REQUEST FOR A NEW PROGRAM
University of Central Oklahoma

Proposed Name of Program (limited to 30 spaces)
Strategic Communications

Name of Program: (full name of the program if longer than 30 characters)

Degree Designation (ex. B.S., M.A.)
M.A.

Program Director
Dr. Sherri Johnson

Specialty Accrediting Agency
None

CIP Code: 09.0900
For information regarding CIP codes contact your department chair or visit:
http://sites.uco.edu/academic-affairs/ir/program_inventory.asp

Date submitted to Provost Cabinet:
Dean Webster presented this proposal at Academic Affairs Retreat on Nov. 20, 2019.

Mass Communication
Department submitting the proposal

Mark Zimmerman mzimmerman@uco.edu 5174
Person to contact with questions email address Ext. number

Approved by:

Mary Carver 9/11/20
Department Chair Date

Rozilyn Miller Digitally signed by Rozilyn Miller
Date: 2020.09.14 12:21:57 -05'00'
College Curriculum Committee Chair Date
(Please notify department chair when proposal is forwarded to dean.)

Dean Catherine Webster Digitally signed by Dean Catherine Webster
Date: 2020.09.14 15:22:48 -05'00'
College Dean Date
(Please notify department chair when proposal is forwarded to AA.)

Academic Affairs Curriculum or Graduate Council Date

Office of Academic Affairs Date
Effective term for this program change (Assigned by Academic Affairs)
Evaluation Criteria

All actions in the approval of new programs for public institutions are subject to a stipulation regarding the program’s ability to attain specified goals that have been established by the institution and approved by the State Regents. At the conclusion of an appropriate period of time, the program’s performance shall be reviewed on the basis of the specified goals in a manner mutually satisfactory to the sponsoring institution and the State Regents. Final endorsement of the program will depend on demonstrated viability.

A. Centrality of the Proposed Program to the Institution’s Mission and Approved Function(s)

A program should adhere to the role and scope of the institution as set forth in its mission statement and as complemented by the institution’s academic plan. List the objectives of the proposed program and explain how the proposed program relates to the institutional mission, academic plan, and approved function(s). An evaluation will be made as to the centrality of the program to the institution’s mission. There are certain circumstances when institutions may request approval to offer programs outside their function as stated in the Functions of Public Institutions policy. However, budget constraints, system efficiency, and concerns about institutional capacity and priorities may further limit expansion of programmatic functions. Requests of this nature should be on a limited basis. (Institution’s response/rationale should follow each criteria, A through I of this policy;

Institutions requesting programs outside their approved programmatic function should contact Dr. Debbie Blanke (405-225-9145) or Dr. Stephanie Beauchamp (405-225-9399) for additional information and forms.

Upon completion of the program, students will be able to:

1. Exhibit advanced communication skills on the job.
2. Construct strategic and innovative solutions to a wide range of communication challenges based on ethics, theory, research, and analysis.
3. Assess and measure key stakeholder relationships, communication channels, and processes to assist organizations in reaching performance objectives.
4. Evaluate emergent technologies and adapt strategic approaches accordingly.

As the need for communications professionals and managers grows in the Oklahoma City metropolitan area, it is important that UCO is able to meet that need. According to data pulled from Burning Glass (see attachment), in the past year there were 293 job postings for Strategic Communications majors, just in the Oklahoma City and Tulsa markets alone. Job growth is projected over the next eight years. In order for communications professionals to advance, graduate degrees are often needed. UCO’s mission states that it is committed to contributing to the intellectual, cultural, economic, and social advancement of the communities and the individuals it serves. In its vision, UCO recognizes its role as a collaborative partner and leader to meet the educational, business, and community aspirations of the greater Oklahoma City metropolitan area. If UCO is to fully serve the educational needs of the metropolitan area, a master’s in Strategic Communications is needed. Currently, there is not a 100% online master’s program in Strategic Communications offered anywhere in Oklahoma. Providing a program that would be accessible and affordable for professionals across the state will add to the economic and educational prosperity in the metropolitan area and the state. Students will be able to complete the proposed program completely online. Students in the program would also not need to be concerned with managing work schedules in order to complete this degree.
B. Curriculum

The curriculum should be structured to meet the stated objectives of the program. Explain how the curriculum achieves the objectives of the program by describing the relationship between the overall curriculum or the major curricular components and the program objectives.

There are no professional or standards organizations identifying core curriculum for Strategic Communications programs. Other successful graduate programs in communications were reviewed, and industry professionals from the region were consulted during the development of the objectives and curriculum. The program is comprised of 36 credit hours and can be completed by a full-time student in a year and a half. It is designed to provide leadership and management applications to professionals in the communications industry. For students moving directly from an undergraduate degree, the program is designed to help them advance quickly into supervisory roles.

Because no graduate program existed in the department prior to the design of this program, direct efforts were made to develop objectives first and then develop classes that would help meet those objectives.

Objective 1: “Exhibit advanced communication skills on the job” is directly related to the following required courses: Managing Change, Communication Theory and Application, Crisis and Ethics in Communications.

Objective 2: “Construct strategic and innovative solutions to a wide range of communication challenges based on ethics, theory, research and analysis” is directly related to the following courses: Foundations of Communications Research, Data Analysis in Communications, Qualitative Research Methods in Communications, Communication Theory and Application, and Crisis and Ethics in Communications.

Objective 3: “Assess and measure key stakeholder relationships, communication channels and processes to assist organizations in reaching performance objectives” is directly related to the following required courses: Foundations of Communications Research, Data Analysis in Communications, Qualitative Research Methods in Communications, Managing Change, and Organizational Culture.

Objective 4: “Evaluate emergent technologies and adapt strategic approaches accordingly” is directly related to the following required courses: Data Analysis in Communications, Managing Change, and Organizational Culture.

For undergraduate degree programs only

As part of the broader work of the Mathematics Success Initiative, the Math Pathways Task Force has identified four gateway mathematics courses that are suitable general education mathematics course options. These courses, College Algebra/Pre-Calculus, Introduction to Statistics, Functions and Modeling, and Quantitative Reasoning, are included on the Course Equivalency Project transfer matrix and provide rigorous mathematical content that is more relevant and appropriate for specific academic majors.

If the proposed program requires a general education mathematics course, please complete the following questions:

1. Which mathematics course is required as part of the general education requirements? If the program allows for multiple gateway mathematics course options, provide a rationale for each. Click here to enter text.
2. Describe how the mathematics course was selected and how it best meets the needs of the program’s students. Click here to enter text.
3. How does this mathematics course articulate with your partner institutions? Click here to enter text.

(For more information regarding the gateway mathematics courses, please contact Dr. Rachel Bates (405) 225-9168)

The proposed program must meet the State Regents’ minimum curricular standards including the total credit hour requirements for program completion, liberal arts and sciences, general education, and area of specialization credit hour requirements (refer to State Regents’ Policy 3.15 Undergraduate Degree Requirements). Additionally, the curriculum should be compatible with accreditation or certification standards, where available. Any clinical, practicum, field work, thesis, or dissertation requirements should be included in the proposal.

Provide the following information for the program and for each option (some categories may not apply to all programs):

For Master’s and Doctorate Degrees:

- Total number of hours required for degree: 36
- Number of hours in program core: 24 or 27
- Number of hours in option (if applicable): 0
- Number of hours in thesis/dissertation/project: 0 or 6
- Number of hours in electives (if applicable): 9 or 12

For Bachelor’s and AA/AS Degrees:

- Total number of hours required for degree: [ ]
- Number of hours in general education: [ ]
- Number of hours in major:
  - Number of hours in degree program core (if applicable): [ ]
  - Number of hours in option (if applicable): [ ]
  - Number of hours in guided electives (if applicable): [ ]
- Number of hours in general electives (if applicable): [ ]

For AAS Degrees:

- Total number of hours required for degree: [ ]
- Number of hours in general education: [ ]
- Number of hours in technical specialty: [ ]
- Number of hours in technical support courses (if applicable): [ ]
- Number of hours in technical related coursework (if applicable): [ ]

Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which student transfer has been explored and coordinated with other institutions.

No coordination has been done with any other institutions in the state.

Specific curricular information. List courses under the appropriate curricular headings and asterisk new courses. In the curriculum description, indicate the total number of new courses and how development will be funded. If a course has a prerequisite, list the prerequisite courses in parentheses. NOTE: All prerequisite courses must be included as part of the undergraduate or graduate degree requirements. For undergraduate degrees, specific General Education requirements must be included.
Required Courses: 24 or 27 hours
* MCOM 5043 Foundations of Communication Research
* MCOM 5103 Data Analysis in Communication (MCOM 5043)
* MCOM 5123 Qualitative Research in Communication (MCOM 5043)
* MCOM 5683 Managing Change
* MCOM 5723 Organizational Culture
* MCOM 5833 Communication Theory and Application
* MCOM 5843 Crisis and Ethics in Communication
* MCOM 5893 Capstone Project (3 hours) (MCOM 5043, MCOM 5103, MCOM 5123, MCOM 5833)
  Or
MCOM 5990 Thesis (6 hours)

Guided Electives: 9 or 12 hours
* MCOM 5133 Media Management
* MCOM 5313 Women in Media
* MCOM 5423 Trauma & Leadership in Communication
* MCOM 5433 Nonprofit Communication
* MCOM 5523 Global Communication
* MCOM 5563 Media Law
* MCOM 5643 Digital Media Strategy
MCOM 5910 Seminar in Mass Communication

All new courses are being developed by graduate faculty within the department. Online offerings will be developed in conjunction with CeCE.

C. Academic Standards

Clearly state the admission, retention, and graduation standards which, must be equal to or higher than the State Regents’ policy requirements, and should be designed to encourage high quality.

Prospective students will be asked to:

Submit the following items to:
  Jackson College of Graduate Studies
  100 N. University Drive, NUC 404
  Edmond, OK 73034

Admission Requirements:
Application deadlines for Fall Admission:
Priority Admission – May 15
Regular Admission – July 15
Space Available Admission – August 1

Application deadlines for Spring Admission:
Priority Admission – October 1
Regular Admission – November 15
Space Available Admission – December 1
Any student who meets the minimum admission requirements is encouraged to submit an application. All applicants are reviewed by an admissions committee who considers all of each applicant’s submitted materials and scores before making offers of admission.

- Online application for admission (www.uco.edu/graduate/).
- Official copies of undergraduate and graduate transcripts from each institution attended with all degrees posted. All transcripts must be from accredited institutions.
- Resume or CV
- A 500-word personal statement expressing the applicant’s interest in the program, goals and objectives, and any additional information the applicant believes would be helpful for admission decisions
- A student may be admitted by one of the three following methods:
  - A minimum 2.75 GPA overall or 3.0 GPA in the last 60 hours attempted
  - GRE scores. Minimum GRE of 300.
  - Possess a master's degree from an accredited university/college with an overall GPA of 3.00
- Students with a native language other than English must submit evidence of English language proficiency. See Graduate Admissions Information – English Language Proficiency.

Upon notification of acceptance from the Jackson College of Graduate Studies, a student must communicate with the Graduate Advisor to complete the admission process.

Other Requirements
- Plan of Study. Each student must develop a plan of study with the program advisor and file it with the Jackson College of Graduate Studies by the end of the first semester of graduate work. The plan must be signed and dated by the students and program advisor before it can be considered official.
- Academic Standards. Meet the following course work standards:
  - Overall GPA of 3.00 or higher
  - No more than 6 hours of “C”.
  - No more than 6 advisor-approved hours of independent study courses.

Note: All graduate grades, whether repeated or not, will apply to the graduate GPA calculations. No grade of “D” or lower will apply to the degree requirements.

- Course Completion of 36 hours: 24 or 27 hours of Required Courses plus 9 or 12 hours of Guided Electives.
- Capstone Project/Theses: Complete a Capstone Project or Thesis. Thesis option requires a successful public defense, submission of two paper copies and one electronic copy to the library through Proquest, and the thesis’ original title page, original signature page, and abstract page to the JCGS.
- Final Requirements: Apply for graduation through the JCGS by advertised deadline.

D. Faculty

Faculty resources shall be demonstrated to be adequate and appropriate for the proposed program. The number of faculty will meet external standards where appropriate. The qualifications of faculty will support the objectives and curriculum of the proposed program. Faculty qualifications, such as educational background, non-collegiate and collegiate experience, and research and service interests and contributions, which relate to the proposed program, should be summarized. The institution must demonstrate that core programmatic faculty possess the academic and research credentials appropriate to support the program. Attach faculty vita or provide explicit summaries.

Existing full-time faculty resources will be used to teach the new courses for the M.A. in Strategic Communications. Faculty are qualified based on the university’s hiring practices and reviews including
approval from the Graduate College to teach graduate work. The Department of Mass Communication has existing faculty who have exhibited strong curriculum development skills and leadership in online teaching to meet the requirements of newly proposed courses for the program. It is expected that no additional full-time faculty will be needed. Undergraduate courses may utilize a slight increase of professionally qualified adjunct faculty as the program grows. Student demand will decide if additional faculty may eventually be required. The full-time faculty members who will support the program launch are listed below, with vitae attached.

Dr. Mary Carver  
Dr. Mark Hanebutt  
Dr. Desiree Hill  
Dr. Sherri Johnson  
Dr. Jill Lambeth  
Dr. Samuel Lawrence  
Dr. Rozilyn Miller  
Dr. David Nelson  
Dr. Chad Perry  
Dr. Jeanetta Sims  
Dr. Christy Vincent  
Mr. Mike Breslin

E. Support Resources

Access to the qualitative and quantitative library resources must be appropriate for the proposed program and should meet recognized standards for study at a particular level or in a particular field where such standards are available. Books, periodicals, microfilms, microfiche, monographs, and other collections shall be sufficient in number, quality, and currency to serve the program. Adequacy of electronic access, library facilities, and human resources to service the proposed program in terms of students and faculty will be considered.

Physical facilities and instructional equipment must be adequate to support a high quality program. The proposal must address the availability of classroom, laboratory, and office space as well as any equipment needs. Describe all resources available.

The program will be completely online; thus classroom space and equipment will not be affected. No new full-time faculty will be hired to support this program, so additional office space will not be needed.

Kaitlyn Palone from Max Chambers Library was contacted in August 2019 regarding holdings for the program. Current offerings include over 177 books, over 63,000 articles online, and access to several databases students can access off campus. A sufficient amount of material is available for an online program.

F. Demand for the Program

Proposed programs must respond to the needs of the larger economic and social environment. Thus, the institution must demonstrate demand for the proposed program.

1. Student Demand: Clearly describe all evidence of student demand, normally in the form of surveys of potential students and/or enrollments in related programs at the institution, which should be adequate to expect a reasonable level of productivity.
See the attached report of a survey distributed to current UCO students in the Department of Mass Communication and to communications professionals. The data indicates approximately half of the students surveyed are interested in the proposed program.

2. Employer Demand: Clearly describe all evidence of sufficient employer demand, especially in the five workforce ecosystems developed by the State Department of Commerce that includes aerospace and defense, energy, agriculture and biosciences, information and financial services, and transportation and distribution. This demand can be demonstrated in the form of anticipated openings in an appropriate service area and in relation to existing production of graduates for the institution’s service area and/or state. Such evidence may include employer surveys, current labor market analyses, and future manpower projections. Where appropriate, evidence should demonstrate employers’ preferences for graduates of the proposed program over persons having alternative existing credentials and employers’ willingness to pay higher salaries to graduates of the proposed program.

According to Burning Glass data (see attachment), there are two occupation groups associated with an M.A. in Strategic Communications: 1) marketing specialists and 2) communications and public relations. Between May 2018 and May 2019, there were 293 job postings for these groups. There were 199 marketing specialists postings with a 16.6% projected growth by 2027 and 94 communications and public relations postings with a 7.6% projected growth by 2027. The average salary in Oklahoma for graduates of this program would be $76,026. Analysis of industry job postings indicate that 14% of the postings for professionals in strategic communications requested a Master’s degree.

According to the U.S. Bureau of Labor Statistics Occupational Outlooks 2018 report, strategic communications (advertising and public relations) employment is expected to grow nationwide by nine or ten percent between 2019 and 2026 which will result in almost 60,000 new positions. These involve a broad base of professional applications. Job options include promotions manager, marketing communications manager, public relations specialist or manager, fundraising manager, media relations or limited relations associate, and an extensive variety of communications positions in health, education, and entertainment fields. Job creation in this discipline is directly related to the number of corporate or organization headquarters located in the immediate vicinity.

Estimated Student Demand for the Program

Project estimated student demand for the first five years of the program.

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Degrees Conferred</th>
<th>Majors (Headcount) Fall Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-22</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>2022-23</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>2023-24</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>2024-25</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>2025-26</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>

Programs are provisionally approved and given enough time for a planning year plus the number of years necessary to produce one graduating class (i.e. a two-year program is allowed three years to meet its graduates and majors
goals, a four-year program is allowed five years, etc.) unless the institution makes a specific timeframe request with a strong rationale.

Using the above estimated student demand, please indicate the specific productivity criteria and timeframe for final review of the program:

<table>
<thead>
<tr>
<th>Goals</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>This program will enroll a minimum of 10 students in fall 2025; and will graduate a minimum of 5 students in 2025 academic year.</td>
<td></td>
</tr>
</tbody>
</table>

(Note: Productivity data must come from the same academic year. Example: enroll a minimum of 50 students in fall 2015 and graduate a minimum of 35 students in 2015-2016)

Electronic Delivery

Is this program intended to be offered through online delivery or other computer-mediated format or will be advertised as available through online delivery or other computer-mediated format?

Yes ☒  No ☐

If yes, describe the delivery method that will be used to deliver the program content (e.g., Blackboard, Desire2Learn, etc.) and the major features that will facilitate learning.

Desire2Learn

Does your institution have prior Electronic Delivered Program approval?

Yes ☒  No ☐

Note: If requesting institution has not gone through the electronic delivery approval process, you must also complete the Institutional Request for Electronic Delivery Approval section beginning on page 9 of this form.

G. Unnecessary Duplication

The elimination of unnecessary program duplication is a high priority of the State Regents. Where other similar programs may serve the same potential student population, the proposed program must be sufficiently different from existing programs or access to existing programs must be sufficiently limited to warrant initiation of a new program.

Provide specific evidence that the proposed program is not unnecessarily duplicative of similar offerings at other state system institutions.

According to Burning Glass data and a search of other universities in the state, no other institution in the state of Oklahoma offers a 100% online M.A. in Strategic Communications. Although one can obtain a master’s degree in Strategic Communications at Oklahoma State University, students must complete most of the program in a traditional classroom setting.
Have you explored opportunities to collaborate in dual, joint, or consortial programs?

Yes ☐

If yes, explain and, if applicable, attach Memorandum of Understanding and all appropriate documents regarding the dual, joint, or consortial degree plan.

Click here to enter text.

No ☒

If no, explain

It is highly unusual to have joint graduate programs between universities. Additionally, this is not an interdisciplinary program.

H. Cost and Funding of the Proposed Program

The resource requirements and planned sources of funding of the proposed program must be detailed in order to assess the adequacy of the resources to support a quality program. This assessment is to ensure that the program will be efficient in its resource utilization and to assess the impact of this proposed program on the institution’s overall need for funds.

Provide evidence of adequate funding, which will include, but not be limited to:

1. Reallocation of Existing Resources: The institution must provide evidence of campus funds to be reallocated to the proposed program. The source and process of reallocation must be specifically detailed. An analysis of the impact of the reduction on existing programs and/or organization units must be presented.

   The Department of Mass Communication is confident it can reallocate existing faculty resources to support a new M.A. within the department. In the past several years, the number of undergraduate majors in the department has decreased. As a department with only undergraduate programs, this indicates the need to offer fewer elective course options to undergraduates and reallocate faculty to graduate sections. Although the headcount in the department has remained stable the past three years, compared to five years ago, it has decreased at the same rate as the entire university. Five years ago the Bachelor’s of Applied Technology degree was moved out of the department. As a result, the department has the ability to absorb a master’s program, using current faculty. Additionally, the current staff will be sufficient to assist as needed. Because of the diversity of majors and technological needs in Mass Communication, the department has six staff members. Reallocating the duties will allow us to have sufficient support professionals to assist.

2. Tuition and Fees: The institution must provide evidence of a projected increase in total student enrollments to the campus as a result of the proposed program.

   Currently, the Department of Mass Communication offers no M.A. programs. All students enrolling in a graduate program in Strategic Communications would likely be new to the university, as they could complete an entirely online program from elsewhere in the country. Based on data from the attached survey results, there is significant interest in this program. Both recent graduates and young alumni in the region have indicated they are likely to pursue such a program. Of the 213 students and professionals completing the survey, 73 indicated they would be interested in applying.
3. Discontinuance or Downsizing of an Existing Program or Organizational Unit: The institution must provide adequate documentation to demonstrate sufficient savings to the state to offset new costs and justify approval for the proposed program.

Click here to enter text.

Cost/Funding Explanation

Complete the following table for the first five years of the proposed program and provide an explanation of how the institution will sustain funding needs for the life of the proposed program in the absence of additional funds from the State Regents. *The total funding and expenses in the table should be the same, or explain sources(s) of additional funding for the proposed program. *(NOTE: Each funding and/or expense amount provided must include an explanation regarding the source of the funds or how the funds will be utilized.)*

Cost/Funding Summary:

Program Resource Requirements

<table>
<thead>
<tr>
<th>A. Funding Sources</th>
<th>1st Year</th>
<th>2nd Year</th>
<th>3rd Year</th>
<th>4th Year</th>
<th>5th Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Resources Available from.....</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Federal Sources</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><em>Explanation:</em> Click here to enter text.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Other Non-State Sources</td>
<td>13,683</td>
<td>13,683</td>
<td>17,604</td>
<td>19,560</td>
<td>19,560</td>
</tr>
<tr>
<td><em>Explanation:</em> Course Fees: $33.67 per credit hour in fees would go to the College of Liberal Arts and $15.00 per credit hour would go to the department (48.67 per credit hour total), resulting in $1,215.36 additional funds to the college and $540 to the department from every graduate of the program. Online courses generate $60 per credit hour. Calculations are based on a student taking 18 hours per year.</td>
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<tr>
<td>Existing State Resources</td>
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<tr>
<td><em>Explanation:</em> Click here to enter text.</td>
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<tr>
<td>State Resources Available through Internal Allocation and Reallocation</td>
<td></td>
<td></td>
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<tr>
<td><em>Explanation:</em> Click here to enter text.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Tuition</td>
<td>41,227</td>
<td>41,227</td>
<td>53,006</td>
<td>58,896</td>
<td>58,896</td>
</tr>
<tr>
<td><em>Explanation and Calculations (Note: Tuition calculation should be based on the estimated student demanded indicated in section F “Demand for the Program” of this form):</em> University in-state tuition and fees are $327.20 per credit hour. Every new student who comes to the university and enrolls in 36 credit hours would create $11,779.20 in additional revenue to the university. The figures above assume a student will take 18 credit hours per academic year.</td>
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<tr>
<td>TOTAL</td>
<td>54,910</td>
<td>54,910</td>
<td>70,610</td>
<td>78,456</td>
<td>78,456</td>
</tr>
</tbody>
</table>
### B. Breakdown of Budget Expenses/Requirements

<table>
<thead>
<tr>
<th>Expenses/Requirements</th>
<th>1&lt;sup&gt;st&lt;/sup&gt; Year</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt; Year</th>
<th>3&lt;sup&gt;rd&lt;/sup&gt; Year</th>
<th>4&lt;sup&gt;th&lt;/sup&gt; Year</th>
<th>5&lt;sup&gt;th&lt;/sup&gt; Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative/Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>No additional costs, as no additional staff is needed.</td>
<td></td>
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</tr>
<tr>
<td>Faculty</td>
<td>38,216</td>
<td>38,216</td>
<td>63,449</td>
<td>76,795</td>
<td>76,795</td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>Current faculty will teach the courses required for the proposed program. The amounts above represent percentages of faculty salary used to teach students in the proposed program. (Years 1 and 2 represent 25% of 3 faculty, year 3 represents 25% of 4 and years 4 and 5 represent 25% of 4)</td>
<td></td>
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</tr>
<tr>
<td>Graduate Assistants</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>Because this is a completely online program, no graduate assistants will be hired or used</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Employees</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>No additional costs, as no student employees will be utilized.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment and Instructional</td>
<td>28,800</td>
<td>14,400</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>The development of online courses through CeCE will have a high initial start up cost of $43,200. If 8 courses are developed the first year and 4 additional courses the 2nd year, there will be more costs up front. Every online course will produce a $60 per credit hour fee that will be returned to CeCE. Based on the projected enrollment, CeCE will recoup these costs in 2.5 years.</td>
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</tr>
<tr>
<td>Library</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>No additional costs, as the department, college or university already provides this service.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contractual Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>None</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Support Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>None. University resources and existing infrastructure will be used to support the marketing and promotion of the degree.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commodities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>None</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>None (online degree)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telecommunications</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>None</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>No additional costs.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awards and Grants</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>No additional costs.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>67,016</td>
<td>52,616</td>
<td>63,449</td>
<td>76,795</td>
<td>76,795</td>
</tr>
</tbody>
</table>
I. Program Review and Assessment

Describe program evaluation procedures for the proposed program. These procedures may include evaluation of courses and faculty by students, administrators, and departmental personnel as appropriate. Plans to implement program review and program outcomes-level student assessment requirements as established by State Regents’ policies should be detailed. Program review procedures shall include standards and guidelines for the assessment of student outcomes implied by the program objectives and consistent with the institutional mission.

University Assessment: The University of Central Oklahoma requires each academic program to complete a Self-Study for Continuous Improvement (SSCI) every five years. Thus, the proposed program will be regularly evaluated for improvements.

College and Program Assessment: The College of Liberal Arts requires yearly assessment utilizing rubrics for faculty-evaluated student work. Because each student will complete either a thesis or capstone project, faculty reviewed assessments will be put in place. Upon completion, program Student Learning Outcomes (SLOs) will be assessed and reported in accordance with the college standards upheld by the UCO College of Liberal Arts Assessment Committee. Assessment of the program SLOs will be performed and reported to the college and university on an annual basis.

Other documents required for dual or joint degree requests

If requesting a dual or joint degree, attach the New Joint or Dual Program Request cover page.

INSTITUTIONAL REQUEST FOR ELECTRONIC DELIVERY

NOTE: Institutions that have completed the electronic delivery approval process and have been approved to offer electronically delivered programs have already provided the information requested in this section; and therefore, are not required to complete this section. If requesting institution has not completed the electronic delivery approval process must complete all sections on pages 9 – 11 of this form. If you have any questions contact Dr. Stephanie Beauchamp (405-225-9399).

Program Approval Procedures for New Online Programs

Institutions that have not been approved previously to offer online programs are required to request approval as follows: (1) if programs are offered in such a manner that an individual student can take 100 percent of the courses for the major through online delivery or other computer-mediated format; or (2) the program is advertised as available through online delivery or other computer-mediated format. For the purpose of this policy, major is defined as courses in the discipline of the student’s declared degree program, excluding support courses, general education courses, and elective courses. Criteria for approval are based on qualitative consideration and the compatibility of the requested offering with the institution's mission and capacity and meeting the required academic standards.

3.16.5 Academic Standards

The expectation is that there is no difference in the academic quality, academic standards including admission and retention standards, and student evaluation standards for courses and programs regardless of delivery method. Electronic media courses and programs must meet the following academic standards.

A. Faculty. Describe the training and faculty development that the faculty receives to achieve competency in the technology required for teaching at a distance.
B. **Faculty/Student Interaction.** Describe the provisions for appropriate real-time and delayed interaction between faculty and students and among other students enrolled in the class.

Click here to enter text.

C. **Academic Integrity.** Describe methods that are in place for ensuring academic integrity.

Click here to enter text.

D. **Student Confidentiality.** Describe methods that are in place to ensure the confidentiality and privacy of student personal data.

Click here to enter text.

E. **Identify Verification.** Institutions shall have an appropriate method to verify the identity of students taking distance education courses.

Click here to enter text.

F. **Advertising.** The institution must provide adequate and accurate information to students including but not limited to admission requirements, equipment standards, estimated or average program cost, and other services available. What methods are employed to ensure adequate and accurate information?

Click here to enter text.

G. **Learning Resources.** Students shall have access to facilities and learning materials on essentially the same basis as students in the same program or course taught at the main campus. Describe the resources that are available to distance learning students.

Click here to enter text.

H. **Academic Calendar Requirements.** The standards observed relating to the number of course meetings and total time spent in the course or in satisfying the course requirements shall be comparable to those observed on the main campus. An exception to course meeting time is allowed as defined in the Competency-Based Learning (CBL) section in the State Regents’ Academic Calendars policy. Institutions utilizing this exception must have documented and validated methods for students to demonstrate competencies, student assessment, and awarding academic credit as required by the CBL section.

Click here to enter text.

I. **Admission, Retention, Assessment.** Describe the standards used for online student admission, retention, and assessment. Standards shall be the same as those standards observed for the same courses or programs on the originating campus. Similarly, the applicable concurrent enrollment policies apply (see the State Regents’ Institutional Admission and Retention and Assessment policies).

Click here to enter text.

J. **Student Services.** Students shall have access to program guidance and academic support services, including admissions, enrollment, academic advisement, financial aid, and related services on the same basis as the students located on the main campus. Online programs must make these services available to students in electronic format using the working assumption that these students will not be physically present on campus.
K. **Technical Support System.** Students in electronic media off-campus courses or programs and faculty shall have access to appropriate technical support services. Describe the technical support system that is available for all hardware, software and delivery systems specified by the institution as required for the courses and program.

L. **Equipment and Software/Tools.** Students must be informed in clear and understandable terms of the electronic or computer resources necessary for successful completion of the class, including, but not limited to, word processing and other productivity tools, e-mail, and Internet services.
VALIDATE: EMPLOYMENT POTENTIAL

PROJECT CRITERIA

<table>
<thead>
<tr>
<th>Validate</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>States</td>
<td>Oklahoma</td>
</tr>
<tr>
<td>Metro Areas (MSAs)</td>
<td>Oklahoma City, OK, Tulsa, OK</td>
</tr>
<tr>
<td>Degree Level</td>
<td>Master's degree</td>
</tr>
<tr>
<td>Time Period</td>
<td>4/1/2018 - 3/31/2019</td>
</tr>
<tr>
<td>Selected Programs</td>
<td>Public Relations, Advertising, and Applied Communication (09.0900)</td>
</tr>
<tr>
<td>Career Outcomes mapped to Selected Programs of Study</td>
<td>Advertising / Promotions Manager, Marketing Manager, Communications / Public Relations Manager, Social Media Strategist / Specialist, Marketing Specialist, Public Relations / Communications Specialist</td>
</tr>
</tbody>
</table>

HOW MANY JOBS ARE THERE FOR YOUR GRADUATES?

For your project criteria, there were 293 job postings in the last 12 months.

Compared to:

- 345,617 total job postings in your selected location
- 20,483 total job postings requesting a Master's degree in your selected location

The number of jobs is expected to grow over the next 8 years.

GROWTH BY GEOGRAPHY

<table>
<thead>
<tr>
<th>Geography</th>
<th>Selected Occupations</th>
<th>Total Labor Market</th>
<th>Relative Growth</th>
</tr>
</thead>
</table>

Oklahoma City, OK, Tulsa, OK

13.97%  7.40%  High

Oklahoma

13.73%  7.40%  High

Nationwide

13.29%  7.40%  Average

HOW HAS EMPLOYMENT CHANGED FOR CAREER OUTCOMES OF YOUR PROGRAM?

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2027</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment (BLS)</td>
<td>5,780</td>
<td>6,330</td>
<td>7,110</td>
<td>7,800</td>
<td>8,250</td>
<td>9,383</td>
</tr>
</tbody>
</table>

Employment data between years 2018 and 2027 are projected figures.

DETAILS BY OCCUPATION

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Specialists</td>
<td>199</td>
<td>0.2</td>
<td>5,640</td>
<td>13.7%</td>
<td>16.6%</td>
</tr>
</tbody>
</table>
HOW VERSATILE IS MY PROGRAM?

Graduates of this program usually transition into any of the 2 different occupation groups:

<table>
<thead>
<tr>
<th>Occupations Group</th>
<th>Market Size (postings)</th>
<th>Percentage of Career Outcome demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Specialists</td>
<td>199</td>
<td>67.9%</td>
</tr>
<tr>
<td>Communications and Public Relations</td>
<td>94</td>
<td>32.1%</td>
</tr>
</tbody>
</table>

WHAT SALARY WILL MY GRADUATES MAKE?

The average salary in Oklahoma for graduates of your program is $76,026. This average salary is Above the average living wage for Oklahoma of $28,475.
Salary numbers are based on Burning Glass models that consider advertised job posting salary, BLS data, and other proprietary and public sources of information.

<table>
<thead>
<tr>
<th>Occupation Group</th>
<th>25&lt;sup&gt;th&lt;/sup&gt; Percentile</th>
<th>Average</th>
<th>75&lt;sup&gt;th&lt;/sup&gt; Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Specialists</td>
<td>$0</td>
<td>$80,293</td>
<td>$101,739</td>
</tr>
<tr>
<td>Communications and Public Relations</td>
<td>$43,600</td>
<td>$60,733</td>
<td>$0</td>
</tr>
</tbody>
</table>

WHERE IS THE DEMAND FOR MY GRADUATES?

![Map of the United States showing job postings by state.](image)

**TOP LOCATIONS BY POSTING DEMAND**

<table>
<thead>
<tr>
<th>Location</th>
<th>Postings</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>19,368</td>
</tr>
<tr>
<td>New York</td>
<td>7,687</td>
</tr>
<tr>
<td>Texas</td>
<td>5,766</td>
</tr>
<tr>
<td>State</td>
<td>Number</td>
</tr>
<tr>
<td>---------------</td>
<td>--------</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>5,265</td>
</tr>
<tr>
<td>Illinois</td>
<td>4,398</td>
</tr>
<tr>
<td>New Jersey</td>
<td>3,427</td>
</tr>
<tr>
<td>Washington</td>
<td>3,253</td>
</tr>
<tr>
<td>Florida</td>
<td>3,100</td>
</tr>
<tr>
<td>North Carolina</td>
<td>2,747</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>2,670</td>
</tr>
</tbody>
</table>
## VALIDATE: COMPETITIVE LANDSCAPE

### PROJECT CRITERIA

<table>
<thead>
<tr>
<th>Validate</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>States</td>
<td>Oklahoma</td>
</tr>
<tr>
<td>Metro Areas (MSAs)</td>
<td>Oklahoma City, OK, Tulsa, OK</td>
</tr>
<tr>
<td>Degree Level</td>
<td>Master’s degree</td>
</tr>
<tr>
<td>Time Period</td>
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</tr>
<tr>
<td>Selected Programs</td>
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<tr>
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<td>Advertising / Promotions Manager, Marketing Manager, Communications / Public Relations Manager, Social Media Strategist / Specialist, Marketing Specialist, Public Relations / Communications Specialist</td>
</tr>
</tbody>
</table>

### OVERVIEW

<table>
<thead>
<tr>
<th></th>
<th>#</th>
<th>% Change (2013-2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Institutions</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Average Conferrals by Institution</td>
<td>0</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
### Median Conferrals by Institution

<table>
<thead>
<tr>
<th>School Type</th>
<th>Median Conferrals</th>
<th>Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

### MARKET SHARE BY PROGRAM

<table>
<thead>
<tr>
<th>Program</th>
<th>Conferrals (2017)</th>
<th>Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### MARKET SHARE BY INSTITUTION TYPE

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>Conferrals (2017)</th>
<th>Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

### TOP 10 INSTITUTIONS

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

### TOP 10 PROGRAMS

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
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<td>-------------</td>
<td>---------------------</td>
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<td>-------------------</td>
</tr>
</tbody>
</table>

## VALIDATE: MARKET ALIGNMENT

### PROJECT CRITERIA

<table>
<thead>
<tr>
<th>Explore</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>States</td>
<td>Oklahoma</td>
</tr>
<tr>
<td>Metro Areas (MSAs)</td>
<td>Oklahoma City, OK, Tulsa, OK</td>
</tr>
<tr>
<td>Degree Level</td>
<td>Master’s degree</td>
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<tr>
<td>Time Period</td>
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</tr>
</tbody>
</table>

### JOB POSTINGS BY ADVERTISED EDUCATION (%)
**TOP TITLES**

**Experience Level:** All Experience

<table>
<thead>
<tr>
<th>Title</th>
<th>Postings</th>
<th>Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Manager</td>
<td>24</td>
<td>14.46%</td>
</tr>
<tr>
<td>Director of Marketing</td>
<td>12</td>
<td>7.23%</td>
</tr>
<tr>
<td>Communications Coordinator</td>
<td>8</td>
<td>4.82%</td>
</tr>
<tr>
<td>Product Marketing Manager</td>
<td>8</td>
<td>4.82%</td>
</tr>
<tr>
<td>Marketing Specialist</td>
<td>7</td>
<td>4.22%</td>
</tr>
<tr>
<td>Digital Product Owner</td>
<td>6</td>
<td>3.61%</td>
</tr>
<tr>
<td>Public Affairs Specialist</td>
<td>6</td>
<td>3.61%</td>
</tr>
<tr>
<td>Role</td>
<td>Postings</td>
<td>Market Share (%)</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>----------</td>
<td>------------------</td>
</tr>
<tr>
<td>Vice President of Marketing</td>
<td>5</td>
<td>3.01%</td>
</tr>
<tr>
<td>Communications Manager</td>
<td>4</td>
<td>2.41%</td>
</tr>
<tr>
<td>Public Relations Manager</td>
<td>4</td>
<td>2.41%</td>
</tr>
<tr>
<td>Assistant Director of Annual Giving</td>
<td>3</td>
<td>1.81%</td>
</tr>
<tr>
<td>Communications Specialist</td>
<td>3</td>
<td>1.81%</td>
</tr>
<tr>
<td>Director of Public Relations</td>
<td>3</td>
<td>1.81%</td>
</tr>
<tr>
<td>Senior Product Marketing Advisor, Data Center, Infrastructure</td>
<td>3</td>
<td>1.81%</td>
</tr>
<tr>
<td>Vice President</td>
<td>3</td>
<td>1.81%</td>
</tr>
</tbody>
</table>

**TOP EMPLOYERS HIRING**

**Experience Level:** All Experience

<table>
<thead>
<tr>
<th>Employer</th>
<th>Postings</th>
<th>Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cox Communications</td>
<td>10</td>
<td>6.02%</td>
</tr>
<tr>
<td>Oklahoma State University</td>
<td>9</td>
<td>5.42%</td>
</tr>
<tr>
<td>University of Oklahoma</td>
<td>8</td>
<td>4.82%</td>
</tr>
<tr>
<td>BOK Financial Corporation</td>
<td>7</td>
<td>4.22%</td>
</tr>
<tr>
<td>Rose State College</td>
<td>6</td>
<td>3.61%</td>
</tr>
<tr>
<td>Company</td>
<td>Shares</td>
<td>Percentage</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>--------</td>
<td>------------</td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td>5</td>
<td>3.01%</td>
</tr>
<tr>
<td>Paycom</td>
<td>5</td>
<td>3.01%</td>
</tr>
<tr>
<td>U.S. Bancorp</td>
<td>5</td>
<td>3.01%</td>
</tr>
<tr>
<td>Dell</td>
<td>4</td>
<td>2.41%</td>
</tr>
<tr>
<td>Integris Health</td>
<td>4</td>
<td>2.41%</td>
</tr>
<tr>
<td>Johnson Controls Incorporated</td>
<td>4</td>
<td>2.41%</td>
</tr>
<tr>
<td>The Boeing Company</td>
<td>4</td>
<td>2.41%</td>
</tr>
<tr>
<td>Carlisle Foodservice</td>
<td>3</td>
<td>1.81%</td>
</tr>
<tr>
<td>Fhi360</td>
<td>3</td>
<td>1.81%</td>
</tr>
<tr>
<td>Midfirst Bank</td>
<td>3</td>
<td>1.81%</td>
</tr>
</tbody>
</table>
**VALIDATE: KEY COMPETENCIES**

### PROJECT CRITERIA

<table>
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<tr>
<th>Validate</th>
<th>Programs</th>
</tr>
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</tr>
</tbody>
</table>

### TOP 15 SPECIALIZED SKILLS

<table>
<thead>
<tr>
<th>Skill</th>
<th>Postings</th>
<th>Projected Growth</th>
<th>Salary Premium</th>
<th>Competitive Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>107 (34%)</td>
<td>-14.74%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Field</td>
<td>No (%)</td>
<td>% Change</td>
<td>New</td>
<td>Updated</td>
</tr>
<tr>
<td>---------------------------</td>
<td>--------</td>
<td>----------</td>
<td>-----</td>
<td>---------</td>
</tr>
<tr>
<td>Social Media</td>
<td>73 (23%)</td>
<td>12.88%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Budgeting</td>
<td>69 (22%)</td>
<td>-10.04%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Project Management</td>
<td>45 (14%)</td>
<td>-19.74%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Customer Service</td>
<td>44 (14%)</td>
<td>1.05%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>35 (11%)</td>
<td>52.24%</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Journalism</td>
<td>34 (11%)</td>
<td>-36.09%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Market Strategy</td>
<td>34 (11%)</td>
<td>-6.08%</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>27 (9%)</td>
<td>1.17%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Scheduling</td>
<td>27 (9%)</td>
<td>1.88%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Sales</td>
<td>26 (8%)</td>
<td>-11.17%</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>23 (7%)</td>
<td>-31.44%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Strategic Planning</td>
<td>23 (7%)</td>
<td>-19.2%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Skill</td>
<td>Postings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication Skills</td>
<td>144 (46%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teamwork / Collaboration</td>
<td>88 (28%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planning</td>
<td>86 (28%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creativity</td>
<td>81 (26%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Writing</td>
<td>78 (25%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organizational Skills</td>
<td>64 (21%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Effective Relationships</td>
<td>63 (20%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skill</td>
<td>Postings</td>
<td>Projected Growth</td>
<td>Salary Premium</td>
<td>Competitive Advantage</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------</td>
<td>------------------</td>
<td>----------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Research</td>
<td>60 (19%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microsoft Excel</td>
<td>52 (17%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem Solving</td>
<td>44 (14%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microsoft Office</td>
<td>43 (14%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical Abilities</td>
<td>41 (13%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Detail-Oriented</td>
<td>31 (10%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Written Communication</td>
<td>30 (10%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Editing</td>
<td>30 (10%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Application</td>
<td>Frequency</td>
<td>Percentage</td>
<td>Multiple?</td>
<td>Working?</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------</td>
<td>------------</td>
<td>-----------</td>
<td>----------</td>
</tr>
<tr>
<td>Microsoft Excel</td>
<td>52 (17%)</td>
<td>17.03%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Microsoft Office</td>
<td>43 (14%)</td>
<td>-10.2%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Microsoft Word</td>
<td>30 (10%)</td>
<td>-13.39%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Microsoft PowerPoint</td>
<td>26 (8%)</td>
<td>-8.52%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Adobe Photoshop</td>
<td>23 (7%)</td>
<td>-22.36%</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Facebook</td>
<td>23 (7%)</td>
<td>-34.28%</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Adobe Indesign</td>
<td>19 (6%)</td>
<td>-25.5%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Social Media Platforms</td>
<td>17 (5%)</td>
<td>38.85%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Adobe Acrobat</td>
<td>15 (5%)</td>
<td>-15.24%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Adobe Creative Suite</td>
<td>13 (4%)</td>
<td>-7.62%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Google Analytics</td>
<td>11 (4%)</td>
<td>15.68%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>11 (4%)</td>
<td>11.67%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Software</td>
<td>Postings</td>
<td>Change</td>
<td>Requirement</td>
<td>Notes</td>
</tr>
<tr>
<td>-------------------</td>
<td>----------</td>
<td>--------</td>
<td>-------------</td>
<td>-------</td>
</tr>
<tr>
<td>Microsoft Outlook</td>
<td>10 (3%)</td>
<td>-1.45%</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Salesforce</td>
<td>10 (3%)</td>
<td>46.69%</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Microsoft Access</td>
<td>9 (3%)</td>
<td>-57.74%</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

**TOP 15 SKILL CLUSTERS**

<table>
<thead>
<tr>
<th>Skill</th>
<th>Postings</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Marketing</td>
<td>135 (43%)</td>
</tr>
<tr>
<td>Social Media</td>
<td>77 (25%)</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>69 (22%)</td>
</tr>
<tr>
<td>Budget Management</td>
<td>69 (22%)</td>
</tr>
<tr>
<td>General Sales</td>
<td>68 (22%)</td>
</tr>
<tr>
<td>Business Strategy</td>
<td>68 (22%)</td>
</tr>
<tr>
<td>Skill</td>
<td>Postings</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Microsoft Office and Productivity Tools</td>
<td>65 (21%)</td>
</tr>
<tr>
<td>Public Relations</td>
<td>60 (19%)</td>
</tr>
<tr>
<td>Basic Customer Service</td>
<td>55 (18%)</td>
</tr>
<tr>
<td>Market Analysis</td>
<td>52 (17%)</td>
</tr>
<tr>
<td>Project Management</td>
<td>50 (16%)</td>
</tr>
<tr>
<td>Online Marketing</td>
<td>49 (16%)</td>
</tr>
<tr>
<td>Marketing Strategy</td>
<td>48 (15%)</td>
</tr>
<tr>
<td>Brand Management</td>
<td>36 (12%)</td>
</tr>
<tr>
<td>Business Development</td>
<td>33 (11%)</td>
</tr>
<tr>
<td>Top 15 Competitive Advantage Skills</td>
<td>Count (%)</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>35 (11%)</td>
</tr>
<tr>
<td>Market Strategy</td>
<td>34 (11%)</td>
</tr>
<tr>
<td>Product Management</td>
<td>20 (6%)</td>
</tr>
<tr>
<td>Thought Leadership</td>
<td>20 (6%)</td>
</tr>
<tr>
<td>Product Marketing</td>
<td>17 (5%)</td>
</tr>
<tr>
<td>Business Strategy</td>
<td>15 (5%)</td>
</tr>
<tr>
<td>Product Development</td>
<td>12 (4%)</td>
</tr>
<tr>
<td>Salesforce</td>
<td>10 (3%)</td>
</tr>
<tr>
<td>Business-to-Business</td>
<td>6 (2%)</td>
</tr>
<tr>
<td>Global Marketing</td>
<td>6 (2%)</td>
</tr>
<tr>
<td>Stakeholder Management</td>
<td>5 (2%)</td>
</tr>
<tr>
<td>Skill</td>
<td>Postings</td>
</tr>
<tr>
<td>-----------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Sales</td>
<td>26 (8%)</td>
</tr>
<tr>
<td>Adobe Photoshop</td>
<td>23 (7%)</td>
</tr>
<tr>
<td>Facebook</td>
<td>23 (7%)</td>
</tr>
<tr>
<td>Product Management</td>
<td>20 (6%)</td>
</tr>
<tr>
<td>Business-to-Business</td>
<td>6 (2%)</td>
</tr>
<tr>
<td>Email Marketing</td>
<td>6 (2%)</td>
</tr>
</tbody>
</table>

**TOP 15 CERTIFICATIONS**

<table>
<thead>
<tr>
<th>Skill</th>
<th>Postings</th>
<th>Salary Premium</th>
<th>Competitive Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver's License</td>
<td>25 (8%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Security Clearance</td>
<td>10 (3%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Certification</td>
<td>Count (%)</td>
<td>Exam 1</td>
<td>Exam 2</td>
</tr>
<tr>
<td>---------------------------------------------------</td>
<td>-----------</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td>IT Infrastructure Library (ITIL) Certification</td>
<td>4 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>First Aid Cpr Aed</td>
<td>3 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Horse Racing</td>
<td>3 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Project Management Certification</td>
<td>3 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Microsoft Certified Professional (MCP)</td>
<td>3 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>ITIL Certification</td>
<td>2 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Cisco Certified Design Professional (CCDP)</td>
<td>2 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Certified Information Systems Security Professional (CISSP)</td>
<td>2 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Chartered Financial Analyst (CFA)</td>
<td>2 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Cisco Certified Internetwork Expert (CCIE)</td>
<td>2 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Project Management Professional (PMP)</td>
<td>2 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Cisco Certified Network Professional (CCNP)</td>
<td>2 (1%)</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>
### TOP 15 SALARY PREMIUM CERTIFICATIONS

<table>
<thead>
<tr>
<th>Skill</th>
<th>Postings</th>
<th>Salary Premium</th>
<th>Competitive Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No certificates available</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### TOP 15 COMPETITIVE ADVANTAGE CERTIFICATIONS

<table>
<thead>
<tr>
<th>Skill</th>
<th>Postings</th>
<th>Salary Premium</th>
<th>Competitive Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No certificates available</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Research results, part 2
Survey on MCOM M.A. program
Overview

- Methods
- Audience analysis
- Survey results
  - Current students
  - Younger professionals (0-10 years experience)
  - Employers (10+ years experience)
- Conclusions
Methods
Methods

- An electronic survey of MCOM juniors/seniors and professional communicators was conducted Oct. 29 through Nov. 16

- The link to the survey was shared via social media and email by department staff and faculty, and participation among students was verbally encouraged in 3000 and 4000 series classes

- Questions that yielded results that were uncompelling (i.e., no strong indications of audience opinion) are not reported here
Methods

- The survey sample of MCOM upperclassmen was (arguably) random given the email distribution; the survey sample of professionals was not random due to targeting limitations.
- Accordingly, statistical significance tests on the findings were unwarranted.
Methods

- A PDF of the overall Qualtrics data is attached to this report
  - Responses to open-ended questions on the survey are not covered in this report for space reasons, but they are available in the full data

- Requests for reports filtered by particular respondent categories can be provided upon request
Audience composition
Audience composition

- All respondents (n) that completed all/part of the survey...
  
n=240

- Adjusted for respondents who dropped out shortly after starting...
  
n=213

* Specific respondent totals (n’s) are provided for each question noted on the following slides
Audience composition

Audience by professional experience levels (all respondents; n=213)
- 98% of student segment was from UCO

* All %’s in this report are rounded to the nearest whole number. Consequently, they may not always add up to 100%.

- Students
- <5 years
- 5-9 years
- 10+ years

\[\text{Students: } 33\% \quad \text{<5 years: } 24\% \quad \text{5-9 years: } 24\% \quad \text{10+ years: } 19\%\]
Audience composition

"Where do you currently live?"

- Greater OKC area: 77%
- Greater Tulsa area: 19%
- Oklahoma, but outside the greater OKC/Tulsa areas: 3%
- Outside Oklahoma: 1%

Audience composition by geography (all respondents; n=236)
Audience composition

- Audience analysis – all professionals by comms specialty (n=161)

What field(s) do you currently work in? Please select any specialty below where you spend a significant amount of your time (one-third or more).”
## Audience composition

- **Audience analysis – all professionals by organization type (n=162)**

**What best describes the organization you currently work for?**

<table>
<thead>
<tr>
<th>Organization Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency/consultancy</td>
<td>18%</td>
</tr>
<tr>
<td>Educational institution</td>
<td>18%</td>
</tr>
<tr>
<td>For-profit corporation (non-media)</td>
<td>18%</td>
</tr>
<tr>
<td>Government</td>
<td>17%</td>
</tr>
<tr>
<td>For-profit media organization</td>
<td>12%</td>
</tr>
<tr>
<td>Nonprofit media organization</td>
<td>12%</td>
</tr>
<tr>
<td>Nonprofit organization (non-media)</td>
<td>9%</td>
</tr>
<tr>
<td>Self employed</td>
<td>5%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Note: The total percentage might not add up to 100% due to rounding.*
Audience composition

- Audience analysis – **all students** by major (n=55)

What are you majoring in? (If you are a double major, choose both.)

- Strategic communications: 36%
- Public relations: 4%
- Organizational communication: 15%
- Marketing: 4%
- Journalism/Professional media: 24%
- Interpersonal communication: 13%
- Advertising: 2%
- Other: 4%
Survey results
Survey results

- Findings
  - The findings that follow are broken down by the three target audiences
    - Current students
    - Younger professionals (up to 10 years experience)
      - Combination of the 0-4 years and 5-9 years professional segments
    - Employers (10+ years)
  - Within each audience, the findings focus on three key areas: Demand, curriculum and marketing
Survey results

- Findings – Current students
  - Students were asked to agree or disagree with a series of statements about getting a master’s degree
    - Started with a statement that they “might” get one
    - Followed by a series of statements that noted the challenges/concerns surrounding such an endeavor
    - Ended with a statement that they were “likely” to get one
Survey results

- Findings – Current students (cont.)
  - Strong demand for a master’s degree program was indicated
    - “Might” pursue = 73% (n=48)
    - ”Likely” pursue = 63% (n=48)
  - Only a slight drop-off in expressed interest despite the fact that:
    1. The second statement was a stronger declaration of interest (“likely” vs. “might”)
    2. The second, stronger statement was posed after several questions about the challenges of pursuing a master’s degree
Survey results

- Findings – Current students (cont.)
  - Some current students indicated they were not likely to pursue a master’s in the next five years
  - Their reasons for that stance are on the following slide
  - This data should be viewed cautiously because of the small sample size (n=9)
Survey results

Findings – Current students (cont.)

Reasons for not getting a master’s degree

- Other: 0%
- I don’t think I would do well in a graduate program: 11%
- I have issues with transportation: 0%
- I don’t like school: 44%
- I don’t have the time because of family obligations: 11%
- I don’t have the time because of my job: 11%
- I don’t believe a master’s will help me professionally: 11%
- I can’t afford it: 11%
Survey results

- Findings – Current students (cont.)
  - Overwhelming majority (91%) of students said they would study communications if they got a master’s (n=48)
  - This result is not surprising given the majors of those students
Survey results

- Findings – Current students (cont.)
  - Strong majority (71%) of students believe a master’s is important if they want to advance professionally (n=48)
  - Next slide indicates areas that students said they would like to study as part of a master’s program (n=187; question allowed for multiple answers from each respondent)
Survey results

Findings – Current students (cont.)

Topics students would like to study as part of an M.A. program

- Communications and media theory: 11%
- Conflict management/negotiation: 10%
- Crisis communications: 10%
- Data and analytics: 6%
- Data and analytics: 5%
- Ethics: 4%
- Ethics: 4%
- Ethics: 4%
- Ethics: 4%
- Ethics: 4%
- Leadership and management skills: 14%
- Leadership and management skills: 13%
- Organizational communication: 4%
- Presentation skills: 6%
- Research: 4%
- Social media management: 10%
- Strategic planning: 7%
- Training and development: 2%
- Other: 2%
Survey results

- Findings – Current students (cont.)
  - Attitudes re an online program
    - Strong majority (65%) of students said the ability to get a master’s entirely online would increase the likelihood of their enrollment (n=48)
    - However…
    - An overwhelming majority (82%) of students agreed with the following statement: “When I think about taking an online class, I wonder if the professors will be available to me when I need them.” (n=48)
    - A strong majority (63%) expressed a preference for either hybrid or in-person classes (n=43)
Survey results

- **Findings – Current students (cont.)**
  - Strong majority (75%) of students said they probably *wouldn’t pursue* a master’s program without some form of *financial assistance* (n=48)
  - Clear majority (59%) of students said they *don’t feel they know a lot about master’s programs* in their discipline (n=48)
  - Slim majority (52%) of students said they *don’t which institutions in the region offered master’s programs* in their discipline (n=48)
Survey results

- Findings – Younger professionals
  - Responses from younger professionals include all answers from the 0-4 years and 5-9 years experience segments of the survey
Survey results

Findings – Younger professionals (cont.)

- Majority of responses in this segment (78%) were *UCO alumni* (n=88)
- 88% currently *hold bachelor’s degrees* (“highest degree completed”) (n=88)
  - 10% hold a graduate degree of some kind
- 87% of respondents hold a degree (bachelor’s or master’s) relevant to the three majors collaborating on the MCOM master’s program (n=99)
Survey results

- Findings – Younger professionals (cont.)
  - Like the student respondents, people in this segment were asked to agree or disagree with a series of statements about getting a master’s degree
    - Started with a statement that they “might” get one
    - Followed by a series of statements that touched on the challenges/concerns surrounding such an endeavor
    - Ended with a statement that they were “likely” to get one
Survey results

- Findings – Younger professionals (cont.)
  - While not as strong as the results of the student group, a majority of this audience also displayed an interest in a master’s degree program
    - “Might” pursue = 62% (n=87)
    - ”Likely” pursue = 51% (n=87)
  - In a separate question, a slim majority (51%) said they are likely to start a master’s program in the next five years (n=87)
  - Among UCO alumni, 78% said they would probably apply if MCOM offered a 100% online master’s program (n=61)
Survey results

- Findings – Younger professionals (cont.)
  - Some younger professionals indicated they were not likely to pursue a master’s in the next five years
  - Their reasons for that stance are on the following slide (n=24)
Survey results

Findings – Younger professionals (cont.)

Reasons for not getting a master's degree

- I can’t afford it: 17%
- I don’t believe a master’s will help me professionally: 33%
- I don’t have the time because of my job: 17%
- I don’t have the time because of family obligations: 13%
- I don’t like school: 8%
- I have issues with transportation: 0%
- I don’t think I would do well in a graduate program: 0%
- Other: 13%
Survey results

- Findings – Younger professionals (cont.)
  - Strong majority (78%) of younger pros said they would study communications if they got a master’s (n=87)
    - Again, this result is not surprising given the younger professionals who responded
  - Next slide indicates areas of graduate study that young pros felt might benefit them professionally (n=262; question allowed for multiple answers from each respondent)
Survey results

Findings – Younger professionals (cont.)

"My chances for success in my career field would increase if I had more training or experience in __________."
Survey results

Findings – Younger professionals (cont.)

- A slim majority (52%) of this segment said they believe a master’s is important if they want to advance professionally (n=87)
  - 36% disagreed with this belief
- On a separate question, the most popular reason why younger pros said they would not pursue a master’s degree is a belief that it won’t help them professionally (33%; n=24)
Survey results

- Findings – Younger professionals (cont.)
  - **Attitudes re an online program**
    - A dominant majority (82%) of this segment said the ability to get a master’s entirely online would increase the likelihood of their enrollment (n=87)
    - **However…**
    - Once again, a strong majority (67%) of the younger pros agreed with the following statement: “When I think about taking an online class, I wonder if the professors will be available to me when I need them.” (n=87)
    - A bare majority (50%) expressed a preference for hybrid classes (n=78)
Survey results

Findings – Younger professionals (cont.)
- An overwhelming majority (87%) of students said they probably wouldn’t pursue a master’s program without some form of financial assistance (n=87)
  - In fact, 54% of that 87% strongly stated this position
- A large plurality of younger pros said their employers do not provide tuition assistance (n=77)
  - Do provide: 32%
  - Do not provide: 47%
  - Unsure: 21%
Survey results

- Findings – Younger professionals (cont.)
  - Most younger pros expressed confidence in their knowledge of master’s programs
    - Clear majority (54%) said they know a lot about master’s programs in their discipline (n=87)
    - Strong majority (68%) said they know which institutions in the region offered master’s programs in their discipline (n=87)
Survey results

- Findings – Employers
  - This section features responses from professionals with 10-plus years of experience
Survey results

Findings – Employers (cont.)

- Plurality of responses in this segment (40%) were UCO alumni (n=68)
  - Notably, 35% attended a college outside Oklahoma
- 63% currently hold bachelor’s degrees ("highest degree completed") (n=67)
  - 25% hold some type of graduate degree
- 75% of respondents hold a degree (bachelor’s or master’s) in a discipline relevant to the three majors collaborating on the MCOM master’s program (n=99)
Survey results

Findings – Employers (cont.)

- A clear majority (57%) of this segment believe a master’s is important if a person wants to advance in their career field (n=65)
  - 29% disagreed with this opinion

- This finding ties into several others
  - A slim majority (51%) of employers said that “The people who work for me would likely be better at their jobs if they had a master's degree in our field” (n=65)
    - 29% disagreed with this opinion

(cont. on next slide)
Survey results

- Findings – Employers (cont.)
  - This finding ties into several others (cont.)
    - A slim majority (50%) of employers said that “When hiring mid-level managers, I would be more inclined to hire someone if they held a master's degree relevant to the position” (n=65)
      - 21% disagreed with this opinion
    - A plurality (41%) of employers said that “When making promotion decisions, whether or not someone holds a master's degree is an important factor” (n=65)
      - 30% disagreed with this opinion
Survey results

Findings – Employers (cont.)

Most employers expressed confidence in their knowledge of master’s programs available to their employees regionally

Strong majority (68%) said they know a lot about regional master’s programs in their discipline (n=65)
Survey results

- Findings – Employers (cont.)
  - A dominant majority (88%) of employers agreed that “Most people would be more likely to pursue a master’s degree if they could take all their classes online” (n=65)
Survey results

Findings – Employers (cont.)

- An overwhelming majority (83%) of employers said the people they know probably wouldn’t pursue a master’s program without some form of financial assistance (n=65)
  - This finding roughly corresponds to the findings among younger pros, as does the next one
- Most employers said their organizations do not provide tuition assistance (n=65)
  - Do provide: 32%
  - Do not provide: 60%
  - Unsure: 8%
Survey results

- Findings – Employers (cont.)
  - The next slide indicates areas of graduate study that employers felt would make their employees more valuable to their organizations (n=377; question allowed for multiple answers from each respondent)
Survey results

Findings – Employers (cont.)

What areas of graduate study might make employees more valuable to you and your organization?

- Other: 2%
- Training and development: 5%
- Strategic planning: 12%
- Social media management: 11%
- Research: 7%
- Presentation skills: 7%
- Organizational communication: 8%
- Leadership and management skills: 12%
- Ethics: 8%
- Data and analytics: 11%
- Crisis communications: 11%
- Conflict management/negotiation: 6%
- Communications and media theory: 5%
Conclusions
Conclusions

- This section focuses on the issues most relevant to the program proposal being developed and the hypotheses generated during the preliminary research

  - Demand
  - Curriculum
  - Marketing
Conclusions

- Demand
  - Clearly, a strong demand for the MCOM offering exists among all audience segments
    - 63% of current students said they are “likely” to pursue a master’s even after seeing questions that highlighted the challenges of doing so
    - 51% of younger professionals said the same
    - 57% of employers said that a master’s degree was important for advancing professionally in their field
  - Majorities of current students and younger professionals concurred with this opinion
Conclusions

- Demand (cont.)
  - A further note on two of the statistics on the previous slide:
    - **63% of current students** said they are “likely” to pursue a master’s even after seeing questions that highlighted the challenges of doing so
    - **51% of younger professionals** said the same
  - That equates to 73 likely applicants for the UCO MCOM master’s program
  - Even allowing for the inevitable drop-off between stated intentions vs. future behavior, these findings suggest robust enrollment over the program’s first several years of operation
Conclusions

- Demand (cont.)
  - The clear demand for the proposed MCOM master’s program is even more pronounced when the 100% online nature of the proposed program is factored in
    - 65% of students said the ability to get a master’s entirely online would increase the likelihood of their enrollment
    - 82% of younger pros said the same
    - 88% of employers said that a 100% online program would of greater interest to the people they know vs. other formats
Conclusions

- Demand (cont.)
  - Even allowing for the fact that these findings lack external validity because of sampling limitations, the strong, consistent responses noted on the preceding three slides clearly indicate the demand for the proposed online master’s program.
Conclusions

- Curriculum
  - While there were no majorities or clear pluralities of opinion in this area, certain areas of desired study clearly stood out (i.e., polled in the double digits)
  - Among younger pros and employers, the same four topics were cited as valuable/desirable:
    - Data & analytics
    - Leadership & management
    - Social media management
    - Strategic planning
Conclusions

- Curriculum (cont.)
  - Among current students, six topics were cited as desirable in a master’s program:
    - Leadership & management
    - Social media management
    - Strategic planning
    - Crisis communications
    - Conflict management/negotiation
    - Communications and media theory
Conclusions

Marketing

- The **100% online accessibility** of the MCOM offering should be a *strong selling point* with all target segments and should be highlighted accordingly

- **But…**

- Students’ and younger pros’ *concerns about the availability and accessibility of professors in an online environment* need to be addressed proactively in promotional materials
Conclusions

Marketing (cont.)

- Financial aid opportunities should be clearly communicated, if they exist, given the student/young professional concerns in this regard and the fact that most employers do not offer assistance.

- This issue is critical according to survey responses.

  - Strong majorities of current students and younger pros said they were unlikely to pursue a master’s with some form of financial assistance.
Conclusions

- Marketing (cont.)
  - Given awareness and comprehension levels about existing master’s programs among current students, a certain amount of marketing efforts need to involve basic information on the what, why, how, etc. of the MCOM master’s offering when targeting that segment.
  - The way that a master’s degree can help a communicator advance professionally should also be leveraged in promotional materials as this was mentioned by both the younger pros and the employers.
Mary M. Carver  
mcarver2@uco.edu

**Education**
Ph.D. in Communication Studies, University of Kansas, 1999
M. A. in Communication, Wichita State University, 1994
B. A. in Speech Communication, Iowa State University, 1988

**Teaching Experience**
Department Chair, University of Central Oklahoma, January 2016-present
Assistant Department Chair, University of Central Oklahoma, August 2014- December 2015
Core Curriculum Coordinator, University of Central Oklahoma, July 2009-August 2014
Courses: Fundamentals of Speech (traditional setting and online), Fundamentals of Speech for High Anxiety Students, Women’s Rhetoric, Critiquing Society’s Messages, Argumentation, Communication Theory (developed online course), Introduction to Human Communication, Leadership and Civic Engagement, Communication and Gender, Introduction to Organizational Communication, Group and Team Communication, Women and Leadership, Leadership in Social Movements, Civic Leadership Capstone

Adjunct Instructor, University of Central Oklahoma, Fall 2008-Spring 2009
Courses: Argumentation, Women’s Rhetoric, Fundamentals of Speech

Instructor, Oklahoma City Community College, Spring 2008-Spring 2009
Course: Introduction to Public Speaking

Instructor, Joliet Junior College, Spring and Summer 2007
Course: Principles of Speech/Human Communication

Visiting Assistant Professor, Northern Illinois University, Fall 2005-Spring 2006
Courses: Communication and Gender, Rhetorical Theory, Free Speech and Communication Ethics

Visiting Assistant Professor, Wheaton College, Fall 2003-Spring 2005
Courses: Communication Criticism; Language, Influence and Culture; Public Speaking; Speech for Teachers; Performance of Literature; Introduction to Communication Studies

Visiting Assistant Professor, Northern Illinois University, Fall 2001-Spring 2002, Instructor 1998-99
Courses: Rhetorical Theory and Criticism, Business and Professional Speaking, Introduction to Communication Studies, Interpersonal Communication, Public Speaking

Instructor, North Central College, 2001 Course: Advanced Public Speaking

Graduate Teaching Assistant, University of Kansas, 1994-1997
Courses: Persuasive Speaking, Rhetorical Theory, Public Speaking, Rhetorical Criticism discussion leader

Graduate Teaching Assistant, Wichita State University, 1992-1994 Course: Public Speaking

**Doctoral Dissertation**
From Platform to Publisher: The Rhetorical Influence of Lucy Stone, 1999

**Master’s Thesis**
Rhetoric of a Readership: A Generic Analysis of Letters to the Editor of the *Woman’s Journal*, 1870-1890, 1994
Publications


“Everyday Women Find their Voice in the Public Sphere: Consciousness Raising in Letters to the Editor of the Woman’s Journal.” *Journalism History*, April 2008


Papers and Presentations

“The Rhetorical Paradox of Anti-Suffrage Women” presented at the 2019 Western States Communication Association Convention, Seattle, WA, February 2019

“Supporting ‘Adjunct Faculty’: Building, Engaging, and Sustaining Lasting Relationships and Opportunities for Diverse Adjunct Faculty Through Mentorship and Other Professional Development Opportunities” panel discussion at the National Communication Association Convention, Dallas, TX, November 2017

“Giving Voice to a Movement Through the Pages of the Woman’s Journal” presented at the American Journalism Historian’s Association Convention, Little Rock, AR, October 2017

“Classroom Discussion: preparation and Implementation” presented at 2017 Collegium on College Teaching Practices, UCO, August 2017

“It’s More than Just a Paycheck: Changing Practices to Improve the Lives of Adjunct Instructors” presented at Southern States Communication Association Convention, Greenville, SC, April 2017

“Using Jimmy Carter’s Call to Action to Increase Awareness of Issues Facing Women and Girls” panel discussion at Southern States Communication Association Convention, Greenville, SC, April 2017

“Empowering One Another: Gendered Challenges, Opportunities, and Strategies for Success in Academic Leadership” presentation at the Oklahoma Women in Higher Education Meeting, UCO, November 2015

“Maximizing your Potential: Pathways to a Doctorate” presentation at the Oklahoma Women in Higher Education Meeting, UCO, November 2014


“Ideas for Structuring Student Reflections: Tips You Can Use Right Away” 15th Annual Collegium on College Teaching Practice, UCO, August 2014

“Finding Historical Relevancy in the Call of Duty Narrative” presented at the National Communication Association Convention, November 2013

“(I Can't Get No) Satisfaction: Challenges Facing Women Adjuncts” presented at the Oklahoma Women in Higher Education Meeting, November 2013
Papers and Presentations Continued

“Updating the Public Speaking Course: New Approaches to Common Challenges” Panel Participant, Oklahoma Speech Theater and Communication Association Convention, September 2013

“Finding Ways to Saturate Your Campus for Voter Registration Drives” presented at American Democracy Project and the Democracy Commitment National Meeting, June 2013


"Giving Voice to a Movement Through the Pages of the Woman’s Journal” presented at NCA Convention, November 2012

“When I Play, Does History Disappear? Call of Duty and Historical Narrative” presented at CSCA, April 2011

“Mosaics of Motherhood: Empowering Discourses of Stability and Change” panel contributor presented at Oklahoma Speech and Theater Association Annual Meeting, September 2010

“Mosaics of Motherhood: Empowering Discourses of Stability and Change” panel contributor presented at NCA Convention, November 2009

“Beyond Barbie and High School Musical: How the Video Game Rock Band Appeals to Girls through a New Feminine Ideal, presented at CSCA, April 2008


“The Power of the Prophetic Persona for Abolitionist Feminist Lucy Stone” presented at NCA Convention, November 2005, received Wrage Baskerville Award for the top contributed paper in the Public Address Division

“Communicating God’s Politics” presented at NCA Convention, November 2005

“The Changing Personas of Lucy Stone” presented at NCA Convention, November 2004


Respondent for panel for Undergraduate Papers, Central States Communication Association, April, 2003

"The Rhetorical Significance of the American Flag: Finding Patriotism or Supporting a War?” presented at Central States Communication Association, April 2002


"Truman’s Farewell Address: A Forthright Style and a Forthright President” presented at NCA, November 1999

"Lucy Stone, Apostle for a New Woman” presented at the Organization for the Study of Communication, Language and Gender annual convention, October 1999
Papers and Presentations Continued

"Maintaining a Movement: The Rhetorical Influence of Lucy Stone" presented at NCA, November 1997

"The Rhetorical Paradox of Anti-Suffrage Women: Attempting to Stay Out of Politics by Becoming Politically Involved" accepted at NCA, November 1996

"Equality vs. Difference: How Women are Portrayed in Their Own Stories" presented at NCA, November 1995

"Sharing Experiences and Revealing Possibilities: Connecting Readers of the Woman's Journal Through Storytelling" presented at Central States Communication Association annual convention, April 1995

Journal and Book Reviews and Contributions

Reviewer, Western Journal of Communication, 2017

Peer Reviewer, University of Press of Kansas, “Moms-in-Chief: Republican Motherhood Rhetoric and the Spouses of Presidential Candidates”, 2017


Service

Committee on Diversity and Inclusion for NCUR 2018 – Spring 2016-Spring 2018

NCUR Abstract Reviewer – Fall 2017

NCUR Session Moderator – April 2018

College Tenure and Promotion Committee on Service – 2015-16

Department of Mass Communication Branding Committee – 2015-16

Department of Mass Communication Recruitment Committee – 2015-16

Department of Mass Communication Alumni Reunion Committee – 2015-16

Liberal Arts Curriculum Committee August 2014-May 2016

Liberal Arts Assessment Committee Spring 2013-August 2016

Service Learning Advisory Board August 2014-May 2017

Leadership Minor Advisory Board 2013-2016
Service Continued

State Regents Course Equivalency Project Faculty Committee, 2012-2014, 2017, 2018
Mass Communication Department Assessment Committee, 2012-present
Stalker Anthems Panel for Project SPEAK, invited panelist, January 2017
Hiring Committee, Student Success Advisor, Spring 2016, Fall 2018
Hiring Committee, Administrative Assistant, Spring 2015, Summer 2018
Hiring Committee Chair, Assistant Professor Strategic Communication, 2015
Committee Chairperson, Voter Registration Contest for the American Democracy Project, Fall 2011-Spring 2016
General Education Action Team, Fall 2013- Spring 2016
UCO Naturalization Ceremony, Organizing Committee, September 2012, September 2015
Faculty Advisor, Student Society for Middle Eastern Women, December 2013-May 2017
Panel member for Sorry NOT Sorry, Women’s Outreach Center program, November 2014
Core Curriculum Coordinator for Fundamentals of Speech, July 2009- August 2014
Public Speaking Lab Manager, 2009-2014
Assistant Director, UCO American Democracy Project, June 2013-May 2015
University Core Curriculum Committee member, 2009-2014
University Retention and Appeals Committee, January 2012-2014
Hiring Committee Chair, Assistant Professor Strategic Communication, 2014
Hiring Committee Chair, Fulltime Fundamentals of Speech Lecturer, summer 2014
Hiring Committee Chair, Core Curriculum Coordinator, spring 2014
Hiring Committee Chair, Assistant Professor Professional Media/Broadcasting, summer 2013
UCO Team Member,” Institute on Integrative Learning and the Departments: Faculty Leadership for the 21st Century”, Portland, OR July 10-14, 2013
Presenter, Transformative Learning Conference, “Integrating Transformative Learning within the Core” March 2013
Presenter, 13th Collegium on College Teaching Practice,” Active Citizenship: Ways to get Students Involved Through Coursework, August 2012
Service Continued

Inauguration Week Planning Committee for President Betz, Civic Engagement/American Democracy Project Conference, spring 2012

First-Year Experience Programs Professional Development Conference Session Leader, “Successfully Incorporating the NY Times and ADP”, April 2012

Hiring Committee for Administrative Assistant, summer 2010 and 2012

Communication Training Session, Residence Assistants, "Resolving Conflict through Communication”, January 2012

Acting Department Chair for Department of Mass Communication, summer 2010

Seminar on Interviewing for Northern Illinois University's Leadership Institute, 2002

Faculty Mentor, McNair Scholar Program, 2011

Chair/Program Planner for the Women's Caucus of the Central States Communication Association, 1999-2000

Awards

President’s Award for Leadership and Civic Engagement, 2016

Fred Tewell Outstanding College Communication Teacher Award, Oklahoma Speech Theater and Communication Association, 2013

Outstanding Service Award, College of Liberal Arts, 2012-2013

Friends of the Library Faculty Materials Grant Award, with Dr. Rozilyn Miller, 2010

Wrage Baskerville Award for the top contributed paper in the Public Address Division of NCA, 2005

Carlile Scholarship for academic excellence, Wichita State University, 1996

Dora Wallace Hodgson Award for Best Master's Thesis at Wichita State University, 1994

Best Master’s Thesis, Elliott School of Communication, Wichita State University, 1994

Professional Development in Teaching

Chairs Academy, Educator’s Leadership Academy 2016-17

“Succeeding with Problem Faculty” Higher Ed Chair Academy Workshop, May 21, 2015

“Workshop on Generative Knowledge Interviewing”, 2014 Collegium, August 13, 2014

STLR Training, Spring 2014, Summer 2016
Professional Development in Teaching continued

“Remaining True to your Educator-Self in the 21st Century” Center for Excellence in Transformative Teaching & Learning Workshop, May 13, 2014

Transformative Learning Conference, March 27-28, 2014

Gender Issues, Educator’s Leadership Academy, 2014

Professional Fundraising Workshop for Deans, Department Chairs, and Aspiring Academic Leaders, Dallas, TX, November 8, 2013

Educator’s Leadership Workshop on Conflict, May 24, 2013

Educational Administrator’s Academy, Educator’s Leadership Academy, 2012-2013

Higher Ed Department Chairs Academy, Educator’s Leadership Academy, May 23-25 2012

D2L Training Spring 2012

Transformative Learning Conference April 5, 2012

Heartland Learning Conference, March 5, 2012


FEC Day Concurrent Session, September 2011

WebCT Course Development Workshop, Summer 2011

WebCT Facilitator’s Workshop, Spring 2010

Lunch and Learn “Adding Film to Your Classes is a Cinch! Using Films on Demand, October 25, 2010

Heartland Learning Conference, March 2010

“Conquer Your Speech Anxiety” Short Course at the National Communication Association in Chicago, IL November 2009

New Faculty Orientation, August 2009

Student Presentations

Faculty Mentor, McNair Scholars Program, Tim Deffebaugh, Spring 2011

Liberal Arts College Symposium February 2010, two students presented speeches on a panel of “Persuasive Speeches from MCOM 1113.

Liberal Arts College Symposium February 2009, student presented paper from Women’s Rhetoric on Mother Theresa
Other Academic Positions

Speech Center Director, Wheaton College, 2003-2005
Managed six undergraduate students who worked as consultants, assisting other students with all aspects of public speaking

Assistant to the Communication Studies Director of Graduate Studies, University of Kansas, 1996
Assisted director with recruitment of prospective teaching assistants

Research Assistant, Wichita State University, 1993
Conducted library research for Professor Susan Huxman

Research Assistant, Wichita State University, 1993
Conducted teacher evaluation summary from previous three years for basic course director

Professional Experience
Gave seminar on interviewing techniques and practices at local and state meetings, reviewed applications for CEO position, assisted with interview questions, provided personal advice on individual problems and issues that arose

Hired employees; managed payroll, operations budget, benefits, employee training and employee files; mediated employee disputes, oversaw all employee performance appraisals

Store Education Specialist, Richman Gordman, Des Moines, IA and Wichita, KS, 1988-1990
Planned, conducted and evaluated employee training programs; oversaw on-the-job training, managed employee motivational programs; produced newsletter
MARK PALMER HANE BUTT

6204 Westlane
Oklahoma City, Oklahoma 73142
(405) 623-5723
mhanebutt@yahoo.com

PROFESSIONAL EXPERIENCE

August 2009 to present

Professor of Journalism, University of Central Oklahoma, 100 N. University Drive, Edmond, Oklahoma 73034. Responsibilities include teaching news reporting, media law and other journalism courses, as well as serving on department, college, and university-wide committees as directed and completing relevant and related scholarship.

August 2014 to present

Of-counsel to Magill and Magill, P.L.L.C., Attorneys and Counselors at Law, 4216 N. Portland Ave., Suite 102, Oklahoma City, OK 73112. Practice limited to mediation and consulting on media law issues and testifying as an expert witness on media-related cases.

April 2001 to present

Lawyer in private practice. Practice limited to mediation and consulting on media law issues and testifying as an expert witness on media-related cases. Mark Hanebutt, Attorney and Counselor at Law, PLLC, 4216 N. Portland Ave., Suite 102, Oklahoma City, OK 73112.

August 2007 to August 2009

Edith Kinney Gaylord Endowed Professor of Journalism Ethics, University of Central Oklahoma. Responsibilities included teaching media ethics, conducting media ethics research, attending conferences, and organizing an annual media ethics conference. Two-year position.

August 2005 to August 2007

Professor of Journalism, University of Central Oklahoma. Responsibilities included teaching news reporting, media law and other journalism courses as well as serving on department and university-wide committees as directed and completing related and relevant scholarship.

January 2002
Tenured.

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August 2001 to August 2005

Associate Professor of Journalism, University of Central Oklahoma, Responsibilities included teaching news reporting, media law and other journalism courses as well as serving on department and university-wide committees as directed and completing related and relevant scholarship.

August 2001 to December 2001

Adjunct Professor of Journalism, University of Oklahoma, Norman, OK.

April 1999 to April 2001

Lawyer in private general practice, 5900 Mosteller Drive, Suite 1218, Oklahoma City, Oklahoma 73112.

August 1998 to August 2001

Assistant Professor of Journalism, University of Central Oklahoma. Responsibilities included teaching news reporting, media law and other journalism courses as well as serving on department and university-wide committees as directed and completing related and relevant scholarship.

October 1992 to December 1992

Adjunct Professor of English, Oklahoma City Community College, Oklahoma City.

January 1988 to August 1998

Instructor of Journalism and Faculty Director of the campus newspaper, The Vista, University of Central Oklahoma. In addition to teaching, responsibilities included managing all aspects of The Vista, supervising newspaper practicum at The Vista; and promoting internships for news-editorial students.

Related Achievements as Faculty Director of The Vista

• Planned and directed a reorganization and redesign of The Vista, which resulted in the third-place award for best overall design of a weekly college newspaper in the nation at the University of Missouri School of Journalism's 1991 Newspaper Design Contest. In addition, the Associated Collegiate Press awarded the paper a first place for overall excellence in its annual nationwide collegiate publication

• Added Associated Press news services and other syndicated features.
• Directed and adopted comprehensive style guide for The Vista.
• Tripled the size of the news staff.
• Improved campus coverage by overhauling and increasing the number of news beats.
• Persuaded UCO administration to double the newspaper's budget, return to the budget all advertising monies generated by the newspaper and print the newspaper off campus to save money and allow for growth.

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• Restructured the advertising rate schedule and upgraded the advertising department, thereby increasing overall advertising revenues by 300 percent.
• Conducted market research to identify possible advertisers.
• Added special, 40-page, back-to-school issue in the fall -- the largest issue in the school's history -- as well as a careers issue in the spring to help students find jobs.
• Increased the average number of pages from eight to 16.
• Upgraded the newspaper's library and reference aids.
• Replaced aging newspaper stands and increased newspaper distribution locations.
• Directed improvement of the newspaper's physical facilities, including the addition of telephone lines, new paint and carpeting.
• Sought and received a $1,000 grant from the Oklahoma Gridiron Foundation for new production equipment.
• Added a $50,000 Macintosh newsroom computer system.
• Solicited an additional $5,000 worth of other computer equipment from the professional community.
• Designed readership/advertising surveys to aid the staff in improving coverage.
• Established program with university registrar to insert student newspapers in university promotional packets.

August 1987 to December 1987

Lecturer of Journalism, University of Central Oklahoma.

August 1982 to June 1983

Substitute high school journalism/English teacher for Putnam City Schools, Oklahoma City.

January 1981 to August 1987

Free-lance journalist and public relations writer, Oklahoma City.

April 1979 to January 1981
Free-lance editor, *The Orlando Sentinel*. Responsibilities included editing and serving as writing coach to free-lance writers contributing to the newspaper.

**April 1979 to July 1979**

Travel editor, *The Orlando Sentinel*. Responsibilities included selecting and editing stories and designing and managing the production of the newspaper's weekly travel section. Interim position.

**June 1973 to January 1981**


**January 1972 to June 1973**

Staff reporter (part time), *The Evansville Courier*, Evansville, Indiana

**September 1971 to June 1973**

Copy editor, staff reporter, *The University Crescent*, University of Evansville, Evansville, Indiana.

**ACADEMIC COMMITTEES AND ORGANIZATIONS**

Member UCO Faculty Senate – 2013-2015, 2016-2018
Member Faculty Senate Faculty Welfare and Development Committee – 2009-2011, 2013-2015; Chair, 2016-2018.
Member *The Vista* Advisory Board – 2016-present.
Member U-Central Communications Committee – 2013-present.
Member Mass Communications Media Advisory Board – 2013-present.
Member Mass Communication Student Scholarship Committee – 2013-present.
Member Mass Communication Tuition Waiver Committee – 2013-present.
Member Oklahoma Journalism Hall of Fame Scholarship Committee - 2011-2019.
Member Mass Communication Professional Media Advisory Board - 2010-present.
Member Mass Communication Promotion Committee – 2008-present.
Member Mass Communication Tenure Review Committee – 2008-present.
Mass Communications faculty hiring committee – 2019
American Democracy Project New York Times Committee – 2010- present
Leader SCII academic advisory committee team – 2014, 2019
UCO restaurant committee - 2018
Member Liberal Arts College Promotion Committee – 2009-2010, 2014.
Member Liberal Arts College Tenure Committee – 2012, 2013.
Member Liberal Arts Study Abroad Review Committee - 2009-2013
Member Mass Communication Faculty Search Committee – 2007, 2013.
Member SCII academic advisory committee team – 2009.
Member UCO Study Abroad Operational Committee – 2007.
UCO Leadership Central Connection Partner (faculty mentor) - 2006-2007.
Member study tour of University of Kansas journalism school to review converged.
program to establish curriculum changes for UCO journalism department - 2006.
Member journalism/oral communication department merger task force committee – 2005.
Member UCO student conduct committee.

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Member Liberal Arts College Symposium committee.

CONFERENCES

Annual Freedom of Information Oklahoma First Amendment Congress (co-organizer, Speaker 2013) - 2010-present
Society of Professional Journalists state awards ceremony and banquet (co-organizer) – 2013-present
Annual Oklahoma Journalism Hall of Fame conference, UCO (participant) – 2013-present
Class field trip to Oklahoma City Community College to hear and meet Watergate reporter Bob Woodward – 2018
Freedom of Information gubernatorial debate (organizing committee member) – 2018
Oklahoma Broadcasters’ Education Association Ethics Conference (panelist) – 2018
Annual UCO regional media ethics conferences (speaker, panelist) - 2009-2016
Oklahoma Electric Co-op writers conference, Oklahoma City (keynote speaker, “Recent Developments in Copyright Law,”) – 2013
Oklahoma Educational Television Authority forum to determine future local PBS
station programming (panelist) - 2013
University of Oklahoma Latin American Journalists Conference (panelist) 2007-2012
Oklahoma Writer’s Conference, Oklahoma City (participant) - 2012
Bill Moyers Oklahoma City University Distinguished Speakers Series (UCO promoter) – 2011
Oklahoma Press Association annual writing seminars for state newspapers (co-director) – 2007-2011
Oklahoma Bar Association Press-Bar seminars (co-organizer and panelist) – 2006-2010
American Democracy Project Four Freedoms Forum (panelist) - 2009
American Democracy Project Regional Conference (panelist) - 2008
Annual UCO regional media ethics conferences (organizer) - 2007-2008
American Democracy Project forum 'Coffee with the Times’ (speaker) - 2007
UCO American Democracy Day “The Constitution and Our Civil Liberties” (panelist) - 2006
Constitution Week Special Speakers Series, UCO (speaker) - 2006
Poynter Institute Seminar on media convergence, St. Petersburg, Fla. (participant) - 2005
Oklahoma Institute for Diversity in Journalism (co-director) - 2004
Society of Professional Journalists Region 8 conference (planner and moderator on court reporting) - 2003
Oklahoma State Regents for Higher Education forum to discuss problems of censorship of the student press at Oklahoma's public universities, Redlands Community College, El Reno, Oklahoma (panelist). (Efforts resulted in regents’ adoption of press policy for student media at all Oklahoma public universities to prevent censorship and educate college administrators about First Amendment freedoms.) - 1996
SPJ/FOI/Oklahoma State Regents for Higher Education Program: "Student Newspapers and the First Amendment: Rights, Responsibilities, and Revelations". University of Central Oklahoma (panelist) - 1995
Oklahoma City forum of area poverty experts and city, state and federal officials seeking solutions to the growing problem of inner-city poverty in Oklahoma City (moderator) - 1995
Society of Professional Journalists Job Fair for student journalists (organizer) - 1994
Liberal Arts College Symposium (moderator)
Oklahoma Press Association Victims in the Media Workshops (speaker)
University of Oklahoma Symposium on Media, Military and the Iraq War (participant)

SPEAKING ENGAGEMENTS AND INTERVIEWS

TV election night interview with UCO student media - 2014, 2016, 2017, 2018
Podcast interview with Dr. David Nelson on state of news media – 2018
Presenter at annual Mass Communication Student Awards Ceremony – 2016-present

*The Vista* legal seminars - 2017

Interview with Dr. Terry Clark on legacy of *The Oklahoman*, for *401 Magazine* - 2019

TV interview with Oklahoma Educational Television Authority on why media coverage of some horrific events fade and others get “legs” - 2015

Public service announcement for UCO broadcast students - 2015

Newspaper interview with *The Journal Record*, on court decision about Oklahoma Gov. Mary Fallin’s executive privilege claim concerning open records - 2014

TV interviews on OETA-TV, KOCO-TV, and KFOR-TV news programs regarding cameras in the courtroom, federal shield law bill, open records violations at state and federal level, media ethics, and other issues - 2007-2013

Media panelist on OETA-TV’s *Oklahoma Forum* to discuss local and national media issues. - 2007-2013

Promotional commercial for Oklahoma Educational Television Authority - 2009

Public Relations Society of America, Oklahoma City (keynote speaker – media ethics) – 2008

TV, radio interviews and speaking engagements on media coverage of the O.J. Simpson murder trial as well as state media concern over student press violations at state universities – 1995

**NEW COURSES**

“Mass Media Markets”- 2012
“A Failure to Communicate”- 2011
“Future News”- 2010
“The Truth Peddlers”- 2010
“Famous News Broadcasts”- 2009
“Disaster Coverage”- 2006
“Opinion Writing”- 2006
“Freelance Writing”- 2005
“Iraq War Coverage”- 2004
“Press and Campaign”- 2004
“Brainwashing” – 2003

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“The Liberal Media?”- 2001

**STUDY ABROAD**

Organized and led annual foreign study abroad student tours to England, Scotland, Ireland, Wales, Germany, Poland, the Czech Republic, Slovakia, Hungary, Austria, France, Greece, Turkey, Italy, Spain, Portugal, Morocco and Costa Rica (2006-2011).
“Travel Writing in Costa Rica”- 2011
“Travel Writing in Spain, Portugal and Morocco”- 2010
“Travel Writing in Italy”- 2009
“Travel Writing in Greece”- 2008
“Travel Writing in Central Europe”- 2007
“Travel Writing in England”- 2006

FUNDING

Established UCO Brian Walke Memorial Journalism Ethics Scholarship – 2010.
Amassed funding for UCO College of Liberal Arts foreign study abroad emergency fund - 2010.

PUBLICATIONS

Video and campaign plan to promote Oklahoma’s Judicial Nominating Committee for state Supreme Court justices, Oklahoma Bar Association 2017-2019.

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EDITS, REVIEWS AND ADDITIONAL SCHOLARSHIP

Speaker on book writing for seminar during annual Mass Communication Week - 2018
Editor for American Advertising Federation student presentation – 2016
Contract consultant for Mass Communication-E-learning agreement - 2015
Author of UCO Study Tour Waiver and Release of Liability – 2005, 2010
Author of UCO ethics conference database, tapes and donor/contributor list - 2008-2009
Editor for student travel stories for online publication - 2007-2009
Reviewer for Media Ethics, Issues and Cases by Phillip Patterson and Lee Wilkins (McGraw Hill) – 2008
Author of UCO ethics conference organization procedure book - 2008
Author of multi-state survey of university journalism programs and newspapers to help upgrade UCO journalism department - 2006
Researched foreign study tour procedures as conducted by the University of Southern Mississippi - 2006
Co-editor of Journeys travel magazine for UCO student travel stories - 2005
Author of UCO journalism department's plagiarism policy - 2002
Researched Victims in the Media program at the University of Washington - 2001
Author of UCO's student press policy - 1996
Columnist for Freedom of Information Oklahoma, Inc. newsletter

FELLOWSHIPS

American Press Institute's James H. Ottaway Fellowship (one of two university professors selected nationwide) - 1991. Editing and managing the weekly and small daily newspaper.
Association for Education in Journalism and Mass Communication's Gannett Foundation Teaching Fellowship to Indiana University (one of 15 university professors selected nationwide) - 1991. Teaching writing, reporting and editing.

PROFESSIONAL AWARDS

The Orlando Sentinel Editorial Award for Best Spot News Story -- 1978.

PROFESSIONAL MEMBERSHIPS

Society of Professional Journalists– Oklahoma Professional Chapter (president (1994-9 – Vita/Hanebutt)

**PROFESSIONAL COMMITTEES**

Member Oklahoma Bar Association Communications Committee (former chair, vice Chair) – 2008-present.
Liaison officer between the state Society of Professional Journalists chapter and the national SPJ organization in its attempted examination of the psychological problems of journalists who covered the Oklahoma City bombing - 1996.

**CIVIC MEMBERSHIPS**

Freedom of Information Oklahoma, Inc. (charter member, past president - 2009) member of the board of directors - 2003-present.
Freedom of Information Oklahoma, Inc. Governance and Bylaw Committee - 2019
UCO American Democracy Project board member - 2007-present.

**CIVIC COMMITTEES**

Member Freedom of Information First Amendment Congress Committee - 2013-present.

**EDUCATION**

Juris Doctor in Law, Oklahoma City University School of Law, Oklahoma City, Oklahoma -- May 1998.
Master of Arts in English, University of Central Oklahoma, Edmond, Oklahoma -- May 1990.
Bachelor of Arts in Journalism, University of Evansville, Evansville, Indiana -- June 1973.

**CERTIFICATIONS**
Oklahoma Bar Association Continuing Legal Education Seminars – 2000-present.
Certified Mediator, Oklahoma District Court Mediation Act – Civil/Commercial &
Employment Mediation Training, The Mediation Institute, Oklahoma City
– 2012.

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Certified Mediator, Oklahoma District Court Mediation Act – Family and Divorce

ACADEMIC HONORS

Oklahoma City University School of Law 1996-97 Moot Court Board.
Oklahoma City University School of Law CALI Excellence Award for Legal Writing.
Kappa Tau Alpha National Journalism Honor Society.
Earl Shaw Memorial Journalism Scholarship (awarded by the Evansville Press Club as
the Outstanding Journalism Student of 1972).
Dean's List.
Mensa.

REFERENCES

Dr. Terry Clark, Professor of Journalism and Director of the Oklahoma Journalism Hall
of Fame (ret), University of Central Oklahoma, 100 N. University Drive,
Edmond, Oklahoma 73034, (405) 627-0168.
Jerry D. Magill, Attorney at Law (ret), Magill & Magill, Attorneys and Counselors at
Law, P.L.L.C., P.O. Box 57322, Oklahoma City, Oklahoma 73157, (405) 946-
7272.
Dick Pryor, General Manager, KGOU-Radio, University of Oklahoma, 860 Van Vleet
Oval, Norman 73019, (405) 325-2222.

(Revised July 2019)
Desiree Hill, Ph.D.
Assistant Professor
Professional Media, Mass Communication Department
Liberal Arts College
University of Central Oklahoma
100 N. University Dr.
Edmond, OK 73034
214-686-5678
dhill33@uco.edu
@dezhill

Education:

Ph.D., Journalism, University of Oklahoma, 2018
Major areas: Journalists and trauma, Media management, New media
Minor areas: Media and crisis, storytelling, documentary
Dissertation: Timeline of trauma: A case study of newsroom management during and after the Oklahoma City bombing

M.A., Journalism, University of North Texas, 2010
Major areas: Social media, Managing change
Thesis: Twitter: Journalism chases the greased pig

B.A., Radio-Television-Film, Political Science (double major)
University of Oklahoma, 1985

Experience:

Instructor, Assistant Professor, 2011-present
University of Central Oklahoma
Faculty advisor, award-winning UCentral News, 2011-present

KOCO-TV, Summer, 2013
Breaking news manager
Hired by Hearst to assist during May tornado outbreak

Instructor (adjunct), 2003 - 2005
University of North Texas
Journalism/Radio-Television-Film: Writing for the Visual Media
Vice-President of News, 2006-2010
Pappas Telecasting (Now owned by various broadcasters)
Managed eight newsrooms, 200+ news employees
Stations included: KMPH (Fresno), KPTM (Omaha), NTV (Kearney, NE), KMEG (Sioux City, IA), KDBC (El Paso), KSWT (Yuma, AZ), KREN and KAZR (Reno)

Owner, The Idea Works! 2001-2005
Consulted television stations across the U.S.
Focused on training, strategy, ratings growth
Clients included: KWTV (Oklahoma City), KXTV (Sacramento), WHSV (Harrisonburg, VA), KMIZ (Columbia, MO), WKB (LaCrosse, WI), KPTM (Omaha, NE), KMPH (Fresno), KPTM (Omaha)

Senior Strategist, AR&D, 1996-2001
Analyzed research data, created strategy for television stations across the U.S.
Served as personal consultant to stations including: KOTV (Tulsa), KMPH (Fresno), WTVR (Richmond, VA), KSWB, San Diego, WACH (Columbia, SC), WALB (Albany, GA), WPBN (Traverse City, MI), KOSA (Odessa, TX), KFDM (Beaumont, TX), KTAB (Abilene), KVII (Amarillo, TX), KAMC (Lubbock, TX), KREX (Grand Junction, CO), KPVI (Pocatello, ID), WTVY (Dothan, AL), WSAW (Wausau, WI), KXJB (Fargo, ND), KMIZ (Columbia, MO), KHQA (Quincy, IL), WKB (La Crosse, WI), KSNT (Topeka, KS)

Executive Producer, KWTV (Oklahoma City), 1992-1996
Managed producers, reporters, multiple newscasts

Executive Producer, KOCO (Oklahoma City), 1990-1992
Managed producers, reporters, multiple newscasts

KOCO, KOLR, KHBS (Oklahoma City; Springfield, MO; Ft. Smith, AR)
Producer, reporter, director

Publications:


**Invited Conference Papers, Speeches, and Panels**

• Invited panelist: *Preparing journalism students for trauma at work*, Las Vegas, April 2020, BEA.

• Presented: *River of trauma: STS, PTSD, and the emotional double bind for news organizational leaders*, Toronto, AEJMC, August 2019 (SECOND PLACE FACULTY AWARD, Media Management division)


• Presented: *Terror, tornadoes, and deaths in the newsroom: POS and news organizations’ response to trauma on the job*, Las Vegas, Broadcast Education Association, April 2019 (TOP PAPER AWARD)

• Expert: “Preparing Future Journalists for Trauma on the Job.” As leader of this Syndicate at the World Journalism Education Conference, I worked with a group of university journalism educators from around the world to create worldwide recommendations for journalism education on the subject of preparing journalists for future trauma in the workplace; Paris, France, World Journalism Education Congress, July 2019

• Invited panelist: *A media reality: Teaching to cope, learning to cope*. Las Vegas, Broadcast Education Association, April 2019

• Invited speaker: *Circles of healing: Women, Leadership, and Trauma*. University of Oklahoma Presidential Dream Course on communities and trauma, April 2019

• Presented: *Timeline of trauma: A case study of newsroom management during and after the Oklahoma City bombing*, Athens, Greece, Institute for
Education, International Conference on Communication and Mass Media, May 2018

- Presented (co-author): Management of journalism transparency: Journalists’ perceptions of organizational leaders’ management of an emerging professional norm, AEJMC national conference, August 2017 (SECOND PLACE FACULTY PAPER)

- Presented: VRIN-TV: An RBV view of successful local news stations, at Ryerson University conference “Is no local news bad news? Local journalism and its future,” June 2017

- Speaker: Research on journalists and coverage of trauma, Pulitzer Centennial event, September 2016

- Presented (co-author): Journalism transparency: How journalists understand it as a professional value, ethical construct and set of practices, AEJMC national conference, August 2016

- Presented: The Oklahoma City bombing: Journalistic trauma and regret, Broadcast Education Association, April 2016

- Presented: “Good b-roll for the scissor makers museum,” BEA national conference, April 2016 (TOP PAPER AWARD)


- Presented: Young adults and media consumption during tornado alley disasters, International Crisis Communication Conference, Helsingborg, Sweden, October 2015


- Presented: “Good b-roll for the scissor makers museum,” AEJMC national conference, August 2015

- Selected for GIFT (Great Ideas for Teachers) for Teaching breaking news methods, AEJMC national conference, August 2015

- Moderated: Truth, lies, and videotape: The Brian Williams Scandal, AEJMC Midwinter Conference, April 2015
Panelist: *Pedagogy and Mass Communication*, Midwinter Conference, April 2015

Presented (co-author): “*Wendy and the Boys:* Having it all on the Texas campaign trail,” AEJMC National Convention, Montreal, August 2014

Moderated: *Live, local and every day: How to produce more student news*, BEA National Convention, Las Vegas, April 2014

Moderated: *Should I stay or go? What to do when a tornado threatens?*, AEJMC Midwinter Conference, Norman, OK, March 2014

Presented: *Storm of words: The rhetoric of apology in tornado alley*, Southwest Education Communication conference, Tulsa, OK, November 2013

Presented: *Twitter: Journalism chases the greased pig*, Broadcast Education Association national convention, Las Vegas, April 2013

Moderated: *Newsrooms: No Drama Zone* panel, Broadcast Education Association national convention, Las Vegas, April 2013

Presented: *Twitter: Journalism chases the greased pig*, AEJMC Midwinter Conference, Norman, OK, 2012


Panelist: *Social Media and Broadcast News*, OBEA Media Day, Oklahoma City, 2011

Panelist: *Citizen Journalism and Embracing Your Audience*, RTNDA conference, New York City, 2006

**Courses taught:**

- **Professional Media Capstone (4873)**
  I designed this course, which is part of a new requirement for Professional Media graduates at UCO. It is a class designed as the final step for students before graduation and prior to the job search. It incorporates an ethical artifact, team project, new media demonstration, and each student selects a core area in which to produce a portfolio, which will be used for job-seeking in the final semester.
The class culminates in a “Portfolio Showcase,” where mentors, industry leaders, faculty, and alumni gather to critique the students’ work.

- **Broadcast News Producing (3990)**
  I have designed and created this course, which teaches students how to produce media content. Hearst has selected UCO as one of the few schools in the country to be considered for a special producing fellowship as a result of this course. This was the first producing course to be offered in the state of Oklahoma. My producing students are hired in the Oklahoma City market before they graduate.

- **Media Management (4133)**
  Students learn about their own leadership styles, as well as how media companies are run in the 21st century technological and economic landscape. They also learn how to think about new and social media in journalism business environments, as well as how to manage through difficult ethical situations.

- **Video News II (3033)**
  In this course students learn how to be successful multi-media journalists by merging video news gathering with coverage of politics, city government, investigative stories and more. In the Fall of 2014 and 2016 the students produced wall-to-wall election coverage during the mid-term elections. This innovative four-hour live broadcast was the only bi-lingual election coverage in the Oklahoma City media market in 2014, with a Spanish-language host, and in 2016 a Chinese segment was added. It also included an innovative social media news gathering desk. In the Fall of 2015, the students produced a special on college students and ADD drug abuse and in Fall of 2016, the students produced a special on social media dangers and opportunities.

- **Video News I (2203)**
  Students learn as they create in this video-centric news course. Students gather video, produce their own stories, and produce weekly live segments with the content they’ve gathered. Students learn a variety of skills needed to create live news coverage as they work with their own content.

- **News Anchoring (3990)**
  Students learn what it means to be an on-air news communicator in this class, going far beyond the camera and the traditional anchor persona. They learn how to communicate in a variety of on camera roles, how to foster positive change in their communities, and how audiences view anchors. In the 2015 spring semester, the students produced a four-hour live telethon for a local non-profit. They raised $1400. In addition, one of my students was selected for a national anchoring award at the 2015 BEA convention.

- **Media Writing (1133)**
In this class students learn the basics of writing for media products. The focus is on storytelling for print, online, and broadcast.

- **Covering Presidential Elections (3990)**
  This course is designed for the spring or fall semester of a presidential election year. In the spring semester, the class culminates in live broadcast coverage of the Super Tuesday Primary. The course includes student coverage of presidential candidate visits to Oklahoma, coverage of the candidates and issues throughout the semester, depth knowledge on the candidates and the issues, and field trips to the Oklahoma democratic and GOP party headquarters.

**Professional Accomplishments:**

- UCentral daily live newscast chosen as best student newscast in the state of Oklahoma by the OBEA awards committee for 2017 (presented in 2018), 2015 (presented in 2016)
- UCentral 2016, 2018 election coverage (6 hours wall-to-wall) selected as “Best Direction for a Broadcast” by the OBEA awards committee for 2016, 2018 (presented in 2019)
- Multiple UCO ProMedia students selected for top awards nationally and statewide, including Katelyn Ogle (top personality OBEA, 2017), Scott Martin (one of the top college anchors in the country, BEA, 2015), and Natasha Irons (first place in hard news coverage, OBEA, 2011)
- Capstone (Fall, 2017) class selected as “Best data journalism work” for UCO Mass Communication department awards (presented in 2018)
- Created first-ever UCentral Management Training Seminar for students, 2012-present
- Created *News Producing* course for UCO Mass Communication department
- Selected for UCO CaSTLE tour program, visiting Italy, Slovenia, Hungary, 2012
- *Study of European Media* Study tour to London, Brussels, Amsterdam, May 2013
- Carole Kneeland Institute for Responsible Journalism trainer, 2011
- Project leader of KREN-KAZR (Reno) newsroom – one of the first bilingual newsrooms in the country to produce newscasts on two stations in two languages – using one staff, 2007
• Poynter Institute, Visiting Faculty Member, 2006, 2007

• Project manager for one of the first citizen journalism projects in the country, *Community Correspondent*, 2006

• Consulted on *Management of Digital and Electronic Media* (2017 edition), by Alan Albarran, Ph.D.


• Poynter Institute Scholar, 1990, 1996

**Works:**

• Producer on PBS American Masters documentary about Pulitzer Prize winner N. Scott Momaday, *Words from a Bear*, air date fall 2019. The film had its premiere at Sundance, where only approximately 100 feature length films were selected out of more than 10,000 entries (AWARDS: Best Oklahoma Feature Film, 2019 deadCenter Film Festival; Ted Turner Award, 2019)

• Producer (in progress) documentary on former UCO alum T.C. Cannon, famed Kiowa artist

• Associate producer *Disqualified Warrior*, 2019

• Created *Documentary Summer* blog, 2014

• Assistant producer on University of Oklahoma production *Listening for the Rain*, 2014

• Created www.allencitylimits.com, a daily, around-the-clock hyperlocal news experiment, 2010

• Created *California Vote 2010*, statewide political show

• Produced *911: 5 Years Later*, two-hour documentary that aired on multiple TV stations, 2006

• Produced *Oklahoma City Bombing: One Year Later* documentary for KWTV, 1996

• Executive-produced OKC bombing coverage seen around the world, 1995

• Produced and supervised presidential, state election coverage and coverage of Iowa Caucuses, 1988, 1990, 1992, 1994, 2008 for KOCO, KWTV, KMPH, KMEG
• Creator of *Idea of the Week*, e-letter sent to 100 television news executives a week, 2002

• Creator of *The Producer Page*, a producer-focused web page at AR&D, 2000

**Awards, Honors, Grants**

• Liberal Arts College Faculty Member of the Year, 2019

• Top paper awards, 2019, 2017, 2016 (See “Papers Presented” section)

• Documentary awards, 2019 (see “Works” section)

• Gaylord College Travel Grant, 2015

• University of Oklahoma Lachenmeyer Media Management Scholarship, 2014-2015

• University of Oklahoma Gaylord Family scholarship, 2013-2014

• Nominated for UCO Liberal Arts New Faculty award, 2013, 2014

• Edward R. Murrow, invitation-only 50th Anniversary of his “Lights in a Box” speech, hosted by RTNDA, 2008

• Mayborn Scholar (University of North Texas), 2004

• RTNDA: Edward R. Murrow Award, George Foster Peabody Award: (“Murrah Bombing” - Staff), 1996

• Leadership Oklahoma City, 1994-95

• Best newscast awards, 1989, 1990

**UCO Committees**

• Member: UCO Professional Media Hiring committees, 2012-2013, 2018, 2019-2020

• Chair, SSCI “Preparing for the Future” report, 2020

• Member: UCO UCentral ProMedia Steering Committee, 2011-2017, present

• Member: ProMedia Assessment Committee, 2017-present
• Chair, UCO Mass Communication Broadcast Advisory Board, 2012

**Recent Television and Marketing-related Consulting:**

• Rwanda, TV1, U.S. Peace through Business Conference, 2018 (overall television station consultation)
• CTV, Toronto, Canada, 2016 (newscast format consulting)
• WAND-TV, Decatur, IL, 2015 (social media consulting for news staff)
• Telemundo, Oklahoma City, 2014 (pro bono severe weather consultation)
• KOCO-TV, Oklahoma City, 2013 (tornado coverage assistance)
• KLAS-TV, Las Vegas, 2013 (producing consulting)
• Casady School, Oklahoma City, 2013 (marketing consultation)
• City of Oklahoma City, 2013 (selected as outside hiring member for broadcast position)

**Organizations:**

• Oklahoma Broadcast Education Association
• Association for Education in Journalism and Mass Communication
• World Journalism Education Association
• Radio Television Digital News Association
• Broadcast Education Association
• European Journalism Community

**Professional, Community Volunteerism and Service:**

• Raise the Bar advisory committee (YWCA), 2020
• Assessment reviewer, Gaylord College of Journalism and Mass Communication, University of Oklahoma, 2019
• Reviewer, 20th Annual Collegium on College Teaching Practice, 2019
- AEJMC Midwinter Conference volunteer, 2018
- NCUR volunteer, 2018
- Community event voter registration, 2018
- EMMY judge, 2009-2014
- BEA documentary judge, 2014
- Webmaster and board member, Crown Heights Neighborhood Association, 2012-2013
Dr. Sherri Denise Johnson
Professor
Department of Mass Communication
University of Central Oklahoma
Communications Building 207C
Edmond, OK 73034
(405) 974-5458 • sjohnson148@uco.edu
Abbreviated vitae: July 1, 2016 - June 30, 2019

EDUCATION

Doctorate of Education
Oklahoma State University (Stillwater)
May 1993 • GPA: 3.91
Higher Education/College Teaching, emphasis in Mass Communication
Dissertation: “A Delphi Study of the Predicted Future of Newspapers”

Master of Arts
University of Oklahoma (Norman)
May 1989 • GPA: 3.87
Mass Communication, emphases in Print Management and Human Relations
Thesis: “A Newspaper Chain’s Communication of Employee Policies
to Oklahoma Newsrooms: The Donrey Media Group”

Bachelor of Arts
University of Arkansas (Fayetteville)
January 1986 • GPA: 3.58
Major: Print Journalism • Minor: Sociology

TEACHING

August 1993 - present
University of Central Oklahoma (Edmond)
Professor of Mass Communication
Promoted in 2003 under Option 1: Teaching: 60%, Scholarship: 20%, Service: 20%
Responsibilities: Teach undergraduate courses; four classes a semester and one to three
intersession/summer classes each year in Professional Media & Strategic Communications sequences •
Advised the Bronze Book (yearbook) Fall ’93-Fall ‘97 • Advised the Vista (newspaper) December ‘97 -
June ’99 • Co-advised PRSSA Fall ’01-Fall ’03

August 1991 - May 1993
Oklahoma State University (Stillwater)
Graduate Teaching Assistant, School of Journalism & Broadcasting
Responsibilities: Assigned, graded writing exercises, news stories and weekly quizzes in two lab sections
of Newswriting 2393
January 1985 - December 1985
University of Arkansas (Fayetteville)
**Undergraduate Teaching Assistant**, Department of Journalism
**Responsibilities:** Assigned, graded assignments in Reporting I & Reporting II labs

September 1984 - May 1985
University of Arkansas (Fayetteville)
**Instructor**, Upward Bound program
**Responsibilities:** Tutored high school students in grammar, general mass communications in a four-hour weekly class • Planned and produced a newsletter written by the students

**COURSES TAUGHT AT UCO**
MCOM 4423 Media Ethics (traditional & online)
MCOM 1103 Introduction to Mass Communication (online)
MCOM 1133 Media Writing (online)
MCOM 3333 Specialized Publications
MCOM 4313 Women in Media
MCOM 3223 Principles of Public Relations (traditional & online)
MCOM 3990 Fun With iWeb
MCOM 3990 Narrative Journalism
MCOM 4910 Advanced Publication Design
MCOM 4163 Public Information Methods
MCOM 3143 News Editing
MCOM 4333 Newsletter Design
JOUR 2003 Meet the Mac
JOUR 4273 Advertising Graphics

**ONLINE COURSE DESIGN & DEVELOPMENT**
Principles of Public Relations complete revision (Fall 2018)
Media Ethics complete revision (Spring 2019)
Media Writing complete revision (Summer 2018)
Introduction to Mass Communication complete revision (Fall 2017)
Principles of Public Relations revision for summer (Summer 2017)
Media Ethics revision for intersession (Spring 2017)

**SERVICE LEARNING INITIATIVES**
1. Specialized Publications course (Fall & Spring semesters, 2016 - 2019) - Student Transformative Learning (STLR) projects, partnered with non-profit organizations: Project 66 Food & Resource Center, Pet Angels Rescue of Oklahoma, Oklahoma City Girls Art School, Girl Scouts of Western Oklahoma, Urban Thrift & More, Hope Chest OKC, Ostomy 911. Students completed design projects and volunteered for these organizations.

2. Women in Media course (Spring semesters, 2016 - 2019) - STLR projects: students completed projects that included conducting/recording interviews with veteran female journalists, many of them members of the Oklahoma Journalism Hall of Fame.
TEACHING HONORS

September 2018
Terry Clark Award for Outstanding Teaching
Oklahoma Speech/Theatre Communication Association

Fall 2013 - Spring 2014
Outstanding Professors’ Academy (UCO)

Spring 2008
Outstanding Teaching Award, College of Liberal Arts

Fall 2008
Vanderford Distinguished Teacher Award, College of Liberal Arts

CONTINUING EDUCATION

Top Hat Certification Level 1 – Oct. 27, 2018
Top Hat Publishers conference
October 26 - 27, 2018
Chicago, Ill

Oct. 11, 2017
eLearning café: “Check In So Your Students Don’t Check Out!”
Center for eLearning & Connected Environments

Sept. 26, 2017
eLearning café: “ePortfolios”
Center for eLearning & Connected Environments

Sept. 12, 2017
Center for eLearning & Connected Environments

Fall 2018
Student Transformative Learning (STLR) refresher course
Fall 2016 - STLR training

Summer 2016
Adobe Generation Professional: Publishing (Adobe certification course)
5-week, 25-hour online class

SCHOLARSHIP & CREATIVE ACTIVITIES

May 2019
Under contract - Writing and designing online textbook (Women in Media) – Top Hat Publishing
August 2018

**Author**
“Ready, Set, InDesign!” interactive online textbook - Top Hat Publishing
Wrote text, designed graphics and recorded instructional videos for the textbook.

March 2 - 3, 2017

**Presenter**
2017 Transformative Learning Conference (Oklahoma City)
“Transformative Learning Through Community Engagement”
Session: “Getting Your Toes Wet: Ideas and Experiences Using TL”

February 2017

**Author** – article published in Magna Publisher’s newsletter, Online Cl@ssroom and on Magna’s website.
“Bring the Real World into the Online Classroom with Interviews”

Oct. 6 - 8, 2017

**Presenter**
Magna Teaching with Technology Conference (Baltimore, MD)
Poster: “Engage! 10 Tips for Successful Service Learning Projects”


**Presenter**
Teaching Professor Technology Conference (Atlanta, GA)
Electronic poster: “Flip It! Using Brightspace Tools in a Traditional Class” &
Poster: “Guest Professionals: Bringing the Real World into the Online Classroom”

Aug. 17, 2016

**Presenter**
17th Annual Collegium: 21st Century Pedagogy Institute
Center for Excellence in Transformative Teaching & Learning (Edmond, OK)
“Project-Based Learning: Student Projects for Non-Profits”

**SERVICE & COMMUNITY WORK**

May - June 2019

**Member**, hiring committee for one-year temporary position

Fall 2016 - present

**Ongoing member** of these Departmental committees: Promotion Review, Tenure Review, Student Awards, Tuition Waivers, Scholarship, Student Media (Vista)

**Faculty Marshal**, College of Liberal Arts Commencement

February 2018

**Judge**, American Advertising Federation competition (UCO students)

April 5, 2018

**Moderator**, student presentations
National Conference on Undergraduate Research (Edmond, OK)
May 2014 - May 2018
Senator, UCO Faculty Senate
Committees included: Faculty Welfare & Development, Information Resources & Technology, Online Course Evaluation, Technology Faculty Advisory Board

August 2016 - May 2018
Member, Academic Affairs Curriculum Council

September 2017
Designer - created logo, T-shirts, business cards for Central Oklahoma Homeschool Choir

Spring/Summer 2017
Member, hiring committee for Professional Media position

August 2016 – May 2017
Member, College of Liberal Arts Teaching Task Force for CLA Tenure & Promotion

Spring 2016
Chair, hiring committee for Ethics Chair

Spring 2016 - present
Member, Student Media (Vista) Advisory Board

MEDIA EXPERIENCE

August 1992 - July 1993
Public Relations Associate, OSU Assessment Office
Oklahoma State University (Stillwater)

May 1990 - August 1991
Assistant Editor, Private Practice
National monthly magazine
Oklahoma City, OK

August 1987 - May 1990
Reporter, then Copy Editor, The Norman (Oklahoma) Transcript
Daily newspaper - Norman, OK

May 1985 - December 1985
Stringer/Reporter, The Springdale (Arkansas) News- Springdale, AR

June 1984 - December 1985
Public Relations Intern, Agricultural Publications
College of Agriculture Public Relations Office - Fayetteville, AR

April 1983 - March 1984
Editor, Arkansas Traveler
Semiweekly college newspaper - University of Arkansas (Fayetteville)
Jill Lambeth  
CURRICULUM VITAE  
Department of Mass Communication  
University of Central Oklahoma  
Edmond, Oklahoma 73034  
Phone: (405) 974-2000  Email: klambeth1@uco.edu

Education

Doctor of Philosophy, Curriculum Studies, Oklahoma State University  
Master of Science, Management, Southern Nazarene University  
Bachelor of Arts, Mass Communication; Advertising and Public Relations, Oklahoma City University

Teaching Experience

University of Central Oklahoma, Edmond, Oklahoma  
College of Liberal Arts – Mass Communication  
Associate Professor (2016-Present)  
Assistant Professor (2012-2016)  
Instructor (2008-2011)

Southern Nazarene University, Oklahoma City, Oklahoma  
College of Business – Marketing  
Adjunct Professor (2007)

Courses Taught

Creative Thinking  
Internship in Mass Communication  
Introduction to Brand Communication/Advertising  
Media Mix Analysis  
Media Research  
Nonprofit Organizations  
Principles of Public Relations  
Print, Web, Copy and Design  
Promotional Strategies  
Public Relations Case Studies (online and traditional)  
Strategic Communications Campaigns  
Strategic Communications Case Studies (online)  
Strategic Communications Planning
Professional Experience

**AT&T Wireless/Dobson Communications (Spring 2003-Summer 2009)**
- Advertising Consultant (Fall 2008-Summer 2009)
- Advertising Manager (Fall 2007-Fall 2008)
Member of the executive trustee’s management team responsible for managing the advertising and marketing communications aspects for AT&T’s divested markets. Developed and executed a corporate level marketing strategy and advertising plan for each market. Oversaw creative development and media placement with advertising agencies. Coordinated sales promotions, sponsorships, promotional material, in-store merchandising, and web design.

**Advertising Manager (Summer 2006-Fall 2007)**
Managed promotional and branding advertising for Dobson markets – including creative implementation, project management, budgets and competitive response initiatives - for TV, print, radio, online, and guerilla marketing plans. Monitored and analyzed quarterly brand tracking research and provided marketing recommendations. Managed internal graphic design department which created and produced collateral, in-store merchandising, direct mail, Yellow Pages advertising, and online advertising. Managed relationships with Dobson’s advertising agencies. Facilitated advertising agency review process, reviewing agencies in New York City, Dallas, Minneapolis, San Diego, and Kansas City. Assisted in the development of the media budget allocation modeling to maintain efficient media spending in each market. Developed a production bidding system saving the company annually over a million dollars. 2007 President’s Club Eagle Award Recipient.

**Regional Marketing Manager (Spring 2003-Summer 2006)**
Oversaw all marketing aspects for five of the seventeen states serviced by Dobson. Created and implemented competitive promotions, offers, retention programs special events, and sponsorships. Monitored all local media and production budgets. Worked directly with Dobson’s corporate office, advertising agency, and public relations firm on local marketing strategies.

**Jordan Associates Advertising Agency (Fall 1999-Spring 2003)**
- Account Executive
Created long-term strategies and prioritized business initiatives on the Dobson Communications Corporation’s account. Coordinated campaigns, special projects, and media with Dobson’s corporate marketing team. Traveled to acquired markets to assist in market positioning. Monitored all billing and budgeting on account.
- External Intern Coordinator
Responsible for the co-development of Jordan’s Internship Program. Worked directly with universities across the region in recruiting students for internship positions. Administrated the placement in the agency of approximately 15 students each semester. Designed career related workshops and training for interns.
Scholarly Work

Publications


Presentations and Panels


Lambeth, J. (2014). “Public Relations Student Competition” Chair at the 2014 Oklahoma Speech Theatre Communication Association Annual Conference, September 2014, Oklahoma City University, Oklahoma City, Oklahoma.


Textbook Reviews

Test Bank SAGE: *Contemporary Brand Management* by: Johansson J. and Carlson, K.


Review SAGE: *Contemporary Brand Management* by: Johansson J. and Carlson, K.

Review SAGE: *Building Your Own Brand Foundation* by: Katz A.


Service

University

Transformative Learning Conference Advisory Board, Summer 2018-Present

Service-Learning Faculty Advisory Board, UCO, Spring 2019-Present

Title IX Panel Member, UCO, Fall 2018 - Present

CETTL - 21CPI Advisory Board Co-Chair, UCO, Summer 2018-Present

Career Service Advisory Board, UCO, Spring 2018-Present

Office of Student Conduct Procedural Advisor, UCO, Spring 2017-Present

SoTL (Scholarship of Teaching and Learning) Star Chamber Committee, UCO, 2015-Present

Academic Affairs Prior Learning Assessment Committee, UCO, 2012-2013

Faculty Enhancement Center New Faculty Orientation Committee, UCO, 2008-2010
College

Liberal Arts Symposium Moderator, UCO, Spring 2017, 2018 and 2019
Liberal Arts Tenure Committee Chair, UCO, 2016
Liberal Arts New Faculty Mentor, UCO, 2011-2012 and 2013-2014

Department

Strategic Communications Advisory Board Faculty Member, UCO, 2013-Present
Mass Communication Foundation Ambassador, UCO, 2012–Present
Hiring Committee Chair, UCO, Summer 2019
Kappa Tau Alpha Advisor, UCO, 2011-Present
Fusion Conference Chair, UCO, 2014-2018
Ad Club Chapter Advisor, UCO, 2014-2016
Hiring Committees, UCO, Summer 2014, Spring 2014, Fall 2013, Fall 2013, Summer 2012, Summer 2011 and Summer 2010
Public Relations Student Society of America Co-Advisor, UCO, 2012-2013
American Advertising Federation Assistant Advisor, UCO, 2011-2012
Mass Communication Sub-Curriculum Brand Communication/Strategic Communications Committee, UCO, 2008-Present

Community

Great Oklahoma City Panhellenic Scholarship Chair, 2018-2019
Junior Achievement Marketing Committee Member, Oklahoma City, 2016-2017
Oklahoma Speech Theatre Communication Association Public Relations Board Member, Oklahoma, 2013-2017
Public Relations Society of America Oklahoma Chapter Nonprofit Roundtable 360 Committee, PRSA, 2013-2014
Red Earth Festivals Media Relations, Oklahoma City, 2014

Honors and Awards

Distinguish Teacher Scholar (2017, 2018, 2019) 21st Century Pedagogy Institute, University of Central Oklahoma
Outstanding Young College Teacher Award (2014). Oklahoma Speech Theatre Communication Association.
VITA

Samuel G. Lawrence
January 2020

Contact Information

Address: 921 Richmond Road
          Edmond, OK 73034

Office Telephone: (405) 974-5584
                 (405) 974-5125 (fax)

Mobile Telephone: (405) 315-3159

Email: slawrence7@uco.edu

Present Position

Professor
Department of Mass Communication
University of Central Oklahoma
Edmond, OK 73034

Education

Doctor of Philosophy in Communication
The University of Texas at Austin
Dissertation: “The Effects of Sex Dialects and Sex Stereotypes on Speech
Evaluations: Evidence from Ratings of Recorded Conversations.”
Advisor: Dr. Robert W. Hopper
August, 1988

Master of Arts in Speech Communication
Auburn University
Advisor: Dr. Thomas M. Steinfatt
December, 1982

Bachelor of Arts in Communication
The University of Central Florida
June, 1980


<table>
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<tr>
<td>2015 – Present</td>
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<tr>
<td>Professor</td>
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<tr>
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<tr>
<td>University of Central Oklahoma</td>
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<td>2014 – 2015</td>
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<tr>
<td>Associate Professor</td>
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<td>Department of Mass Communication</td>
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<td>University of Central Oklahoma</td>
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<td>2010 – 2014</td>
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<tr>
<td>Associate Professor and Assistant Chair</td>
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<td>Department of Mass Communication</td>
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<tr>
<td>University of Central Oklahoma</td>
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<td>2006 – 2010</td>
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<tr>
<td>Assistant Professor</td>
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<tr>
<td>Department of Mass Communication</td>
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<td>University of Central Oklahoma</td>
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<td>1999 - 2006</td>
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<tr>
<td>Assistant Professor</td>
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<td>Nicholson School of Communication</td>
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<td>University of Central Florida</td>
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<td>1996 - 1999</td>
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<tr>
<td>Visiting Assistant Professor</td>
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<td>Department of Communication</td>
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<td>State University of New York, Albany</td>
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<td>1989 - 1996</td>
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<tr>
<td>Assistant Professor</td>
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<tr>
<td>Department of Humanities</td>
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<td>Indiana University, Kokomo</td>
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<td>1988 - 1989</td>
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<td>Visiting Assistant Professor</td>
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<tr>
<td>Department of Speech Communication</td>
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<td>University of Georgia</td>
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<td>1986 - 1988</td>
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<tr>
<td>Visiting Assistant Professor</td>
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<td>Department of Speech Communication</td>
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<td>Oklahoma State University</td>
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<td>1983 - 1986</td>
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<tr>
<td>Assistant Instructor</td>
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<tr>
<td>Department of Speech Communication</td>
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<td>University of Texas at Austin</td>
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<td>1982 - 1983</td>
</tr>
<tr>
<td>Teaching Assistant</td>
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<tr>
<td>Department of Speech Communication</td>
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<tr>
<td>University of Texas at Austin</td>
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</tbody>
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1980 - 1982
Teaching Assistant
Department of Speech Communication
Auburn University

Teaching Experience

Undergraduate Courses

Interviewing and Career Management     UCO
Introduction to Organizational Communication  UCO
Communication Theory                   UCO
Fundamentals of Speech                  UCO
Presentation Techniques                 UCO
Communication in the Professions        UCO
Conflict and Communication              UCO
Nonverbal Communication                 UCO
Small Group Communication               UCO
Introduction to Human Communication     UCO
Communication Research Methods          UCF
Interpersonal Communication             UCF
Conversation and Culture                 UCF
Honors Public Speaking                   UCF
Intercultural Communication             UA
Conversational Strategies and Structures UA
Persuasion                              UA
Advanced Interpersonal Communication   IUK
Group Dynamics                           IUK
Introduction to Communication Arts      IUK

Graduate Courses

Seminar in Interpersonal Communication UCF
Theoretical Perspectives on Interpersonal Communication UCF
Qualitative Research Methods             UCF
Quantitative and Qualitative Research Designs UCF

Peer/Blind-Reviewed Publications


Communication Teacher, 29(4), 212-218.

doi:10.1080/17404622.2015.1058965

doi:10.1080/17404622.2015.1058965


**Non-Refereed Publications**


**Book Reviews**

Conference Presentations


Washington, D. C. (Fourth ranked paper in the Language and Social Interaction Interest Group.)


Grants

“Enhancing Students Learning using Cognitive Science,” University of Central Oklahoma, Student Transformative Learning Record Grant—January 5, 2017 ($2,560)

“Teaching Applause Solicitation Techniques,” University of Central Oklahoma, Faculty RCSA Pedagogical Grant, January 1, 2008—June 30, 2008 ($4160.00).

“Awards

Top ranked paper in the Language and Social Interaction Interest Group for the 2004 Western States Communication Association Meeting in Albuquerque, NM.
Cheris Kramarae Outstanding Dissertation Award for 1988 (Organization for the Study of Communication, Language, and Gender)

**M.A. Thesis Committees**

Chaired Raquel Filipek’s “The effects of language proficiency and anticipated partner resistance on the creation of message plans.”

Chaired Tracy Rackensperger’s “Experiences of people with disabilities seeking employment opportunities.”

Served on LeQuanda Boldin’s “Becoming transcultural: Filling the communication and cultural gap within in the Black American community.”

Served on Reagan Daniel’s “The effects of pseudo-altruistic behavior on the likelihood of reciprocity and perceptions of the source.”

Served on Lee Dumas’ “The information-processing effects of a handout on a pro-attitudinal oral message.”

Served on Marc Londo’s “A social cognitive approach toward understanding the effects of popular poker television shows on college students.”

**Professional Organizations**

National Communication Association

International Communication Association

**Other Scholarly Activities**


Led workshop on “Waking Up Audiences” for the Senior Organizational Development Association (July 18, 2014).

Referee for *Journal of Communication*.

Referee for *Social Problems*.

Referee for *Research on Language and Social Interaction*.

Referee for *Women’s Studies in Communication*. 
Referee for the *Journal of Language and Social Psychology*.

Served as a reviewer for the Language and Social Interaction Division for these N.C.A. Conventions:

- Chicago, IL (November, 2009)
- San Diego, CA (November, 2008)
- Chicago, IL (November, 2007)
- San Antonio, TX (November, 2006)
- San Diego, CA (November, 1996)
- San Antonio, TX (November, 1995)
- New Orleans, LA (November, 1994)

Served as a reviewer for the Language and Social Interaction Division for these I.C.A. Conventions:

- New York, NY (May, 2005)
- San Francisco, CA (May, 1999)
- Sydney, Australia (May, 1994)

Served as a respondent to a panel entitled, “Conversational Constructions of Identity” for the Language and Social Interaction Division of the National Communication Association Convention in Chicago, IL (November, 2007).

Served as respondent to a panel entitled, “Negotiating Identity and Status: Defining Self and Community” for the Language and Social Interaction Division of the National Communication Association Convention in San Antonio, TX (November, 2006).


**Professional Development**

Invited to participate in the 2014 Heartland eLearning Institute on Blended Learning, September 22-October 16, 2014.

2014 Collegium on College Teaching Practice, Workshop on Generative Knowledge Interviewing with Dr. Melissa Peet (August 14, 2014).

Mini-Curriculum on Active Learning, Center for Excellence in Transformative Teaching and Learning (February 10, 2014).

Educators’ Leadership Academy, Center for Excellence in Transformative Teaching and Learning (2011/2012).

Participated in the Second Annual Faculty Summer Institute, “Publish & Flourish” (July 2007).

**Service**

**University Service**

2015 Collegium on College Teaching Practice
Student Transformative Learning Record Steering Committee (Spring 2015-Present)
SoTL Scholars Development Group (Summer 2015-Present)
SoTL Working Group (Fall 2014-Spring 2015)

**College of Liberal Arts**

Transformative Learning Liaison (Spring 2015-Present)
Academic Continuous Improvement Council (2010-Present)
Liberal Arts Curriculum Committee (2010-May 2014)
Liberal Arts Symposium Committee (2008-2010)
Liberal Arts Alignment Task Force (2009-2010)

**Department of Mass Communication**

Communication Week (Fall, 2016)
Search Committee: Two Speech Instructor Positions (Summer 2016)
Assistant Chair (August 2010-May 2014)
  - Student Conduct Issues
  - Acting Chair (July 2011, July 2012)
Curriculum Committee (August 2010-May 2014)
  - Chair (2014)
  - Shepherded 163 curriculum proposals through approval process
Assessment Committee
  - Chair (2010-2014)
  - Formulated Degree Program Objectives
  - Developed Direct Measures of Student Learning
  - Developed template for Departmental Assessment Plans
Search Committee: Fundamentals of Speech and Project Persist (Summer 2014)
Search Committee: Professional Media (Spring 2013)
Chair Search Committee: Professional Media (Completed May 2012)
Chaired Search Committee: Strategic Communications (Completed June 2011)
Search Committee: Professional Media (Spring 2013)
Chairing Search Committee: Professional Media (Completed May 2012)
Chairing Search Committee: Strategic Communications (Completed June 2011)
Search Committee: Photography Lab Coordinator (Fall, 2010)
Search Committee: Administrative Assistant (Fall, 2010)
Self-Study for Continuous Improvement (Fall, 2009)
Assessment: Core Curriculum (Fundamentals of Speech)
Department Representative: Liberal Arts Symposium (2008-2010)
Search Committee: Core Curriculum Director (Spring, 2009)
Judge: Public Relations Campaign Competition (Spring, 2009)
Auditor: Student Papers for 2008 OG&E Dean’s Award and Liberal Arts Symposium
Chairing Search Committee: Core Curriculum Director (Spring, 2008)
United Way Coordinator (October 2007)

National Communication Association

Chairing panels for the Language and Social Interaction Division at these N.C.A. Conventions:

   “Charting an interactional path: Resources for interpersonal alignment and persuasion,” Chicago, IL (November 1999).
   “Doing relationships through talk,” Chicago, IL (November 1997).
   “Face, power, and politeness in messages,” Miami, FL (November 1993).

Organized a panel entitled, “The production and evaluation of men’s and women’s speech,” with Anthony Mulac, Robert Hopper, and Christopher Zahn, for the Speech and Language Sciences Division of the Speech Communication Association Convention, San Francisco, CA (November, 1989). (Top ranked proposal for the Language and Speech Sciences Division.)

Represented the Language and Social Interaction Division at the Resolutions Committee of the National Communication Association (1995-1997).

International Communication Association


References are available upon request.
VITAE

Rozilyn Miller, Ph.D.
Associate Dean
College of Liberal Arts
University of Central Oklahoma
Edmond, OK  73034

Telephone: (405) 974-5451
E-mail: rozmiller@uco.edu

Professional Preparation
• Doctor of Philosophy: Instructional Leadership and Academic Curriculum, University of Oklahoma, December 2007
• Master of Arts in Speech: Oklahoma State University, July 1990
• Bachelor of Arts in Oral Communication: Central State University, July 1980

Professional Experience
August 1998-present
Communication/Mass Communication/Leadership,
University of Central Oklahoma, Edmond, Oklahoma
• January 2019 - present       Associate Dean
• January 2016 - January 2019  Assistant Dean
• August 2017 - January 2019   Professor
• August 2013 - July 2017      Associate Professor
• January 2008 - July 2013     Assistant Professor
• August 1998 - December 2007  Instructor
• January 1997 - May 1998      Adjunct Lecturer

Scholarly Activities

Publication

Conference Papers


Panel Presentations

“Supporting ‘Adjunct Faculty:’ Building, Engaging, and Sustaining Lasting Relationships and Opportunities for Diverse Adjunct Faculty Through Mentorship and Other Professional Development Opportunities.” Panel Presentation conducted at the National Communication Association Conference, Dallas, November 17, 2017.


“This is what a Feminist Looks Like: Feminists Acts and Ideological Challenges on a University Campus.” Panel presentation conducted at the Oklahoma Women in Higher Education Conference, UCO, November 16, 2012.

“iPAd Academy: Stories From the Front.” Panel presentation conducted for the 13th Annual Collegium on College Teaching Practice, UCO, August 15, 2012.


“Hardball for Women: Winning at the Game of Business Round Table Discussion.” Panel presentation conducted for a UCO FEC sponsored Lunch and Learn, Tuesday, April 12th, 2011.


“Touchstone Project.” Panel presentation conducted at UCO’s Faculty Enhancement Day, August 17, 2005.

“Evaluating Communications Teacher Education Programs.” Panel presentation conducted at the National Communication Association Convention, New Orleans, November 23, 2002.


"An EAWS in Time Can Save Nine." Presentation conducted at the National Institute for Staff and Organizational Development (NISOD), University of Texas, Austin, TX, May 1994.

"Select Advising." Presentation conducted at the National Institute for Staff and Organizational Development (NISOD), University of Texas, Austin, TX, May 1994.

**Poster Presentation**


**Planning/Chairing/Moderating Conference Sessions**


Chair “Women at the Heart of Rhetoric: Undergraduate Student Papers” at the Central States Communication Association Conference, Kansas City, Missouri, April 8, 2005.

Program Planner, Forensics Section, Oklahoma Speech Theatre Communication Association (OSTCA) Convention, September 6, 2003.

Program Planner, Communication Section, OSTCA 2000 Convention.

Chair/Moderate the "Showcase of Outstanding Undergraduate and Graduate Research Papers" for the OSTCA Convention, September 2000.

Chair/Moderate the "Blocking for Duo and One-Act Plays" session for the OSSAA Teacher's Workshop for Speech, Drama, and Debate, September 2000.

Chair/Moderate the "Stock Set for One-Act Competition" session for the OSSAA Teacher's Workshop for Speech, Drama, and Debate, September 2000.

Program Planner, Communication Section, OSTCA 1999 Convention.

Chair/Moderate the "Tournament Conduct and Behavior" session for the OSSAA Teacher's Workshop for Speech, Drama, and Debate, September 1999.

Chair/Moderate the "Oral Interpretation" session for the OSSAA Teacher's Workshop for Speech, Drama, and Debate, September 1998.

**Textbook Reviews**

Reviewed second edition of Uncivil Wars: Political Campaigns in a Media Age for Bedford/St. Martin’s, a textbook for political communication written by Thomas A. Hollihan, in May 2007, published in Fall 2008.


**Grants**

- Awarded $1,000.00 Friends of the Library Faculty Grant for Women’s Rhetorical Historical Documents FY 2010/2011, April 2010.
- Awarded Technology White Paper Mini-Grant by the Faculty Technology Advisory Committee, sponsored by the Office of Information Technology and Office of Academic Affairs, University of Central Oklahoma, January 2008: “Using Technology to Enhance Team Communication Skills in Leadership Communication.”

**Creative Activities**

“Oklahoma: Myth vs. Reality or Red Dirt Wind A mad bomber and Football.” Created/directed reader’s theatre presentation based on Oklahoma stereotypes interweaving songs, poetry, fiction, movies, humor, historical events, facts, and statistics with perceptions of non-Oklahomans across the nation which won State, Conference, and National Championships during Spring 2004.

- Established, recruited, and coached Individual Events (Public Speaking & Interpretation) Forensics Team (1997-2004).
  - Within seven years, the team matured from competing in one tournament and winning zero awards to competing in seven tournaments and winning 42 awards.
Seven to twenty-two students competed each year.

In the last year of competition, the team won one state championship, four conference championships, and three national championships.

During the seven years the team existed, 85 students competed in 28 tournaments bringing home 201 awards.

- Directed and performed a reader’s theatre poetry selection (“On the Pulse of Morning” by Maya Angelou) for UCO’s World Within Celebration on October 22, 2001.
- "Looking Forward, Looking Back: The Ideal of the Educated Woman." Created/directed reader's theatre presentation interweaving the works of Plato, Jean-Jacques Rousseau, Mary Wollstonecraft, Catherine Beecher, Charlotte Perkins Gilman, and Jane Roland Martin with journal writings from a women’s studies graduate course, contemporary poetry, and humor performed at the Central States Communication Association Conference, St. Louis, MO, April 1999.

Curriculum Resource Guides

  1. “Argumentation”
  2. “Broadcasting Activities and Resources”
  3. “Communication Apprehension”
  4. “Costuming”
  5. “Improvisational Acting”
  6. “Lincoln-Douglas Debate”
  7. “Listening”
  8. “Mass Communication”
  9. “Oral Interpretation”
  10. “Public Speaking”
  11. “Student Congress”


Training and Development

- “Put Your Best Foot Forward: Positive Instructor Immediacy Behaviors in the Classroom.” Faculty Teaching and Learning Institute & New Faculty Orientation, UCO, August 11, 2011.
- “Put Your Best Foot Forward: Positive Instructor Immediacy Behaviors in the Classroom.” Faculty Teaching and Learning Institute & New Faculty Orientation, UCO, August 12, 2010.

Invited Speaker

- Keynote Speaker, G. O. OCU Student Leadership Conference, Oklahoma City University, September 24, 2016.
- “Role of the Department Chair and Chair Models.” Presenter for Higher Education Chair Academy, ELA, UCO, May 16, 2016.
- Keynote speaker for Leadership UCO Class XII Graduation, May 5, 2015.
- "Stereotypes, Socialization, Sex, Gender and Expectations for (Mis)Communication: Part One"; Lunch and Learn, UCO Faculty Enhancement, March 31, 2011.
- "Stereotypes, Socialization, Sex, Gender and Expectations for (Mis)Communication: Part Two"; Lunch and Learn, UCO Faculty Enhancement, April 21, 2011.
- “How to Survive and Thrive as Chair.” Panel Presentation, Educator’s Leadership Higher Education Chairs Academy, UCO, May 19, 2010.
- “Women’s Pedagogy in the Academy.” Invited panelist for luncheon discussion on feminist pedagogy sponsored by the UCO Faculty Enhancement Center in February and March 2007.
- “Propaganda and Gender.” Invited speaker, UCO, Summer Intersession JOUR 4910 Propaganda course, August 7, 2003.

**Textbook Supplement**
- Co-editor with Steve Strickler and Dr. Kenneth Cox. "Theatrical Supplement" to *Types of Drama: Plays and Essays* by Barnet, Berman, and Burto, the textbook used in Introduction to Theatre at Oklahoma State University, January 1990-May 1991. (The supplement focused on production-oriented information for the scripts in the textbook. Research on original productions, significant productions since the original, playwrights, directors, actors, designers, and reviews were provided in the supplement which students were required to purchase.)

**Teaching Activities**

**Courses Taught**
- COMM 1103 Voice and Diction
- COMM 2013 Intro to Human Communications
- COMM 2023 Communication for Teachers
- COMM 2113 Performance of Literature
- COMM 3142 Directing Speech Activities in the Secondary Schools
- COMM 3173 Women’s Rhetoric (developed)
- COMM 3990 Speak Up/Act Out for Social Change (three-credit hour course developed for Intersession)
- COMM 3990 Performance for Social Change (three-credit hour course developed for Intersession)
- COMM 4843 Methods of Teaching Speech/Drama/Debate in the Secondary Schools
- COMM 4990 Nonverbal Communication
- LEAD 2213 Theories of Leadership (online)
- LEAD 3533 Women and Leadership (developed for Leadership minor)
- LEAD 3631 Leadership and Immediacy Behaviors (developed as a one-credit hour weekend course for the Leadership minor)
- LEAD 4213 Ethics and Leadership (significant course redesign for online)
- LEAD 4893 Leadership Capstone (developed online course for Leadership minor)
- LEAD 4950 Internship in Leadership
- MCOM 1113 Fundamentals of Speech (traditional face-to-face and hybrid online)
- MCOM 3053 Principles of Persuasion
- MCOM 3093 Presentation Techniques (significant course redesign)
- MCOM 3193 Political Communication
- MCOM 3423 Communication and Gender
- MCOM/LEAD 3513 Leadership Communication (developed for Leadership minor)
- MCOM 3990 Sex, Love, Romance and Mass Media (three-credit hour course developed for Intersession)

**Advising, Supervising, and Mentoring Students**
- Mentored student research paper awarded Top Undergraduate Paper at the Sooner Communication Conference in Norman, OK (March 2010).
- Mentored student research paper chosen to represent the Department of Mass Communication in the Dean’s Symposium Award for Excellence in Research or Creative Activity (February 2010) and awarded 3rd Place (April 2010).
- Mentored student research paper chosen to represent the Department of Mass Communication in the LA Dean's Outstanding Student Research Paper Competition for Symposium (February 2008); awarded 3rd Place in the OG&E Outstanding Undergraduate Research Paper Competition (Spring 2008); awarded Outstanding Undergraduate Research Paper at the Sooner Communication Conference in Norman, OK (March 2008); and published in the New Plains Review (Spring 2008).
- Mentored two student papers accepted for presentation at the Theodore Clevenger, Jr. Undergraduate Honors Conference held in conjunction with the Southern States Communication Association Conference, Dallas, April 2006.
- McNair Faculty Mentor for the McNair Scholars Summer Research Internship 2005.
- Coached/Supervised Communication Education majors on the competitive Individual Events Team (1997-2004).
- Supervised and mentored COMM 3142 Directing Speech Activities in the Secondary Schools students to host a high school tournament which involved tournament planning, preparing, and management.

**Professional Development in Teaching**

- Completed STLR Refresher Training, Spring 2018.
- Fall 2017 CETTL Book Discussion Group Member: *Beyond the Asterisk: Understanding Native Students in Higher Education*
- Completed Part I and II of STLR Training, Spring 2016.
- “Cultural Competency: LGBTQ on Campus.” Dr. David Macey, CETTL, UCO, September 22, 2015.
- Educator’s Leadership Academy, Dr. Mary Lou Higgerson, Managing Conflict and Especially Difficult People Workshop, UCO, May 24, 2013.
- Educator’s Leadership Academy Alumni, Dr. Daniel Goleman, Emotional Intelligence, UCO, October 4, 2011.
- T.E.A.C.H. Distance Education Workshop, Fall 2008
- Completed Certified Distance Education Trainer Program, State University of West Georgia, January-July 2007: 5-month professional program offered completely online. The program’s goal was to enable instructional designers and distance learning support personnel to better prepare the faculty and staff with whom they work.
- Short courses at the National Communication Association Convention in San Antonio, TX, November 18, 2006:
  1. “A Short Course on Teaching American Women’s Public Address”
  2. “Teaching the Connection between Leadership and Communication: Creating Learning Sites for Action”
- Short courses at the National Communication Association Convention in Chicago, November 11-13, 2004:
  1. “Teaching Online Public Speaking: From Development to Delivery”
  2. “Conquer Speech Anxiety: Design a Module or Workshop That Works”
- Attended Pedagogy and Theatre of the Oppressed Conference in Milwaukee, May 29-June 1, 2003:
  1. Performances
  2. Workshops
  3. Intensive workshop with Augusto Boal, Brazilian political activist and founder of Theatre of the Oppressed
- Short courses at the National Communication Association Convention in New Orleans, November 21-23, 2002:
  1. “Classroom Assessment Techniques in Communication”
  2. “Teaching the College Course in Gender Communication”
  3. “Managing Communication Teacher Education Programs”
  4. “Advantages of MERLOT, the Web for Educational Materials”
- Short courses at the National Communication Association Convention in Atlanta, Georgia, November 2-3, 2001:
  1. “Teaching the College Class in Small Groups”
  2. “Teaching the College Course in Nonverbal Communication”
  3. “Performing Autobiography”
- Seminars at the National Communication Association Association’s Summer Conference on “Engaging 21st Century Communication Students” on June 7-10, 2001:
  1. “Distance Education in Communication Studies”
  2. “Scholarship of Teaching and Learning”
  3. “Service Learning in the Communication Curriculum”
Service Activities

University

- Online Programs Advisory Group (Spring 2019-present)
- Selected for UCO’s Executive Leadership Program Class II (2018-2019)
  - Co-chaired the presentation and report of ELP2 UCO’s Online Presence & 100% Online Programs to ELP, Academic Affairs, UPC, and President Betz
  - ELP2 Report resulted in $1 million devoted to new Connected Campus Initiative

- Event Coordinator for “An Afternoon with Jon Meacham,” UCO Distinguished Speaker Series (Jon Meacham – The Soul of America), February 27, 2019

- University Sexual Misconduct/Title IX Panel Member (Fall 2015-present)
  - The Sexual Misconduct/Title IX Panel hears cases involving allegations of gender discrimination including sexual misconduct and/or other Title IX policy violations. This panel is composed of nominated faculty and staff members whose selection is based upon the completion of continued education on Title IX related training, including investigations, hearing procedures, and other areas consistent with federal guidance and applicable laws.
  - Panel Member Training: November 27, 2018; October 11, 2017; November 4, 2016; and July 31, 2015

- NCUR Moderator (6 sessions), April 5-7, 2018
- Self-Study for Continuous Improvement Template Revision Task Force, 2017-2018
- Guest Leader Panel Member, UCO LeaderShape, Oakridge Camp, Anadarko, OK on July 26, 2017.

- Served as a Mentor for Educators’ Leadership Academy Participants:
  - Higher Ed Department Chair Academy, UCO, May 16-18, 2016
  - New Chairs & Assistant Chairs Orientation, UCO, May 19, 2016
  - Educational Administrators’ Academy, 2016-2017

- Faculty Handbook Editorial Board (2015-16)


- Educators’ Leadership Academy/Gender Issues in Leadership, 2014.


- President’s Council Strategic Planning (2012-2013, 2013-2014)

- President’s Council Strategic Planning Team B: Assisted Team B develop qualitative interview questions for use with Oklahoma leaders and ran pilot interview to test questions (June 2013)


- Facilitator for Oklahoma A+ Schools, Principals, Springlake Metro Tech, November 9, 2012

- Educators’ Leadership Academy/Higher Education Department Chair Academy Class I (2009-2010)

- Academic Affairs Curriculum Council (Fall 2008-Spring 2011)

- Faculty Handbook Editorial Board (2008-2009)

- State Regents Course Equivalency Project Faculty Committee (2008-2009)

- Educators’ Leadership Combo Academy, Class XI (2008-2009)

- Leadership UCO Class V (2007-2008)

- BOLD (Bachelor of Organizational Leadership Degree) Accelerated Degree Program Committee (Fall 2005)

- Touchstone Project, Phase III, Pilot Assessment of Rubric and Writing Artifacts to Assess University Core Curriculum (Summer 2005)

- UNIV 1012 Success Central Inaugural Faculty Member (Spring 2003 to Spring 2004)

College

- Associate Dean, College of Liberal Arts (January 2019-present)
- Assistant Dean, College of Liberal Arts (January 2016-December 2018)
- CLA Chairs Council (Fall 2009-present)
Leadership Minor
- Director, Leadership Minor (Fall 2009-present). This minor was initially housed in Academic Affairs, served as Director from Fall 2009 to April 1, 2015. The Leadership Minor transferred to the College of Liberal Arts on April 1, 2015.

Departmental
- Chair, Department of Mass Communication (August 2009-December 2015)
- Assistant Chair, Department of Mass Communication (July 2005-July 2009)
- Interim Core Curriculum Coordinator (October 2008-July 2009)
- Academic Continuous Improvement Council Committee (2005-2009)
- Sponsored 1-8 student panels per year for the Liberal Arts Symposium (1997-2004 & 2008)
- Interim Basic Course Director – Core Curriculum – (Spring/Summer 2006)
- Curriculum Committee Chair for Department of Communication (2001-2005)

Teacher Education (1999-2006)
- Council of Teacher Education (2004-2005)
- Council of Teacher Education Admissions Committee (2004-2005)
- Teacher Education Program Coordinator for Communication Education (1999-2006)

Special Recognition
2019 UCO Provost Award – “Modeling the Way”
2019 Consensus Builder Award, Executive Leadership Program 2018-2019
2008 Outstanding Service Award – UCO College of Liberal Arts
2003 OSTCA Fred Tewell Outstanding College Communication Educator Award
2002 Outstanding Creative Activity Award 2002 – UCO College of Liberal Arts
2002 Outstanding Creative Activity Award 2002 – UCO Department of Communication
1994 NISOD Teaching Excellence Award
David Nelson, Ed.D.
Professor of Mass Communication
University of Central Oklahoma

Higher Education

1999-2004 Oklahoma State University, Stillwater, Oklahoma
Doctor of Education in Higher Education with an emphasis in Mass Communication
Dissertation: “Agenda-Setting and Gatekeeping Functions of Higher Education: An Analysis of the
Coverage of Two State Institutions by Two Metropolitan Newspapers.”

1993-1996 University of Oklahoma, Norman, Oklahoma
Master of Arts in Communication

1985- 1992 Cameron University, Lawton, Oklahoma
Bachelor of Arts in Radio/Television Communications

Teaching Experience

2004 to present- University of Central Oklahoma-Edmond, Oklahoma
Professor of Mass Communication
UCentral Student Radio Faculty Advisor (KZUC-LPFM)

2001-2004- Rogers State University- Claremore, Oklahoma
Assistant Professor of Mass Communication
KRSC-FM Radio Faculty Operations Manager

1998-2001- Northern Oklahoma College, Tonkawa, Oklahoma
Instructor of Mass Communication
KAYE-FM Radio Faculty General Manager

1996-1998- Northwestern Oklahoma State University, Alva, Ok
Instructor of Mass Communication
NWTV Channel 7 Faculty General Manager

Adjunct Positions

2006-2009- Graduate Faculty, Oklahoma City University- Taught course in the Mass
Communication Masters and Undergraduate Program.
2001-2003 Tulsa Community College, East Campus- Speech Communications

Professional Media Experience

Summer 2004- Griffin Communications, KWTV News 9 OAB Faculty Fellowship, News Department, Producer and Reporter, Oklahoma City, Oklahoma

Summer 2000 KMGL-FM Radio, Former Renda Broadcasting-Weekend Afternoon Air talent, OAB Faculty Fellowship, Oklahoma City, Oklahoma.

Summer 1996 KPNT-FM Radio, Houston, Texas- Late Evening Radio personality/Marketing Assistant

1995-1996 KMGL-FM Radio, Oklahoma City, Oklahoma- Midday Radio personality/Marketing Assistant


1992-1996 KMGZ-FM and sister station, KVRW-FM Radio, Lawton, Oklahoma-Midday personality, Program Director, Sports Announcer, Sports Director, Morning Show Producer- News Director

1991-1992 KQLI-FM Radio, Lawton, Oklahoma-Afternoon radio personality, Assistant Program Director and Production Director

1986-1988 KSWO-TV (ABC), Lawton, Oklahoma- Sports Photojournalists, Editor and Assistant Commercial Producer

Scholarly and Creative works (Chronological order)


Voice-over, Haiti Relief Fund: Sixty-Second Radio Public Service Announcement, aired on professional radio station, KSVP 103.5 FM, Oklahoma City, Ok.

Voice-over, UCO Media Ethics Conference: Sixty-Second Radio Public Service Announcement, UCO, Edmond, Oklahoma, Fall 2015

Invited speaker, “Media’s Portrayal of Women”, UCO’s Alpha Gamma Delta Education Program, Edmond, Oklahoma, Spring 2016


**Faculty Development Conferences**

Broadcast Education Association, BEA Super-Regional Conference. Pittsburgh, PA, Point Park University, Fall 2017.

National Broadcast Education Association (BEA), Las Vegas, NV (Spring 2015, 2016, 2017, 2018, 2019, 2020)
Regional Oklahoma Association of Broadcasters (OAB) Conference Sessions, Skirvin Hotel, Oklahoma City, Oklahoma, (Fall, 2015, 2016, 2017, 2018, 2019, 2020)

Local Oklahoma Broadcast Education Association (OBEA), Oklahoma Educational Television Association Day, OETA Studios, Oklahoma City, Oklahoma (Fall 2015, 2016, 2017, 2018, 2019, 2020)

UCO Technological Faculty Development

UCO CeCe D2L Course Re-Design (New D2L and Closed Caption) (Spring 2018)

Courses Taught (1996-2020)

MCOM 1113 Introduction to Mass Communication (On-Line)
MCOM 2013 Digital Audio Production
MCOM 2203 Sports Announcing
MCOM 2501 Radio Participation
MCOM 3323 Mass Media Effects on Society
MCOM 3990 The Media’s Illusion of Love
MCOM 3990 Radio Station Preparation and Presentation
MCOM 4423 Media Ethics (on-line)
MCOM 4653 Media Law

Audio Software Experience

ProTools 6.4
SawPlus
Adobe Audition 6.0, 6.1 and latest version
ShortCut
VoxPro
SoundForge

Departmental Service

Chair, Esports/Mass Communication Hiring Committee (2019-2020)

KZUC-LPFM Student Radio Station Advisor, (2015-current)

Department Curriculum Member, 2016-2017

UCentral Steering Committee Member, 2014-2015


SRM University, Faculty Exchange host, Dr. Krishnaswami Spring 2014, 2017


Media Advisory Board, Member, 2014-2015, 2016-2017


**College Service**

CLA Study Tour Committee Member, Fall 2014-2015, 2016-2017.


**University Service**


Member of the University Curriculum Executive Committee (2014-2015, 2015-2016)

Chairperson of University Curriculum Committee Group (2014-2015)


Host---Aegean University Greek Scholar, Global Office, Spring, 2017
**Professional and Community Service**

Audio Professional Judge, Broadcast Education Association (BEA), Faculty Audio Competition, Las Vegas, NV, Spring 2015, 2016, 2017, 2018, 2019, 2020


**Professional Memberships**

Oklahoma Broadcast Education Association Member (2012-Present)
Broadcast Education Association (BEA) Member (2012- present)
Radio and Audio BEA Member (2012- present)
Student Media Advisor BEA Member (2012-present)
**CURRICULUM VITA**

**Chad L. Perry**

Work address and telephone:  
Department of Mass Communication  
University of Central Oklahoma  
100 N. University Dr.  
Edmond, OK 73034  
(405) 974-5107 (work)  
cperry16@uco.edu

Home address and telephone:  
10100 SE 74th St.  
Oklahoma City, OK 73150  
(505) 610-3312 (cell)  
(405) 216-3238 (home)  
ycpperry@outlook.com

**EDUCATIONAL BACKGROUND**

**Doctor of Philosophy in Intercultural Communication (July 2015)**  
Department of Communication & Journalism, University of New Mexico, Albuquerque, NM  
Chair: Ilia Rodriguez, Ph.D.  
Proposed dissertation title: ¿De dónde eres? The Construction of U.S. and Immigrant Culture and Identity in the ESL Adult Education Setting  
Committee: Ilia Rodriguez, Ph.D.; Glenda Balas, Ph.D.; Patricia Covarrubias, Ph.D.; Ricky Lee Allen, Ph.D.

**Master of Fine Arts, Creative Writing - Poetry (May 1982)**  
Department of English, Wichita State University, Wichita, KS  
Thesis, *Body & Fender*, passed *With Distinction*  
Comprehensive Examination received *High Pass*

**Bachelor of Science, Journalism (May 1977)**  
Kansas State University, Manhattan, KS  
Major: Journalism  
Minor: English

**PROFESSIONAL CERTIFICATIONS**

- A+ Certified Computer Technician, December 2000  
  CompTIA A+ Program, Lombard, IL
- A.P.R. Accredited in Public Relations, February 1997  
  Public Relations Society of America, New York, NY

**PROFESSIONAL HONORS**

Public Relations Society of America College of Fellows, Inductee, Class of 2013.  
There were fourteen admitted to the College in 2013. We were inducted during the International PRSA Conference held in Philadelphia, PA.
TEACHING EXPERIENCE

Assistant Professor, University of Central Oklahoma
Teach Public Information Methods, Strategic Communications Writing and Strategic Communications Case Studies. I also became the faculty adviser for the PRSSA UCO chapter in May 2016. August 2015 to present.

Instructor, York College of Pennsylvania
Taught Writing for Public Relations, Public Relations Planning (Case Studies), Public Relations Campaigns, Publications Editing and Design, Photojournalism, Documentary Photography, and Senior Public Relations Portfolio Development. Besides teaching five courses per semester, I also advised 61 PR majors. I was also the faculty adviser for the PRSSA York College Chapter, the Psi Pi Chapter of Lambda Pi Eta Honors Society, and the Her Campus YCP Club (hercampus.com/school/ycp). August 2013 to May 2015.

Adjunct Faculty Member, The University of New Mexico-Valencia Campus.

Adjunct Faculty Member, Communication & Journalism Department, The University of New Mexico.
Taught Introduction to Public Relations (fall 2004 semester) and Public Relations Case Studies and Analysis (spring 2005 semester). The professor in public relations went on medical leave halfway through the fall 2004 semester, and I was asked to teach these courses while I was taking courses for my Ph.D.

Instructor, Humanities Dept., New Mexico Institute of Mining and Technology, Socorro, NM.

Instructor, Department of Freshman English, The University of New Mexico, Albuquerque, NM.
I was awarded a one-semester contract to teach two sections of developmental English. August 1982 to December 1982.

Teaching Assistant, Department of English, Wichita State University, Wichita, KS.
The first semester at Wichita State required me to take some courses before I could apply as a teaching assistant. Starting with my second semester, I taught two sections of composition every semester while working on my MFA. January 1980 to May 1982.
**PROFESSIONAL EXPERIENCE**

Senior Public Relations Specialist, The University of New Mexico-Valencia Campus, Los Lunas, NM.  
I planned and implemented all aspects of the campus’ marketing and public relations campaigns, including designing publications, brochures, flyers, advertisements, and other specialty items. I worked closely with the campus’ recruiting office on developing promotional materials for student recruitment. My office was charged with managing all social media used by the campus. I also hosted a weekly radio program that I directed and produced for two years, and I oversaw production of television commercials. I was the official campus photographer. November 2001 to July 2013.

Public Affairs Representative, The University of New Mexico-Valencia Campus.  

Communications Manager, The New Mexico Society of CPAs, Albuquerque, NM.  
I managed the communications office for the Society, as well as edited and produced a quarterly newsletter. I also maintained the organization’s website. February 1998 to March 2000.

Treatment Foster Parent, Namaste Child Development Center, Los Lunas, NM.  
I was trained to work with abused children with attachment disorder. I adopted a boy from the program. November 1994 to November 1997.

Public Relations Consultant/Owner, Something Creative PR, Albuquerque, NM.  
During my tenure as a foster parent, I also did consulting work for several Albuquerque clients, including the NM Society of CPAs, Neda Business Consultants, Heads Up Landscaping, Green Tag Marketing and Consulting, and the Garrity Group. I worked part-time for the CPA Society and consulted with other clients. May 1997 to March 2000.

Public Relations Director, The New Mexico Society of CPAs, Albuquerque, NM.  
I worked full-time for five years for this organization and helped it transition to electronic communications. We developed listservs and other e-mail functions. I also designed and implemented the organization’s first website, and I was the editor of the *New Mexico CPA Journal*. July 1992 to May 1997.

Owner, Something Creative PR, Advertising & Design, Albuquerque, NM.  
I worked for several years with various clients, some of which were regional sports retail. September 1986 to July 1992.

Copywriter, PR Coordinator, Jim Cooney & Assoc., Albuquerque, NM.  
I worked for Jim Cooney when he first retired from corporate PR at the Public Service Company of New Mexico and began his own firm. It was a good experience, but he did have to downsize his company; that’s when I started my own business. February 1986 to August 1986.

Copywriter, Usher-Stuart Advertising, Albuquerque, NM.  
It was one of the more creative places I have ever worked. I generated copy for print and electronic ads for the firm’s largest client. However, that client changed agencies and the firm went out of business. June 1985 to January 1986.
PR/Fundraising Coordinator, March of Dimes, Albuquerque, NM.
I developed a newsletter for the organization and assisted with various fundraising campaigns. October 1984 to June 1985.

Free-Lance Writer-Photographer, Albuquerque, NM.
I wrote several pieces and took photographs for the Albuquerque Journal and some local magazines. June 1984 to October 1984.

News Writer-Photographer, Public Information Services,
New Mexico Institute of Mining and Technology.
This was my first job in public relations. I wrote articles and took photographs for the alumni newsletter and for a tabloid utilized by student services to recruit new students. I also wrote and edited pieces for internal publications, as well as features on research at the college. These pieces were distributed to the New Mexico press. I developed some great technical writing skills at this job. February 1983 to June 1984.

Reporter-Photographer, Albuquerque Tribune, Albuquerque, NM.
I was a general assignment reporter and I covered the police beat one day a week. After working in the daily journalism business for a while, I realized I needed to pursue other interests. I then decided to pursue a master of fine arts degree. January 1979 to May 1979.

Sports Editor and Feature Writer-Photographer, Valencia County News-Bulletin, Los Lunas, NM.
I wrote a weekly sports column, took photographs (sports, news, feature), covered sports at two high schools, made assignments to staff, wrote feature articles, designed the sports section, and wrote news articles about the Belen school district and the city council. This is where I really learned to appreciate sports photography. March 1978 to January 1979.

Editor, The Clearwater Times, Clearwater, KS.
In addition to editorial duties, I was also the advertising manager. In other words, I was a one-person shop. August 1977 to February 1978.

Reporter-Photographer, Ark Valley News, Valley Center, KS.
My first real job as a journalist! Besides general writing assignments, I was the staff photographer and managed the darkroom. I worked for the late Les Anderson, who was a professor in communications at Wichita State University. I learned so much from him about community journalism. Unfortunately, his daughter became very ill, and he was forced to sell his paper to pay the hospital bills; I moved on to the Clearwater paper. September 1976 to June 1977.
SPECIAL SKILLS


REFEREED CONVENTION PRESENTATIONS

Perry, C. MeToo in a Westworld: Can this be something new?. Presentation at the Feminist and Women Studies Division of the National Communication Association 105th Annual Convention, November 2019.


Gibson, D. & Perry, C. Cultural consequences of advertising to American Hispanic audiences. Presentation at the Public Relations Division of the National Communication Association, November 2005.


**Manuscripts Under Review**


**Grant Writing**

Department of Education, Student Support Services Program (SSSP) TRiO Grant, for establishing a program for first-generation and at-risk college students at the UNM-Valencia Campus, 2001. I was part of a team that wrote, edited, and formatted the 100-page grant. Principal Investigator: Ray Rondeau. Funding received for $200,000 for year one and $190,000 for years two through four. Grant implemented in 2002.

Commission on Higher Education, State of New Mexico, Educational Assistant Associate Degree Program, for establishing a program that assists educational assistants at area schools with obtaining an associate’s degree. This helps the school districts comply with the No Child Left Behind Act. $100,000 annual funding for three years. Grant implemented in 2003. Principal Investigator: Jon Conescu, Ph.D. I provided editing and formatting of this grant.
Department of Education, Upward Bound Program, for establishing a program to assist high-risk students at Valencia County high schools, 2002. Grant was implemented and renewed. Principal Investigator: Ray Rondeau. Again, I was part of a team that generated the original 100-page grant.

**Membership in Professional Organizations**

- American Association of University Professors
- National Communication Association
- Oklahoma City Chapter of PRSA
- Public Relations Society of America

**Offices in Professional Organizations**

- Grievance Officer, UCO Chapter of AAUP, May 2019 to present.
- Advocacy Officer, Oklahoma City Chapter of PRSA, January 2019 to present.
- Diversity Chair, Oklahoma City Chapter of PRSA, January 2017 to January 2018.
- Board Member, Central Pennsylvania Chapter of PRSA, January 2014 to July 2015.
- APR Delegate, New Mexico Chapter of PRSA, 2012.
- Accreditation Co-Chair, New Mexico Chapter of PRSA, July 2012 to July 2013.
- Accreditation Chair, New Mexico Chapter of PRSA, July 2010 to July 2012.
  - I revamped the tutoring program offered to chapter members. It was titled “APR Academy,” and the candidates were given a syllabus, deadlines, and assignments. This ensured that candidates would actually study for the examination and complete the process. Four candidates passed the accreditation exam.
- Board Member, Universal Accreditation Board, Public Relations Society of America, 2003 to 2009.
  - I served two, three-year terms. The UAB replaced the old, paper APR exam with a computer-adaptive test; this occurred in 2003, and I got to play a role in that process. The computer-based exam is similar in difficulty to the GRE. The exam has undergone considerable change making the exam more relevant to the practice of public relations, as well as emphasizing research, management by objective, the four-step process, ethics, and communication theory.
- Ethics Officer, New Mexico Chapter of PRSA, 2006 - 2008.
- Committee Member, National Nominating Committee, Public Relations Society of America, 2006.
  - It is a great experience to interview candidates for the national offices for the PRSA board. The process requires several phone conference meetings, and then two days of face-to-face meetings with colleagues representing all the districts and sections of PRSA.
- Committee Member, National Nominating Committee, Public Relations Society of America, 2005.
- Committee Member, National Nominating Committee, Public Relations Society of America, 2002.
Immediate Past Chair, Southwest District Board of PRSA, 2005 - 2006.

Chair, Southwest PRSA District Conference Committee, 2005.
  I chaired the most successful district conference to be held in New Mexico. The attendance totaled 169, numbers comparable to those when the conference is held in the Dallas area.

Chair, Southwest District Board of PRSA, 2004.

Chair-Elect, Southwest District Board of PRSA, 2003.

Board Member, Southwest District Board of PRSA, 2002.

Treasurer, Southwest District Board of PRSA, 2001.

APR Delegate, New Mexico Chapter of PRSA, 2000-2005.

Professional Adviser, PRSSA Chapter, UNM, 2002.

Accreditation Chair, New Mexico Chapter of PRSA, 2000 to 2003.

APR Proctor and Instructor, The New Mexico Chapter of the Public Relations Society of America, Albuquerque, NM.
  I taught a preparation course for candidates for the Accredited in Public Relations (APR) exam. Eleven candidates sat for the exam during my term, and eleven candidates passed. The exam had a 55-60 percent pass rate nationwide. Spring 2000 to fall 2002.

Immediate Past-President, New Mexico Chapter of PRSA, 2000.

President, New Mexico Chapter of PRSA, 1999.

President-Elect, New Mexico Chapter of PRSA, 1998.

Vice President, New Mexico Chapter of PRSA, 1997.

Board Member, New Mexico Chapter of PRSA, 1996.

Board Member, New Mexico Chapter of PRSA, 1995.

EDITORIAL ACTIVITIES


Contributing Writer, APR Study Guide for APR Candidates, all editions, 2009 to present.

Contributing Writer, APR Study Guide (APR Coach’s Version), all editions, 2009 to present.


Chad Perry, PhD, MFA, APR, Fellow PRSA • 9


Editor, Touchstone Magazine, a literary arts magazine published at Kansas State University, 1976.

Arts and Entertainment Editor, for the Kansas State Collegian, spring 1975.

OTHER REFEREED PUBLICATIONS

Poetry

“Phone Rings,” Cutbank (spring 1988), # 29/30 pp. 32-33.
“Chain Letter,” Mikrokosmos (spring 1988), 34(1) pp. 82-84.
“the rock garden,” Mikrokosmos (spring 1980), 26(1&2) p. 28.

Photography


PHOTOGRAPHY EXHIBITS


Great Horned Owls of Valencia Campus, UNM-Valencia Fine Arts Gallery, UNM-Valencia Campus, fall 2011.

Faculty-Staff Exhibit, UNM-Valencia Art Gallery, UNM-Valencia Campus, spring 2008.
Invited Faculty-Staff Exhibit, UNM-Valencia Art Gallery, UNM-Valencia Campus, August 2007.

Faculty-Staff Exhibit, UNM-Valencia Art Gallery, UNM-Valencia Campus, spring 2007.

Faculty-Staff Exhibit, UNM-Valencia Art Gallery, UNM-Valencia Campus, spring 2006.

Faculty-Staff Exhibit, UNM-Valencia Art Gallery, UNM-Valencia Campus, spring 2005.

Faculty-Staff Exhibit, UNM-Valencia Art Gallery, UNM-Valencia Campus, spring 2004.


Faculty-Staff Exhibit, UNM-Valencia Art Gallery, UNM-Valencia Campus, spring 2002.
Faculty-Staff Exhibit, UNM-Valencia Art Gallery, UNM-Valencia Campus, spring 2001.

Visions & Revisions, A Student Exhibit, Wichita State University, Wichita, KS, spring 1982.

**PROFESSIONAL AWARDS**

Paul E. Dannelley, Jr. Harmony Award for outstanding achievement in public relations. Oklahoma City Chapter of PRSA, Upper Case Awards Ceremony, November 2018.

University of New Mexico-Valencia Campus Excellence in Teaching Award, Lecturer, Communications, Humanities, Education & Social Sciences Division, 2011-2012.

Two Cumbre Gold Awards, Tactics: Feature Writing, New Mexico Chapter of PRSA, 2012.

University of New Mexico-Valencia Campus Executive Director’s Award, Exempt Staff (Employee of the Year Award), 2010-2011.


The Vista Award, New Mexico Chapter of PRSA, 2004. Presented for outstanding lifetime achievement in the field of public relations.

Cumbre Gold Award, Specialty Publications, New Mexico Chapter of PRSA, 2002.

Website with Academic Excellence, StudyWeb Award, 1999.

National Award of Excellence, Specialty Publications, American Institute of CPAs Communications Division, 1995.

National Awards of Excellence for Newsletter, Special Event, and PR Campaign, American Institute of CPAs Communications Division, 1994.

Two El Conquistador Awards for Public Relations Campaigns, New Mexico Chapter of PRSA, 1994.

National Awards of Excellence for Special Event, Specialty Publication, and PR Campaign, American Institute of CPAs Communications Division, 1993.

Award of Merit, Newspaper Advertising, New Mexico Addy Awards, New Mexico Ad Federation, 1985.


E.H. Shaffer Award, First Award in Photojournalism, New Mexico Press Association, 1978.

**PROFESSIONAL SERVICE**

**Presentations/Instruction**

Lunch with a Leader Presentation. Guest speaker at the Leadership UCO 16 luncheon, January 23, 2020, UCO Campus, Edmond, OK.

The Importance of Diversity in the PR Field. Panel presentation at Public Relations Day, March 2, 2019, OSU Campus, Stillwater, OK.

South Carolina Chapter of PRSA Mercury Awards Competition. Judge for entries (completed online), February to March, 2019.
Chad Perry, PhD, MFA, APR, Fellow PRSA

Diversity Speaker Panel. Panel presentation for Ad2OKC, November 15, 2018, Oklahoma City, OK.

Is It Something I Did? Cues and Taboos from around the World. Presentation at the International PRSA Conference, October 2018, Austin, TX.

CSR and Diversity & Inclusion. Panel presentation at the International PRSA Conference, October 2018, Austin, TX.

APR Jump Start Seminar. Pre-conference seminar. Presentation at the Southwest PRSA District Conference, March 7, 2018, Albuquerque, NM.

Is It Something I Did? Cues and Taboos from around the World. Presentation at the Southwest PRSA District Conference, March 8, 2018, Albuquerque, NM.


GoodFellow, College of Fellows Application Program. 2018 to present.

Mentor, College of Fellows Mentoring National Program. 2016 to present.


Pathways for Success Program for Troubled Teens, 13th Judicial Drug Court, Valencia County, NM. Provided a curriculum on communication to troubled teens. Classes were held on the UNM-Valencia Campus. June-July 2010.

New Mexico Chapter of PRSA Professional Development Seminar, “Putting communication theory to work,” Albuquerque, NM, April 2006.

International PRSA 2005 Conference, “Putting communication theory to work,” Miami Beach, FL, October 2005. (This conference was cut short by a hurricane.)

Chair, Theorizing the Organization of Messages, Meanings and Methods II. Presented by the Communication Theory Interest Group, Western States Communication Convention, San Francisco, CA, February 2005.

Photoshop Workshops, The Learning Center, UNM-Valencia Campus, NM, spring semester and summer semester, 2005.


Hispanic Association of Colleges and Universities (HACU) 16th Annual Conference, “Diversity at college for elementary school students: A community college enriches the public school curriculum for Hispanic, Native American, gifted-high potential and disadvantaged students,” Denver, CO, October 2002.
Chad Perry, PhD, MFA, APR, Fellow PRSA


American Institute of CPAs Communications Division National Conference, “Recruiting high school students for the accounting profession,” Chicago, IL, October 1993.

**Committee/Department Service**

Reviewer, 2018 Transformative Learning Conference, UCO.

Reviewer, 2018 National Conference of Undergraduate Research (NCUR), UCO, April 4-7, 2018.

Volunteer, 2018 National Conference of Undergraduate Research (NCUR), UCO, April 4-7, 2018.

Member, Liberal Arts Assessment Committee. August 2017 to present.

Member, UCO Dept. of Mass Comm faculty search committee. December 2017 - April 2018.

Member, UCO Dept. of Mass Comm faculty search committee. February 2017 - June 2017.

Member, UCO Dept. of Mass Comm sales assistant search committee. May 2016 - December 2016.

Adviser, UCO-PRSSA chapter. May 2016 to present.

Co-Chair, UCO Dept. of Mass Comm Recruiting Committee. 2016 to 2018.

Member, The Vista Dept. of Mass Comm Faculty Advisory Board, May 2016 to present.

Department Representative, CLA Grants Council, UCO. May 2016 to present.

Member, UCO Dept. of Mass Comm Scholarship Committee, 2016 to present.

Mentor, UCO Dept. of Mass Comm Mentoring Programs, March 2016 to present.

Moderator, Oh the Places You Can Go in Strategic Communications NonProfit/Public Sector session, Fusion5 Conference, Department of Mass Comm, UCO, Feb. 9, 2018.


Panelist, Ethics in Public Relations session, Media Ethics Conference, Nigh University Center, UCO. Oct. 8, 2015.

Faculty Representative, UCO High School Counselor’s Day, Nov. 11, 2015.

Participant, UCO Dept. of Mass Comm Faculty Book Club, Fall 2015 and Spring 2016.

Participant, UCO President’s Book Club, Fall 2016 and Spring 2017.

Member, UCO Dept. of Mass Comm Tuition Waiver Committee. Fall 2015 to present.

Department Representative, UCO Paycom Night, April 19, 2016.


Faculty Representative, UCO-PRSSA Corporate Tour, April 21, 2016.
Faculty Representative, OKC-PRSA Chapter Annual Upper Case Awards Banquet, Nov. 3, 2016.

Department Representative, Faculty Development Committee, Grant subcommittee, York College of Pennsylvania, August 2014 to May 2015.

Member, Foundation of Education Diversity Dimension Committee, UNM Main Campus. August 2012 to July 2013.

Member, President’s University Strategic Marketing Task Force, UNM Main Campus, Albuquerque, NM, July 2007 to 2012.

Member, Student of the Month Award Committee, UNM-Valencia Campus, Los Lunas, 2010 to 2013.

Committee member, Faculty Professional Development Committee, UNM-Valencia Campus, Los Lunas, NM, 2006 to 2010.

Committee member, Adjunct Faculty Committee, UNM-Valencia Campus, Los Lunas, NM, 2004 to 2006.

President, Executive Committee, Staff Association, UNM-Valencia Campus, Los Lunas, NM, 2005.

President-elect, Executive Committee, Staff Association, UNM-Valencia Campus, Los Lunas, NM, 2004.

Exempt Representative, Executive Committee, Staff Association, UNM-Valencia Campus, Los Lunas, NM. 2002 to 2004.

Committee Member, Strategic Planning Committee, UNM-Valencia Campus, Los Lunas, NM.
I played a key role in writing the strategic plan for 2002-2006. It is based on management by objective principles, and the format includes benchmarks, target dates for completion, and what target groups are served. I was asked to write a draft of the plan for the entire committee to discuss. Prior to me introducing the MBO concept, the strategic plan was obscure and unmeasurable. It is now a document that is used and updated continuously. 2001 to 2013.

Committee Member, Professional Development Committee, UNM-Valencia Campus, Los Lunas, NM. 2000 to 2002.

Committee Member, American Institute of CPAs Communications Division Conference Planning Committee, New York, NY. 1994 to 1996.

**Specialized Training**

Student Transformative Learning Record (STLR) training (Modules 1 and 2), UCO, Sept. 2017.


16th Annual Collegium on College Teaching practice, UCO, Aug. 12, 2015.

Advisor Renewal Training, UCO, April 5, 2016.

UCO HR Training for screening committees, May 13, 2016.

COMMUNITY SERVICE

Board Member, Hanover Symphony Orchestra Board, Hanover, PA. May 2014 to July 2015.

Balloon Crew Volunteer, Albuquerque Balloon Fiesta, Albuquerque, NM. 2005 to present.


Board Member, Namaste Child Development Center Advisory Board, Los Lunas, NM. 2002 to 2005.


Jeanetta D. Sims PhD, APR
100 N University Drive
Edmond, OK 73034
Phone: (405) 974-3493
Email: jsims7@uco.edu

Education

Ph D, University of Oklahoma, 2008.
  Major: Communication
  Dissertation Title: Communicating Value-in-Diversity Campaigns: The Role of Inoculation and Reactance in
  Accomplishing Organizational Aims (Dr. Michael Pfau, Dissertation Chair)

MA, Abilene Christian University, 1995.
  Major: Communication
  Thesis Title: The Effects of Race upon Source Credibility (Dr. Jeffrey D. Hobbs, Thesis Chair)

BS, Oklahoma Christian University, 1993.
  Major: Organizational Communication

Academic and Professional Positions

Academic

Dean, Jackson College of Graduate Studies, University of Central Oklahoma. (January 2019 – Present).

Tenured Professor, Marketing Department, University of Central Oklahoma. (August 2017 - Present).

Transformative Learning Scholar, Office of Academic Affairs, University of Central Oklahoma. (April 2015 –
  Present).

Interim Dean, Jackson College of Graduate Studies, University of Central Oklahoma. (July 2018 – December 2018).

Assistant Dean, Jackson College of Graduate Studies, University of Central Oklahoma. (January 2017 – June
  2018).

Tenured Associate Professor, Marketing Department, University of Central Oklahoma. (August 2013 - Present).

Tenured Assistant Professor, Marketing Department, University of Central Oklahoma. (August 2012 - July 2013).

Assistant Professor, Marketing Department, University of Central Oklahoma. (January 2009 - July 2012).

Instructor, Marketing Department, University of Central Oklahoma. (August 2007 - December 2008).

Assistant Professor of Communication, Oklahoma Christian University. (August 2004 - May 2007).

Instructor of Communication, Oklahoma Christian University. (August 2001 - July 2004).


Admissions Counselor, Oklahoma Christian University. (July 1995 - June 1996).

Graduate Assistant, Abilene Christian University. (August 1993 - May 1995).

Professional


Marketing Coordinator, MidFirst Bank. (September 1996 - January 1997).

**Licensures and Certifications**

Accredited in Public Relations (APR) - Renewed Licensure, Universal Accreditation Board. (July 2019 – Present).

Accredited in Public Relations (APR) - Renewed Licensure, Universal Accreditation Board. (July 2016 – June 2019).

Accredited in Public Relations (APR) - Renewed Licensure, Universal Accreditation Board. (June 2013 - June 2016).

Accredited in Public Relations (APR) - Renewed Licensure, Universal Accreditation Board. (June 2010 - May 2013).

Accredited in Public Relations (APR), Universal Accreditation Board. (July 2007 - May 2010).

**Professional Memberships**


Oklahoma Hospitality Club. (August 2013 - Present).

Council on Undergraduate Research (March 2013 – Present).


Public Relations Society of America. (October 2002 - Present).


Association for Education in Journalism and Mass Communication. (September 2004 - September 2007).


**Development Activities Attended**


Conference Attendance, "Annual Transformative Learning Conference," UCO Center for Excellence in Transformative Teaching & Learning, Oklahoma City, OK, USA. (March 2019).

Conference Attendance, "Council on Undergraduate Research (CUR) Annual Business Meeting," Council on Undergraduate Research, Columbus, OH, USA. (June 2019).


Attendance, "18th Annual Collegium on College Teaching Practice," UCO Center for Excellence in Teaching and Learning, Edmond, OK, USA. (August 2017).


Attendance, "Peer Corp Reviewer Training," Higher Learning Commission, Oak Brook, IL, USA. (October 2016).

Attendance, "2016 DaVinci Fall Forum," DaVinci Institute, Bethany, OK, USA. (October 2016).


Attendance, "17th Annual Collegium on College Teaching Practice," UCO Center for Excellence in Teaching and Learning, Edmond, OK, USA. (August 2016).


Training, "Creating a Study Tour Leadership Experience (CaSTLE)," University of Central Oklahoma, Edmond, OK, United States. (September 2015 - November 2015).


Conference Attendance, "16th Annual Collegium on College Teaching Practice," UCO Center for Excellence in Transformative Teaching & Learning, Oklahoma City, OK. (August 2015).


Conference Attendance, "24th Annual International Conference," Greenleaf Center for Servant Leadership, Atlanta, GA. (September 2014).


Conference Attendance, "15th Annual Collegium on College Teaching Practice," UCO Center for Excellence in Transformative Teaching & Learning, Oklahoma City, OK. (August 2014).


Program, "Women Firsts," Empowerment for Excellence, Edmond, OK. (March 5, 2014).


Attendance and Faculty Colleague, "Doctoral Student Teaching Consortium," Marketing Management Association, New Orleans, LA. (September 2013).

UCO iPad Academy, University of Central Oklahoma Information Technology, Edmond, OK. (May 2012 - May 2013).


Black History Month Program, "Keynote Address by Dr. Bill Pink, Vice President of OSU-OKC," African American Faculty/Staff Association and Multicultural Student Services, Edmond, Oklahoma. (February 2013).


Conference Attendance, "2012 INFORMS Society for Marketing Science Conference," INFORMS, Boston, MA. (June 2012).


Black History Month Program, "Keynote Address by Mr. James Finch, Special Agent in Charge of the FBI Oklahoma City Division," African American Faculty/Staff Association and Multicultural Student Services, Edmond, Oklahoma. (February 2012).

Black History Month Program, "Keynote Address by SAC James Finch, Special Agent In Charge of the Oklahoma City Division of the FBI," African American Faculty/Staff Association and Multicultural Student Services, Edmond, Oklahoma. (February 2012).


Conference Attendance, "Oklahoma Research Day," Cameron University, Lawton, OK. (November 2011).


Conference Attendance, "Transformative Learning Conference," University of Central Oklahoma, Edmond, OK. (February 2011).

Black History Month Program, "Keynote Address by Dr. Donnie Neo, President of Connors State College," African American Faculty/Staff Association and Multicultural Student Services, Edmond, Oklahoma. (February 16, 2011).


Conference Attendance, "Oklahoma Research Day," Cameron University, Lawton, OK. (November 2010).

UCO Faculty Enhancement Center's Concurrent Session, UCO Faculty Enhancement Center, Edmond, OK. (August 2010).

UCO Faculty Enhancement Center's Concurrent Session, UCO Faculty Enhancement Center, Edmond, OK. (August 2010).

UCO Faculty Enhancement Center's Keynote Address, "Keynote Address," UCO Faculty Enhancement Center, Edmond, OK. (August 2010).

Grant Writing Institute, "2010 Grant Writing Institute," Oklahoma State Regents for Higher Education, Oklahoma City, Oklahoma. (July 26, 2010 - July 30, 2010).

Workshop, "Preliminary Workshop for the Grant Writing Institute," Oklahoma State Regents for Higher Education, Edmond, Oklahoma. (June 15, 2010).
Conference Attendance, "2010 PRSA Southwest District Conference - Breakfast Keynote Address with Media Relations Maven Margo Mateas," Public Relations Society of America, Oklahoma City, Oklahoma. (April 17, 2010).

Conference Attendance, "2010 PRSA Southwest District Conference - Media, Shmedia: Be Your Own Newsroom," Public Relations Society of America, Oklahoma City, Oklahoma. (April 17, 2010).


Conference Attendance, "Heartland E-Learning Conference Session - Quality is as Quality Does: Creating Interactive Content for Online Courses," University of Central Oklahoma CPDE, Edmond, Oklahoma. (March 9, 2010).


Conference Attendance, "Transformative Learning Conference - 3 Students, 3 Posters, & a Faculty-Mentored Project: Engaging Undergraduates in Research," University of Central Oklahoma, Edmond, OK. (February 10, 2010).


Conference Attendance, "Transformative Learning Conference - Opening Plenary Session featuring OKC Mayor Mick Cornett," University of Central Oklahoma, Edmond, OK. (February 10, 2010).

Conference Attendance, "Transformative Learning Conference - The Path of Transformation: Using the Labyrinth as a Metaphor for Learning," University of Central Oklahoma, Edmond, OK. (February 10, 2010).

Black History Month Program, "Embracing Our Future with the Strength of our Past," African American Faculty/Staff Association and Multicultural Student Services, Oklahoma City, Oklahoma. (February 10, 2010).


UCO Faculty Enhancement Center's Concurrent Session, "Reigniting the Passion: Applying the Principles in Parker Palmer's "The Courage to Teach"," UCO Faculty Enhancement Center, Edmond, OK. (August 12, 2009).
UCO Faculty Enhancement Center's Keynote Address, "Keynote Address by Dr. Tiya Miles, "Undergraduate Student Involvement and the Creation of Public History"," UCO Faculty Enhancement Center, Edmond, OK. (August 12, 2009).


Conference Attendance, "Transformative Learning Conference," University of Central Oklahoma, Edmond, OK. (February 2009).


UCO Faculty Enhancement Center's Concurrent Session, "Softchalk," UCO Faculty Enhancement Center, Edmond, OK. (August 13, 2008).

UCO Faculty Enhancement Center's Concurrent Session, "Wiki's in the Classroom," UCO Faculty Enhancement Center, Edmond, OK. (August 13, 2008).

UCO Faculty Enhancement Center's Keynote Address, "Keynote Address by Dr. Tyrone Hayes," UCO Faculty Enhancement Center, Edmond, OK. (August 13, 2008).


Conference Attendance, "Regional Conference," Public Relations Student Society of America, Lawrence, KS. (April 2003).


Awards and Honors

Leadership

Class 14 FBI Citizen's Academy, Federal Bureau of Investigation. (September 2017).


Outstanding Leadership Award, Generation to Generation. (February 2007).

Women's Leadership Development Institute Fellow, Council for Christian Colleges & Universities. (June 2003).

Women's Leadership Development Institute Fellow, Council for Christian Colleges & Universities. (May 2002).

Feature Writer for Simply Speaking (a national newsletter), Lambda Pi Eta. (February 1995).

Lambda Pi Eta President, Abilene Christian University Lambda Pi Eta. (May 1994).


**TEACHING**

**Teaching Experience**

**University of Central Oklahoma – Courses Taught**
- Business Communication
- Business Leadership & Identity
- Interpersonal Communication
- International Business Communication
- Integrated Marketing Communication
- Digital Media & Content Marketing
- Social Marketing
- PR & Marketing Campaigns
- Lying and Deception in Business
- Leading in a Globally Competitive Environment – graduate (MBA)
- Interpretation and Integration: Accounting and Communication – graduate (MBA)

**Oklahoma Christian University – Courses Taught**
- Fundamentals of Communication
- Media and Society
- Interviewing and Listening
- Professional and Business Communication
- Principles of Public Relations
- Public Relations Cases
- Public Relations Methods
- Persuasion
- Media Writing
- Marketing Management – graduate (MBA)

**Directed Student Learning**


Independent Study, Spring 2020, Zoie Hing.

Independent Study, Spring 2020, Mindy Vo.

Independent Study, Fall 2019, Karen Anderson.

Independent Study, Spring 2017, Anna Henson.

Independent Study, Spring 2017, Brittany Rudolph.

Independent Study, Spring 2017, Ashley Neese.

Doctoral Advisory Committee Member, "Examining the Manifest Content and Impact of Sponsored Content Advertorials," Swansea @ UCO Ph.D. Program, Jocelyn Pedersen. (August 2015 – October 2016).

Independent Study, Fall 2016, Anna Henson.
Independent Study, Fall 2015, Rowena Q. Cheng.
Independent Study, Spring 2015, Oon Feng Lim.
Independent Study, Spring 2015, Taylor C. Dickerson.
Independent Study, Fall 2014, Oon Feng Lim.
Independent Study, Fall 2014, LeeAnn Floyd.
Independent Study, Fall 2013, Angelia R. Barrera-Medina.
Independent Study, Fall 2012, Anthony J. Murray.
Independent Study, Fall 2012, Jalea K. Shuff.
Independent Study, Spring 2012, Mohammed Abuobead.
Independent Study, Fall 2011, Mohammed Abuobead.
Independent Study, Spring 2011, Jimmy Le.
Independent Study, Spring 2011, Brittany Emery.
Independent Study, Fall 2010, Brittany Emery.
Independent Study, Fall 2010, James Smith.
Independent Study, Spring 2010, Jimmy Le.
Independent Study, Fall 2009, Maria Jimenez.
Independent Study, Fall 2009, David McKinney.
Independent Study, Fall 2009, Tessa Chervenka.
Independent Study, Fall 2009, Taylor Tidwell.
Independent Study, Fall 2007, Omar Sosa.
More than 80 co-authored student research presentations from research experiences since Fall 2007 through research assistantships from student and faculty grant projects, university programs, and independent studies

Teaching Awards and Honors


AxcessCapon/Marketing Management Association Teaching Innovation Competition Top Three Finalist, Marketing Management Association. (September 2012).

Neely Excellence in Teaching Award, University of Central Oklahoma Foundation. (August 2009).
Outstanding Teacher Award, University of Central Oklahoma, Department of Marketing. (May 2009).
Merrick Award for Teaching Excellence, Oklahoma Christian University. (April 2002).

RESEARCH

Published Intellectual Contributions (* denotes student co-authors)

Books (* denotes student co-authors)


Book Chapters, Cases, or Reviews (* denotes student co-authors)


Yoon, K., Sims, J. (2014). *Re-conceptualizing relational integrated marketing communications from the perspective of social CRM*. In I. Lee (Ed.), Integrating social media into business practice, applications, management, and models (pp. 222-253). Hershey, PA: IGI Global. [Chapter].

Yoon, K., Sims, J. (2014). *Integrating social media and traditional CRM: Toward a conceptual framework for social CRM practices*. In A. A. and K. Lertwachara (Eds.), Harnessing the power of social media and web analytics: Techniques, tools, and applications (pp. 103-131). Hershey, PA: IGI Global. [Chapter].


**Refereed Journal Articles (** denotes student co-authors**)


Conference Proceedings (* denotes student co-authors)


**Presentations Given (* denotes student co-presenters)**


*Sims, J. (Presenter & Author), Anderson, K. (Presenter & Author), Marketing Management Association Conference, "Aligning faculty-student marketing research with university initiatives: strategies from Diverse Student Scholars," Santa Fe, NM. (September 2019).


Sims, J. (Presenter & Author), 2018 National Communication Association Conference, "Leadership beyond the Black Caucus: Probing the influence and necessity of our leadership at 50 years," Salt Lake City, UT. (November 2018).

*Sims, J. (Presenter & Author), Marketing Management Association Doctoral Student Teaching Consortium, "The Professor-Student Community," Kansas City, KS. (September 2018).

*Sims, J. (Presenter & Author), Dore, A. (Presenter & Author), Vo, M. (Presenter & Author), Hing, Z. (Presenter & Author), Marketing Management Association Conference, "Strong, weak, latent, and quiescent ties: What marketing educators can learn from innovation district cities and their affiliated educational institutions," Kansas City, KS. (September 2018).


*Sims, J. (Presenter & Author), Vo, M. (Presenter & Author), Miranda, L. (Presenter & Author), Marketing Management Association Conference, "Branding [or the lack of branding among] innovation district cities: Evidence of how the rise of innovation districts is outpacing city government efforts to brand them," Chicago, IL. (April 2018).


*Vo, M. (Presenter & Author), Hing, Z. (Presenter & Author), Sims, J. (Presenter & Author), National Conference on Undergraduate Research (NCUR), "How innovation district cities and their affiliated universities grow community to stimulate economic development," University of Central Oklahoma, Edmond, OK. (April 2018).

*Wariboko-Alali, E. (Presenter & Author), Sims, J. (Presenter & Author), National Conference on Undergraduate Research (NCUR), "The role of psychological reactance as an explanatory mechanism for failed attempts at weight loss" University of Central Oklahoma, Edmond, OK. (April 2018).


*Sims, J. (Presenter & Author), Vo, M. (Presenter & Author), Marketing Management Association Conference, "Structuring the marketing campaign analysis assignment for active learning and undergraduate research engagement," Pittsburgh, PA. (September 2017).


*Rudolph, B. (Presenter & Author), Vo, C. (Presenter & Author), Sims, J. Oklahoma Research Day, "They're graduating, but do they really know what they're doing: Workforce implications of cheating in higher education," Northwestern Oklahoma State University, Enid, OK. (March 2017)

*Vo, C. (Presenter & Author), Rudolph, B. (Presenter & Author), Sims, J. (Presenter & Author) Oklahoma Research Day, "Building and maintaining a social media presence for clients: Student insights from a STLR project experience," Northwestern Oklahoma State University, Enid, OK. (March 2017)


Sims, J. (Presenter & Author), National Communication Association Conference, "Examining the role of interdisciplinary teaching learning, and research: Can we better empower civic callings by being broader?" Philadelphia, PA. (November 2016).

Sims, J. (Presenter & Author), Guest Lecture in Laura Butler’s Success Central Class, "Individual and team presentations," Edmond, OK. (October 2016).


Sims, J. (Presenter & Author), Guest Lecture in Beth Kerr’s Success Central Class, "Individual and team presentations," Edmond, OK. (October 2016).

Sims, J. (Presenter & Author), Edmond Chamber of Commerce Women’s Network Breakfast, "Speaking with professionalism, purpose, and poise," Oklahoma City, OK. (October 2016).


Sims, J. (Presenter & Author), Scott, C. L. (Presenter & Author), Transformative Learning Conference, "Two programs that transform students for professional workforce diversity readiness," Oklahoma City, OK. (April 2016).


*Tyler, K. (Presenter & Author), Cunliff, E. (Presenter & Author), Sims, J. (Presenter & Author), Robertson, K. (Presenter & Author), Dykes, B. (Presenter & Author), Thomas, M. (Author Only), Oklahoma Research Day, "Developing an authentic leadership model for accelerating educator identity," University of Central Oklahoma, Edmond, OK. (March 2016).


*Rudolph, B. (Presenter & Author), Kizzia, S. (Author Only), Dykes, B. (Presenter & Author), Williams, D. (Presenter & Author), Sims, J. (Presenter & Author), Oklahoma Research Day, "Sonic, two dudes, and a 10-year Campaign: Insights on being relatable and building a brand," University of Central Oklahoma, Edmond, OK. (March 2016).

*Sewell, K. (Author Only), Pham, T. (Presenter & Author), Cedillo, A. (Author Only), Byrd, J. (Presenter & Author), Sims, J. (Presenter & Author), Oklahoma Research Day, "Taco Bell's Live Mas campaign: Lessons on how to regain consumer interest," University of Central Oklahoma, Edmond, OK. (March 2016).

Sims, J. (Presenter & Author), Raindrop Turkish House Ladies Coffee Night, "Seeking Personal Equity and Self Care in 2016," Oklahoma City, OK. (February 2016).
Sims, J. (Chair), National Communication Association, "There will never be a Nig*** SAE: Reactions, reflections, and research of meaning-making on Oklahoma’s strange fruit," Las Vegas, NV. (November, 2015, Accepted for presentation).


Sims, J. (Panelist), JusticeTour 2k15: The Conversation, "Responding to the call for social justice," UCO Black Student Association, Edmond, OK. (April 2015).


*Neese, A. (Presenter & Author), Sims, J. (Presenter & Author), Sims, A. (Presenter & Author), Neese, S. (Presenter & Author), Oklahoma Research Day, "Mothers' perceptions of stealth marketing campaign effects on their own and other children," University of Central Oklahoma, Edmond, OK. (March 2015).


Sims, J. (Presenter & Author), Cunliff, E. (Presenter & Author), Floyd, L. (Presenter & Author), Neese, S. (Presenter & Author), Shuff, J. (Presenter & Author), Sims, A. (Presenter & Author), Greenleaf Center for Servant Leadership 24th Annual International Conference, "Lessons on longevity: Achieving staying power as a servant leader," Atlanta, GA. (September 2014).

Sims, J. (Presenter & Author), Lai, H.-L. (Presenter & Author), Lim, O. F. (Presenter & Author), Marketing Management Association Conference, "Incentives and disincentives of undergraduate student research: A social marketing perspective," San Antonio, TX. (September 2014).


Neese, S. (Presenter & Author), Sims, J. (Presenter & Author), Sims, A. (Presenter & Author), Floyd, L. (Presenter & Author), Oklahoma Research Day, "Exploring the persuasive impact of message medium in stealth marketing campaigns," University of Central Oklahoma, Edmond, OK. (March 2014).


Sims, J. (Presenter & Author), Floyd, L. (Author Only), Faculty Council Meeting, "A summary of perceptions from College of Business faculty about online learning," College of Business Faculty Council, Edmond, OK. (March 5, 2014).


Sims, J. (Presenter & Author), Management Skills Workshop, "Conflict Resolution for Managers," Francis Tuttle Business Innovation Center, Edmond, OK. (October 2013).


*Cunliff, E. (Presenter & Author), Sims, J. (Presenter & Author), Abramo, T. (Presenter & Author), Prasai, P. (Author Only), Pera, S. (Author Only), Oklahoma Research Day, "Researching and learning from racio-ethnic authentic educators with Oklahoma ties," University of Central Oklahoma, Edmond, OK. (March 2013).


Sims, J. (Author Only), National Communication Association Convention, "Engaging professional and public communities with relevant content: Suggestions for creating content while navigating the academic career," New Orleans, LA. (November 2012).


Sims, J. (Presenter & Author), Marketing Management Association Conference, "Transformative Learning through Content Creation," Minneapolis, MN. (September 2012).
*Samaraweera, M. (Presenter & Author), Sims, J. (Author Only), Aboubead, M. (Author Only), 2012 INFORMS Marketing Science Conference organized by the Boston University, "Look 'Green': Using Font Color & Symbols to Boost Perceived Environmental Friendliness.,” INFORMS Society for Marketing Science, Boston. (June 2012).


*Ivanov, B. (Presenter & Author), Miller, C. (Author Only), Sims, J. (Author Only), Harrison, K. (Author Only), Compton, J. (Author Only), Parker, K. (Author Only), Parker, J. (Author Only), Averbeck, J. (Author Only), Emery, B. (Author Only), Smith, J. (Author Only), National Communication Association Convention, "Boosting the potency of resistance: Combining the motivational forces of inoculation and psychological reactance.,” New Orleans, LA. (November 2011).


*Bacon, K. (Presenter & Author), Sims, J. (Presenter & Author), Oklahoma Research Day, "Corporate websites and the quest to connect with consumers," University of Central Oklahoma, Lawton, OK. (November 2011).


*Sims, J. (Presenter & Author), Le, J. (Author Only), Smith, J. (Presenter & Author), Marketing Management Association Conference, "Advancing the research pipeline: Enlisting undergraduate students in faculty co-authored research," St. Louis, MO. (September 2011).


Sims, J. (Presenter & Author), Promoting Undergraduate Research Conference, "Each one reach one: Small, but deliberate steps for faculty to recruit, engage, and co-author with undergraduate students," Oklahoma State Regents for Higher Education, Oklahoma City, OK. (April 10, 2011).

*Sims, J. (Presenter & Author), Smith, J. (Presenter & Author), Le, J. (Author Only), Emery, B. (Presenter & Author), Marketing Management Association Conference, "Reconsidering Who is in Charge: Technology's Influence on Integrated Marketing Communications," Chicago, IL. (March 2011).

*Sims, J. (Author Only), Le, J. (Presenter & Author), Emery, B. (Author Only), Smith, J. (Author Only), Southwest Business Symposium, "Credibility and the corporation: Understanding corporate credibility's theoretical origin, future, and fit for managing organizational image," University of Central Oklahoma, Edmond, OK. (March 2011).


*Le, J. (Presenter & Author), Sims, J. (Presenter & Author), Oklahoma Research Day, "Exploring the dialectical tensions negotiated by ethnic minority workers of Asian descent in majority companies," University of Central Oklahoma, Edmond, OK. (November 2010).

*Sims, J. (Presenter & Author), Smith, J. (Presenter & Author), Oklahoma Research Day, "Social marketing efforts of change in underdeveloped countries," University of Central Oklahoma, Edmond, OK. (November 2010).

*Sims, J. (Presenter & Author), Le, J. (Presenter & Author), Southwest Business Symposium, "Which is best? Emic vs. etic intercultural approaches in business," University of Central Oklahoma, Edmond, OK. (March 2010).

Sims, J. (Presenter & Author), Homsey, D. M. (Presenter & Author), Duvall, H. (Presenter & Author), Southwest Business Symposium, "Marketing the self: Facework and Facebook in the job search setting," UCO, Edmond, OK. (March 26, 2010).

Sims, J. (Presenter & Author), Transformative Learning Conference, "3 Students, 3 Posters, & a Faculty-Mentored Project: Engaging Undergraduates in Research," UCO, Nigh University Center. (February 10, 2010).

Ivanov, B. (Presenter & Author), Parker, K. (Author Only), Sims, J. (Author Only), National Communication Association Convention, "Effectiveness of advertising and pr message sequencing in product introductions: Corporate credibility and image as moderators of message sequencing success," Chicago, IL. (November 2009).


Sims, J. (Presenter & Author), Southwest Business Symposium, "To Tweak or Not to Tweak: The Question Associated with Structural Equation Modeling," University of Central Oklahoma, Edmond, OK. (March 2009).


Sims, J., Oklahoma Christian Public Relations Student Society of America, Oklahoma City, OK, USA. (October 2007).

*Sims, J. (Author Only), Sosa, O. (Presenter & Author), Oklahoma Research Day, "Beneath the cloak of Christianity in handling diversity," University of Central Oklahoma, Edmond, OK. (October 2007).

Meirick, P. (Presenter & Author), Sims, J. (Author Only), Gilchrist, E. (Author Only), Croucher, S. (Author Only), Association for Education in Journalism and Mass Communication Conference, "All the children are above average: Parents; perceptions of education and materialism as media effects on their own children and other children," Washington, D.C. (August 2007).


Sims, J. (Presenter & Author), Department of Defense Joint Course in Communication, "Invited Presentation on Issues management and public relations cases," University of Oklahoma, Norman, OK. (July 2005).

Sims, J. (Presenter & Author), Senior Topics in Philosophy Course, "Invited Presentation examining Who is my Neighbor?" Oklahoma Christian University, Oklahoma City, OK. (July 2005).

Sims, J. Department of Defense Joint Course in Communication, "Invited Presentation on Content analysis as a useful method in academic and applied settings," University of Oklahoma, Norman, OK. (May 2005).


Sims, J. (Presenter & Author), Department of Defense Joint Course in Communication, "Invited Presentation on Content analysis as a useful method in academic and applied settings," University of Oklahoma, Norman, OK. (March 2005).

Sims, J. (Presenter & Author), Department of Defense Joint Course in Communication, "Invited Presentation on Issues management and public relations cases," University of Oklahoma, Norman, OK. (February 2005).


Sims, J. (Presenter & Author), Department of Defense Joint Course in Communication, "Invited Presentation on Content analysis as a useful method in academic and applied settings," University of Oklahoma, Norman, OK. (January 2005).


Sims, J. (Presenter & Author), Senior Topics in Philosophy Course, "Invited Presentation examining Who is my Neighbor?" Oklahoma Christian University, Oklahoma City, OK. (November 2004).


Sims, J. (Presenter & Author), Race, Class, & Gender Course, "Invited Presentation on Race, class, and gender," Oklahoma Christian University Honors Program, Oklahoma City, OK. (April 2004).

Sims, J. (Presenter & Author), Senior Topics in Philosophy Course, "Invited Presentation examining Who is my Neighbor?," Oklahoma Christian University, Oklahoma City, OK. (August 2003).

Sims, J. (Presenter & Author), Senior Topics in Philosophy Course, "Invited Presentation Examining Who is my Neighbor?" Oklahoma Christian University, Oklahoma City, OK. (March 2003).
Contracts, Grants and Sponsored Research

Grant (* denotes student co-investigators)


*Sims, J. (Principal), Smith, D. (Co-Principal), Jordan, R. (Co-Principal), Anderson, K. (Co-Principal), "Setting the PACE in the BELL: Piloting an inoculation-based training program for promoting umbrella protection and overall wellbeing among Division II student athletes," Sponsored by NCAA Innovations in Research and Practice Grant, $25,000. [Submitted, But Not Funded]


*Sims, J. (Principal), Bernard, R. (Co-Principal), "Testimonials and targeted graduate program marketing," Sponsored by STLR, CETTL, University of Central Oklahoma, $3,300. (August 2017 – December 2017). [Funded]

*Sims, J. (Principal), Cunliff, E. (Co-Principal), "Authentic leadership research and publications," Sponsored by STLR, CETTL, University of Central Oklahoma, $1,800. (August 2017 – December 2017). [Funded]


*Sims, J. (Principal), Neese, A. (Co-Principal), Henson, A. (Co-Principal), "Exploring cognitive representations and other research related to managing diversity," Sponsored by STLR, CETTL, University of Central Oklahoma, $6,000. (January 2017 - May 2017). [Funded]

*Sims, J. (Principal), Neese, A. (Co-Principal), Rudolph, B. (Co-Principal), Vo, C. (Co-Principal), "Laptop & Software for Student Project Use," Sponsored by STLR, CETTL, University of Central Oklahoma, $1,580. (August 2016 - May 2017). [Funded]

*Sims, J. (Co-Principal), Thomas, M. (Principal), "An Examination of Expectancy Violations in Apparel Retailer Diversity Promotions," Sponsored by RCSA - Office of Research & Grants, University of Central Oklahoma, $500.00. (August 2016 - May 2017). [Funded, but Not Accepted by Student]


*Sims, J. (Co-Principal), Vo, C. (Principal), Rudolph, B. (Co-Principal), "Social media design, development, deployment, and soft transition," Sponsored by STLR, CETTL, University of Central Oklahoma, $8,300.00. (August 2016 - May 2017). [Funded]

*Sims, J. (Co-Principal), Neese, A. (Principal), "Diverse Student Scholars Website Development & Brand Expansion," Sponsored by STLR, CETTL, University of Central Oklahoma, $1,600.00. (January 2016 - December 2016). [Funded]


*Sims, J. (Co-Principal), Cunliff, E. (Co-Principal), "Leadership as Accelerating Identity: Exploring a Leader Development Model that Endures across Borders and Cultures," Sponsored by Office of Research & Grants, University of Central Oklahoma, $4,000.00. (August 2015 - May 2016). [Funded]


*Samaraweera, M. (Principal), Sims, J. (Co-Principal), Homsey, D. (Co-Principal), "Look 'Green'-Literally: Effect of Label Color and Symbols Consumer Perceptions of Environmentally Friendly Products.," Sponsored by College of Business, University of Central Oklahoma, University of Central Oklahoma, $500.00. (October 2012 - May 2013). [Funded]

Sims, J. (Principal), "Explaining the Role of Associative Networks in the Inoculation Process," Sponsored by Office of Research & Grants, University of Central Oklahoma, $4,000.00. (August 2012 - May 2013). [Funded]


*Sims, J. (Co-Principal), Cunliff, E. (Co-Principal), "Researching and Learning from Racio-Ethnic Educators with Oklahoma Ties," Sponsored by Office of Research & Grants, University of Central Oklahoma, $10,000.00. (August 2012 - May 2013). [Funded]


*Sims, J. (Co-Principal), Murray, A. (Principal), "What Social Media Expectancy Discrepancies Reveal About Prospective Employee Perceptions and Attitudes," Sponsored by RCSA - Office of Research & Grants, University of Central Oklahoma, $500.00. (August 2012 - May 2013). [Funded]


Sims, J. (Co-Principal), Mason, A. (Principal), Pogue, J. (Co-Principal), "Combating the development of childhood obesity by inoculating against persuasive health-nutrition related commercial advertising content and claims," Sponsored by National Institute of Food and Agriculture, Federal, $194,000.00. (June 2010 - 2011). [Submitted, But Not Funded]


Research Awards and Honors

Best in Track Award, North American Management Society Diversity Track. (April 2018).

Best in Track Award, Marketing Management Association Branding & Strategy Track. (April 2018).

Best in Track Award, North American Management Society Diversity Track. (March 2017).

Faculty Merit-Credit Award for Research, Creative, & Scholarly Activity, University of Central Oklahoma. (May 2016).

Best in Track Award, Marketing Management Association Entrepreneurship Track. (February 2013).

Vanderford Support of Undergraduate Research, Creative, and Scholarly Activity Award, University of Central Oklahoma. (August 2012).

Outstanding Researcher Award, University of Central Oklahoma, Department of Marketing. (May 2010).

Top 3 Paper Award, Public Relations Division of the National Communication Association. (November 2009).

Wayland Cummings Dissertation Award, University of Oklahoma Department of Communication. (April 2009).

Top Paper Award, Public Relations Division of the National Communication Association. (November 2008).

Distinguished Article Award, Communication & Social Cognition Division of the National Communication Association. (November 2006).

Diversity Fellow Honorable Mention, Ford Foundation. (April 2006).


Barrow Minority Doctoral Student Scholarship Recipient, Communication Theory & Methodology Division of the Association for Education in Journalism & Mass Communication. (July 2005).

Communication Researcher of the Year, Abilene Christian University Communication Department. (May 1995).

Outstanding Communication Graduate Student, Abilene Christian University Lambda Pi Eta. (May 1995).

Communication Researcher of the Year, Abilene Christian University Communication Department. (May 1994).

SERVICE

Department Service

Committee Member, Marketing Department Curriculum Committee. (September 2014 – June 2018).
Committee Member, Business Communication Assessment Committee. (August 2012 – June 2018).
Committee Member, Marketing Department Tenure and Promotion Committee. (September 2015 - October 2015).
Committee Member, Business Communication Search Committee. (September 2013 - April 2014).
Committee Member, Marketing Department Tenure and Promotion Committee. (September 2013 - October 2013).
Committee Member, Business Communication Search Committee. (September 2012 - April 2013).
Committee Member, Business Communication Search Committee. (July 2012).
Assisted Janice Williams in Information Gathering and Brochure Content, Marketing Department Brochure Development. (September 2009 - May 2010).
Committee Chair, Business Communication Course Review, Direction, & Textbook Selection. (March 2009 - June 2009).
Committee Member, Business Communication Search Committee. (February 2008 - April 2008).
Faculty Advisor, Public Relations Society of America. (July 2006 - April 2007).
Faculty Advisor, Organizational Communication Program. (August 2004 - April 2007).
Faculty Advisor, Public Relations Program. (August 2001 - April 2007).
Communication Department Representative & Speaker, Spring High School Day Visit. (February 2002 - February 2007).
Communication Department Representative & Speaker, Fall High School Day Visit. (October 2001 - October 2006).

**College Service**

Committee Chair, AACSB Standard 10 Team. (January 2016 - May 2016).
Committee Member, AACSB Standard 13 Team. (January 2016 - May 2016).
Committee Chair, AACSB Standard 2 Team. (January 2016 - May 2016).
Committee Chair, College of Business Tenure Committee. (October 2015 - November 2015).
Chair, College of Business Faculty Council. (September 2014 - May 2015).
Vice Chair, College of Business Faculty Council. (September 2013 - May 2014).
Chair, Ad Hoc College of Business Faculty Council Committee on a Culture of Academic Integrity. (October 2013 - April 2014).
Online Learning Taskforce Chair, College of Business Faculty Council. (September 2013 - March 2014).
Attendee, Meeting, Graduate Student Winter Commencement Ceremony. (December 2013).
Committee Member, Standard 10 Gap Analysis Committee. (September 2013 - December 2013).
Attendee, Meeting, College Winter Commencement Ceremony. (December 2012).
Attendee, Meeting, College Spring Commencement Ceremony. (May 2012).

Committee Member, Center for Leadership and Business Research Committee. (September 2011 - May 2012).

Attendee, Meeting, College Winter Commencement Ceremony. (December 2011).

Committee Member, MBA Program Goal Action Team for Professional Skills Goal. (August 2009 - December 2011).

Committee Member, MBA Program Goal Action Team for Teamwork Skills Goal. (August 2009 - December 2011).

Committee Member, Honors & Scholarship Committee. (August 2009 - July 2011).

Attendee, Meeting, College Winter Commencement Ceremony. (December 2010).

Attendee, Meeting, College Spring Commencement Ceremony. (May 2010).

Attendee, Meeting, College of Business Scholarship Dinner. (April 2010).

Wrote a post about Facebook for the CBA blog with Dini Homsey, CBA Blog Contributor. (February 2010).

Attendee, Meeting, College Winter Commencement Ceremony. (December 2009).

Attendee, Meeting, MBA Graduation Banquet. (December 2009).

Attendee, Meeting, College Spring Commencement Ceremony. (May 2009).

Attendee, Meeting, College of Business Scholarship Dinner. (April 2009).

University Service

Facilitator, UCO HLC Quality Initiative. (August 2018- Present).

Strategic Enrollment Planning Committee Member, UCO Office of Enrollment Management. (October 2017 - Present).

Co-Editor, Book, UCO Neely Excellence in Teaching Award Book Project. (February 2016 - Present).

Committee Member, UCO HLC Assurance Writing Team. (November 2015 - Present).

Mentor, Center for Excellence in Transformative Teaching & Learning. (August 2015 - Present).

Executive Board Member, African American Faculty/Staff Association. (June 2013 - Present).

Inaugural Board Member, Empowerment for Excellence. (November 2012 - Present).

Committee Member, UCO SSCI Taskforce. (September 2017 – February 2018).

Committee Member, Undergraduate Research Creative Activities Team. (September 2009 – May 2018).

Campus Ambassador, UCO Foundation. (July 2013 – May 2018).

Committee Chair, NCUR 2018 Pre-Conference Workshops Committee. (September 2015 - May 2018).

Committee Member, NCUR 2018 Steering Committee. (September 2015 – May 2018).


President, Empowerment for Excellence. (January 2017 - December 2017).


Book Club Chair, Empowerment for Excellence. (January 2015 – December 2016).


Committee Member, Provost's Diversity Implementation Team. (September 2013 – June 2016).


Committee Chair, African American Faculty/Staff Association Book Award Scholarship. (February 2016 - April 2016).


Committee Member, Undergraduate Research Creative Activities Team Undergraduate Research Abroad Taskforce. (November 2014 - February 2015).

Committee Member, Committee on Diversity. (January 2013 - 2014).


Committee Chair, African American Faculty/Staff Association Book Award Scholarship. (February 2014 - April 2014).


Judge, UCO Martin Luther King Enterprise Oratory. (January 2014).

Committee Member, Committee on Diversity. (January 2013 - 2014).

Committee Chair, Committee on Diversity Sub-Committee for Crafting the Diversity Vision, Mission, and Definition. (February 2013 - May 2013).

President, African American Faculty/Staff Association. (June 2011 - May 2013).

Reviewer, iPad Academy 2013 Applications, UCO Technology Resource Center iPad Academy. (April 2013).


Task Force Chair, Committee on Diversity. (February 2013 - March 2013).

Committee Member, University Core Curriculum Committee. (August 2010 - May 2012).


Guest Speaker, UCO Martin Luther King Enterprise Oratory. (January 2012).

Committee Chair, African American Faculty/Staff Association Scholarship & Finance Committee. (August 2009 - July 2011).

Panelist, W.O.M.E.N. Even Superwomen Struggle - Panel Presentation. (March 2010).
Grant Proposal Reviewer, Internal, Office of Research & Grants - RCSA Grants. (February 2010 - March 2010).

Session Chair, Heartland E-Learning Conference - Mobile Tools for Teaching and Learning. (March 8, 2010).

Session Chair, Heartland E-Learning Conference - Quality is as Quality Does: Creating Interactive Content for Online Courses. (March 8, 2010).

Faculty Representative, Diversity Day. (February 2008).

Faculty Advisor, Generation to Generation. (April 2006 - April 2007).

Committee Member, Diversity Initiative Steering Committee. (December 2002 - April 2007).

Faculty Advisor, Minority Student Association. (August 2002 - April 2007).

Creator and facilitator of a faculty discussion session on diversity with oversight from the Steering Committee, Oklahoma Christian University. (August 2003).

Created and facilitated an all-day Diversity Initiative Conference for the university president with oversight from the Steering Committee, Oklahoma Christian University. (January 2003).

**Professional Service**

Reviewer, Western Journal of Communication (January 2020 - Present).


President-elect and Spring Conference Chair, Marketing Management Association. (July 2019 – Present).

Oklahoma Christian University Board of Trustees Member. (April 2019-Present).


Executive Committee and Finance Committee Director, National Communication Association. (February 2019 – Present).

Advisory Board Member, MBAA International. (April 2018 – Present).

Taskforce Member, Council on Undergraduate Research Internationalization Task Force (September 2016 – Present).

Councilor, Council on Undergraduate Research Social Sciences Division. (June 2016 - Present).


Co-Editor, Conference Proceedings, Transformative Learning Conference. (January 2016 - Present).

Executive Board Member, Marketing Management Association. (March 2015 - Present).


Accreditation Process Discussant, Public Relations Society of America, Oklahoma City, OK. (February 2008 - Present).


Coordinator, Marketing Management Association Doctoral Student Teaching Consortium. (September 2016 – September 2018).


Track Chair, Advertising & Promotion Track, Marketing Management Association Conference. (July 2017 – April 2018).


Session Chair, Marketing Management Association Conference. (September 2017).

Reviewer, Scholarship & Practice of Undergraduate Research (September 2017).

Reviewer, Public Relations Review (July 2017).

Reviewer, Journal of Product & Brand Management (June 2017).


Co-Program Chair, North American Management Society. (May 2016 – April 2017).


Business Section Editor, Oklahoma Journal of Undergraduate Research. (September 2014 – August 2015).


Publication Council Board Member, Marketing Management Association. (March 2012 - January 2015).


Round Table Strategic Planning Facilitator, Public Relations Society of America, Oklahoma City, OK. (February 2014).

Session Chair, Black Caucus Panel of the National Communication Association. (November 2013).

Session Chair, Experiential Learning Division of the National Communication Association. (November 2013).

Session Chair, Pre-Conference of the Black Caucus of the National Communication Association. (November 2013).

PRIDE Committee Member for Selecting Outstanding Public Relations Scholarship, Public Relations Division of the National Communication Association. (November 2012 - October 2013).

Public Relations Officer, Black Caucus of the National Communication Association. (November 2011 - October 2013).


Session Chair, Marketing Management Association. (February 2013).

Track Chair for the IMC Track, Marketing Management Association Spring Conference. (June 2012 - February 2013).


Session Chair, Communication and Social Cognition Division of the National Communication Association. (November 2012).

PRIDE Committee Member for Selecting Outstanding Public Relations Scholarship, Public Relations Division of the National Communication Association. (November 2011 - October 2012).

Reviewer, Conference Paper, Marketing Management Association Fall Conference. (June 2012).


Session Chair, Communication and Social Cognition Division of the National Communication Association. (November 2011).


Session Chair, Marketing Management Association. (September 2011).

Valuation Expert, Michael Pfau Book Collection Valuation, Edmond, OK. (May 2010 - April 2011).

Reviewer, Conference Paper, Public Relations Division of the National Communication Association. (February 2011).

Reviewer, Conference Paper, Southwest Business Symposium, Edmond, OK. (February 2011).

Session Chair, Communication & Social Cognition Division of the National Communication Association. (November 2010).

Task Force Member, Public Relations Society of America Southwest District Conference Registration Taskforce, Oklahoma City, OK. (April 15, 2010).

Reviewer, Conference Paper, Communication & Social Cognition Division of the National Communication Association. (February 2010).

Reviewer, Conference Paper, Public Relations Division of the National Communication Association. (February 2010).

Reviewer, Conference Paper, Southwest Business Symposium, Edmond, OK. (February 2010).

Reviewer, Conference Paper, Public Relations Division of the National Communication Association. (February 2009).
Curriculum Vita
2020

CHRISTY L. VINCENT, PH.D.

Email: cvincent2@uco.edu

PROFESSIONAL PROFILE

Over 30 years of university teaching and corporate experience includes:

- Teaching various communication courses at six universities to both traditional and non-traditional students whose classification ranges from freshmen through graduate level.
- Training several thousand staff and management level corporate employees and several hundred public school teachers in subjects of communication, leadership development, self-development, and conflict management.
- Working for 5 years as an internal organizational development consultant in a large, private health care system.
- Working for 8 years in management in a small business whose products and services encompass multiple industries including: grocery wholesale and retail; gift and specialty retail; publishing and printing; and transportation/trucking.

EDUCATION

- **Doctor of Philosophy in Communication.** University of Oklahoma, Norman, OK, 2001
  **DISSERTATION:** Understanding Teachers’ Accounts of Conflict in Public School Settings: An Ethnographically-based, Ethnomethodological Investigation.
- **Master of Arts in Communication.** University of Houston, Houston, TX, 1996
  **THESIS:** The Cognitive and Ecological Approaches to Social Knowing: An Application to Initial Interactions.
- **Bachelor of Science in Mass Communication/ Radio and TV.** Oklahoma Christian University, Oklahoma City, OK, 1982
- **Certificate in Alternate Dispute Resolution,** Straus Institute for Dispute Resolution at Pepperdine School of Law, Malibu, CA, 1997
  **COURSES:** Alternative Dispute Resolution; Mediation; Negotiation; Arbitration; Interviewing; Cross Cultural Dispute Resolution; Mediation Clinic

CURRENT EMPLOYMENT

Professor: University of Central Oklahoma, Edmond, OK, 2005 to present.

Independent Corporate Trainer/Consultant
Assess training needs, design materials, and present training to employees, mid-level managers, and senior-level managers and educators. Topics include: Communication Competence, Conflict Competence, Delegation Skills, Interpersonal Communication, Coaching, and Performance Consulting. Also, provide team building, performance assessment, and executive coaching. Clients include:

- HEARTLAND PAYMENT SYSTEMS
- CARLISLE FOODSERVICE PRODUCTS
• OUHSC DEPT OF GENERAL AND COMMUNITY PEDIATRICS
• EXPRESS EMPLOYMENT PROFESSIONALS
• ALLEGIANCE CREDIT UNION, Oklahoma City, OK
• METRO TECHNOLOGY CENTERS, Oklahoma City, OK
• CHESAPEAKE ENERGY CORPORATION, Oklahoma City, OK, Ft. Worth, TX, Morgantown, WVA
• OKLAHOMAN MEDIA COMPANY, Oklahoma City, OK
• SEVENTY-SEVEN ENERGY, Oklahoma City, OK
• AMERICAN FIDELITY ASSURANCE, Oklahoma City, OK
• GMX RESOURCES, Oklahoma City, OK
• OKLAHOMA MUTUAL ASSURANCE GROUP, Oklahoma City, OK
• OKLAHOMA BREAST CARE CENTER, Oklahoma City, OK
• CENTRAL RURAL ELECTRIC COOPERATIVE, Stillwater, OK
• TRI-COUNTY TECHNOLOGY CENTER, Bartlesville, OK
• COX COMMUNICATION, Oklahoma City, OK
• CHICKASAW NATIONS INDUSTRIES, Norman, OK
• OUHSC COLLEGE OF NURSING, CASE MANGEMENT DIVISION, Oklahoma City, OK.
• EMERGENCY MEDICAL SERVICES AUTHORITY AND OKLAHOMA CITY FIRE DEPARTMENT, Oklahoma City, OK
• DIAGNOSTIC LABORATORY OF OKLAHOMA, Oklahoma City, OK
• AFFINIA, Oklahoma City, OK
• DEPARTMENT OF ENVIRONMENTAL QUALITY, Oklahoma City, OK.

TEACHING

• Received E-Learning Excellence Award from Center for Professional and Distance Education, 2010.
• Received Vanderford Engagement Award, 2011.
• Received Neely Teaching Excellence Award, 2013.
• Received Vanderford Distinguished Teaching Award, 2017
• Received Outstanding Liberal Arts Teaching Award, 2017

PROFESSIONAL DEVELOPMENT

• High Conflict Personality Theory Course, Pepperdine University School of Law, Malibu, CA
• Facilitating Dynamic and Difficult Groups Course, Pepperdine University School of Law, Malibu, CA, 2017.
• Three Vital Questions: Transforming Workplace Drama, Train the Trainer Certification, Dallas, TX, 2019.
• Conflict Resolution Consulting Course, Pepperdine University School of Law, Malibu, CA, 2015.
• Negotiation and Leadership Course, Program on Negotiation at Harvard Law School, Cambridge, MA, 2014.
• Integrative Knowledge Portfolio Process, Dr. Melissa Peet, University of Michigan, UCO, 2015.
• TRC’s iPad Academy, UCO, 2015.
• QPR Suicide Prevention Training, Oklahoma City, OK, February 2015.
• Mental Health First Aid Workshop, Oklahoma Regents for Higher Education System Safety, Health & Environmental Resource Center, October, 2014.
• Educators’ Leadership Academy, Gender Issues in Leadership, 2014
• Annual Conference on Transformative Learning (conference and pre-conference sessions), 2014, 2015, 2016.
• Annual Collegium on College Teaching Practice, 2013, 2014, 2015, 2016, 2017
• Heartland eLearning Institute, 2014.
• Think Whatever: The End of Wonder, UCO Heartland eLearning Conference, February, 2013.
• The Flipped Classroom-Tips, Results, and Tools, UCO Heartland eLearning Conference, February 2012.
• Completed Center for eLearning and Continuing Education eLearning Facilitation Workshop, UCO, July 2012
• Library Resources for Online Classes, UCO Lunch and Learn, September 2011
• Attended the presentation on Emotional Intelligence by Dr. Daniel Goleman, October 4, 2011
• Designing for Online and Blended Courses, University of Central Oklahoma Heartland eLearning Conference, March, 2012
• The New Connections, University of Central Oklahoma Heartland eLearning Conference, March, 2012
• Sexual Attitude Reassessment Workshop, UCO, 2013.
• D2L In-depth: Content, May 2012 UCO Technology Resource Center
• D2L In-depth: Quizzes, May 2012, UCO Technology Resource Center
• D2L In-depth: Discussions, May 2012, UCO Technology Resource Center
• D2L In-depth: Course Builder and Homepages, May 2012, UCO Technology Resource Center
• SMART Board Basics/CEPS UCO Technology Resource Center, January, 2012
• Increase Your PowerPoint’s Impact with Animation and Multimedia, UCO Technology Resource Center, April, 2011
• Central Search: The Revolutionary New One-Search Solution at Chambers Library. UCO 12th Annual Faculty Enhancement Day, August 2010
• Crowdsourcing, Collaboration and Collaboratition, UCO Heartland eLearning Conference, March 2011, Michael Wesch
• Using Google Docs and Twitter to Increase the Efficiency and Excitement in an Online Class, David Loyd, UCO Heartland eLearning Conference, March 2011
• Mass Media Literacy and Convergent Journalism Strategies: Implementing Instructional Technologies and Web 2.0 Toolsets in Traditional Student Media Programs, Christopher Keller
• Exploring Your Students’ FATE: Understanding Addition and Identifying Resources at UCO and in the Community, UCO Faculty Enhancement Center, March 2011
• Copyrights and Faculty Rights Webinar, UCO Faculty Enhancement Center, May, 2011.
• Guest Lecture by Parker J. Palmer, author of Courage to Teach, Feb 10, 2011.
• Three Ways to Use Technology in a Learner-centered Classroom. Webinar, August 2012
• Cool Tool, CPDE 2-hour mini session. September 19, 2012
• To Board or Not to Board…That is the Question? CPDE 2-hour mini session, October 17, 2012
• Bringing Creativity Back: Glogster EDU, 2-hour mini session CPDE November 15, 2012
• Central Oklahoma Chapter of the American Society for Training and Development session: What Every Trainer Should Know about Employee Engagement. Spring 2012
• Webinar, High Touch Pedagogy: Strategies for Improving Online Student Engagement. October 2, 2012
• iPad Strategies: Staying Organized and Productive On the Go, October 11, 2012
• Gender Issues in Leadership Retreat, ELA, Feb 20-21, 2013
• Impact of Sanctions on Women and Children, Sanam Naraghi Anderlini, UCO Night Center, 2013.
• **Parker Palmer**’s *The Courage to Teach*, University of Central Oklahoma, Faculty Enhancement Center and Educators’ Leadership Academy, 2010.

• *The Courage to Teach, Part II*, University of Central Oklahoma, Faculty Enhancement Center and Educators’ Leadership Academy, 2010.

• **Course Design Workshop**, University of Central Oklahoma, Center for Professional and Distance Education, Spring 2009.

• **Course Design Workshop**, University of Central Oklahoma, Center for Professional and Distance Education, Fall 2009.

• **Copyright Laws Workshop with Dr. Laura Gasaway**, University of Central Oklahoma, Chambers Library, 2010.


• **Space Matters**, University of Central Oklahoma Transformative Learning Conference, 2010.


• **Managing and Optimizing Scholarly Activities, Research Projects, and Journal Publications**, University of Central Oklahoma, Faculty Enhancement Center, 2009.


• **Publish and Flourish: Becoming a Prolific Scholar**, University of Central Oklahoma Faculty Enhancement, 2007.

• **What Best College Teachers Do**, University of Central Oklahoma, Faculty Enhancement, 2006.

• **Navigating the Promotion and Tenure Process**, University of Central Oklahoma, Faculty Enhancement Center, 2007.

• **Digital Measures Simply Explained**, University of Central Oklahoma, Faculty Enhancement Center, 2008.

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**SCHOLARSHIP**

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**Academic Conference Presentations**

• **The Process of Integrating Student Agency into E-Portfolio Design**, 8th Annual Conference on Transformative Learning, March, 2016.

• **Achieving True Reciprocity through Service Learning**, Co-presenter with Dr. Sharra Hynes, NASPA/ADP Civic Learning and Democratic Engagement conference, New Orleans, June, 2015.

• **The Recipe for Success When Designing Service Learning Projects: Reciprocity**, Co-presenter with Dr. Sharra Hynes, members of The Employment and Education Ministry, and Organizational Communication students. 7th Annual Conference on Transformative Learning, March, 2015.

• “Wait…You Want Me to Be Transformed?”—Student Perspectives Concerning the Benefits and Downsides of Participating in Service Learning Projects. Co-presenter with Organizational Communication students, 7th Annual Conference on Transformative Learning, March 2015.

• “I’m just an Adjunct!”—Women Adjunct Instructors and Narratives of Justification co-authored with Dr. Mary Carver and Dr. Rozilyn Miller, 37th Meeting of the Organization of Communication, Language, and Gender, October, 2014 (National, refereed).
- “What Do Women Adjunct Need? What can Universities Do?” co-presenter with Dr. Mary Carver and Dr. Rozilyn Miller, 37th Meeting of the Organization of Communication, Language, and Gender, October, 2014 (National, accepted by abstract alone).
- Ideas for Structuring Student Reflections, 15th Annual Collegium on College Teaching Practice, UCO, August 2014.
- Using On-Campus Service Learning Projects to Engage Commuter Students, Campus Compact Heartland Conference September, 2013 (Regional, refereed).
- (I Can't Get No) Satisfaction: Challenges Facing Women Adjuncts, Oklahoma Women in Higher Education Conference, with Dr. Rozilyn Miller and Dr. Mary Carver, November, 2013.

Scholarly and Creative Activities
- Featured presenter at conference of Health Policy Fellows, Ohio University Heritage College of Osteopathic Medicine, 2014, 2015, 2016 (National Level)
- Invited speaker, Southwestern Oklahoma State University, 2013, Using On-Campus Service Learning Projects to Engage Commuter Students.
- Communication Skills that Influence Decision Makers, Oklahoma State Human Resources Conference Session, May 2011, with Ms. Donna Miller. (State, Refereed)


Conducted a Webinar for Women in Cable Television, Southeast Regional Chapter on Leading Through Times of Organizational Uncertainty, May 2012. (Regional Level)

Featured presenter at conference of Health Policy Fellows, Ohio University Heritage College of Osteopathic Medicine, 2013 (National Level)

Developed and delivered a Train-the-trainer workshop for Emergency Medical Services Authority and the Oklahoma City Fire Department on Developing Conflict Competence, Fall, 2011.

Created original course on Business Communication for Chesapeake Information Technology Division, 2011-2012.

Invited speaker at UCO’s Road to Greatness Conference for staff members, 2012. Emotional Wellness: How to Engage in “Healthy” Conflicts.

Invited speaker at UCO’s Road to Greatness Conference for staff members, 2010. Five Habits of Conflict Competent Leaders.

Featured speaker at the meeting of the Central Oklahoma Chapter of the American Society for Training and Development (ASTD), February, 2011.

Development of original mediation skills curriculum for Emergency Management Services Authority (in conjunction with UCO’s Center for Professional and Distance Education). 2010.

Collaboration with Danielle Dill and James Allen at the Wellness Center to provide Service Learning Opportunities for students in Health Communication course, 2010.

Development of curriculum on Change Management with Steve Kreidler for Educators’ Leadership Academy (Combo Academy), 2010.

Development of curriculum on Performance Management, Coaching, Conflict Management, and Stress Management for Educators’ Leadership Academy (Chair Academy), 2009.

Development of curriculum on Appreciative Inquiry for American Fidelity Assurance (in conjunction with UCO’s Center for Professional and Distance Education), 2009.


Development of management development curriculum for Chesapeake Energy (Conflict Management), 2008.

Development of management development curriculum for Chesapeake Energy (Delegation Skills), 2009.

Collaborated with and supported 3 senior-level Organizational Communication majors (Ms. Alex White, Ms. Lindsay Tran, and Mr. Levi Harrell) in creating a “Lunch and Learn” session on Transformative Learning for UCO faculty and staff. The session, sponsored by the UCO Faculty Enhancement Center, was titled: “We Get It!” Commuter and On-Campus Students’ Perspectives on Transformative Learning, April, 2009.

Collaborated with and supported 2 senior-level Organizational Communication majors (Ms. Becca Barsetti and Ms. Leigh Tesny) in creating a “Lunch and Learn” session on Transformative Learning for UCO faculty and staff. The session, sponsored by the UCO Faculty Enhancement Center, was titled: “What, So What, and Now What? Students’ Perspectives on Transformative Learning.” November, 2008.

Collaborated with and supported 2 senior-level Organizational Communication majors (Ms. Lynette Clower and Ms. Allison Taylor) in presenting at the UCO Transformative Learning Conference on the student experiences with Transformative Learning, February, 2009.


Made presentation, sponsored by Wellness Center Staff, on my research related to curriculum integration at the Partnerships in Transformative Learning UCO Share Fair, 2008.

Involved students in primary research in collaboration with Mr. James Allen, Director of Health Promotion and Programs for the UCO Student Health Center. 2007, 2008.
• Development of curriculum on Conflict Management for Educators’ Leadership Academy (Teachers, Combo, and Professors’ Academies), 2006.
• Development of curriculum on Personal and Professional Coaching for UCO Employee Relations Department, 2008.
• Awarded Friends of the Library Grant ($1000.00), 2007.

SERVICE

DEPARTMENTAL SERVICE

• Supervise UCO Intern focusing on marketing Organizational Communication major, 2015.
• Supervise STLR Student Project for Org Com student working at Catholic Charities nonprofit agency, 2016.
• Supervise STLR Student Project for Org Com student working at Refugee Relocation Services, 2016.
• Invited Speaker, Strategic Communication Advisory Board Conference, September, 2013.
• Facilitated Mass Communication Department Retreat using Myers-Briggs Type Indicator, 2013
• Chair of SSCI Team 7 Committee, 2015.
• Represented department at Career Quest: Discover Your Major Event, 2010.
• Chair of Selection Committee for Edith K. Gaylord Excellence in Journalism Endowed Ethics Chair, 2010.
• Faculty mentor for McNair Scholar Research Project, Danielle Hernandez, 2012.
• Committee member for Departmental Selection Committee, Interpersonal Communication Faculty Position, 2006.
• Chair of Departmental Selection Committee, Core Curriculum Coordinator Position, 2009.
• Mass Communication Department Library Liaison, 2006-2016.
• Committee member for ad hoc committee formed to create a departmental promotion and tenure document, 2007.
• Guest speaker for Women in Communication (Student Association) Meeting, 2005.

LIBERAL ARTS COLLEGE SERVICE

• Member of Liberal Arts Library Committee, 2005-2006.
• Chair of Liberal Arts Library Committee, 2007-2014.
• Moderated a Panel of Student Presentations at LA Symposium, 2006, 2008.
• Sponsored two Panels of Student Presentations at LA Symposium, 2009.

UNIVERSITY SERVICE

• Invited presenter for UCO Management Development Program, March 2014 and October 2014.
• Member of the Athletics Council Committee, 2014, 2015, 2016.
• Invited presenter for UCO Athletics Department, 2014.
• UCO Strategic Planning Committee, Team A. 2013.
• Member of committee designed to learn about, implement, and share Transformative Learning techniques, 2009, 2010.
• Participated Healthy Campus Strategic Planning Sessions, Summer, 2010.
• Planned and facilitated Strategic Planning Retreat for Healthy Campus Leadership Team, Summer 2012 and 2014.
• Featured speaker at UCO staff workshop, The Truth about Stress, 2010.
• Member of the Copyright Action Team Committee, 2010.
• Conducted two development workshop sessions on Communication Competence for UCO Employee Relations Department, 2010.
• Made presentation titled Reigniting the Passion: Applying the Principles in Parker Palmer’s Courage to Teach with Dr. Sunshine Cowan, Ms. Tracy Fairless, Ms. Rachelle Franz, Dr. Darlene Kness, Dr. Grace Park, Mr. Mike Sokoff, and Ms. Cary Williams at Faculty Enhancement Day, 2009.
• Member of Copyright Action Team, 2010
• Invited speaker for two sections of Theories of Leadership taught by Cherrie Steele, Conflict Competence, August 2012.
• Conducted 2-day workshop on Conflict Management for UCO Educators’ Leadership Academy—Principals’ Academy, 2012, 2013.
• Developed and facilitated a 2-part workshop on Appreciative Inquiry for the UCO Theater Department, February 2012.
• Developed and facilitated two workshops on Managing Change for Steve Kreidler’s executive cabinet, February and March, 2013.
• Participated in Green Screen project for CeCe creating a video for faculty titled Are You Ready for Online Teaching? 2010.
• Guest speaker for Success Strategies courses, Fall 2010.
• Conducted a Lunch and Learn for UCO Faculty Enhancement Center, Five Habits of Conflict Competent Faculty Members, Spring 2012.
• Conducted development workshop for UCO Employee Relations Department, 2008.
• Conducted workshop for Academic Affairs Executive Council, UCO, 2009.
• Sponsored a student panel on at Oklahoma Conference on College Student Character, UCO, Session Title: “Communication Ethics: Perspectives of Undergraduate Communication Majors,” 2006.
• Conducted an individual session at Oklahoma Conference on College Student Character, UCO, Session Title: “A Good Place: Exploring the Spiritual Characteristics of a University Classroom,” 2006.
• Featured speaker at UCO’s Good to Great Conference for staff members, 2008.
• Conducted staff development workshop for UCO Health Center, UCO Counseling Center and Disability Support Services, 2007.
• Conducted development workshop for Alumni Council of UCO’s Leadership Central, 2006.

PROFESSIONAL SERVICE

• Featured speaker at five meetings of the Senior Organizational Development Association (SODA), 2015, 2016.
• Featured speaker at three meetings of the Senior Organizational Development Association (SODA) on the subject of Appreciative Inquiry, 2010.
• Featured speaker at the Great Expectations Summer Secondary Conference, 2010.
• Featured speaker at the meeting of the Senior Organizational Development Association (SODA) on the subject of Competing Values Framework, 2013.
• Featured speaker at the meeting of the Senior Organizational Development Association (SODA) on the subject of Reflective Learning, 2014.
• Featured speaker at the meeting of the Senior Organizational Development Association (SODA) on the subject of Leadership Through Times of Organizational Change, July, 2012.
• Featured speaker at the retreat for the Senior Management Team of Diagnostic Laboratories of Oklahoma, Summer 2011, 2012.
• Featured speaker at LeadershipSource University’s 2009-2010 Leadership Series, Stillwater, OK 2009.
• Featured speaker at International Association of Administrative Professionals Annual Meeting, Oklahoma City, OK, 2009.
• Conducted a workshop for employees of Tri-County Career Tech System in Bartlesville, OK, 2008.
• Conducted workshop for American Fidelity Assurance in conjunction with UCO’s Center for Professional and Distance Education, 2008, 2009.

SERVICE TO THE COMMUNITY AND THE COMMUNICATION DISCIPLINE

• Volunteer at Myriad Gardens, 2015.
• Volunteer at City Rescue Mission, 2014.
• Volunteer at Regional Food Bank, 2012, 2013.
• Fundraiser for Multiple Sclerosis Society, 2013, 2014.
• Reviewed manuscript for National Communication Association Annual Convention, 2008.
• Reviewed two panel proposals for National Communication Association Annual Convention, 2008.
• Featured speaker for Pi Kappa Alpha Fraternity, Edmond, OK 2008.
• Featured speaker for Sunbeam Family Services, a division of Oklahoma City Educare, 2009.
VITAE

Mike Breslin
University of Central Oklahoma

Telephone: (405) 406-6933
E-mail: mikebreslin815@yahoo.com

Education and Credentials
▪ Doctorate of Philosophy in Educational Leadership and Policy Studies (Higher Education): Oklahoma State University, May 2020 (anticipated)
▪ Master of Arts in Mass Communications: Texas Tech University, May 1998
▪ Bachelor of Science in Occupational Education, Public Relations: Wayland Baptist University, May 1993
▪ Associate of Arts, Public Affairs: Community College of the Air Force, May 1991

Teaching Experience
August 2011-present University of Central Oklahoma – Edmond, Oklahoma
▪ Instructor, Strategic Communications
January-May 2004 University of Texas-Arlington – Arlington, Texas
▪ Adjunct instructor, Public Relations
Varied times, 1991 U.S. Air Force NCO Leadership School – Reese AFB, Texas
▪ Adjunct instructor, Verbal Communications

Professional Experience
General Manager/Senior Vice President 2005-2011
Hill & Knowlton – Houston, TX
Managed operations in Houston and the surrounding region for a top 5 multinational communications firm. Oversaw new business development, financial management, personnel recruiting & management, and office administration.
▪ After taking over regional operation, drove four straight years of top- and bottom-line revenue growth. Turned operation around from a 30% annualized loss and achieved four straight years of profitability in excess of 20%.
▪ Also served as senior counsel and strategist to client CEOs and their senior staff, particularly on matters related to corporate positioning, crisis communications and issues management.

Vice President/Group Manager 2001-2005
Director, Corporate Practice (Texas)
Ketchum – Dallas, TX
Provided counsel to client CEOs and senior staff, particularly on matters related to corporate positioning, crisis communications and issues management. Developed proposals and strategic PR plans for clients. Planned and executed media/analyst outreach and events on behalf of clients (media tours, trade shows, staged events, press conferences, etc.). Coordinated influencer campaigns, presentations and other direct outreach efforts for clients. Managed full array of marketing-communications projects for clients (advertising
development and placement, collateral development, Web site construction, direct mail, etc.). Developed and managed budgets and financials for clients and firm. Supervised staff. Directed multiple accounts. Identified, recruited and secured new business opportunities.

**Additional experience from 1985-2001 included:**

**Senior Account Supervisor**  
*Publicis Dialog – Dallas, TX*

**Account Supervisor**  
*The Dittus Group, Washington, D.C.*

**Director, Media Strategy**  
*Bustin & Co. – Dallas, TX*

**Publications Coordinator**  
*JobSource+ - Lubbock, Texas*

**Coordinator, Patient/Physician Relations**  
*Texas Tech Health Sciences Center - Lubbock, Texas*

**Public Relations Supervisor**  
*U.S. Air Force - multiple locations in the United States and Asia*

**Scholarly Activities**  
*Chapter in an edited volume published by national or international publisher*

- Breslin, Mike et al. "Undergraduate African-American Participation in Study Abroad: Factors and Influencers that Impact the Decision to Participate". Chapter in "(In)Equality in Study Abroad & Student Mobility: Navigating Challenges and Future Directions" from Francis & Taylor. *(Approved for inclusion Aug 2019)*

*Presenting a paper - international, national or regional refereed conference (advance copy of paper required)*


*Publication*


*Panel Presentations*

- “Ethical Challenges in the PR field.” Panel presentation at the monthly PRSA-Oklahoma City meeting, September 2013.

**Planning/Chairing/Moderating Conference Sessions**
▪ “Crisis Communications 101?” UCO Mass Communications Week. Presentation at event session, September 2016.
▪ “Reputation: Got an App for That?” Presentation chairing/planning for the monthly PRSA-Oklahoma City meeting, September 2014.
▪ “Ethical Challenges in the PR field.” Panel moderation/planning at the monthly PRSA-Oklahoma City meeting, September 2013.
▪ “Ethics in Public Relations.” Panel moderation and presentation conducted for the Media Ethics Conference, UCO, October 2012.

**Invited Scholarly Speeches**
▪ Guest lecturer on Effective Presentation Skills/Message Development, Southwestern Christian University, Bethany, Texas, August 2014.
▪ Guest lecturer on Effective Writing, Southwestern Christian University, Bethany, Texas, 2012-2013 (four times).
▪ Guest lecturer on Professional Development in the Communications Field, Southern Methodist University, Dallas, Texas, varied times, 2001-2005.
▪ Guest lecturer on Professional Development in the Communications Field, Texas Tech University, Lubbock, Texas, varied times, 2001-2005.
▪ Guest lecturer on Public Relations case studies, Texas Tech University, Lubbock, Texas, varied times, 2001-2005.

**Service Activities**

**Departmental**
▪ Hiring Committee – Member, Mass Comm Strategic Communications Instructor (Spring 2018)
▪ Hiring Committee – Member, Mass Comm Strategic Communications Instructor (Spring 2015)
▪ Hiring Committee – Member, Mass Comm Strategic Communications Instructor (Spring 2014)
▪ Hiring Committee – Member, Mass Comm Strategic Communications Instructor (Fall 2013)
▪ Hiring Committee – Member, Mass Comm Strategic Communications Instructor (Spring 2012)
▪ Hiring Committee – Member, Mass Comm Strategic Communications Instructor (Fall 2011)

**University**
▪ Member, UCO Staff Senate, September 2014 to July 2015.
▪ Vice Chair, UCO Staff Senate Personnel Policies & Compensation Committee, September 2014 to July 2015.
▪ Participation in TWG focus group related to university marketing and branding research project, September 2014.
Discipline
- Board Member, Public Relations Society of America (PRSA) - Oklahoma City Chapter, 2014-2015
- Chair, Ethics Committee, Public Relations Society of America (PRSA) - Oklahoma City Chapter, 2014-2015
- Board Member, Public Relations Society of America (PRSA) - Oklahoma City Chapter, 2013-2014
- Chair, Ethics Committee, Public Relations Society of America (PRSA) - Oklahoma City Chapter, 2013-2014
- Member, Public Relations Society of America, 1998-present (nationally and at various local chapters)
- Vice President, PRSA Dallas chapter, 2003
- Co-Chair, Annual Conference, Texas Public Relations Association (TPRA), 2000

Teaching Activities
Courses Taught
MCOM 4383 Media Mix Analysis
MCOM 4263 Strategic Communications Campaigns
MCOM 3990 Media in the New Millennium
MCOM 3990 Crisis Communication
MCOM 3493 Media Research
MCOM 3353 Broadcast & Digital Advertising
MCOM 3283 Print, Web, Copy & Design
MCOM 3163 Public Information Methods
MCOM 2193 Principles of Public Relations
MCOM 2063 Introduction to Brand Communications
MCOM 1133 Strategic Communications Writing

Advising, Supervising, and Mentoring Students
- Faculty advisor, UCO chapter of Public Relations Student Society of America (PRSSA), 2014-2015.
- Faculty advisor, UCO chapter of Public Relations Student Society of America (PRSSA), 2013-2014.
- Co-faculty advisor, UCO chapter of Public Relations Student Society of America (PRSSA), 2012-2013.

Professional Development in Teaching
- UCO eLearning Facilitation Certification Course, October 2019
- Basic and advanced training in Microsoft Excel (applicable to teaching data analysis in MCOM 3493 Media Research) via UCO Technology Resource Center, January and October 2019
- Transformative Learning Orientation, University of Central Oklahoma, August 2012.
Professional Affiliations
Public Relations Society of America (previous)
Public Relations Student Society of America (previous)
Texas Public Relations Association (previous)

Special Recognition
2003   Best in Texas Award, Video News Release - Texas Public Relations Association (TPRA)
2001   Rising Star Award – TPRA
1998   Best in Texas Award, Special Events - TPRA
1998   Excellence in Media Relations, Bulldog Reporter

Current as of October 2019