

Deborah A. Davis, Ed.D., ABC, APR, Fellow PRSA

Education

Ball State University	Muncie, IN
Ed.D., Adult, Higher and Community Education	2015
<ul style="list-style-type: none">• Higher education, cognate in journalism/public relations• Dissertation: Student perceptions of advising and influence on retention: A study of first-semester, first-generation and continuing-generation college students at a liberal arts college• Certificate: College and University Teaching• Research Doctoral Assistant (2010-2011)	
Ball State University	Muncie, IN
M.A., Public Relations	2003
<ul style="list-style-type: none">• Elected to Kappa Tau Alpha• Thesis: Crisis communications: An examination of public relations strategies in media coverage of the Missouri Drug Dilution Case	
University of Louisville	Louisville, KY
Graduate courses, Higher Education and Administration	1990-1992
Franklin College	Franklin, IN
B.A. Journalism (Broadcasting sequence)	1986

Fellowships/ Accreditations

College of Fellows	
Public Relations Society of America	2016
Accredited in Business Communications (ABC)	
International Association of Business Communicators	2005
Accredited in Public Relations (APR)	
Public Relations Society of America	2005

Selective Professional Development

Online Course Design Academy, Texas Tech University	2022
Chosen as a participant to design or re-design an undergraduate course at TTU.	
Summer Intensive Institute on Community-Engaged Scholarship, Michigan State University	2022
Selected to participate in a one-week program to explore big picture issues related to community-engagement in a learning community setting and develop strategies and plans for successful engagement activities.	
Institute for Inclusive Excellence, Texas Tech University	2020-2021
Chosen as a fellow for the Institute for Inclusive Excellence, which is designed to promote better understanding of the academic value of diversity, inclusive pedagogies and best practices in teaching and learning.	
Women's Faculty Writing Program Fellow, Texas Tech University	2020-2021
Selected for participation in program sponsored the President's Gender Equity Council; the Women's & Gender Studies Program; the Writing Centers of Texas Tech; the Office of Research and Innovation; the Office of the Provost; the Division of Diversity, Equity & Inclusion; and the Teaching, Learning, & Professional Development Center.	

Service Learning Fellow, Texas Tech University

2019-2020

Selective cohort in the Teaching, Learning & Professional Development (TLPDC) program to develop student-run agency course into service-learning designated course.

Teaching & Administration

Assistant Dean, Curriculum and Instruction/College of Media & Communication

Lubbock, Tx

Assistant Professor of Practice/ Department of Public Relations & Strategic Communication Management

Faculty Adviser, RaiderComm

Aug. 2021- present

Responsible for coordinating course scheduling for the college's core courses in mass communication, overseeing the hiring and training of adjunct faculty and graduate part-time instructors. Supervise undergraduate textbook initiative for MCOM courses. Continue to teach PRSC 4310 RaiderComm Agency Experience in fall and spring as well as online master's program courses.

Assistant Professor of Practice

Lubbock, TX

Faculty Adviser, RaiderComm

Assistant Chair, Public Relations

Aug. 2020-Aug. 2021

Department of Public Relations, Texas Tech University

Assistant Professor of Practice

Lubbock, TX

Faculty Adviser, RaiderComm

Department of Public Relations, Texas Tech University

Aug. 2018-Aug. 2020

Primary focus is to teach in the online master's program and on campus, undergraduate courses. Revamped MCOM 5464 Research Methods to be a gateway course to the MCOM 6350 Capstone Project. Developed PRSC 4310 RaiderComm Agency Experience as a service-learning, experiential focused course where RaiderComm members (a student-run public relations agency) learn and practice skills in client relationships, new business development, collaboration and leadership.

Courses taught:

- *MCOM 5364: "Research Methods"* Online
- *MCOM 5314: "Strategic Communication in a Global Environment"* Online
- *PR 4412: "Public Relations Campaigns"* On-campus, Hybrid
- *PR 4301: "Special Topic: Agency Public Relations"* On-campus, Hybrid
- *PRSC 4310: "RaiderComm Agency Experience"*, On-campus

Teaching-Related Grant

Davis, D. A., (2019). "1 for All ", First Amendment Campaign, 1 for All Foundation, \$2,000.

Invited Lecture

Davis, D. A. (2020). Practical Public Relations Research (Taped Class Lecture). Tulane University.

Professional Excellence and Currency

Professional Excellence/Currency Areas

- A. Student-Run Agencies
- B. Professional Transition to Academia
- C. Public Relations Pedagogy

A. Student-Run Agencies

Peer-Reviewed Journals, Conference Papers, Panels & Presentations

- Ranta, J. A. & Davis, D. A. (2022) After the shutdown: A collaborative convergence case study of student media during the COVID-19 pandemic. (Paper Presentation). Conference by the Carolina Communication Association. Aiken, South Carolina.
- Ranta, J. A., Davis, D. A., Bush, L., Vincent, H. & Fondren, W. E. (2021). Student-run agencies: Replicating the professional agency experience to prepare budding practitioners. *Journal of Public Relations Education* 7(2).
- Ranta, J. A., Davis, D., & Bergstrom, A. (2019). Career confidence: Fostering professional self-efficacy through student-run agencies and integrative learning. *Journalism & Mass Communication Educator*. 75(20), 196-209. DOI: /10.1177/1077695819884175
- Davis, D. A., Marks Malone, K.S., Ranta, J. A., & Wallace, A. (2020). Virtual victory: Best practices for remote teamwork and collaboration in student-run agencies (Panel Moderator). Virtual Conference conducted by the PRSA Educators Academy.
- Ranta, J. A., Davis, D. A., Bush, L., & Vincent, H. (2020). Student-run agencies best practices: Replicating professionalism by matching the what with the why and the how (Paper). International Public Relations Research Conference, Orlando, FL.
- Davis, D. A., Ranta, J. A., McCullough, C., Bush, L., Wilson, H., & Marks, K. S. (2020). Job Ready: Using Student-Run Agencies and Campaigns Courses to Teach Soft Skills (Webinar Moderator). Virtual Conference conducted by the AEJMC Public Relations Division.
- Ranta, J., Davis, D., & Bergstrom, A. (2019). Career confidence: Fostering self-efficacy through student-run agencies and integrative learning (Poster). AEJMC Conference, Toronto.
- Ranta, J. A., Davis, D.A., Shepherd, J., & Vincent, H. (2019) Generating the nexus: The student-run firm as an integrative learning solution to broadcast and video pedagogy (Panel). Broadcast Educators Association Conference, Las Vegas.
- Ranta, J. & Davis, D. A. (2017). Fostering self-efficacy in strategic communications through student-run agencies: Equipping the next generation of communicators (Paper). International Public Relations Research Conference, Orlando.

Invited Keynotes

- Davis, D.A., Pearson, M. A., & Lopez, C. I. (2019). Mentoring and empowering students. Public Relations Society of America, PRSA Webinar.

B. Public Relations Professional Transition to Academia

Peer-Reviewed Conference Papers, Panels & Presentations

- Ranta, J. A., Davis, D. A., Hove, H. A., Smith, L. & Vincent, H. (2022). Welcome to your home: Celebrating, encouraging, and mentoring the hybrid practitioner/scholar/professor model (Discussant). AEJMC Conference, Detroit.

- Davis, D. A., & Aylett, K. A.** (2022). Paying it forward: Becoming a PR educator (Co-speaker). Public Relations Society of America Southwest Conference, Public Relations Society of America, Oklahoma City, OK.
- Davis, D. A., Russell, M., & Aylett, K. A.** (2020). Practitioner to professor: Bringing your professional experience to the classroom (Panel Moderator). College of Fellows webinar, Public Relations Society of America
- Davis, D. A., Russell, M., & Aylett, K. A.** (2019). Practitioner to professor: Bringing your professional experience to the classroom (Panel Moderator). Public Relations Society of America International Conference, Public Relations Society of America, San Diego, CA.
- Davis, D. A., Russell, M., & Aylett, K.A.** (2018). Bringing your professional experience to the classroom: Teaching as a second career (Panel Moderator). Public Relations Society of America International Conference, Austin, TX.
- Van Wyke, J., Weed, A. J., Silverman, D. A., & **Davis, D. A.**, (2018). Recruiting faculty: Strategies for attracting talented candidates. AEJMC Pre-Conference Workshop, AEJMC SPIG, Washington, D.C.,

Professional Service Publication

Davis, D. A., & Aylett, K. A., Eds. (2019). *Adjunct Resource Guide*, PRSA College of Fellows.

Invited Keynote

Davis, D. A., Russell, M., & Aylett, K. A. (2020). Pay it forward: Becoming a PR educator. Public Relations Society of America, PRSA Webinar.

C. Public Relations Pedagogy

Peer-Reviewed Conference Papers, Panels & Presentations

- Davis, D. A., Ranta, J. A., Marks Malone, K. S., Wilson, H. L., Vincent, H.,** (2021). Bridging the gap between practitioners and professors: Practice and pedagogy in the new pandemic paradigm (Panel). Annual Conference of the Southern States Communication Association, April 7-9, Virtual Conference.
- Bourland-Davis, P. G., Kinsky, E., Brunner, B. R., **Davis, D. A.**, Lubbers, C. A., McCollough, C. J., & Pompper, D. (2020). Crossroads in the Classroom: Pedagogical research in public relations (Panel). Annual conference of the National Communication Association, Virtual Conference.
- Rupprecht, P. M., Bourland-Davis, P. G., Brunner, B. R., **Davis, D. A.**, Ford, D. J., & McCollough, C. J. (2020). Teaching at a crossroads: Online instruction in the midst of a pandemic (Panel). Annual conference of the National Communication Association, November 19-22, Virtual Conference.
- Bourland-Davis, P. G., Kinsky, E., Brunner, B. R., **Davis, D. A.**, McCollough, C. J., O'Neil, J., & Tindall, N. (2020). Disrupting the status quo in the classroom: Pedagogical research in public relations (Panel). Southern States Communication Association Conference. (Conference Canceled).

I. Community

Invited Keynotes

Davis, D. A., (2019). 7 public relations strategies for growing your business. Digital Marketing Boot Camp, Dallas, TX.

Media Interviews

Davis, D. A. (2020, March 27). Interviewed by Julia Schmalz. 'Do no harm': The Coronavirus crisis calls for compassion, say faculty members sharing advice. *The Chronicle of Higher Education*.

Davis, D. A. (2020, March 14). Interviewed by Chris Persuad. Coronavirus in Florida: Top-down control stifles reporting. *The Palm Beach Post*.

II. Professional Organizations

Invited Panel

West Texas Public Relations Society of America Chapter 2019
Panelist- Bringing home the hardware

Trade Publication

Davis, D. A. (2019, April). Back to the future: What I wish I could tell my 20-year-old self. *PRSA Tactics* (print and online)

Leadership and Service

Editorial Board

Journal of Public Relations Education 2019-present

Commission on Public Relations Education

PRSA College of Fellows Representative 2018-2020
Future in the Workplace committee member 2022-present

Public Relations Society of America (PRSA) Educators Academy

Director-at-Large 2019-present
Sponsorship Committee 2018

Public Relations Society of America (PRSA) College of Fellows

Co-Chair Education Initiatives 2018-present
Goodfellow (mentoring program) 2019-2020
ICON Mentor 2019
PRSSA Mentor 2018

Public Relations Society of America (PRSA) West Texas Chapter

Assembly Delegate 2019-present
Chapter Ethics Chair 2020-present
APR Chair 2019-present

AEJMC, Public Relations Division

Chair, Ad Hoc Committee on Non-Tenure Track Faculty 2022-present
Editor 2020-2022
Associate Editor 2018-2019

AEJMC

Membership Committee member (3-year term)	2019-2022
<u>Reviewing/Judging</u>	
<i>Journalism and Mass Communication Educator</i>	2019-present
<i>Journal of Public Relations Education</i>	2019-present
Reviewer	
PRSA Educators Academy Super Saturday Conference	2019-present
Conference Paper Reviewer	
International Association of Business Communicators (IABC)	
Gold Quill Judge	2018-present
Public Relations Society of America	
Silver Anvil Judge	2020
Bateman Competition Judge	2019-present
Bronze Anvil Judge	2016-2020
III. University/College/Department	
RaiderComm PR Adviser	
Texas Tech University's student-run public relations agency	2018-present
Professors of Practice Working Group, Faculty Senate	2020-2022
Recruitment & Retention Committee, TTU Dept. of Public Relations	2019-2021
Chair	
Curriculum Committee, TTU Dept. of Public Relations	2019-present
Committee Member	
Scholarship Committee, TTU Dept. of Public Relations	2019-2020
Committee Member	
PR Showdown Committee, TTU Dept. of Public Relations	2018-2019
Committee Member	
<i>Professional Master's Reports (MCOM 6050) Supervised</i>	
Trisha Sackman	Spring 2022
Sarah Garcia	Fall 2021
Michael Donaldson	Spring 2021
Memory Callison	Spring 2021
Stephen Chang	Fall 2020
Tanner Robinson	Fall 2020
Hailey Strnad	Fall 2020
Amanda Bowman	Fall 2020
Anna Lassman	Summer 2020
Katelyn Roden	Summer 2020
Mindali Dean	Spring 2020
Regina Calderon	Spring 2020
Sharon Boyd	Spring 2020
K. Bryan Smith	Spring 2020
Beth San Martin	Fall 2019
Carly Pruiett	Fall 2019

Kim Hoelscher Spring 2019

Professional Memberships

Public Relations Society of America (PRSA) 1996-present

International Association of Business Communicators (IABC) 1996-present

Association for Education in Journalism and Mass Communication (AEJMC) 2011-present
Public Relations Division

Southern States Communication Association 2019-present

National Communication Association 2012-2020

Relevant Experience, Involvement Prior to Texas Tech University Hire

Assistant Professor Muncie, IN
Coordinator, Public Relations Program
Faculty Adviser, Cardinal Communications
Department of Journalism, Ball State University Aug. 2015-May 2018

Responsible for coordinating the administrative aspects of the undergraduate program; both certified by the Public Relations Society of America within the ACEJMC-accredited Department of Journalism. With more than 300 undergraduates, duties include student recruitment, collaborating with department leadership on curriculum issues, mentoring new faculty members, supporting team of adjunct faculty, managing the Vernon C. Schranz Lecture (longest running PR lectureship in the nation), completing exit interviews with graduating seniors, assisting with course scheduling, supervising graduate assistant, advising students on career, internship, and networking issues, leading PR program meetings.

Advise one of the nation's longest-operating student-run public relations agencies with more than 80 members from multiple majors by guiding and supporting agency members while ensuring the agency meets PRSSA national affiliation standards.

Design/ teach undergraduate and graduate courses in face-to-face and online settings using various pedagogical designs including interactive learning spaces, flipped classrooms, lectures, case study analyses, and collaborative learning.

Chair, advise, or serve on committees for graduate and undergraduate student theses and creative projects.

Teaching-Related Grants

(2016). "PRSSA National Conference", Provost's Immersive Learning Grant, Ball State University, \$8,449.80.

(2015). "New Faculty Grant", Aspire Internal Grant Program, Ball State University, \$3,000.

(2015). "JOUR 397 PRSSA Bid", CCIM Micro Grant, Sponsored by the College of Communication, Information, and Media, Ball State University, \$750.

(2015). "Graduate Enrollment Management", Ball State University Graduate School. \$27,650/3 years.

Instructor Muncie, IN
Coordinator, Public Relations Program 2014-2015
Faculty Adviser, Cardinal Communications
Department of Journalism, Ball State University

Instructor Muncie, IN

Department of Journalism, Ball State University

2011-2014

Courses taught at Ball State University:

- *PR 681 "Applied Research in Strategic Communications"* (capstone project course) Online
- *PR 664 "Public Relations and Evaluation Techniques"* Online
- *PR 660 "Public Relations Theory"* Online
- *PR 605 "Public Relations Management"* Online
- *JOUR 465 "Public Relations Campaigns"* Classroom-based course
- *JOUR 405 "Public Relations Planning, Management and Case Studies"* Online
- *JOUR 397 "Public Relations Agency Experience"* Immersive learning course
- *JOUR 285 "Strategic Communications Account Management"* Classroom-based course
- *JOUR 275 "Advertising/Public Relations Law and Ethics"* Online
- *JOUR 275 "Advertising/Public Relations Law and Ethics"* Classroom-based course
- *JOUR 265 "Public Relations Writing"* Classroom-based course
- *JOUR 261 "Principles of Public Relations"* Classroom-based course
- *JOUR 261 "Principles of Public Relations"* Online
- *JOUR 101 "Media & American Society"* Classroom-based course
- *JOUR 101 "Media & American Society"* Online
- *HONR 499 "Senior Honors Project"*
- *CRPR 698 "Graduate Capstone Project"*
- *THES 698 "Graduate Thesis Project"*
- *JOUR 495 "Independent Study"*

Adjunct Faculty, Butler University

Indianapolis, IN
2010-2011

- *JR 112 "Introduction to Print Media"* Classroom-based course
- *JR 328 "Public Relations Techniques"* Classroom-based course

Adjunct Graduate Faculty, Ball State University

Fishers, IN
2007

- *PR 665 "Public Relations Campaigns"* Seminar course
- *PR 662 "Public Relations Case Studies"* Seminar course

Adjunct Faculty, Franklin College

Franklin, IN
2000

- *JOURN 128 "Introduction to Broadcasting"*

Peer-Reviewed Conference Papers, Panels & Presentations

Ciccarelli, C. & **Davis, D.** (2018). The outsiders: The University of Virginia under a microscope: An analysis of crisis responses surrounding the Charlottesville protests. In the 21st International Public Relations Research Conference official proceedings, p. 91-100.

Davis, D. A., & Gilliland, R. A. (2017). The pedagogy of conference planning (Poster). PRSA Educators Academy National Conference, PRSA Educators Academy, Boston, MA.

Heifetz, T., Smith, S., Kurland, B., **Davis, D. A.**, & Kuban, A. (2017), Making news at the Olympics and beyond (and not the kind of news Ryan Lochte made) (Panel). Broadcast Educators Association Conference, Las Vegas.

Davis, D. A., (2016). Problem-solving pedagogy in an interactive learning space (Poster). PRSA Educators Academy National Conference, PRSA Educators Academy, Indianapolis, IN,

- Davis, D. A., & Wessel, R. D.,** (2016). Student perceptions of faculty academic advising and influence on retention: A study of first-generation and continuing-generation college students (Paper Presentation). NACADA National Conference, NACADA, Atlanta, GA.
- Davis, D. A.,** (2016). Problem-solving pedagogy in an interactive learning space (Poster). SALTISE Conference, University of Montreal at Quebec, Canada.
- Davis, D. A.,** (2016). Guiding future public relations professionals: How faculty perceive their advising styles for student-run agencies (Poster). International Congress of Qualitative Inquiry, University of Illinois.
- Moore, P. A., & **Davis, D. A.,** (2016). Seven essential elements for health care social media policies (Paper Presentation). PRSA Health Academy Conference, PRSA, Washington, D.C.
- Wessel, R. D., & **Davis, D. A.,** (2016). Student perceptions of academic advising and influence on retention: A study of first-generation and continuing-generation college students (Paper Presentation). NASPA National Conference, NASPA, Indianapolis, IN.
- Davis, D. A., & Wessel, R. D.,** (2016). Student perceptions of academic advising and influence on retention: A study of first-generation and continuing-generation college students (Paper Presentation). First-Year Experience National Conference, FYE, Orlando, FL.
- Davis, D. A.,** (2015). Guiding future public relations professionals: How faculty perceive their advising styles for student-run agencies (Paper Presentation). PRSA Educators Academy National Conference, PRSA Educators Academy, Atlanta, GA.
Precis published in the Conference Proceedings of the PRSA Educators Academy, Atlanta, GA.
- Davis, D. A.,** (2015). Student-faculty interactions on a daily basis: Understanding the experiences of faculty advisors (Paper Presentation). International Congress of Qualitative Inquiry, University of Illinois.
- Davis, D. A.,** (2014). Googling for advice: A case study of a first-generation college student (Paper Presentation). International Congress of Qualitative Inquiry, University of Illinois,
- Chynoweth, S., & **Davis, D. A.,** (2014). Taming the lions and the lies: Penn State's crisis response strategies and what trustees need to learn from them (Paper Presentation). International Public Relations Research Conference, Orlando, FL.
- Pritchard, R., **Davis, D. A., & Filak, V.,** (2009). Hoosier health care public relations practitioners' role in the dominant coalition of organizations (Paper Presentation). International Public Relations Research Conference, Institute of Public Relations, Miami, FL. Jackson/Sharpe Award. Published in the Conference Proceedings of the International Public Relations Research Conference.
- Cocca, M., & **Davis, D. A.,** (2008). The role of communications during rapid organizational change (Breakout Session). Public Relations Society of America International Conference, Philadelphia, PA.

Invited Keynotes

- Davis, D. A.,** (2012). Developing a crisis Plan (Workshop). FCA Annual Conference, Fraternity Communication Association, Atlanta, GA.

Davis, D. A., (2011). Preparing for a crisis. FCA Mid-Year Conference, Fraternity Communication Association, Indianapolis, IN,

Davis, D. A., (2011). Top trends in public relations. Annual Conference, Indiana Healthcare Marketing and Public Relations Society, Muncie, IN.

Cocca, M., & **Davis, D. A.,** (2009). The role of communications during rapid organizational change. Hoosier Chapter, Public Relations Society of America, Indianapolis, IN.

Davis, D. A., (2006). Value of a liberal arts education in today's world. Annual Faculty/Staff Luncheon, Franklin College Faculty/ Staff Luncheon, Franklin, IN,

Invited Lectures and Presentations

Davis, D. A., (2016). Practical public relations pedagogy. JEA National Conference, Journalism Education Association, Indianapolis, IN.

Davis, D.A., (2016). Marketing your practice through social media. IAMFT Annual Conference. Indiana Association for Marriage and Family Therapists, Indianapolis, IN.

Davis, D.A., (2016). Delivering your message. IAPSS Annual Conference. Indiana Association of Public School Superintendents, Plainfield, IN.

Davis, D. A., & Mohankumar, P., (2016). Reality vs. TV: What PR careers are really like. Ball State University High School J-Day, Muncie, IN.

Davis, D. A., & Mohankumar, P., (2015). Reality vs. TV: What PR careers are really like. Ball State University High School J-Day, Muncie, IN.

Davis, D. A., (2013). What is PR and why would it make a great career? Ball State University High School J-Day, Muncie. IN.

Davis, D. A., (2012). What is PR and why would it make a great career? Ball State University High School J-Day, Muncie. IN.

Invited Panels

Ball State University, Engaging Community Series 2017
Teaching

Ball State University, New Faculty Academy 2017
Panelist- Advancing on the tenure track

Ball State University, New Faculty Academy 2016
Panelist- Advice from second-year tenure track members

Public Relations Society of America, Hoosier Chapter professional development luncheon 2015
Panelist- Everyday ethics

Public Relations Student Society of America International Conference
Panelist – Faculty advisers and student leaders of student-run public relations agencies 2014

Ball State University Adult, Community, and Higher Education Orientation 2014
Panelist – Advanced doctoral students and refereed publications/presentations

Public Relations Society of America, Hoosier Chapter meeting	2012
Panelist – Take the leap: PR professionals share their transition tales	
Ball State University Professional in Residence Series	2007
Panelist – Public relations health care	
America’s Health Insurance Plans National Communications Conference	2006
Panelist – Preparing for change	
America’s Health Insurance Plans National Communications Conference	2005
Panelist – Communicating “pay for performance” programs	

Book Review

Davis, D. A. (2017). Getting started with team-based learning. *Interdisciplinary Journal of Problem-based Learning*.

Trade Book Essay

Davis, D. A. (2017). Agency spotlight – Cardinal Communications, *Real World Career Preparation: A Guide to Creating A University Student-Run Communications Agency* (D. Swanson, Ed.), Peter Lang Publishing.

Trade Publication

Davis, D. A. (2016, Oct.). 3 career lessons from Pokemon. *PRSA Tactics* (print and online)

Davis, D. A. (2015, Sept.). 5 tips to make you stand out in the job market. *PRSA Tactics* (print and online)

Opinion-Editorial

Davis, D. A. (2014, Sept.). NFL sends mixed messages over Ray Rice case. Published by *The Indianapolis Star*, *Muncie (Ind.) Star-Press*, *Richmond (Ind.) Palladium-Item*, *Springfield (Ill.) State Register*, *Alexandria (La.) Town Talk*, *Times of Northwest Indiana*, *Holland (Mi.) Sentinel*, and *Terre-Haute (Ind.) Tribune-Star*.

Professional Leadership and Service

Public Relations Society of America (PRSA) Hoosier Chapter	
Assembly Delegate	2015-2018
New Professional Mentor	2007-2008
Public Relations Society of America (PRSA)	
APR Exam Question Reviewer	2013-2014
Public Relations Society of America (PRSA) Health Academy	
National Conference Co-chair	2012-2013
Executive Committee	2008-2011
International Association of Business Communicators (IABC)	
Senior Advisor, Indianapolis Chapter	2004
Immediate Past President, Indianapolis Chapter	2003
President, Indianapolis Chapter	2002
Executive Vice President, Indianapolis Chapter	2001
Vice President, Professional Development, Indianapolis Chapter	2000
PRSA/IABC/Ball State University Conference	1999-2001

Invited Workshop Presentations

Hoosier Chapter APR Session Leader 2017, 2016, 2012, 2010, 2007

University, College and Department Service

Student Orientation, BSU Graduate School

Orientation Guide 2016, 2015

Mobile Education Committee: BSU College of Communication, Information, & Media 2016-2018
Committee member

Communications Committee: BSU College of Communication, Information, & Media 2014-2018
Committee member

Special Events Committee: BSU College of Communication, Information, & Media 2013-2015
Committee member

Diversity Committee: BSU College of Communication, Information, & Media 2013-2015
Committee member

Pathways to Ph.D. Program: BSU College of Communication, Information, & Media 2012-2014
Faculty mentor

Sequence Heads Committee, BSU Journalism Department 2014-2018
Committee Member

Undergraduate Policies Committee, BSU Journalism Department 2016-2018
Committee member

Graduate Policies Committee, BSU Journalism Department 2014-2016
Committee member

Vernon C. Schranz Lectureship

Coordinator 2014-present

Graduate Theses/Creative Project Advising

Rager, J., Doctoral committee member (Ball State University representative), "Determining the appropriate selection and development of athletic training preceptors", (2019).

Kearns, D., Master's creative project advisor, (2017). Using social media as a tool in effective crisis management: An analysis of cases applying Situational Crisis Communication Theory (SCCT).

Batdorff, R., Master's creative project advisor (2016). Communication practices at a small town public library: A communications audit.

Mohankumar, P., Master's creative project advisor, (2016). Graduate international student-adviser interactions: Research and recommendations for relationship building communications.

Boison, R., Master's research project advisor, (2016). A social media case study analysis incorporating Benoit's image restoration theory in crisis communications.

Moore, P., Master's creative project advisor, (2015). An employer toolkit for employee training and policies related to social media and crisis communications in health care organizations.

Fowler, T., Master's thesis chair, (2015). Dominant coalition perceptions in health-oriented, non-profit public relations.

Crockett-Lohr, A., Master's creative project advisor, (2015). Social media and crisis communication: An updated to the 2000 National Education Association's crisis communications guide and toolkit.

Mort, A., Master's creative project advisor, (2015). Using the relationship management theory to create an internal communications plan for mergers or acquisitions.

Demarko, N., Master's creative project advisor, (2015). Athletes on social media: A social media crisis management plan for Division I institutions.

Souto, J., Master's thesis chair, (2014). Determining the professional role of sport information.

Stockwell, A., Master's thesis committee member (2013). Corporate social responsibility and sponsorships: Effect on suspicion reduction and sponsorship effects.

Chynoweth, S., Master's committee member, (2013). Taming the lions and the lies: Penn State's crisis response strategies.

Hawkins, M., Master's thesis committee member, (2013). Crisis communication and performance indicators at Southern Illinois University.

Hunsberger, G., Master's thesis committee member, (2013). Relationship management as a downtown public relations strategy: a case study of downtown Goshen, Indiana.

Undergraduate Honors Advising and Projects

Ronzio, K., Honors thesis advisor, (2017). The power of social media influencers: an honors thesis.

McGarvey, M., Honors thesis advisor, (2017). Finding financial support for niche university programs: an honors thesis.

Anderson, K., Honors thesis advisor, (2016). Cardinal Communications strategic plan.

Wood, L., Honors thesis advisor, (2013). Bright Hope Dog Training and Day Care: Public relations campaign.

Schubert, M., Honors thesis advisor, (2015). East Central Indiana Therapeutic Riding Inc. strategic plan.

Scott, S., Honors thesis advisor, (2013). Tangram Life Coaching: A comprehensive communications plan.

Student Group Advising

Cardinal Communications

Ball State University's creative communication agency

2014-2018

Public Relations Student Society of America (PRSSA)

University of Indianapolis PRSSA Chapter, Co-professional advisor

2009-2011

Selective Professional Development

Interactive Learning Space Initiative Fellow, Ball State University 2015-2018
Invited by the Office of Educational Excellence to be a member of the inaugural cohort of professors to teach in the new, larger interactive learning space and participate in faculty learning community meetings.

Interactive Learning Space Initiative Program, Ball State University 2013-2015
Chosen as a member of Cohort 2 to teach in new Interactive Learning Space classrooms and participate in faculty learning community meetings.

Quality Matters Program (QM) certification, Quality Matters 2013

- Designing Your Online Course
- Applying the Quality Matters Metric

Judging/Reviewing

Association for Education in Journalism and Mass Communication (AEJMC) Conference
Conference Paper Reviewer 2015-2018

Conference on the First-Year Experience
Conference Paper Reviewer 2016

International Academy of Business Disciplines Conference (IABD) 2014
Conference presentation reviewer, public relations track

Borshoff Diversity Workshop
Faculty Coordinator 2016, 2015

Professional Memberships

National Academic Advising Association (NACADA) 2011-2018
First-generation College Student Interest Group
Graduate Student Interest Group

Association for the Study of Higher Education (ASHE) 2010-2014

Indiana Healthcare Marketing and Public Relations Society 1998-2008
Immediate Past President, 2003
President, 2002
Vice President, 2001
Secretary, Treasurer, 2000

Society for Healthcare Strategy and Development 1996-2009

Lacy Leadership Association
LEAD Class of 2001

Professional Experience

Triad Public Relations, Inc. Fishers, IN 2007-2018
Principal

Founded boutique firm that provides strategic counsel, media relations, crisis communications, and organizational communication support to health care, technology, professional services, and nonprofit clients.

WellPoint, Inc., Indianapolis, IN (*now Elevance*) 2003-2007
Staff Vice President, Corporate Communications

Led virtual communications team to support Operations, Technology, and Government Services business units, comprised of 21,000 associates, within WellPoint, Inc. during a time of significant internal change while simultaneously driving positive external coverage of WellPoint's technological advances, e-commerce, and consumer-friendly service.

Regional Vice President, Corporate Communications
Executive Director, Corporate Communications

Directed 20-member, virtual communications group located in six states to support \$16 billion business within WellPoint. Partnered with eight business units and utilized a \$5 million budget to develop strategic plans for proactive and reactive media relations, issues management, internal communications, and community relations.

Led public affairs efforts when a major hospital system left the Anthem Blue Cross and Blue Shield network. Resulting public pressure led the health system to return to the network thereby increasing positive media recognition and public perception of Anthem.

Communications Director, Physician and Hospital Relations

Directed communications planning and support for the Chief Medical Officer of WellPoint including strategic announcement of the company's study on Cox-2 pharmaceuticals. Included selective media outreach to carefully control messaging and its impact on stakeholder relationships.

Supported communications planning for multiple acquisitions including an active role in the public relations efforts to get California approval of the \$20 billion Anthem, Inc. and WellPoint Health Networks, Inc. merger in 2004.

Eli Lilly and Company, Indianapolis, IN 2001-2003
Senior Communications Associate

Managed multiple national agencies and multimillion dollar budgets to provide public relations support for Lilly products in pre-FDA approval, approval/launch and post-approval phases in the United States. Exceeded media metrics targets by as much as 300 percent of goal for each product, including over 146 million impressions for the FDA approval of Forteo.

Community Health Network, Indianapolis, IN 1999-2001
Director, Public Relations
Media Relations Manager

Created and managed the world's first live webcast of an in vitro fertilization procedure for a small budget (\$1,000) while successfully positioning the hospital system with local, regional and national audiences. Increased patient queries to the infertility program by 50 percent. Led crisis communications team for both internal and external crises. Successfully dealt with critical issues including dead newborn found in hospital parking lot.

Clarian Health Partners, Indianapolis, IN (*now IU Health*) 1998-1999
Media Relations Manager

Led media relations staff and managed media relations for the largest multi-hospital system in Indiana including a Level 1 trauma center and the state's only stand-alone pediatric hospital.

Columbia/HCA Kentucky Division, Louisville, KY (*now HCA*) 1996-1997
Public Relations Manager

Implemented media relations program that more than doubled media coverage in less than a year's time while managing multiple crises.

WAVE-TV (NBC), Louisville, KY <i>Television News Producer</i> Revamped multiple newscasts, which led to increased ratings.	1995-1996
WHAS-TV (ABC), Louisville, KY <i>Television News Producer</i> Helped create and implement the first Saturday morning newscast in the country to achieve the top ratings of any subsequent Saturday morning shows.	1991-1995
KARE-TV (NBC), Minneapolis, MN <i>Television News Producer</i> Reformatted morning newscast that led to ratings increase.	1989-1990
WLWT-TV (NBC), Cincinnati, OH <i>Television News Producer</i> Redesigned format of morning newscast, moved from third to first place in ratings in ten months. Increased ratings lead of weekend newscasts.	1986-1989

Awards

<i>Dean's Award, "Outstanding Professionalism" College of Communication, Information, and Media, BSU</i>	2016
<i>Excellence in Teaching Award Finalist, Ball State University</i>	2015
<i>Best of Ball State, "Best Professor", Ball State University</i>	2015
<i>Dean's Award, "Outstanding Teaching" College of Communication, Information, and Media, BSU</i>	2014
<i>Best of Ball State, "Best Professor", 2nd place, Ball State University</i>	2014
<i>National Marketing Award of Excellence, Boy Scouts of America</i>	2012
<i>Omicron Delta Kappa, alumna citation, Franklin College</i>	2010
<i>National Marketing Award of Excellence, Boy Scouts of America</i>	2010
<i>National Marketing Award of Excellence, Boy Scouts of America</i>	2009
<i>Jackson/Sharpe Award, International Public Relations Research Conference</i>	2009
<i>National Marketing Award of Excellence, Boy Scouts of America</i>	2008
<i>Best of Blue – Public Affairs, Blue Cross and Blue Shield Association</i>	2005
<i>Communicator of the Year, Indianapolis IABC Chapter</i>	2004 and 2001
<i>Keystone Award of Excellence for Crisis Communications, Indianapolis PRSA Chapter</i>	2001
<i>Round-up Award of Excellence for Crisis Communications, PRSA East Central District</i>	2001
<i>Round-up Award of Excellence for Media Relations, PRSA East Central District</i>	2001
<i>EPIC Award of Excellence for Media Relations, Indianapolis IABC Chapter</i>	2000
<i>Silver Quill Award of Excellence for Media Relations, IABC District 7</i>	2000
<i>Silver Quill Award of Merit for Crisis Communications, IABC District 7</i>	2000
<i>EPIC Award of Excellence for Crisis Communications, Indianapolis IABC Chapter</i>	2000
<i>Associated Press Best Newscast, Kentucky</i>	1995

Civic Involvement

Alzheimer's Association/ Greater Indiana Chapter Concern and Awareness Committee	2016-2018
Franklin College Professional Partners Advisory Council	2014-2016

Franklin College Board of Trustees & Alumni Council	2007-2013
Alumni Representative to the Board	
Campaign Readiness committee	
Development and Public Relations committee	
Academic Affairs committee	
Alumni Council executive committee	
Franklin College Mentor Programs	2008-2012
First-generation student/freshman student mentor	
Indiana Sports Corporation President's Council	2006-2013
External Affairs Committee	
Youthlinks volunteer	
Safe Sitter, Inc. National Board of Directors	2006-2015
Secretary	2011-2012
Community Volunteer	
PGA Championship Admission/Ticket Sales	2014
BMW Championship Volunteer HQ	2012
Super Bowl LXVI Volunteer HQ	2011