging adults, building from previous coursework in pediatrics, adults and clinical reasoning. Geriatrics will also be covered. Prerequisite, Admission to the OTD Program. Summer.

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OTD 6191. Level I Fieldwork: Aging Adults Level I fieldwork is essential for allowing the students to integrate and apply knowledge and understanding from coursework. This fieldwork will focus upon aging adults. Experiences are integral to the curricular design and support didactic and lab courses. Prerequisites, Admission to the OTD Program. Summer.

Proposal was submitted but was overlooked in the 12/14/15 Graduate Council Meeting

The Proposal was then reviewed & approved by GC email vote on 12/15/15 and was forwarded to Jesse on 01/05/16)

New Course Proposal Form

☐ Undergraduate Curriculum Council - Print 1 copy for signatures and save 1 electronic copy.

☒ Graduate Council - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

☒ New Course or ☐ Experimental Course (1-time offering) (Check one box)

Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.

ENTER DATE...
Department Curriculum Committee Chair

ENTER DATE...
COPE Chair (if applicable)


ENTER DATE...
Department Chair:

ENTER DATE...
General Education Committee Chair (If applicable)

ENTER DATE...
College Curriculum Committee Chair

ENTER DATE...
Undergraduate Curriculum Council Chair

ENTER DATE...
College Dean


27/1/16
ENTER DATE...
Graduate Curriculum Committee Chair

ENTER DATE...
Vice Chancellor for Academic Affairs

1. Contact Person (Name, Email Address, Phone Number)
M. Tracy Morrison, mmorrison@astate.edu, 870-972-2274

2. Proposed Starting Term and Bulletin Year
Spring 2016

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9.)

OTD 7224

New Course Proposal Form

☐ Undergraduate Curriculum Council - Print 1 copy for signatures and save 1 electronic copy.☒ Graduate Council - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu☒ New Course or ☐ Experimental Course (1-time offering) (Check one box)

Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.

M. Tracy Morrison OTD R/- 11/3/2015
 Department Curriculum Committee Chair

ENTER DATE...
 COPE Chair (if applicable)

M. Tracy Morrison OTD R/- 11/3/2015
 Department Chair:

ENTER DATE...
 General Education Committee Chair (If applicable)

Angela Schmitt 11/5/15
 College Curriculum Committee Chair

ENTER DATE...
 Undergraduate Curriculum Council Chair

Elc 11/5/15
 College Dean

Shaun Hale 11/5/15
 Graduate Curriculum Committee Chair

ENTER DATE...
 Vice Chancellor for Academic Affairs

1. Contact Person (Name, Email Address, Phone Number)
 M. Tracy Morrison, mmorrison@astate.edu, 870-972-2274

2. Proposed Starting Term and Bulletin Year
 Spring 2016

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9.)
 OTD 7224

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Neuroscience

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Analysis of the structure and function of the human nervous system for occupational therapy majors. Prerequisite, Admission to the OTD Program. Spring.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

- a. Are there any prerequisites? Yes
 - a. If yes, which ones?
Admission to the OTD program.
 - b. Why or why not?
Selective admissions process
- b. Is this course restricted to a specific major? Yes
 - a. If yes, which major? Occupational therapy

7. Course frequency (e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*
Spring

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.
Lecture

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?
standard

10. Is this course dual listed (undergraduate/graduate)?
No

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)
Yes

- a. If yes, please list the prefix and course number of cross listed course.
PT 7224
- b. Are these courses offered for equivalent credit? Yes

Enter text...

12. Is this course in support of a new program? Yes
a. If yes, what program?

Occupational Therapy Doctorate Program

13. Does this course replace a course being deleted? No

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course? No

a. If yes, which course?

Enter text...

15. Has it been confirmed that this course number is available for use? Yes

If no: Contact Registrar's Office for assistance.

16. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Course Details

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week 1 Chapter 1: Introduction to neuroscience
Chapter 2: Physical and electrical properties of cells in the nervous system
Week 2 Chapter 2: Physical and electrical properties of cells in the nervous system
Chapter 3: Synapses and synaptic transmission

Week 3 Chapter 4: Neuroplasticity
Chapter 5: Development of the nervous system

Week 4 Chapter 18: Blood supply and CSF
Review

Week 5 **Exam Week**

Week 6 Chapter 6: Somatosensory system
Chapter 7: Somatosensation – Clinical application

Week 7 Chapter 7: Somatosensation – Clinical application
Chapter 8: Autonomic nervous system

Week 8 Chapter 9: Motor system

Week 9 Chapter 10: Basal ganglia, cerebellum, and movement
Chapter 11: Peripheral nervous system
Review

Week 10 **Exam Week**

Week 11 Chapter 12: Spinal region
Chapter 13: Cranial nerves

Week 12 Chapter 14: Brain stem region

Week 13 Chapter 15: Vestibular & visual systems

Week 14 Chapter 16: Cerebrum
Chapter 17: Cerebrum – Clinical applications

Week 15 **Exam Week**

Enter text...

18. Special features (e.g. labs, exhibits, site visitations, etc.)
Pediatric Clinics, Behavioral Clinics, Geriatric Clinics

19. Department staffing and classroom/lab resources
Dr. Mohammad Ahkter, Dr. M. Tracy Morrison; Lecture hall
a. Will this require additional faculty, supplies, etc.?

No; Current faculty have expertise to cover the course content

20. Does this course require course fees? No

If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.

Course Justification

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Accreditation standards require students to critically examine and treat individuals with neurological disorders using evidence based research.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

Neuroscience is a foundational science for occupational therapy. Foundational knowledge about neuroscience is woven throughout the OT doctorate curriculum. By the end of the OT doctoral studies students are expected to apply foundational neuroscience knowledge through the creation of interventions for individuals experiencing disability due to disease or injury to the central nervous system. The Accreditation Council for Occupational Therapy (ACOTE) list the following standards: B.1.1 Demonstrate knowledge and understanding of the structure and function of the human body to include the biological and physical sciences. Course content must include, but is not limited to, biology, anatomy, physiology, neuroscience, and kinesiology or biomechanics; B.2.2 Explain the meaning and dynamics of occupation and activity, including the interaction of areas of occupation, performance skills, performance patterns, activity demands, context(s) and environments, and client factors. ; B.2.6Analyze the effects of heritable diseases, genetic conditions, disability, trauma, and injury to the physical and mental health and occupational performance of the individual. B.2.9 Express support for the quality of life, well-being, and occupation of the individual, group, or population to promote physical and mental health and prevention of injury and disease considering the context (e.g., cultural, personal, temporal, virtual) and environment; B. 4.4. Evaluate client(s)' occupational performance in activities of daily living (ADLs), instrumental activities of daily living (IADLs), education, work, play, rest, sleep, leisure, and social participation.

c. Student population served.

Occupational Therapy Doctorate Students

d. Rationale for the level of the course (lower, upper, or graduate).

Graduate course required for accrediting body for the Doctoral Degree.

Assessment

University Outcomes

22. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

a. ☐ Global Awareness

b. ☒ Thinking Critically

c. ☐ Information Literacy

Relationship with Current Program-Level Assessment Process

23. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

Students will synthesize knowledge to examine, assess and treat individuals with neurological disorders.

24. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program's continuous improvement assessment process.

For further assistance, please see the 'Expanded Instructions' document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.

Program-Level Outcome 1 (from question #23)	Students will synthesize knowledge to examine, assess and treat individuals with neurological disorders.
Assessment Measure	Assessed at the end of the Neuroscience course in a capstone case study assignment
Assessment Timetable	Spring
Who is responsible for assessing and reporting on the results?	Dr. Mohammad Ahkter and Dr. M. Tracy Morrison

(Repeat if this new course will support additional program-level outcomes)

Course-Level Outcomes

25. What are the course-level outcomes for students enrolled in this course and the assessment measures and benchmarks for student-learning success?

Outcome 1	Students differentiate between signs and symptoms for a given case study to determine a diagnosis and treatment plan for a patient with a neurological condition.
Which learning activities are responsible for this outcome?	Lecture, Discussion and Case study
Assessment Measure and Benchmark	Case Study Rubric;

(Repeat if needed for additional outcomes)


Bulletin Changes

Instructions

Please visit <http://www.astate.edu/a/registrar/students/bulletins/index.dot> and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.

*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.

- Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)
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Please visit <https://youtu.be/yjdL2n4lZm4> for more detailed instructions.

From Page 340

OTD 6203. Practice V: Health & Wellness Designed around the core of occupational therapy "occupation based practice," this course will focus on health and wellness and how the use of occupation can prevent injury, disease, malaise and maintain function. Prerequisite, Admission to the OTD Program. Fall.

OTD 6213. Technology V: Informatics Course is designed around the use of technology in the practice and documentation of occupational therapy services. Management of databases provide support for OT Research. Prerequisite, Admission to the OTD Program. Fall.

OTD 6222. Research IV: Qualitative Research Course continues sequence of research and scholarship classes designed for OT practice and scholarship. Focus will be on qualitative research. Prerequisite, Admission to the OTD Program. Spring.

OTD 6231. Level I Fieldwork: Interprofessional Practice Level I fieldwork is essential for allowing the students to integrate and apply knowledge and understanding from coursework. This fieldwork will focus on interprofessional practice in many clinical and community based settings. Prerequisite, Admission to the OTD Program. Fall.

OTD 6243. Professional Practice Seminar This is a professional practice seminar designed to develop a student regarding professional values, professional demeanor, professional writing and communication and professional service. It sets the stage for lifelong learning in which an occupational therapist must engage. Prerequisite, Admission to the OTD Program. Fall.

OTD 625V. Level II Fieldwork Level 2 fieldwork allows students to practice skills in various health care environments. Students are responsible for all aspects of OT service delivery. Prerequisite, Admission to the OTD Program. Spring.

OTD 720V. Level II Fieldwork Level 2 fieldwork allows students to practice skills in various health care environments. Students are responsible for all aspects of occupational therapy service delivery. Prerequisite, Admission to the OTD Program. Summer.

OTD 7113. Gross Anatomy Study of the structure and function of the human limbs, spine, head and neck; regional description with emphasis on the muscular, skeletal, nervous, and vascular systems of the limbs and spine. Restricted to Occupational Therapy Doctorate majors.

OTD 7213. Movement Science Anatomical and biomechanical analysis of normal and abnormal human motion, including posture and gait, and their implications for therapists will be covered. Restricted to Occupational Therapy Doctorate majors.

OTD 7222. Research V: Scholarship of Application Provides the entry level occupational therapist with skills necessary for practice and scholarship. The class will have both didactic and application components. A primary focus will be on lifelong learning of the occupational therapist for professional development. Prerequisite, Admission to the OTD Program. Fall.

OTD 7223. Practice VI: Population Health Course designed around the core of occupational therapy, "occupation-based practice" with an emphasis on a public health framework with population-based interventions. Prerequisite, Admission to the OTD Program. Fall.

OTD 7224. Neuroscience Analysis of the structure and function of the human nervous system for ~~physical~~ occupational therapy majors. Prerequisite, Admission to the OTD Program. Spring.

OTD 7232. Advocacy and Leadership Course provides a summary review of the most recent literature and trends in areas of advocacy, leadership and management. This course will assist in preparation for these roles in the professional environment. Prerequisite, Admission to the OTD Program. Fall.

OTD 7242. Development & Assessment Provides an overview of the area of development and assessment as it relates to program, personal and professional development. The program may relate to many content areas such as occupational therapy services, societal change and strategic planning. Prerequisite, Admission to the OTD Program. Fall.

OTD 7252. Health Care Delivery Systems Provides an overview of the area of development and assessment as it relates to program, personal and professional development. The program may relate to many content areas such as occupational therapy services, societal change and strategic planning. Prerequisite, Admission to the OTD Program. Fall.

Revised with the changes to the program level outcomes, as requested in the 12/14/15 Graduate Council Meeting.

Code #

New Course Proposal Form

- ☐ **Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.
- ☒ **Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

☒ **New Course** or ☐ **Experimental Course (1-time offering)** (Check one box)

Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.

11/20/2015
Department Curriculum Committee Chair

ENTER DATE...
Department Chair:

11/20/2015
College Curriculum Committee Chair

11/20/2015
College Dean

ENTER DATE...
COPE Chair (if applicable)

ENTER DATE...
General Education Committee Chair (If applicable)

ENTER DATE...
Undergraduate Curriculum Council Chair

27/1/16
Graduate Curriculum Committee Chair

ENTER DATE...
Vice Chancellor for Academic Affairs

1. Contact Person (Name, Email Address, Phone Number)
 Gil Fowler, gfowler@astate.edu, 870-972-2078

2. Proposed Starting Term and Bulletin Year
 Fall 2016

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9.)
 SCOM 6413

Passed in 12/14/15 GC Meeting,
pending changes to the program
level outcomes

Signature
Page

Code # Enter text...


New Course Proposal Form


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 ENTER DATE...
COPE Chair (if applicable)

 ENTER DATE...
Department Chair:

 ENTER DATE...
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 11/20/2015
College Curriculum Committee Chair

 ENTER DATE...
Undergraduate Curriculum Council Chair

 11/20/2015
College Dean

 8/1/16
ENTER DATE...
Graduate Curriculum Committee Chair

 ENTER DATE...
Vice Chancellor for Academic Affairs

1. Contact Person (Name, Email Address, Phone Number)
Gil Fowler, gfwler@astate.edu, 870-972-2078

2. Proposed Starting Term and Bulletin Year
Fall 2016

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9.)
SCOM 6413

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Organizational and Intercultural Communication

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Course will introduce students to intercultural communication and function of organization communication in the workplace, addressing how effective communication within organizations affects business and how to advance intercultural skills while being aware of different world views.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

- a. Are there any prerequisites? **No**
 - a. If yes, which ones?
 - b. Why or why not?
- b. Is this course restricted to a specific major? **No**
 - a. If yes, which major?

7. Course frequency (e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

standard letter

10. Is this course dual listed (undergraduate/graduate)?

No

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

- a. If yes, please list the prefix and course number of cross listed course.
- b. Are these courses offered for equivalent credit? Choose an item.
Please explain.

12. Is this course in support of a new program? **No**

- a. If yes, what program?

13. Does this course replace a course being deleted? **No**

- a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course? **No**

- a. If yes, which course?

Enter text...

15. Has it been confirmed that this course number is available for use? **Yes**

If no: Contact Registrar's Office for assistance.

16. Does this course affect another program? **No**

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

Course Details

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

**Week #1 -- Theory in Organizational Communication and Ethics and Morality,
Civic Engagement: What and why?**

Week #2 -- Relational Strategies for Organizing

Week #3 -- Organizations as Cultures

Week #4 -- Feminist Approaches to Organizational Communication

Week #5 -- Culture and Communication (*cultural values, beliefs and attitudes*)

Week #6 -- World View/ Communication is Organization – Structuration Approach

Week #7 -- Leadership Development

Week #8 -- Globalization and Communication Issues in the Workplace

Enter text...

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Enter text...

19. Department staffing and classroom/lab resources

Enter text...

a. Will this require additional faculty, supplies, etc.?

Enter text...

20. Does this course require course fees? **No**

If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.

Assessment

University Goals

21. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

- | | | |
|--|--|--|
| a. <input type="checkbox"/> Global Awareness | b. <input checked="" type="checkbox"/> Thinking Critically | c. <input type="checkbox"/> Using Technology |
|--|--|--|

Program Goals

Prog Goal 1 - To apply theories of communications to problems of today

Prog Goal 2 - To apply principles of research to problems and issues in communication

Prog Goal 3 - To evaluate critically the role of media and their performance in a global, multicultural environment

22. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

- * Be familiar with key concepts and theories related to intercultural communication.
- * Be able to effectively apply course concepts to analyze and understand examples of intercultural communication.
- * Be able to demonstrate the ability to effectively offer suggestions for effectively engaging communication across cultures.
- * Demonstrate in writing the constitutive role of power and language in intercultural contexts.
- * Be familiar with the role of intercultural communication in business models.
- * Acquire a working knowledge of organizational communication as it relates to business.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The College of Media and Communication has the mission of educating students to the broad reasoning ability and specialized skills expected by the organizations where most will seek employment or manage those who are working in organizations. This course adopts the perspective that cultures may be distinguished by communication. Rather than merely considering cultures by geographic boundaries we understand the possibility that many cultures may exist within a geographic region. This course fulfills a central aspect of the department's mission by providing students with the ability and skills to function in today's multi-cultural media environment.

c. Student population served.

ASU Graduate Students

d. Rationale for the level of the course (lower, upper, or graduate).

The course is designed to incorporate theoretical practice, learned skills, and principles of communication into the context of organizational systems. It also goes beyond simply understanding that people from different cultures communicate differently to consider how communication may be used as a form of power for cultures to exert control

over others. In-class assignments, homework and class projects will be employed to foster and advance one's proficiency in these skills. The course will cover advanced theory and practice for understanding how intercultural communication is used as a means to further advance business practices in organizations.

Course Goals

23. What is the intended program-level learning outcome for students enrolled in this course? Where does this course fit into an already existing program assessment process?

Students will have a working knowledge of intercultural and organizational communication. The course is designed to incorporate theoretical practice, learned skills, and principles of communication into the context of organizational systems and intercultural world views. The course will cover the major areas of concern for those working in organizations.

24. Considering the indicated program-level learning outcome (in Box #24), please fill out the following table to develop a continuous improvement assessment process for this course.

For further assistance, please see the 'Expanded Instructions' document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.

PROGRAM OUTCOMES

Outcome 1	Graduates should be able to apply theories of communication to problems of today,
Assessment Measure	Comprehensive Exams, Thesis or Projects, and CAPSTONE class
Which courses are responsible for this outcome?	All classes
Assessment Timetable	Assessment will take place during the student's final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project, or in the CAPSTONE class for MSMM students.
Who is responsible for assessing and reporting on the results?	College Director of Graduate Study, College Graduate Advisory Committee, Members of Comprehensive Exam Committees, Thesis or Project Committees, or CAPSTONE course instructor as appropriate.

Outcome 2	Graduates should be able to apply the principles of research to problems and issues in communications,
Assessment Measure	Comprehensive Exams, Thesis or Projects, and CAPSTONE class
Which courses are responsible for this outcome?	All classes
Assessment Timetable	Assessment will take place during the student's final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project, or in the CAPSTONE class for MSMM students.
Who is responsible for	College Director of Graduate Study, College Graduate Advisory Committee,

assessing and reporting on the results?

Members of Comprehensive Exam Committees, Thesis or Project Committees, or CAPSTONE course instructor as appropriate.

Outcome 3	Graduates should be able to evaluate critically the role of media/communication and their performance in a global, multicultural environment.
Assessment Measure	Comprehensive Exams, Thesis or Projects, and CAPSTONE class
Which courses are responsible for this outcome?	All classes
Assessment Timetable	Assessment will take place during the student's final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project, or in the CAPSTONE class for MSMM students.
Who is responsible for assessing and reporting on the results?	College Director of Graduate Study, College Graduate Advisory Committee, Members of Comprehensive Exam Committees, Thesis or Project Committees, or CAPSTONE course instructor as appropriate.

COURSE OUTCOMES

Outcome 1	Students will be able to provide in-depth exposure to organizational communication theory and research.
Assessment Procedure Criterion	Final project, class discussions, comps or CAPSTONE experience
Which learning activities are responsible for this outcome?	In-class scenarios Final Exam
Assessment Timetable	Throughout the term of the course and in graduate program offerings
Who is responsible for assessing and reporting on the results?	Course instructor

(Repeat if needed for additional outcomes)

Outcome 2	Students will understand the application of theory to organizations and employees.
Assessment Procedure Criterion	Final project, class discussions, comps or CAPSTONE experience
Which learning activities are	In-class scenarios Final Exam

responsible for this outcome?	
Assessment Timetable	Throughout the term of the course and in other graduate program offerings
Who is responsible for assessing and reporting on the results?	Course instructor

Outcome 3	Students will be able to apply and understand communication concepts, models, and theories using multiple perspectives.
Assessment Procedure Criterion	Students will demonstrate an appreciation for these concepts through in-class scenarios and in group discussions
Which learning activities are responsible for this outcome?	Final project, class discussions, comps or CAPSTONE experience
Assessment Timetable	Throughout the term of the course and in other graduate program offerings
Who is responsible for assessing and reporting on the results?	Course instructor

25. High-Impact Activities (Check all that apply)

- ☒ Collaborative assignments
- ☐ Research with a faculty member
- ☒ Diversity/Global learning experience
- ☒ Service learning or community learning
- ☐ Study abroad
- ☐ Internship
- ☐ Capstone or senior culminating experience
- ☐ Other Explain:


Bulletin Changes

Instructions

Please visit <http://www.astate.edu/a/registrar/students/bulletins/index.dot> and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.

*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.

- Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)
- New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).
- Any new courses should be listed in blue bold italics using enlarged font (*blue bold italics using enlarged font*)

You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the 'format painter' icon →  Format Painter, and selecting the text you would like to apply the change to. Please visit <https://youtu.be/yjdL2n4lZm4> for more detailed instructions.

Paste bulletin pages here...

SCOM 6303. Seminar in Strategic Communications The role of strategic communications in and for organizations and brands, including communications objective(s), target audience(s), and key messages. Addresses application of communication theory and research related to public relations, advertising, and social media.

SCOM 6363. Advertising, Media, and Society Advanced study of the relationship between media, advertising, and society. Includes an examination of ethical and social ramifications of advertising in global and diverse societies and across multiple media platforms.

SCOM 6413. Organizational and Intercultural Communication

Course will introduce students to intercultural communication and function of organization communication in the workplace, addressing how effective communication within organizations affects business and how to advance intercultural skills while being aware of different world views.

SCOM 660V. Internship in Communication Studies Combines relevant work experience with classroom theory.

SCOM 670V. Thesis

SCOM 680V. Independent Study

Revised 9/15/15



ARKANSAS STATE
UNIVERSITY

Renewal Form
for
Regular Graduate Faculty Status

Name: Arlene Adviento-Borbe

Date: 12 January 2016

Program or Department in which the
Applicant seeks renewal of
Regular Graduate Faculty Status:

College of Agriculture and Technology

Signature of Originator:

Steven Green

Digitally signed by Steven Green
DN: cn=Steven Green, o=Arkansas State University, ou=College of Agriculture
and Technology, email=sgreen@astate.edu, c=US
Date: 2016.01.12 14:46:12 -06'00'

Originator must be a department/program graduate faculty or chair (or program director in the case of interdisciplinary programs)
Please sign, & click here to submit to Graduate Council for Review

From the Faculty Handbook:

Qualifications

Regular Member of the Graduate Faculty must be a full-time faculty member with a terminal degree. In exceptional cases, unique experience, specialized training and professional competence may substitute for a terminal degree. Regular Members must have documented evidence of an appropriate level of scholarly activity and continued participation in graduate education at the course, committee and program levels.

Appointment Requirements and Procedure

Application must include evidence of professional activity related to graduate education such as research, publication, exhibition or performance, membership in professional organizations, participation in regional and national meetings, excellence in teaching and the application must meet the qualification standards of the program or department. An appointment is recommended by the department/program graduate faculty and chair (or program director in the case of interdisciplinary programs) and approved by the Graduate Council.

**Do Not Type 'See CV'. Briefly List the Evidence of Compliance with
Program Guidelines Completed Within the Last 6 Years.**

In the space provided, briefly describe how the applicant's scholarly or creative work in the last six years has met the program's particular expectations, as approved by the the Graduate Council (or using the Graduate Council's generic guidelines for programs that do not have Graduate Council approved guidelines) for regular graduate faculty :

(Please contact the Graduate School if you need a copy of your program/department Graduate Faculty guidelines.)

Please attach a copy of applicant's CV to e-mail. Make sure that it is edited to include only activity from last six years to indicate how they met qualifications.

2010-2015

14 Peer reviewed journal articles (5 as first author)
7 presentations (as main presenter) in international and national conferences
2 grants from private industry

Dr. Adviento-Borbe is a US Department of Agriculture, Agriculture Research Service scientist recently hired at the A-State location. The CoAT requests that she be given regular graduate faculty status in order to be allowed to serve as primary advisor for graduate students. She will be a great asset to our graduate and research program.

☒ **Regular Graduate Faculty Status Renewed**

Appointment is for up to a six year term, at which time the faculty member may reapply. (Individual programs, departments, or colleges may choose to have shorter terms of appointment.)

☐ **Regular Graduate Faculty Status Not Renewed, see Explanation below**

Signature of
Graduate Council Chair:

GC Chair: If approved by Graduate Council, please sign & click here to submit to Graduate School for Processing

ARLENE ADVIENTO-BORBE

CURRICULUM VITAE

Address: USDA-Agricultural Research Service
Delta Water Management Research Unit
504 University Loop East
Arkansas State University
Jonesboro, Arkansas 72401

Phone: 1.530.217.9133

Date of Birth: August 26, 1970

E-mail: Arlene.AdvientoBorbe@ars.usda.gov
aaadvientoborbe@ucdavis.edu

Home address: 2509 Quapaw Way Jonesboro, AR 72401

Home Telephone: 1.870.680.1311

Qualifications: Ph.D. Agronomy
M.Sc. Soil Science minor in Environmental Sciences
B.S. Agriculture major in Soil Science

Citizenship: USA

EDUCATIONAL BACKGROUND

Graduate: 2001- 2005 University of Nebraska Lincoln, Nebraska, USA
Ph.D. Agronomy/Soil Science

1993 – 1998 International Rice Research Institute
University of the Philippines, Los Baños, Philippines
M.Sc. Soil Science minor in Environmental Sciences,

College: 1987 – 1991 University of the Philippines Los Baños, Laguna, Philippines
B. S. Agriculture specializing in Soil Science

PROFESSIONAL EXPERIENCE

11/2015 – present Research Agronomist. US Department of Agriculture-Agricultural Research Service, Jonesboro, AR. Conduct research on long-term sustainability of high quality of water for agricultural crop production in Middle South of the US. Conduct field and laboratory studies on ways to improve water and nutrient management while maintaining high yield with minimal environmental risks. Assess water quality and quantity in major cropping systems, evaluate opportunities to reduce water use and approaches to efficiently utilize excess water in the region, develop sustainable nutrient management practices with minimal loss to the environment and conduct studies to better understanding crop responses to water quality issues. Write reports to federal and funding agencies, research proposals related to water quality, quantity and crop productivity and publish articles to peer-reviewed journals.

05/2010 – 11/2015 Project Scientist. Department of Plant Sciences University of California, Davis, USA.
Conduct research on crop productivity, N use efficiency, greenhouse gas emissions of irrigated rice agroecosystems in California, Arkansas, Italy and Indonesia. Conduct field and laboratory studies on factors affecting grain yield and the dynamics and mechanisms of greenhouse gas emissions in flooded rice yields. These research studies focus primarily on impacts of factors like fertilizer N rates, crop varieties, water & nutrient management and local cropping practices on maximum grain yield with minimal environmental risk. Analyze and evaluate data on greenhouse gas (GHG) emissions and grain yield as affected by N rates, water management and crop establishments for global warming potential. Conduct study on factors affecting grain yield, dynamics and mechanisms of CH₄ and N₂O emissions in flooded rice field. Validate the flux chamber methodology for field greenhouse gas monitoring. Provide technical expertise and research support to collaborating research institutions, private agricultural companies and universities in the study of greenhouse gas emissions in rice and maize. Write quarterly reports to funding agencies, project

proposals related to GHG emissions in rice, and publish papers to peer-reviewed journals.

- 07/2007-04/2010 Post Doctorate Research Associate. Department of Agricultural and Biological Engineering, The Pennsylvania State University, USA.
Conduct collaborative research on ammonia, greenhouse gases and odor emission evaluations of dairy nutrient management strategies. Analyze and evaluate laboratory and field-based measurements of odor using human panel sensory measures (olfactometry). Conduct research reviews on management of ammonia, greenhouse gases and odor emissions in dairy farms and agriculture. Evaluate manure amendments that reduce odor, ammonia and greenhouse gas emissions in animal facilities. Write project reports to supporting agencies, proposals for subsequent funding and scientific papers for publications. This research is part of USDA Special Research Grant on Improved Dairy management practices.
- 06/2006-07/2007 Post Doctorate Research Associate. Department of Crop and Soil Sciences The Pennsylvania State University, USA.
Conduct research on crop yield and soil-atmosphere gas exchange in maize rotations, tillage and fertilizer management fields. Develop methodology for soil greenhouse gas measurements, collect and analyze ancillary soil chemical and microclimatic data related to soil-atmosphere gas exchange. Conduct collaborative research on on-farm dairy gas emissions reductions.
- 05/2005-05/2006 Post Doctorate Research Associate. Department of Agronomy and Horticulture University of Nebraska-Lincoln, USA.
Conduct research on the dynamics and mechanisms of greenhouse gas emissions and grain yield in maize-based cropping systems managed at higher yield levels. Evaluate existing trace gas emission models used for national gas inventories and IPCC with the actual gas measurements in maize field. Write technical papers about results/findings of field and lab studies for scientific publication. This research study is part of the U.S. Department of Energy funded project on "Carbon sequestration in dryland and irrigated agroecosystems; quantification at different scales for improved prediction". Managed soil and plant research laboratory, safety, supplies, equipment maintenance and quality control and trained graduate students and PostDocs on routine soil and plant analyses.
- 01/2001-4/2005 Graduate Research Assistant. Department of Agronomy and Horticulture University of Nebraska-Lincoln, USA.
Conduct research on quantifying and understanding greenhouse gas emissions in maize-based cropping systems at different levels of cropping intensity and management. Develop and assess methodology for field and laboratory measurement of greenhouse gases using a photoacoustic trace gas analyser. Monitor trace gas emissions in field studies with different levels of crop intensification. Conduct laboratory studies on determinants of N₂O and CO₂

fluxes. This research study is part of the U.S. Department of Energy funded project on "Carbon sequestration in dryland and irrigated agroecosystems; quantification at different scales for improved prediction".

06/1995-12/2000

Assistant Scientist 1, Soil and Water Sciences Division, International Rice Research Institute (IRRI), Los Banos, Philippines. Swiss Agency for Development and Cooperation (SDC), International Fertilizer Industry Association (IFA, Paris), Potash & Phosphate Institute (PPI & PPIC, USA and Canada) and International Potash Institute (IPI, Basel) Mega Project "*Reversing trends of declining Productivity in Intensive Irrigated Rice Systems in Asia (RTDP)*".

Conduct soil and plant related research on cause and effect relationships that govern the productivity of intensive rice based ecosystem. Develop new resin based in-situ soil testing methods and evaluated other indicators of soil nutrient supplies in on-station and on-farm experiments at IRRI and sites in India, China, Vietnam, Indonesia, Thailand, and the Philippines. Co-design, conduct and supervised research related to the development of new site-specific nutrient management approaches for irrigated rice in coordination with the Project Coordinator. Provide assistance and training to National Agricultural Research Scientist (NARS) in soil, plant and data analyses. Conduct detailed laboratory studies on ion diffusion under anaerobic conditions.

06/1992 - 05/1995

Research Assistant, Soil and Water Sciences Division, International Rice Research Institute (IRRI), Los Banos, Philippines. IRRI-GTZ-University of Leipzig special project "*Field variabilities of soil and plant: Their impacts on rice productivity and their use in modeling of soil kinetics and rice yields*".

Develop a new multi-element soil test for rice. Research on crop nutrient requirements, nutrient balances, farmers' practices and long-term changes of soil quality in irrigated rice systems; sources of spatial variation in soil fertility and crop growth in irrigated and upland rice systems of the tropics; modeling of spatial variability at different scales (geostatistics, fuzzy sets); GIS-based assessment of soil quality and fertilizer requirements at regional scales.

03/1992 - 10/1992

Junior Research Assistant, Soil and Water Sciences Division, International Rice Research Institute (IRRI), Los Banos, Philippines. Natural Resources Institute - IRRI special project on *Soil Microbial biomass in wetland rice soils*.

Conduct field research on N dynamics and microbial biomass quantification in flooded ricefields, characterization of soil microbial biomass for a range of wetland soils, evaluation of soil solution sampling methods, method development of N in soils and soil microbial activity assay by arginine mineralization.

RESEARCH EXPERIENCE

I have conducted research on optimizing grain yield at minimum environmental risk through adequate N fertilization, genetically enhanced rice variety, and reduced water management in dry and wet seeded rice of the USA, Italy and Indonesia. All of these studies provide better understanding of the relationship of crop productivity and global climate change and offer effective strategies to achieve both high rice yield and relatively lower contributions of radiative forcing to the atmosphere.

I also conducted research on the dynamics and mechanisms involved in the emissions of ammonia, hydrogen sulfide, and greenhouse gases (CH₄, N₂O and CO₂) in intensively managed irrigated and non-irrigated maize agroecosystems, irrigated direct seeded rice ecosystems and dairy animal facilities. I have designed a flux chamber method suitable for measuring CH₄ and N₂O emissions in flooded rice fields and designed chamber validation technique to assess the reliability of efflux rates estimate using flux chamber method. I have applied advanced data analyses for the screening of commercial products or published materials that claim effective in reducing odor and gas emissions in animal manure. Results of these intensive studies were used to determine the probability of success of commercial products or manure amendments when use as strategy for manure management.

I was first to apply a novel gas detection method called photoacoustic infrared spectroscopy (PAS) for measuring CO₂ and N₂O in near-continuous measurement in maize field. This study involved intricate method and analyses of trace gas fluxes and environmental variables affecting gas production. Also, I have designed and conducted studies on emissions of odor, ammonia, hydrogen sulfide and greenhouse gases in dairy manure management strategies.

At IRRI, I was mainly involved in the Mega Project "*Reversing trends of declining productivity in intensive, irrigated rice systems*" (RTDP). Our research focused on quantification of crop nutrient requirements based on interactions of N, P, and K as well as on measurement of soil nutrient-supplying capacity in lowland rice cropping systems in Tropical Asia. My activities in this project included planning, sampling and analysis of long-term fertility and on-farm experiments at more than 200 farms in India, Indonesia, Thailand, Vietnam, China, and the Philippines. Further development of on-site soil testing using ion-exchange resin capsules was one of my key activities.

I have spent nine years in the study of ion-exchange resins and co-developed new, dynamic soil tests for assessing nutrient availability in agricultural soils. This test offers quick, inexpensive and accurate measurements of available soil nutrients in lowland rice soils rather than the conventional chemical extractions. This research substantially contributed to the development of a new site-specific nutrient management strategy for irrigated rice, which is now promoted in more than 10 Asian countries as part of the Irrigated Rice Research Consortium.

I have studied soil microbial biomass N both in the field and laboratory. Much of my work was to evaluate the mineralization rate of N from different microbial pools. Fittingly, I have gained comprehensive knowledge on soil and plant N interactions.

I was also involved in planning and conducting soil surveys and on-farm monitoring at field and regional scales and the establishment of GIS databases. In this position, I have had the opportunity to work with farmers in Nueva Ecija, Philippines, helping to develop farm-specific fertilizer recommendations.

I serve as a reviewer for Global Change Biology, Agricultural and Forest Meteorology, Agriculture and Food Security, Agronomy, Agriculture, Ecosystems & Environment, Field Crops Research, Canadian Journal of Soil Science, Journal of Environmental Quality, Greenhouse Gas

Measurement & Management, Science of the Total Environment, GEODERMA, Journal of Agricultural Sciences, Environmental Pollution, Soil Science Society of America, and Transactions of ASABE Journals in the field of soil chemistry, fertility, plant nutrition, and trace gas dynamics in cropped field and odor, NH_3 , H_2S and greenhouse gases in animal facilities and manure management.

WORK SKILLS

I have worked closely with farmers, extension workers, and scientists in North and South Vietnam, China, Thailand, North and South India, Indonesia, Philippines, Italy and USA. This includes a wide range of cropping systems such as intensive agriculture in large farms of Central Luzon, Philippines, lowland and upland cropping systems in tropical Asia and the wet and dry seeded rice in USA, Italy and Indonesia.

I have collaborated with fertilizer companies in the assessment of resource efficient N fertilizers or slow release N fertilizers that are commercially available to improve N use efficiency in rice systems. I have conducted studies for chemical companies (national and international) in the evaluation of products that reduce odor, NH_3 and H_2S in dairy manure. I designed a statistical evaluation that calculates the chance of success when using these products under storage manure condition.

I was responsible for laboratory training of our agricultural researchers and technicians at the RTDP project sites, graduate students and postdocs at University of Nebraska, Lincoln (UNL), The Pennsylvania State University (Penn State) and University of California-Davis (UCDavis), focusing on soil, plant and data analysis as well as laboratory management. I also conducted quality assurance procedures, troubleshooting, and reconditioning of out-dated laboratory instruments. Moreover, I managed soil mineral and plant nutrition laboratories and supervised staffs and students working in the laboratory of Crop and Environmental Sciences Division at IRRI. I have co-written guidelines for soil, water, and plant sampling in agricultural advisory work and field experimentation. I have familiarized myself on various routine soil and plant analysis methods. I have trained scientists, researchers, visiting fellows and scholars on soil, water, rhizosphere and plant analysis methods. I was a resource person in anaerobic soil analyses. Carrying these kinds of responsibilities helped me gain much experience in leading tasks and supervising subordinates.

I have mentored visiting fellows, graduate students and postdocs at IRRI, UNL, Penn State and UC Davis on the development of research methodology for plant and soil nutrient analysis, measurements of soil gas emissions, laboratory and greenhouse and soil/plant/water sampling in the field. I serve as resource person for the analysis of NH_3 , CO_2 , N_2O , and CH_4 gas emissions in cropped fields using photoacoustic detection systems (1312/1412 Model multi-gas analyzer) by many researchers in gas emissions studies.

During my research work, I have acquired wide experience and knowledge with an extensive range of field and laboratory equipment, such as triangular forced choice olfactometer, nasal ranger, photoacoustic trace gas analyzer, TEI Pulsed Fluorescence $\text{SO}_2/\text{H}_2\text{S}$ analyzers, GC-FID-O, LICOR CO_2 gas analyzer, atomic absorption spectrophotometer, flame photometer, spectrophotometers, ICP, ion and gas chromatographs, LACHAT instrument, dataloggers/multiflexer and soil temperature/water sensors. I have co-developed an automated multi-chamber steady state gas emission measurement system under temperature-controlled conditions for the continuous analysis of NH_3 , H_2S , CO_2 , N_2O , CH_4 and SF_6 . I have developed and first to apply a pre-treatment method for accurately measuring H_2S efflux from dairy manure using a TEI 450C Pulsed Fluorescence $\text{H}_2\text{S}/\text{SO}_2$ analyzer. I have developed methods for the extraction of volatile organic compounds from dairy

manure using a SPME fiber and methods to analyze the fiber in a GC-O system. I have written methods and software programs for fully automated continuous use and data retrieval of field and laboratory instruments, e.g. PC208W 3.1 (Campbell Scientific), 1312/1412 PC software (Innova Inc), chromatography softwares, C Series Communications Software ver 2.2.0.

I have written data templates in MS EXCEL for the calculations of GHG emissions using flux chamber method, odor emissions in dairy manure and templates to summarize characterization of odor quality using ASTM standard methods. I have used a variety of softwares and research models, which include SAS, STATISTICA, SigmaPlot, TableCurve, Reference manager, MS OFFICE, Endnotes, CXTFIT, LEACHM, ROSS model, ion and rhizosphere diffusion models. Much of my previous work involved handling of large amounts of data and I have acquired advanced skills in graphical and statistical data analysis.

I have published papers on soil-atmosphere gas exchange in maize agroecosystems, animal facilities and irrigated lowland rice systems and presented papers and posters at many scientific conferences nationally and internationally. I have performed non-research functions such as issuance of phytosanitary certificates, and training of collaborators on data interpretations and presentations, communication to and from research sites, preparation of project documents and memorandums guidelines and training of NARS scientists on the use of database software.

I am a certified odor assessor for olfactometry evaluation as recommended by the International Standards for odor assessment (ASTM-679-04, EN 13725, 2003).

ASSOCIATIONS

Soil and Water Conservation Society
American Society of Agronomy
Crop Science Society of America
Soil Science Society of America
American Society of Agricultural and Biological Engineers
Gamma Sigma Delta
The Honor Society of Agriculture, UPLB Chapter
Philippine Soil Science Society and Technology
Crop Science Society of the Philippines
UP Soil Science Society (Chairman 1989-1990)

AWARDS

Al Moseman International Studies Award SY 2004-2005
Widaman Distinguished Graduate Fellowship SY 2003-2004
Henry M. Beachell Fellowship for SY 2002-2003
Recipient of Sigma Xi (Chapter 007) Scientific Research Society for
2004 Graduate Student Best Poster Competition
Recipient of Gamma Sigma Delta, The Honor Society of Agriculture,
UPLB chapter for Academic excellence for SY 1998-99
Recipient of International Rice Research Institute for Excellence Award 1996
STFAP undergraduate scholarship for SY 1987-1992

RESEARCH FUNDING SUMMARY

- 2011 AGROTAIN, International, West Lafayette, IN. "Evaluation of SuperU fertilizer for reducing GHG emissions in dry seeded rice systems."
Duration: 2011 growing season
Gift money: \$2,000.00
- 2010 AGROTAIN, International, West Lafayette, IN. "Agrotain amendment for odor reduction in swine manure".
Duration: 4 mons.
Grant money: \$21,000.00
- 2008 United States Department of Agriculture Special Grant 2008: Improved Dairy Management Strategies. "Mitigation of dairy manure odors and gas emissions using manure amendments and a feed additive".
Duration: 18 mons
Grant money: \$250,000
- 2007 AgraKey Solutions, Twin Falls, ID. "UNLO₂K manure additive for odor and gas emission reductions in dairy manure".
Duration: 6 mons
Grant money: \$3,000.00

TRAINING/CONFERENCES

- 2015 Nutrient Management and Edge of Field Monitoring Conference, 1-3 December 2015, Sheraton Memphis Downton Hotel, Memphis, TN
- 2014 4th International Rice Congress, Bangkok, Thailand
- 2013 Climate-smart Agriculture: Global Science Conference, 20-22 March 2013, University of California-Davis, Davis, CA.
- 2012 34th Rice Technical Working Group Meeting, Hot Springs Convention Center, Hot Springs, Arkansas, U.S.A.
- 2011 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, San Antonio, Texas, U.S.A.
- 2010 3rd International Rice Congress, Hanoi, Vietnam
- 2008 Responsible Conduct of Research Workshop, Nittany Lion Inn Alumni Lounge, Univeristy Park, PA, USA.

- 2008 Annual meetings of the American Society of Agricultural and Biological Engineering, Providence, Rhode Island, USA.
- 2005 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, Salt Lake City, Utah, U.S.A.
- 2004 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, Seattle, Washington, U.S.A.
- 2003 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, Denver, Colorado, U.S.A.
- 2000 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, Minneapolis, Minnesota, U.S.A.
- 2000 International Conference on paddy soil fertility, Shangri-la Hotel, Makati City, Philippines.
- 1999 Mega Project Training, Review and Planning Workshop on Reversing Trends of Declining Productivity in Intensive Irrigated Rice Systems, Tamil Nadu Agricultural University, Thanjavur, India
- 1999 2nd Annual Meeting and Symposium of the Philippines Society of Soil Science and Technology, Inc. Bureau of Soil and Water Management, Diliman Quezon City, Philippines.
- 1998 1st Annual Meeting and symposium of Philippine Society of Soil Science and Technology, Inc. Bureau of Soil and Water Management, Diliman Quezon City, Philippines.
- 1998 International Workshop on Nutrient Research in Rainfed Lowland rice. Ubon Ratchathani, Thailand.
- 1997 Mega Project Training, Review and Planning Workshop on Reversing Trends of Declining Productivity in Intensive Irrigated Rice Systems for Phase II, International Rice Research Institute, Los Baños, Laguna, Philippines.
- 1996 First-Aid and Basic Life support Training, International Rice Research Institute, Philippines
- 1996 International Training Course on soil and plant analysis for diagnosis of fertilizer recommendations, Los Baños, Laguna, Philippines. Resource Speaker on *Dynamic soil test for Lowland rice soils*.

- 1996 12th Annual scientific conference of Federation of Crop Science Societies of the Philippines, Theme: Aiming for the Philippine Advantage in the Asian agricultural trade through science and technology, Villa Victoria Beach Resort, Davao City, Philippines.
- 1995 11th Annual scientific conference of Federation of Crop Science Societies of the Philippines, Theme: Philippine crop science and technology spearheading global competitiveness, Silliman University, Dumaguete City, Negros Oriental, Philippines.
- 1994 10th Annual scientific Conference of Federation of Crop Science Societies of the Philippines Theme: People-Government partnership for sustained agricultural development and ecological conservation in the midst of rapid population growth. Asiaworld Resort Hotel, Puerto Princesa, Palawan, Philippines.
- 1993 Seminar/Workshop on Clean Environment through modern instrumentation. Diliman, Quezon City, Philippines.
- 1993 Training on Automated Land Evaluation system, Bureau of Soil and Water Management, Quezon City, Philippines.
- 1992 Workshop on Interpretation of data from Experiment on Upland soils, International Rice Research Institute, Los Baños, Laguna, Philippines.

PUBLICATIONS

Journal publications

1. **Adviento-Borbe, M.A.A.**, B. Linquist, and C. van Kessel. 2015. Assessing fertilizer N placement on CH₄ and N₂O emissions in flooded rice systems. *Geoderma*. Under journal review.
2. **Adviento-Borbe, M.A.A.**, G. N. Padilla, C.M. Pittelkow, B. Linquist, and C. van Kessel. 2015. Methane and nitrous oxide emissions from flooded rice systems following end-of-the season drain. *J. Environ. Qual.* 44:1071-1079.
3. Linquist, B.A., M. Anders, **M.A.A. Adviento-Borbe**, R.L. Chaney, L.L. Nalley E.F.F. Da Rosa and C. van Kessel. 2015. Reducing greenhouse gas emissions, water use and grain arsenic levels in rice systems. *Global Change Biol.* 21:407-41 doi:10.1111/gcb.12701.
4. Simmonds, M., M. Anders, M.A. Adviento-Borbe, C. van Kessel, A. McClung and B.A. Linquist. 2015. Seasonal methane and nitrous oxide emissions of several rice cultivars in direct-seeded systems. *J. Environ. Qual.* 44:103-114.

5. **Adviento-Borbe, M.A.A.**, C. Pittelkow, M. Anders, C. van Kessel, J. Hills, A. M. McClung, and B. Linquist. 2013. Optimal N rates and yield-scaled global warming potential in drill seeded rice. *J. Environ. Qual.* 42: 1623-1634.
6. Van Kessel, C., R. Ventera, J. Six, **M.A.A. Adviento-Borbe**, B. Linquist and K.J. van Groenigen. 2013. Climate, duration, and N placement determine N₂O emissions in reduced tillage systems: a meta-analysis. *Global Change Biol.* 19: 33-44, doi:10.1111/j.1365-2486.2012.02779.x
7. Pittelkow, C.M., **M.A.A. Adviento-Borbe**, J.E. Hill, J. Six, C. van Kessel, and B.A. Linquist. 2013. Yield-scaled global warming potential of annual N₂O and CH₄ emissions from continuously flooded rice systems in response to N input. *Agric. Ecosyst. Environ.* 177:10-20.
8. Pittelkow, C.M., **M.A.A. Adviento-Borbe**, C. van Kessel, J. Hill, and B.A. Linquist. 2014. Optimizing rice yields while minimizing yield-scaled global warming potential. *Global Change Biology*, doi 10.1111/gcb.12413.
9. Linquist, B.A., **M.A.A. Adviento-Borbe**, C.M. Pittelkow, C. van Kessel, and K.J. van Groenigen. 2012. Fertilizer management practices and greenhouse gas emissions from rice systems: A quantitative review analysis. *Field Crops Res.* 135:10-21.
10. Linquist, B., K.J. van Groenigen, **M.A.A. Adviento-Borbe**, C. Pittelkow and C. van Kessel. 2012. An agronomic assessment of greenhouse gas emissions from major cereal crops. *Global Change Biol.* 18:194-209. doi: 10.1111/j.1365-2486.2011.02502.x
11. Wheeler, E.F., Topper, P.A., Brandt, R.C., Brown, N.E., **Adviento-Borbe, M.A.A.**, Thomas, R.S. and G.A. Varga. 2010. Multiple-chamber instrumentation development for comparing gas fluxes from biological materials. *Applied Eng. in Agri.* 27: 1049-1060.
12. Brandt, R.C., **M.A.A. Adviento-Borbe**, H.A. Elliott, and E.F. Wheeler. 2011. Protocols for reliable field olfactometry odor evaluations. *Applied Engineering Agriculture.* 27: 457-466.
13. Brandt, R.C., H.A. Elliott, **M.A.A. Adviento-Borbe**, E.F. Wheeler, P.J.A. Kleinman, and D.B. Beegle. 2011. Field olfactometry assessment of dairy manure land application methods. *J. Environ Qual.* 40:431-437.
14. **Adviento-Borbe, M.A.A.**, E.F. Wheeler, N.E. Brown, P.A. Topper, R.E. Graves, V.I. Ishler, and G. Varga, 2010. Ammonia and greenhouse gas flux from manure in freestall barn with dairy cows on precision fed rations. *Trans. of ASABE.* 53:1251-1266.
15. **Adviento-Borbe, M.A.A.**, J.P. Kaye M. A. Bruns, M. D. McDaniel, M. McCoy, and S. Harkcom 2010. Greenhouse gas and ammonia emissions in a long-term maize-based cropping system. *J Soil Science.* 74:1623-1634.
16. **Adviento-Borbe, M.A.A.**, M.L. Haddix, D.L. Binder, W.T. Walters, and A. Dobermann. 2007. Soil greenhouse gas fluxes and global warming potential in four high-yielding maize-based cropping systems. *Global Change Biol.* 13. 1972-1988.
17. Dobermann, A., D.T. Walters and **M.A.A. Adviento-Borbe**. 2007. Global warming potential of high-yielding continuous corn and corn-soybean systems. *Better crops* 91(3):16-19.

18. **Adviento-Borbe, M.A.A.**, J.W. Doran, R.A. Drijber and A. Dobermann. 2006. Soil electrical conductivity and water content affect N₂O and CO₂ emissions in intensively managed soils. *J. Environ. Qual.* 35:1999-2010.
19. Dobermann, A., C. Witt, S. Abdulrachman, H.C. Gines, R. Nagarajan, T.T. Son, P.S. Tan, G.H. Wang, N.V. Chien, V.T.K. Thoa, C.V. Phung, P. Stalin, P. Muthukrishnan, V. Ravi, M. Babu, G.C. Simbahan, **M.A.A. Adviento**, and V. Bartolome. 2003. Estimating indigenous nutrient supplies for site-specific nutrient management in irrigated rice. *Agron. J.* 95: 924-935.
20. Dobermann, A., C. Witt, S. Abdulrachman, H.C. Gines, R. Nagarajan, T.T. Son, P.S. Tan, G.H. Wang, N.V. Chien, V.T.K. Thoa, C.V. Phung, P. Stalin, P. Muthukrishnan, V. Ravi, M. Babu, G.C. Simbahan, and **M.A.A. Adviento**. 2003. Soil fertility and indigenous nutrient supplies in irrigated rice domains of Asia. *Agron. J.* 95: 913-923.
21. Dobermann, A., C. Witt, D. Dawe, G.C. Gines, R. Nagarajan, S. Satawathananont, T.T. Son, P.S. Tan, G.H. Wang, N.V. Chien, V.T.K. Thoa, C.V. Phung, P. Stalin, P. Muthukrishnan, V. Ravi, M. Babu, S. Chatuporn, M. Kongchum, Q. Sun, R. Fu, G.C. Simbahan, and **M.A.A. Adviento**. 2002. Site-specific nutrient management for intensive rice cropping systems in Asia. *Field Crops Res.* 74: 37-66.
22. Skogley, E.O., A. Dobermann, J.E. Yang, B.E. Schaff, M.F. Pampolino, and **M.A.A. Adviento**. 1997. Methodologies for resin capsules: Capsule storage and ion recovery. *Sciences of Soils 2*: <http://hintze-online.com/sos/1997/Articles/Art3/>.
23. Dobermann, A., M.F. Pampolino, and **M.A.A. Adviento**. 1997, Resin capsules for on-site assessment of soil nutrient supply in lowland rice fields: *Soil Sci. Soc. Am. J.* 61: 1202-1213.
24. Skogley, E. O., A. Dobermann, G.E. Warrington, M.F. Pampolino, and **M.A.A. Adviento**. 1996, Laboratory and field methodologies for use of resin capsules. *Sciences of Soils 1*: <http://www.hintze-online.com/sos/1996/Articles/Art3>.
25. Dobermann, A., K.G. Cassman, P.C. Sta. Cruz, **M.A.A. Adviento**, and M.F. Pampolino. 1996. Fertilizer inputs, nutrient balance, and soil nutrient supplying-power in intensive, irrigated rice systems. III. Phosphorus. *Nutr. Cycling Agroecosyst.* 46: 111-125.
26. Dobermann, A., K.G. Cassman, P.C. Sta. Cruz, **M.A.A. Adviento**, and M.F. Pampolino. 1996. Fertilizer inputs, nutrient balance, and soil nutrient-supplying power in intensive, irrigated rice systems. II. Effective soil K-supplying capacity. *Nutr. Cycling Agroecosyst.* 46: 11-21.
27. Dobermann, A., J.L. Gaunt, H.U. Neue, I.F. Grant, **M.A.A. Adviento**, and M.F. Pampolino. 1994. Spatial and temporal variability of ammonium in flooded ricefields. *Soil Sci. Soc. Am. J.* 58:1708-1717.
28. Dobermann, A., H. Langner, H. Mutscher, E.O. Skogley, H.U. Neue, J.E. Yang, **M.A. Adviento**, and M.F. Pampolino. 1994. Nutrient adsorption kinetics of ion exchange resin capsules: A study with soils of international origin. *Commun. Soil Sci. Pl. Anal.* 25:1329-1353.

Book chapters and conference proceedings

1. **M.A.A. Adviento-Borbe**, C. Pittelkow, M. Anders, C. van Kessel, J. Hill, A. McClung, J. Six and B. Linquist. Fertilizer management for high grain yield and minimal global warming potential in US drill seeded. *In*. 4th International Rice Congress, Oct. 2014. BTEC Bangkok, Thailand.
2. Anders, M., B. Linquist, R. Chaney, L. Nalley, **M.A. Adviento-Borbe**, C. van Kessel, and A. McClung. Grain yield, water use efficiency, grain arsenic and cadmium content, and the economics of rice grown under AWD water management. *In*. 4th International Rice Congress, Oct. 2014. BTEC Bangkok, Thailand.
3. Linquist, B., **A. Adviento-Borbe**, R. Muttters, C. Greer, and L. Espino. 2014. Rice Yields and Greenhouse Gas Emissions Using Alternate Wetting and Drying Irrigation in California. Rice Technical Working Group. New Orleans, Feb 18-21.
4. **M.A.A. Adviento-Borbe**, C Pittelkow, C. Abrenilla , J. Six , J. Hill, C. van Kessel , and B. Linquist. 2011. Greenhouse gas emissions and yield-scaled global warming potential in California dry seeded field. *In* 2011 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, San Antonio, Texas, U.S.A.
5. **M.A.A. Adviento-Borbe**, J. P. Kaye, M. A. Bruns, M. D. McDaniel, M. McCoy and S. Harkcom. 2011. Crop rotation and fertilizer type affect ammonia and greenhouse gas emissions in a long-term maize-based agroecosystems. *In* 2011 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, San Antonio, Texas, U.S.A.
6. C. Pittelkow, **M.A.A. Adviento-Borbe**, J. Six, J. Hill, C van Kessel and B. Linquist. 2011. Annual based yield-scaled global warming potential of rice production in a Mediterranean climate. *In* 2011 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, San Antonio, Texas, U.S.A.
7. B. Linquist, K.J. van Groenigen, **M.A.A. Adviento-Borbe**, and C. van Kessel. 2011. An agronomic assessment of greenhouse gas emissions from major cereal crops. *In* 2011 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, San Antonio, Texas, U.S.A.
8. **M.A.A. Adviento-Borbe**, C. Pittelkow, B.A. Linquist, C. Abrenilla and C. van Kessel. 2010. Nitrogen fertility management and rice seeding affect methane emissions in rice. Calif. Rice Experiment Station Field Day Report, Aug. 2010, Rice research station, Biggs, CA.
9. **M.A.A. Adviento-Borbe**, C. van Kessel, B. Linquist, and J. Hill. 2010. Reducing the carbon footprint of rice production in California. *In*. 3rd International Rice Congress, Nov. 2010. Vietnam National Convention Center, Hanoi, Vietnam.
10. C. Pittelkow, **M.A.A. Adviento-Borbe**, C. Abrenilla, C Mikita, J. Six, J. Hill, C. van Kessel and B. Linquist. 2011. Greenhouse gas emissions and yield-scaled global warming potentials of California rice production systems. Calif. Rice Experiment Station Field Day Report, Aug. 2011, Rice research station, Biggs, CA.
11. **M.A.A. Adviento-Borbe**, R.C. Brandt, P. A. Topper, D. A. Topper, H. A. Elliot, R. E. Graves, A. N. Hristov, M.A. Bruns, V. A. Ishler, and E.F. Wheeler. Amendments for mitigation of odor emissions from dairy manure: Preliminary Screening. SE-9: Air Quality as

- Related to Agricultural Waste Management - Part 2. *In* 2010 American Society of Agricultural and Biological Engineering Annual International Meeting, Pittsburgh, PA, USA. 20-23 June 2010.
12. E.F. Wheeler, **M.A.A. Adviento-Borbe**, R.C. Brandt, M.A. Brunds, P.A. Topper, H.A. Elliott, A.N. Hristov, V.A. Ishler, D.A. Topper, R.E. Graves, R.S. Thomas, and G.A. Varga. 2010. Dairy manure amendment effects on odor and gas emissions. CSBE 10644- Section II: Farming buildings, equipment, structures and livestock environment. *In* XVIIth World Congress of the International Commission of Agricultural Engineering (CGIAR). Canadian Society of Bioengineering (CSBE/SCGAB) Quebec City, CA 13-17 June 2010.
 13. E.F. Wheeler, P.A. Topper, **M.A.A. Adviento-Borbe**, R.C. Brandt, D.A. Topper, and H.A. Elliott. 2010. Flux chamber validation for ammonia measurements versus whole room emissions. CSBE 10656- Section II: Farming buildings, equipment, structures and livestock environment. *In* XVIIth World Congress of the International Commission of Agricultural Engineering (CGIAR). Canadian Society of Bioengineering (CSBE/SCGAB) Quebec City, CA 13-17 June 2010.
 14. Wheeler, E.F., P.H. Patterson, H. Xin, R.S. Gates, C. Gregory, A.Y. Pikel, H.K. Burley A. Adrizal, P.A. Topper and **M.A.A. Adviento-Borbe**. Ammonia emissions, manure nutrients and egg production of laying hens fed distiller dried grain diets. *Proc. International Symposium on air quality and manure management for Agriculture*. 13-16 Sep 2010. Dallas, TX.
 15. Brandt, R.C., **M.A.A. Adviento-Borbe**, M.A. Higgins, T.E. Johnston, W.E. Toffey, and J. Golembeski. 2009. Use of inventory management to mitigate odor emissions from land-applied biosolids. *Proc. of the Water Environment Fed. Residuals and Biosolids*. 22:585-606. DOI 10.21751193864709793846781.
 16. Dobermann, A., G.C. Simbahan, P.F. Moya, **M.A.A. Adviento**, M. Tiongco, C. Witt, and D. Dawe. 2004. Methodology for socioeconomic and agronomic on-farm research in the RTDP project. p. 11-27. *In* A. Dobermann et al. (ed.) Increasing productivity of intensive rice systems through site-specific nutrient management. Science Publishers, Inc., International Rice Research Institute, Enfield, NH (USA) and Los Baños (Philippines).
 17. Dobermann, A., S. Abdulrachman, H.C. Gines, R. Nagarajan, S. Satawathananont, T.T. Son, P.S. Tan, G.H. Wang, G.C. Simbahan, **M.A. A. Adviento**, and C. Witt. 2004. Agronomic performance of site-specific nutrient management in intensive rice cropping systems in Asia. p. 307-336. *In* A. Dobermann et al. (ed.) Increasing productivity of intensive rice systems through site-specific nutrient management. Science Publishers, Inc., International Rice Research Institute, Enfield, NH (USA) and Los Baños (Philippines).
 18. Wang, G.H., A. Dobermann, C. Witt, Q. Sun, R. Fu, G.C. Simbahan, and **M.A.A. Adviento**. 2001. Reducing the gap between attainable and potential yield in rice double cropping systems of Zhejiang Province, China. p. 479-487. *In* S. Peng and B. Hardy (ed.) Rice research for food security and poverty alleviation. International Rice Research Institute, Makati City.
 19. Dobermann, A., R. Nagarajan, P. Stalin, P. Muthukrishnan and **M.A.A. Adviento**. 1997. In situ measurement of soil nutrient supply in lowland rice fields. pp.379-380. *In*: T. Ando et al.

- (ed.) Plant nutrition – for sustainable food production and environment. Kluwer Academic Publishers, Tokyo, Japan.
20. Dobermann, A., K.G. Cassman, S. Peng, P.S. Tan, C.V. Phung, P.C. Sta Cruz, J.B. Bajita, M.A.A. Adviento and D.C. Olk 1996. Precision nutrient management in intensive irrigated rice systems, *In: Maximizing sustainable rice yields through improved soil and environmental management*. Symp. of the Paddy soil fertility working group of the International Soil Science Society, Khon Kaen, 11-17 November, 1996. DOA, SFST, DLD, ISSS, Bangkok, Thailand.
 21. Gaunt, J.L., A. Dobermann, H.U. Neue, I.F. Grant, **M.A.A. Adviento**, J. Bragais, and M.F. Pampolino. 1994. Comparing different methods for soil solution sampling in puddled rice fields. p. 283-292. *In* H.F.M. ten Berge, M.C.S. Wopereis, and J.C. Shin (ed.) Nitrogen economy of irrigated rice: field and simulation studies. AB-DLO, IRRI, Wageningen, Los Baños.
 22. Dobermann, A., **M.A.A. Adviento**, and M.F. Pampolino. 1994. The phytoavailability soil test for rice. p. 138-139. Trans. 15th World Congr. Soil Sci., Vol. 5b. ISSS, Acapulco.
 23. Dobermann, A., K.G. Cassman, E.O. Skogley, H.U. Neue, **M.A.A. Adviento**, and M.F. Pampolino. 1995. Dynamic assessment of soil nutrient supplying capacity for rice. *Agronomy Abstr.* 252.
 24. Dobermann, A., **M.A.A. Adviento**, M.F. Pampolino, P. Nagarajan, P. Stalin, and E.O. Skogley. 1998. Opportunities for in situ soil testing in irrigated rice. *In: Trans. 16th World Congress Soil Sci.* ISSS, Montpellier, France. [CD-ROM].
 25. Dobermann, A., K.G. Cassman, P.C. Sta. Cruz, H.U. Neue, E.O. Skogley, M.F. Pampolino, and **M.A. A. Adviento**. 1995. Dynamic soil tests for rice. p. 343-365. *In* Fragile lives in fragile ecosystems. Proc. of the International Rice Research Conference, 13-17 February 1995. IRRI, Los Baños.
 26. Oberthür, T., A. Dobermann, M.F. Pampolino, **M.A.A. Adviento**, and H.U. Neue. 1995. Detailed mapping of the K status. *In: Potassium in Asia. Proc. of the 24th International Colloquium of the International Potash Institute*, 21-24 February 1995, Chiang Mai, Thailand. IPI, Basel.

Abstracts

1. **Adviento-Borbe, M.A.A.**, M. Anders, C. Pittelkow, C., B. Linquist, and C. van Kessel. 2014. Do nutrient management practices that improve N use efficiency reduce greenhouse gas emissions in flooded rice fields? Poster presented at the Rice Field day California Cooperative Rice Research Foundation, Inc., Biggs, CA 27 August 2014.
2. LaHue, G., M. Anders, A. Adviento-Borbe, C. van Kessel and B. Linquist. 2015. Alternative water management minimizes greenhouse gas emissions from rice systems while maintaining yield. Poster presented at the 2015 Climate Smart Agriculture Conference, Montpellier, France. Mar 15-17, 2015.
3. LaHue, Gabriel, C. van Kessel, B. Linquist and **M.A.A. Adviento-Borbe**. Using Alternative Water Management to Reduce Greenhouse Gas Emissions and Maintain Yields in California

- Rice Systems. Poster presented at the Rice Field day California Cooperative Rice Research Foundation, Inc., Biggs, CA 27 August 2014.
4. Pittelkow, C.M., **M.A.A. Adviento-Borbe**, C.van Kessel, J. Hill and B. Linquist. 2013. Optimizing rice yields while minimizing yield-scaled global warming potential. Poster presented at the Climate Smart Agriculture Global Science conference in University of California-Davis, Davis, CA, USA, 20-22 March 2013.
 5. Lagomarsino A., Agnelli A., Ferrara R.M., **Adviento-Borbe M.A.A.**, Linquist B., Gavina G., and Ravaglia S. 2012. Impact of rice variety and irrigation management on GHGs emissions from a rice paddy – experimental set up and preliminary results. Paper poster presented at the INGOS-FLUXNET meeting in Helsinki, Finland, 4-7 Sep. 2012.
 6. **Adviento-Borbe, M.A.A.**, C. Pittelkow, C., C. Abrenilla, J. Hill, J. Six, B. Linquist, and C. van Kessel. N fertility management for mitigating greenhouse gas emissions in California drill seeded rice systems. Paper presented at the 34th Rice Technical Working Group Meeting (RTWG), Hot Springs, Arkansas, USA.
 7. Pittelkow, C.M., **M.A.A. Adviento-Borbe**, C. Abrenilla, C. Mikita, J. Six, J. Hill, C. van Kessel and B. Linquist. 2012. Greenhouse gas emissions as affected by nitrogen rate in water-seeded and drill-seeded rice production systems. Poster presented at the Calif. Rice Experiment Station Field Day Aug, 2012.
 8. Pittelkow, C.M., **M.A.A. Adviento-Borbe**, J. Six, J.E. Hill, C. van Kessel, and B.A. Linquist. 2012. Greenhouse gas emissions and yield-scaled global warming potential of wet seeded rice in California. Paper presented at the 34th Rice Technical Working Group Meeting (RTWG), Hot Springs, Arkansas, USA.
 9. McClung, A.M., M. Anders, **M.A.A. Adviento-Borbe**, R. Bryant, B. Linquist, C. van Kessel. 2012. Can Southern US rice cultivars be used to mitigate greenhouse gas emissions? A preliminary study. Poster presented at the 34th Rice Technical Working Group Meeting (RTWG), Hot Springs, Arkansas, USA.
 10. **Adviento-Borbe, M.A.A.**, J.P. Kaye, M.A. Bruns, M.D. McDaniel, M. McCoy and S. Harkcom. 2011. Crop rotation and fertilizer type affect ammonia and greenhouse gas emissions in a long-term maize-based agroecosystems. Poster presented at the 2011 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, San Antonio, Texas, U.S.A.
 11. **Adviento-Borbe, M.A.A.**, C. Pittelkow, B.A. Linquist, C. Abrenilla and C. van Kessel. 2010. Nitrogen fertility management and rice seeding affect methane emissions in rice. Calif. Rice Experiment Station Field Day Report.
 12. **Adviento-Borbe, M.A.A.**, R.C. Brandt, P. A. Topper, D. A. Topper, H. A. Elliot, R. E. Graves, A. N. Hristov, M.A. Bruns, V. A. Ishler, and E.F. Wheeler. Amendments for mitigation of odor emissions from dairy manure: Preliminary Screening. Paper presented at the 2010 International meetings of the American Society of Agricultural and Biological Engineering, Pittsburgh, PA, U.S.A.
 13. **Adviento-Borbe, M.A.A.**, R.C. Brandt, P. A. Topper, D. A. Topper, H. A. Elliott, R. E. Graves, A. N. Hristov, M.A. Bruns, V. A. Ishler, and E.F. Wheeler Amendments for mitigation of dairy manure NH₃ and greenhouse gas emissions: Preliminary Screening. Paper

- presented at the 2010 International meetings of the American Society of Agricultural and Biological Engineering, Pittsburgh, PA, U.S.A.
14. R.C. Brandt, **M.A.A. Adviento-Borbe**, T.E. Johnston, W.E. Toffey, and J.E. Golembeski. Measurement of biosolids odor concentration using a multiple observation field olfactometry technique. Paper presented at the 2010 International meetings of the American Society of Agricultural and Biological Engineering, Pittsburgh, PA, U.S.A.
 15. R.C. Brandt, H.A. Elliott, **M.A.A. Adviento-Borbe**, E.F. Wheeler. Field olfactometry for odor-related decision making. Poster presented at the 2009 International meetings of the American Society of Agricultural and Biological Engineering, Reno, NV, U.S.A.
 16. Wheeler, F.E., **M.A.A. Adviento-Borbe**, P. A. Topper, N.E. Brown, and G. Varga. Ammonia and greenhouse gas emissions from dairy freestall barn manure. Paper presented at the 2008 International meetings of the American Society of Agricultural and Biological Engineering, Providence, Rhode Island, U.S.A.
 17. Topper, P.A., R.C. Brandt, **M.A.A. Adviento-Borbe**, A.J. Heinrichs, G.J. Lascano, and E.F. Wheeler. Odor evaluation and gas emissions from manure of dairy heifers fed on high-forage and high concentrate diets. Paper presented at the 2008 International meetings of the American Society of Agricultural and Biological Engineering, Providence, Rhode Island, U.S.A.
 18. Brandt, R., H.A. Elliott, **M.A.A. Adviento-Borbe**, and E.F. Wheeler. Agricultural field olfactometry measurements and high value decision-making. Paper presented at the 2008 International meetings of the American Society of Agricultural and Biological Engineering, Providence, Rhode Island, U.S.A.
 19. Walters, D.T., S. Verma, A. Dobermann, K.G. Cassman, D. Ginting, A.E. Suyker, H. Yang and **M.A.A. Adviento-Borbe**. Carbon sequestration and global warming potential of continuous corn and corn/soybean rotations reconsidered. Paper presented at the 2007 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, New Orleans, Louisiana, U.S.A.
 20. Bruns, M.A., M. McCoy, **M.A.A. Adviento-Borbe**, and J.P. Kaye. Toward an understanding of mechanisms leading to peak soil N₂O emissions during midseason corn production. Paper presented at the 2007 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, New Orleans, Louisiana, U.S.A.
 21. McCoy, M., **M.A.A. Adviento-Borbe**, J.P. Kaye and J.P. Kaye. Diversity of *amoA* sequences and comparison of N cycle processes in agricultural soils fertilized with inorganic-N or dairy manure. Paper presented at the 2007 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, New Orleans, Louisiana, U.S.A.
 22. **Adviento, M.A.A.**, and A. Dobermann. Soil greenhouse gas emissions in intensive maize-based cropping systems. Paper presented at the 2005 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, Salt Lake City, Utah, U.S.A.
 23. Dobermann, A., K.G. Cassman, P.C. Sta Cruz, H.U. Neue, E.O. Skogley, M.F. Pampolino and **M.A.A. Adviento**. 1995. Dynamic soil tests for rice. Paper presented at the 11th FCSSP annual scientific conference, 23-29 April 1995. Dumaguete City, Philippines.

24. Dobermann, A., J.L. Gaunt, H.U. Neue, **M.A. Adviento**, and M.F. Pampolino. 1993. Measuring spatial and temporal variability of ammonium in flooded ricefields. Int. Symp. on Soil Testing and Plant Analysis: Precision Nutrient Management. 14-19 August 1993, Evergreen State College, Olympia WA.
25. **Adviento, M.A.A.**, J.W. Doran and A. Dobermann. Soil electrical conductivity and moisture effects on greenhouse gas emissions. Poster presented at the 2004 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, Seattle, WA, U.S.A.
26. **Adviento, M.A.A.** and A. Dobermann. Intensification of maize systems: Impact on soil greenhouse gas emissions. Poster presented at the 2003 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, Denver, CO, U.S.A.
27. **Adviento, M.A.A.** and A. Dobermann 2002. Photoacoustic measurement of soil greenhouse gas fluxes. Poster presented at the 2002 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, Indianapolis, Indiana, U.S.A.
28. **Adviento, M.A.A.**, A. Dobermann, E. Laureles and W. Larazo 2000. Does the indigenous nitrogen supply decline due to continuous rice cultivation? Poster presented at the 2000 Annual meetings of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, Minneapolis, Minnesota, U.S.A.
29. **Adviento, M.A.A.**, A. Dobermann, E. Laureles and W. Larazo 2000. Measuring Indigenous N supply and true N response curves in a long-term continuous rice cropping experiment in the Philippines. Poster presented at the International Conference on paddy soil fertility, 24-29 April 2000, Shangri-la Hotel, Makati City, Philippines.
30. Pampolino, M.F., **M.A.A. Adviento** and A. Dobermann. 1996. Potential for on-site soil testing in lowland ricefields using resin capsules. Poster paper presented at the 12th FCSSP annual scientific conference, 13-17 May 1996. Villa Victoria Resort, Davao City, Philippines.
31. Pampolino, M.F. A. Dobermann, T. Oberthür, **M.A.A. Adviento** and H.U. Neue. 1995. A new approach to regional soil fertility assessment: The case of K status in Nueva Ecija Soils. presented at the 11th FCSSP annual scientific conference, 23-29 April 1995. Dumaguete City, Philippines.
32. **Adviento, M.A.A.**, A. Dobermann and M.F. Pampolino. 1994. The Phytoavailability soil test for rice. Poster paper presented at the 10th FCSSP annual scientific conference, 16-20 May 1994. Puerto Princesa, Palawan, Philippines.

Others

1. **Adviento-Borbe, M.A.A.**, B. Linquist, and C. van Kessel. 2012. Protocol to measure greenhouse gas emissions from flooded rice systems. CVK laboratory Dept. of Plant Sciences, University of California, Davis, CA.

2. **Adviento-Borbe, M.A.A.** 2011. Greenhouse gas emissions in California drill seeded field fertilized with SuperU fertilizer: Preliminary results. Report submitted to AGROTAIN International. 12 Aug. 2011.
3. **Adviento-Borbe, M.A.A.**, C. Pittelkow, C. Abrenilla, C. Mikita, B. Linquist, and C. van Kessel. 2011. Greenhouse gas emissions in California rice research U.C. Davis: 5 January 2011. Report submitted to MARS, Inc. January 2011.
4. **Adviento-Borbe, M.A.A.**, C. Pittelkow, C. Abrenilla, C. Mikita, B. Linquist, and C. van Kessel. 2011. Greenhouse gas emissions in California rice research U.C. Davis: March 2011. Report submitted to MARS, Inc. 3 March 2011.
5. **Adviento-Borbe, M.A.A.**, C. Pittelkow, C. Abrenilla, C. Mikita, B. Linquist, and C. van Kessel. 2011. Greenhouse gas emissions in California rice research U.C. Davis: June 2011. Report submitted to MARS, Inc. 1 June 2011.
6. **Adviento-Borbe, M.A.A.**, C. Pittelkow, C. Abrenilla, C. Mikita, B. Linquist, and C. van Kessel. 2011. Greenhouse gas emissions in California rice research U.C. Davis: September 2011. Report submitted to MARS, Inc. 4 September 2011.
7. **Adviento-Borbe, M.A.A.** 2005. Understanding soil greenhouse gas emissions in intensive maize-based cropping systems. Ph.D. dissertation, University of Nebraska, Lincoln, USA.
8. **Adviento, M.A.A.** 1999. Procedure for Ion chromatography using DX-100 Ion chromatograph. In: Procedure for laboratory instrument use. Soil and Water Sciences Division, International Rice Research Institute. Los Baños Laguna, Philippines.
9. **Adviento, M.A.A.** 1998. Water quality of irrigation water. In: Laboratory procedure for irrigation water monitoring. International Rice Research Institute. Los Baños Laguna, Philippines.
10. **Adviento, M.A.A.** 1998. Diffusion of calcium, potassium, iron and acidity in reduced rice soils. M.Sc. thesis, Department of Soil Science, University of the Philippines Los Baños, Laguna.
11. **Adviento, M.A.A.** 1991. Suitability rating of soils in the municipalities of Bay, Victoria, Calauan and San Pablo City to major agricultural crops. B.S. thesis, Department of Soil Science, University of the Philippines Los Baños, Laguna.

REFERENCES

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Dr. Seth Dabney

Program Leader
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Dr. David MacKill

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2140 PES Bldg. Department of Plant Sciences
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University of California-Davis

One Shields Avenue, Davis, CA 95616
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Dr. Christian Witt

Senior Program Officer Soil Health
Bill & Melinda Gates Foundation
P.O. Box 23350
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E-mail: christian.witt@gatesfoundation.org

Submitted Request in August 2015, but Review Date wasn't until 2016. It will be reviewed at the Jan 21, 2016 GC Meeting.



ARKANSAS STATE
UNIVERSITY

**Renewal Form
for
Regular Graduate Faculty Status**

Name: Kris Biondolillo

Date: August 31, 2015

Program or Department in which the
Applicant seeks renewal of
Regular Graduate Faculty Status:

Psychology and Counseling

Signature of Originator:

Craig H. Jones

Digitally signed by Craig H. Jones
Date: 2015.09.11 10:17:47 -05'00'

Originator must be a department/program graduate faculty and chair (or program director in the case of interdisciplinary programs)
Please sign, & click here to submit to Graduate Council for Review

From the Faculty Handbook:

Qualifications

Regular Member of the Graduate Faculty must be a full-time faculty member with a terminal degree. In exceptional cases, unique experience, specialized training and professional competence may substitute for a terminal degree. Regular Members must have documented evidence of an appropriate level of scholarly activity and continued participation in graduate education at the course, committee and program levels.

Appointment Requirements and Procedure

Application must include evidence of professional activity related to graduate education such as research, publication, exhibition or performance, membership in professional organizations, participation in regional and national meetings, excellence in teaching and the application must meet the qualification standards of the program or department. An appointment is recommended by the department/program graduate faculty and chair (or program director in the case of interdisciplinary programs) and approved by the Graduate Council.

In the space provided, briefly describe how the applicant's scholarly or creative work in the last six years has met the program's particular expectations, as approved by the the Graduate Council (or using the Graduate Council's generic guidelines for programs that do not have Graduate Council approved guidelines) for regular graduate faculty :

(Please contact the Graduate School if you need a copy of your program/department Graduate Faculty guidelines.)

Please attach a copy of applicant's CV edited to include only activity from last six years to indicate how they met qualifications.

Recently taught graduate level course (PSY 7633)

Recent contributions to the planning and development of graduate program (MS Psychological Science)

Will teach in the MS Psychological Science program

Engaged in research that resulted in three national, and eight peer-reviewed publications and presentations

☒ **Regular Graduate Faculty Status Renewed**

Appointment is for up to a six year term, at which time the faculty member may reapply. (Individual programs, departments, or colleges may choose to have shorter terms of appointment.)

☐ **Regular Graduate Faculty Status Not Renewed**, see Explanation below

Signature of
Graduate Council Chair:

GC Chair: If approved by Graduate Council, please sign & click here to submit to Graduate School for Processing



COLLEGE OF EDUCATION & BEHAVIORAL SCIENCE

Department of Psychology & Counseling | P.O. Box 1560, State University, AR 72467 | o: 870-972-3064 | f: 870-972-3962

9/11/2015

To; Dr. Gina Hogue
Interim Dean
College of Education and Behavioral Science

From: Craig H. Jones, Ed. D.
Professor of Psychology and Counseling
Chair, Graduate Faculty Status Review Committee

The Graduate Faculty Status Review Committee has reviewed Dr. Kris Biondolillo's application for renewal of her graduate faculty status. The committee members have voted to approve her application.

All faculty in the Department of Psychology and Counseling are evaluated every year for holding an appropriate terminal degree, quality of teaching, and appropriate professional memberships and service. Dr. Biondolillo, therefore, has documentation on file from her annual productivity review that she meets these criteria.

Over the last six years Dr. Biondolillo has published 3 peer reviewed journal articles, and made 8 peer reviewed presentations. These contributions greatly exceed the departmental scholarship requirements.



VITA

Kris Biondolillo
Department of Psychology and Counseling
College of Education and Behavioral Science

Presented in application for Regular Member Graduate Faculty Status

Terminal Degree

Ph.D. Experimental Psychology; Southern Illinois University, May 1992

Graduate Courses Taught

PSY 7633 Physiological Psychology and Psychopharmacology

Graduate Program Development and Proposals

I contributed to the development and proposal of the Master in Psychological Science Degree Program which was approved by the ADHE in May 2015. The MS in Psychological Science is a research based program to which I will contribute instruction, service, research and research supervision. I will be involved in preparing for the first cohort to enter that program in fall 2016 and will sit on the Program Committee. I will contribute to the following courses in MS in Psychological Science: PSY 5303 Research Methods, PSY 5313 Applied Analysis of Psychological Research, PSY 6663 Advanced Seminar.

Publications

Himmler, B. T., Nakahashi, A., Snow, E., McMickle, A., Muhammad, A., Biondolillo, K. D., Pellis, S.M., & Kolb, B. (2013). Juvenile play experience does not affect nicotine sensitization and voluntary consumption of nicotine in adult rats. *Developmental Psychobiology* 56(5), 1052-1060.

Biondolillo, K., & Yarbrough, G., (2011). Instrumental reinforcement and thermoregulation in the domestic chick: An inquiry based learning project. *Journal of Behavioral and Neuroscience Research*, 9(2), 103-108.

Pearce, A.R., Biondolillo, K.D., & Srivatsan, M. (2010). Enhancing faculty and student experiences in neuroscience at a predominantly undergraduate institution. In J. Warnick, & A.V. Kauleff (Eds.), *Translational Neuroscience and Its Advancement of Animal Research Ethics*. New York, NY: Nova Science.

Presentations at Peer-Reviewed Professional Research Forums

Himmler, B. T., Snow, E., McMickle, A., Pellis, S.M., Kolb, B., & Biondolillo, K. D. Juvenile Play Experience Attenuates the Initial Level of Nicotine Consumption.

Poster presented at the annual meeting of the Society for Neuroscience. November 9-13, 2013; Sand Diego, CA.

Biondolillo, K. & Pearce, A. Modeling nicotine self-administration: Why low tech is sometimes best. Symposium presented at the 59th annual meeting of the Southwestern Psychological Association. April 04-07, 2013; Fort Worth, TX.

Biondolillo, K., Cerrato, M., Snow, E., Schein, B., Himmler, B. The Interaction of developmental play and nicotine on nicotine sensitivity. Poster presented at the 59th annual meeting of the Southwestern Psychological Association. April 5, 2013; Fort Worth, TX

Biondolillo, K., McMickle, A., Snow, E., Pellis, S., Kolb, B., & Himmler, B. (2012). Developmental Play and Sensitivity to Nicotine. Poster presented at the annual conference of the Arkansas Biosciences Institute. October 23, 2012; Fayetteville, AR

Biondolillo, K.D., Bailey, S.R., Eubank, E.L., Riggan, B., & Saarnio, D.A. Pregnancy increases voluntary self-administration of nicotine in rats. Poster presented at the 22nd annual meeting of the Association for Psychological Science. May 29, 2010.

Eldridge, A.R., Hogue, J.D., Biondolillo, K.D., & Welsh, J.A. Perspective relativity of evaluation of performance: An empirical test. Poster presented at the 22nd annual meeting of the Association for Psychological Science. May 29, 2010.

Riggan, B.D., Saarnio, D.A., Biondolillo, K.D., Reynolds, T.C., Waldrop, C.L., & Davis, E.L. Warmth and competence judgments of names reflect ethnic stereotypes. Poster presented at the 22nd annual meeting of the Association for Psychological Science. May 29, 2010.

Claxton, A.F., Biondolillo, K.D., & McGregor, L.N. Relationship of ethnicity, self-efficacy and perceived academic threat. Poster presented at the 22nd annual meeting of the Association for Psychological Science. May 29, 2010.



ARKANSAS STATE
UNIVERSITY

Renewal Form
for
Regular Graduate Faculty Status

Name: Mary Jane Bradley

Date: 1/16/16

Program or Department in which the
Applicant seeks renewal of
Regular Graduate Faculty Status:

Dept. of Educational Leadership, Curriculum, & Special Education

Signature of Originator:

Steve Bounds

Digitally signed by Steve Bounds
DN: cn=Steve Bounds, o=A-State, ou=ELCSE, email=sbounds@astate.edu, c=US
Date: 2016.01.16 10:36:02 -06'00'

Originator must be a department/program graduate faculty or chair (or program director in the case of interdisciplinary programs)
Please sign, & click here to submit to Graduate Council for Review

From the Faculty Handbook:

Qualifications

Regular Member of the Graduate Faculty must be a full-time faculty member with a terminal degree. In exceptional cases, unique experience, specialized training and professional competence may substitute for a terminal degree. Regular Members must have documented evidence of an appropriate level of scholarly activity and continued participation in graduate education at the course, committee and program levels.

Appointment Requirements and Procedure

Application must include evidence of professional activity related to graduate education such as research, publication, exhibition or performance, membership in professional organizations, participation in regional and national meetings, excellence in teaching and the application must meet the qualification standards of the program or department. An appointment is recommended by the department/program graduate faculty and chair (or program director in the case of interdisciplinary programs) and approved by the Graduate Council.

**Do Not Type 'See CV'. Briefly List the Evidence of Compliance with
Program Guidelines Completed Within the Last 6 Years.**

In the space provided, briefly describe how the applicant's scholarly or creative work in the last six years has met the program's particular expectations, as approved by the the Graduate Council (or using the Graduate Council's generic guidelines for programs that do not have Graduate Council approved guidelines) for regular graduate faculty :

(Please contact the Graduate School if you need a copy of your program/department Graduate Faculty guidelines.)

Please attach a copy of applicant's CV to e-mail. Make sure that it is edited to include only activity from last six years to indicate how they met qualifications.

Dr. Bradley has served as Associate Dean of the College of Education & Behavior Science and Director of the Professional Educator Program. She is qualified to teach the following class in our department:
ELCI 6043 Reflective Teaching

☐ **Regular Graduate Faculty Status Renewed**

Appointment is for up to a six year term, at which time the faculty member may reapply. (Individual programs, departments, or colleges may choose to have shorter terms of appointment.)

☒ **Regular Graduate Faculty Status Not Renewed**, see Explanation below

Lacked evidence of compliance with Program Guidelines within last 6 years.

Signature of
Graduate Council Chair:

GC Chair: If approved by Graduate Council, please sign & click here to submit to Graduate School for Processing

Curriculum Vitae

Mary Jane Bradley
3912 Brandywine Dr.
Jonesboro, AR 72404
Office Phone: 870-972-2099
Cell: 870-897-5148
mbradley@astate.edu

ACADEMIC DEGREES

Ed.D.	Memphis State University Major: Curriculum and Instruction	1992
Ed.S.	Arkansas State University Major: Educational Administration	1982
M.S.E.	Arkansas State University Major: Reading (K-12)	1975
B.S.E.	Arkansas State University Major: Elementary Education Minor: Social Studies	1974

Other areas of license: Special Education Instructional Specialist P-4 & 4-12
Course work in other areas: Gifted and Talented, 12 hours

PROFESSIONAL EXPERIENCE

1997-Present	Arkansas State University, Jonesboro, Arkansas. Associate Professor of Education; Director, Professional Education Programs and Professional Licensure Officer.
2011-2012	Arkansas State University, Jonesboro, Arkansas. Interim Associate Dean and Professional Licensure Officer
1998-99	Arkansas State University, Jonesboro, Arkansas. Interim Associate Dean and Director of Professional Education Programs, College of Education.
1996, Fall semester	Arkansas State University, Jonesboro, Arkansas. Assistant Professor; Interim Director of Professional Education Programs.
1992-1997	Arkansas State University, Jonesboro, Arkansas. Assistant Professor of Education, Educational Administration and Secondary Education.
1987-1992	Arkansas State University, Jonesboro, Arkansas. Instructor of Education, Educational Administration and Secondary Education.

- 1983-1987 Hoxie Public School, Hoxie, Arkansas.
Assistant Principal, Gifted/Talented Coordinator and Teacher, Chapter I Coordinator.
- 1980-1982 Arkansas State University, Jonesboro, Arkansas.
Graduate Assistant, Educational Administration and Secondary Education Department.
- 1978-1980 Brookland Public Schools, Brookland, Arkansas.
Reading Supervisor and Teacher, Chapter I Coordinator.
- 1975-1978 Dixie Public School, Dixie, Arkansas. Teacher.
- 1974-1975 Arkansas State University, Jonesboro, Arkansas.
Graduate Assistant, Elementary Education Department.

TEACHING AND RELATED ACTIVITY

Undergraduate Courses Taught (1987-2015)

Foundations of Reading Instruction (Summer 1987)
Introduction to Secondary School Teaching
Foundations of American Education
Instructional Design for Secondary Education
Fundamentals of Secondary Education

Graduate Courses Taught (1993-2015)

Elementary School Administration
Supervision of Instruction (Have taught using compressed video)
Theories of Instruction (Have taught using compressed video)
Educational Administration Practicum
Curriculum and Instruction Practicum
Special Topics: Reflective Teaching (Taught using Distance Learning)
Special Topics: Supervision for Clinical Supervisors

Other Instructional Responsibilities

Supervision of undergraduate interns
Directed two undergraduate honor theses for university trustees scholars
Member of Dissertation Committees – 6

SCHOLARSHIP

Publications

Howerton, D. L., Bradley, M.J., & Christenberry, N. (November, 2013). The MSERA Researcher: Sixteen Years of Connecting with the Membership. Invited exhibit for the

annual meeting of the Mid-South Educational Research Association, Pensacola Beach, FL.

- Howerton, D. L. & Bradley, M.J. (November, 2011). A Brief History of the Mid-South Educational Researcher Newsletter – Forty Years of Service of The Researcher. Invited exhibit presented at the meeting of the Mid-South Educational Research Association, Oxford, MS.
- Bradley, M.J. & Howerton, D. L. (Eds.). (2011). MSERA Researcher, (Vols. 1-5), Mid-South Education Association.
- Howerton, D.L., & Bradley, M.J. The MSERA Researcher. In W.M. Mathews (Ed.). (2011). The heritage volume of the mid-south educational research association (pp. 128-132). Locust Valley, New York: Evaluation Associates, Inc.
- Guffey, J., Rampp, L., & Bradley, M.J. (1998). Technology staff development: Triage using three mastery levels. *Resources in Education*. (ERIC Document Reproduction Service No, ED 418 072)
- Guffey, J., Rampp, L., & Bradley, M.J. (1998). Curriculum & technology: Integration through modeling. *Resources in Education*. (ERIC Document Reproduction Service No, ED 418 072)
- Trusock, D. & Bradley, M.J. (1996). Arkansas Learner Outcomes: Meeting the Challenge of Preparing Students for Global Citizenship. In Fleniken D. & J. Bowman (Ed.), *Educational Change: An Arkansas Perspective* (pp. 137-146). Little Rock, AR: Arkansas Association of Colleges for Teacher Education.
- Vaupel, C. & Bradley, M.J. (1995). Middle school parental involvement is happening. *The Journal of Educational Public Relations*, 16(1), 30-31.
- Bradley, M.J., Holifield, M., & Bartels, B. (1995, March). Establishing institutional partnerships and reshaping instruction via interactive distance learning. *Technology and Teacher Education Annual*, 401-403.
- Holifield, M., Bradley, M.J., Strickland, H., & Carroll, F. (1994). Recruiting future teachers via summer academies. *Education*, 114(3), 343-345.
- Mangrum, D., Christenberry, N.J., & Bradley, M.J. (1993). Pre-Service Teacher Training: A Piece Is Missing! In J. Bowman & D. Fleniken (Ed.), *Critical Issues in Education: An Arkansas Perspective* (pp. 45-50). Little Rock, AR: Arkansas Association of Colleges for Teacher Education.
- Bradley, M.J. & Wesson, L.H. (1993). Group processing under the nominal technique. *Arkansas Association of Colleges for Teacher Education*.
- Mangrum, D., Christenberry, N.J., & Bradley, M.J. (1992). Pre-Service teacher training: A piece is missing! *Mid-South Educational Research Association Proceedings*.
- Garner, A. & Bradley, M.J. (1991). The principal as a leader in curriculum innovation. *The Clearing House*, 64, 419-421.

Bradley, M.J. & Garner, A. (1991). Cooperative learning in secondary schools. *Tennessee Education Leadership*, 18(2), 18-24.

Bradley, M.J. (1988). A rationale for the instructional skills areas of the professional knowledge base: An Arkansas State University model. *NCA Workshop Annual Report*.

Bradley, M.J. & others. (1988). Survival guide for NCATE. *NCA Workshop Annual Report*.

Vaupel, C.F. & Bradley, M.J. (1988). Superintendents choose most positive school advocate. *Journal of Educational Public Relations*, 11(2), 33-34.

Unpublished Reports/Documents

Departmental

Bradley, M.J. (July 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2011, 2012, 2013, 2014, & 2015). Professional Education Programs End of Year Report.

Assessment Reports for Professional Education Programs

Bradley, M.J. (July 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2011, 2012, 2013, 2014, & 2015). Teacher Education Preparation Programs Assessment by Exiting Teacher Interns. Professional Education Unit, Arkansas State University.

Bradley, M.J. (July 1998, 2000, 2002, 2004, 2007, 2008, 2009, 2010, 2011, 2011, 2012, 2013, 2014, & 2015). Follow-Up Survey of Teacher Education Graduates. Professional Education Unit, Arkansas State University.

Bradley, M.J. (July 2006, 2007, 2008, 2009, 2010, & 2011, 2011, 2012, 2013, 2014, & 2015). Assessment: Praxis Scores Reports for 2005-2006, 2006-2007, 2007-2008, 2008-2009, 2009-2010, 2010-2011, 2011-2012, 2012-2013, 2013-2014, & 2014-2015. Professional Education Unit, Arkansas State University.

Bradley, M.J. (June 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2011, 2012, 2013, 2014, & 2015). Supervision of University Supervisor Reports for 1996-1997, 1997-1998, 1998-1999, 1999-2000, 2000-2001, 2001-2002, 2002-2003, 2003-2004, 2004-2005, 2005-2006, 2006-2007, 2007-2008, 2008-2009, 2009-2010, 2010-2011, 2011-2012, 2012-2013, 2013-2014, & 2014-2015. Professional Education Unit, Arkansas State University.

Bradley, M.J. (June 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, & 2015). Internship Summative Evaluation Report.

Bradley, M.J. (April 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, & 2014). Federal Title II Annual Report for College and University Teacher Education Preparation Programs.

Bradley, M.J., Hinson, C., & Bowser, A. (2003, 2006, 2009, 2012, & 2015). Teacher Intern Evaluation of School Experience Report.

Bradley, M.J. (2012). NCATE Coordinator for the Focus Visit for Advanced Programs.

Bradley, M.J. (1997, 2002, & 2009). Standard 3 Chair, Field Experience and Clinical Practice in the NCATE Institutional Report.

Bradley, M.J. (1992). Member, Field Experience and Clinical Practice in the NCATE Institutional Report.

Grants

Bradley, M.J. & Bowser-Brown, A. Grant Evaluator. (Spring 2000-2003). Designed evaluation components for CHARMSS grant (Creative, Hands-on Activities Integrating Reading, Math, and Science), funded by Disney Learning Partnership housed at Trumann Cedar Park Elementary School. \$98,110 per year for three years.

Bradley, M.J. & others. Grant Collaborator. (Spring 2000). Worked with Northeast Arkansas Mentoring Consortium to write grant to implement the piloting of Pathwise Mentoring for schools in the Northeast Educational Cooperative. \$96,103.75

Handbooks

Bradley, M.J. **Arkansas State University Intern Handbook**. July 1997. Wrote the intern handbook to facilitate communication among the clinical supervisors, university supervisors, and teacher interns. The handbook delineates the policies and procedures for the internship experience.

Bradley, M.J. Revised the **Arkansas State University Teacher Education Handbook**. July 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, & 2015.

Presentations at Learned Forums

Bradley, M.J., & Hinson, C. (2015, August 3). **iPads and Intern Assessment: Accountability within the Classroom Setting**. Summer Conference Association of Teacher Educators, Minneapolis, MN.

Hinson, C. & Bradley, M.J., & Hinson, C. (2015, August 3). **Ensuring Accountability: Candidate Assessment of School Experience and Clinical Practice**. Summer Conference Association of Teacher Educators. Minneapolis, MN.

Hinson, C., Hawkins, S. & Bradley, M.J. (2014, February 17). **Advancing Teacher Education. iPads Matter in Teaching, Learning, and Schooling. Ensuring Lifelong Student Learning**. Annual Conference Association of Teacher Educators, St. Louis, MO.

Langford, D., Hawkins, S. & Bradley, M.J. (2013, November 7,. **How One University's College of Education Professional Education and Counselor Education Programs Teamed Up to Create an Online Training Module for the Site Supervisors of Pre-Service Teacher Education and School Counseling Students: A Pilot Project**, Mid-South Educational Research Association. Pensacola Beach, FL.

- Hinson, C., Bradley, M.J., & Hawkins, S. (2013, April 19). **Comprehensive Concerns, Technology, and Educational Changes: Generating New and Innovative Practices for Future Pre-Service Interns.** Arkansas Association of Colleges for Teacher Educators, Conway, AR.
- Hinson, C., Bradley, M.J., & Hawkins, S. (2013, February 17,). **Ensuring Lifelong Student Learning: Holding Teacher Candidates Accountable for Their Performance in an 'Interconnected and Highly Diverse Classroom'.** Annual Conference Association of Teacher Educators, Atlanta, Georgia.
- Bradley, M.J., Bowser, A., Hinson, C., & Hawkins, S. (2013, February 18). **Teacher Candidates' Career Readiness: What If They Are Not Ready?** Annual Conference Association of Teacher Educators, Atlanta, Georgia.
- Bowser, A., & Bradley, M.J. (2013, February 18). **Using Standards-Based Assessment to Ensure Effective Teacher/Candidates' Performance.** Annual Conference Association of Teacher Educators, Atlanta, Georgia, TX.
- Bowser, A., & Bradley, M.J. (2012, February 13). **Defined by our Framework in Practice: An Assessment of Teacher Intern Performance by Supervisor.** Annual Conference Association of Teacher Educators, San Antonio, TX.
- Bradley, M.J., Bowser, A., and Hinson, C. (2011, February 14). **Internship Performance: Comparing Self-Efficacy to Evaluation Results by Classroom Teachers and University Supervisors.** Annual Conference Association of Teacher Educators, Orlando, FL.
- Bradley, M.J., and Hinson, C. (2011, February 15,). **What Happens When Teacher Candidates Do Not Demonstrate They Have "the right stuff" ?** Annual Conference Association of Teacher Educators, Orlando, FL, February 15, 2011.
- Bradley, M.J., Bowser, A., Gaines, G., and Hinson, C. (2010, February 16). **Developing Cultural Competence through Diverse Field Experiences Diversity.** Annual Conference Association of Teacher Educators, Chicago, IL.
- Bradley, M.J., Hinson, C., Lawler-Prince, D. (2009, February 16). **Internship Assessment: What Do University Supervisors Indicate?** Annual Conference Association of Teacher Educators, Dallas, TX.
- Lawler-Prince, D., Bradley, M.J., and Hinson, C. (2009, February 15). **Learning to Teach, Teaching to Learn: Creating Positive Change.** Annual Conference of the Association of Teacher Educators, Dallas, TX.
- Lawler-Prince, D., Bradley, M.J., Towery, R., Owens, L.L., Fillippino, T., & Stewart, P. (2008, February). **Realities and Challenges: Collaborative Program Design and Delivery.** Annual Conference of the Association of Teacher Educators, New Orleans, LA.
- Bradley, M.J., Hinson, C., Towery, R., Meeks, G., & Lawler-Prince, D. (2008, February). **Field Experiences: Addressing the Multiple Demands and Realities of Teaching in a Diverse Culture.** Annual Conference of the Association of Teacher Educators, New Orleans, LA.

- Lawler-Prince, D., Owens, L.L., Towery, R., Bradley, M.J., & Maness, D. (2007, May). **Transforming Preservice Teachers through Partnership School Experiences**. Annual Conference of the Association for Childhood Education, Tampa, FL.
- Bradley, M.J., Owens, L.L., Towery, R., Lawler-Prince, D., & Maness, D. (2007, January). **Partnership Schools: A Collaborative Approach for the Transition of Preservice Teachers to Beginning Teachers**. Annual Conference of the Association of Teacher Educators, San Diego, CA.
- Lawler-Prince, D., Bradley, M.J., Owens, L.L., Towery, R., & Maness, D. (2007, February). **Partnership Schools: Reinventing the Educational Landscape through Integrated Teaching Experiences and In-Depth Supervision**. Annual Conference of the Association of Teacher Educators, San Diego, CA.
- Bradley, M.J. (2007, January). **Supervising and Assessing Interns Using Conceptually Aligned Instruments and Improvement Plans**. Hawaii International Conference on Education, Honolulu, HA.
- Maness, D., Bradley, M.J., Lawler-Prince, D., Owens, L.L., & Towery, R. (2005, January). **Review of Literature: Simultaneous Renewal in Professional Development Schools/Partnerships**. Round Table Presentation, Holmes Partnership Conference, Philadelphia, PA. (Presentation prepared, accepted, and listed in program, airline and hotel reservations secured, unable to attend due to inclement weather.)
- Bradley, M.J., Owens, L.L., Lawler-Prince D., Farris, K., Martin, K., Towery, R., & Maness, D. (2005, January). **Partnership Schools: The Transitions from Pre-Service to Beginning Teachers**. Holmes Partnership Conference, Philadelphia, PA. (Presentation prepared, accepted, and listed in program, airline and hotel reservations secured, unable to attend due to inclement weather.)
- Lawler-Prince, D., Towery, R., Owens, L.L., Bradley, M.J., & Maness, D. (2005, January). **Growing Teachers: Partnership Schools, Integrated Teaching Experiences, and High Quality Supervision in Partnership Settings**. Holmes Partnership Conference, Philadelphia, PA. (Presentation prepared, accepted, and listed in program, airline and hotel reservations secured, unable to attend due to inclement weather.)
- Bradley, M.J. & Hinson, C. (2005, January). **Facilitating Quality of Teacher Education Students Using Diversity in Field Placements**. Hawaii International Conference on Education, Honolulu, HA.
- Lawler-Prince, D., Bradley, M.J., Maness, D., Owens, L., Weaver, R., Towery, R., & Ponder, J. (2004, January). **Public Support: Moving Toward Excellence in Partnership Governance**. Holmes Partnership Annual Conference, San Diego, CA.
- Bradley, M.J., Lawler-Prince, D., & Maness, D. (2004, January). **Enhancing Teacher Quality Using Diversity of Field Placements in Partnerships**. Holmes Partnership Annual Conference, San Diego, CA.
- Bradley, M.J., Cramer, M., Midkiff, R., Prince, D., & Towery, R. (1999, February). **Partner Schools: A Review of the Literature**. Fourth Annual Professional Development School National Conference, Kansas City, MO.

- Bradley, M.J., Lawler-Prince, D., Cramer, J., Cramer, M., & Daniels, R. (1999, February). **Developing School/University Partnerships: Opportunities, Obstacles, and Results**. 79th Annual National Conference of the Association of Teacher Educators, Chicago, IL.
- Lawler-Prince, D., Bradley, M.J., Cramer, J., & Cramer, M. (1999, February). **Moving Toward Excellence: Collaborative Field Experiences**. 79th Annual National Conference of the Association of Teacher Educators, Chicago, IL.
- Trusock, D. & Bradley, M.J. (1998, February). **Saving a Dying School District: A Proactive Path**. 78th Annual National Conference of the Association of Teacher Educators, Dallas, TX.
- Bradley, M.J. & Rampp, L. (1998, March). **A Protocol to Build I-TV Networks for Public Schools Using Lease-Purchase**. 9th International Society for Information Technology & Teacher Education Conference, Washington, DC.
- Bradley, M.J. & Rampp L. (1998, March). **Curriculum and Technology: Integration through Modeling**. 9th International Society for Information Technology & Teacher Education Conference, Washington, DC.
- Bradley, M.J. & Rampp, L. (1998, March). **Using Portfolio in Teacher Licensure Assessment: Is There an Electronic Portfolio in your Future?** 9th International Society for Information Technology & Teacher Education Conference, Washington, DC.
- Trusock, D. & Bradley, M.J. (1998, October). **Partners in Progress: A Collaborative Effort to Help a Predominantly Black School**. National Association of Multicultural Education (NAME) Conference, St.Louis, MO.
- Bradley, M.J. & others. (1998, November). **Professional Development Schools: A Review of Current Literature**. Mid-South Educational Research Association, New Orleans, LO.
- Holifield, M., Cline, D., Castleberry, S., & Bradley, M.J. (1997, February). **Clinical Supervision for Pre-Service Teachers**. 77th National Conference of the Association of Teacher Educators, Washington, D.C.
- Bradley, M.J. & Holifield, M. (1996, February). **Ethical Decision-Making: A Challenge for Teacher Education Programs**. 76th National Conference of the Association of Teacher Educators, St. Louis, MO.
- Bradley, M.J., Strickland, H., Holifield, M. & Carroll, F. (1996, February). **Successes and Pitfalls of a Summer Academy for Future Teachers**. 76th National Conference of the Association of Teacher Educators, St. Louis, MO.
- Trusock, D. & Bradley, M.J. (1996, April). **Sexism in Teacher Education Classes: Overt or Covert?** Arkansas Association of Colleges for Teacher Education/Association of Teacher Educators Spring Conference, Little Rock, AR.
- Vaupel, C. & Bradley, M.J. (1995, February). **A Knowledge-Based Model Applied to a Master's Degree Practicum**. 75th National Conference of the Association of Teacher Educators, Detroit, MI.

- Trusock, D. & Bradley, M.J. (1995, February). **Incorporating Multicultural Concepts in High Schools Without Minorities**. 75th Annual National Conference of the Association of Teacher Educators, Detroit, MI.
- Bradley, M.J., Holifield, M., & Bartels, B. (1995, March). **Establishing Institutional Partnerships and Reshaping Instruction Via Interactive Distance Learning**. 6th International Conference of the Society for Information Technology and Teacher Education, San Antonio, TX.
- Bradley, M.J., Strickland, H., Holifield, M., & Carroll, F. (1994, February). **Addressing Diversity Via a Summer Academy for Future Teachers**. 74th Annual National Conference of the Association of Teacher Educators, Atlanta, GA.
- Vaupel, C. & Bradley, M.J. (1993, March). **Collaboration Activities Garner Middle Level Restructuring**. Annual Rural School Conference, Oklahoma City, OK.
- Bradley, M.J. & Wesson, L. (1993, March). **Group Processing Using the Nominal Group Technique**. Arkansas Association of Colleges for Teacher Education/Association of Teacher Educators Spring Conference, Little Rock, AR.
- Bradley, M.J., Carroll, F., Holifield, M., & Strickland, H. (1993, February). **Recruiting Future Teachers Via Summer Academies**. 45th Annual American Association of Colleges for Teacher Education Conference, San Diego, CA.
- Strickland, H., Bradley, M.J., Holifield, M., & Carroll, F. (1993, February). **Collegiate Summer Academies: A Strategy for Promoting Diversity among Future Teachers**. Association of Teacher Educators 73rd Annual Meeting, Los Angeles, CA.
- Vaupel, C. & Bradley, M.J. (1992, April). **Fundamentals of Secondary Education: A Unique Approach**. Arkansas Association of Colleges for Teacher Education/Association of Teacher Educators, Little Rock, AR.
- Mangrum, D., Christenberry, N., & Bradley, M.J. (1992, April). **Pre-Service Teacher's Knowledge of School Counselor's Role: A Preliminary Investigation**. Arkansas Association of Colleges for Teacher Education/Association of Teacher Educators, Little Rock, AR.
- Wesson, L. & Bradley, M.J. (1992, September). **School-Based Management: Leaders Affecting Change**. Sixth Annual Conference on Contemporary Issues Relating to Women in Educational Administration, Lincoln, NE.
- Bradley, M.J. & Vaupel, C. (1992, November). **Secondary Teacher Education: Defining an Original Course Approach**. 39th Annual Conference Southeastern Regional Association of Teacher Educators, Jackson, MS.
- Mangrum, D., Christenberry, N., & Bradley, M.J. (1992, November). **Pre-Service Teaching Training: A Piece Is Missing!** 21st Annual Meeting of the Mid-South Educational Research Association, Knoxville, TN.

- Bradley, M.J. & Christenberry, N. (1991, April). **Cooperative Learning Yesterday's Relic, Today's Fad, Tomorrow's Cornerstone**. Arkansas Association of Colleges for Teacher Education/Association of Teacher Educators Conference, Little Rock, AR.
- Wesson, L. & Bradley, M.J. (1991, September). **Educational Administration: A Southern Perspective**. Fifth Annual Conference on Contemporary Issues Relating to Women in Educational Administration, Lincoln, NE.
- Vaupel, C. & Bradley, M.J. (1991, November). **Middle Level Teacher Involvement: No Where To Go But Up**. 17th Annual National Middle School Association Conference and Exhibit, Long Beach, CA.
- Bradley, M.J. & Christenberry, N. (1991, November). **Cooperative Learning: Relic, Fad, or Cornerstone? Part I**. 38th Annual Conference of Southeastern Regional Association of Teacher Educators, Little Rock, AR.
- Christenberry, N. & Bradley, M.J. (1991, November). **Cooperative Learning: Relic, Fad, or Cornerstone? Part II**. 38th Annual Conference of Southeastern Regional Association of Teacher Educators, Little Rock, AR.
- Vaupel, C. & Bradley, M.J. (1990, February). **University-Wide Governance for Secondary Teacher Education**. 70th Annual National Conference of the Association of Teacher Educators, Las Vegas, NV.
- Vaupel, C. & Bradley, M.J. (1990, April). **A Secondary Instructor Assistance Program for Pre-Student Teachers**. Illinois/Indiana Association of Teacher Educators Joint Spring Conference, Indianapolis, IN.
- Vaupel, C. & Bradley, M.J. (1989, March). **Teacher Assistance Field Experience**. Arkansas Association of Colleges for Teacher Education Spring Conference, Little Rock, AR.
- Vaupel, C. & Bradley, M.J. (1989, October). **A Pre-Student Teaching Field Experience with Emphasis on Secondary Teacher Assistance Activities**. Association of Teacher Educators Mid-America Regional Conference, Durant, OK.
- Jones, D., Bradley, M.J. & others. (1989, February). **Preparing for NCATE: External Evaluation**. Session at the 69th Annual Meeting of the Association of Teacher Educators, St. Louis, MO.

SERVICE

Regional

Co-Editor, Mid-South Educational Researcher, 2003-2014.

Arkansas Representative, Mid-South Educational Research Association, 2003-2005.

Member, Mid-South Educational Research Association, 1988-present.

Reviewer for Papers and Outstanding Paper, Mid-South Educational Research Association, 1999-2003.

State

President, Arkansas Association of Teacher Educators (ArATE), 2011-2012.

President, Arkansas Association of Colleges for Teacher Education (ArACTE), 2011-2012.
 President Elect, Arkansas Association of Teacher Educators (ArATE), 2010-2011.
 President Elect, Arkansas Association of Colleges for Teacher Educators (ArACTE), 2010-2011.
 Board Member, Arkansas Association of Teacher Educators (ArATE), 2008-2011.
 President, Arkansas Association of Colleges for Teacher Education (ArACTE), 2003-2004.
 President Elect, Arkansas Association of Colleges for Teacher Education (ArACTE), 2002-2003.
 Board Member, Arkansas Association of Colleges for Teacher Education (ArACTE), 2002-2005.
 Board Member, Arkansas Association of Colleges for Teacher Education (ArACTE), 1995-1997.
 Membership Committee, Arkansas Association of Colleges for Teacher Education (ArACTE), 1995-96.
 Chair, Elementary Principalship Standards Committee (1994-95).

University

Committee Member, Request for Proposal: Language and Methodology Semester Abroad Program for Pre-Service Chilean English Teachers. January-February, 2009.
 Background Check Task Force. September-December 2007.
 Governance Task Force. March 1998-Spring 1999.
 Chair, Secondary Education Council, 1993-95.
 Chair, Secondary Education Cabinet Committee, 1993-95.

College (Examples)

Chair, CAEP Standard 2 Committee, 2-14-2017.
 Chair, NCATE Standard 3 Committee, 1997, 2002, & 2009.
 Member, NCATE Steering Committee, 1997, 2002, & 2009.
 Member, Teacher Education Chair Search Committee, January-April 2007.
 Member, Educational Renewal Zone Director Search, March-April 2007.
 Member, Partnership Executive Board, 1999-present.
 Ex-Officio Member, Partnership Network Committee, 1999-present.
 Member, Partnership Executive Board, 1999-present.
 Ex-Officio Member, Unit Assessment Committee, 2006-present.
 Ex-Officio Member, Council on Professional Education, 1999-present.
 Member, Dean Search Committee, 1998-99.
 Chair/Covener, Field Experiences and Diversity Working Committee, 1998-2000.
 Member, Professional Development Committee, 1996-98.
 Ex-Officio Member, Teacher Education Policy and Planning Committee, 1996-99.
 Chair, TEPPC Curriculum Resource Committee, 1991-92.
 Member, NCATE Category I Committee. 1989-92.

Department (Examples)

Chair of Search Committee, Coordinator for Teaching Internship and Field Experiences for Off Campus Sites, Spring 2009.
 Chair of Search Committee, Coordinator for Teaching Internship and Field Experiences, Spring 2003, 2004, & 2005.
 Chair, Lillian Barton Scholarship Committee, 1996-present.
 Chair, Goff Scholarship Committee, 1996-present.
 Chair, Mary L. Swan Scholarship, 2005-present.
 Chair, Wright/Thetford Scholarship, 2006-2009.
 Chair, Internship Appeals Committee, 2000-present.

Chair, Educational Administration and Secondary Education Department Master's Degree Program, 1994.
 Member, Educational Administration and Secondary Education Department Curriculum & Instruction Umbrella Degree Program Committee, 1994-95.
 Member, Educational Administration and Secondary Education Department Merit Review Committee, 1993-96.
 Member, Educational Administration and Secondary Education Department Faculty Awards Committee, 1993-96.
 Member, Educational Administration and Secondary Education Department Chair Search, 1990 & 1992.
 Member, Educational Administration and Secondary Education Department Faculty Search Committee--three positions, 1990.

CONSULTATIONS AND SPECIAL ASSIGNMENTS

NCATE

Bradley, M.J. (1989-present). Served as Chair of the NCATE Standard 3 Writing Committee for the 1997, 2002 & 2009 visit. At the request of Dr. Maness, read and edited the Institutional Report for the 2009 visit. Provided many assessments for the 2002 and 2009 evaluation process. Designed and implemented the Diversity Classification System for Field Experiences in 2000 that facilitated the removal of an area of improvement in diversity of field placements.

Bradley, M.J. & Layton, K. NCATE Consultants for East Stroudsburg University. Reviewed the living documents room, provided sample surveys including evaluation forms for university supervisors, interns, school experience, exit evaluations, and follow-up forms to demonstrate how the evaluation should be aligned with the conceptual framework, provided the Interim Dean with written and oral recommendations for implementation to increase the likelihood of meeting NCATE standards. Met with the Field Experience Director to share placement ideas, and partnership components integrated with field experiences. Also met with the East Stroudsburg Partnership Council to share implementation strategies for Professional Development Schools (partnerships), governance design, and benefits as well as pitfalls of Professional Development Schools. Provided sample types of questions asked by BOE members. East Stroudsburg University, East Stroudsburg, PA: July-October 2000.

Assessment

Bradley, M.J. (2006). Designed and disseminated the first Praxis II report to all programs coordinators for use in SPA reports and for analyses of the programs. Each October a report is sent to each program coordinator and to the Dean's Office. The report is further used to compile a unit assessment.

Bradley, M.J. (2006). Designed an Internship Summative Evaluation Report. The report was used as a part of program evaluations and as a unit assessment.

Grymes, J., Bradley, M.J., & others. (1999, December). Formulation of the Arkansas State University Unit Assessment Plan. The plan delineated the various assessments and stakeholders in the assessment of the teacher education program.

Bradley, M.J. (1999. Pathwise Training. Participated in the initial training sessions on August 11 & 12, and

October 10 & 11. Required to pass a performance-based observation session to be certified as a Pathwise Trainer of Trainers—24 of the 50 participants successfully passed the performance assessment. Have taught teachers to serve as mentors to assist novice teachers in instructional improvement to facilitate the ability of beginning teacher to pass the Praxis III exam. Little Rock, AR.

Diversity Initiatives

Bradley, M.J., & others. Development of a Diversity Matrix/Classification System Placement of Teacher Education Students for Field Experiences at Arkansas State University. December 1998. Piloted January 1999 and COPE approved in September 2000. Full implementation October 2000.

Bradley, M.J., & others. (1998, 1997, 1995, & 1993). Co-Director of the Arkansas State University Summer Academy for Future Teachers. Held the third week in July of 1993, 1995, 1997, & 1998). Focus was to attract the best and brightest higher schoolers from diverse populations.

Bradley, M.J. (1997). Developed a Memorandum of Understanding for a Student Teaching Abroad Program with Moorhead University working with Dr. Joe DiCola in Minnesota. Nine interns student taught abroad, including the countries of Indonesia, Africa, France, England, and Sweden from 1997- 2000.

Bradley, M.J. (2005). Developed a Memorandum of Understanding with University of Minnesota to place interns in a student teaching abroad program. Seven intern candidates have participated in clinical placements abroad since Fall 2007— one in Australia, one in China, two in Costa Rica, one in Czech Republic, one in Sweden, and one in Thailand.

Professional Development Schools (Partnerships) Initiative

Lawler-Prince, D., Maness, D., Bradley, M.J. & three superintendents, Radius Baker, James Dunivan, & Kim Wilbanks visited Texas to view STEM initiatives and partnerships. February 2009.

Bradley, M.J. Currently serves with the Dean, Associate Dean and an administrator from Jonesboro, Nettleton, and Valley View on the Partnership Executive Board.

Bradley, M.J. & others. Participated in the facilitation and implementation of the partner school development initiative. Coordinator and planning team member for six pilot partner schools for the College of Education. Worked with Dick Ishler, COE Dean, and COE Associate Dean, Arkansas State University faculty, and representatives from three school districts (Jonesboro, Nettleton, and Valley View) to establish assumptions of the partner schools, public school partner attributes, and the College of Education partner attributes.

Governance Design for ASU Teacher Education Unit

Bradley, M.J. (1998-1999). Member and leadership facilitator. Governance Task Force. During the Spring 1998, I served as a working member of the governance task force to help develop axioms and assumptions of a workable governance system for ASU Teacher Education Unit. The task force also created a governance flow chart. During the Fall 1998 and Spring 1999, Bonnie Lynch, Rick McDaniel, Terry Roach, and I served as facilitators for the following charges: PRT procedures and

process, governance flow chart, and operational guidelines for the Council on Professional Education and standing committees.

Pathwise Trainings for Unit Faculty

Bradley, M.J. & Bowser-Brown, A. "Pathwise Training for Arkansas State University Faculty." Jonesboro, AR: January, 2009.

Bradley, M.J. "Pathwise Training for Arkansas State University Faculty." Jonesboro, AR: May 8-10, 2006.

Bradley, M.J. & Bowser-Brown, A. "Pathwise Training for Arkansas State University Faculty." Jonesboro, AR: April 26-27, 2001.

Bradley, M.J. & Bowser-Brown, A. "Pathwise Training for Arkansas State University Faculty." Jonesboro, AR: March 1-2, 2001.

PROFESSIONAL DEVELOPMENT WORKSHOPS AND CONSULTATIVE ACTIVITIES FOR PUBLIC SCHOOLS

Bradley, M.J. & Bowser-Brown, A. "Pathwise Mentoring Training for Jonesboro Public School Teachers." Training held at Jonesboro Philadelphia School. Jonesboro, AR: November, 2000.

Bradley, M.J. & Bowser-Brown, A. "Pathwise Mentoring Training for Public School Teachers in Northeast Arkansas Consortium." Training held at Northeast Arkansas Cooperative. Walnut Ridge, AR: August, 2000.

Bradley, M.J. & Bowser-Brown, A. "Pathwise Mentoring Training for Public School Teachers in Northeast Arkansas." Training held at Arkansas State University. Jonesboro, AR: July, 2000.

Bradley, M.J. & Bowser-Brown, A. "What is Pathwise, the Mentoring Process and the Connections with Licensure in the State of Arkansas." Presented to the Principals in the service area of the Crowley's Ridge Cooperative. Harrisburg, AR: March, 2000.

Bradley, M.J. & Bowser-Brown, A. "What is Pathwise and Changes in Licensure in the State of Arkansas." Presented to the Superintendents in the service area of the Crowley's Ridge Cooperative. Harrisburg, AR: March, 2000.

Melbourne High School. COE Visitation. April 17, 1997.

Quiz Bowl Regional Finals. Judge. Greene County Tech School, Sponsor. Paragould, Arkansas: March 9, 1994.

Test Proctor. 8th Annual Arkansas Citizen Bee, Jonesboro, Arkansas: March 5, 1994.

Hoxie Elementary School. Innovation in Curriculum. September-October 1993.

Walnut Ridge Public Schools. Comprehensive Outcomes Evaluation, Instructional Leadership. April 26,

1993.

Central Magnet Elementary School. Forrest City School District, Forrest City, AR. April 27, 1993.

Forrest City Magnet Elementary School. Forrest City School District, Forrest City, AR. April 28, 1993.

Mississippi County Community College and Osceola Public Schools. Articulation of Curriculum.
Blytheville, AR: March - May 1993.

Hoxie High School. Restructuring and Learning Modalities. Hoxie, AR: April 1993.

Walnut Ridge Public Schools. COE Writing. Walnut Ridge, AR: April 1993.

Bradley, M.J. "Effective Teaching Skills." Ripley R4 School. Doniphan, MO: August 14, 1992.

Facilitation of ASU Student Monitors. Facilitator. Northeast Arkansas Foreign Language Festival,
Jonesboro, Arkansas: April, 1992.

Sixth Annual Arkansas Citizen Bee. Timekeeper. Jonesboro, Arkansas: March 21, 1992.

Quiz Bowl Regional Finals. Judge. Greene County Tech High School, Paragould, Arkansas: March 10,
1992.

Quiz Bowl. Judge. Northeast Arkansas Invitational Quiz Bowl, Greene County Tech High School,
Paragould, Arkansas: February 15, 1992.

Gosnell Junior High School. Comprehensive Outcomes Evaluation. Gosnell, AR: October 23, 1991.

Bradley, M.J. "Effective Questioning Skills for High School Teachers." Dierks, AR: February 7, 1991.

Bradley, M.J. "Program for Effective Teaching: The Peanut Butter and Jelly Guide to Teaching." Hayti
Public Schools. Hayti, MO: August 21, 1991.

Bradley, M.J. "The Instructional Process." First-Year Teacher Assistance In-Service, Arkansas State
University/Crowley's Ridge Educational Cooperative. Harrisburg, AR: April 12, 1990.

Bradley, M.J. "An Overview of Effective Teaching." Northeast Educational Cooperative Teacher
In-Service. Greene County Tech Junior High School. Paragould, AR: August 22, 1989.

Bradley, M.J. "Effectively Teaching to the Objective." Jonesboro Junior High Schools. Jonesboro, AR:
October 13, 1989.

Arkansas Department of Education. Development of a Staff Development Network. September 1988-April
1989.

Bradley, M.J. "Pushing Jello Uphill: The Principles of Learning." Northeast Educational Cooperative
Teacher In-Service. Greene County Tech Junior High School. Paragould, AR: August 22 & 23,
1988.

Bradley, M.J. "Descriptive Writing Techniques for Teacher Observations." Arkansas Department of Education, Public School Evaluator Training Workshop. Jonesboro, AR: September 27, 1988.

Bradley, M.J. "Three 'S's' in Reading Instruction." Rivercrest Public Schools. Wilson, AR: August 25, 1987.

Bradley, M.J. "Creative Problem Solving in the Classroom." Hoxie Public Schools. Hoxie, AR: October 26, 1987.

Bradley, M.J. "Teaching to the Objective." Strawberry Public Schools. Strawberry, AR: December 7, 1987.

Strawberry Public Schools. Maintenance of the PET Instructional Model. Strawberry, AR: November-December 1987.

PROFESSIONAL MEMBERSHIPS

Association of Colleges for Teacher Education
 Association of Supervision and Curriculum Development
 Association of Teacher Educators
 Kappa Delta Pi
 Mid-South Educational Research Association
 Phi Delta Kappa

AWARDS/HONORS

Board of Examiners in Counseling, 2012-2015, Governor appointed.
 Co-Editor, Mid-South Educational Research Association, November 7, 2013.
 Award for 11 Years of Service as the Co-Editor.
 Harry L. Bowman Service Award, Mid-South Educational Research Association, 2008.
 Association of Teacher Educator, ATE Laureate, 2008.
 Eugene Smith Point of Excellence Award, 1999.



ARKANSAS STATE
UNIVERSITY

Renewal Form
for
Regular Graduate Faculty Status

Name: Dr. Lillie Fears

Date: January 15, 2016

Program or Department in which the
Applicant seeks renewal of
Regular Graduate Faculty Status:

College of Media & Communication, Professor of Multimedia Journalism

Signature of Originator:

Originator must be a department/program graduate faculty or chair (or program director in the case of interdisciplinary programs).
Please sign & click here to submit to Graduate Council for Review

From the Faculty Handbook:

Qualifications

Regular Member of the Graduate Faculty must be a full-time faculty member with a terminal degree. In exceptional cases, unique experience, specialized training and professional competence may substitute for a terminal degree. Regular Members must have documented evidence of an appropriate level of scholarly activity and continued participation in graduate education at the course, committee and program levels.

Appointment Requirements and Procedure

Application must include evidence of professional activity related to graduate education such as research, publication, exhibition or performance, membership in professional organizations, participation in regional and national meetings, excellence in teaching and the application must meet the qualification standards of the program or department. An appointment is recommended by the department/program graduate faculty and chair (or program director in the case of interdisciplinary programs) and approved by the Graduate Council.

**Do Not Type 'See CV'. Briefly List the Evidence of Compliance with
Program Guidelines Completed Within the Last 6 Years.**

In the space provided, briefly describe how the applicant's scholarly or creative work in the last six years has met the program's particular expectations, as approved by the the Graduate Council (or using the Graduate Council's generic guidelines for programs that do not have Graduate Council approved guidelines) for regular graduate faculty :

(Please contact the Graduate School if you need a copy of your program/department Graduate Faculty guidelines.)

Please attach a copy of applicant's CV to e-mail. Make sure that it is edited to include only activity from last six years to indicate how they met qualifications.

During the past six years, Dr. Fears has accomplished the following:

- * Three referred publications: Southwestern Mass Comm Journal; Journal of Research on Women and Gender; Southwestern Mass Comm Journal
- * Seven conference presentations: AEJMC 9-14; SWECJMC 11-13; AEJMC 9-13; AEJMC 9-12; Delta Blues, 4-12; WSSA 4-12 (2);
- * Leadership positions with Association for Education in Journalism and Mass Communication
- * Appointments:
June-July 2014 WMC-TV 5 Action News 5, Memphis, TN
Faculty Fellow (Digital Content Producer) National Assoc TV & Prog Execs
Fellow, AEJMC Journalism Institute for Diversity
Governor's Appointee, Delta Cultural Center Policy Board, Helena 2010-13
- * Personal Freedom & Responsibility chair, AEJMC History Div, 2013-present
- * Newly elected President-elect, Southwest Education Council for Journalism and Mass Communication

☒ **Regular Graduate Faculty Status Renewed**

Appointment is for up to a six year term, at which time the faculty member may reapply. (Individual programs, departments, or colleges may choose to have shorter terms of appointment.)

☐ **Regular Graduate Faculty Status Not Renewed, see Explanation below**

Signature of
Graduate Council Chair:

GC Chair: If approved by Graduate Council, please sign & click here to submit to Graduate School for Processing

Lillie M. Fears, Ph.D.

POB 2733

State University, AR 72467

870.972-3210 (Work/Days); 870.995.3655 (Mobile)

lfears@astate.edu (work); lillief@yahoo.com (alternate)

Education

Ph.D., Journalism, August, 1997, University of Missouri-Columbia

M.S., Mass Communications, May, 1986, Arkansas State University, Jonesboro, Ark.

B.S., Journalism, May, 1984, Arkansas State University, Jonesboro, Arkansas

A.A., General Studies, May, 1982, Phillips County Community College, Helena, Ark.

Recent Teaching Experience

January 1990 to Present, Arkansas State University (Department of Media)

Professor of Multimedia Journalism, May 2009 - Present

Associate Professor of Journalism, May 2002-May 2009

Assistant Professor of Journalism, August 1997- May 2002

Instructor in Journalism, January 1990-August 1997

Teach undergraduate and graduate level courses in mass communications (e.g., communications research; race, gender and media; history of mass media; introduction to mass media; public opinion, propaganda and the mass media; and desktop publishing) serve on college and university-level committees and in national and regional professional organizations; also founder of the ASU College of Communication's Annual Race, Gender and Media Panel.

Recent Professional Work Experience

June – July 2014 – WMC-TV Action News 5, Memphis, TN

Faculty Fellow (Digital Content Producer), National Associates of Television and Program Executives (NATPE)

-Assisted digital content editor with writing and publishing news and weather coverage for all digital platforms including website, mobile apps, and social media outlets.

Recent Administrative Experience

August 2010- June 2013, Office of the Provost, Arkansas State University

Assistant for Diversity Initiatives, August 2010 – June 2013

Diversity Fellow, August 2007- May 2009

-Assisted with ensuring diversity in job candidate pools and search committees; with planning and implementation of retention and promotion programs for junior faculty and students of color; and with planning multicultural initiatives, programs and activities for campus. **Co-chair, Chancellor's Diversity and Globalization Task Force, 2011-12**

Additional Academic & Teaching Experience

Guest and Invited Teaching Tours

March 2013

Journalism Guest Lecturer, Rust College, Holly Springs, MS

-Keynote Speaker for Ida B. Wells Lyceum

-Gave radio and television interviews on personal career and issues in journalism and mass communications education.

March 2010

Journalism Guest Lecturer, Brigham Young University, Provo, UT

Lectured upper-level classes on diversity issues in journalism and mass communications; made research presentation at luncheon for colleagues and graduate students.

August 15 – August 29, 2008

Faculty Leader, The Washington Center, Denver, CO

Served as liaison between the faculty director and college students during the academic seminar, "The Democratic Convention." Duties included accompanying students to lectures and site visits held at various sites in throughout; assisted students with getting credentials to attend meetings in convention halls.

July 29 – August 5, 2004

Faculty Leader, The Washington Center, Manhattan, NY

Served as liaison between the faculty director and college students during the academic seminar, "The Republican Convention." Duties included accompanying students to lectures and site visits held at various sites (e.g., The United Nations, Ground Zero, etc.) throughout the city; also evaluated students on their required journals and final essays and assigned grades that were submitted as part of their final seminar requirement.

January 14 – 21, 2001

Faculty Leader, The Washington Center, Washington, D.C.

Served as liaison between the faculty director and college students during the academic seminar, "The Presidency in Transition." Duties included accompanying students to lectures and site visits held at various places (e.g., Ford's Theater, Dept. of the Interior, U.S. Chamber of Commerce, etc.) throughout the District of Columbia; also evaluated students on their required journals and final essays and assigned grades that were submitted as part of their final seminar requirement.

Additional Higher & Secondary Education Teaching Experience

1997 – 2002, Arkansas State University (The Upward Bound Project)

Instructor, 1997-98 AY, and Summer of 1999, 2000, and 2002

Instructor & Job Site Coordinator, Summer 1992

-Taught newsletter production, sponsored student publication, coached students for the reading and English ACT tests; and coordinated campus summer job program.

August 1995 to December 1995

Instructor in Journalism, *University of Missouri-Columbia*

Taught Women in the Media course designed to train students to read critically and to discuss scholarly, journalistic research on women in journalism, images of women in media, media coverage of sensitive issues and international perspectives of women and the media.

January 1990 to May 1993

Instructor in Journalism/Newspaper and SPJ Chapter Adviser, *Arkansas State University*

Taught courses in news-editorial and public relations sequences; also advised paid and volunteer student journalist staff for 6,500-circulation bi-weekly newspaper; and advised campus Chapter of Society of Professional Journalists, Sigma Delta Chi, which was **awarded 1992 SPJ Region XII Outstanding Chapter Award**.

January 1989 to December 1989

Lecturer in Journalism and Freshman Composition, *University of Arkansas-Little Rock*

Taught news writing and Freshman Composition courses.

June 1987 to December 1989

Instructor in Developmental English and Journalism & Writing Mentor

Philander Smith College, Little Rock, Arkansas

Taught Developmental English and journalism writing course for college students; also taught writing and grammar and sponsored bi-weekly newspaper in Summer of 1987 and 1988 in The Upward Bound Project.

September 1988 to November 1988

Instructor in Basic Studies, *Southern Technical College, Little Rock, Arkansas*

Taught courses in business correspondence, oral communications, and English I and II.

January 1986 to May 1987

**Instructor in Basic English, Journalism, Adult Education
& Newspaper Sponsor**

Phillips County Community College, Helena, Arkansas

Established monthly campus newspaper and supervised staff in writing, editing, and page layout; also taught news writing, Basic English, and Adult Education, and tutored Algebra.

Additional Professional Work Experience

May 2003 to July 2005

Director of Communications, Delta Regional Authority, Clarksdale, Miss.

Duties: Performed public relations tasks for federal-state partnership, which included writing and distributing news releases, editing and publishing weekly e-newsletter and traditional print newsletter; maintaining Web site, www.dra.gov; editing and publishing brochures, and annual report; and developing and maintaining contacts with media within agency's eight-state, 240-county region. Earned The Communicator 2004 Web Print Competition **Award of Distinction** for "2004 DRA Federal Grant Program," and for "Alcorn State University: A Four-Part Series."

June – July 1998

Feature Writer and Cable News Reporter, *Sarasota Herald-Tribune & SNN Cable News Station*, Sarasota, Fla. (ASNE Fellowship)

Wrote print and broadcast feature stories on variety of topics for medium size metropolitan daily newspaper and in-house 24-hour cable news station.

August 1994 – December 1996

Graduate Assistant, Black Studies Program, University of Missouri-Columbia

Assisted director with administrative matters including running office in his absence; edited the program's external newsletter, *The African-Americanist*; edited and designed other special events publication; planned and coordinated lectures and other special events for Black History Month, etc.; assisted with job search to fill director's position; and assisted Web master with design and content for program's Web site.

Summer 1995

Teaching Assistant/Copy Editor, *Columbia Missourian*, Columbia, Mo.

Worked with other news editing and design instructors on critiquing students' editing and page design assignments; also worked as regular copy editor

May 1991 to August 1991

Copy Editor and Feature Reporter, *Arkansas Gazette*, Little Rock, Ark. (ASNE Minority Teaching Fellowship Residence)

-Edited copy and photos, wrote headlines, captions for daily metropolitan newspaper; also wrote fashion previews, personality profiles and organized religion news calendar.

September 1989 to November 1989

Copy Clerk, *Arkansas Democrat*, Little Rock, Arkansas

Wrote and edited obituaries and other public notices for metropolitan newspaper.

Academic Publications

Refereed Articles

Daniels, George, Fears, Lillie M., and Gabriel Tait, "Portrayals of a Presidential Statement on Race: The Barack Obama-Trayvon Martin Connection in 25 Daily Newspapers" *Southwestern Mass Communication Journal*, (Accepted and Under Revision).

Fears, Lillie M., and Sandra L. Combs. "The Meaning of 'Angry Black Woman' in Print Media Coverage of First Lady Michelle Obama," *Journal of Research on Women and Gender*, " Spring 2013.

Fears, Lillie M. "An Analysis of the Bush Administration's 2005 Campaign to Revamp Social Security," *Southwestern Mass Communication Journal*, Vol. 24, No. 2, Spring 2009.

Daniels, George, L., and Lillie M. Fears. "New generation in the 'pink-collar ghetto'? An examination of student interests in broadcast journalism through a gendered lens," *Southwestern Mass Communication Journal*, Vol. 22, No. 2, Spring 2007.

Daniels, George, L., and Lillie M. Fears. "Assessing anticipatory socialization in PR: Impressions and interests of early mass communication entrants," in *Public Relations Review*, Vol. 32, No. 2, Summer 2006.

Daniels, George L., and Lillie M. Fears, "Examining the 21st century gender divide between high school students' media involvement and career interests," *Southwestern Mass Communication Journal*, Vol. 20, No. 2, Spring 2005.

Fears, Lillie M., "Differing Reactions to Female Role Portrayals in News Editorial Photographs," in *Interaction of Race, Gender and Class in the Media*, fourth text in the Race, Gender and Class Series, Cecelia Baldwin,

ed., Jean Belkhir, series editor, Southern University at New Orleans Press: New Orleans, 2002.

"An Investigation of Colorism of Black Women in News Editorial Photos," *The Western Journal of Black Studies*, Spring 1998.

Book

Social Responsibility and Science News: Four Case Studies, Robert A. Logan, Lillie M. Fears and Nancy Fraser Wilson, The Media Institute, 1997.

Dissertation: "A Content Analysis of African American Women's Portrayals in News Editorial Photos," University of Missouri-Columbia. Completed: August 1997.

Conference Presentations & Participation

97th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Montreal, August 2014
- Discussant, History Division Poster Session

2013 Symposium of the Southwest Education Council for Journalism and Mass Communication, Oklahoma State, November 2013
- Presented the paper, "Portrayals of a Presidential Statement on Race: The Barack Obama-Trayvon Martin Connection in 25 Daily Newspapers" with co-authors Gabriel Tait and George Daniels.

96th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Wash., DC, August 2013
- Discussant, History Division Poster Session

95th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, August 9, 2012
- Moderated panel, "Tribute to African-American Media Pioneers/Giants"

Delta Blues Symposium XVIII: Roots and Generations, Arkansas State University, Jonesboro, April, 2012, organized and moderated the panel, *Remembering Our Roots*.

54th Annual Western Social Science Association Annual Conference, Houston, April 2012; made panel presentation, "Leadership and Diversity in Higher Education: A Survey of Issues Covered in *Diverse Issues in Higher Education* Magazine from 2009-2011."
-Moderator two sessions: 1) *Media Coverage and Perception of Identity*, and 2) *Crisis Communication*

2009 Symposium of the Southwest Education Council for Journalism and Mass Communication, Arlington, Texas, November 6-7, 2009

- Presented the paper, "No Longer Nappy Headed and Angry," with Sheena Terrell, co-author.

2006 Symposium of the Southwest Education Council for Journalism and Mass Communication, Greeley, Colorado, October 27-28, 2006

- Presented the paper, "New Generation in the "Pink-Collar Ghetto?:" Examining Student Interests in Broadcast Journalism and New Media Through a Gendered Lens," with George L. Daniels, co-author.

48th Annual Western Social Science Association Annual Conference, Phoenix, April 19-22, 2006

- Presented the paper, "The Role of Newspapers in Recruiting Japanese Industries to Lower Mississippi Delta Communities."
- Moderator for session, *People in and around Media*

2006 Southern States Communication Association, Dallas, Texas, April 5-9, 2006

- Speaker for the panel, *Popular Folklore and Cultural Communications: From the Fireside to TV to PC.*

Delta Blues Symposium XII: Delta Diversity, Arkansas State University, Jonesboro, March 30 – April 1, 2006

- Presented the paper, "You're Welcome Here: A Case Study of Japanese Manufacturer Plant Openings in Lower Mississippi Delta Communities."

2005 Symposium of the Southwest Education Council for Journalism and Mass Communication, Greeley, Colorado, November 4-5, 2005

- Presented the paper, "So What Can You Do? Perceived Entry-Level Journalism Skills of Mass Communication Students". George L. Daniels, co-author.

88th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division (MAC), San Antonio, Texas, Aug. 9 - 13, 2005:

- Presented the poster, "An Analysis of the Bush Administration's Social Security Propaganda Campaign in Major U.S. Newspapers," during Newspaper Division Scholar-to-Scholar poster session.

87th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division (MAC), Toronto, Aug. 4 – 7, 2004:

- Moderator for panel, "Images and Roles of Race in the Media"

86th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division (MAC), Kansas City, Mo., July 30 - Aug. 2, 2003:

- Moderator for the panel, "You've Come a Long Way, Baby: The African-American Press: Past, Present and Future"
- Moderator for the panel, "Who Gets to Talk: What Type of Media Literacy Skills Are We Passing Down to Our Students?"

72nd Annual Convention of the Southern States Communication Association, Winston-Salem, N. C., April 3-7, 2002

- Gave panel presentation, "Social Responsibility in Disaster News: An Analysis of Early News Coverage of the World Trade Center and Pentagon Terrorism Attacks"
- Moderated the panel, "Artistic Development of Gender: The Web and Public Art"
- Conducted public interview with Diana K. Ivy, 2002 Outstanding Gender Studies Scholar

84th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division (MAC), Washington, D.C., Aug. 4-8, 2001:

- Respondent for the panel, "Reclaiming the Visual Heritage of African Americans and Native Americans"

43rd Annual Conference of the Western Social Science Association (WSSA), Reno, Nevada, April 18-21, 2001:

- Presented the paper, "The Minority Conservative Movement of the 1990s: American Magazines Document the Marginalized Face of Black Political Leadership"
- Panelist for the roundtable, "The Media and the 2000 Elections"
- Moderated the panel, "Media and Children"

83rd Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division, Phoenix, Arizona, August 10-12, 2000:

- Moderated the MAC Division's Top Faculty and Student Research Papers panel
- Coordinated and moderated the panel, "U.S. Ethnic/Racial Groups, Media and Politics"

1999 Symposium of the Southwest Education Council for Journalism and Mass Communication, Jonesboro, Arkansas, November 5-6, 1999

- Presented the paper, "Research Review: The Black Magazine in the U.S."

82nd Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division, New Orleans, La., August 4-7, 1999

- Panelist for, "Nice Niche if You Can Find It: Function and Future of Black Magazines"
- Discussant for "Diversity Issues in Staffing and Coverage"

41st Annual Conference of the Western Social Science Association, Fort Worth, Texas, April 22-24, 1999

- Presented, "The Minority Conservative Movement of the 1990s: American Magazines Document the Changing Face of Black Political Leadership"

1998 Symposium of the Southwest Education Council for Journalism and Mass Communication, El Paso, Texas, November 6-7, 1998

- Presented the poster, "Black Women's Reactions to Women's Portrayals in News Editorial Photos"

81st Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division, Baltimore, Md., August 5-8, 1998

- Moderated panel, "Teaching Issues of Race, Gender & Media Amidst the Affirmative Action Backlash"

68th Annual Convention of the Southern States Communication Association, San Antonio, Texas, April 1-3, 1998

- Presented "African-American Women's Portrayals in News Editorial Photos"

82nd Annual Meeting of the Association for the Study of Afro-American Life & History, Los Angeles, Cal., October 1-5, 1997

- Presented paper, "Images of African-American Women in Print News Media"

80th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division, Chicago, Ill., July 30 – August 2, 1997

- Presented paper, "An Investigation of Colorism of Black Women in News"

79th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division, Anaheim, Cal., August 9-13, 1996

- Moderated panel, "Stereotypical Images Past and Present"

39th Missouri Valley History Conference, Omaha, Neb., March 7-9, 1995

- Presented paper, "The Social Transformation of Women in the Post-Bellum South"

78th Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minorities and Communications Division, Washington, D.C., August 9-11, 1995

- Presented paper, "Portrayal of Women in Black and White Magazines"

45th Annual Conference of the International Communication Association,
Albuquerque, New Mexico, May 25-29, 1995

- Presented poster, "Portrayal of Women in Black and White Magazines: Making the Case for Empirical Study," featured during the competitive display session of the Feminist Scholarship Division of ICA. Of the 54 papers considered, only 24 were accepted, with seven accepted for this poster session.

38th Annual Missouri Valley History Conference, Omaha, Neb., March 9-11, 1995

- Presented paper, "A Study of the Congressional Black Caucus from its Beginning to the Present"

53rd Annual Meeting of the Arkansas College Media Association, Hendrix College, Conway, Ark., April 21, 1993

- Conducted session, "The Black Press, The Conservative Press, The Liberal Press: Who's Telling the Truth"

52nd Annual Meeting of the Arkansas College Media Association, Henderson State University, Arkadelphia, Ark., April 29, 1992

- Conducted session on portrayal of minorities in print media.

Additional Scholarly/Research Experience

August 1993 to December 1996

School of Journalism, University of Missouri-Columbia

January 1996 to May 1996

Research Assistant, Broadcasting Department

Assisted broadcasting professors in study of portrayal of minorities in television news.

August 1994 to May 1995

Fellow, Science Journalism Center

Conducted case studies of science news reporting of bio-medical issues and related issues for journalism ethics book, *Social Responsibility and Science News: Four Case Studies*, (The Media Institute, 1997), by Robert Logan, Lillie M. Fears, and Nancy Fraser Wilson

Summer 1994

Research Assistant, Advertising Department

Assistant the advertising chair in finalizing research for book, *Advertising and Marketing to the New Majority*, and helped conduct a survey of African American consumers at the St. Louis Black Business Expo, St. Louis, Mo.

Spring Semester 1994

Research Assistant, Department of Journalism

Assisted researchers by coding data on the reporting of major floods in the Midwestern United States during summer of 1993.

August 1993 to May 1994

Research Assistant, Department of Journalism

Conducted survey research on various topics for ethics professor; also worked with the *Digital Missourian* research group in studying the effects this medium has on public school pedagogy, teacher adaptability and student performance.

Professional Memberships & Offices Held

- **Association for Education in Journalism and Mass Communications:**
 - PF&R Chair, History Division, AEJMC, 2013- Present
 - Member, Professional Freedom & Responsibility Comm., 2009 – 2012
 - Member AEJMC Strategic Planning Committee, 2007-2009
 - Chair, Minorities and Communication (MAC) Division, 2006-2007
 - First Vice Chair, MAC Division, 2005-2006
 - Second Vice Chair, MAC Division, 2004-2005
 - Secretary and Newsletter Editor, MAC Division, 2002-2004
 - Chair, Magazine Division Teaching Standards Committee, 2000-2001
 - Co-chair, Professional Freedom & Responsibility Committee, MAC Division, 2000-01
 - Chair and Co-chair, MAC Research Committee, 1998-2000
 - Co-chair, MAC Teaching Standards Committee, 1997-1998
- **Southern States Communication Association:**
 - Chair, Gender Studies Division, 2001-02
 - Vice Chair, Gender Studies Division, 2000-01
- **Arkansas Professional Chapter Society of Professional Journalists, SDX:**
 - Board Member, 1997-2000 and 1992-1993

Editorships

- Associate Editor, *The Southwestern Mass Communication Journal*, Summer 2001- Spring 2003
- Founding Editor, *The Arkansas Voice*, West Helena, Ark., 2003
- Editor, *S-TAC Update*, the newsletter for the Arkansas State University Strong-Turner Alumni Chapter, 1999 – present
- Editor, *The African-Americanist*, the national newsletter for the University of Missouri Black Studies Program, August, 1994 – December 1996

University Service

- Secretary, ASU Faculty Association, 2006-2008
- Senator, ASU Faculty Senate, 2001 –2003, 2006-07

- Co-chair, Calendar Committee, 2002-03
- Member, University Diversity Committee, 2001
- Member, General Education Task Force, 2000-01
- Member, University Curriculum Committee, 1998-2001
- Chair, College Curriculum Committee, 1998-2001

Professional Development

Institutes and Fellowships

- Faculty Fellow, National Associates of Television and Program Executives, Summer 2014 (Worked as digital content producer at Action News 5, Memphis, TN)
- Fellow, AEJMC Journalism Leadership Institute for Diversity, 2005-2006
- Fellow, Mid-South Delta Initiative Leadership Program, 2005-2006
- Sasakawa Japanese Studies Summer Faculty Institute, San Diego State University, June 3-28, 2002
- National Endowment for the Humanities Summer Institute for College Teachers, Black Film Studies, University of Central Florida, June 4-29, 2001
- Visual Journalism for Educators, Poynter Institute for Media Studies, St. Petersburg, Fla., June 4-7, 2000
- American Society of Newspaper Editors/Institute for Excellence in Journalism. Residence: *Sarasota Herald-Tribune* & *SNN* cable station, June-July 1998
- American Society of Newspaper Editors Minority Teaching Fellow. Residence: *The Arkansas Gazette*, Summer 1991
- Gannett Teaching Fellow, Indiana Univ., Bloomington, Ind., July 22-28, 1990
- Ted Scripps Fellow, Scripps-Howard Foundation, Cincinnati. Residence: *Birmingham Post-Herald*, June – August 1989.

Seminars & Workshops

- Diversity in the Curriculum Workshop, Poynter Institute for Media Studies, St. Petersburg, Fla., June, 2008
- Invited Guest, International Emmy Festival, Manhattan, New York, Nov. 19-20, 1999
- Participant in course, "SAS Fundamentals: A Programming Approach," at the SAS Institute, Inc., March 11-13, 1998, Dallas, Texas
- Participant, International Radio & Television Society Foundation, Inc., Faculty/Industry Seminar, February 18-22, 1998, New York, NY
- Participant, C-SPAN Winter 1998 Seminar for Professors, January 5-6, 1998, Washington, D.C.
- Participating Educator, News Editors & Copy Desk Chiefs Seminar, American Press Institute, Reston, VA, Feb. 24-28, 1992
- Participant, College Media Advisers Workshop for New Advisers, Chicago, Sept., 13-15, 1991
- Graphics for Art & Journalism Professors Workshop, Poynter Institute for Media Studies, St. Petersburg, Fla., Aug. 11-16, 1991

Awards and Honors

2007, Diversity Excellence Award, Arkansas State University

1999 Distinguished Alumna, Phillips County Community College-UA,
Helena, Ark., Arkansas Association of Two-Year Colleges

Phi Kappa Phi Honor Society, Arkansas State University Chapter 141, Initiated
April 6, 1998

Thurgood Marshall Scholarship, Fall Semester 1996, University of Missouri-
Columbia

1995-96 Donald K. Anderson Graduate Student Teaching Award for
Excellence in Teaching, April 23, 1996, University of Missouri-Columbia

Outstanding Member Award, Association of Black, Graduate & Professional
Students, April 26, 1996, University of Missouri-Columbia

Society of Professional Journalists' Student Top Chapter Award, Region 7,
Baltimore, Md., October 1992. Served as chapter adviser.

Presentations at University of Missouri-Columbia:

- "The Effects of Television on Children," to the Child Development class, May 9, 1996
- "Comparing Portrayal of Women in Black and White Magazines," at the 13th Annual Research & Creative Activities Forum Competition, March 2, 1996
- "Women of Color in Mass Communication Research," to the Sociology of Education Class," November 16, 1996
- "Portrayal of Women in Black and White Magazines," at the weekly Journalism Brown Bag Series, October 9, 1996

Out-of-Conference/Community Presentations

- **Guest Speaker, Holly Grove Homecoming Club, Inc., Annual President's Luncheon, 50th Anniversary Celebration, Holly Grove, Ark., June 29, 2012**
- **Guest Speaker, Holly Grove Homecoming Club, Inc., Annual President's Luncheon, Holly Grove, Ark., July 2010**
- **Commencement Speaker, Phillips Community College of the University of Arkansas, May 13, 2004**
- **Speaker, Phillips County (Arkansas) Chapter of NAACP Spring Banquet, April 2004**
- **Guest Speaker, Holly Grove Homecoming Club, Inc., Annual President's Luncheon, Holly Grove, Ark., July 2003**
- **Speaker, Jonesboro Rotary Club Weekly Luncheon, April 1999.**
- **Coordinator and Moderator for panel, "Diversity and the Mass Media: Important Issues for the 21st Century", at the monthly meeting of Arkansas**

Professional Chapter of Society of Professional Journalists Sigma Delta
Chi, Little Rock Ark., December 2, 2000

- **Presented paper**, "Chronology of Black Newspapers in Arkansas", at Home with Homeland News & Printing Services First Anniversary Banquet, Forrest City, Ark., June 5, 1999

Board Service

- Governor's Appointee, Delta Cultural Center Policy Board, Helena, Arkansas, 2010-2013; Re-appointed in 2014.
- Arkansas Early Learning (Headstart), 2013 – present; Vice-Chair, 2014-
- ASU Museum Policy Advisory Board, 2012-present
- North Jonesboro Neighborhood Initiative, 2013- present
- Director, Arkansas Humanities Council, 2008 – 2013
- Headstart Policy Council, Jonesboro, Arkansas, 2011-2013
- JETS Transit Board, 2012-2013

Civic & Community Volunteer Service

- Member, Parents and Teachers Helping Students (PATHS), 2006-07, JPS Math & Science Magnet Elementary School
- Jonesboro Regional Chamber of Commerce, 2002-present
- Member, Education Committee, 2005-2011
- Member, Government Liaison & Economic Development Committees, 2002-03
- Northeast Arkansas Food Bank, 2003
- Strong-Turner Alumni Chapter of the ASU Alumni Association, Treasurer, Newsletter Editor, 1997-2003
- ASU Faculty Women's Club, Vice-chair for Publicity, 1998-2001; Chair, Scholarship Committee, 1998-2002
- American Heart Association 3K HeartWalk, Participant, Jonesboro, Ark., October 2, 1999
- St. Paul A.M.E. Church, Jonesboro, Sunday School Teacher and Children's Choir Director, 1992-93 and 1997-1999
- St. Paul A.M.E. Church, Columbia, Mo., Assistant Pianist, Sunday School Teacher, 1993-96
- University of Missouri Graduate School Visitation Weekend, Host, November 1994 & November 1995
- University of Missouri AEP Graduate Student, Panelist, July 15, 1994
- University of Missouri School of Journalism, Recruiter, National Association of Black Journalists Meeting (UNITY '94), Atlanta, Ga., July 1994
- Jonesboro Business and Professional Women, Member, 1992-93
- ASU United Voices Gospel Choir, Co-advisor, and Chair of the Advisory Board, 1992-93
- Helping Hands 4-H Club, Founder & Leader, Jonesboro, Ark., 1990-1993
- Omega Psi Phi Big Brother Program Support Staff Member, Jonesboro, 1993
- Train the Trainer Level I & II Leadership Development Program, Participant, sponsored by University of Arkansas Cooperative Extension Service, 1992-93

- E. Boone Watson Community Center Support Staff, Jonesboro, Ark., 1992-93
- 4-H Expansion and Review Committee, Jonesboro, Ark., 1992-93
- 1990 Delta Symposium Essay Contest for Grades 7-12, sanctioned by the Lower Mississippi Delta Development Commission, Fall 1990
- Phillips County Primary Elections, Clerk, Barton, Ark., May 1990 and May 1986



ARKANSAS STATE
UNIVERSITY

Renewal Form
for
Regular Graduate Faculty Status

Name: Joseph Massey

Date: 12 January 2016

Program or Department in which the
Applicant seeks renewal of
Regular Graduate Faculty Status:

College of Agriculture and Technology

Signature of Originator:

Steven Green

Digitally signed by Steven Green
DN: cn=Steven Green, o=Arkansas State University, ou=College of Agriculture
and Technology, email=sgreen@astate.edu, c=US
Date: 2016.01.13 09:49:23 -06'00'

Originator must be a department/program graduate faculty or chair (or program director in the case of interdisciplinary programs)
Please sign, & click here to submit to Graduate Council for Review

From the Faculty Handbook:

Qualifications

Regular Member of the Graduate Faculty must be a full-time faculty member with a terminal degree. In exceptional cases, unique experience, specialized training and professional competence may substitute for a terminal degree. Regular Members must have documented evidence of an appropriate level of scholarly activity and continued participation in graduate education at the course, committee and program levels.

Appointment Requirements and Procedure

Application must include evidence of professional activity related to graduate education such as research, publication, exhibition or performance, membership in professional organizations, participation in regional and national meetings, excellence in teaching and the application must meet the qualification standards of the program or department. An appointment is recommended by the department/program graduate faculty and chair (or program director in the case of interdisciplinary programs) and approved by the Graduate Council.

**Do Not Type 'See CV'. Briefly List the Evidence of Compliance with
Program Guidelines Completed Within the Last 6 Years.**

In the space provided, briefly describe how the applicant's scholarly or creative work in the last six years has met the program's particular expectations, as approved by the the Graduate Council (or using the Graduate Council's generic guidelines for programs that do not have Graduate Council approved guidelines) for regular graduate faculty :

2010-2015

6 peer reviewed scientific publications (2 as first author)
5 extension publications or training videos
3 invited international scientific presentations
28 extension/training presentations

(Please contact the Graduate School if you need a copy of your program/department Graduate Faculty guidelines.)

Dr. Massey is a US Department of Agriculture, Agriculture Research Service scientist recently hired at the A-State location. The CoAT requests that he be given regular graduate faculty status in order to be allowed to serve as primary advisor for graduate students. He will be a great asset to our graduate and research program.

Please attach a copy of applicant's CV to e-mail. Make sure that it is edited to include only activity from last six years to indicate how they met qualifications.

☒ **Regular Graduate Faculty Status Renewed**

Appointment is for up to a six year term, at which time the faculty member may reapply. (Individual programs, departments, or colleges may choose to have shorter terms of appointment.)

☐ **Regular Graduate Faculty Status Not Renewed**, see Explanation below

Signature of
Graduate Council Chair:

GC Chair: If approved by Graduate Council, please sign & click here to submit to Graduate School for Processing

Joseph H. Massey, Ph.D.
USDA ARS Delta Water Management Research Unit
504 University Loop East, Jonesboro, AR, 72401
Cell: 662-418-0081

Education

Ph.D. Agronomy, 1995. University of Arkansas, Fayetteville.

M.S. Agronomy, 1990. University of Arkansas, Fayetteville.

B.S. Chemistry/Mathematics minor, 1986. University of Central Arkansas, Conway.

Positions Held & Responsibilities

- **USDA ARS Delta Water Management Research Unit-Jonesboro, AR.** **2015-**
Research Agronomist

Work closely with producers, colleagues, students, and other stakeholders to develop efficient cropping systems as part of sustainable water management in the Lower Mississippi River basin.

- **YMD Joint Water Management District-Stoneville, MS.** **2014-2015**
Agronomist

Analyzed long-term crop irrigation-use survey data used to make current and future irrigation demand projections for the MS Delta. Assisted with semi-annual groundwater level survey, and devised best management strategies for Pecan Bayou Demonstration Area as part of Tallahatchie-Quiver River transfer project. Prepared reports and manuscripts. Directed and co-wrote training video for Pipe Planner optimized hole-selection software.

- **Mississippi State University, Department of Plant and Soil Sciences-Starkville.** **2000-2014**
Associate Professor with tenure **2005-2014**
Assistant Professor (20% teaching, 80% research) **2000-2005**

Primary research addressed water quality/quantity issues with emphasis in rice production. Formally introduced alternating wetting-drying (AWD) to Mississippi rice production in 2003. Worked closely with producers to devise sustainable irrigation systems by coupling multiple-inlet rice irrigation (MIRI) with AWD, reducing irrigation use, non-point source runoff, and CH₄ emissions by up to 50%. Directed and co-wrote MIRI training video that was later translated into Spanish and Portuguese for use in South America. Worked with multi-state team to develop third-party verifiable methods to reduce greenhouse gases in mid-south rice production, an effort that is expected to lead to carbon offset payments for producers as part of California's climate change program. Established graduate/undergraduate student exchange program with Brazilian universities, resulting in collaborative research, invited international presentations, and six manuscripts to date. US Golf Assoc.-funded runoff experiments used bromide tracer and agrochemicals with range of physiochemical properties to refine USEPA model. Was hired in 2010 by MS Forestry Commission to measure ³H₂O in trees as part of Salmon Test Site assessment. Served on three Delta Sustainable Water Task Force technical working groups (conjunctive water management, metering, and monitoring/data analysis).

➤ **DuPont Crop Protection-Wilmington, DE.**
Section Research Chemist
Research Chemist

1995-1999
1997-1999
1995-1997

Served as principal investigator for GLP and non-GLP laboratory, greenhouse, small-plot, and field-scale experiments determining agrochemical fate and persistence in soil, water, sediments, and plants. Used LC/PDA/LSS and variety of hyphenated chromatographic separation-detection and radiological techniques for metabolite isolation and structure elucidation as part of team of chemists (analytical, synthesis, and formulation), toxicologists, modelers, engineers, agronomists, regulatory specialists and business professionals. Served as Study Steward (i.e., technical reviewer) for all agrochemical photolysis/hydrolysis and terrestrial field soil dissipation studies performed by company. Studies were conducted throughout United States and Europe, requiring communication with a variety of individuals at the US Environmental Protection Agency, DuPont product management teams, and international/domestic scientists, technicians, and contractors.

➤ **University of Arkansas-Department of Agronomy-Fayetteville.**
Full-Time Research Assistant
Half-Time Graduate Assistant

1986-1995
1989-1995
1986-1989

Conducted laboratory, greenhouse, and field experiments measuring human exposure to agrochemicals and agrochemical persistence and mobility. Also investigated agrochemical disposal using advanced oxidation processes. Analytical techniques used were: GC/MS, GC/ECD, GC/NPD, LC/PDA, and LC/LSS for radiochemical separation/detection; and other radio-tracer techniques using LSS.

Professional Experience

Member-MS DEQ Delta Sustainable Water Task Force-Technical Working Groups:

- Monitoring, Assessment, and Data Collection (2014)
- Metering (2012-2014).
- Conjunctive Water Use (2012-2014).

Member-Technical Working Group-Rice Cultivation Compliance Offset Protocol-

California Air Resources Board (2013-14). <http://www.arb.ca.gov/regact/2014/capandtradeprfl4/capandtradeprfl4isorappb.pdf>

Director/Co-Writer of Irrigation Training Videos:

- 2015 Pipe Planner-Optimized Hole Selection Software for Furrow Irrigation. Available on-line at: <https://www.youtube.com/watch?v=36vIpjutPgM>
- 2012 Side-Inlet Rice Irrigation. Available on-line at: http://www.youtube.com/watch?feature=player_embedded&v=XR2JNspMXkk.

Chair-Radiological, Chemical, and Laboratory Safety Committee, included service as interim Radiation Safety Officer (RSO) in 2013. Mississippi State University. 2004-2013.

Program Coordinator-Environmental Science minor and certificate program. Mississippi State University. 2004-2014.

Farm Manager/Co-Founder-Bulldog Student Teaching & Research Farm. Mississippi State University. 2012-2013. http://msucares.com/news/print/agnews/an13/20130207_studentfarm.html

Member-AGRO Division, American Chemical Society-Washington, DC:

- Executive Committee. 2008-2010.
- Strategic Planning Retreat. 2006, 2008.
- Programming Committee. 2006-2009.

Co-Organizer-American Chemical Society AGRO Division symposia:

- Bioenergy Production: Challenges, Concerns, and Consequences. 17-21 Aug, 2008. 236th ACS National Meeting. <http://oasys2.confex.com/acs/236nm/techprogram/>
- Ag Biomass, Biobased Products, & Biofuels. 27-29 March, 2007. 233rd ACS National Meeting. <http://oasys2.confex.com/acs/233nm/techprogram/>
- Turfgrass: Pesticide Exposure Assessment and Predictive Modeling Tools. 28 Aug-01 Sept 2005. 230th ACS National Meeting. <http://oasys2.confex.com/acs/230nm/techprogram/>

Member-Board of Directors, Gaining Ground Sustainability Institute of Mississippi.
2010-2013.

Member-Richard M. Holland Faculty Senate-CALS-MAFES representative, MSU. 2006-2009.

Member-WSSA-Herbicide Handbook Committee. ca. 2005-2007.

Member-WSSA-Environmental Aspects of Weed Management Committee. ca. 2002-2004.

Member-Agronomic Service Award Committee, American Society of Agronomy. 2007-2008.

Study Steward-DuPont Crop Protection Regulatory E-Fate Group. 1996-1999.

Courses Taught

Mississippi State University-Starkville.

- Environmental Fate of Herbicides (PSS 8634). Even years: 2000-2012.
- Herbicide Physiology and Biochemistry (PSS 8724). Odd years: 2000-2013.
- Current Topics in Weed Science (PSS 8701). Spring; Fall: 2008-2014.
- Introduction to Environmental Science (ENS 2103) Spring: 2004-2014.
- Environmental Science Practicum (ENS 4102). On demand: 2004-2014.
- Food Production Systems in Brazil (PSS 4993). Spring 2012. Co-Taught w/ J. Varco; included 6-day tour in southern Brazil.
- Hands-On Small Farm Sustainability (PSS 4993). Spring 2013. Co-taught w/ W. Kingery as part of Bulldog Student Teaching & Research Farm.

University of Delaware-Newark.

- General Chemistry Laboratory. Evenings only, most semesters: 1996-1998.

Awards

YMD Joint Water Management District–Stoneville, MS.

- Certificate of Excellence, 2015. “Pipe Planner Training Video.” American Society of Agronomy-Extension Education Materials committee.

Mississippi State University–Starkville.

- Foil Teamwork Award. 2013. Rice Collaborators Team.
- Service & Dedication Award. 2013. Office of Environmental Health & Safety.
- Shellig Teaching Award. 2013. Co-recipient: Wm. Kingery.
- William White Research Award. 2012. Co-recipients: B. Evans, B. Kingery, and R. Lemus.
- State-Pride Faculty Award. 2010.
- CALS Excellence in Teaching-Graduate Teaching Award. 2009.
- Outstanding Teaching Award. 2003. Mississippi Weed Science Society.

DuPont Crop Protection–Wilmington, DE.

- Performance Award. 1997. “Outstanding Implementation and Follow-Up of an Ambitious Field Soil Dissipation/Soil Accumulation Program.” Regulatory E-fate Group.
- Performance Award. 1996. “Development of a Substantially-Improved Model Aqueous Photolysis Report.” Regulatory E-fate Group.

Department of Agronomy, University of Arkansas–Fayetteville.

- Spooner Scholarship. 1995. This award allowed me to conduct research at USDA-Beltsville.
- Outstanding Masters of Science Student. 1988-89.
- First Place Graduate Student Presentation Award. 1995. Soil & Environmental Aspects of Weed Science section, 48th Annual Meeting of the Southern Weed Science Society-Memphis, TN.
- First Place Graduate Student Presentation Award. 1990. Arkansas Agricultural Pesticide Assoc., 29th Annual Technical Conferences-Fayetteville, AR.

External Recognition (selected)

- 2014 *Delta Farm Press*, article. <http://deltafarmpress.com/rice/set-it-and-forget-it-one-benefits-multiple-inlet-rice-irrigation>.
- 2014 *Rice Farming Magazine*; column.
<http://www.ricefarming.com/home/issues/2014-04/Pg-Dpt-Spec-Speak.pdf>
- 2014 *Oryza.com*; interview.
<http://www.oryza.com/news/research-development/multiple-inlet-rice-irrigation-%E2%80%93-new-flood-control-mantra-rice-farmers>.
- 2013 *Rice Farming Magazine*; feature article.
<http://www.ricefarming.com/home/issues/2013-05/Water-Management.html>
- 2012 National Institutes of Water Research; report.
http://njwrr.rutgers.edu/pdfs/Executive_Summary_2012.pdf
- 2011 National Wildlife Federation; report.
<http://www.nwf.org/~media/PDFs/Wildlife/FutureFriendlyFarmingReport.ashx>
- 2006 *Delta Farm Press*, article. <http://deltafarmpress.com/agribusiness-regiment-uan-biscuits-and-gravy-valent-says>

Publications

Massey, J., C. DeClerk, C. Henry, and Z. Ashemore. 2015. Pipe Planner-Optimized Hole Selection Software Training Video. Available on-line at: <https://www.youtube.com/watch?v=36vIpjutPgM>

Avila, L.A., L.F. Martini, R.F. Mezzomo, J. P. Refatti, R. Campos, D.M. Cezimbra, S.O. Machado, J. H. Massey, R. Carlesso, and E. Marchesan, 2015. Rice Water use efficiency and yield under continuous and intermittent irrigation. *Agronomy Journal*. **107** (2): 442-448.

Massey, J.H., T.L. Walker, M.C. Smith, M. A. Anders, and L.A. Avila. 2014. Farmer adaptation of intermittent flooding using multiple-inlet rice irrigation in Mississippi. *Agricultural Water Management* **146**: 297-304.

Taggart, M.L., J.H. Massey, and D.R. Shaw. 2014. Water quality survey of Mississippi's Upper Pearl River. *Science of the Total Environment* **481**(15)564-573.

Zemolin, C., L.A. Avila, G.V. Cassol, J.H. Massey and E.R. Camaro. 2014. Environmental fate of s-metolachlor—A review. *Planta Daninha, Viçosa-MG*, **32**:1-10.

Massey, J. 2014. Indirect regulation of the Mississippi River Valley Alluvial Aquifer: Options for the Mississippi Delta? *Proc. 44th MS Water Resources Research Conf.* (pgs. 34-42).
<http://www.wrri.msstate.edu/pdf/massey14.pdf>

Martinia, L. F., R.F. Mezzomoa, L. A. Avila, J.H. Massey, E. Marchesan, R. Zanella, S.C. Peixoto, J. P. Refatti, G.V. Cassol, M. Marques. 2013. Imazethapyr and imazapic runoff under continuous and intermittent irrigation of paddy rice. *Agricultural Water Management* **125**:26- 34.

Henry, C.G., J.H. Massey, H.C. Pringle, L. J. Krutz, and B. Stingam. 2013. Tips for conserving irrigation water in the southern region. LSU AgCenter Pub. 3241-K.

Massey, J. 2012. Installation and construction of rice flood depth gauges. MAFES Information Sheet No. 1358. http://msucares.com/pubs/infosheets_research/i1358.pdf

Massey, J, J. Thomas, E. Kline, and P. Tacker. 2012. Side-inlet rice irrigation training video. Available on-line at: http://www.youtube.com/watch?feature=player_embedded&v=XR2JNspMXkk.

Larson et al. 2011. After the flood: Row crop replanting. 2011. MAFES Extension Publication No. 2680. (<http://msucares.com/pubs/publications/p2680.pdf>)

Barber, K. 2010. Sampling for tritium in trees at the Salmon test site, Lamar County, MS. Report prepared by the MS State Department of Health, Division of Radiological Health.
http://msdh.ms.gov/msdhsite/_static/resources/3903.pdf (³H₂O work)

Wersal, R.M., J. D. Madsen, J. H. Massey, W. Robles, and J.C. Cheshier. 2009. Comparison of daytime and night-time applications of diquat and carfentrazone-ethyl for control of parrotfeather and Eurasian watermilfoil. *J. Aquatic Plant Management*. **48**: 56-58

Massey, J.H., P. A. Ampim, B.R. Stewart, M.J. Carroll, and M. C. Smith. 2009. Field design and quality control considerations for turfgrass runoff studies conducted for modeling purposes. Chapter 8 in *Turfgrass: Pesticide Exposure Assessment and Predictive Modeling Tools*, ACS Symposium Series No. 1028,

American Chemical Society, Washington, DC. (pgs.111-121) (Co-Editor)
<http://pubs.acs.org/isbn/9780841274211?prevSearch=&searchHistoryKey=&>

Massey, J. 2008. Considerations when conducting pesticide runoff experiments from turfgrass. *U.S. Golf Assoc. Turfgrass and Environmental Research Online* 7(5): 1-7. <http://usgatero.msu.edu/v07/n05.pdf>

Dodds, D.M., D.B. Reynolds, J.H. Massey, M.C. Smith, and C.H. Koger. 2007. Effect of adjuvant and urea ammonium nitrate on bispyribac-sodium efficacy, absorption, and translocation in barnyardgrass (*Echinochloa crus-galli*). I. Absorption and Translocation. *Weed Science* 55(5):406-411.

Buehring, N.W., J.H. Massey, and D.B. Reynolds. 2007. Shikimic acid accumulation in field-grown corn (*Zea Mays*) following simulated glyphosate drift. *Journal Agricultural & Food Chemistry*. 55:819-824.

Smith, M.C., J. H. Massey, P. Tacker, E. Vories, D. Pennington, J. Epting, and C. Wilson. 2007. Water use estimates for various rice production systems in Mississippi and Arkansas. *Irrigation Science* 25:141-147.

Massey, J.H., J.M. Taylor, N. Binbuga, K. Chambers, G.E. Coats, and W.P. Henry. 2006. Iron antagonism of MSMA herbicide applied to bermudagrass: Characterization of the Fe^{2+} —MAA complexation reaction. *Weed Science* 54:23-30.

Avila, L.A., J. H. Massey, S. A. Senseman, K. L. Armbrust, S. R. Lancaster, G. N. McCauley, and J. M. Chandler. 2006. Imazethapyr aqueous photolysis, reaction quantum yield and hydroxyl radical rate constant. *Journal Agricultural & Food Chemistry*. 54:2635-2639.

Riley, M.B., J. A. Dumas, E.E. Gbur, J.H. Massey, J.D. Mattice, W. Mersie, T. C. Mueller, T. Potter, S. A. Senseman, and E. Watson. 2005. Pesticide extraction efficiency of two solid phase extraction disk types after extraction and shipping. *Journal Agricultural & Food Chemistry*. 53:5079-5083.

Mueller, T.C., J.H. Massey, R.M. Hayes, and C.L. Main. 2005. Glyphosate-resistant horseweed (*Conyza canadensis* L. Cronq.) in Tennessee. Chp. 23 in *Environmental Fate and Safety Management of Agrochemicals*, J. Clark and O. Hideo (eds.) American Chemical Society Symposium Series No. 899. (pp. 273-279)

Smith, M.C., D.R. Shaw, J.H. Massey, M. Boyette, and W. Kingery. 2004. Incubation time effects on imazaquin desorption as determined by non-equilibrium thin-soil disc flow. *Journal Environmental Quality*. 33:581-593.

Blanche, S.B., D.R. Shaw, J.H. Massey, M. Boyette and M.C. Smith. 2003. Fluometuron adsorption to vegetative filter strip components. *Weed Science* 51:125-129.

Mueller, T.C., J.H. Massey, R.M. Hayes, C.L. Main, and C. N. Stewart, Jr. 2003. Shikimate accumulates in both glyphosate-sensitive and glyphosate-resistant horseweed (*Conyza canadensis* L. Cronq.). *Journal Agricultural & Food Chemistry* 51(3):680-684.

Smith, M.C., D.R. Shaw, J.H. Massey, M. Boyette, and W. Kingery. 2003. Using nonequilibrium thin-disc and batch equilibrium techniques to understand herbicide sorption. *Journal Environmental Quality* 32:1393-1404.

Kersting, M.C., M. Boyette, J.H. Massey and P.E. Ryals. 2003. Identification of the inositol isomers present in tetrahymena phosphoinositides, polyphosphoinositols, phosphatidylinositol-linked glycans, and glycosyl phosphatidylinositol-anchored proteins. *Journal Eukaryotic Microbiology* 50(3):164-168.

Massey, J.H. and J.S. LeNoir. 2003. Sources and magnitudes of variability in terrestrial field dissipation of pesticides. Chapter 6 *In Terrestrial Field Dissipation Studies: Design, Interpretation and Purpose*. E. Author et al. (eds.) ACS Symposium Series No. 842. American Chemical Society, Washington, DC.

Massey, J.H. and S.K. Singles. 2003. Photostability of two fungicides on spray application monitors. Chapter 16 *In Terrestrial Field Dissipation Studies: Design, Interpretation and Purpose*. E. Author et al. (eds.) ACS Sym. Series No. 842. American Chemical Society, Washington, DC.

Massey, J.H., E. F. Scherder, R.E. Talbert, R.M. Zablotowicz, M.A. Locke, M.A. Weaver, M.C. Smith, and R.W. Steinriede. 2003. Reduced water use and methane emissions from rice grown using intermittent irrigation. *Proc. 33rd MS Water Res. Conf.* (pgs. 27-35). <http://www.wrrr.msstate.edu/pdf/Massey03.pdf>

Massey, J.H., S.H. Jackson, M. Saha and E. Zietz. 2002. Soil sampling and analysis. Chapter 8.4 *In Handbook of Residue Analytical Methods for Agrochemicals*. P. Lee (ed.). pp. 840-891. John Wiley & Sons Ltd. <http://cnqzu.com/library/Anarchy%20Folder/Chemistry/MISC/Chemistry%20-%20Crc%20-%20Handbook%20Of%20Residue%20Analytical%20Methods%20For%20Agrochemicals.pdf> (Invited)

Trabue, S.L., T.M. Crowe and J.H. Massey. 2002. Changes in soil biomass and microbial community structure as affected by storage temperature and duration, Chapter 14. *In Pesticide Environmental Fate: Bridging the Gap between Laboratory and Field Studies*. W. Phelps et al. (eds.). ACS Sym. Series 813, American Chemical Society, Washington, DC.

Blanche, S.B., D.R. Shaw, M.W. Shankle, W.L. Kingery, and J.H. Massey. 2001. Environmental fate of fluometuron in soil influenced by best management practices (BMPs). *Proc. 31st MS Water Res. Conf.* (pgs. 220-229)

Massey, J.H. and T.L. Lavy. 1997. Degradation and disposal of Scepter Herbicide using hydrogen peroxide catalyzed ozonation. *Journal Agricultural & Food Chemistry* **45**(8): 3315-3319.

Lavy, T.L., J.D. Mattice, J.H. Massey, B.W. Skulman, S.A. Senseman, E.E. Gbur, Jr., and M.R. Barrett. 1996. Long-term in situ leaching and degradation of six herbicides aged in subsoils. *Journal Environmental Quality*. **25**:1268-1279.

Massey, J.H., T.L. Lavy, and J.W. Sparrow. 1994. Ozonation as a potential treatment for pesticide rinsate. *Arkansas Farm Research* **43**(6): 6-7.

Senseman, S.A., J.H. Massey, T.L. Lavy, and T.C. Daniel. 1994. Preventing water contamination at pesticide mixing-loading sites. *Arkansas Farm Research* **43**(5):14-15.

Massey, J.H. and T.L. Lavy. 1994. Uses of bioremediation for pesticide waste clean-up. *In Pesticide and Fertilizer Containment Symposium 2*. The MidWest Plan Service. St. Louis, MO (p. 178-185).

Massey, J.H., T.L. Lavy, and B.W. Skulman. 1993. Pesticide rinsate disposal by activated carbon filtration. *Arkansas Farm Research* **42**(4):12-13.

Lavy, T.L., J.D. Mattice, J.H. Massey, and B.W. Skulman. 1993. Measurements of year-long exposure to tree nursery workers using multiple pesticides. *Arch. Environ. Contam. Toxicol.* **24**:123-144.

Lavy, T.L., J.E. Cowell, J.R. Steinmetz, and J.H. Massey. 1992. Conifer seedling nursery worker exposure to glyphosate. *Arch. Environ. Contam. Toxicol.* **22**:6-13.

Invited Presentations-Expenses Paid (By funding source)

CAPES–Brazil (<http://www.capes.gov.br/>)

- 15 March 2012: Water Conservation, Human Nature, and Jevon's Paradox, presented at the Universidade Federal de Santa Maria, Rio Grande do Sul (RS).
- 09 August 2011: Glyphosate Resistance: Learnings and Implications, presented at the Universidade Federal de Pelotas, Pelotas.
- 28 November 2007: *Global Environmental Issues Impacting Agriculture: Our responsibilities as Agriculturalists*, presented at the Universidade Federal de Rio Grande, Porte Alegre, RS.
- 26 November 2007: Water-Saving Rice Irrigation Research in Mississippi. Embrapa Clima Temperado, Pelotas, Brazil.
- 23 November 2007: *Global Environmental Issues Impacting Agriculture: Our responsibilities as Agriculturalists*, presented at the Universidade Federal de Pelotas, RS.
- 20 November 2007: *Water-Saving Rice Irrigation Research in Mississippi*, presented at the Universidade Federal de Santa Maria, RS.
- 14 November 2007: *Review of Glyphosate Herbicide Basics*, presented at the Universidade Federal de Santa Maria, RS.

Epagri Research Institute–Brazil (<http://www.epagri.sc.gov.br/>)

- 10 August 2011: Water Conservation Practices for Rice Production in the Mid-South, USA, presented at the *Irrigated Rice Congress of Brazil*, Balneario Caboriu, Santa Catarina.
- 30 November 2007: *Global Environmental Issues Impacting Agriculture: Our responsibilities as Agriculturalists*, presented at Epagri, Itai, Santa Catarina.

Delta States Irrigation Conference-US Soybean Association-Sikeston, MO.

- 17, 18 Dec 2014: Improving Rice Irrigation Efficiency.
- 18 Dec 2014: Long-Term Crop Irrigation Use Studies.

Delta Plastics-Little Rock, AR.

- 28-30 September 2015. Water- and Energy-Saving Rice Irrigation Practices in Mississippi” presented at 3rd Inter-Regional CIGR Conference on *Land and Water Challenges: Tools for Development*, held at La Estanzuela, Colonia, Uruguay.
- 01-05 June 2015. Use of Poly-Tubing in Rice: Installation, Management, and Benefits. Irrigation Boot Camp for South American Producers and Consultants. Little Rock, AR.
- 05-12 Oct 2014. Multiple-inlet and alternating wetting-drying rice irrigation. Farmer and Consultant workshop, Uruguaiana, Rio Grande do Sul, Brazil.
- 16 May 2014. Rice Irrigation Using Multiple-Inlet Rice Irrigation and AWD Flooding. Irrigation Boot Camp for South American Producers and Consultants. Little Rock, AR.
- 12 Aug 2013. Overview of Multiple-Inlet Irrigation of Rice. Little Rock, AR.

National Conservation Systems Cotton and Rice Conference

- 2015 18th Annual Meeting–Baton Rouge, LA.
- 2014 17th Annual Meeting–Tunica, MS.
- 2013 16th Annual Meeting–Baton Rouge, LA.
- 2012 15th Annual Meeting–Tunica, MS.
- 2011 14th Annual Meeting–Baton Rouge, LA.
- 2010 13th Annual Meeting–Tunica, MS.

University of Arkansas, Division of Agriculture, Arsenic-in-Rice meeting-Little Rock, AR.

- 09 Aug 2013: Intermittent irrigation of rice in Mississippi.

USEPA-Region 6 Agricultural Issues Seminar Series-Dallas, TX.

- 26 May 2009: Water Quality-Quantity Issues in Mid-South Rice Production.
<https://portal.nifa.usda.gov/web/crisprojectpages/0201572-establishment-of-an-epaextension-liaison-in-epa-region-vi.html>

Department of Soil and Crop Sciences, Texas A & M University-College Station, TX.

- 04 March 2009. Water and Agriculture in the Mississippi Delta.

US Golf Association Green Section Research Meeting-Baltimore, MD.

- 10 Sept 2008. MS Update on Pesticide Runoff from Warm-Season Turfgrass.

Florida Aquatic Weed Control Short Course-Ft. Lauderdale, FL.

- 03 May 2006. ALS Herbicide Action and Behavior in Aquatic Systems.

LSU AgCenter Irrigation Water Conservation Meeting-Vidalia, LA.

- 18 July 2006. Water-Saving Rice Irrigation Practices That Save Energy and Money.

Indiana State Certified Crop Consultants Annual Meeting-Indianapolis, IN.

- 19 Dec 2006: Understanding Roundup Herbicide: What the CCA Should Know About Glyphosate Behavior in Plants, Soil, and Water. (Two 45-min seminars)
- 14 Dec 2005: Factors Affecting Herbicide Efficacy and Carry-Over Potential in Soil. (Two 45-min seminars)

Invited Presentations-No Expenses Paid *(selected)*

US EPA Office of Pesticide Programs-Exposure Modeling Public Meeting-Washington, DC.

- 27 Feb 2007: Factors Impacting Pesticide Runoff from Warm-Season Turf.
http://www.epa.gov/oppefed1/models/water/empm_agenda_27feb2007.htm

American Carbon Registry-Rice Carbon Trading Meeting-Stuttgart, AR.

- 20 March 2013: Intermittent Rice Irrigation in the Mid-South.
- 06 Dec 2011: Intermittent irrigation of rice.

AG EXPO-Cleveland, MS.

- Jan 2014: Irrigation Workshop-Rice Irrigation.
- Jan 2012: Panel Member-Water Issues in the Delta.
- Jan 2005: Multiple-Inlet plus Intermittent Rice Irrigation: Research Update.

In-Service Extension Agent Training

- Jan 2014: Irrigation Workshop-Stoneville, MS.
- March 2013: AR and MS Extension Agent Irrigation Workshop-Stuttgart, AR.

Arkansas Soil and Water Education Conference-Jonesboro, AR.

- 26 Jan 2012: Water & Energy Conservation Practices for Mississippi Rice Production.

WSSA-Symposium on Impact of Global Environmental Change on the Future of Weed Science

- 2003: Implications of Crop Residue and Water Management Issues on Rice Production and Greenhouse Gas Emissions, Paper no. 283.

Mississippi Crop College

- 02 Dec 2013: Rice Irrigation Overview-Starkville.
- 17 Feb 2011: Irrigation Efficiency Research: Soybean and Rice-Starkville.
- 15 Nov 2011: Water and Energy Conserving Irrigation Practices-Stoneville.
- 17 Feb 2010: Water and Energy Conserving Rice Irrigation Practices-Stoneville.
- 08 Feb 2006: Improved Rice Irrigation-Starkville.

Mississippi Rice Consultants Meeting-Cleveland, MS.

- 24 Jan 2014: Update on Rice Irrigation Research.
- 14 Jan 2013: Update on Rice Irrigation Research.
- 19 Jan 2012: Rice Research Overview.
- 01 Feb 2010: Update on Rice Irrigation Research.

YMD Joint Water Management District-Stoneville, MS.

- 17 June 2015: Board of Directors meeting. Pipe Planner training video overview.
- 19 Dec 2012: Board of Directors meeting. Potential water savings in MS rice production.
- 08 Feb 2012: YMD Water Resources Conference.
- 21 April 2010: Board of Directors meeting. Reducing Water Use in MS Rice Production.
- 16 Jan 2008: Board of Directors meeting. Update on Rice Irrigation Research.
- 21 March 2006: YMD Delta Water Conference. Water Quality-Quantity Research.

Mississippi Chapter-American Society of Agronomy-Grenada, MS.

- Nov 2013: Water Conservation Management.
- Nov 2012: Water Quality Management.

Professional Affiliations

Member American Society of Agronomy; American Association for the Advancement of Science; National Ground Water Association; Soil & Water Conservation Society; Weed Science Society of America.



Temporary Graduate Faculty Request Form (Requesting Approval to Teach for Graduate Credit)

[Print Form](#)

(Submit this form to the Graduate School office using the electronic signature option set up below, remembering to attach the CV to the generated email)

Date: 1/20/2016

☒ On Campus

☐ Off Campus

Instructor Name: Ashley Buchman

Faculty Position: Adjunct - Community College Teaching

College: Education

Department: Educational Leadership, Curriculum & Instruction

Course Prefix(es) CCED 7013 Learner Centered Education
Number and Title: CCED 7033 Special Problems in Comm College Ed

Requested Duration: 2 Years

(A CURRENT VITA MUST ACCOMPANY THIS FORM...Please Remember to Attach CV to Email after Signing Below)

Note: This instructor may NOT be assigned to teach courses other than those approved.

Other Experience and Qualifications (Optional): Dr. Buchman has worked at ASUN since 2009 and is currently Dean of Retention & Student Success

The Department and College have reviewed this instructor's credentials and approve him/her to teach the courses listed above.

Signature of Originator:

Originator: Sign above & click here to forward Form to Dept. Chair for their signature (attach CV)

Signature of Dept. Chair:

Steve Bounds

Digitally signed by Steve Bounds
DN: cn=Steve Bounds, o=A-State, ou=ELCSE,
email=sbounds@astate.edu, c=US
Date: 2016.01.20 16:06:14 -06'00'

Dept. Chair: Sign above & click here to forward Form to College Dean for their signature (attach CV)

Signature of College Dean:

GINA S. HOGUE

Digitally signed by GINA S. HOGUE
DN: cn=GINA S. HOGUE, o=Arkansas State University, ou=Academic
Affairs, email=ghogue@astate.edu, c=US
Date: 2016.01.21 08:21:39 -06'00'

College Dean: Sign above & click here to forward Form to Graduate School Dean for their signature (attach CV)

Signature of GS Dean:

Graduate School Dean: Sign above & click here to forward Form to GC Auditor for processing (attach CV)

Curriculum Vitae
Ashley Buchman, Ed.D.

P.O. Box 8, Paragould, AR 72451

Cell 870-476-0153

Email: ashley.buchman@yahoo.com

EDUCATION

- **Ed.D., Educational Leadership**, Arkansas State University, Jonesboro, AR, 2012
DISSERTATION: Usage and Perceived Effectiveness of Marketing Strategies at Two-year Colleges in the United States
- **S.C.C.T., Specialist in Community College Teaching with an Emphasis in Administration**, Arkansas State University, Jonesboro, AR, 2010
- **M.B.A., Master of Business Administration**, Arkansas State University, Jonesboro, AR, 2007
- **B.S., Marketing with emphasis in Management**, Arkansas State University, Jonesboro, AR, 2006

ACADEMIC HONORS AND AWARDS

- 2012 National Institute of Staff and Organizational Development Award Winner
- 2012 Eugene W. Smith Fellowship Recipient
- 2011 Arkansas State University-Newport Outstanding Staff Member
- Member, Delta Epsilon Iota-Academic Honor Society

EXPERIENCE

Dean of Retention and Student Success, Arkansas State University-Newport,
2014-Present

- Devise and implement retention strategies for student success at ASU-Newport
- Supervise the academic support centers for ASUN Newport, Marked Tree, and Jonesboro campuses
- Coordinate and execute New Student Orientations sessions for first-time entering students for the ASUN Marked Tree campus
- Serve as disability services coordinator for ASUN Newport, Marked Tree, and Jonesboro campuses
- Supervise the administration of the Compass exam, TEAS V, EPA certifications, and Pearson Vue exams for students on the ASUN Newport, Marked Tree, and Jonesboro campuses
- Supervise six staff members Student Affairs staff members

Director of Student Services, Arkansas State University-Newport Marked Tree Campus, 2009-2014

- Administer \$ 195,000 average annual operating budget, manage the program, and supervise six staff members for the ASUN Marked Tree Campus Adult Education program
- Administer \$ 78,773 average annual operating budget for Carl Perkins Career and Technical Education Grant.
- Process over \$1.9 million in grants, scholarships, and loans for approximately 300 students and ASUN Marked Tree Campus and oversee ASUN Jonesboro campus financial aid processes
- Plan and execute student activities on the ASUN Marked Tree and Jonesboro campuses
- Devise recruiting and retention plans for the ASUN Marked Tree and Jonesboro campuses
- Coordinate and Implement Academic and Advising Registration sessions for first-time entering students for the ASUN Marked Tree campus
- Coordinator of disability services for the ASUN Marked Tree and Jonesboro campuses
- Supervise the administration of the Compass exam, TEAS V, EPA certification, and Pearson Vue exams for students on the ASUN Marked Tree and Jonesboro campuses
- Procure and administer grants to fund student activities related to underage drinking prevention from Arkansas Collegiate Drug Education Committee
- Supervise five ASUN Marked Tree and Jonesboro campuses Student Services staff members

Adjunct Instructor, Arkansas State University-Jonesboro, Spring 2010 & Spring 2013

- Teach students the basics of statistical concepts and methods for social science research in Social Statistics 3383
- Teach students on how to apply statistical concepts and methods for social science research using SPSS in Social Statistics 3381
- Instruction methodologies included: face-to-face instruction, online collaboration via Blackboard, and in-class collaboration.

Career Pathways Initiative: Community Outreach, Arkansas State University-Newport, 2008-2009

- Recruit potential students for the Career Pathways Initiative program
- Maintain case files for each Career Pathways student for Craighead and Poinsett county
- Design and distribute marketing materials to local communities
- Tutor Career Pathways Initiative students in their academic endeavors
- Serve as a liaison for the Arkansas State University-Newport to local communities
- Supervise part-time employees
- Administer Compass and TABE
- Create relationships with local businesses

Workforce Development Counselor, Arkansas State University-Newport, 2007-2008

- Encourage secondary students in Northeast Arkansas to attend a post-secondary institution
- Assist secondary students with career exploration using the Kuder Interest Inventory
- Attend college and career fairs at secondary institutions
- Develop marketing materials for ASUN's Career Pathways Initiative
- Maintain a budget for grant purposes
- Plan and assist with student activities on the ASUN Newport, Jonesboro and Marked Tree campuses
- Collaborate with Workforce Development Counselors on activities and events for secondary students within the ADTEC consortium



Temporary Graduate Faculty Request Form (Requesting Approval to Teach for Graduate Credit)

[Print Form](#)

(Submit this form to the Graduate School office using the electronic signature option set up below, remembering to attach the CV to the generated email)

Date: 1/15/2015

☒ On Campus

☐ Off Campus

Instructor Name: Dr. Todd Clements

Faculty Position: Adjunct Instructor

College: CNHP

Department: Social Work

Course Prefix(es) SW 5323 Substance Abuse Dependence Intervention Treatment
Number and Title: SW 6003 Psychosocial Pathology
SW 6323 Clinical Intervention and Substance Abuse Dependence

Requested Duration: 3 Years

(A CURRENT VITA MUST ACCOMPANY THIS FORM...Please Remember to Attach CV to Email after Signing Below)

Note: This instructor may NOT be assigned to teach courses other than those approved.

Other Experience
and Qualifications
(Optional):

The Department and College have reviewed this instructor's credentials and approve him/her to teach the courses listed above.

Signature of
Originator:

Nikki Winn

Digitally signed by Nikki Winn
Date: 2016.01.20 13:17:32 -06'00'

Originator: Sign above & click here to forward Form to Dept. Chair for their signature (attach CV)

Signature of
Dept. Chair:

Larry Morton

Digitally signed by Larry Morton
Date: 2016.01.20 13:38:39 -06'00'

Dept. Chair: Sign above & click here to forward Form to College Dean for their signature (attach CV)

Signature of
College Dean:

Susan Hanrahan, PhD

Digitally signed by Susan Hanrahan, PhD
DN: cn=Susan Hanrahan, PhD, o=College of Nursing and Health
Professions, ou=Dean, email=hanrahan@astate.edu, c=US
Date: 2016.01.20 15:59:33 -06'00'

College Dean: Sign above & click here to forward Form to Graduate School Dean for their signature (attach CV)

Signature of
GS Dean:

Graduate School Dean: Sign above & click here to forward Form to GC Auditor for processing (attach CV)

Curriculum Vitae
Todd M.Clements M.D.

**311 #C South Main Street
Jonesboro, AR 72401
Phone: 469-400-9169
Email: toddclements@sbcglobal.net**

EDUCATION & TRAINING:

2003-2004	<u>Chief Resident</u> The University of Oklahoma Health Sciences Center Tulsa, Oklahoma
2000-2004	<u>Psychiatry Residency</u> The University of Oklahoma Tulsa, Oklahoma
1996-2000	<u>Medical School</u> University of Arkansas for Medical Sciences Little Rock, Arkansas
1988-1992	<u>B.S. Psychology</u> Arkansas State University Jonesboro, Arkansas

WORK EXPERIENCE:

Jan 2012-Dec 2012:	Todd Clements MD PC Dallas & Frisco, TX Owner, Medical Director Outpatient Psychiatric Clinics
July 2008-Dec. 2011:	The Clements Clinic Plano, TX Owner, Medical Director Outpatient Psychiatric Clinic

March 2006- July 2008: Amen Clinics Inc.
Newport Beach, CA
Staff Psychiatrist
Outpatient Psychiatric Clinic

July 2004- Feb 2006: Meier Clinics
Staff Psychiatrist
Richardson, TX
Intensive Outpatient Program for patients with mental
health and/or Substance Abuse issues
Adolescents & Adults

TEACHING EXPERIENCE:

2011-2012: Southern Methodist University
Adjunct Faculty, College of Humanities
{Taught Psychopathology and Addictions to Graduate
Students (LCDC, LPC, LMFT)}

2009-2011: Dallas Baptist University
Adjunct Faculty, College of Humanities
{Taught Psychopathology and Addictive/Compulsive
Disorders to Graduate Students (LPC, LMFT)}

BOARD CERTIFICATIONS:

2006-2016: Diplomate, American Board of Psychiatry & Neurology #55895

2011-2021 Diplomate of the American Board of Addiction Medicine

PUBLICATIONS:

Books:

Author: "Happy Pills" CreateSpace Publishing, released
April 2010

Co-author: "Who's Crazy Now?" B.R.A.I.N. Network
Publishing: released Sept. 2009

Co-author: "Post Partum Survival Guide" Tyndale House Publishers, Inc. released June 1, 2009

Co-author: "What I've Learned Since I Knew It All" Tyndale House Publishers, Inc. released Feb. 2008

Co-author of "Blue Genes," Tyndale House Publishers, Inc. released October 2005

Videos: Co-author "Addiction & Recovery" Certification Training Program, Light University Publishing, released 2009

Magazines: 2004-2006 Medical Editor: "Community Kids Magazine"—Tulsa, Oklahoma based magazine focusing on the physical, spiritual, and emotional health of young mothers and their children.

SPEAKER BUREAUS:

2004-2011 Cephalon North America Inc.

2005-2008 Takeda Pharmaceuticals North America

LEADERSHIP:

2009-2012 American Association of Christian Counselors
Addiction & Recovery Track Leader for World Conference

2008-Present Brain Rehabilitation And Injury Network (B.R.A.I.N.)
Medical Director & Executive Board Member

2013-Present Out of the Dark Inc.
Board Member

1996-2000 Class President
Class of 2000
University of Arkansas for Medical Sciences

INTERESTS: Bicycling, Reading, Writing

REFERENCES:

Craig McDaniel M.D.
NEA Baptist Clinic
1835 Grant Avenue
Jonesboro, AR 72401
870-933-9250

Adrian Hickman Ph.D.
Executive Director
Capstone Treatment Center
P.O Box 8241
Searcy, AR 72145
866-729-4479

Jeff Hankins
Vice President for Strategic Communications
& Economic Development
Arkansas State University System
501 Woodlane Suite 301N
Little Rock, AR 72201
501-519-3333



Temporary Graduate Faculty Request Form (Requesting Approval to Teach for Graduate Credit)

[Print Form](#)

(Submit this form to the Graduate School office using the electronic signature option set up below, remembering to attach the CV to the generated email)

Date: 1-18-16

☐ On Campus

☐ Off Campus

Instructor Name: LaToya Green

Faculty Position: Instructor

College: Nursing and Health Professions

Department: Physical Therapy

Course Prefix(es)
Number and Title: PT 8245

Requested Duration: 2 Years

(A CURRENT VITA MUST ACCOMPANY THIS FORM...Please Remember to Attach CV to Email after Signing Below)

Note: This instructor may NOT be assigned to teach courses other than those approved.

Other Experience
and Qualifications
(Optional):

The Department and College have reviewed this instructor's credentials and approve him/her to teach the courses listed above.

Signature of
Originator:

Shawn Drake, PT, PhD

Digitally signed by Shawn Drake, PT, PhD
DN: cn=Shawn Drake, PT, PhD, o=ASTATE, ou=Physical Therapy,
email=sdrake@astate.edu, c=US
Date: 2016.01.18 13:20:21 -06'00'

Originator: Sign above & click here to forward Form to Dept. Chair for their signature (attach CV)

Signature of
Dept. Chair:

Shawn Drake, PT, PhD

Digitally signed by Shawn Drake, PT, PhD
DN: cn=Shawn Drake, PT, PhD, o=ASTATE, ou=Physical Therapy,
email=sdrake@astate.edu, c=US
Date: 2016.01.18 13:21:33 -06'00'

Dept. Chair: Sign above & click here to forward Form to College Dean for their signature (attach CV)

Signature of
College Dean:

Susan Hanrahan, PhD

Digitally signed by Susan Hanrahan, PhD
DN: cn=Susan Hanrahan, PhD, o=College of Nursing and Health
Professions, ou=Dean, email=hanrahan@astate.edu, c=US
Date: 2016.01.19 08:35:31 -06'00'

College Dean: Sign above & click here to forward Form to Graduate School Dean for their signature (attach CV)

Signature of
GS Dean:

Graduate School Dean: Sign above & click here to forward Form to GC Auditor for processing (attach CV)

LaToya L. Green, PT, DPT
7940 Tchulahoma Road
Southaven, MS 38671
Home (662) 393-3268 Mobile (901) 490-1200
email: latoyan1@yahoo.com

Education:

Arkansas State University: Doctor of Physical Therapy (May 2015)
Arkansas State University: Master of Physical Therapy (December 2004)
Tougaloo College: Bachelor of Arts in Psychology (May 1998)

Experience:

Physical Therapist

Baptist Memorial Hospital-Desoto, Southaven, MS 38671, March 2005-present

Position Summary: Examine, evaluate, diagnose and document data regarding patient's strength, functional capacity, motor development and function, sensory perception and skin integrity based on the patient's neuromuscular, musculoskeletal, integumentary and cardiovascular systems.
Plan, prepare and execute treatment programs to maintain, restore, or improve physical functioning, alleviate pain and prevent physical dysfunction in patients.
Administer aquatic exercise, therapeutic exercise, therapeutic/functional activity, gait and balance training, postural training, wound care management, manual therapy and physical agents to relieve pain, increase functional capacity and decrease or prevent deformity.
Identify and document goals and progress toward goals, plan for reevaluation and discharge patients from physical therapy when goals have been attained.
Provide home exercise programs and other pertinent information to patients and family.
Collaborate with medical practitioners by planning, implementing and assessing interventions and referring patients to these individuals when patients' diagnoses are outside the scope of physical therapy practice.
Direct and supervise supportive staff and students by assessing their competence and delegating specific tasks.
Market and provide educational information regarding physical therapy/therapists, injury prevention, ergonomics and health and wellness to other departments, organizations and community.

Graduate Assistant for the University Wellness Program and Dean of Nursing and Health Professions

Arkansas State University, State University, Arkansas 72467, June 2002-August 2004

Position Summary: Researched, composed, produced and disseminated "Health in Our Hands" wellness newsletter.

Scheduled guests for "Focus on Health" wellness radio show.
Created and designed pamphlets, booklets and displays.

Biology/Chemistry Teacher

Coffeenville High School, Coffeenville, Mississippi 38922, August 2001-July 2002

Position Summary: Planned and delivered instruction to facilitate high levels of learning for high school students in the subjects of biology I, biology II and chemistry.
Utilized sophisticated materials/equipment and interactive learning tools to assist students in grasping abstract concepts, solve problems and develop critical thinking skills.
Prepared daily lesson plans, administered tests, averaged grades and recorded students' progress.
Organized and managed the learning environment and maintained student behavior that was conducive to learning.
Served duties for morning arrivals, afternoon departures and extracurricular activities.
Participated in faculty and professional meetings, attended educational conferences and participated in teacher training workshops.



Temporary Graduate Faculty Request Form

(Requesting Approval to Teach for Graduate Credit)

Print Form

(Submit this form to the Graduate School office using the electronic signature option set up below, remembering to attach the CV to the generated email)

Date: 1/20/2016

☒ On Campus

☐ Off Campus

Instructor Name: Charles (Russ) Hannah

Faculty Position: Adjunct - CSPS

College: Education

Department: Educational Leadership, Curriculum &

Course Prefix(es) ELAD 6273 Legal Aspects of Higher Education
Number and Title: ELAD 6313 Higher Education Finance

Requested Duration: 3 Years

(A CURRENT VITA MUST ACCOMPANY THIS FORM...Please Remember to Attach CV to Email after Signing Below)

Note: This instructor may NOT be assigned to teach courses other than those approved.

Other Experience and Qualifications (Optional): Dr. Hannah is a CPA and Associate Vice Chancellor at ASU

The Department and College have reviewed this instructor's credentials and approve him/her to teach the courses listed above.

Signature of Originator:

Originator: Sign above & click here to forward Form to Dept. Chair for their signature (attach CV)

Signature of Dept. Chair:

Steve Bounds
Digitally signed by Steve Bounds
DN: cn=Steve Bounds, o=A-State, ou=ELCSE,
email=sbounds@astate.edu, c=US
Date: 2016.01.20 16:06:14 -06'00'

Dept. Chair: Sign above & click here to forward Form to College Dean for their signature (attach CV)

Signature of College Dean:

GINA S. HOGUE
Digitally signed by GINA S. HOGUE
DN: cn=GINA S. HOGUE, o=Arkansas State University, ou=Academic Affairs, email=ghogue@astate.edu, c=US
Date: 2016.01.21 08:20:51 -06'00'

College Dean: Sign above & click here to forward Form to Graduate School Dean for their signature (attach CV)

Signature of GS Dean:

Graduate School Dean: Sign above & click here to forward Form to GC Auditor for processing (attach CV)

Updated
Vita 11/11/13
from
Sharon Groves

Charles Russell (Russ) Hannah
2512 Lexington Place
Jonesboro, AR 72404

CONTACT INFORMATION

Work Telephone 870-972-2024
Home Telephone 870-931-6595
Cellular Telephone 870-897-5005
Email Address rhannah@astate.edu

PROFESSIONAL EXPERIENCE

Arkansas State University

Associate Vice Chancellor for Finance

January 2008–Present

Areas of Responsibility:

- Controllership
- Financial Analysis and Reporting
- Treasury and Investments
- Tax Administration and Compliance
- Sponsored Programs (Research) Accounting
- Student Account Services
- Accounts Payable and Disbursing
- Athletic Financial Control
- Finance and Human Resource BANNER/Technology Support
- Office of Childhood Services Financial Administration
- Debt Administration and Capital Finance
- Budget Monitoring and Forecasting
- Information Technology Business and Financial Operations
- Convocation Center/Event Arena Administration

Associate Vice Chancellor for Finance/Controller

January 2008–June 2010

Assistant Vice Chancellor for Finance/Controller

July 2000–December 2007

Controller

July 1995–June 2000

Treasurer

April 1991–June 1995

PROFESSIONAL EXPERIENCE, CONTINUED

Arkansas Division of Legislative Audit

Field Auditor III	July 1989–March 1991
Field Auditor II	July 1987–June 1989
Field Auditor I	July 1983–June 1987

PROFESSIONAL CERTIFICATIONS

Certified Public Accountant (CPA)	Arkansas License #3860	1986
Certified Government Financial Manager (CGFM)		1995
Chartered Global Management Accountant (CGMA)		2012

EDUCATION AND DEGREES

Arkansas State University

Doctorate in Educational Leadership	2013
Dissertation Topic: <i>The Leadership Orientations of Public College and University Chief Financial Officers: A Frame Analysis</i>	
Specialist in Community College Teaching (Administration Emphasis)	2008
Master in Business Administration	1995
Bachelor of Science in Accounting	1983
Bachelor of Science in Management (Cum Laude)	1982

Nettleton High School

Diploma	1977
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PROFESSIONAL DEVELOPMENT

The Institute for Educational Management
Harvard Graduate School of Education
Harvard University

- Class of 2009

The Peabody Professional Institute for Higher Education Management
Peabody College of Education and Human Development
Vanderbilt University

- 2008 Summer Fellow

Next Generation Chief Business Officer's Institute
Southern Association of College and University Business Officers (SACUBO)

- Class of 2010

Institute for Facilities Management
Association of Physical Plant Administrators (APPA)

- Currently Enrolled

SCUP Planning Institute
Society for College and University Planning (SCUP)

- Graduate, January 2008

Dale Carnegie Course on Effective Communications and Human Relations
Dale Carnegie Training®

- *Spring 2010 Highest Award for Achievement*

College Business Management Institute
The University of Kentucky
Southern Association of College and University Business Officers (SACUBO)

- Class of 1995

Leadership Jonesboro
Jonesboro Regional Chamber of Commerce

- Class of 1992

PROFESSIONAL INVOLVEMENT

National Association of College and University Business Officers (NACUBO)

- 2010 *Rising Star Award Recipient*
- 2012 Annual Meeting Program Reviewer
- 2011 Annual Meeting Program Reviewer
- 2010 Annual Meeting Program Reviewer

Southern Association of College and University Business Officers (SACUBO)

- Participant, 2010 Next Generation Chief Business Officer's Institute
- Member, Scholarship Committee 2006-2009

Arkansas Association of College and University Business Officers (AACUBO)

- President, 2003-2004
- Secretary/Treasurer, 2002-2003
- Board of Directors, 2000-2002

Arkansas Society of Certified Public Accountants (ASCPA)

- 2008 *Outstanding CPA in Government Award Recipient*

Northeast Arkansas Chapter, Arkansas Society of Certified Public Accountants

- President, 2008-2009
- Vice President, 2007-2008

Central Arkansas Chapter, Association of Government Accountants (AGA)

- Education Co-Chair, 2007-2008
- CGFM Chair, 2006-2007

Society for College and University Planning (SCUP)

- 2009 Annual Meeting Program Reviewer
- 2008 Planning Institute Graduate

American Institute of Certified Public Accountants (AICPA)

Association of Government Accountants (AGA)

Government Finance Officers Association of the United States and Canada (GFOA)

National Council of University Research Administrators (NCURA)

Society of Research Administrators (SRA)

COMMUNITY AND CIVIC ENGAGEMENT

Northeast Arkansas Federal Credit Union (NEAFCU)

- Board of Directors, Elected Member, 2011-2013
- Asset and Liability Committee (ALCO) Chair, 2012-2013
- Asset and Liability Committee (ALCO) Secretary, 2011-2012

The Rotary Club of Jonesboro

- President, 2012-2013
- President-Elect, 2011-2012
- Vice President, 2009-2011
- Funding Requests Committee Chair, 2006-2008
- Rotary Foundation Educational Programs Chair, 2006-2007
- Member, Board of Directors, 2003-2004
- Treasurer, 2001-2003
- Member since 1997

United Way of Northeast Arkansas

- Chair, Allocations Committee, 2005
- Member, Board of Directors, 2002-2005

Union Planters Bank Community Development Board

- Member, 2001-2003

Jonesboro Church Health Center

- Member, Board of Directors, 2001-2003

Jonesboro Regional Chamber of Commerce

- Member since 1999

UNIVERSITY COMMITTEES (CURRENT AND RECENT ASSIGNMENTS)

University Planning Committee

Campus Master Plan Advisory Committee

Higher Learning Commission Self-Study Steering Committee

Chancellor's Diversity and Globalization Task Force

International Students and Scholars Committee

OTHER ACTIVITIES

Arkansas State University

- Adjunct Instructor in Higher Education Finance, Spring 2003-Present
- Adjunct Instructor in Accounting, Fall 2001-Spring 2003
- Staff Senator, 1999-2000

Journal of International Students

- Advisory Board Member, 2011-Present

The Arkansas State University Wesley Foundation

- Chair, Board of Directors, 2007-Present

The United Methodist Church Committee on Parish and Community Development in Arkansas

The United Methodist Church Board of Higher Education and Campus Ministries in Arkansas

The NE District Leadership Team of the Arkansas Conference of the United Methodist Church

Christway United Methodist Church (New Church Start)

- Treasurer, 2007-2008

Certified Lay Speaker, the United Methodist Church

PERSONAL INFORMATION

Born June 21, 1959

Married to the former Cindy Ward since 1984

Two Children

- Christopher, Age 24
- Jennifer, Age 19

Members, St Paul United Methodist Church



Temporary Graduate Faculty Request Form

(Requesting Approval to Teach for Graduate Credit)

Print Form

(Submit this form to the Graduate School office using the electronic signature option set up below, remembering to attach the CV to the generated email)

Date: 1/20/2016

☒ On Campus

☐ Off Campus

Instructor Name: Jennifer Malugen

Faculty Position: Adjunct - Gifted & Talented

College: Education

Department: Educational Leadership, Curriculum &

Course Prefix(es) Number and Title: ELSE 5703 Identification, nature, & needs of Gifted & Talented students

Requested Duration: 1 Year

(A CURRENT VITA MUST ACCOMPANY THIS FORM...Please Remember to Attach CV to Email after Signing Below)

Note: This instructor may NOT be assigned to teach courses other than those approved.

Other Experience and Qualifications (Optional): Ms. Malugen has served as Gifted & Talented Facilitator for the Jonesboro Public Schools since 2002.

The Department and College have reviewed this instructor's credentials and approve him/her to teach the courses listed above.

Signature of Originator:

Originator: Sign above & click here to forward Form to Dept. Chair for their signature (attach CV)

Signature of Dept. Chair:

Steve Bounds

Digitally signed by Steve Bounds
DN: cn=Steve Bounds, o=A-State, ou=ELCSE,
email=sbounds@astate.edu, c=US
Date: 2016.01.20 16:06:14 -06'00'

Dept. Chair: Sign above & click here to forward Form to College Dean for their signature (attach CV)

Signature of College Dean:

GINA S. HOGUE

Digitally signed by GINA S. HOGUE
DN: cn=GINA S. HOGUE, o=Arkansas State University, ou=Academic
Affairs, email=ghogue@astate.edu, c=US
Date: 2016.01.21 08:18:56 -06'00'

College Dean: Sign above & click here to forward Form to Graduate School Dean for their signature (attach CV)

Signature of GS Dean:

Graduate School Dean: Sign above & click here to forward Form to GC Auditor for processing (attach CV)

Jennifer Malugen

1701 Merrill Cove, Jonesboro, AR 72401

Work (870)933-5800, Cell (870)897-1598, jennifer.malugen@jonesboroschools.org

Education/Certification

ED.S. Educational Leadership/Curriculum, 2011
Arkansas State University, Jonesboro, AR

MSE Gifted, Talented and Creative, 2002
Arkansas State University, Jonesboro, AR

BSE Elementary Education, 1999
Harding University, Searcy, AR

AA General Education, 1992
Central Baptist College, Conway, AR

National Board Certification, Middle Childhood Generalist (certified in 2008)
Arkansas Gifted, Talented and Creative K-12
Arkansas Teacher Certification 1-6
Arkansas Business Endorsement
Arkansas History Endorsement
Arkansas English Endorsement
Arkansas Career Orientation Endorsement

Teaching Experience

- Gifted and Talented Facilitator, Jonesboro Public Schools, Jonesboro, AR, 2002-Present
 - Create and facilitate implementation of curricula
 - Provide staff development to regular education teachers concerning gifted education
 - Develop, update, and maintain scope and sequence of curricula
 - Evaluate standardized test scores
 - Administer IQ and various assessments
 - Direct placement meetings for placement in the Gifted and Talented Program
 - Lead Parent Involvement Committee
 - Present various professional development activities to staff and at the state GT meetings
- 7th-8th Grade English Teacher and Oral Communication Teacher, Annie Camp Junior High School, Jonesboro, AR, 2001-2002
- Career Orientation/Computer Lab, Brookland Public Schools, Brookland, AR 2000-2001
 - Developed and administered various career-based activities
 - Created a scrapbook that illustrated the career-based activities, which received first place in the state Career Orientation Meeting Competition.

- Created computer-based lessons for Kindergarten through fifth grade students.
- Utilized national and state technology frameworks to enhance and strengthen elementary student achievement
- 9th-12th grade English, Hoxie High School, Hoxie, AR, 2000

School/District-based Projects

- Administered School Culture Audit
 - Data was gathered to determine the school culture present within an elementary campus.
 - The survey was conducted by using Survey Monkey.
 - The information was then evaluated to determine areas that need to be further addressed.
- Conducted a study on teacher absenteeism
 - Gathered data from Jonesboro and surrounding districts concerning teacher absenteeism
 - Completed a review of the literature
 - Developed a presentation to present to the administration concerning the cost of teacher absenteeism
 - Loss of educational experiences
 - Analyzed cost of absences
 - Student
 - Financial
- Conducted Action Research on a variety of topics
 - Literacy Lab
 - Closing the Achievement Gap (African American males)
 - 1st Grade Reading Program

Professional Affiliations

- Arkansans for Gifted and Talented Students, 2002-present

Honors/Awards

- Outstanding Student Award, Ed.S., Arkansas State University, 2010
- Who's Who Among American College Students 1989-1990, 1990-1991, 1991-1992
- Business Student of the Year, 1992
- Student of the Year, 1989

References

- Dr. Kim Wilbanks, Superintendent
Jonesboro Public Schools
2506 Southwest Square
Jonesboro, AR 72401
(870)933-5800/ kim.wilbanks@jonesboroschools.net
- Sandra Puryear, Special Projects Director
Jonesboro Public Schools
2506 Southwest Square
Jonesboro, AR 72401
(870)933-5800/ sandra.puryear@jonesboroschools.net



Temporary Graduate Faculty Request Form

(Requesting Approval to Teach for Graduate Credit)

Print Form

(Submit this form to the Graduate School office using the electronic signature option set up below, remembering to attach the CV to the generated email)

Date: 1/15/2015 ☒ **On Campus** ☐ **Off Campus**

Instructor Name: Tamara Pace-Glover **Faculty Position:** Temporary Full Time Instructor

College: CNHP **Department:** Social Work

Course Prefix(es) Number and Title: See attachment

Requested Duration: 3 Years

(A CURRENT VITA MUST ACCOMPANY THIS FORM...Please Remember to Attach CV to Email after Signing Below)

Note: This instructor may NOT be assigned to teach courses other than those approved.

Other Experience and Qualifications (Optional):

The Department and College have reviewed this instructor's credentials and approve him/her to teach the courses listed above.

Signature of Originator:

Nikki Winn Digitally signed by Nikki Winn
Date: 2016.01.20 13:17:32 -06'00'

Originator: Sign above & click here to forward Form to Dept. Chair for their signature (attach CV)

Signature of Dept. Chair:

Larry Morton Digitally signed by Larry Morton
Date: 2016.01.20 14:53:33 -06'00'

Dept. Chair: Sign above & click here to forward Form to College Dean for their signature (attach CV)

Signature of College Dean:

Susan Hanrahan, PhD Digitally signed by Susan Hanrahan, PhD
DN: cn=Susan Hanrahan, PhD, o=College of Nursing and Health Professions, ou=Dean, email=hanrahan@astate.edu, c=US
Date: 2016.01.20 15:57:50 -06'00'

College Dean: Sign above & click here to forward Form to Graduate School Dean for their signature (attach CV)

Signature of GS Dean:

Graduate School Dean: Sign above & click here to forward Form to GC Auditor for processing (attach CV)

SW 5003	HBSE I
SW 5023	FOUNDATIONS OF PRACTICE I
SW 5043	FOUNDATIONS OF PRACTICE II
SW 5053	SOCIAL WELFARE POLICY SERVICES
SW 5063	SOCIAL JUSTICE AND DIVERSITY
SW 5203	INTRODUCTION TO DOMESTIC VIOLENCE
SW 5213	Crisis Intervention
SW 5223	RURAL SOCIAL WORK
SW 5323	SUBSTANCE ABUSE DEP INTERVENTION TREATMENT
SW 5343	CHILD ABUSE AND NEGLECT
SW 5353	MEDIATION IN SOCIAL WORK
SW 5363	SOCIAL WORK PRACTICE IN SCHOOLS
SW 5333	HBSE II
SW 5803	FULL TIME FOUNDATION FIELD I
SW 5813	FULL TIME FOUNDATION FIELD II
SW 560V	COGNITIVE BEHAVIORAL THERAPY
SW 6003	PSYCHOSOCIAL PATHOLOGY
SW 6013	SW Ethics
SW 6023	SW EVALUATION AND RESEARCH
SW 6033	CLINICAL PRACTICE WITH INDIVIDUALS
SW 6043	CLINICAL PRACTICE W/FAMILIES
SW 6053	CLINICAL PRACTICE WITH GROUPS
SW 6063	RURAL SW POLICY ANALYSIS
SW 6073	INTEGRATIVE RESEARCH PROJECT
SW 6203	CLINICAL SUPERVISION
SW 6323	CLINICAL INTERV SUB ABUSE DEP
SW 6343	CLINICAL INTERVENTIONS WITH CHILDREN
SW 6803	FULL TIME ADVANCED FIELD I
SW 6813	FULL TIME ADVANCED FIELD II
SW 681V	PART TIME ADVANCED FIELD I
SW 682V	PART TIME ADVANCED FIELD II
SW 683V	PART TIME ADVANCED FIELD III
SW 684V	PART TIME ADVANCED FIELD IV

Tamara Pace-Glover, LMSW, ABD
P.O. Box 2460
State University, AR 72467
(870) 680-4356
tpace@astate.edu

Education

Doctorate of Philosophy (Ph.D Social Work) 8/12-Present

Jackson State University
Social Work/Child Welfare
Currently Pursuing (ABD)
Jackson, Mississippi

Master of Social Work 8/09-5/11

Arkansas State University
Jonesboro, Arkansas

Bachelor of Arts in Social Work 8/04-5/09

University of Arkansas Pine Bluff
Pine Bluff, Arkansas

Qualifications

- Experienced teacher and lecturer.
- Exceptional motivational speaker with multi-media presentation skills.
- Knowledge and understanding of college curriculum design.
- Knowledge and understanding of instructional design.
- Understanding of undergraduate student development.
- Knowledge of Interpersonal interaction related to case management.
- Expert advocate for children with special needs.
- Ability to effectively evaluate student work.
- Computer Skills: Microsoft Word/PowerPoint/Excel, Prezi, Photoshop, Internet, email.

Teaching Experience

8/15-Present

Instructor, Arkansas State University, Department of Social Work,
Jonesboro, AR. Undergraduate courses: Intro to Social Work, Cultural
Diversity and Field Experience I

Experience

Intern 1/10-5/10

Methodist Family Health Pine Bluff, AR

- Assisted therapist in providing services to children ages 6-17 as well as their families.
- Implemented activities for regular and special education classes.

Intern 8/10-12/10

St. Bernard's Behavioral Health Jonesboro, AR

- Worked in conjunction with the lead therapist.
- Worked with individuals and groups through intensive outpatient programs.

- Provided therapeutic sessions as well as case management services.

Graduate Assistant

6/10-05/11

Arkansas State University

Jonesboro, AR

- Assisted professors with various research projects.
- Assisted with classroom lectures and management.

Mental Health Paraprofessional

1/11-5/11

Families, Inc.

Jonesboro, AR

- Served as an advocate for children with special needs.
- Developed treatment goals for clients.
- Made referrals to link clients with appropriate resources, and provided crisis intervention when needed.

Mental Health Paraprofessional Therapist

6/11-6/12

Ascent Pediatric Day Clinic

Trumann, AR

- Provided individual, group, family therapy and treatment intervention services for children and families.
- Developed and implemented treatment plans, provided weekly supervision for mental health paraprofessionals and classroom staff members, and conducted internal peer reviews

Doctoral Teaching Assistant

8/12-5/15

Jackson State University

Jackson, MS

- Assisted professors with extensive research projects.
- Analyzed survey instruments and administered surveys to participants, obtained informed consent documents, and collected data for research projects.
- Administered and graded mid-terms and final examinations as well as provided assistance to social work students.
- Prepared material and conducted classroom lectures for the following courses:
 - Social Welfare Policy I & II
 - Advanced Research Methods I
 - Social Work Practice

Conferences

Mississippi Child Welfare Institute 2013 Conference

Moderator

Mississippi Child Welfare Institute 2014 Conference

Moderator

Mississippi Child Welfare Institute 2014 Conference

Moderator

Peer Review Presentations

Pace, T. "African American Community: Sustainable Community Development

Pecan Park Neighborhood.” Student Poster Presentation at University Southern Mississippi, Mississippi American Planning Association Conference, Hattiesburg, MS (November 2013).

Spence, S. Harris, E., and Pace, T. “Empowering Grandparents Who Care for Their School-Age Grandchildren: A Nontraditional Approach.” Mississippi Child Welfare Institute Conference, Jackson, Ms (February 2015).

Lee, J. Pace, T. and Harris, B. “MSW Students Attitudes Toward Transracial Adoption”. Council On Social Work Education, Denver, CO (October 2015).

Publications

Submitted:

Wilkerson, P. and Pace, T. (2014). The comparison of social work and the role of the Black church in the Black community. (under review).

Professional Organizations

Teen Mom Resources Board Member	8/15-Present
FBC-Missionary Society- 2 nd Vice President	10/15-Present
Alpha Kappa Alpha- Kappa Nu Omega	1/09-Present

University Committee

Curriculum Committee	8/15/Present
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Community Service

Volunteer Literacy Council	1/05-8/06
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Provided individual tutoring, testing services, life skills classes, mentoring, and English as a Second Language services to adults who are aspiring to enrich their lives.

ACCESS Inc. (Teen Parenting Program)	8/06-05/07
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Assisted in providing teen pregnancy prevention education, coordinated parenting classes, disseminated prenatal information, and implemented a home visitation program and counseling services for first time teen mothers

TOPPS Inc.	1/03-8-05
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Mentored youth, coordinated after school tutoring sessions, provided job training skills techniques, and facilitated fitness classes, cultural enrichment activities, and neighborhood reading programs

NAACP	08/04-05/09
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Currently serving as a member of the NAACP

Honors/Leadership

- Golden Key International Honour Society-Jackson State University **2015-Present**
- Phi Alpha Honor Society- Arkansas State University **2010-2011**
- 2010 Miss Black Arkansas USA
- Student Government Association Scholar **2007-2009**
- Band Scholarship Recipient **2005-2007**
- Dean’s List **2007-2009**

Professional References Available On Request



Temporary Graduate Faculty Request Form

(Requesting Approval to Teach for Graduate Credit)

Print Form

(Submit this form to the Graduate School office using the electronic signature option set up below, remembering to attach the CV to the generated email)

Date: 1/20/2015

☒ On Campus

☐ Off Campus

Instructor Name: Karnilla Schingoethe-Lee

Faculty Position: Temporary Full Time Instructor

College: CNHP

Department: Social Work

Course Prefix(es)
Number and Title: See attachment

Requested Duration: 3 Years

(A CURRENT VITA MUST ACCOMPANY THIS FORM...Please Remember to Attach CV to Email after Signing Below)

Note: This instructor may NOT be assigned to teach courses other than those approved.

Other Experience
and Qualifications
(Optional):

The Department and College have reviewed this instructor's credentials and approve him/her to teach the courses listed above.

Signature of
Originator:

Nikki Winn

Digitally signed by Nikki Winn
Date: 2016.01.20 15:00:36 -06'00'

Originator: Sign above & click here to forward Form to Dept. Chair for their signature (attach CV)

Signature of
Dept. Chair:

Larry Morton

Digitally signed by Larry Morton
Date: 2016.01.20 15:14:34 -06'00'

Dept. Chair: Sign above & click here to forward Form to College Dean for their signature (attach CV)

Signature of
College Dean:

Susan Hanrahan, PhD

Digitally signed by Susan Hanrahan, PhD
DN: cn=Susan Hanrahan, PhD, o=College of Nursing and Health Professions, ou=Dean, email=hanrahan@astate.edu, c=US
Date: 2016.01.20 15:54:50 -06'00'

College Dean: Sign above & click here to forward Form to Graduate School Dean for their signature (attach CV)

Signature of
GS Dean:

Graduate School Dean: Sign above & click here to forward Form to GC Auditor for processing (attach CV)

SW 5003	HBSE I
SW 5023	FOUNDATIONS OF PRACTICE I
SW 5043	FOUNDATIONS OF PRACTICE II
SW 5053	SOCIAL WELFARE POLICY SERVICES
SW 5063	SOCIAL JUSTICE AND DIVERSITY
SW 5203	INTRODUCTION TO DOMESTIC VIOLENCE
SW 5213	Crisis Intervention
SW 5223	RURAL SOCIAL WORK
SW 5323	SUBSTANCE ABUSE DEP INTERVENTION TREATMENT
SW 5343	CHILD ABUSE AND NEGLECT
SW 5353	MEDIATION IN SOCIAL WORK
SW 5363	SOCIAL WORK PRACTICE IN SCHOOLS
SW 5333	HBSE II
SW 5803	FULL TIME FOUNDATION FIELD I
SW 5813	FULL TIME FOUNDATION FIELD II
SW 560V	COGNITIVE BEHAVIORAL THERAPY
SW 6003	PSYCHOSOCIAL PATHOLOGY
SW 6013	SW Ethics
SW 6023	SW EVALUATION AND RESEARCH
SW 6033	CLINICAL PRACTICE WITH INDIVIDUALS
SW 6043	CLINICAL PRACTICE W/FAMILIES
SW 6053	CLINICAL PRACTICE WITH GROUPS
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SW 684V	PART TIME ADVANCED FIELD IV

Karnilla Schingoethe-Lee, LCSW
kschingoethelee@astate.edu
Curriculum Vitae

Areas of Specialty	Severe and persistent mental illness	Substance Abuse
	Crisis Intervention	Domestic Violence
	Health Issues	Behavioral Disorders
	Autism and Developmental Disabilities	Dialectical Behavioral Therapy

Education

Doctor of Social Work- Currently in dissertation process
October, 2011 - Present
Capella University
GPA - 4.0

Master of Social Work - Advanced Standing
August, 2006 - May, 2007
Jane Addams College at University of Illinois at Chicago
Suma Cum Laude

Bachelor of Social Work
(Minor: Psychology)
January, 2001 - May, 2005
Northeastern Illinois University - Magna Cum Laude

Experience

Arkansas State University
Full-time Instructor August, 2014 - Present
Part-time Instructor August, 2013 - August, 2014

1. Introduction to Social Work
2. Case Management in Social Work Settings

Families, Inc. - Walnut Ridge, AR & Pocahontas, AR
April 2012 - present

Contract Therapist

1. Provide 1:1 therapy to clients
2. Group therapy
3. Assessment, consultation, diagnostic formulation
4. Supervision of interns and case managers

The Logan Centers, Forrest City, AR January 2011 - January 2012

Intake Coordinator/therapist/Quality Assurance

1. Provide 1:1 therapy to RCF clients
2. Group therapy
3. Assessment and Diagnostic formulation
4. Supervision of case managers
5. Responsible for all intakes/coordination and assignment of cases
6. Worked with HR to develop Credible software
7. Quality Assurance - Inspecting of medical records for compliance

Counseling Services of Eastern Arkansas, Forrest City, AR September 2009- January 2011
Therapist

1. Provide 1:1 therapy to children and adults
2. Group therapy
3. Assessment and diagnostic formulation
4. Consultation and strategizing

Counseling Consultants, INC, Helena, AR April, 2009 - August, 2009
Therapist

1. School and home-based 1:1 and family therapy
2. Group Therapy
3. Assessment and diagnostic formulation
4. Consultation and Strategizing
5. Case management

Evansville Treatment Center. Evansville, IN April, 2008 - May, 2008
Substance Abuse Counselor

1. Provided 1:1 counseling
2. Assessment and Intake.
3. Substance use testing.
4. Group facilitation.
5. Consultation and strategizing
6. Case Management

Community Counseling Centers of Chicago, Chicago, IL July 2007 - April, 2008
ACT/CST Team Therapist

1. Provide intensive case management to adults with severe and persistent mental illness and/or physical illness, 1:1 counseling, group counseling, substance abuse counseling, DBT therapy, crisis intervention, assessment, community support, housing support, employment support and medication management.
2. Professional consultation with other agencies and professionals about treatment options.
3. Development of housing programs outside of agency scope.

Trilogy, Inc, Chicago, IL August, 2006 - May, 2008
Social Work Intern/Residential Shift Management

1. Provide intensive case management, mental health assessment, group facilitation, substance abuse counseling, crisis intervention, medication management, housing assistance, employment assistance, linkage, referral and outreach.
2. Overnight and weekend management of residential facility for dually diagnosed individuals, including money management, cooking assistance, laundry assistance, disciplinary action and substance use testing.

Salvation Army Harbor Light Center, Chicago, IL August, 2005 - August, 2006
Social Work Intern/Substance Abuse Counselor

- 1 Biopsychosocial assessment, intensive case management, level of care consultation, individual counseling, group counseling, family counseling.
- 2 Quality Assurance tracking, client complaint management.
- 3 Project management research using Beck Depression Inventory and client satisfaction surveys.

Volunteer Experience

- 1 TASC - Treatment Alternatives to Street Crime - Cook County Jail
- 2 Presenter CEU course on domestic violence
- 3 S.H.A.R.E. - Program for substance users - Group Facilitator

References

Furnished upon request.