

Cindy Akers

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Formal Education

Doctor of Education, 2000

Curriculum and Instruction with
an emphasis in Agricultural Education

Texas Tech University
Lubbock, Texas 79409

Master of Science Degree, 1992

Agricultural Education

Texas Tech University
Lubbock, Texas 79409

Bachelor of Science Degree, 1991

Agricultural Communications

Texas Tech University
Lubbock, Texas 79409

Present Position

Assistant Professor - Department of Agricultural Education & Communications, Texas Tech University, August 2000 to present.

Responsibilities include teaching agricultural communication courses, advising graduate and undergraduate students, conducting research, completing multimedia production, and serving as assistant director of Center for Agricultural Technology Transfer.

Other Professional Experience

Instructor - Department of Agricultural Education & Communications, Texas Tech University, August 1997 to June 2000.

Responsibilities included teach agricultural communication courses, advise undergraduate students, complete research, and serve as assistant director of Center for Agricultural Technology Transfer.

County Executive Director – New Mexico – United States Department of Agriculture, Otero-Lincoln County Farm Service Agency, September, 1995 to August, 1997.

Responsible for the management, administration and delivery of FSA programs in the area. Supervised all employees in the county office.

County Operations Trainee – New Mexico – United States Department of Agriculture, Curry County Farm Service Agency, November, 1994 to September, 1995.

Direct training in all aspects of the county office, and participated in personnel management training.

Admissions Counselor – Texas Tech University, January, 1994 to November, 1994.

Represented the university at high schools and community colleges, organized many campus events, and advised students of the various opportunities at Texas Tech.

Advertising Representative – *Livestock Market Digest*, Albuquerque, New Mexico, May, 1993 to January, 1994.

Responsible for accounts receivable, and sold/designed advertisements placed in the Livestock Market Digest.

ABE/GED Instructor – Redlands Community College, El Reno, Oklahoma, March, 1993 to May, 1993.

Taught general education courses to underprivileged women through a federally-funded GED program.

Teaching & Lab Assistant – Texas Tech University, January, 1992 to January, 1993.

Taught two communications/computer courses to undergraduate students enrolled in the College of Agricultural Sciences

Teaching Activities

Appointed to Graduate Faculty

- Texas Tech University – Fall 2000
- Texas A&M University – Spring 2001

Texas Tech University – Courses Taught

Undergraduate

AGED 2302 *Agricultural Database Networks, Information Systems, and Populace*

This class is changed every time it is taught. Technology courses must be updated constantly. One section was delivered asynchronously using WebCT starting Fall 2001. This class was required by both agricultural education and agricultural communications students until Fall 2004.

Taught – Fall 1997, Spring 1998, Fall 1998, Spring 1999, Fall 1999, Spring 2000, Fall 2000, Spring 2001, Fall 2001, Spring 2002, Fall 2002, Spring 2003, Fall 2003

ACOM 2305 *Digital Communications in Agriculture*

I developed this class based on changing technological needs of agricultural communications students. This class focuses on design theory with an emphasis on graphic art production, and photo manipulation. Starting Fall 2004 this class is required by agricultural communications majors. This class was taught as a special topics course in the Spring of 2004.

Taught – Spring 2004, Fall 2004, Spring 2005, Fall 2005

ACOM 3301 *Video Production in Agriculture*

I developed this course based on the industry expressing a need for students to have an understanding of all aspects of communications. This project-oriented course covers communication theory, script writing, video shooting, and production. Each student completes an agricultural-related video new release.

Taught – Spring 2000, Fall 2000, Spring 2001, Fall 2001, Spring 2002, Fall 2002, Spring 2003, Fall 2003, Spring 2004, Fall 2004, Spring 2005, Fall 2005

ACOM 4000 *Internship*

All students are strongly encouraged to complete an internship. I have advised numerous students in congressional, sales, publication, public relations, and broadcast internships.

Taught – Every Fall, Spring and Summer sessions since Fall of 1997.

ACOM 4300 *Web Design in Agriculture*

The course title and content changed Spring of 2004. In this course students study design theory and utilize that theory in the development of desktop publishing documents and websites.

Taught – Fall 2000, Spring 2001, Fall 2001, Spring 2002, Fall 2002, Spring 2003, Fall 2003, Spring 2004, Fall 2004, Spring 2005, Fall 2005

ACOM 4001 *Special Problems*

This course was developed for individual projects for students. Projects have ranged from research projects to multimedia development.

Taught – Every Fall, Spring, and Summer since 1997.

Graduate

AGED 5301 *Advanced Web Design in Agriculture*

I was responsible for the development of this course. This course focuses on design theory and audience analysis. During this course students identify an agricultural client, complete an audience analysis, and develop a website for that client.

Taught – Summer 2002

AGED 5301 *Utilizing the Media in Agricultural and Extension Education*

This course was designed to assist agri-science teachers and extension agents in promoting their program. Topics covered include, news release writing, feature writing, and media relations.

Taught – Summer 2002

AGED 5303 *Advanced Computer Applications in Agricultural and Extension Education*

As with all technology courses this class is constantly updated. This class includes the development of effective visual aides for oral, written and electronic communications.

Taught – Spring 2002, Spring 2004, Spring 2005, Fall 2005

AGED 6000 *Master's Thesis*

Guided Masters students through development of masters thesis.

Taught – Every semester since appointment to graduate faculty in Fall of 2000.

AGED 7000 *Research*

Guide various graduate students through individual research projects.

Taught – Every semester since appointment to graduate faculty in Fall of 2000.

AGED 7100 *Graduate Seminar*

I co-taught a seminar that focused on the development of theoretical frameworks. This course was delivered at a distance utilizing a video conference system.

Taught – Fall 2004

AGED 8000 *Doctoral Dissertation*

Guide doctoral students in development of dissertation.

Taught – Two students have completed dissertation under my guidance. Fall 2003, Summer 2004

Invited Guest Lecturer

AGED 4306 – Guest Lecture on Lifeknowledge, 2004, 2005

AGED 5303 – Guest lecture on digital image manipulation, 2001

Guest lecture on web design, 2003

AGED 3330 – Guest lecture on the farm service agency, 1998, 1999, 2000

ANSC 4100 – Guest lecture on careers with the Farm Service Agency

AGSC 1111 – Guest lecture on the Department of Agricultural Education & Communications, 1999

Advisement Activities

Undergraduate

- Academic advisor for approximately 60 undergraduate agricultural communications majors each semester. 1997-present
- Faculty advisor for Agricultural Communicators of Tomorrow organization: 1997-present
- National Advisor for Agricultural Communicators of Tomorrow organization: 1997-1998, 1998-1999, 2001-2002
- Faculty advisor for Macintosh Users organization: 2000-2003

Graduate

Graduate Student Committees

Degrees Completed: Chair – Co Chair: 12
Member: 29

Degrees in Progress: Chair or Co-chair: 6
Member: 7

Appointed Deans Representative: 1

Graduate Student Direction

Committee Chair or Co-Chair:

Keri Miller	M.S. Co-Chair Completed in 2001
Clint Saunders	M.S. Completed 2002
LeAnne Cline	M.S. Completed 2002 (non-thesis)
David Segrest	M.S. Completed in 2003
Chad Davis	Ed.D. Co-Chair completed in 2003
Becky Martinez	M.S. Co-Chair Completed in 2004
Kami Casabonne	M.S. Completed in 2004
Mary Jane Short	M.S. Completed in 2004 (non-thesis)
Marlin Priddy	Ed.D. Co-Chair Completed in 2004
Rebecca Parker	Ed.D. Co-Chair Completed in 2004
Ashlee Vineyard	M.S. Completed in 2004
Chris Bishop	M.S. Completed in 2005 (non-thesis)
Steve Estes	M.S. Will complete in 2005 (non-thesis)
Jessica Bieber	M.S Will complete 2005
Kristin Heinemann	M.S. Will complete in 2006 (non-thesis)
Kim Cooper	M.S Will complete in 2006
Lindsay West	M.S Will complete in 2006
Kalico Leech	Ed.D. Will complete in 2007

Committee Member:

Scarlet Haggins	M.S. Completed in 2001
Trey Hattaway	M.S. Completed in 2001(non-thesis)
John Barton	M.S. Completed 2002
Vanessa Villarreal	M.S. Completed 2002
Caitlin Felder	M.S. Completed 2002
Amanda Jo Harmon	M.S. Completed 2002
John Barton	M.S. Completed 2002
Tanya Armstrong	M.S. Completed 2002 (non-thesis)
Tanya Franke	M.S. Completed 2002 (non-thesis)
Sheena Grote	M.S. Completed 2002 (non-thesis)
Sharon O' Connor	M.S. Completed 2002 (non-thesis)
Molly Brooks	M.S. Completed 2002 (non-thesis)
Angela Beasley	M.S. Complete in 2003
Leslie Simon	M.S. Complete in 2003
Greg Schilling	M.S. Complete in 2003
J. Tanner Robertson	M.S. Completed in 2003
Ryan Cooper	M.S. Completed in 2003 (non-thesis)
Jeff Wyatt	M.S. Completed in 2003 (non-thesis)
Todd Brashears	Ed.D. Completed in 2004
Susie Bullock	Ed.D. Completed in 2004
Montza Williams	Ed.D. Completed in 2004
Meredith Schacht	M.S. Complete in 2004
Will Dickison	M.S. Completed in 2004 (non-thesis)
Lauren Lovelace	M.Ag. Complete in 2004
Andrea Oliver	M.S. Completed in 2005
Dotty Woodson	Ed.D. Completed in 2005
Kirsten Compton	M.S. Completed in 2005
Melinda Findley	M.S. Completed in 2005 (non-thesis)
Pat Swaim	Ed.D. Completed in 2005

Megan Cox	M.S. Will complete in 2005
Shawn Brewer	M.S. Will complete in 2006
Shelby Axtell	M.S. Will complete in 2006
Lacey Quebe	M.S. Will complete in 2006
Stacy Stockard	M.S. Will complete in 2006
Rachel Bobbitt	M.S. Will complete in 2007
Cindy Chaney	Ed.D. Will complete in 2007

Deans Representative:

Mark B. Crouch Ed.D. 2001

Student Evaluations

Fall 2001 – Spring 2005 Average

<u>Akers</u>	<u>Dept.</u>	<u>Coll.</u>	<u>Univ.</u>
4.67	4.41	4.32	4.29

5 point Scale: 5 = Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

Awards and Honors

- American Distance Education Consortium, National Excellence in College and University Distance Education Award, Honorable Mention (Team) for the Roadmap to Effective Distance Education Instructional Design – 2005.
- Gold Award for Educational Project (Team), ACE - 2005
- Outstanding Professional Skill Award (Team), ACE - 2005
- Departmental Excellence in Teaching Award, Texas Tech University - 2005
- President's Excellence in Teaching Award, Texas Tech University - 2005
- Hemphill-Wells New Professor of Excellence in Teaching Award, Texas Tech University Parents Association – 2004
- Texas Tech Alumni Association Outstanding New Faculty Award, College of Agricultural Sciences and Natural Resources –2004
- National Agricultural Education Research Conference, 2nd Place Research Poster – 2004
- Western Agricultural Education Research Conference, 2nd Place Research Poster – 2004
- American Distance Education Consortium Outstanding Educational Program (Team) for the Doc@Distance program – 2003.
- Southern Agricultural Education Research Conference, Outstanding Research Paper Presentation – Graduate Student, 2003
- National Agricultural Education Research Conference, Outstanding Paper Presentation Award First Runner-up, 2003
- Texas Tech University Teaching Academy – 2002
- American Distance Education Consortium, National Excellence in College and University Distance Education Award, Honorable Mention (Team) for the Doc@Distance program – 2002.
- College of Agricultural Sciences and Natural Resources Outstanding Teacher of the Semester, Texas Tech University, Spring 2000
- Agricultural Communicators of Tomorrow Teacher of the Semester, Texas Tech University, Fall, 2000

- Mortar Board Apple Polishing Honoree, Texas Tech University, 1999, 2000
- Agricultural Communicators of Tomorrow Teacher of the Semester, Texas Tech University, Fall, 1998
- Collegiate FFA Teacher of the Semester, Texas Tech University, Fall, 1998
- Collegiate 4-H Teacher of the Semester, Texas Tech University, Fall, 1998

Professional Development

- LEAD²¹ Program Participant, 2005-2006
- Adobe GoLive Certified, Global Info, Glenview, Chicago 2005
- Adobe Illustrator Certified, Digital Training and Design, Addison, Texas, 2004
- AVID Express DV Certified, Lubbock, Texas, 2002
- Dreamweaver 4.0 Certified, Digital Training and Design, Addison, Texas, 2001
- Factor Analysis, Robert Warmbrod, NAERC Pre-session, San Diego, California, 2000
- Adobe Premiere 5.1 Certified, Digital Training and Design, Addison, Texas, 2000
- Web CT Training, Texas Tech University, 2000
- Front Page Training, Teaching Learning and Technology Center, Lubbock, Texas, 2000
- Kellogg Foundation Food Systems Professions Education (FSPE) Networking Conference, Denver, Colorado, 2000
- Kellogg Foundation Collective Leadership Workshop, College Station, Texas, 1999
- PhotoShop Training, Austin, Texas, 1999

Research and Creative Activities

Funded Proposals

Date	Proposal Title	Submitted To	Amount	%	Akers Amount
2004-2005	<i>Educational Component of Supervised Agricultural Experience</i>	National FFA Organization	15,000	25%	\$3,750
2004-2005	<i>Sustaining Rural Economics Through New Water Management Technologies</i>	USDA – Ogallala Aquifer Initiative Project	\$32,052	25%	\$8,013
2004-2005	<i>Cottonlink – The Influence of Media-Friendly CD's Upon Quantity and Quality of News Coverage</i>	International Cotton Research Council	\$44,983	34%	\$15,294
2004	<i>National Agricultural Communications Summit (Development proposal)</i>	Pioneer Hi-Bred	\$6,000	50%	\$3,000
2002-2004	<i>Training the Trainer: The Distance Education Instructional Design Project</i>	USDA – Challenge Gant	\$249,952	4%	\$10,000
2002-2004	<i>Cottonlink – Media Guide to the Cotton Industry</i>	International Cotton Research Council	\$80,000	34%	\$27,000

Funded Proposals Continued

Date	Proposal Title	Submitted To	Amount	%	Akers Amount
2001-2004	<i>Validation of Interventions to be used in Very Small Processing Plants</i>	USDA-Integrated Research, Extension and Education Program	\$600,000	2%	\$12,000
2003-2004	<i>Ogallala Aquifer Initiative: Technology Transfer, Education & Training — Phase 1</i>	USDA ARS	\$18,677	2.5%	\$467
2003-2004	<i>Rural Youth's Participation in Leadership Activities</i>	Nat. FFA Org.	\$22,500	25%	\$5,625
2001-2002	<i>Enhancing the Computer Education of Students in the College of Agricultural Sciences and Natural Resources</i>	Texas Tech University /Multi-disciplinary Research Project	\$25,000	25%	\$6,250
2001-2002	<i>Development of a Natural Environment Sensory Trial for Therapeutic Riding</i>	Texas Tech University /Multi-disciplinary Research Project	\$25,000	25%	\$6,250
2000-2002	<i>Development of Novel Marker Bacteria to Investigate Food Safety Issues</i>	Texas Tech University /Multi-disciplinary Research Project	\$50,000	25%	\$12,500
1999-2000	<i>Value Added Beef Product</i>	Texas Tech University /Multi-disciplinary Research Project	\$25,000	25%	\$6,250
1999	<i>Purina Mills Safety Training Video</i>	Purina Mills, Wichita, Kansas	\$2,500	100%	\$2,500
	TOTAL		\$1,196,662		\$118,899

Refereed Publications in Review (6)

Vinyard, A., **Akers, C.**, Doerfert, C., Davis, C., & Oskam, J. An examination of the Texas print media's ability to report objectively on cotton following the dissemination of an agricultural media resource. *Journal of Applied Communications*. (Under Review)

Akers, C., Doerfert, D., Casabonne, K., Frazee, S., & Davis, C. An initial investigation of emotional intelligence and level of bias among Texas agricultural reporters. *Journal of Applied Communications*. (Under Review)

Akers, C., Segrest, D., Kistler, M., Smith, J., Davis, C., & Baker, M. Evaluating the effectiveness of the Texas Parks and Wildlife Hueco Tanks state historic site orientation/conservation video: A media system dependency theory perspective. *Journal of Applied Communications*. (Under Review)

Robertson, T., Doerfert, D., **Akers, C.**, & Kistler., M. Farm broadcaster knowledge and beliefs of biotechnology and genetically modified organisms. *Journal of Applied Communications*. (Under Review)

Beesley, A., Haygood, J., Doerfert, D., **Akers, C.**, & Davis, C., A content analysis of cotton-related hard news and feature stories published in Texas newspaper. *Journal Applied Communications*. (Under Review)

Ward, J., Misra, S., Herring, A., Blanton Jr. J., & **Akers, C.**, Ranch level management and cost characteristics of the Texas beef cattle industry. *Professional Animal Scientist* (Under Review)

Refereed Journal (7)

Brashears, M.T., **Akers, C.**, Smith, J., (2005). The effects of multimedia cues on student cognition in an electronically delivered high school unit of instruction. *Proceedings of the 55th Southern Journal of Agricultural Education*

Simon, L., Haygood, J., **Akers, C.**, Doerfert, D., & Davis, C., (2005) Master's level agricultural communications curriculum: A national delphi study. *Journal of Agricultural Education*. 46 (3), 56-69.

Smith, J., Villareal, V., **Akers, C.**, and Haygood, J. (2004). Computer knowledge, skills, and experiences of students enrolled in undergraduate courses in the College of Agricultural Sciences and Natural Resources. *NACTA Journal*. 48 (1), 45-51.

Akers, C., Miller, K., Frazee, S., & Lockaby, J. (2004). Identifying emotional intelligence as a critical curricular need in agricultural education. *Journal of Agricultural Education*. 45 (1), 87-95.

Pyle, A., Brady, H., Lawver, D., **Akers, C.**, and Cepica, T. (2004). Journal-based reflection in undergraduate service learning and the university therapeutic riding center. *NACTA Journal*. 48 (4), 72.

Brady, H., Lawver, D., Pyle, A., Shaw, M., **Akers, C.**, & Cepica, T. (2004). Principles of therapeutic riding as a service-based learning course with an agricultural curriculum. *Proceeding of the North American Colleges and Teachers of Agriculture Conference*. . *NACTA Journal*. 48 (4), 81.

Akers, C., Vaughn, P., and Lockaby, J. (2003). High school agricultural communications competencies: A national delphi study. *Journal of Agricultural Education*. 44 (4), 1-10.

Refereed Proceedings (42)

Davis, C.S., **Akers, C.L.**, Cepica, M., Doerfert, D., Frazee, S., Lawver, D., Schacht, M.A. (2005). Cognitive responses by West Texas Hispanic/Latinos to agricultural news: A comparison of four English and Spanish presentation media. *Research Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences*, San Antonio, TX.

Vinyard, A., **Akers, C.**, Doerfert, C., Davis, C., & Oskam, J. (2005) An examination of the Texas print media's ability to report objectively on cotton following the dissemination of an agricultural media resource. *Proceedings of the National Agricultural Education Research Conference*, San Antonio, TX.

Akers, C., Doerfert, D., Casabonne, K., Frazee, S., & Davis, C. (2005) An initial investigation of emotional intelligence and level of bias among Texas agricultural reporters. *Proceedings of the National Agricultural Education Research Conference*, San Antonio, TX.

Akers, C., Segrest, D., Kistler, M., Smith, J., Davis, C., & Baker, M. (2005). Evaluating the effectiveness of the Texas Parks and Wildlife Hueco Tanks state historic site orientation/conservation video: A media system dependency theory perspective. *Proceedings of the National Agricultural Education Research Conference*, San Antonio, TX.

Davis, C.S., **Akers, C.L.**, Doerfert, D., Kieth, T.L., McGregor, K.W. (2005). Special Needs Students and Competitive Livestock Exhibition: A Case Study of Perceived Benefits with an Autistic Child. *Proceedings of the National Agricultural Education Research Conference*, San Antonio, TX.

Davis, C.S., **Akers, C.L.**, Cepica, M., Doerfert, D., Frazee, S., Lawver, D., Schacht, M.A. (2005). Salience of Agricultural Issues by West Texas Hispanic/Latinos: A Comparison of Four English and Spanish Mass Media Presentation. *Proceedings of the Western Region Agricultural Education Research Conference*, Prescott, AZ.

Vinyard, A., **Akers, C.**, Doerfert, C., Davis, C., & Oskam, J. (2005) An examination of the Texas print media's ability to report objectively on cotton following the dissemination of an agricultural media resource. *Proceedings of the Western Region Agricultural Education Research Conference*, Prescott, AZ.

Brashears, M.T., **Akers, C.**, Smith, J., (2005). The effects of multimedia cues on student cognition in an electronically delivered high school unit of instruction. *Proceedings of the 55th Southern Region Agricultural Education Research Conference*. Little Rock, AR.

Lawver, D., Barton, J., **Akers, C.**, Smith, J., & Frazee S. (2004). Agricultural mechanics curriculum for agricultural science teacher certification: A delphi study. *Proceedings of the 31st National Agricultural Education Research Conference*. St. Louis, MO, 31, 433-441.

Simon, L., Haygood, J., **Akers, C.**, Doerfert, D., Davis, C., & Bullock S. (2004). Master's level agricultural communications curriculum: A national delphi study. *Proceedings of the 31st National Agricultural Education Research Conference*. St. Louis, MO, 31, 120-133.

Martinez, B., Beasley, A., Doerfert, D. & **Akers, C.** (2004). The need for the inclusion of emotional intelligence in the agricultural education curriculum: A literature review. *Proceedings of the 31st National Agricultural Education Research Conference*. St. Louis, MO, 31, 407-419.

Bullock, S., Haygood, J., **Akers, C.**, Beasley, A., Doerfert, D., Davis, C., & Stockard, S. (2004). CottonLink: media's bridge to the cotton industry. *Proceedings of the 31st National Agricultural Education Research Conference*. St. Louis, MO.

Simon, L., Haygood, J., **Akers, C.**, Doerfert, D., Davis, C., & Bullock S. (2004). Master's level agricultural communications curriculum: A national delphi study. *Proceedings of the 23rd Western Region Agricultural Education Research Conference*. Honolulu, HA.

Robertson, T., Doerfert, D., **Akers, C.**, & Kistler, M. (2004). Farm broadcaster knowledge and beliefs of biotechnology and genetically modified organisms. *Proceedings of the 23rd Western Region Agricultural Education Research Conference*. Honolulu, HA.

Davis, C., **Akers, C.**, Doerfert, D., McGregor, K., and Kieth, L. (2004). Special needs students and competitive livestock exhibition: A case study of perceived benefits with an autistic child. *Proceedings of the 23rd Western Region Agricultural Education Research Conference*. Honolulu, HA.

Saunders, C., **Akers, C.**, Haygood, J., Lawver, D., Doerfert, D., & Davis, C. (2004). World Wide Web coverage of agricultural issues: A content analysis. *Proceedings of the 23rd Western Region Agricultural Education Research Conference*. Honolulu, HA.

Fraze, S., Schilling, G., **Akers, C.**, & Kistler, M. (2004) Computer experiences and information technology adoption of senior secondary agri-science students in Texas. *Proceedings of the 23rd Western Region Agricultural Education Research Conference*. Honolulu, HA.

Bullock, S., Haygood, J., **Akers, C.**, Beesley, A., Doerfert, D., Davis, C., & Stockard, S. (2004). CottonLink: Media's bridge to the cotton industry. *Proceedings of the 23rd Western Region Agricultural Education Research Conference*. Honolulu, HA.

Brady, H., Lawver, D., Pyle, A., Shaw, M., **Akers, C.**, & Cepica, T. (2004). Principles of therapeutic riding as a service-based learning course with an agricultural curriculum. *Proceedings of the 54th Southern Region Agricultural Education Research Conference*. Tulsa, OK.

Brashears, T., Bullock, S., & **Akers, C.** (2003). A test of the hardin-brashears bimodal survey model on the cooperative communicators association: A case study. *Proceeding of the 30th National Agricultural Education Research Conference*. Orlando, FL, 30, 501-511.

Villarreal, V., Smith, J., **Akers, C.**, & Haygood, J. (2003). Analysis of computer knowledge, skills, and experiences of students enrolled in undergraduate courses in the College of Agricultural Sciences and Natural Resources. *Proceeding of the 30th National Agricultural Education Research Conference*. Orlando, FL. 30, 583-595.

Raulerson, R., Telg, R., Irani, T., Place, N., Lundy, L., Swain, C., Carter, R., Schmidt, A., Dooley, K., Lindner, J., **Akers, C.**, Davis, C., Anderson, E., Moore, L., & Bielema, C. (2003). Roadmap to effective distance education instructional design. *Proceedings of the 30th National Agricultural Education Research Conference*. Orlando, FL.

Whittington, S., **Akers, C.**, Dodson, B., Rudd, R., & Elliott J. (2003). FFA Life Knowledge. real lessons for real life initiative. *Proceedings of the 30th National Agricultural Education Research Conference*. Orlando, FL.

Davis, C., **Akers, C.**, Green, C., & Zartman, R. (2003). The analysis of variables that influence student performance in an introductory soils class. *Proceedings of the 22nd Western Region Agricultural Education Research Conference*. Portland, OR.

Lawver, D., Barton, J., **Akers, C.**, Smith, J., & Frazee S. (2003). Agricultural mechanics curriculum for agricultural science teacher certification: A delphi study. *Proceedings of the 22nd Western Region Agricultural Education Research Conference*. Portland, OR.

Marlett, B., Beasley, A., Doerfert, D. & **Akers, C.** (2003). The need for the inclusion of emotional intelligence in the agricultural education curriculum: A literature review. *Proceedings of the 22nd Western Region Agricultural Education Research Conference*. Portland, OR.

Villarreal, V., Smith, J., **Akers, C.**, & Haygood, J. (2003). Analysis of computer knowledge, skills, and experiences of students enrolled in undergraduate courses in the College of Agricultural Sciences and Natural Resources. *Proceedings of the 53rd Southern Region Agricultural Education Research Conference*. Mobile, AL.

Akers, C., Miller, K., Frazee, S., & Lockaby, J. (2002). Identifying emotional intelligence as a critical curricular need in agricultural education. *Proceedings of the 29th National Agricultural Education Research Conference*. Las Vegas, NV.

Lockaby, J., Hagins, S., **Akers, C.** & Kieth, L. (2002). Associated Press wire service coverage of agricultural issues. *Proceedings of the 29th National Agricultural Education Research Conference*. Las Vegas, NV.

Akers, C., Frazee, S., Lockaby, J., & Miller, K. (2002). Assessing the importance and inclusion of emotional intelligence in agricultural education. *Proceedings of the 21st Western Region Agricultural Education Research Conference*. Spokane, WA.

Miller, K., **Akers, C.**, Frazee, S., and Lockaby, J. (2002). Critical curricular needs of emotional intelligence in agricultural education. *Proceedings of the 52nd Southern Region Agricultural Education Research Conference*. Orlando, FL.

Bullock, S., Lockaby, J., & **Akers, C.** (2002). Virtual community: A concept ripe for harvest. *Proceedings of the 52nd Southern Region Agricultural Education Research Conference*. Orlando, FL.

Akers, C., Vaughn, P., and Lockaby, J. (2001). High school agricultural communications competencies: A national delphi study. *Proceedings of the 27th National Agricultural Education Research Meeting*, New Orleans, LA.

Akers, C., Vaughn, P., and Lockaby, J. (2001). High school agricultural communications competencies: A national delphi study. *Proceedings of 51st Southern Region Agricultural Education Research Conference*. Fort Worth, TX.

Massey, P., Lockaby, J. & **Akers, C.** (2001). Evaluation of effective visuals in distance education. *Proceedings of 51st Southern Region Agricultural Education Research Conference*. Fort Worth, TX.

Montgomery, M., Lockaby, J., & **Akers, C.** (2001). Analyzing the Texas high school agricultural communications curriculum. *Proceedings of 51st Southern Region Agricultural Education Research Conference*. Fort Worth, TX.

Lindner, J. R., Dooley, K., Christianson, J. E., **Akers, C.**, Baker, M., Frazee, S., Kieth, L., Lawver, D., Lockaby, J., & Smith, J. (2001). Will you ever leave home again? Doc-at-a-Distance. *Proceedings of the 17th Annual Conference of the Association for International Agricultural and Extension Education*. Baton Rouge, LA.

Kieth, L., Lockaby, J. Frazee, S., **Akers, C.**, Hogg, J., Davis, B. (2001). Collaborative activities between a non-land-grant university and the agricultural extension service. *Proceedings of the 20th Western Region Agricultural Education Research Conference*. Carmel, CA.

Massey, P., Lockaby, J. & **Akers, C.** (2000). Evaluation of effective visuals in distance education. *Proceedings of the 19th Western Region Agricultural Education Research Conference*, 19, 3-14.

Wrye, C. & Terry, H.R., Jr. (1993). Opinions of graduates concerning the curricular and extra-curricular activities of the College of Agricultural Sciences. *Proceedings of the 20th National Agricultural Education Research Conference*, 20, 244-252.

Wrye, C. & Terry, H.R., Jr. (1993). Follow-up study of College of Agricultural Sciences graduates. *Proceedings of the 12th Western Agricultural Education Research Meeting*, 12, 124-136.

Wrye, C. & Terry, H.R., Jr. (1993). Occupational status and educational needs of College of Agricultural Sciences graduates. *Proceedings of the 42nd Southern Agricultural Education Research Meeting*, 42, 215-223.

Refereed Presentations (14)

Akers, C., Segrest, D., Kistler, M., Smith, J., Davis, C., & Baker, M. (2005). Evaluating the effectiveness of the Texas Parks and Wildlife Hueco Tanks state historic site orientation/conservation video: A media system dependency theory perspective. *Proceedings of the Southern Association of Agricultural Scientists*, Little Rock, AR.

Davis, C.S., **Akers, C.L.**, Cepica, M., Doerfert, D., Frazee, S., Lawver, D. (2005). Cognitive responses by West Texas Hispanic/Latinos to agricultural news: A comparison of four English and Spanish presentation media. *Proceedings of the Southern Association of Agricultural Scientists*, Little Rock, AR.

Simon, L., Haygood, J., **Akers, C.**, Doerfert, D., Davis, C., & Bullock S. (2004). Master's level agricultural communications curriculum: A National Delphi Study. *Southern Association of Agricultural Scientists Agricultural Communications*. Tulsa, OK.

Raulerson, R., Telg, R., Irani, T., Schmidt, A., Anderson, E., Dooley, K., Lindner, J., Haygood, J., **Akers, C.**, Bielema, C., Carter, R., Thomas, R., Heer, R., & Place N. (2003). Train the Trainer: The distance education instructional designer project. *Presentation to National Agricultural Communicators in Education Conference - Distance Education*. Kansas City, KS.

Doerfert, D.L., **Akers, C.**, Haygood, J. & Kistler, M. (2003). Oregon's ballot measure 27: What can we learn from the vote to label genetically engineered foods? *National Agricultural Communicators in Education Conference*. Kansas City, KS.

Akers, C., Bullock, S., & Dooley, K. (2003). Doc@Distance: Questions, delights, and disappointments. *Presentation to National Agricultural Communicators in Education Conference – Distance Education*. Kansas City, KS.

Doerfert, D.L., **Akers, C.**, Haygood, J. & Kistler, M. (2003). Oregon's ballot measure 27: What can we learn from the vote to label genetically engineered foods? *National Agri-Marketing Conference*, San Diego, CA.

Haygood, J., Harmon, A., **Akers, C.**, & Thorvilson, H. (2003). An assessment of programming needs among county agents in red imported fire ant quarantined counties in Texas. *Southern Association of Agricultural Scientists Agricultural Communications*. Mobile, AL.

Brashears, T., Bullock, S., and **Akers, C.** (2003). A Test of the Hardin-Brashears bimodal survey model on the Cooperative Communicators Association: A Case Study. *Southern Region Agricultural Education Research Meeting*. Mobile, AL.

Akers, C., & Haygood, J. (2003). Content analysis: The Hayakawa-Lowry method, *Southern Region Agricultural Economics Research Meeting*. Mobile, AL.

Saunders, C., **Akers, C.**, Haygood, J., & Lawver, D. (2003). World Wide Web coverage of agricultural issues: A content analysis *Southern Association of Agricultural Scientists Agricultural Communications*. Mobile, AL.

Telg, R., Irani, T., Place, N., **Akers, C.**, Haygood, J. Dooley, K., & Linder, J. (2003). Distance education training for distance education trainers. *Southern Association of Agricultural Scientists Agricultural Communications*. Mobile, AL.

Hagins, S., Lockaby, J., **Akers, C.** & Kieth, L. (2002). Associated Press wire service coverage of agricultural issues. *Southern Association of Agricultural Scientists Agricultural Communications*. Orlando, FL.

Bullock, S., Lockaby, J., & **Akers, C.** (2002). Virtual community: A concept ripe for harvest. *Southern Association of Agricultural Scientists Agricultural Communications*. Orlando, FL.

Invited Presentations (14)

Akers, C., (2005) Lifeknowledge core curriculum, engagement strategies, facilitation and brain based learning. *Area III Mid Winter Conference*. College Station, TX.

Akers, C., (2004) Lifeknowledge core curriculum. *Southern Region In-service*. Pomona, CA

Akers, C., (2004) Lifeknowledge core curriculum. *South Coast Region In-service Workshop* San Luis Obispo, CA

Davis, C.S., **Akers, C.**, & Doerfert, D. (2004) When generations collide. *District 4-H Agent Training*. Lubbock, TX.

Davis, C.S., & **Akers, C.** (2004) Agricultural education and communications academic update. Radio broadcast on the *AG ED Show*, KRFE AM 580. Lubbock, TX.

Davis, C.S., Rutherford, T., & **Akers, C.** (2004) Agricultural communications 101. *Texas Agricultural Science Teachers Conference*. Abilene, TX.

Akers, C., & Findley, M. (2004). Student engagement strategies. *Texas Tech College of Agricultural Sciences and Natural Resources Faculty Retreat*. Lubbock, TX.

Akers, C., (2004) Lifeknowledge core curriculum *St. Croix Federation of Teachers Quest*. St. Croix, USVI

Akers, C., Friedel, C., Rudd, R., Stump, S., & White, A. (2004) Lifeknowledge core curriculum, engagement strategies, brain-based learning, and facilitation *Texas Agriculture Teachers Conference*. Abilene, TX.

Doerfert, D. L., Davis, C. S., **Akers, C.**, & Kistler, M. (2004). Biotechnology and the consumer: Research results and implications. Invited presentation at the *2004 National Agri-Marketing Meeting*, Kansas City, MO.

Akers, C., Elliot, J., Rudd, R., & Wittington, S., (2004) Lifeknowledge core curriculum, engagement strategies, *Nebraska Agriculture Teachers Winter Meeting*. Norfolk, NE.

Akers, C., Park, T., & Rudd, R. (2004) Lifeknowledge core curriculum, engagement strategies, *Florida State FFA Convention*. Orlando, FL.

Akers, C., & Dooley, K. (2003) Doc@Distance: Delivery Strategies. *University of Missouri College of Agriculture Faculty*. Columbia, MO.

Akers, C., & Bullock, S., (2003) Agricultural communications CDE. *New Mexico Agriculture Teachers Conference*. Ruidoso, NM.

Video Productions (6)

"Texas Department of Transportation Mowing Height and Speed Training" (2003) *Texas Tech University, College of Engineering*.

"Hippo Therapy Sensory Trail" (2003) Texas Tech University, *Texas Tech Health Science Center*.

"Department of Agricultural Education and Communication Recruitment Video" (2002) *Texas Tech University, Department of Agricultural Education & Communications*.

"Department of Animal Science and Food Technology Information Video"(2000), *Texas Tech University, Department of Agricultural Education & Communications*.

"Purina Mills Safety Training Video" (1999), *Texas Tech University, Department of Agricultural Education & Communications*.

“Premium Standard Farms Breeding Division Training Video” (1998), Texas Tech University, Department of Agricultural Education & Communications.

Books, Chapters or Manuals (1)

Massey, P., Lockaby, J. & **Akers, C.** (1998) Using the distance education classroom in the College of Agricultural Sciences and Natural Resources at Texas Tech University. Lubbock, Texas.

Popular Press (2)

Akers, C., Holder, L., & Kreifels M. (2004 January/February) Leadership isn't just for officers. *The Agricultural Education Magazine*, 76(4), 12-13

Lockaby, J., **Akers, C.**, & Karr, K. (2001 January/February) Agricultural education: Communication Technology in use. *The Agricultural Education Magazine*. 73(4) pp.20-21.

Service

Texas Tech University

- Member Graduate Council, 2003-2005
 - Academic Program Committee, 2003 -2005
- Member Teaching Academy, 2003 - Present
 - Program Development Committee, 2003 -2004
 - Executive Council, 2004 -2008
 - Chair Elect, 2005-2006

College of Agricultural Sciences and Natural Resources- TTU

- Recruitment and Committee, 1997 – Present
 - Chair, 2004 - Present
- Member Placement Committee, 1998 – 2002
- Co - Coordinator of College Orientation, 2003 - Present

Department of Agricultural Education and Communications

- Member Graduate Curriculum Committee, 2000 – Present
 - Member of Doc@Distance Planning Committee, 1997 - 2000
 - Chair sub-committee on 150 hour program development, 2004
- Member Undergraduate Curriculum Committee
 - Member sub-committee on addition of tracks to academic program, 2003
 - Chair Sub-committee on change to 120 hr program, 2004
- Member Recruitment Committee, 2000 - Present
- Member Department Chair Search Committee, 2000
- Member Agricultural Communications Instructor Search Committee, 2001
- Assistant Director of Center of Agricultural Technology Transfer (CATT), in charge of multi-media, 1997 - Present
- State Charitable Campaign Coordinator, 1997 - 1999
- University Teaching Award Development Committee, 1999 - 2000

Professional Membership

- Member of Association for Educational Communications and Technology

- Member of American Association for Agricultural Education (AAAE)
 - Journal of Agricultural Education (JAE) Review Board, 2004 – 2007
 - Western Region Communication Committee, 2004 – 2007
 - Attended National Meeting, 1998, 2000, 2001, 2002, 2005
 - Attended Southern Region Meeting, 1997, 1998, 1999, 2000, 2001, 2002, 2003
 - Attended Western Region Meeting, 1998, 1999, 2004, 2005
 - Session Chair for Western Agricultural Education Research Meeting, 1998
- Member of Professional Agricultural Workers of Texas
- Member of Gamma Sigma Delta
- Member of Association for Communication Excellence (ACE)
 - Professional Development Committee, 2005-2008
 - Academic Program Special Interest Group, Chair, 2004 – 2005
 - Academic Program Special Interest Group, Vice Chair, 2003 - 2004
 - Academic Program Special Interest Group, Vice Chair Elect, 2002 - 2003
 - Discussant and Reviewer of ACE National meeting, 2004
- Member of National Association of College Teachers of Agriculture (NACTA)

Youth Scholarship

- Mentor for the National FFA Delta Conference, 2005
- Member National FFA Agricultural Communications CDE Committee, 2001-Present
- Member Agricultural Communications Summit Planning Committee, 2004
- National FFA Lifeknowledge Curriculum Trainer, 2004 – 2005
- National FFA LifeKnowledge Curriculum Development Quality Team Leader, 2002-2004
- National FFA Essential Learning's Career Success Task Force, 2002
- Judge National FFA Agricultural Communication CDE Graphic Design Competition, 2002
- Texas Cooperative Extension, Texas Community Futures Forum (TCFF) Agricultural Literacy Response Team, 2000 - 2001
- Texas Cooperative Extension, TCFF Agricultural Literacy Conference Planning Committee, 2000 - 2001
- National FFA Agricultural Communication CDE Proposal Competition Judge, 2000
- State FFA CDE Competition Tabulation, 1998 - Present
- Area FFA CDE Competition Tabulation, 1998 - Present
- Unity in Agricultural Awareness Conference Planning Committee, 1997 -1999
- National FFA Foundation, Steering Committee on Risk Management Education, 1999
- Livestock Publications Council Advertising Contest Judge, 1997, 2002
- Texas Farmer Stockman Show AG in Bag Tour Guide Coordinator,1997 - 2002
- AG in Bag Tour Guide Coordinator, 2003 - Present
- Texas Junior Hereford Association Photography Competition Judge, 1998