

Courtney Meyers
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EDUCATION:

2008	Ph.D.	University of Florida	Agricultural Education & Communication
2005	M.S.	University of Arkansas	Agricultural & Extension Education
2003	B.S.	Kansas State University	Agricultural Communications & Journalism

PROFESSIONAL EXPERIENCE:

2019-present	Professor, Agricultural Communications, Texas Tech University
2017-present	Graduate Studies Coordinator, Department of Agricultural Education & Communications, Texas Tech University
2019-2020	Faculty Fellow, Teaching, Learning, & Professional Development Center, Texas Tech University
2014-2019	Associate Professor, Agricultural Communications, Texas Tech University
2008-2014	Assistant Professor, Agricultural Communications, Texas Tech University
2005-2008	Graduate Research & Teaching Assistant, University of Florida
2003-2005	Graduate Research & Teaching Assistant, University of Arkansas
2000-2003	Communications Specialist, Kansas State University International Grains Program

INTERNATIONAL EXPERIENCE:

2022	Fulbright Scholar in Wagga Wagga, NSW, Australia (July-December)
2019	Conducted research during two weeks in Australia
2018	Presenter at International Conference on Educational Innovation in Agrarian Topics, Lima, Peru
2004	Sales and Marketing Intern, Scottish Agricultural College, Edinburgh, Scotland

HONORS AND AWARDS:

Honors:

1. *Recipient* – Davis College International Impact Award, 2023
2. *Recipient* – Outstanding International Agricultural Educator Award, Western Region American Association for Agricultural Education, 2023
3. *Recipient* – Fulbright Scholar Award for Australia, July-December 2022
4. *Recipient* – U.S. Department of Agriculture Regional Excellence in College & University Teaching in Food & Agricultural Sciences Award, 2022
5. *Recipient* – Texas Tech Parents Association Leadership Award, 2022
6. *Recipient* – Texas Tech University President's Academic Achievement Award, 2021
7. *Recipient* – Texas Tech University President's Exemplary Program Award (for Agricultural Communications), 2021
8. *Recipient* – American Association for Agricultural Education (AAAE) Outstanding Teacher, 2021
9. *Recipient* – Texas Tech President's Excellence in Academic Advising Award, 2020

10. *Recipient* – College of Agricultural Sciences & Natural Resources (CASNR) Service and Outreach Award, 2020
11. *Recipient* – Western Region AAAE Teacher Award, 2020
12. *Inductee* – AAAE Fellows, 2020
13. *Recipient* – AAAE Outstanding Agricultural Communications Educator Award, 2019
14. *Recipient* – Texas Tech CASNR Graduate Student Advising Award, 2018
15. *Recipient* – Texas Tech President’s Teaching Excellence Professorship, 2018
16. *Recipient* – Texas Tech Chancellor’s Council Distinguished Teaching Award, 2018
17. *Recipient* – Texas Tech University Integrated Scholar, 2018
18. *Recipient* – University of Arkansas Bumpers College Alumni Society's Outstanding Young Alumna Award, 2017
19. *Recipient* – Raiders Who Rock! Unsung Hero Award, 2017
20. *Participant* – LEAD21, 2016-2017
21. *Recipient* – Mortar Board Apple Polishing Award, 2016
22. *Recipient* – USDA New Teacher Award, 2015
23. *Participant* – Texas Tech President’s Leadership Institute, 2015-2016
24. *Recipient* – Texas Tech President’s Mid-Career Faculty Award, 2015
25. *Inductee* – Texas Tech Teaching Academy, 2015
26. *Recipient* – Association for Communication Excellence Research SIG Award of Excellence, 2015
27. *Recipient* – Texas Tech CASNR Teaching Award, 2014
28. *Recipient* – Texas Tech TeMPO Fellow (Teaching Mentoring through Peer Observation), 2014
29. *Recipient* – Texas Tech President’s Excellence in Teaching Award, 2014
30. *Recipient* – Raider Ready Excellence in Teaching Award, 2013
31. *Recipient* – Non-land-grant Agricultural and Renewable Resources Universities (NARRU) Distinguished Young Educator Award, 2013
32. *Recipient* – Western Region AAAE Outstanding Young Member, 2013
33. *Recipient* – CASNR Junior Faculty Award, 2013
34. *Recipient* – Association for Communication Excellence Academic Programs SIG Award of Excellence, 2013
35. *Recipient* – Texas Tech University Teaching, Learning, & Professional Development Center Faculty Spotlight Award, 2013
36. *Recipient* – Texas Tech Alumni Association New Faculty Award, 2011
37. *Recipient* – CASNR Ag Council Faculty Member of the Semester, Fall 2010
38. *Recipient* – Texas Tech Service Learning Faculty Fellow, 2010-2011
39. *Recipient* – Raiders Who Rock! Award, Texas Tech University, 2009
40. *Recipient* – Graduate Student Teaching Award, North American Colleges and Teachers of Agriculture, 2007
41. *Recipient* – University of Florida Alumni Academic Fellowship, 2005-2008
42. *Recipient* – Masters Scholar, University of Arkansas Dale Bumpers College of Agricultural and Life Sciences, 2005
43. *Recipient* – Outstanding Graduate Student, University of Arkansas Department of Agricultural and Extension Education, 2005

Awards:

1. *Journal of Applied Communications* Article of the Year, 2021, Volume 105
2. Outstanding Manuscript Award, Western Region AAAE Research Conference, 2018
3. Most Innovative Poster, Western Region AAAE Research Conference, 2018
4. Adviser of the Outstanding Dissertation Award recipient, ACE Conference, 2018
5. Adviser of the Outstanding Thesis Award recipient, ACE Conference, 2018
6. Awarded "People's Choice" Outstanding Poster, ACE Conference, 2018
7. Distinguished Impact in Research Award, Western Region AAAE Research Conference, 2017
8. 2nd place Innovative Idea poster, Western Region AAAE Research Conference, 2017
9. Distinguished Manuscript (1 of 5 awarded), National AAAE Research Conference, 2017
10. Distinguished Manuscript (2 of 5 awarded), National AAAE Research Conference, 2017
11. Outstanding Manuscript, AAAE Western Region Conference, 2016
12. Outstanding Manuscript, AAAE National Conference, 2015
13. Distinguished Research Poster, AAAE National Conference, 2015
14. First Runner-Up Research Presentation, Southern Association of Agricultural Scientists Agricultural Communications Section, 2015
15. Distinguished Research Poster, AAAE National Conference, 2014
16. 2nd Place Outstanding Research Poster, SAAS Ag Comm Section, 2014
17. Distinguished Manuscript, SAAS Ag Ed Section, 2014
18. Outstanding Research Paper Presentation, Western Region AAAE, 2013
19. 5th Place Innovative Idea Poster, Western Region AAAE, 2013
20. 4th Place Research Poster, Western Region AAAE, 2013
21. 2nd Place Outstanding Poster, Engagement Scholarship Consortium, 2013
22. Outstanding Research Paper, Association for Communication Excellence, 2013
23. *Journal of Applied Communications* Article of the Year, 2012, Volume 96
24. 3rd Place Research Paper, Association for Communication Excellence, 2012
25. Outstanding Research Poster, American Association for Agricultural Education National Conference, 2012
26. *Journal of Applied Communications* Article of the Year, 2011
27. Outstanding Overall Research Paper, Association for Communication Excellence, 2011
28. Outstanding Faculty Research Paper, Association for Communication Excellence, 2011
29. Distinguished Manuscript, American Association for Agricultural Education National Research Conference, 2011
30. Distinguished Manuscript, American Association for Agricultural Education Western Region Research Conference, 2011
31. Outstanding Faculty Paper Presentation, Southern Association of Agricultural Scientists Agricultural Communications Section, 2011
32. 3rd Place Research Poster, Southern Association of Agricultural Scientists Agricultural Communications Section Research Conference, 2011
33. 2nd Place Innovative Idea Poster, American Association for Agricultural Education North Central Research Conference, 2010
34. 1st place Graduate Student Innovative Idea Poster, American Association for Agricultural Education National Research Conference, 2010
35. 3rd Place Research Poster, American Association for Agricultural Education Western Region Research Conference, 2010

36. 2nd Place Research Poster, Southern Association of Agricultural Scientists Agricultural Education Section, 2010
37. Outstanding Dissertation Award, Association for Communication Excellence, 2009
38. 2nd Place Research Paper, Association for Communication Excellence Conference, 2009

PUBLICATIONS:

*Indicates a graduate student author, ** indicates an undergraduate student author

Refereed Journals: total published 69

Published:

1. White, S., Meyers, C., & Bratcher, C. (2024). Exploring graduate students' experiences in a college of agriculture. *NACTA Journal*, 68(1). <https://doi.org/10.56103/nactaj.v68i1.163>
2. Elmore*, S., **Meyers, C.**, Fischer, L., Burris, S., & McCord, A. (2023). Time well spent: Exploring the role of attitude and topic importance on selective exposure to agricultural messages. *Journal of Applied Communications*, 107(1). <https://doi.org/10.4148/1051-0834.2458>
3. Thorn*, L., **Meyers, C.**, Frazee, S., Akers, C. (2022). Identifying stakeholders' needs for agricultural communications in higher education curriculum in Australia. *Journal of Applied Communications*, 106(4). <https://doi.org/10.4148/1051-0834.2462>
4. Lawson*, C., **Meyers, C.**, Boren-Alpizar, A., Irlbeck, E., & McCord, A. (2022). Reporting a rural reality: A case study of an agricultural newspaper's series on the rural opioid epidemic. *Journal of Applied Communications*, 106(2). <https://doi.org/10.4148/1051-0834.2421>
5. Hill*, N., **Meyers, C.**, Li, N., Doerfert, D., & Mendu, V. (2022). How does the public discuss gene-editing in agriculture? An analysis of Twitter content. *Advancements in Agricultural Development*, 3(2), 31–47. <https://doi.org/10.37433/aad.v3i2.187>
6. Hill*, N., **Meyers, C.**, Li, N., Doerfert, D., & Mendu, V. (2022). Persuasive effects of metaphors regarding gene-editing in agriculture. *Journal of Applied Communications*, 106(1). <https://doi.org/10.4148/1051-0834.2416>
7. Kubacak*, K., **Meyers, C.**, Li, N., & Kennedy, L. (2022). Influence of message theme on consumer perceptions of lab grown meat. *Journal of Applied Communications*, 106(1). <https://doi.org/10.4148/1051-0834.2401>
8. Ray, N., Strong, R., & **Meyers, C.** (2022). Measuring the perceived usefulness of social media professional learning networks to elevate agricultural development. *Advancements in Agricultural Development*, 3(4), 43-56. <https://doi.org/10.37433/aad.v3i4.275>
9. Regusci*, E., **Meyers, C.**, Li, N., & Irlbeck, E. (2022) Exploring news coverage about plant-based milk: A content analysis. *Journal of Applied Communications*, 106(1). <https://doi.org/10.4148/1051-0834.2405>
10. Lawson, C., Whitaker, W., & Meyers, C. (2021). Analyzing changes in students' Media Writing Self-Perceptions during a writing-intensive course. *Journal of Applied Communications*, 105(4).

11. LaGrande*, L. E., **Meyers, C.**, Cummins, R. G., & Baker, M. (2021). A moment-to-moment analysis of trust in agricultural messages. *Journal of Applied Communications*, 105(2). <https://doi.org/10.4148/1051-0834.2375>
12. Lawson*, C., **Meyers, C.**, McCord, A., Irlbeck, E., & Boren-Alpizar, A. (2021). Individual depictions, causes, and consequences: Effects of media frames on perceptions toward the rural opioid epidemic. *Journal of Applied Communications*, 105(2). <https://doi.org/10.4148/1051-0834.2377>
13. Fischer, L. M., Opat, K., Jennings, K., & **Meyers, C.** (2021). Visualizing values: A content analysis to conceptualize value congruent video messages used in agricultural communications. *Journal of Applied Communications*, 105(2). <https://doi.org/10.4148/1051-0834.2368>
14. Lu, P., Burris, S., Baker, M., **Meyers, C.**, & Cummins, R. G. (2021). Cultural differences in critical thinking style: A comparison of U.S. and Chinese undergraduate agricultural students. *Journal of International Agricultural and Extension Education*, 28(4), 49-62. <https://doi.org/10.5191/jiaee.2021.28449>
15. Morales, S., Brashears, M. T., Boren-Alpizar, A., **Meyers, C.**, & Oldewage-Theron, W. (2021). Gatekeepers of food and nutritional security projects in South Africa. *Journal of Agricultural Education and Extension*. <https://doi.org/10.1080/1389224X.2021.1873154>
16. Steede*, G. M., **Meyers, C.**, Li, N., Irlbeck, E., & Gearhart, S. (2020). The influence of framing effects on public opinion of antibiotic use in livestock. *Journal of Applied Communications*, 104(2). <https://doi.org/10.4148/1051-0834.2291>
17. Fischer, L., **Meyers, C.**, Cummins, R. G., Gibson, C., & Baker, M. (2020). Creating relevancy in agricultural science information: Examining the impact of motivational salience and involvement on visual attention to scientific information. *Journal of Applied Communications*, 104(2). <https://doi.org/10.4148/1051-0834.2287>
18. Lawson*, C., & **Meyers, C.** (2020). Country crisis: A content analysis of rural opioid epidemic news coverage. *Journal of Applied Communications*, 104(2). <https://doi.org/10.4148/1051-0834.2315>
19. Cantrell*, K., Li, N., **Meyers, C.**, & Akers, C. (2020). Misleading or informing? Examining the effects of labeling design on consumers' perception of gluten-free products and wheat safety. *Journal of Applied Communications*, 104(1). <https://doi.org/10.4148/1051-0834.2309>
20. Gibson, C., Irlbeck, E., **Meyers, C.**, Akers, C., & Price, P. (2019). An investigation of agricultural crisis communications via social media. *Journal of Applied Communications*, 103(4). <https://doi.org/10.4148/1051-0834.2279>
21. Calley*, B., **Meyers, C.**, Gibson, C., Irlbeck, E. (2019). A comparative content analysis of news stories and press releases during the 2015 Blue Bell ice cream recall. *Journal of Applied Communications*, 103(3). <https://doi.org/10.4148/1051-0834.2213>
22. Bigham*, A., **Meyers, C.**, Li, N., & Irlbeck, E. (2019). The effect of emphasizing credibility elements and the role of source gender on perceptions of source credibility. *Journal of Applied Communications*, 103(2), <https://doi.org/10.4148/1051-0834.2270>

23. Steede*, G., **Meyers, C.**, Li, N., Irlbeck, E., & Gearhart, S. (2019). A content analysis of antibiotic use in livestock in national U.S. newspapers. *Journal of Applied Communications*, 103(1). <https://doi.org/10.4148/1051-0834.2237>
24. Akins, J., Lamm, A., Telg, R., Abrams, K., **Meyers, C.**, & Raulerson, B. (2019). Seeking and engaging: Case study integration to enhance critical thinking about agricultural issues. *Journal of Agricultural Education*, 60(3), 97-108. doi:10.5032/jae.2019.03097
25. Steede*, G., **Meyers, C.**, Li, N., Irlbeck, E., & Gearhart, S. (2018). A sentiment and content analysis of Twitter content regarding the use of antibiotics in livestock. *Journal of Applied Communications*, 102(4). <https://doi.org/10.4148/1051-0834.2225>
26. Lamm, A. J., Harsh, J., **Meyers, C.**, & Telg, R. W. (2018). Can they relate? Teaching undergraduate students about agricultural and natural resource issues. *Journal of Agricultural Education*, 59(4), 211-223. <https://doi.org/10.5032/jae.2018.04211>
27. Harsh, J. L., Lamm, A. L., Abrams, K., **Meyers, C.**, Telg, R., & Raulerson, B. (2018). Case study integration in the undergraduate classroom: Can we enhance willingness to communicate? *Journal of Applied Communications*, 102(3). <https://doi.org/10.4148/1051-0834.2199>
28. Steede*, G. M., Fischer, L., Meyer, D. C., & **Meyers, C.** (2018). A content analysis of Extension's presence on 1890 land-grant university websites. *Journal of Applied Communications*, 102(1). <https://doi.org/10.4148/1051-0834.1733>
29. Gibson, C., Hancock, H., Irlbeck, E., & **Meyers, C.** (2018). Cultivating creativity: Faculty conceptions of creativity in agricultural communications students," *Journal of Applied Communications*, 102(1). <https://doi.org/10.4148/1051-0834.1753>
30. Fischer*, L., **Meyers, C.**, & Dobelbower, S. (2017). Exploring how pedagogical strategies change student perceptions of writing apprehension. *Journal of Agricultural Education*, 58(4), 254-268. <https://doi.org/10.5032/jae.2017.04254>
31. Meyer*, D. C., Holt-Day, J., Steede, G. M., & **Meyers, C.** (2017). A content analysis of the 2016 National Teach Ag Day's Facebook posts. *Journal of Agricultural Education*, 58(3), 120-133. <https://doi.org/10.5032/jae.2017.03120>
32. Greenhaw, L. L., Brashears, M. T., Burris, S., **Meyers, C.**, & Morrison, C. (2017). Preliminary development of an attrition risk assessment instrument for secondary agricultural educators. *Journal of Agricultural Education*, 58(2), 83-97. <https://doi.org/10.5032/jae.2017.02083>
33. Fischer*, L. M., & **Meyers, C.** (2017). Determining change in students' writing apprehension scores in a writing intensive course: A pre-test, post-test design. *Journal of Agricultural Education*, 58(1), 69-84. <https://doi.org/10.5032/jae.2017.01069>
34. Trojan, S., **Meyers, C.**, & Hudson, N. (2016). Incorporating writing-intensive assignments in an animal science production course. *NACTA Journal*, 60(4), 417-422.
35. Krause*, A., **Meyers, C.**, Irlbeck, E., & Chambers, T. (2016). What side are you on? An examination of the persuasive message factors in Proposition 37 videos on YouTube. *Journal of Applied Communications*, 100(3), 68-82. <https://doi.org/10.4148/1051-0834.1231>

36. **Meyers, C., & Arnold, S.** (2016). Student expectations and reflections of a study away course experience to Washington, D.C. *Journal of Applied Communications*, 100(2), 86-99. <https://doi.org/10.4148/1051-0834.1032>
37. Ahrens, C. A., **Meyers, C.**, Irlbeck, E., Burris, S., & Roach, D. (2016). Exploring agricultural communications students' perceptions of communication apprehension and writing apprehension in the classroom. *Journal of Agricultural Education*, 57(2), 134-148. doi: 10.5032/jae.2016.02134
38. **Meyers, C.**, Gracey*, K., Irlbeck, E., & Akers, C. (2015). Exploring the uses and gratifications of agricultural blog readers. *Journal of Applied Communications*, 99(4), 91-103. <https://doi.org/10.4148/1051-0834.1064>
39. Lemons, L., Brashears, M. T., Burris, S., **Meyers, C.**, & Price, M. A. (2015). Factors contributing to attrition as reported by leavers of secondary agriculture programs. *Journal of Agricultural Education*, 56(4), 17-30. doi:10.5032/jae.2015.04017
40. **Meyers, C.**, Shaw*, K., Irlbeck, E., Doerfert, D., Abrams, K., & Morgan, C. (2015). Identifying agriculturists' online communication tool training needs. *Journal of Applied Communications*, 99(3), 6-20. <https://doi.org/10.4148/1051-0834.1052>
41. Shaw*, K., **Meyers, C.**, Irlbeck, E., Doerfert, D., Abrams, K., & Morgan, C. (2015). Agriculturists' personal and business use of online communication tools. *Journal of Applied Communications*, 99(2), 15-29. <https://doi.org/10.4148/1051-0834.1045>
42. Moore*, M. L., **Meyers, C.**, Irlbeck, E., & Burris, S. (2015). U.S. agricultural commodity organizations' use of blogs as a communications tool. *Journal of Applied Communications*, 99(2), 61-75. <https://doi.org/10.4148/1051-0834.1048>
43. White*, D., **Meyers, C.**, Doerfert, D., & Irlbeck, E. (2014). Exploring agriculturalists' use of social media for agricultural marketing. *Journal of Applied Communications*, 98(4), 72-85. <https://doi.org/10.4148/1051-0834.1094>
44. Nelson*, W., Doerfert, D. L., **Meyers, C.**, Baker, M., Akers, C., Yamada, M., Nanseki, T., & Roberts, O. (2014). An examination of the International Federation of Agricultural Journalists' involvement in agriculture knowledge mobilization. *Journal of Applied Communications*, 98(4), 86-98. <https://doi.org/10.4148/1051-0834.1095>
45. Hall*, K., **Meyers, C.**, Doerfert, D., Akers, C., & Johnson, P. (2013). Recruiting and retaining shareholders for community supported agriculture in Texas. *Journal of Applied Communications*, 97(4), 33-46. <https://doi.org/10.4148/1051-0834.1126>
46. Irlbeck, E.G., Jennings*, J.F., **Meyers, C.A.**, Gibson, C.D., & Chambers, T. (2013). A case study of the risk and crisis communications used in the 2009 Salmonella outbreak in peanut products. *Journal of Applied Communications*, 97(4), 19-32. <https://doi.org/10.4148/1051-0834.1125>
47. **Meyers, C.** (2013). [Commentary/Book Review] The worst hard time: The untold story of those who survived the Great American Dust Bowl. *Journal of Applied Communication*, 97(2), 19-22. <https://doi.org/10.4148/1051-0834.1114>

48. Dunn, K., Akers, C., Duysen, C., **Meyers, C.**, & Chambers, T. (2013). Usability testing and evaluation of Texas Tech sorghum research initiative website. *Journal of Applied Communication*, 97(1), 25-37.
49. Palmer, A., Irlbeck, E., **Meyers, C.**, & Chambers, T. (2013). A case study of the risk and crisis communications used in the 2008 salmonella outbreak. *Journal of Applied Communications*, 97(1), 38-49.
50. Hill, A., Bailey, N., Arnold, S., & **Meyers, C.** (2012). Extension's online presence: Are land-grant universities promoting the tripartite mission? *Journal of Extension*, 50(6). Retrieved from <http://www.joe.org/joe/2012december/rb1.php>
51. Gibson, C.*, Ahrens, C.*, **Meyers, C.**, & Irlbeck, E. (2012). Selected GO TEXAN members' online presence: A communications audit. *Journal of Applied Communications*, 96(3), 26-37.
52. Abrams, K. M., & **Meyers, C. A.** (2012). From opposite corners: Comparing persuasive message factors and frames in opposing activist organizations' websites. *Journal of Applied Communications*, 96(1) 54-67.
Awarded *Journal of Applied Communications*' Article of the Year, 2012
53. Wimmer, G., **Meyers, C.**, Porter, H., & Shaw, M. (2012). Learning vicariously: Students' reflections of the leadership lessons portrayed in *The Office*. *Journal of Leadership Education*, 11(2), 52-71.
54. **Meyers, C.**, Irlbeck, E., & Fletcher*, K. (2011). Postsecondary students' reactions to agricultural documentaries: A qualitative analysis. *Journal of Applied Communications*, 95(3), 82-95.
55. **Meyers, C.**, Irlbeck, E., Graybill-Leonard*, M., & Doerfert, D. (2011). Advocacy in agricultural social movements: Exploring Facebook as a public relations communication tool. *Journal of Applied Communications*, 95(3), 68-81.
Awarded *Journal of Applied Communications*' Article of the Year, 2011
56. Graybill-Leonard*, M., **Meyers, C.**, Doerfert, D., & Irlbeck, E. (2011). Using Facebook as a communication tool in agricultural-related social movements. *Journal of Applied Communications*, 95(3), 45-56.
57. Barr, K., Irlbeck, E., **Meyers, C.**, & Chambers, T. (2011). Television journalists' perceptions of agricultural stories and sources in Texas. *Journal of Applied Communications*, 95(3), 57-67.
58. Baker, L., Abrams, K., Irani, T., & **Meyers, C.** (2011). Managing media relations: Determining the reputation of a land grant institution from the perspective of media professionals. *Journal of Applied Communications*, 95(2), 60-73.
59. **Meyers, C.**, & Irani, T. (2011). Measuring the public value of a land-grant university. *Journal of Applied Communications*, 95(1), 50-62.
60. Allen*, K., **Meyers, C.**, Brashears, T., & Burris, S. (2011). Out in the cold about COOL: An analysis of U.S. consumers' awareness of mandatory country-of-origin labels for beef. *Journal of Agriculture, Food Systems, and Community Development*, 1(4). doi:10.5304/jafscd.2011.014.006

61. **Meyers, C. A., & Abrams, K. M.** (2010). Feeding the debate: A qualitative framing analysis of organic food news media coverage. *Journal of Applied Communications*, 94(3 & 4), 22-36.
62. Allen*, K., Abrams, K., **Meyers, C.** & Shultz, A. (2010). A little birdie told me about agriculture: Best practices and future uses of Twitter in agricultural communications. *Journal of Applied Communications*, 94(3 & 4), 6-21.
63. Abrams, K. M., & **Meyers, C. A.** (2010). Conversations with gatekeepers: An exploratory study of agricultural publications editors' decision to publish risk coverage. *Journal of Applied Communications*, 94(1 & 2), 6-18.
64. Abrams, K. M., **Meyers, C. A.**, & Irani, T. A. (2010). Naturally confused: Consumers' perceptions of all-natural and organic pork products. *Journal of Agricultural and Human Values*, 27(3), 365-374. DOI 10.1007/s10460-009-9234-5
65. Abrams, K., **Meyers, C.**, Irani, T., & Baker, L. (2010). Branding the land grant university: Stakeholders' awareness and perceptions of the tripartite mission. *Journal of Extension*, 48(6). Retrieved from <http://www.joe.org/joe/2010december/a9.php>
66. Hightower, L., Telg, R., **Meyers, C.**, Irani, T., Gallo, M. & Myers, B. (2008). The University of Florida's Scientific Thinking and Educational Partnership: An approach for genetics outreach. *Journal of Applied Communications*, 92 (1&2), pp. 21-29.
67. **Meyers, C.A.**, & Miller, J.D. (2007). Evaluating genetically modified food labels: A focus group study. *Journal of Applied Communications*, 91(1-2), 15-29.
68. Friedel, C.R., **Meyers, C.A.**, Mamontova, N.N., & Irani, T.A. (2007). How do the Russian citizens of Dmitrov Hills conceptualize genetically modified foods? *Journal of International Agricultural and Extension Education*, 14(3), 17-30.
69. **Meyers, C.A.**, & Irani, T.A., & Eckhardt, E. (2006). Using focus groups to develop an Extension home horticulture public radio program. *Journal of Applied Communications*, 90(4), 39-53.

***Awarded Research Article of the Year, volume 90**

Refereed Abstracts: total published 4, in press 0, in review 0

1. **Meyers, C.**, & Arnold, S. (2014). Dividing the work, doubling the experience: The development of a study away experience between two universities [abstract]. *NACTA Journal*, 58(Supplement 1), 28.
2. **Meyers, C.**, & Irlbeck, E. (2014). Multiple perspectives on service learning in agricultural communications [abstract]. *NACTA Journal*, 58(Supplement 1), 44.
3. **Meyers, C.** (2014). Examining client satisfaction in an agricultural communications service-learning course [abstract]. *NACTA Journal*, 58(Supplement 1), 1.
4. Lemons, L., Wimmer, G., & **Meyers, C.** (2014). Implementing service-learning: Best practices from agricultural leadership education [abstract]. *Journal of Higher Education Outreach and Engagement*, 18(3), 159-161.

Peer-Reviewed National Media: total published 2

1. **Meyers, C., & Hock, G.** (2016, July/August). Service learning in agricultural education: Learning near and far. *The Agricultural Education Magazine*, 89(1), 4-5.
2. Hock, G., & **Meyers, C.** (2018, September/October). On the road to change: Moving from literacy to advocacy. *The Agricultural Education Magazine*, 91(2).

Refereed Proceedings: total of 132

1. Butler, R. D., Gibson, C., Irlbeck, E., & **Meyers, C.** (2023, May). *Communicating cooperatively: Exploring social media and online communication use of agricultural commodity cooperatives in Texas*. [Paper presentation]. National AAAE Research Conference, Raleigh, NC.
2. Elmore*, S., **Meyers, C.**, Fischer, L., Burris, S., & McCord, A. (2022, May). *Influence of attitudes and topic importance on selective exposure to agricultural messages: A logistic regression analysis*. [Paper presentation]. National AAAE Research Conference, Oklahoma City, OK.
3. Orton*, G., **Meyers, C.**, Doerfert, D., & Fischer, L. (2022, May). *Covering climate change: A content analysis of agricultural magazines*. [Paper presentation]. National AAAE Research Conference, Oklahoma City, OK.
4. Moore*, A., Irlbeck, E., **Meyers, C.**, Kennedy, L., Callison, C., & Essary, C. (2022, May). *An examination of Extension video producer's training, background, and attitudes*. [Paper presentation]. National AAAE Research Conference, Oklahoma City, OK.
5. Moore, A., Irlbeck, E., **Meyers, C.**, Kennedy, L., Callison, D. (2022). *A benchmark study of video technology and products employed within extension communication units*. [Paper presentation]. National Agricultural Communications Symposium. New Orleans, LA.
6. Hill*, N., **Meyers, C.**, Li, N., Doerfert, D., & Mendu, V. (2021, September). *A systematic metaphor analysis of gene-editing in agriculture in online U.S. news* [Paper presentation]. Western Region American Association for Agricultural Education Annual Conference, Bozeman, MT.
7. Regusci*, E., **Meyers, C.**, Li, N., & Irlbeck, E. (2021, June). *A content analysis of news coverage about plant-based milk* [Paper presentation]. Association for Communication Excellence Research Conference, Online.
8. Lawson, C., **Meyers, C.**, Boren-Alpizar, A., Irlbeck, E., & McCord, A. (2021, June). *A rural reality: A case study of the Farm & Dairy newspaper's series on the rural opioid epidemic* [Paper presentation]. Association for Communication Excellence Research Conference, Online.
9. Matheny*, T. B., **Meyers, C.**, Kennedy, L., & McCord, A. (2021, May). *Correcting misinformation on social media: The effect of source and message framing on cognitive conflict*. [Paper presentation]. National AAAE Research Conference, Online.

10. Lawson, C., Lu, P., & **Meyers, C.** (2021, May). *Perceptions of rural America: Using exploratory factor analysis for instrument development* [Paper presentation]. National AAAE Research Conference, Online.
11. Hill*, N., **Meyers, C.**, Li, N., Doerfert, D., & Mendu, V. (2021, May). *Persuasive effects of metaphors regarding gene-editing in agriculture* [Paper presentation]. National AAAE Research Conference, Online.
12. Peckman*, J., & **Meyers, C.** (2020, October). *Exploring the influence of the "Gluten-Free" label claim on parents' food purchasing decisions* [Paper presentation]. American Association for Agricultural Education North Central Region Conference, Online.
13. Hill*, N., **Meyers, C.**, Li, N., Doerfert, D., & Mendu, V., (2020, September). *A Descriptive Analysis of Twitter Content Regarding Gene-Editing in Agriculture* [Paper presentation]. American Association for Agricultural Education Western Region Conference, Online.
14. Moore, A., Irlbeck, E., **Meyers, C.**, Li, N., (2020, September). *Age, credibility, and production values: An experiment in video production techniques* [Paper presentation]. American Association for Agricultural Education Western Region Conference, Online.
15. Elliot*, M., **Meyers, C.**, Burris, S., Ritz, R., (2020, June). *Defining consumer perceptions of sustainable textiles: A Q method study* [Paper presentation]. Association for Communication Excellence Annual Conference, Online.
16. Elliot*, M., Boykin*, K., & **Meyers, C.** (2020, June). *One dam controversy: A news framing analysis of the Lower Snake River dams* [Paper presentation]. Association for Communication Excellence Annual Conference, Online.
17. Stanton*, C., **Meyers, C.**, Li, N., & McCord, A. (2020, May). *Eye didn't see that coming: Interpreting the influence of heuristic and systematic cues on visual attention* [Paper presentation]. National AAAE Research Conference, Online.
18. Stanton*, C., **Meyers, C.**, Li, N., & McCord, A. (2020, May). *Millennial and Generation Z consumers' perceptions and attitudes of clean label foods* [Paper presentation]. National AAAE Research Conference, Online.
19. Kieschnick*, L., **Meyers, C.**, Frazee, S., & Akers, C. (2020, May). *Agricultural communications in Australia: Identifying stakeholders' needs for higher education curriculum* [Paper presentation]. National AAAE Research Conference, Online.
20. Elliot*, M., **Meyers, C.**, Burris, S., & Ritz, R. (2020, May). *Defining personas of cotton producers: A Q Method study* [Paper presentation]. National AAAE Research Conference, Online.
21. Elliot*, M., Hill*, N., & **Meyers, C.** (2020, May). *Navigating transparent pork production: Analyzing visual attention of The Maschhoffs website* [Paper presentation]. National AAAE Research Conference, Online.
22. Boykin*, K., **Meyers, C.**, Li, N., & Kennedy, L. (2020, May). *Influence of message theme on consumer perceptions of lab grown meat* [Paper presentation]. National AAAE Research Conference, Online.

23. Waller*, K., **Meyers, C.**, McCord, A., & Gibson, C. (2019, May). *The effect of infographics on recall of information about genetically modified foods*. Paper presented at the National AAEE Research Conference, Charleston, SC.
24. LaGrande*, L., **Meyers, C.**, Cummins, R. G., & Baker, M. (2019, May). *A moment-to-moment analysis of trust in agricultural messages*. Paper presented at the National AAEE Research Conference, Charleston, SC.
25. LaGrande*, L., Lawson*, C., & **Meyers, C.** (2019, May). *Framing agricultural water use: A content analysis of state Farm Bureau YouTube videos*. Paper presented at the National AAEE Research Conference, Charleston, SC.
26. Steede*, G., **Meyers, C.**, Li, N., Irlbeck, E., & Gearhart, S. (2019, May). *The influence of framing effects on public opinion of antibiotic use in livestock*. Paper presented at the National AAEE Research Conference, Charleston, SC.
27. Lawson*, C., & **Meyers, C.** (2019, May). *Country crisis: A content analysis of rural opioid epidemic news coverage*. Paper presented at the National AAEE Research Conference, Charleston, SC.
28. Steede*, G. M., **Meyers, C.**, Li, N., Irlbeck, E., & Gearhart, S. (2018, August). *A sentiment and content analysis of Twitter content regarding antibiotic use in livestock*. Paper presented at the annual meeting of the Association for Communication Excellence, Phoenix, AZ.
29. Bigham*, A., **Meyers, C.**, Li, N., & Irlbeck, E. (2018, August). *The effect of emphasizing credibility elements and the role of source gender on perceptions of source credibility*. Paper presented at the Association for Communication Excellence National Research Conference, Scottsdale, AZ.
30. Fischer, L. M., **Meyers, C. A.**, Cummins, R. G., Gibson, C., & Baker, M. (2018, August). *Examining the impact of motivational salience and involvement on visual attention to scientific information*. Paper presented at the Association for Education in Journalism and Mass Communication Research Conference, Washington, DC.
31. Fischer, L. M., **Meyers, C. A.**, Cummins, R. G., Gibson, C., & Baker, M. (2018, May). *Creating relevancy in scientific information: An analysis of the impact of motivational salience and involvement on visual attention*. Paper presented at the National AAEE Research Conference, Charleston, SC.
32. Morales, S., Brashears, M. T., Boren, A., **Meyers, C.**, Oldewage-Theron, W. (2018, April). *Evaluating food security in a Honduran livestock project*. Paper presented at the Association for International Agricultural and Extension Education, Merida, Yucatan, Mexico.
33. Lamm, A., Harsh, J., **Meyers, C.**, & Telg, R. (2018, February). *Agricultural and natural resource issues education: Are we teaching about relationships?* Paper presented at the Southern Region meeting of the American Association for Agricultural Education Research Conference, Jacksonville, FL.
34. Fischer, L. M., **Meyers, C. A.**, Cummins, R. G., Gibson, C., & Baker, M. (2018, February). *Creating relevancy in scientific information: An analysis of the impact of motivational salience and involvement on visual attention*. Paper presented at the

Southern Association of Agricultural Scientists: Ag Communications Section,
Jacksonville, FL.

35. Bigham*, A., & Meyers, C. (2017, June). *Communicating science: A systematic review of the modern role of source credibility*. Paper presented at the Association for Communication Excellence National Research Conference, New Orleans, LA.
36. Steede*, G., Meyer, D., Fischer, L., & Meyers, C. (2017, June). *A content analysis of extension's presence on 1890 land-grant university websites*. Paper presented at the Association for Communication Excellence National Research Conference, New Orleans, LA.
37. Meyers, C., Rodgers*, L., Steede*, G., Doerfert, D., & Irlbeck, E. (2017, June). *Agricultural communicators' professional development needs within career stages*. Paper presented at the Association for Communication Excellence National Research Conference, New Orleans, LA.
38. Hancock*, H., Gibson, C., Irlbeck, E., & Meyers, C. (2017, June). *Opening the closed mind: A literary review of creativity in higher education*. Paper presented at the Association for Communication Excellence National Research Conference, New Orleans, LA.
39. Hancock*, H., Gibson, C., Irlbeck, E., & Meyers, C. (2017, June). *Cultivating creativity: Faculty conceptions of creativity in agricultural communications students*. Paper presented at the Association for Communication Excellence National Research Conference, New Orleans, LA.
40. Fischer*, L., Meyers, C., & Dobelbower, S. (2017, May). *Exploring how pedagogical strategies change student perceptions of writing apprehension*. Paper presented at the National AAAE Research Conference, San Luis Obispo, CA.
41. Durst*, L., Meyers, C., Irlbeck, E., & Ritz, R. (2017, May). *Adoption of water conservation practices in irrigation management: An application of the Theory of Planned Behavior in the Texas High Plains*. Paper presented at the National AAAE Research Conference, San Luis Obispo, CA.
***Distinguished Manuscript Award**
42. King*, J., Meyers, C., Baker, M., & Doerfert, D. (2017, May). *International rural development nonprofit organizations' use of Facebook: A content analysis*. Paper presented at the National AAAE Research Conference, San Luis Obispo, CA.
43. Lamm, A., Meyers, C., Telg, R., & Wandersee, C. (2017, May). *Impact of agricultural issue courses on undergraduate students' opinion leadership*. Paper presented at the National AAAE Research Conference, San Luis Obispo, CA.
44. Hancock*, H., Gibson, C., Irlbeck, E., & Meyers, C. (2017, May). *Climate for creativity: A phenomenological study of creativity in agricultural communications students*. Paper presented at the National AAAE Research Conference, San Luis Obispo, CA.
***Distinguished Manuscript Award**
45. Gorham*, L. M., Meyers, C., & Dobelbower**, S. (2017, February). *Exploring pedagogical activities impacting writing apprehension*. Paper presented at the annual

meeting of the Southern Region meeting of the American Association for Agricultural Education, Mobile, AL.

46. Wilkins**, K. M., Gorham*, L. M., **Meyers, C.** (2017, February). *Visualizing values: A content analysis to describe value-congruent message appeals used in an agricultural campaign*. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Communications Section, Mobile, AL.
47. King*, J., **Meyers, C.**, Baker, M., & Doerfert, D. (2016, September). *International rural development nonprofit organizations' use of Facebook: A content analysis*. Paper presented at Western Region AAAE Research Conference, Tucson, AZ.

Distinguished Manuscript Award

48. Durst*, L., **Meyers, C.**, Irlbeck, E., & Ritz, R. (2016, September). *Adoption of water conservation practices in irrigation management: An application of the Theory of Planned Behavior in the Texas High Plains*. Paper presented at Western Region AAAE Research Conference, Tucson, AZ.
49. King*, J., **Meyers, C.**, Doerfert, D., & Baker, M. (2016, September). *Building an online community: A qualitative study of online media use by international rural development nonprofit organizations*. Paper presented at Western Region AAAE Research Conference, Tucson, AZ.
50. McLerran*, E., Irlbeck, E.G., **Meyers, C.**, Doerfert, D.L., & Seltzer, T. (2016). *Agricultural communications student confidence level and preparedness for employment at Texas Tech University*. Paper presented at Western Region AAAE Research Conference, Tucson, AZ.

51. King*, J., **Meyers, C.**, Baker, M., & Doerfert, D. (2016, June). *International rural development nonprofit organizations' use of Twitter: A content analysis*. Paper presented at the Association for Communication Excellence Research Conference, Memphis, TN.
52. Krause*, A., **Meyers, C.**, Irlbeck, E., & Chambers, T. (2016, May). *The value of a YouTube video: A content analysis of the Message Sensation Value of GMO labeling videos*. Paper presented at the National AAAE Research Conference, Kansas City, MO.
53. Gorham*, L., **Meyers, C.**, & Matteson, S. (2016, May). *Comparing students' writing apprehension scores in a writing course: A pre-test post-test design*. Paper presented at the National AAAE Research Conference, Kansas City, MO.

54. Krause*, A., **Meyers, C.**, Irlbeck, E., & Chambers, T. (2016, February). *The value of a YouTube video: A content analysis of the Message Sensation Value of GMO labeling videos*. Paper presented at the annual meeting of Southern Association of Agricultural Scientists: Agricultural Communications Section, San Antonio, TX.

Outstanding Paper Presentation Award

55. Gorham*, L., **Meyers, C.**, & Matteson, S. (2016, February). *Comparing students' writing apprehension scores in a writing course: A pre-test post-test design*. Paper presented at the annual meeting of Southern Association of Agricultural Scientists: Agricultural Communications Section, San Antonio, TX.

56. **Meyers, C., & Gracey*, K., Irlbeck, E., & Akers, C.** (2015, June). *Exploring the uses and gratifications of agricultural blog readers*. Paper presented at the Association for Communication Excellence Research Conference, Charleston, SC.
57. Gibson, C., Irlbeck, E.G., **Meyers, C., Akers C., & Price, P.** (2015, June). *An investigation of agricultural crisis communication via social media: A grounded theory study*. Paper presented at the Association for Communication Excellence Research Conference, Charleston, SC.
Runner-Up Outstanding Research Paper
58. Ahrens*, C., **Meyers, C., Irlbeck, E., Burris, S., & Roach, D.** (2015, May). *Exploring agricultural communications students' perceptions of communication apprehension and writing apprehension in the classroom*. Paper presented at the National AAAE Research Conference, San Antonio, TX.
Awarded Outstanding Manuscript
59. Krause, A., **Meyers, C., Irlbeck, E., & Chambers, T.** (2015, May). *What side are you on? An examination of the persuasive message factors in proposition 37 videos on YouTube*. Paper presented at the National AAAE Research Conference, San Antonio, TX.
60. Lemons, L., Brashears, B., Calico, C., Burris, S., & **Meyers, C.** (2015, May). *Preliminary development of an attrition risk assessment instrument for secondary agricultural educators*. Paper presented at the National AAAE Research Conference, San Antonio, TX.
61. **Meyers, C., & Arnold, S.** (2015, February). *Student expectations and reflections of a study away course experience to Washington, D.C.* Paper presented at the Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Atlanta, GA.
First Runner-Up Research Presentation
62. Lemons, L., Brashears, B., Calico, C., Burris, S., & **Meyers, C.** (2015, February). *Preliminary development of an attrition risk assessment instrument for secondary agricultural educators*. Presented at Southern Region meeting of the American Association for Agricultural Education, Atlanta, GA.
63. **Meyers, C., Gracey*, K., Irlbeck, E., & Akers, C.** (2014, September). *Exploring the uses and gratifications of agricultural blog readers*. Paper presented at the Western Region meeting of the American Association for Agricultural Education, Kona, HI.
64. Krause*, A., **Meyers, C., Irlbeck, E., & Chambers, T.** (2014, September). *What side are you on? An examination of the persuasive message factors in Proposition 37 videos on YouTube*. Paper presented at the Western Region meeting of the American Association for Agricultural Education, Kona, HI.
65. Ahrens*, C. A., **Meyers, C., Irlbeck, E., Burris, S., & Roach, D.** (2014, September). *Exploring agricultural communications students' perceptions of communication apprehension and writing apprehension in the classroom*. Paper presented at the Western Region meeting of the American Association for Agricultural Education, Kona, HI.

66. Jurek*, F., Doerfert, D., **Meyers, C.**, Irlbeck, E., & Miller, M. (2014, September). *The influence of information formatting on consumer understanding of beef processing*. Paper presented at the Western Region AAAE Conference, Kona, HI.
67. Gibson, C., Irlbeck, E., **Meyers, C.**, Akers, C., & Price, P. (2014, September). *An investigation of agricultural crisis communication via social media: A grounded theory study*. Paper presented at the Western Region AAAE Conference, Kona, HI.
68. Trojan, S., **Meyers, C.**, & Hudson, N. (2014, July). *Incorporating writing-intensive assignments into an animal science production course*. Refereed abstract presented at the ASAS-CSAS Joint Annual Meeting, Kansas City, MO.
69. **Meyers, C.** (2014, June). *Examining client satisfaction in an agricultural communications service-learning course*. Research presentation at the North American Colleges & Teachers Association Annual Conference, Bozeman, MT.
70. White*, D., **Meyers, C.**, Doerfert, D., & Irlbeck, E. (2014, June). *Exploring agriculturalists' use of social media for agri-marketing*. Paper presented at the Association for Communication Excellence Research Conference, Portland, OR.
71. Nelson*, W., Doerfert, D. L., **Meyers, C.**, Baker, M., Akers, C., Yamada, M., Nanseki, T., & Roberts, O. (2014). *An examination of the International Federation of Agricultural Journalists' involvement in agriculture knowledge mobilization*. Paper presented at the Association for Communication Excellence Research Conference, Portland, OR.
72. Shaw*, K., **Meyers, C.**, Irlbeck, E., Doerfert, D., Abrams, K., & Morgan, C. (2014, May). *Agriculturists' personal and business use of online communication tools*. Paper presented at the National AAAE Research Conference, Snowbird, UT.
73. **Meyers, C.**, Shaw*, K., Irlbeck, E., Doerfert, D., Abrams, K., & Morgan, C. (2014, May). *Identifying agriculturists' online communication tool training needs*. Paper presented at the National AAAE Research Conference, Snowbird, UT.
74. Lemons, L., Brashears, T., Burris, S., **Meyers, C.**, & Price, M. (2014, May). *Factors contributing to attrition as reported by leavers of secondary agriculture programs*. Paper presented at the National AAAE Research Conference, Snowbird, UT.
75. Hill*, N., Doerfert, D., Akers, C., & **Meyers, C.** (2014, May.) *The capacity of [project] producers to share information with other producers: A social network analysis of within and outside of project interaction*. Paper presented at the National AAAE Research Conference, Snowbird, UT.
76. Lemons, L., Brashears, T., Burris, S., **Meyers, C.**, & Price, M. (2014, February). *Factors contributing to attrition as reported by leavers of secondary agriculture programs*. Paper presented at the Southern AAAE Research Conference, Dallas, TX.

Awarded Distinguished Manuscript

77. Shaw*, K., **Meyers, C.**, Irlbeck, E., Doerfert, D., Abrams, K., & Morgan, C. (2013, September). *Agriculturists' personal and business use of online communication tools*. Paper presented at the Western Region AAAE Conference, Lubbock, TX.

Awarded Outstanding Research Manuscript

78. White*, D., **Meyers, C.**, Doerfert, D., & Irlbeck, E. (2013, September). *Exploring agriculturists' use of social media for agri-marketing*. Paper presented at the Western Region AAAE Conference, Lubbock, TX.
79. Hall*, K., **Meyers, C.**, Doerfert, D., Akers, C., & Johnson, P. (2013, June). *Recruiting and retaining shareholders for community supported agriculture in Texas*. Paper presented at Association of Communication Excellence Research Conference, Indianapolis, IN.
Awarded Outstanding Research Paper Award
80. Hefley*, M., **Meyers, C.**, Irlbeck, E., & Akers, C. (2013, May). *Students' reflections of service-learning in agricultural communications*. Paper presented at the AAAE National Research Conference, Columbus, OH.
81. Moore*, M., **Meyers, C.**, Irlbeck, E., & Burris, S. (2013, May). *Exploring U.S. agricultural commodity organizations' use of blogs as a communications tool*. Paper presented at the AAAE National Research Conference, Columbus, OH.
82. Hefley*, M., **Meyers, C.**, Irlbeck, E., & Akers, C. (2013, February). *Advice from students: Improving service-learning in agricultural communications*. Paper presented at the Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Orlando, FL.
83. Hefley*, M., **Meyers, C.**, Irlbeck, E., & Akers, C. (2013, February). *Students' reflections of service-learning in agricultural communications*. Paper presented at the Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Orlando, FL.
84. Moore*, M., **Meyers, C.**, Irlbeck, E., & Burris, S. (2013, February). *Exploring U.S. agricultural commodity organizations' use of blogs as a communications tool*. Paper presented at the Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Orlando, FL.
85. Wimmer, G., Brashears, T., Burris, S., Frazee, S., & **Meyers, C.** (2013, February) *Cooperating teachers' reflections of the student teaching experience: A qualitative study*. Referred paper session presented at the Southern Region AAAE Conference, Orlando, FL.
86. Gibson*, C., Ahrens, C., **Meyers, C.**, & Irlbeck, E. (2012, June). *Selected GO TEXAN members' online presence: A communications audit*. Paper presented at Association of Communication Excellence Research Conference, Annapolis, MD.
Awarded 3rd Place Research Paper Award
87. Doerfert, D., Graber, L., **Meyers, C.**, & Irlbeck, E. (2012, May). *Traditional and social media channels used by Texas agricultural producers*. Paper presented at the AAAE National Research Conference, Asheville, NC.
88. Vaught*, L., **Meyers, C.**, Irlbeck, E., & Ulmer, J. (2012, May). *Service-learning in agricultural communications: Measuring client satisfaction*. Paper presented at the AAAE National Research Conference, Asheville, NC.

89. Vaught*, L., **Meyers, C.**, Irlbeck, E., & Ulmer, J. (2012, May). *The client's perspective: A qualitative exploration of service-learning in agricultural communications*. Paper presented at the AAAE National Research Conference, Asheville, NC.
90. Hall*, K., **Meyers, C.**, Doerfert, D., Akers, C., & Johnson, P. (2012, April). *Factors influencing membership in community supported agriculture in Texas*. Paper presented at the Western Region Agricultural Education Conference, Bellingham, WA.
91. Doerfert, D., Graber, L., **Meyers, C.**, & Irlbeck, E. (2012, April). *Traditional and social media channels used by Texas agricultural producers*. Research Proceedings of the Western Region Agricultural Education Conference, Bellingham, WA.
92. Doerfert, D., **Meyers, C.**, Frederick, C., & Ulmer, J. (2011, November). *The attitudes and opinions of agricultural producers toward sustainable agriculture on the High Plains of Texas*. Proceedings of the 2011 American Water Resources Association (AWRA) Annual Conference, Albuquerque, NM.
93. Doerfert, D., **Meyers, C.**, Irlbeck, E., & Akers, C. (2011). *What we know about disseminating water management information to various stakeholders*. Proceedings of the 2011 American Water Resources Association (AWRA) Annual Conference, November 7-10, 2011, Albuquerque, NM.
94. Doerfert, D., **Meyers, C.**, Irlbeck, E., & Akers, C. (2011, July). What we know about disseminating water management information to various stakeholders. *Proceedings of the 2011 Universities Council on Water Resources (UCOWR)/National Institutes for Water Resources (NIWR) Annual Conference*, Boulder, CO.
95. **Meyers, C.**, Graybill, M., Doerfert, D., & Irlbeck, E., (2011, June). *Advocating for agriculture: Exploring Facebook as a public relations communication tool in agricultural-related social movements*. Paper presented at Association of Communication Excellence Research Conference, Denver, CO.
96. Graybill*, M., **Meyers, C.**, Doerfert, D., & Irlbeck, E. (2011, June). *The use of Facebook as a communication tool in agricultural-related social movements*. Paper presented at Association of Communication Excellence Research Conference, Denver, CO.
97. **Meyers, C.**, Irlbeck, E., Fletcher**, K., & Keith**, J. (2011, June). *Featuring agriculture: A qualitative analysis of postsecondary students' reactions to agricultural documentaries*. Paper presented at Association of Communication Excellence Research Conference, Denver, CO.
Awarded Outstanding Faculty Research Paper and Research Paper of the Year
98. Barr, K., Irlbeck, E., **Meyers, C.**, & Chambers, T. (2011, June). *Television journalists' perceptions of agricultural stories and sources in Texas*. Paper presented at Association of Communication Excellence Research Conference, Denver, CO.
99. **Meyers, C.** (2011, June). *Identified issue: Helping the world feed itself*. Paper presented at Issues Management Symposium at the Association of Communication Excellence Research Conference, Denver, CO.
100. Hall*, K., & **Meyers, C.** (2011, June). *Identified issue: Indirect land use*. Paper presented at Issues Management Symposium at the Association of Communication Excellence Research Conference, Denver, CO.

101. Allen*, K., & Meyers, C. (2011, June). *Identified issue: Animal welfare*. Paper presented at Issues Management Symposium at the Association of Communication Excellence Research Conference, Denver, CO.
102. Allen*, K., Meyers, C., Brashears, T., & Burris, S. (2011, May). *Out in the cold about COOL: An analysis of U.S. consumers' awareness of mandatory country-of-origin labels for beef*. Paper presented at AAAE National Research Conference, Coeur d'Alene, ID.
Awarded Distinguished Manuscript
103. Graybill*, M., Meyers, C., Doerfert, D., & Irlbeck, E. (2011, April). *The use of Facebook as a communication tool in agricultural-related social movements*. Paper presented at AAAE Western Region Research Conference, Fresno, CA.
104. Frederick*, C., Meyers, C., Doerfert, D., & Ulmer, J. (2011, April). *The attitudes and opinions of agricultural producers toward sustainable agriculture on the High Plains of Texas*. Paper presented at AAAE Western Region Research Conference, Fresno, CA.
Awarded Distinguished Manuscript
105. Allen*, K., Meyers, C., Brashears, T., & Burris, S. (2011, February). *Out in the cold about COOL: An analysis of U.S. consumers' awareness of mandatory country-of-origin labels for beef*. Paper presented at AAAE Western Region Research Conference, Fresno, CA.
106. Palmer, A., Irlbeck, E., Meyers, C., & Chambers, T. (2011, April). *A case study of the risk and crisis communications used in the 2008 salmonella outbreak*. Paper presented at AAAE Western Region Research Conference, Fresno, CA.
107. Meyers, C., Irlbeck, E., Fletcher**, K., & Keith**, J. (2011, February). *Featuring agriculture: A qualitative analysis of postsecondary students' reactions to agricultural documentaries*. Paper presented at Southern Association of Agricultural Scientists Agricultural Communications Section, Corpus Christi, TX.
Awarded Outstanding Faculty Paper Presentation
108. Hall*, K., Meyers, C., & Vaught*, L. (2011, February). *Evaluating the usability of the Texas Agricultural Research Database website*. Paper presented at Southern Association of Agricultural Scientists Agricultural Communications Section, Corpus Christi, TX.
109. Hall*, K., Doerfert, D., Meyers, C., Ulmer, J., & Wilkinson, J. (2011, February). *An Examination of trust-related behaviors important to agricultural stakeholders*. Paper presented at Southern Association of Agricultural Scientists Agricultural Education Section Research Conference, Corpus Christi, TX.
110. Dunn, K., Akers, C., Meyers, C., Chambers, T., & Bobbit, R. (2010, June). *Usability testing and evaluation of [University] Sorghum Research Initiative Web Site*. Paper presented at the Association for Communication Excellence Conference, St. Louis, MO.
111. Meyers, C.A., & Irani, T. (2010, June). *Examining the influence of message framing: A comparison of agricultural and science communicators' attitudes toward*

agricultural biotechnology information. Paper presented at the Association for Communication Excellence Conference, St. Louis, MO.

112. Dunn, K., Akers, C., **Meyers, C.**, Chambers, T., & Bobbitt, R. (2010, April). *Usability testing and evaluation of [University] Sorghum Research Initiative Web Site*. Paper presented at the AAAE Western Region Research Conference, Great Falls, MT.
113. **Meyers, C.A.**, & Irani, T.A. (2009, June). *Effect of Framing Agricultural Biotechnology Messages on Attitudes toward Argument Quality*. Paper presented at the Association for Communication Excellence Conference, Des Moines, IA.
Awarded 2nd Place Research Paper
114. Abrams, K., & **Meyers, C.A.** (2009, June). *Comparing Persuasive Message Factors and Frames in Animal Agriculture Communication Campaigns on the Web*. Paper presented at the Association for Communication Excellence Conference, Des Moines, IA.
Awarded 3rd Place Research Paper
115. **Meyers, C.A.**, & Irani, T.A. (2009, May). *Measuring the Public Value of a Land-Grant University*. Paper presented at the AAAE National Research Conference, Louisville, KY.
116. **Meyers, C.A.**, & Irani, T.A. (2009, April). *Effect of Framing Agricultural Biotechnology Messages on Attitudes toward Argument Quality*. Paper presented at the AAAE Western Region Research Conference, Lake Tahoe, NV.
117. **Meyers, C.A.**, & Irani, T.A. (2009, April). *Measuring the Public Value of a Land-Grant University*. Paper presented at the AAAE Western Region Research Conference, Lake Tahoe, NV.
118. Abrams, K., & **Meyers, C.A.** (2009, April). *Comparing Persuasive Message Factors and Frames in Animal Agriculture Communication Campaigns on the Web*. Paper presented at the AAAE Western Region Research Conference, Lake Tahoe, NV.
119. Chodil-Abrams, K., & **Meyers, C.A.** (2008, June). *Conversations with gatekeepers: An exploratory study of agricultural publication editors' decisions to publish risk coverage*. Paper presented at the Association for Communication Excellence Conference, Traverse City, MI.
120. Chodil-Abrams, K., **Meyers, C.A.**, Irani, T., & Baker, L. (2008, June). *Branding the land-grant university: Agricultural producers' and community leaders' awareness of the tripartite mission*. Paper presented at the Association for Communication Excellence Conference, Traverse City, MI.
121. **Meyers, C.A.**, & Chodil, K. (2008, February). *Feeding the debate: A framing analysis of the news media coverage of organic food*. Paper presented at Southern Association of Agricultural Scientists Agricultural Communications Section, Dallas, TX.
Awarded Outstanding Graduate Student Paper
122. Hightower, L., Telg, R., **Meyers, C.A.**, Irani, T., & Gallo, M. (2008, February). *University of Florida's Scientific Thinking and Educational Partnership: An approach for genetics outreach*. Paper presented at Southern Association of Agricultural Scientists Agricultural Communications Section, Dallas, TX.

123. Rhoades, E.B., **Meyers, C.A.**, & Irani, T.A. (2007, July). *Bringing the real world into the classroom: Utilizing clients to teach*. Paper presented at the North American Colleges & Teachers of Agriculture, Champaign, IL.
124. **Meyers, C.A.**, & Irani, T.A. (2007, June). *Promoting solutions: Selected consumers' perceptions and evaluation of an Integrated Marketing Communications Web site for Extension*. Paper presented at the Association for Communication Excellence Conference, Albuquerque, NM.
Awarded 2nd Place Graduate Student Research Paper
125. Chodil, K., Irani, T.A., & **Meyers, C.A.** (2007, June). *Naturally confused: Selected consumers' perceptions of "all-natural" and organic pork*. Paper presented at the Association for Communication Excellence Conference, Albuquerque, NM.
Awarded 1st Place Graduate Student Research Paper
126. Arnold, S.A., & **Meyers, C.A.** (2007, May). *Leadership approaches of international agricultural extension agencies*. Paper presented at the Association for International Agricultural Extension and Education Conference, Polson, MT.
127. Chodil, K., **Meyers, C.A.**, & Irani, T.A. (2007, February). *The newest white meat: Selected consumers attitudes and taste perceptions of all-natural pork*. Paper presented at Southern Association of Agricultural Scientists Agricultural Communications Section, Mobile, AL.
128. **Meyers, C.A.**, & Miller, J.D. (2006, June). *Application of the elaboration likelihood model to the design of genetically modified food labels*. Paper presented at the Association for Communication Excellence Conference, Quebec City, Canada.
129. Irani, T.A., **Meyers, C.A.**, & Eckhardt, E.E. (2006, June). *Are we listening? Assessing the potential of extension to utilize mass media to convey consumer oriented home horticulture information to non-traditional audiences*. Paper presented at the Association for Communication Excellence Conference, Quebec City, Canada.
130. **Meyers, C.A.**, & Rhoades, E.B. (2006, June). *Covering canker: A framing analysis of citrus canker coverage in Florida newspapers*. Alternate paper accepted at Association for Communication Excellence Conference, Quebec City, Canada.
131. Friedel, C.R., **Meyers, C.A.**, Mamontova, N.N., & Irani, T.A. (2006, May). *How Do the Russian Citizens of Dmitrov Hills Conceptualize Genetically Modified Foods?* Paper presentation at the Association for International Agricultural Extension and Education Conference, Clearwater Beach, FL.
132. **Meyers, C.A.**, & Miller, J.D. (2006, February). *Evaluating genetically modified food labels: A focus group study*. Paper presented at Southern Association of Agricultural Scientists Agricultural Communications Section, Orlando, FL.
***Awarded Outstanding Research Presentation**

Referred Abstracts: total of 18

1. Ford, H., **Meyers, C.**, Burris, S., Amin, M., & Badruddoza, S. (2024, April). *A big data analysis of Twitter conversations about food deserts and food swamps*. Paper presented at the Association for International Agricultural & Extension Education Conference, Orlando, FL.

2. Hock, G., & **Meyers, C.**, (2024, April). *Lasting impact: Participants' reflections on a study abroad experience five years later*. Paper presented at the Association for International Agricultural & Extension Education Conference, Orlando, FL.
3. Annual Research Conference, Association for International Agricultural & Extension Education, Orlando, FL, ", " International, peer-reviewed/refereed. (April 2024).
4. **Meyers, C.**, Harlan, K., Hock, G., Loizzo, J., Monsur, M., Churchill, F., Collins, S., Gragg, S., Irlbeck, E., Kennedy, L., Lawver, D., Rogers-Randolph, T., Randolph, L., Simpson, C., & Telg, R. (2023, June). *Developing interactive virtual tours of agriculture and research facilities*. Paper presented at the North American Colleges & Teachers of Agriculture Conference, Las Cruces, NM.
5. White, S., **Meyers, C.**, & Bratcher, C. (2022, September). *Exploring graduate students' experiences in a college of agriculture*. Paper presented at the Western Region AAAE Research Conference, Las Cruces, NM.
6. Vehige, G., Kennedy, L., Doerfert, D., & **Meyers, C.** (2022, September). *Generational differences in beef cattle breed association members' digital advertisement consumption behaviors*. Paper presented at the Western Region AAAE Research Conference, Las Cruces, NM.
7. Butler, R. D., Gibson, C., Irlbeck, E., & **Meyers, C.**, (2022, September). Communicating cooperatively: Exploring social media and online communication use of agricultural commodity cooperatives in Texas. Paper presented at the Western Region AAAE Research Conference, Las Cruces, NM.
8. Lawson*, C., Elliot*, M., & **Meyers, C.** (2020, June). *Cultivating undergraduate research skills in agricultural communications*. Research presentation at the North American Colleges & Teachers Association Annual Conference, Online.
9. Whitaker*, W., Lawson*, C., & **Meyers, C.** (2020, June). *An analysis of changes in student writing self-perceptions during a writing-intensive course*. Research presentation at the North American Colleges & Teachers Association Annual Conference, Online.
10. Lawson*, C., & **Meyers, C.** (2019, September). *An unfolding affliction: A snapshot of Twitter activity about the rural opioid epidemic*. Paper presented at the Western Region AAAE Research Conference, Anchorage, AK.
11. Boykin, K., **Meyers, C.**, & Li, N. (2019, September). *Chew on this: Monitoring the social media conversation surrounding lab grown meat*. Paper presented at the Western Region AAAE Research Conference, Anchorage, AK.
12. **Meyers, C.**, Meyer*, D., Giuliani*, L., Abrams, K., & Marley, M. (2018, October). *A case for critical thinking: Exploring students' perceptions of multimedia case studies*. Paper presented at the International Conference on Educational Innovation in Agrarian Topics, Lima, Peru.
13. LaGrande*, L., Lawson*, C., & **Meyers, C.** (2018, September). *Framing agricultural water use: A content analysis of state Farm Bureau YouTube videos*. Paper presented at the Western Region AAAE Research Conference, Boise, ID.

Awarded Distinguished Manuscript

14. Giuliani*, L., **Meyers, C.**, Doerfert, D., & Irlbeck, E. (2018, September). *Monitoring the social media conversation during the 2017 National Finals Rodeo*. Paper presented at the Western Region AAAE Research Conference, Boise, ID.
15. **Meyers, C.**, Meyer*, D., Giuliani*, L., Abrams, K., & Marley, M. (2017, September). *A case for critical thinking: Exploring students' perceptions of multimedia case studies*. Paper presented at the Western Region AAAE Research Conference, Fort Collins, CO.
Distinguished Impact in Research Award
16. Hock, G., Keeton, E., Baldwin, C., & **Meyers, C.** (2017, June). *All together now: Using group tests to increase student learning*. Research presentation at the North American Colleges & Teachers Association Annual Conference, West Lafayette, IN.
17. Telg, R., Raulerson, B., Harsh, J., Lamm, A., & **Meyers, C.** (2017, June). *Using multimedia case studies to teach agricultural and natural resources issues*. Research presentation at the North American Colleges & Teachers Association Annual Conference, West Lafayette, IN.
18. Ford**, H., & **Meyers, C.** (2017, March). *A descriptive analysis of food labels on Italian dairy products*. Research presentation at the Texas Tech University Undergraduate Research Conference, Lubbock, TX.

Refereed Posters: total of 166

1. Ryder*, D., & Meyers, C. (2024, April). *A qualitative content analysis of news coverage about Meat and Livestock Australia's Carbon Neutral 2030 initiative*. [Refereed poster session]. Association for International Agricultural & Extension Education Research conference, Orlando, FL.
2. Orton, G., Fischer, L. M., Doerfert, D., **Meyers, C.** & Raven, M. (2024, February). *Leveraging "Q Method Software" for synchronous online card sorting with American cattle producers*. [Refereed poster session]. National Agricultural Communications Symposium, Atlanta, GA.
3. White*, S., **Meyers, C.**, & Bratcher, C. (2023, June) *Exploring graduate students' experiences in a college of agriculture*. [Refereed poster session]. NACTA Annual Research Conference, Las Cruces, NM.
4. **Meyers, C.** (2023, May). *Identifying the topic areas presented in feature stories on the Australian Broadcasting Corporation's Landline*. [Refereed poster session]. American Association for Agricultural Education National Research Conference, Raleigh, NC.
5. Harlan*, K., **Meyers, C.**, Irlbeck, E., Kennedy, L., & Monsur, M. (2023, May). *We're going where? Creating an interactive virtual tour of an agricultural facility*. [Refereed poster session]. American Association for Agricultural Education National Research Conference, Raleigh, NC.
6. Orton*, G., **Meyers, C.**, Doerfert, D., Fischer, L. (2022, June). *Agricultural magazines' coverage of climate change and climate-smart agricultural practices*. [Refereed poster session]. Association of Communication Excellence (ACE) National Conference, Kansas City, MO.

7. **Meyers, C., & Hock., G.** (2022, May). *It's my jam: Using Google Jamboard to encourage engagement and collaboration* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Oklahoma City, OK.
8. Orton*, G., & **Meyers, C.** (2022, May). *Leveraging Zoom features in a synchronous online web design course* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Oklahoma City, OK.
9. Davidson*, D., & **Meyers, C.** (2022, May). *Like, comment, and share: What content drives engagement on the AAAE Facebook page?* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Oklahoma City, OK.
10. Orton*, G., **Meyers, C.**, Fischer, L., & Doerfert, D. (2022, May). *Agricultural magazines' coverage of climate change in relation to agricultural commodity and geographic location* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Oklahoma City, OK.
11. **Meyers., C., & Hock., G.** (2021, September). *In times of COVID: Student reflections of working with clients in an agricultural communications service learning course* [Refereed poster session]. AAEE Western Region Research Conference, Bozeman, MT.
12. Kennedy, L., **Meyers, C.**, Gibson, C., Irlbeck, E., & Vehige, G. (2021, September). *Team(s)work makes the dream work: Using MS Teams in an agricultural communications block course structure* [Refereed poster session]. AAEE Western Region Research Conference, Bozeman, MT.
13. Orton*, G., & **Meyers, C.** (2021, September). *Leveraging Zoom features in a synchronous online web design course* [Refereed poster session]. AAEE Western Region Research Conference, Bozeman, MT.
14. **Meyers., C., & Hock., G.** (2021, September). *It's my jam: Using Google Jamboard to encourage engagement and collaboration* [Refereed poster session]. AAEE Western Region Research Conference, Bozeman, MT.
15. Lawson, C., Orton*, G., Lu, P., & **Meyers, C.** (2021, September). *Quantifying agriculture involvement: Development and testing of a one-factor model* [Refereed poster session]. AAEE Western Region Research Conference, Bozeman, MT.
16. Davidson*, D., & **Meyers, C.** (2021, September). *Like, comment, and share: What content drives engagement on the AAAE Facebook page?* [Refereed poster session]. AAEE Western Region Research Conference, Bozeman, MT.
17. Wallace*, M., Elliot, J., **Meyers, C.**, Elbert, C., & Burris, S. (2021, September). *Female agricultural educator satisfaction with the Arizona Agriculture Teachers Association Mentoring Program* [Refereed poster session]. AAEE Western Region Research Conference, Bozeman, MT.
18. Orton*, G., & **Meyers, C.** (2021, May). *Ready for launch: Incorporating the LaunchPad Solo for Journalism Resource in a writing-intensive course* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.

19. Matheny*, T. B., Elmore, S., **Meyers, C.**, Kennedy, L., & McCord, A. (2021, May). *Consumer awareness and attitudes of plant-based meat options* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.
20. Rey, Y., Essary, C., Irlbeck, E., Doerfert, D., Kennedy, L., & **Meyers, C.** (2021, May). *A content analysis of newspaper coverage of reauthorizing SNAP in the 2018 Farm Bill* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.
21. Regusci*, E., & Meyers, C. (2020, September). *Tracking the Trend: Exploring News Coverage about Plant-Based Milk* [Refereed poster session]. American Association for Agricultural Education Western Region Research Conference, Online.
22. Whitaker*, W., Lawson, C., & **Meyers, C.** (2020, May). *Identifying college students' self-perceptions of writing skills* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.
23. Stanton*, C., **Meyers, C.**, Li, N., & McCord, A. (2020, May). *Millennial and Generation Z consumers' conceptualization of clean label food products* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.
24. Matheny*, T. B., Hill, N., & **Meyers, C.** (2020, May). *What's the beef? Monitoring social media response to Ellen DeGeneres' encouragement to eat less meat* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.
25. Whitaker*, W., Lawson, C., & **Meyers, C.** (2020, May). *Encouraging media literacy in an agricultural communications course* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.
26. Matheny*, T. B., Stanton, C., & **Meyers, C.** (2020, May). *Draw it out: Incorporating Lightboard video tutorials through instruction* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.
27. Kieschnick*, L., Hill, N., & **Meyers, C.** (2020, May). *Comparing U.S. and Australian Twitter content during extreme drought conditions* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.
28. Stanton*, C., Hill, N., Elliot, M., & **Meyers, C.** (2020, May). *Eye can see clearly now: Applications of eye-tracking technology in agricultural communications research* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.
29. Elliot*, M., & **Meyers, C.** (2020, May). *How do I...? Using Adobe Spark video to create explainer videos* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.
30. Spradley, K., Hill, N., & **Meyers, C.** (2020, May). *Who stole Christmas? A sentiment analysis of social media posts related to a tree-cutting ban in the Southwest.* [Refereed poster session]. American Association for Agricultural Education National Research Conference, Online.

31. Lawson*, C., Elliot, M., & **Meyers, C.** (2019, September). *An assessment of undergraduate research skills in agricultural communications*. Refereed poster session presented at the Western Region meeting of the American Association for Agricultural Education, Anchorage, AK.
32. Kieschnick*, L., Hill, N., & **Meyers, C.** (2019, September). *Comparing U.S. and Australian Twitter content during extreme drought conditions*. Refereed poster session presented at the Western Region meeting of the American Association for Agricultural Education, Anchorage, AK.
33. Elliot*, M., & **Meyers, C.** (2019, September). *Crafting precise personas: An application of Q methodological research*. Refereed poster session presented at the Western Region meeting of the American Association for Agricultural Education, Anchorage, AK.
34. Lawson*, C., LaGrande*, L., & **Meyers, C.** (2019, September). *Dialing in on new communication research technology: Exploring opportunities for continuous response measurement in agricultural communications*. Refereed poster session presented at the Western Region meeting of the American Association for Agricultural Education, Anchorage, AK.
35. Stanton, C., Hill, N., Elliot, M., & **Meyers, C.** (2019, September). *Eye can see clearly now: Applications of eye-tracking technology in agricultural communications research*. Refereed poster session presented at the Western Region meeting of the American Association for Agricultural Education, Anchorage, AK.
36. Elliot, M., & **Meyers, C.** (2019, September). *How do I...? Using Adobe Spark video to create explainer videos*. Refereed poster session presented at the Western Region meeting of the American Association for Agricultural Education, Anchorage, AK.
37. Hill, N., & **Meyers, C.** (2019, June). *Lettuce entertain you: The prevalence of humor on Twitter during a 2018 Romaine lettuce recall*. Refereed poster session presented at the Association for Communication Excellence Research Conference, San Antonio, TX.
38. **Meyers, C.**, (2018, October). *Student perceptions of receiving video feedback on assignments*. Poster presented at the International Conference on Educational Innovation in Agrarian Topics, Lima, Peru.
39. Abrams, K., & **Meyers, C.** (2018, September). *University instructor perceptions of teaching multimedia case studies*. Refereed poster session presented at the Western Region meeting of the American Association for Agricultural Education, Boise, ID.
40. Waller*, K., & **Meyers, C.** (2018, September). *Using memory measures as a new approach to operationalize learning in agricultural literacy efforts*. Refereed poster session presented at the Western Region meeting of the American Association for Agricultural Education, Boise, ID.
41. **Meyers, C.**, Hock, G., & Redwine, T. (2018, September). *Show and tell: Using videos to provide assignment feedback*. Refereed poster session presented at the Western Region meeting of the American Association for Agricultural Education, Boise, ID.
Awarded Most Innovative Poster
42. LaGrande*, L., & **Meyers, C.** (2018, September). *Recruiting for Water College: Identifying agricultural producers' communication channels and influencers*. Refereed

poster session presented at the Western Region meeting of the American Association for Agricultural Education, Boise, ID.

43. Lawson*, C., & Meyers. C. (2018, September). *What's trending? Teaching students to monitor social media content with Meltwater*. Refereed poster session presented at the Western Region meeting of the American Association for Agricultural Education, Boise, ID.
44. Waller*, K., & Meyers. C. (2018, August). *Students in charge: Empowering students to take over a department Snapchat account*. Refereed poster session presented at the Association for Communication Excellence Research Conference, Scottsdale, AZ.
45. Waller*, K., & Meyers. C. (2018, August). *Dinner is served: A qualitative content analysis of home delivery meal kits*. Refereed poster session presented at the Association for Communication Excellence Research Conference, Scottsdale, AZ.
Awarded "People's Choice" Outstanding Poster
46. Meyer, D.*, Meyers. C., Li, N., & Gibson, C. (2018, August). *A content analysis of gluten-free diet coverage in major U.S. newspapers*. Refereed poster session presented at the Association for Communication Excellence Research Conference, Scottsdale, AZ.
47. Kennedy*, L., Meyers. C., Irlbeck, E., & Gibson, C. (2017, September). *Using Basecamp in an agricultural communications block course structure*. Refereed poster session presented at the Association for Communication Excellence Research Conference, Scottsdale, AZ.
48. Dobelbower*, S., & Meyers, C. (2017, September). *An application of project-based learning: Creating award recipient highlight videos for a college honors banquet*. Refereed poster session presented at the Association for Communication Excellence Research Conference, Scottsdale, AZ.
49. Hock, G., Meyers, C., & Falk, J. (2018, June). *Nurturing engagement: Conducting formative assessments of student learning with Plickers*. Presented at poster session presented at North American Colleges & Teachers of Agriculture Research Conference, Ames, IA.
50. Meyers. C., Hock, G., & Falk, J. (2018, May). *Scanning the crowd: Using Plickers to conduct formative assessments of student learning*. Refereed poster session presented at National AAAE Research Conference, Charleston, SC.
51. Dobelbower*, S., & Meyers, C. (2018, May). *Back to school: The development of an educational event to encourage adoption of irrigation management practices*. Refereed poster session presented at National AAAE Research Conference, Charleston, SC.
52. Godwin*, C., Meyers. C., Dobelbower, S., Irlbeck, E., & Ritz, R. (2018, May). *A case study of the Texas Alliance for Water Conservation's communication efforts*. Refereed poster session presented at National AAAE Research Conference, Charleston, SC.
53. Meyers. C., Hock, G., & Falk, J. (2017, September). *Scanning the crowd: Using Plickers to conduct formative assessments of student learning*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Fort Collins, CO.
Awarded 2nd place Innovative Idea poster

54. Kennedy, L., **Meyers, C.**, Irlbeck, E., & Gibson, C. (2017, September). *Using Basecamp in an agricultural communications block course structure*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Fort Collins, CO.
55. Dobelbower*, S., & **Meyers, C.** (2017, September). *An application of project-based learning: Creating award recipient highlight videos for a college honors banquet*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Fort Collins, CO.
56. Dobelbower*, S., & **Meyers, C.** (2017, September). *Back to school: The development of an educational event to encourage adoption of irrigation management practices*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Fort Collins, CO.
57. Waller*, K., & **Meyers, C.** (2017, September). *Empowering students to take over a department Snapchat account*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Fort Collins, CO.
58. Godwin*, C., **Meyers, C.**, Dobelbower*, S., Irlbeck, E., & Ritz, R. (2017, September). *A case study of the Texas Alliance for Water Conservation's communication efforts*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Fort Collins, CO.
59. Dobelbower*, S., & **Meyers, C.** (2017, September). *An evaluation of attendees' satisfaction with topics presented at an educational water conservation event*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Fort Collins, CO.
60. Durst*, L., Dobelbower*, S., & **Meyers, C.** (2017, September). *The relationship between familiarity with the Texas Alliance for Water Conservation and use of water conservation behaviors*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Fort Collins, CO.
61. Fischer*, L., Wilkins**, K. & **Meyers, C.** (2017, June). *Activating arousal: A content analysis of message sensation value and social media engagement of value-congruent messages on YouTube*. Refereed poster session presented at the Association for Communication Excellence Research Conference, New Orleans, LA.
62. Steede*, G., Tarpley*, T., Coppedge, R., & **Meyers, C.** (2017, June). *The gender diversity drought: male students in the predominately female major of agricultural communications*. Refereed poster session presented at the Association for Communication Excellence Research Conference, New Orleans, LA.
63. Steede*, G., & **Meyers, C.** (2017, June). *Exploring the social media conversation in response to the Bayer acquisition of Monsanto*. Refereed poster session presented at the Association for Communication Excellence Research Conference, New Orleans, LA.
64. Hock, G., & **Meyers, C.** (2017, June). *We're all in this together: Using group tests to engage students in the learning process*. Refereed poster session presented at the Big XII Teaching and Learning Conference, Lubbock, TX.

65. **Meyers, C., & Abrams, K.** (2017, May). *Bringing problems to life: Using multimedia case studies to encourage critical thinking*. Refereed poster session presented at National AAAE Research Conference, San Luis Obispo, CA.
66. Brooks*, B., & **Meyers, C.** (2017, May). *The struggle is real: Learning responsive Web design with the Bootstrap framework*. Refereed poster session presented at National AAAE Research Conference, San Luis Obispo, CA.
67. Fischer*, L., **Meyers, C.**, & Tarpley*, T. (2017, May). *Going viral: The creation of irresistible social media content*. Refereed poster session presented at National AAAE Research Conference, San Luis Obispo, CA.
68. Harsh, J., Lamm, A., **Meyers, C.**, Telg, R., & Raulerson, B. (2017, May). *Influence of case studies when teaching agricultural and natural resource issues*. Refereed poster session presented at National AAAE Research Conference, San Luis Obispo, CA.
69. Meyer*, D., **Meyers, C.**, Holt-Day*, J., & Steede*, G. (2017, May). *Teach Ag campaign's use of visuals on Facebook to promote National Teach Ag Day*. Refereed poster session presented at National AAAE Research Conference, San Luis Obispo, CA.
70. Hock, G., Keeton, E., Baldwin, C., & **Meyers, C.** (2017, May). *All for one and one for all: Improving student learning with group tests*. Refereed poster session presented at National AAAE Research Conference, San Luis Obispo, CA.
71. Barksdale**, S., Ford**, H., King*, J., & **Meyers, C.** (2017, March). *The social media presence of international rural development nonprofit organizations*. Refereed poster session at the Texas Tech University Undergraduate Research Conference, Lubbock, TX.
72. Wilkins**, K., Fischer*, L., & **Meyers, C.** (2017, March). *Activating arousal: A content analysis of message sensation value and social media engagement of value-congruent messages on YouTube*. Refereed poster session at the Texas Tech University Undergraduate Research Conference, Lubbock, TX.
73. **Meyers, C.**, & Abrams, K. (2017, March). *Bringing problems to life: Using multimedia case studies to encourage critical thinking*. Refereed poster session presented at Advancing Teaching and Learning Conference, Lubbock, TX.
74. Steede*, G., Tarpley*, T., Coppedge, R., & **Meyers, C.** (2017, February). *The gender diversity drought: male students in the predominately female major of agricultural communications*. Refereed poster session presented at Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Mobile, AL.
75. King*, J., Ford**, H., Barksdale**, S., & **Meyers, C.** (2016, September). *The social media presence of international rural development nonprofit organizations*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Tucson, AZ.
76. Wilkins**, K., Gorham*, L., & **Meyers, C.** (2016, September). *Activating arousal: A content analysis of Message Sensation Value and social media engagement of value-congruent messages on YouTube*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Tucson, AZ.

77. Brooks*, B., & Meyers, C. (2016, September). *The struggle is real: Learning responsive web design with the Bootstrap framework*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Tucson, AZ.
78. Gorham*, L. M., Meyers, C., & Tarpley*, T. (2016, September). *Going Viral: The creation of irresistible social media content*. Refereed poster session presented at the Western Region meeting of the American Association of Agricultural Education, Tucson, AZ.
79. Meyers, C., & Low, L. (2016, May). *Exploring the social media conversation in response to peta2's blog post about the National FFA Organization*. Refereed poster session presented at National AAAE Research Conference, Kansas City, MO.
80. Gorham*, L., & Meyers, C. (2016, May). *Keeping up with the professionals: Gaining insight about emerging online media through interviews with experts*. Refereed poster session presented at National AAAE Research Conference, Kansas City, MO.
81. Gorham*, L., Tarpley*, T., & Meyers, C. (2016, May). *Adding tools to the evaluation toolbox: Exposing undergraduate agricultural communications students to dynamic message evaluation tools*. Refereed poster session presented at National AAAE Research Conference, Kansas City, MO.
82. Godwin*, C., & Meyers, C. (2016, May). *The social media presence of water conservation organizations in the Ogallala Aquifer region*. Refereed poster session presented at National AAAE Research Conference, Kansas City, MO.
83. King*, J., & Meyers, C. (2016, May). *Using style tiles to encourage creative design*. Refereed poster session presented at National AAAE Research Conference, Kansas City, MO.
84. Brooks*, B., & Meyers, C. (2016, May). *How the Blue Bell ice cream recall was framed in newspaper opinion pieces*. Refereed poster session presented at National AAAE Research Conference, Kansas City, MO.
85. Bates, A., Hock, G., & Meyers, C. (2016, May). *Creation of an online social media guide for agricultural education programs*. Refereed poster session presented at National AAAE Research Conference, Kansas City, MO.
86. King*, J., Baker, M., & Meyers, C. (2016, April). *Weather index-based crop insurance: Implications for community-based extension*. Refereed poster session presented at Association for International Agricultural and Extension Education Conference, Portland, OR.
87. Godwin*, C., & Meyers, C. (2016, February). *The social media presence of water conservation organizations in the Ogallala Aquifer region*. Refereed poster session presented at Southern Association of Agricultural Scientists Agricultural Communications Section, San Antonio, TX.
88. Steede*, G., & Meyers, C. (2016, February). *From the recruiter's point of view: Perceptions prospective male students have of majoring in Agricultural Communications*. Refereed poster session presented at Southern Association of Agricultural Scientists Agricultural Communications Section, San Antonio, TX.

89. Gorham*, L., & Meyers, C. (2016, February). *Keeping up with the professionals: Gaining insight about emerging online media through interviews with experts*. Refereed poster session presented at Southern Association of Agricultural Scientists Agricultural Communications Section, San Antonio, TX.
90. King*, J., & Meyers, C. (2016, February). *Using style tiles to encourage creative design*. Refereed poster session presented at Southern Association of Agricultural Scientists (SAAS) Agricultural Communications Section, San Antonio, TX.
Awarded 2nd Place Innovative Idea Poster
91. Durst*, L., & Meyers, C. (2015, May). *Incorporating the flipped classroom approach into an agricultural communications classroom*. Refereed poster session presented at National AAAE Research Conference, San Antonio, TX.
92. Durst*, L., & Meyers, C. (2015, May). *Influencing change: Agricultural producers' use of the Texas Alliance for Water Conservation's communication efforts*. Refereed poster session presented at National AAAE Research Conference, San Antonio, TX.
93. King*, J., Curry*, W., Meyers, C., Doerfert, D., & Burris, S. (2015, May). *Perceptions of online swine auction websites: A qualitative study*. Refereed poster session presented at National AAAE Research Conference, San Antonio, TX.
Awarded Distinguished Research Poster Award
94. Gorham*, L., Gibson, C., Kennedy, L., & Meyers, C. (2015, May). *Word-phobia: Using writing apprehension as a learning tool in agricultural communications classrooms*. Refereed poster session presented at National AAAE Research Conference, San Antonio, TX.
95. Gorham*, L., Irlbeck, E., Meyers, C., & Lange, M. (2015, May). *Evaluating interns: An analysis of supervisor's satisfaction of agricultural communications interns*. Refereed poster session presented at National AAAE Research Conference, San Antonio, TX.
96. Hamman*, K., Irlbeck, E., Meyers, C., Gibson, G., Doerfert, D., Akers, C., Frazee, S., & Brashears, T. (2015, May). *Creating an agricultural communications service center*. Refereed poster session presented at National AAAE Research Conference, San Antonio, TX.
97. Meyers, C., & Arnold, S. (2014, June). *Dividing the work, doubling the experience: The development of a study away experience between two universities*. Research poster presented at North American Colleges & Teachers Association, Bozeman, MT.
98. Meyers, C., & Irlbeck, E. (2014, June). *Multiple perspectives on service learning in agricultural communications*. Research poster presented at North American Colleges & Teachers Association, Bozeman, MT.
99. Abrams, K. M., Evans Wagner, C., Irlbeck, E., Meyers, C., & Morgan, C. (2014, June). *When you give a farmer an online marketing workshop, what changes? An analysis of effects on time spent in online communication activities, social capital, and revenue*. Refereed poster session presented at the Association for Communication Excellence Research Conference, Portland, OR.

100. **Meyers, C., & Arnold, S.** (2013, September). *Agriculture in the nation's capital: Organizing a study experience in Washington, D.C.* Refereed poster session presented at the National AAAE Research Conference, Snowbird, UT.
101. **Morales*, S., Brashears, T., & Meyers, C.** (2014, May). *Understanding the role of agricultural education in global food security.* Refereed poster session presented at the National AAAE Research Conference, Snowbird, UT.
Awarded Distinguished Research Poster
102. **Gibson, C., Garcia*, A., Irlbeck, E., & Meyers, C.,** (2014, May). *Sowing the seeds of social media: Using a longitudinal evaluation to assess the effectiveness of a social media training workshop.* Refereed poster session presented at the National AAAE Research Conference, Snowbird, UT.
103. **Gibson, C., Irlbeck, E., Doerfert, D., Meyers, C., & Akers, C.** (2014, May). *Creating communicators of tomorrow: Hosting a nominal group process meeting to evaluate and revise an agricultural communications degree program.* Refereed poster session presented at the National AAAE Research Conference, Snowbird, UT.
104. **Morgan, C., Meyers, C., Abrams, K., Gibson, C., & Irlbeck, E.** (2014, May). *Evaluating social media workshops for beginning farmers and ranchers.* Refereed poster session presented at the National AAAE Research Conference, Snowbird, UT.
105. **Krause*, A., Meyers, C., Shaw*, K., Doerfert, D., Irlbeck, E., Abrams, K., & Morgan, C.** (2014, May). *Identifying Agriculturists' motivations and barriers to participate in online communication tool training workshops.* Refereed poster session presented at the National AAAE Research Conference, Snowbird, UT.
106. **Hall, K., & Meyers, C.** (2014, May). *Utilizing Morea as a tool for conducting usability testing.* Refereed poster session presented at the National AAAE Research Conference, Snowbird, UT.
107. **Newsom*, M., Harkey*, K., Meyers, C., & Borstedt, S.** (May, 2014). *Tuning in to cut down: Using radio broadcasts to deliver water conservation information.* Refereed poster session presented at the National AAAE Research Conference, Snowbird, UT.
108. **Morgan, A. C., Meyers, C., Abrams, K., Gibson, C., & Irlbeck, E.** (2014, February). *Evaluating social media workshops for Beginning Farmers and Ranchers.* Refereed poster session presented at Southern Association of Agricultural Scientists Ag Comm Section, Dallas, TX.
Awarded 2nd Place Outstanding Research Poster
109. **Krause*, A., Meyers, C., Shaw*, K., Doerfert, D., Irlbeck, E., Abrams, K., & Morgan, C.** (2014, May). *Identifying Agriculturists' motivations and barriers to participate in online communication tool training workshops.* Refereed poster session presented at the National AAAE Research Conference, Snowbird, UT.
110. **Hall, K., & Meyers, C.** (2014, May). *Utilizing Morea as a tool for conducting usability testing.* Refereed poster session presented at the National AAAE Research Conference, Snowbird, UT.

111. Newsom*, M., Harkey*, K., **Meyers, C.**, & Borstedt, S. (May, 2014). *Tuning in to cut down: Using radio broadcasts to deliver water conservation information*. Refereed poster session presented at the National AAAE Research Conference, Snowbird, UT.
112. Morgan, A. C., **Meyers, C.**, Abrams, K., Gibson, C., & Irlbeck, E. (2014, February). *Evaluating social media workshops for Beginning Farmers and Ranchers*. Refereed poster session presented at Southern Association of Agricultural Scientists Ag Comm Section, Dallas, TX.
Awarded 2nd Place Outstanding Research Poster
113. Gracey*, K., **Meyers, C.**, & White, D. (2013, September). *Role reversal: Using peer teaching in an advanced Web design course*. Refereed poster session presented at AAAE Western Region, Lubbock, TX.
114. **Meyers, C.**, & Arnold, S. (2013, September). *Agriculture in the nation's capital: Organizing a study experience in Washington, D.C.* Refereed poster session presented at AAAE Western Region, Lubbock, TX.
Awarded 5th Place Innovative Idea Poster
115. Krause*, A., **Meyers, C.**, Shaw, K., Doerfert, D., Irlbeck, E., Abrams, K., & Morgan, C. (2013, September). *Identifying agriculturists' motivations and barriers to participate in online communication tool training workshops*. Refereed poster session presented at AAAE Western Region, Lubbock, TX.
Awarded 4th Place Research Poster
116. Hall*, K., **Meyers, C.**, Doerfert, D., Akers, C., & Johnson, P. (2013, May). *Recruiting Shareholders for Community Supported Agriculture Enterprises in Texas*. Refereed poster session presented at AAAE National Research Conference, Columbus, OH.
117. Wimmer, G., & **Meyers, C.** (2013, May). *Hispanic students' experiences in a college of agriculture: A qualitative study*. Refereed poster session presented at AAAE National Research Conference, Columbus, OH.
118. Newsome*, S., Shaw, K., Moore, M., & **Meyers, C.** (2013, May). *Developing resources to help agricultural communications students prepare for the grammar, spelling, and punctuation exam*. Refereed poster session presented at AAAE National Research Conference, Columbus, OH.
119. Ahrens*, C., & **Meyers, C.** (2013, May). *Becoming a social media content curator: Using Storify in the agricultural communications classroom*. Refereed poster session presented at AAAE National Research Conference, Columbus, OH.
120. Hill*, N., & **Meyers, C.** (2013, May). *Drawing on deeper understanding: Using concept maps to encourage critical thinking in agricultural communications*. Refereed poster session presented at AAAE National Research Conference, Columbus, OH.
121. Gibson*, C., Irlbeck, E., Meyers, C., Abrams, K., & Morgan, C. (2013, May). *Sowing the seeds of social media: Lessons learned from teaching producers about social media technology*. Refereed poster session presented at AAAE National Research Conference, Columbus, OH.

122. Shaw, K., & **Meyers, C.** (2013, February). *Black, white, and read all over: Evaluation of a classroom assignment to increase student awareness of agricultural issues*. Refereed poster session presented at Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Orlando, FL.
123. Wimmer, G., & **Meyers, C.** (2013, February). *Hispanic students' experiences in a college of agriculture: A qualitative study*. Refereed poster session presented at Southern Association of Agricultural Scientists Conference Agricultural Education Section, Orlando, FL.
124. Newsome, S., Shaw, K., Moore, M., & **Meyers, C.** (2013, February). *Developing resources to help agricultural communications students prepare for the grammar, spelling, and punctuation exam*. Refereed poster session presented at Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Orlando, FL.
125. Ahrens, C., & **Meyers, C.** (2013, February). *Becoming a social media content curator: Using Storify in the agricultural communications classroom*. Refereed poster session presented at Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Orlando, FL.
126. Hill, N., & **Meyers, C.** (2013, February). *Drawing on deeper understanding: Using concept maps to encourage critical thinking in agricultural communications*. Refereed poster session presented at Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Orlando, FL.
127. Fletcher*, K., & **Meyers, C.** (2012, May). *Identifying free online tools to create screencasts*. Refereed poster session presented at AAAE National Research Conference, Asheville, NC.
128. Porter, H., Wimmer, G., & **Meyers, C.** (2012, May). *From couch to classroom: Exploring college students' television uses and gratifications*. Refereed poster session presented at AAAE National Research Conference, Asheville, NC.
129. Hill, A., Bailey, N., Arnold, S., & **Meyers, C.** (2012, May). *Extension's online presence: Are land-grant universities promoting the tripartite mission?* Refereed poster session presented at AAAE National Research Conference, Asheville, NC.
130. Shaw, R. M., Wimmer, G., & **Meyers, C.** (2012, February). *Exploring the critical thinking skills of undergraduate students in agricultural leadership courses*. Poster presented at SAERC, Birmingham, AL.
131. Fletcher, K., & **Meyers, C.** (2012, February). *Identifying free online tools to create screencasts*. Poster presented at SAAS Ag Comm section, Birmingham, AL.
132. Hill, A., Bailey, N., Arnold, S., & **Meyers, C.** (2012, April). *Extension's online presence: Are land-grant universities promoting the tripartite mission*. Poster presented at Western AAAE Conference, Bellingham, WA.
133. Sullivan, N., Doerfert, D., **Meyers, C.**, Irlbeck, E., & Akers, C. (2011, November). *The issues that matter most to agricultural stakeholders: A framework for future research*. Refereed poster session presented at American Water Resources Association's Annual Conference, Albuquerque, NM.

134. Brown, T., Dodd, C., Lawver, D., & **Meyers, C.** (2011, July). *The COMACO model: Farming, finance, future*. Refereed poster session presented at Association for International Agricultural and Extension Education Research Conference, Windhoek, Namibia.
135. Adams, S., Irlbeck, E., **Meyers, C.** & Hefley*, M. (2011, May). *Implementing service learning into an agricultural communications classroom*. Refereed poster session presented at AAAE National Research Conference, Coeur d'Alene, ID.
136. Fry, J., Irlbeck, E., & **Meyers, C.** (2011, May). *Impact of media on college students' attitudes toward agriculture*. Refereed poster session presented at AAAE National Research Conference, Coeur d'Alene, ID.
137. Wimmer, G., **Meyers, C.**, & Abrams, K. (2011, May). *Using a team-based approach to encourage agricultural literacy*. Refereed poster session presented at AAAE National Research Conference, Coeur d'Alene, ID.
138. Hefley*, M., **Meyers, C.**, & Irlbeck, E. (2011, May) *To tweet or not to tweet? Exploring college students' reactions to using Twitter*. Refereed poster session presented at AAAE National Research Conference, Coeur d'Alene, ID.
139. Vaught*, L., **Meyers, C.**, & Irlbeck, E. (2011, February). *Postsecondary students' perceptions of media coverage of agriculture*. Refereed poster session presented at Southern Association of Agricultural Scientists Agricultural Communications Section Research Conference, Corpus Christi, TX.
***Awarded 3rd Place Research Poster**
140. Wimmer, G., **Meyers, C.**, & Abrams, K. (2010, October). *Using a team-based approach to encourage agricultural literacy*. Refereed poster session presented at AAAE North Central Research Conference, Manhattan, KS.
Awarded 2nd Place Innovative Idea Poster
141. Hall*, K. & **Meyers, C.** (2010, July). *Identifying how educators prefer to learn about technologies for the classroom*. Referred poster session presented at the North American Colleges & Teachers of Agriculture Research Conference, State College, PA.
142. Roberts, O. & **Meyers, C.** (2010, May). *SPARK: Lighting up student learning in knowledge translation and transfer*. Refereed poster session presented at AAAE National Research Conference, Omaha, NE.
143. Wimmer, G., & **Meyers, C.** (2010, May). *Effectiveness of integrating video clips into the secondary agricultural education curriculum*. Refereed poster session presented at AAAE National Research Conference, Omaha, NE.
144. **Meyers, C. A.**, & Wimmer, G. A. (2010, May). *Identifying graduate students' areas of concern*. Referred poster session presented at AAAE National Research Conference, Omaha, NE.
145. Palmer, A., Irlbeck, E., & **Meyers, C.** (2010, May). *Training the teachers: An Agricultural Communications Career Development Event training workshop*. Referred poster session presented at AAAE National Research Conference, Omaha, NE.
Awarded 1st place Graduate Student Innovative Idea Poster

146. Jones, H., Doerfert, D., & Meyers, C. (2010, April). *The influence of a professional development workshop on secondary agriscience instruction*. Refereed poster session presented at AAAE Western Region Research Conference, Great Falls, MT.
147. Wimmer, G., & Meyers, C. (2010, April). *Effectiveness of integrating video clips into the secondary agricultural education curriculum*. Refereed poster session presented at AAAE Western Region Research Conference, Great Falls, MT.
148. Meyers, C. A., & Wimmer, G. A. (2010, April). *Identifying graduate students' areas of concern*. Referred poster session presented at AAAE Western Region Research Conference, Great Falls, MT.
149. Barr, K., Irlbeck, E., Akers, C., Meyers, C., Doerfert, D. & Shultz, A. (2010, April). *Improving undergraduate curriculum: What do our alumni think?* Referred poster session presented at AAAE Western Region Research Conference, Great Falls, MT.
Awarded 3rd Place Research Poster
150. Graybill*, M., & Meyers, C. (2010, April). *Twitter use among Texas agricultural organizations*. Refereed poster session presented at AAAE Western Region Research Conference, Great Falls, MT.
151. Meyers, C. A., & Abrams, K. M. (2010, February). *Tools of the trade: Free Web resources for online content analysis*. Refereed poster session presented at Southern Association of Agricultural Scientists Agricultural Communications Section, Orlando, FL.
152. Allen*, K. L., & Meyers, C. A. (2010, February). *Implementing a wiki to enhance students' understanding of Web design concepts*. Refereed poster session presented at Southern Association of Agricultural Scientists Agricultural Communications Section, Orlando, FL.
153. Hall*, K. & Meyers, C. A. (2010, February). *Tips from the trenches: Teaching advice for beginning academics*. Refereed poster session presented at Southern Association of Agricultural Scientists Agricultural Education Section, Orlando, FL.
Awarded 2nd Place Research Poster
154. McCulloch, A. & Meyers, C. A. (2010, February). *HTML, CSS, and Spry, oh my! Evaluating Web Design Textbooks*. Refereed poster session presented at Southern Association of Agricultural Scientists Agricultural Education Section, Orlando, FL.
155. Meyers, C. A., & Fletcher**, K. E. (2009, May). *Using Google sites to enhance group communication*. Refereed poster session presented at AAAE National Research Conference, Louisville, KY.
156. Meyers, C. A., & Irani, T. A. (2009, May). *The online case study: An interactive approach to encourage critical thinking in agricultural communications*. Refereed poster session presented at AAAE National Research Conference, Louisville, KY.
157. Meyers, C. A., & Fletcher**, K. E. (2009, April). *Using Google sites to enhance group communication*. Refereed poster session presented at AAAE Western Region Research Conference, Lake Tahoe, NV.

158. McColloch, A., Burris, S., Rayfield, J., & **Meyers, C.** (2009, February). *Teacher attitudes toward math integration in agricultural education*. Refereed poster session presented at the Southern Association of Agricultural Scientists Agricultural Education Section Research Conference, Atlanta, GA.
159. Minihan, D.J., Harvey, L.M., **Meyers, C.A.**, Rhoades, E.B., & Sitton, S.R. (2008, June). *Connect. Develop. Achieve. The Essence of NACTA*. Refereed poster session presented at North American Colleges & Teachers of Agriculture Research Conference, Logan, UT.
160. Chodil, K., **Meyers, C.A.**, & Irani, T.A. (2008, February). *Cultivating communication: Evaluation of an Extension home horticulture radio show*. Refereed poster session presented at Southern Association of Agricultural Scientists Agricultural Communications Section, Dallas, TX.
Awarded 1st Place Research Poster
161. **Meyers, C.A.**, & Arnold, S.K. (2006, July). *Leading global change: A leadership profile of international extension*. Refereed poster session presented at the Association of Leadership Educators Conference, Big Sky, MT.
162. **Meyers, C.A.**, & Rudd, R. (2006, July). *Leading by (bad) example: Leadership lessons from The Office*. Refereed poster session presented at the Association of Leadership Educators Conference, Big Sky, MT.
163. Rhoades, E.B., & **Meyers, C.A.** (2006, February). *Real experiences, real learning: Using clients to teach communication skills*. Refereed poster session presented at the AAAE National Research Conference, Charlotte, NC.
164. Rhoades, E.B., & **Meyers, C.A.** (2006, February). *Real experiences, real learning: Using clients to teach communication skills*. Refereed poster session presented at the Southern Association of Agricultural Scientists Agricultural Education Section Research Conference, Orlando, FL.
Awarded 1st Place Innovative Idea Poster
165. **Wimmer, C.A.**, Heuer, S.E., & Miller, J.D. (2005, May). *Using role-playing to teach risk and crisis communication skills*. Refereed poster session presented at the AAAE National Research Conference, San Antonio, TX.
166. **Wimmer, C.A.**, Heuer, S.E., & Miller, J.D. (2005, February). *Using role-playing to teach risk and crisis communication skills*. Refereed poster session presented at the Southern Association of Agricultural Scientists Agricultural Education Section Research Conference, Little Rock, AR.
Awarded 1st Place Innovative Idea Poster

Invited presentations: total of 93

1. **Meyers, C.** (2024, April). *Navigating the Fulbright Journey: Insights and Advice from a Fulbright Australia Scholar*. International Association for International Agricultural & Extension Education Annual Research Conference, Orlando, FL.
2. Rinehart, K., **Meyers, C.**, & Brashears, M. (2024, April). *Setting the Stage: A Practical Approach to Becoming an Effective Peer Reviewer*. International Association for

International Agricultural & Extension Education Annual Research Conference, Orlando, FL.

3. **Meyers, C., & Hock, G. (2024, April).** *Take a Trip Without Leaving Your Seat: Using Interactive Virtual Tours to Introduce Students to Agriculture Facilities.* Association for International Agricultural & Extension Education Annual Research Conference, Orlando, FL.
4. **Meyers, C. (2023, May).** *Give it a Go: The Fulbright Australia Scholar Experience.* Presentation at the National AAAE Research Conference, Raleigh, NC.
5. **Meyers, C. (2023, March).** *Reflection as a tool toward promotion and tenure.* Presentation at the Texas Tech University Teaching, Learning, and Professional Development Center, Lubbock, TX.
6. **Meyers, C. (2023, February).** *Give it a Go: My Fulbright Scholar Experience.* Presentation to the Society of Agricultural Communications Scholars, Online.
7. **Meyers, C. (2023, February).** *From Paddock to Plate: Exploring Agricultural Communications in Australia.* Presentation to the Texas Tech University Department of Agricultural Education & Communications, Lubbock, TX.
8. **Meyers, C. (2023, February).** *Adventures in Australia: My Fulbright Scholar Experience.* Presentation to the Texas Tech University Agricultural Communications of Tomorrow Chapter Meeting, Lubbock, TX.
9. **Meyers, C. (2022, November).** *To inform, to connect, to inspire: The role of communication to celebrate the significance and importance of Australian agriculture.* Presentation for the Australian National Ag Day Event, Charles Sturt University, Wagga Wagga, NSW, Australia.
10. **Meyers, C., & Webb, A. (2022, November).** *Communicating Education Research to Stakeholders.* Workshop presentation at the “Celebrating the Impact of Regional Research and Education” Conference, Devonport, Tasmania, Australia.
11. **Meyers, C. (2022, November).** *Introduction to agricultural communications.* Presentation to five agricultural education classes, St. Brendan’s College, Yeppoon, Queensland, Australia.
12. **Meyers, C. (September 2022).** *Powerful Presentations.* Presentation to Year 1 Animal Science students., Charles Sturt University, Wagga Wagga, NSW, Australia.
13. **Meyers, C. (August 2022).** *Amplifying agriculture’s voice: The potential for agricultural communications research and education.* Presentation to the School of Agricultural, Environmental and Veterinary Sciences Seminar, Charles Sturt University, Wagga Wagga, NSW.
14. **Meyers, C. (2022, July).** *Amplifying agriculture’s voice: The potential for agricultural communications education.* Presentation at the Australian Intercollegiate Meats Judging Conference, Wagga Wagga, NSW.
15. **Meyers, C., & Hock, G. (2022, April).** *Let Me Think About It: Enhancing reflection in high impact learning opportunities.* Presentation for the Association for International Agricultural and Extension Education, Thessaloniki, Greece.

16. **Meyers, C., & Lumpkin, A.** (2021, August). *Start strong: 6 tips for a great first day of class*. Presentation at the Texas Tech New Faculty Orientation, Lubbock, TX.
17. Kennedy, L., **Meyers, C.**, Gibson, C., & Irlbeck, E. (2021, March). *ACOM Block: An innovative course structure to engage students with industry*. Presentation at the 2021 Engaged Scholarship Symposium, Texas Tech University Outreach and Engagement, Lubbock, TX.
18. **Meyers, C., & DeLay, A.** (2021, February). Not your average Zoom meeting: Using Zoom features to encourage engaging discussions. Presentation to the LEAD 21 Alumni Association Webinar Series.
19. **Meyers, C.** (2020, November). *Connecting Academia & Industry: The Potential of Agricultural Communications Education and Research*. Presentation at the Antibiotic Symposium, National Institute for Animal Agriculture, Online.
20. **Meyers, C., & Jousan, D.** (2020, June). Building Trust. Webinar for the LEAD 21 Alumni Association.
21. **Meyers, C.** (2020, March). Women in STEM Panel & Networking Session, STEM CORE, Texas Tech University, Lubbock, TX.
22. Griffith, K., Tapp, S., **Meyers, C.**, & Lumpkin, A. (2020, June). *Measuring teaching effectiveness at Texas Tech*. Workshop on Evaluating Teaching. Association of Public and Land-grant Universities, Online.
23. Hill*, N., & **Meyers, C.** (March 2020). *Effective Strategies for Connecting and Engaging with Students in Large Classes*. Presentation at the Advancing Teaching & Learning Conference, Texas Tech University, Lubbock, TX.
24. **Meyers, C.** (2020, February). *Teaching Mentoring through Peer Observation (TEMPO) Program and the Scholarship of Teaching & Learning*. Presentation to the CASNR Faculty Fellows, Lubbock, TX.
25. **Meyers, C.**, Kennedy, L., Gibson, C. D., & Irlbeck, E. (2019, October). *Elevating Engagement: An innovative approach to the capstone experience*. Presentation at the Engaged Scholarship Consortium, Denver, CO.
26. **Meyers, C.**, Li, N., Kennedy, L., Gibson, C., & Irlbeck, E. (2019, April). *The Ag Comm Block: An innovative approach to the capstone experience*. Presentation at the Regional Engaged Scholarship Symposium, Lubbock, TX.
27. Fischer, L., **Meyers, C.**, LaGrande*, L., & Schroeder*, S. (2018, September). *Innovative research techniques: Using eye tracking, dial testing, and psychophysiology in agricultural communications research*. Webinar presented for the Society of Agricultural Communications Scholars.
28. **Meyers, C.** (2018, August). *Course correction: Making small changes for big impact*. Presentation at the Texas Tech University Human Development & Family Studies Department Retreat, Lubbock, TX.
29. **Meyers, C.**, Irlbeck, E., Gibson, C., & Kennedy*, L. (2018, August). *The Ag Comm Block: An innovative approach to the capstone experience*. Professional development

session presented at Association for Communication Excellence/Ag Media Summit Annual Conference, Scottsdale, AZ.

30. **Meyers, C.** (2018, June & August). *Academic expectations*. Presentation to the Red Raider Orientation general session, Lubbock, TX.
31. **Meyers, C.** (2018, March). *Course correction: Making small changes for big impact*. Presentation at the Texas Tech University Advancing Teaching & Learning Conference, Lubbock, TX.
32. Kennedy*, L., **Meyers, C.**, Irlbeck, E., & Gibson, C. (2018, February). *Using Basecamp for project management in agricultural communications capstone courses*. Professional development session presented at Southern Association of Agricultural Scientists Conference Agricultural Communications Section, San Antonio, TX.
33. **Meyers, C.** (2018, January). *Using case studies to encourage critical thinking about agricultural issues*. Presentation at the Kansas Association of Agricultural Educators Mid-Winter Symposium, Lawrence, KS.
34. **Meyers, C.** (2017, October). *The consumer experience: Using innovative research tools to develop and test messages about food and agricultural sciences*. Invited poster presentation at the Non-land-grant Agriculture and Renewable Resources University (NARRU) annual meeting, Morro Bay, CA.
35. **Meyers, C.** (2017, August). *Managing your course with confidence*. Presentation at the Texas Tech Kinesiology and Sport Management Department Faculty Retreat, Lubbock, TX.
36. **Meyers, C.** (2017, June, July, & August). *Academic expectations*. Presentation to the Red Raider Orientation general session, Lubbock, TX.
37. **Meyers, C.** (2017, July). *Telling your story*. Presentation at the Plains Cotton Cooperative Association Gin Workshop, Ruidoso, NM.
38. Hock, G., & **Meyers, C.** (2017, June). *Active engagement strategies to make your class a must-attend experience*. Presentation at the Big 12 Teaching and Learning Conference, Lubbock, TX.
39. **Meyers, C.** (2017, June). *Changing with the times: Teaching students responsive web design with the Bootstrap framework*. Professional development session at the Association for Communication Excellence Annual Conference, New Orleans, LA.
40. **Meyers, C.**, Abrams, K., & Telg, R. (2017, June). *Re-energizing your classroom: Using multimedia case studies to encourage students to think critically*. Professional development session at the Association for Communication Excellence Annual Conference, New Orleans, LA.
41. **Meyers, C.** (2017, May). *Refresher: Powerful presentations*. Professional development session for the Plains Cotton Cooperative Association, Lubbock, TX.
42. **Meyers, C.** (2017, February). *Cultivating the scholarship of teaching and learning*. Presentation at the Texas Tech College of Media & Communication Brown Bag Seminar Series, Lubbock TX.

43. **Meyers, C.** (2017, February). *Establishing an online presence*. Presentation to the Texas Tech Alpha Gamma Rho chapter, Lubbock, TX.
44. **Meyers, C.** (2016, August). *Classroom conflict and management*. Presentation at the Texas Tech University New Teaching Assistant Workshop, Lubbock, TX.
45. **Meyers, C.** (2016, May). *Powerful presentations*. Professional development session for the Plains Cotton Cooperative Association, Lubbock, TX.
46. **Meyers, C.** (2016, June, July, & August). *Academic expectations*. Presentation to the Red Raider Orientation general session, Lubbock, TX.
47. Gorham*, L., Krause*, A., & **Meyers, C.** (2016, February). *Adding pieces to the puzzle: How dial testing, eye tracking, and psychophysiology can enhance the picture of audience response to agricultural communications messages*. Professional development session presented at Southern Association of Agricultural Scientists Conference Agricultural Communications Section, San Antonio, TX.
48. **Meyers, C.** (2015, November). *Going for the gold: Tips for success in the agricultural communications CDE*. Presentation at the National Association of Agricultural Educators Annual Conference, New Orleans, LA.
49. **Meyers, C.** (2015, November). *Give them something to post about: How to “ignite” your program’s social media presence*. Presentation at the National Association of Agricultural Educators Annual Conference, New Orleans, LA.
50. **Meyers, C.** (2015, November). *Working through the logistics of service learning*. Panel discussion at the Texas Tech Teaching, Learning, & Professional Development Center, Lubbock, TX.
51. **Meyers, C.** (2015, October). *Inspirational leadership strategies*. Presentation to the TTU Student Leader Academy, Lubbock, TX.
52. **Meyers, C.** (2015, October). *From paper to presentation: Strategies for successful research presentations*. Professional development session for Texas Tech Agricultural Education & Communications Department, Lubbock, TX.
53. **Meyers, C.** (2015, September). *Scholarship of teaching among graduate students and beyond*. Panelist for Association for Communication Excellence Academic Programs SIG webinar.
54. **Meyers, C.** (2015, August). *Managing your course with confidence*. Presentation at the Teaching Foundations workshop for new Texas Tech faculty, Lubbock, TX.
55. **Meyers, C.** (2015, June & July). *Academic expectations*. Presentation to the Red Raider Orientation general session, Lubbock, TX.
56. **Meyers, C., & Irlbeck, E.** (2015, February). *Reflection in service learning: How to encourage students’ critical thinking skills*. Professional development session presented at Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Atlanta, GA.

57. **Meyers, C., & Langford, K.** (2015, January) *When things go wrong*. Professional development session presented at the Service Learning Faculty Fellows Spring Orientation, Lubbock, TX.
58. **Meyers, C.** (2014, September). *Inspirational leadership strategies*. Professional development session presented at Texas Tech University's Student Leader Academy, Lubbock, TX.
59. **Meyers, C. & Logan, M.** (2014, August). *Reflection in service learning*. Professional development session presented at Texas Tech University's Service Learning Faculty Fellows Fall Orientation, Lubbock, TX.
60. **Meyers, C.** (2014, August). *Integrating critical thinking activities in RaiderReady*. Professional development session presented at Texas Tech University's RaiderReady Orientation, Lubbock, TX.
61. Irlbeck, E., & **Meyers, C.** (2013, November). *Quick tips for social media success*. Dallas Agricultural Club meeting, Dallas, TX.
62. **Meyers, C.** (2013, October). *Measuring public value in a land-grant university*. Guest lecture presented to a graduate course at Penn State University (via Skype).
63. **Meyers, C.** (2013, October). *Interpersonal communication*. Texas Tech University Raiders Educated About Leadership (R.E.A.L.) Program, Lubbock, TX.
64. **Meyers, C., & Irlbeck, E.** (2013, October). *How to enhance students' critical thinking skills with reflection*. Professional development seminar presented at the Texas Tech Teaching, Learning & Professional Development Center, Lubbock, TX.
65. **Meyers, C.** (2013, August). *Texas Tech Agricultural Education & Communications Department program update and recommendations for USDA outreach and education activities*. United States Department of Agriculture Education Listening Session, Washington, D.C.
66. Lemons, L., Wimmer, G., & **Meyers, C.** (2013, July). *Service-learning in higher education: A discussion of best practices for the leadership education classroom*. Round table discussion presented at the Association for Leadership Educators, New Orleans, LA.
67. **Meyers, C., & Abrams, K.** (2013, February). *Keeping up with technology: Using lynda.com® as an educational resource*. Professional development session presented at Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Orlando, FL.
68. White*, D., Ahrens, C., Gibson, C., & **Meyers, C.** (2013, February). *Pinning agriculture: Advice and best practices for using Pinterest in agricultural communications*. Professional development session presented at Southern Association of Agricultural Scientists Conference Agricultural Communications Section, Orlando, FL.
69. Baker, M., **Meyers, C.**, Duncan, D., Jones, D., & Harder, A. (2013, February). *Leading professional workforce initiatives in the agricultural and food sciences: Integrating the best of teacher education, communications, leadership, and extension*. Professional

development seminar presented at the Southern Association of Agricultural Scientists Conference Agricultural Education Section, Orlando, FL.

70. **Meyers, C., & Irlbeck, E.** (2012, November). *How to enhance students' critical thinking skills with reflection*. Professional development seminar presented at the Texas Tech Teaching, Learning & Professional Development Center, Lubbock, TX.
71. **Meyers, C., Telg, R., Cartmell, D., Ellis, J., Lundy, L., & Koch, B.** (2012, June). *You don't know JAC!* Professional development seminar presented at the Association for Communication Excellence (ACE) Conference, Annapolis, MD.
72. **White, J., Ellis, J., Meyers, C., & Ruth-McSwain, A.** (2012, June). *ACE members' preferred sources for agricultural communications research*. Professional development seminar presented at the Association for Communication Excellence (ACE) Conference, Annapolis, MD.
73. **Meyers, C.** (2012, February). *Service-learning for client-based projects: A tale of two courses*. Professional development seminar presented at the Texas Tech University Teaching, Learning and Technology Center, Lubbock, TX.
74. **Meyers, C.** (2011, July). *Promoting 4-H through social media*. Professional development seminar presented at the Texas 4-H Council Training, Lubbock, TX.
75. **Meyers, C., Irlbeck, E., & Abrams, K.** (2011, June). *Challenges and opportunities facing agricultural communications academic programs in the "10s."* Professional development seminar presented at the Association for Communication Excellence (ACE) Conference, Denver, CO.
76. **Meyers, C., & Irlbeck, E.** (2011, February). *Using service learning for client-based projects*. Professional development seminar presented at the Texas Tech University Teaching, Learning and Technology Center, Lubbock, TX.
77. **Meyers, C., & Irlbeck, E.** (2010, July). *Media training*. Professional development seminar presented at the Texas 4-H Council Training, Lubbock, TX.
78. **Meyers, C., Abrams, K. M., Irlbeck, E., & Ashlock, M.** (2010, June). *Advice for teaching technology classes: Sharing ideas and improving together*. Professional development seminar presented at the Association for Communication Excellence (ACE) Conference, St. Louis, MO.
79. **Meyers, C., Akers, C., Thompson, G., & Warnick, B.** (2010, April). *Graduate student advice*. Professional development panel discussion at AAAE Western Region Conference, Great Falls, MT.
80. **Meyers, C. A., & Wimmer, G. A.** (2009, December). *Gaining Publicity: Using Public Relations to Increase Support For Your Program*. Professional development seminar presented to the Fall 2009 Student Teaching Block, Lubbock TX.
81. **Meyers, C. A., & Wimmer, G. A.** (2009, November). *Tips for success in the Agricultural Communications CDE*. Professional development workshop presentation at the National Association of Agricultural Educators Conference, Nashville, TN.
82. **Wimmer, G. A., & Meyers, C. A.** (2009, November). *Edutainment: How to incorporate engaging video clips into the agricultural education curriculum*. Professional

development workshop presentation at the National Association of Agricultural Educators Conference, Nashville, TN.

83. **Meyers, C. A., & Wimmer, G. A.** (2009, November). *Gaining publicity: Using public relations to increase support for your program*. Professional development workshop presentation at the National Association of Agricultural Educators Conference, Nashville, TN.
84. **Meyers, C. A., Serra, M., Cimarusti, T., Colwell, M.** (2009, October). *So you want to be a professor? Getting your first job and surviving your first year*. Professional development seminar presented at the Texas Tech University Teaching, Learning, and Technology Center, Lubbock, TX.
85. **Meyers, C. A., & Allen, K.** (2009, July). *Using Dreamweaver for Web Design*. Professional development seminar presented at the Vocational Agriculture Teachers Association of Texas, Lubbock, TX.
86. **Meyers, C.A., Irlbeck, E. & Allen, K.** (2009, July). *Media Training*. Professional development seminar presented at the Texas 4-H Council Training, Lubbock, TX.
87. **Irani, T. A., Meyers, C. A., Ashlock, M.** (2009, June). *Survivor: The ag comm faculty edition*. Professional development seminar presented at the Association for Communication Excellence (ACE) Conference, Des Moines, IA.
88. **Meyers, C. A., & DeLay, A.** (2008, January). *Developing a public relations plan for your program*. Professional development seminar presented at University of Florida/Florida Association of Agricultural Educators Tech Update.
89. **Meyers, C. A., Irani, T. A., Ball, A., DeLay, A., Yelich, J., & Esterman, R.** (2007, August). *Effective mentoring of teaching assistants*. Professional development seminar presented at the University of Florida College of Agricultural and Life Sciences Teaching Enhancement Symposium, Gainesville, FL.
90. **Meyers, C. A., Irani, T. A., & Telg, R. W.** (2007, June). *Focus on focus groups*. Professional development seminar presented at the Association for Communication Excellence (ACE) Conference, Albuquerque, NM.
91. **Irani, T. A., Telg, R. W., Meyers, C. A., Place, N. T., & Kistler, M. J.** (2007, November). *All hands on deck: Communications roles and responsibilities of non-traditional front-line disaster responders*. Paper presented at "Community Readiness Communications: Accurate Messages in Times of Crisis" conference, Manhattan, KS.
92. **Meyers, C. A., & Rhoades, E. B.** (January, 2006). *Preparing an agricultural communications CDE team*. Professional development seminar presented at University of Florida/Florida Association of Agricultural Educators Tech Update.
93. **Meyers, C. A., & Rhoades, E. B.** (January, 2006). *Basic website design*. Professional development seminar presented at University of Florida/Florida Association of Agricultural Educators Tech Update.

GRADUATE STUDENT COMMITTEES:

Chaired or Co-Chaired: 66 Completed, 10 In Progress

M.S. Thesis Option Completed, Chaired

1. Chris Hamilton Completed May 2024
Title: *Describing Ranching Preconceptions of the North American Ranching Industry in Adult Visitors to the National Ranching Heritage Center*
2. D'arcy Ryder Completed December 2022
Title: *A Cut Above: A Qualitative Analysis of the Development and Implementation of the "More to Meat" Campaign in Australia*
3. Kylie Harlan Completed May 2023
Title: *Exploring student perspectives of interactive virtual tours in an agricultural education context*
4. Ginger Orton Completed December 2021
Title: *Framing Climate Change: A Content Analysis of Climate Change Message Frames in Influential Agricultural Magazines*
5. Skylar Elmore Completed December 2021
Title: *Examining the Effects of Attitude and Importance on Selective Exposure to Agricultural Messages*
6. Katelin Spradley (co-chair) Completed December 2020
Title: *A Case Study of the COVID-19 Experiences of Communication Directors for Texas Agricultural Organizations*
7. Taylor Belle Matheny Completed December 2020
Title: *Examining the Effect of Source Credibility and Message Framing to Correct Misinformation about Plant-based Meat on Social Media*
8. Elise Regusci Completed December 2020
Title: *A Content Analysis of News Coverage about Plant-Based Milk*
9. Whitney Whitaker Completed December 2020
Title: *Examining the Impacts of Infographics on Consumers' Perceptions of Swine Industry Sustainability Initiatives*
10. Jaelyn Peckman Completed May 2020
Title: *Exploring the Influence of the "Gluten-Free" Label Claim on Parents' Food Purchasing Decisions*
11. Landee Kieschnick (co-chair) Completed December 2019
Title: *Agricultural Communications in Australia: Identifying Stakeholders' Needs for Higher Education Curriculum*
12. Maggie Elliot Completed December 2019
Title: *Perceptions of Sustainable Textiles: A Q Methodological Approach*
13. Kellie Boykin Completed December 2019
Title: *Chew on This: Investigating Public Perceptions of Lab Grown Meat*
14. Caitlin Stanton Completed December 2019

Title: *An Analysis of Consumer Perceptions, Attitudes, Visual Attention Allocation, and Willingness to Pay for Clean Label Food Items*

15. Lauren LaGrande Completed December 2018
Title: *Trust in Agricultural Messages: A Moment-to-Moment Analysis*
16. Blair McCowen Completed December 2018
Title: *Identifying Media Content Preferences Among Individuals in the Cooperative Cotton Industry*
17. Kassie Waller Completed August 2018
Title: *The Effect of Infographics on Recall of Information about Genetically Modified Foods*
18. Sinclair Dobelbower Completed May 2018
Title: *Framing the Future of the Ogallala: A Comparative Content Analysis of Agricultural and Mainstream Media Publications*
19. Lauren Giuliani Completed May 2018
Title: *Beyond the Arena: A Three-Part Study of Communication Efforts in the Sport of Rodeo*
20. Diane Meyer Completed December 2017
Title: *A Content Analysis of Gluten-Free Diet Coverage in Major U.S. Newspapers*
21. Ariana Bigham Completed December 2017
Title: *The Effect of Gender and Source Credibility on Message Persuasiveness*
*Awarded 2018 ACE Outstanding Thesis
22. Brandyl Brooks Completed August 2017
Title: *A comparative content analysis of news stories and press releases during the 2015 Blue Bell ice cream recall*
23. Cassie Godwin Completed 2016
Title: *A Case Study of the Texas Alliance for Water Conservation's Communication Efforts*
24. Joanna King Completed 2016
Title: *Engaging Global Givers: A Mixed-Methods Study of International Rural Development Nonprofit Organizations' Online Communications Presence*
25. Libby Durst Completed 2016
Title: *Working with Water: An Exploration of Texas High Plains Producers' Adoption of Water Conservation Practices in Irrigation Management*
26. Lisa Chesher Completed 2015
Title: *Professional Development Needs of Agricultural Communicators*
27. Taylor Hicklen Completed 2014
Title: *Planting Pixels: An Exploration of Tutorials in Selected Farming Simulator Games*
28. Whitney Curry Completed 2014
Title: *Perceptions of Online Swine Auction Websites: A Qualitative Study*

29. Amber Krause Completed 2014
Title: *A Content Analysis of California Proposition 37 Videos on YouTube*
*Awarded 2014 ACE Outstanding Research Proposal
30. Kelsey Fletcher Shaw Completed 2013
Title: *Competencies, Importance, and Motivations for Agricultural Producers' Use of Online Communications*
31. Danielle White Completed 2013
Title: *Exploring Agriculturists' Use of Social Media for Agri-Marketing*
32. Maddee Moore Completed 2012
Title: *Exploring U.S. Agricultural Commodity Organizations' Use of Blogs as a Communications Tool*
33. Marie Hefley Completed 2012
Title: *Students' Reflections of Service-Learning in Agricultural Communications*
34. Laura Vaught Completed 2011
Title: *Development of a client satisfaction instrument for service-learning based projects in agricultural communications*
35. Caitlin Frederick Completed 2010
Title: *The attitudes and opinions toward sustainable agriculture of agricultural producers on the High Plains of Texas*
36. Mica Graybill Completed 2010
Title: *Exploring the use of Facebook as a communication tool in agricultural-related social movements*
37. Katie Allen Completed 2010
Title: *An analysis of U.S. consumer awareness and perceptions of beef quality and mandatory country-of-origin labels*
*Awarded 2010 ACE Outstanding Research Proposal

M.S. Thesis Option In Progress, Chair

1. Cambry Cline Anticipated completion December 2024

M.S. Non-Thesis Option Completed, Chaired

1. Caylee Lemmons Completed May 2024
2. Ryleigh Semanchik Completed December 2023
3. Siera Day Completed May 2023
4. Sarah Driver Completed May 2022
5. Christine Gillett Completed May 2022
6. Kimberley Price Completed December 2021
7. Tressa Lawrence Completed December 2021
8. Allie Shelton Completed August 2021
9. Melissa Ashley Completed May 2021
10. Amber Murphy Completed December 2020
11. Laura Abbey Whipple Completed August 2020
12. Andrea Nordman Completed August 2019

- | | |
|----------------------|-------------------------|
| 13. Cailee Gilbreath | Completed December 2014 |
| 14. Jacy Proctor | Completed December 2014 |
| 15. Mallory Newsom | Completed December 2014 |
| 16. Kate Gracey | Completed May 2014 |
| 17. Sadie Shaw | Completed August 2013 |
| 18. Brian Holladay | Completed May 2011 |

M.S. Non-Thesis, In Progress, Chaired

- | | |
|----------------------|--------------------------------------|
| 1. Madison Crawford | Anticipated completion December 2024 |
| 2. Heather Ward | Anticipated completion May 2025 |
| 3. Paisleigh Wilkins | Anticipated completion May 2025 |
| 4. Heather Ward | Anticipated completion May 2025 |
| 5. Kaitlyn Anderson | Anticipated completion May 2025 |
| 6. Makayla Crawford | Anticipated completion December 2025 |
| 7. Sara Friedman | Anticipated completion December 2025 |

Ed.D. Completed, Chaired

- | | |
|----------------|-----------------------|
| 1. Kelsey Hall | Completed August 2011 |
|----------------|-----------------------|
- Title: *Marketing community supported agriculture in Texas: A dual-method case study*

Ed.D. Completed, Co-Chaired

- | | |
|------------------|-----------------------|
| 1. Miraj Wallace | Completed August 2021 |
|------------------|-----------------------|
- Title: *Factors that influence female secondary agricultural educator job satisfaction in Arizona*
- | | |
|---------------|--------------------|
| 2. Nicole Ray | Completed May 2019 |
|---------------|--------------------|
- Title: *Pin it, Share it, Like it, Retweet it: California agriculture teachers perceived usefulness of social media in their professional learning*
- | | |
|--------------------|----------------|
| 3. Aimee Sandifeer | Completed 2014 |
|--------------------|----------------|
- Title: *Describing the use of Microsoft® Lync™ in the Texas A&M AgriLife Extension Service among county extension agents*

Ed.D. In Progress, Chaired

- | | |
|-------------------|-----------------------------|
| 1. Kelsey Stremel | Anticipated completion 2024 |
|-------------------|-----------------------------|

Ph.D. Completed, Chaired

- | | |
|-----------------|----------------|
| 1. Shayne White | Completed 2024 |
|-----------------|----------------|
- Title: *Exploring the Research Experience of Graduate Students and Faculty in a College of Agricultural Sciences & Natural Resources*
- | | |
|----------------|----------------|
| 2. Hannah Ford | Completed 2023 |
|----------------|----------------|
- Title: *Examining the Impact of COVID-19 on Food Desert and Food Swamp Twitter Discourse: An Exploration of Engagement-Driven Selective Sampling*
- | | |
|----------------|----------------|
| 3. Nellie Hill | Completed 2020 |
|----------------|----------------|
- Title: *Public Opinion of Gene-Editing in Agriculture: A Mixed-Method Study of Online Media and Metaphors*

4. Cara Lawson Completed 2020
Title: *The Media's Influence on Public Perceptions and Attitudes Toward the Rural Opioid Epidemic*
5. Garrett Steede Completed 2018
Title: *A Multi-Method Study of the Influence of Online and Traditional Media on Public Opinion of Antibiotic Use in Livestock*
6. Laura Gorham Fischer Completed 2017
Title: *Examining the Role of Motivational Salience, Issue Involvement, and Pre-existing Attitudes on Selective Attention and Attitude Strength to Advertisement*
*Awarded 2018 ACE Outstanding Dissertation
7. Chelsey Ahrens Completed 2014
Title: *Understanding Communication Apprehension and Writing Apprehension in Agricultural Communications Students: A National Study*

Ph.D. In Progress, Chaired

1. Pamela Weiler Anticipated completion May 2025

Committee member of: 48 Completed, 2 In Progress

M.S. Thesis Option Completed, Committee Member

1. Kindle Catching Completed May 2024
Title: *Scrolling to Sustainability: Exploring the Impact of Frames on Generation Z's Perception of Beef Sustainability Messages on Instagram*
2. Dayton Wood Completed May 2024
Title: *Between Flames and Facebook: A Content Analysis of Government Operated Facebook Pages Used During the 2022 New Mexico Wildfire Season*
3. Ellora Vela Completed May 2023
Title: *Assessing barriers to college entrance among underrepresented students in a college of agriculture*
4. DeLynn Butler Completed May 2022
Title: *Communicating cooperatively: Exploring the use of social media platforms and online communication channels utilized among agricultural commodity cooperatives in Texas*
5. Dylan Davidson Complete May 2022
Title: *A case study on the hybrid learning experience in the Agricultural Communications Block*
6. Grace Vehige Completed December 2021
Title: *National cattle breed association members' attitude toward and perceptions of digital advertising*
7. Yasmin Rey Completed May 2020
Title: *A Case Study of Reauthorizing the Supplemental Nutrition Assistance Program in the 2018 Farm Bill*
8. Austin Moore Completed May 2020
Title: *The influence of video production techniques on expert credibility with rural land owners and managers*
9. Rachel Foster Completed May 2019
Title: *Agricultural producers' perceptions of and preparedness for agricultural risks and desired communication strategies*
10. Kimberly Cantrell Completed May 2019
Title: *The effect of gluten-free labels on consumer perceptions*
11. Kayla Jennings Completed December 2018
Title: *Testing the Effects of Values in Beef Messaging on Purchasing Behavior*
12. Shelby Maresca Completed May 2018
Title: *A Content Analysis of Social Media Engagement in Communication Efforts for Major Livestock Shows*
13. Jessica Corder Completed May 2017

Title: *Evaluating the College Experience of Graduating Seniors in the Texas Tech Agricultural Communications Degree Program*

14. Hope Hancock Completed December 2016
Title: *Conceptualizing Creativity in Agricultural Communications*
15. Elissa McLerran Completed December 2015
Title: *Undergraduate Agricultural Communications Students' Experiences*
16. Faith Jurek Completed May 2014
Title: *Investigating Consumer Understanding of Beef Processing Through Informational Multimedia Platforms*
17. Kelly Harkey Completed May 2014
Title: *Examination of the Desktop Computer and Mobile Device use of the Texas Alliance for Water Conservation Website using Google Analytics™*
18. William Nelson Completed December 2013
Title: *An Examination of International Federation of Agricultural Journalist Involvement in Agriculture Knowledge Transfer*
19. Nellie Hill Completed December 2013
Title: *A Social Network Analysis of Texas Alliance for Water Conservation Producers*
20. Shawna Newsome Completed December 2013
Title: *An Analysis of Organizational Climate and Food Safety in a Federally Inspected Beef Packing Plant in Veracruz, Mexico*
21. Haley Porter Completed 2013
Title: *A Multi-Faceted Needs Assessment of the Belizean Agriculture Industry*
22. Jessica Fry Completed 2012
Title: *A Case Study of the Risk and Crisis Communications Used in the 2009 Salmonella Outbreak in Peanut Projects*
23. Lindsay Graber Completed 2011
Title: *Traditional and social media used by Texas agricultural producers*
24. Ashley Palmer Completed 2010
Title: *A case study of the risk and crisis communications used in the 2008 salmonella outbreak*
25. Kori Barr Completed 2010
Title: *Television journalists' perceptions of agricultural stories and sources in Texas*
26. Stayton Bonner Completed 2009
Title: *A case study of the diffusion of wind energy into McCamey, Texas*
27. Kori Dunn Completed 2009
Title: *Usability testing and evaluation of the Texas Tech sorghum research initiative Website*
28. Jarrott Wilkinson Completed 2009

Title: *The relationship of trust and personality factors of a knowledge source on the information-seeking behaviors of agriculture behaviors*

M.S. Thesis Option In Progress, Committee Member

1. Rylie Lux Anticipated completion December 2024
2. Kylie Kitten Anticipated completion December 2024

M.S. Non-Thesis Option Completed, Committee Member

1. Shelby Wright Completed December 2023
2. Ashley Adams Completed December 2023
3. Marah Walls Completed December 2021
4. Amber Murphey Completed December 2020
6. Ally Tatom Completed August 2020
7. Hayley Magness Completed August 2018
8. Leslee Hackett Completed 2013
9. Brittnei Drennan Completed 2011
10. Josh Limmer Completed 2010

Ph.D. Completed, Committee Member

1. Ginger Orton Completed May 2024
Title: *Strategic Message Design: Using an Exploratory, Sequential, Mixed-Methods Approach for Evidence-Based Sustainability Messages for American Cattle Producers*
2. Austin Moore Completed May 2020
Title: *The influence of video production techniques on expert credibility with rural land owners and managers*
3. Peng Lu Completed December 2019
Title: *Critical Thinking Attitude: An Exploration of a Critical Thinking Construct*
4. Derrick Holland Completed August 2019
Title: *Water as a Social Resource: An International Examination of Water Conservation Behaviors Under the Umbrella of the Integrated Model of Behavioral Prediction*
5. Sarahi Morales Completed May 2018
Title: *Considerations for Food Security Interventions*
6. Amber Krause Completed August 2017
Title: *Addressing Activism in Agriculture: How Message Features Influence Resistance to Genetically Modified Food Messages, Openness to Dialogue, Activist Attitudes, and Behavioral Intentions*
7. Troy Tarpley Completed August 2017
Title: *Effects of Repeat Exposure on Reported Comfort Levels While Viewing the Animal Slaughter Process*
8. Courtney Gibson Completed 2014

Title: *An Investigation of Agricultural Crisis Communications via Social Media: A Grounded Theory Study*

9. Laura Lemons Completed 2013

Title: *Do I stay or do I go? A mixed-methods study of factors of attrition as reported by leavers of secondary agriculture programs*

10. Sherice Gearhart Completed 2013

Title: *Watch what you say (on Facebook): Testing the spiral of silence in the social media era*

11. Charlie Klein Completed 2012

Title: *The phenomenon of combining service-learning and study abroad: A qualitative inquiry*

Ph.D. In Progress, Committee Member

1. Joseph Provencher Anticipated Completion 2024

Ed.D. Completed, Committee Member

1. Kellie Seals Completed 2021

Title: *The Effects of Authentic Experiential Learning and Student-Teacher Relationships on Situational Career Interest of Rural Youth: A Mixed Methods Intervention Approach*

2. Michaelle Coker Completed 2021

Title: *Bridging the Gap Between Equine Experts and General Horse Owners: A Qualitative Study*

3. Amber Anderson Completed 2020

Title: *Three Essays on USDA's Direct Water and Waste Disposal Program in Oklahoma: An Evaluation*

UNDERGRADUATE ADVISING:

- Academic advisor for 40-50 undergraduate agricultural communications majors each semester (2008-2016)
- Co-advisor for Agricultural Communicators of Tomorrow (2008-2016)

TEACHING RESPONSIBILITIES:

SUMMARY OF TEACHING EVALUATION*

Term/Class	Number of Students	Course Objectives (Question #1) Mean	Instructor Overall (Question #2) Mean	Learning Experience (Question #3) Mean
Spring 2024				
ACOM 3300	33	Not Available	Not Available	Not Available
ACOM 4311	46	Not Available	Not Available	Not Available
Fall 2023				
ACOM 5306 (001)	21	4.70	4.70	4.60
ACOM 5306 (D01)	21	5.00	4.92	4.75

ACOM 5306 (X01) AgIDEA	9	4.60	4.60	4.00
Spring 2023				
ACOM 3300	34	5.00	4.90	4.90
ACOM 4311	53	5.00	4.90	4.90
Spring 2022				
ACOM 3311	21	4.80	4.60	4.70
ACOM 4311	44	4.96	4.96	4.83
Fall 2021				
ACOM 1300	55	4.97	4.97	4.97
ACOM 3311	31	4.63	4.32	4.16
Spring 2021				
ACOM 3311	10	4.78	4.78	4.33
ACOM 4311	45	4.68	4.59	4.50
Fall 2020				
ACOM 3300	33	4.74	4.63	4.58
ACOM 3311	25	4.82	4.82	4.82
Spring 2020				
ACOM 3311	24	4.94	4.94	4.88
ACOM 4311	39	4.81	4.77	4.74
Fall 2019				
ACOM 3300	32	4.89	4.93	4.93
ACOM 3311	30	4.96	4.88	4.88
AGED 7100	9	5.0	5.0	5.0
Spring 2019				
ACOM 3300	28	4.86	4.86	4.81
ACOM 3311	14	5.00	5.00	5.00
ACOM 4311	50	4.79	4.77	4.65
Fall 2018				
ACOM 3300	27	4.72	4.61	4.56
ACOM 3311	29	4.55	4.55	4.50
IS 1100	18	5.0	5.0	4.89
Spring 2018				
ACOM 3311	21	4.9	4.9	4.8
ACOM 4311	34	4.6	4.7	4.6
Fall 2017				

ACOM 3300	29	4.7	4.7	4.6
ACOM 3311	25	4.8	4.7	4.6
IS 1100	20	5.0	5.0	4.7
Spring 2017				
ACOM 3300	27	4.92	4.96	4.92
ACOM 3311	21	4.88	4.88	5.00
ACOM 4311	21	4.26	4.32	3.89
Fall 2016				
ACOM 3300	30	4.81	4.85	4.88
ACOM 3311	28	4.57	4.64	4.68
IS 1100	16	5.00	5.00	5.00
Summer 2016				
ACOM 5308	28	4.25	4.25	4.20
Spring 2016				
ACOM 3311	18	4.94	4.88	4.94
ACOM 4311	13	4.69	4.85	4.77
Fall 2015				
ACOM 3300	22	4.86	4.82	4.91
ACOM 3311	30	4.81	4.73	4.65
IS 1100	22	5.00	5.00	4.86
Summer 2015				
ACOM 5308	11	4.6	4.6	4.8
Spring 2015				
ACOM 3300	31	4.67	4.43	4.47
ACOM 3311	22	4.83	4.43	4.48
ACOM 4311	12	4.92	5.00	4.92
Fall 2014				
ACOM 3300	20	4.65	4.60	4.60
ACOM 3311	24	4.88	4.88	4.88
IS 1100	20	4.80	4.95	4.55

SUMMARY OF TEACHING EVALUATION**

Term/Class	Number of Students	Instructor Overall (Question #1) Mean	Availability (Question #2) Mean	Treated all Fairly (Question #4) Mean	Presented Clearly (Question #7) Mean
Spring 2014					
ACOM 3300	28	4.77	4.77	4.59	4.82
ACOM 3311	16	4.73	4.67	4.73	4.60

ACOM 4311	11	4.89	4.89	5.00	4.78
Fall 2013					
ACOM 3300	29	4.70	4.78	4.78	4.70
ACOM 3311	20	4.67	4.72	4.44	4.67
IS 1100	22	4.90	4.85	4.90	4.90
IS 1100	21	4.83	4.72	4.94	4.89
Summer 2013					
ACOM 5306	18	4.80	4.80	4.80	4.80
ACOM 5308	23	4.67	4.50	4.67	4.67
Spring 2013					
ACOM 3300	18	4.92	4.92	4.92	4.92
ACOM 3311	24	4.88	4.79	4.83	4.75
ACOM 4311	12	5.00	4.83	5.00	5.00
ACOM 4001 ACOM 5301	11	Not Available	Not Available	Not Available	Not Available
Fall 2012					
IS 1100	23	4.68	4.68	4.59	4.86
ACOM 3300	25	4.78	4.57	4.77	4.61
ACOM 3311	22	4.70	4.80	4.65	4.80
Summer 2012					
ACOM 5308	12	4.25	4.5	3.50	4.25
ACOM 5306	13	4.75	5.00	4.75	4.75
Spring 2012					
ACOM 3300	26	4.78	4.74	4.78	4.57
ACOM 3311	23	4.78	4.74	4.74	4.57
ACOM 4311	13	4.69	4.92	4.77	4.69
Fall 2011					
ACOM 3300	23	4.80	4.90	4.85	4.85
ACOM 3311	27	4.83	4.67	4.71	4.58
Summer 2011					
ACOM 5306	17	4.40	4.70	4.50	3.90
ACOM 5308	16	4.67	4.33	4.33	4.67
Spring 2011					
ACOM 3300	27	4.68	4.68	4.72	4.68
ACOM 3311	18	4.33	4.13	3.93	4.33
ACOM 4001	7	4.71	4.71	4.83	4.86

Fall 2010					
ACOM 3300	28	4.68	4.62	4.54	4.73
ACOM 3311	18	4.39	4.33	4.11	4.28
AGED 7100	8	4.57	4.57	4.57	4.43
Summer 2010					
ACOM 5308	5	Not Available	Not Available	Not Available	Not Available
Spring 2010					
ACOM 3300	35	4.45	4.33	4.21	4.36
ACOM 3311	19	4.89	4.58	4.47	4.47
Fall 2009					
ACOM 4300	23	4.76	4.86	4.71	4.71
ACOM 5201	17	4.53	4.60	4.47	4.53
ACOM 7100	8	4.25	4.58	4.58	4.42
AGED 7100	14	4.57	4.43	4.57	4.43
Summer 2009					
ACOM 5307	26	Not Available	Not Available	Not Available	Not Available
Spring 2009					
ACOM 3300	27	4.00	4.12	4.00	3.81
ACOM 4300	17	4.81	4.75	4.81	4.75
Fall 2008					
ACOM 3300	22	4.45	4.50	4.55	4.35
ACOM 4300	16	4.08	4.62	4.23	4.08
AGED 7100	15	4.92	4.85	4.54	4.62

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

*Question 1: The course objectives were specific and followed by the instructor. Question 2: Overall, the instructor was an effective teacher. Question 3: Overall, this course was a valuable learning experience.

**Question 1: Overall this instructor was effective. Question 2: The instructor was available for consultation during office hours or by appointment. Question 4: The instructor treated all students fairly. Question 7: The instructor presented the information clearly.

TEACHING RESPONSIBILITIES:

Undergraduate

IS 1100

Freshman Seminar

The primary goal of this course is to provide all first-year students with the opportunity for a direct personal encounter with university faculty and staff in a small classroom setting.

Taught – Fall 2012-2018

ACOM 1300 *Introduction to Agricultural Communications*

This course serves as an overview of agricultural communications for those seeking a basic understanding of agricultural communications and provides students with a comprehensive review of information sources, media, and audiences of agricultural communications.

Taught – Fall 2021

ACOM 3300 *Communicating Agriculture to the Public*

This writing intensive course was initially taught as a “campaigns” course during my first year at Texas Tech University. The sequence of the course in the degree plan was not conducive to student learning so I redesigned the course. ACOM 3300 is now taught as a public relations writing course for agricultural communications majors. The course has also been designated as a service-learning course.

Taught – Fall 2008, Spring 2009, Spring & Fall 2010-Fall 2020, Spring 2023

ACOM 3311 *Web Design in Agricultural Sciences & Natural Resources*

This course focuses on creating a real-world, practical working experience using computer-based electronic production tools to prepare students for a career in agricultural communications. Using hands-on experiences, evaluations, and in-class and take-home activities, students develop an understanding in the areas of electronic communication and layout and design for online materials.

Taught – Every fall and spring semester; Fall 2008-Spring 2022

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 –Spring 2009-2016.

ACOM 4311 *Convergence in Agricultural Media*

I developed this course to meet a need in our degree plan. The purpose of this course is to prepare agricultural communicators for success in convergence journalism with more emphasis on advanced Web design skills.

Taught – Spring semesters 2011-present

Graduate

AGED 5301 *Special Problems*

This course was developed for individual projects for students. Projects have ranged from research to multimedia development. In the Spring 2013 semester, students in this course participated in a week-long study trip to Washington, D.C. The class met once each month before going on the trip in May.

Taught – Every fall, spring and summer sessions since Fall 2008.

ACOM 5306 *Foundations of Agricultural Communications*

This course explores historical foundations of agricultural communications including selected philosophical concepts, how the field has changed over time, where it is today, and what it may look like in the future. In addition, this course provides an in-depth analysis and discussion of communication theories and their application and relevance to current issues in agriculture and agricultural communications.

Taught – Summer 2011-2013

ACOM 5308 *Utilizing Emerging Media in Agricultural Communications*

This graduate level course addresses how the convergence of multiple forms of media on the Internet impacts how agricultural communicators provide information on various topics. This class also explored how the increasing presence of social media influences how agricultural messages are communicated.

Taught – Summer 2010-2013, 2015-2016

AGED 6000 *Master's Thesis*

Guide master's students through development of master's thesis.

Taught – Every semester since appointment to graduate faculty in Fall 2008.

AGED 7000 *Research*

Guide various graduate students through individual research projects.

Taught – Every semester since appointment to graduate faculty in Fall 2008.

AGED 8000 *Doctoral Dissertation*

Guide doctoral students in development of dissertation.

Taught – Every semester since appointment to graduate faculty in Fall 2008.

Other Teaching Responsibilities

- ACOM 1300 Guest lecture on Web design careers, October 2010-2020
- ACOM 5308 Guest lecture on HTML, CSS & Bootstrap, July 2018
- ACOM 5308 Guest lecture on Website Design, Usability and SEO, July 2014
- AGED 5310 Guest lecture on service-learning in college classroom, March 2013
- AGED 5302 Guest lecture on qualitative research, November 2010
- ACOM 3300 designated at Service-Learning course, October 2010
- AGED 5302 Guest lecture on qualitative research, July 2010
- ACOM 5306 Guest lecture on the Elaboration Likelihood Model, July 2010
- ACOM 5303 Guest lecture on focus groups, February 2010
- ACOM 5307 Guest lecture on innovative research in agricultural education and communications, June 2010
- ACOM 2301 Guest lecture on Web design careers, November 2009
- ACOM 5303 Guest lecture on social marketing, February 2009
- Developed syllabus for new graduate agricultural communications course, 2009
- Honors student contracted ACOM 3300 and completed classroom research project, 2009
- AGED 5302 Guest lecture on qualitative research methods, November 2008
- ACOM 2301 Guest lecture on Web design careers, November 2008

GRANTS AND AWARDS:

Funded:

1. USDA NIFA Non Land Grant Colleges of Agriculture Capacity Building Grant. (2022-2025). *Virtual Tours to Train Childcare Professionals and Future Leaders to Create Healthier Early Childhood Environments*. Total amount funded: \$299,616. Co-PIs: Monsur, M., Gaines, K., Colwell, M., & Anderson-Guerrero, M.
2. USDA Higher Education Challenge Grant (2021-2024). *iVisiT: Interactive Virtual Tours for Advancing Food and Agricultural Sciences*. Total amount funded: \$749,995. Project Director: Meyers, C. Co-PIs: Monsur, M., Irlbeck, E., Kennedy, L., Simpson, C., Collins, S., Lawver, D. Subawards to Kansas State University and University of Florida.
3. USDA Non Land Grant Colleges of Agriculture Capacity Building Grant. (2017-2019). *The Consumer Experience: Using Innovative Research Tools to Develop and Test Messages about Food and Agricultural Sciences*. Amount funded: \$148,556. Project Director: Meyers, C. Co-PIs: Baker, M., Irlbeck, E., Gibson, C., Cummins, G., & Low, L.
4. USDA Higher Education Challenge Grant. (2015-2018). *Making a Case for Agriculture: Developing a Framework for Teaching Issues Communication in Agricultural Sciences*. Amount Funded: \$296,787. Director: Meyers, C. Co-PIs: Irlbeck, E., Abrams, K., Telg, R., Raulerson, B., Lamm, A.
5. USDA Higher Education Challenge Grant (2015). *Bridging the Gap Between Academia and Industry: A New Pathway for Agricultural Communications Curriculum*. \$29,999. (PI). (Meyers: \$8,999.70). Co-PIs: Erica Irlbeck, Courtney Gibson, Cindy Akers, and Steve Frazee.
6. USDA Non Land Grant Colleges of Agriculture Capacity Building Grant. (2014-2016). *Conference for Developing a Regional Agricultural Undergraduate Research Consortium*. Amount funded: \$30,000. Co-PIs: Ulmer, J., Sharma, J., Trojan, S., Kahl, S., Mills, L., & Rahman, M.
7. Texas Tech College of Agricultural Sciences & Natural Resources. (2014). *Research Enhancement Grant*. Total amount funded: \$1,150.
8. Texas Water Development Board (Task 6 of TAWC project, total project \$4.48 M) (January 2014 –December 2019) *An Integrated Approach to Water Conservation for Agriculture in the Texas High Plains (Phase II)*. Total amount funded: \$582,746 (Meyers: 30.8% - \$179,306) Co-PIs: Frazee, S. & Ritz, R.
9. Texas Tech College of Agricultural Sciences & Natural Resources. (2013). *Research Enhancement Grant*. Total amount funded: \$700.
10. USDA-National Institute of Food and Agriculture Capacity Building Grants for Non Land Grant Colleges of Agriculture Program (2013). *Center for Agricultural Technology Transfer*. Total amount funded: \$146,816. Other PI's – Erica Irlbeck, Cindy Akers, David Doerfert, Todd Brashears, Steven Frazee.
11. CHS Foundation. (2012) *Agricultural Communications Washington, D.C. Study Trip*. Total amount funded: \$7,000

12. Texas Tech College of Agricultural Sciences & Natural Resources. (2012). *Research Enhancement Grant*. Total amount funded: \$1,500.
13. USDA Beginning Farmers and Ranchers Development Program. (2011). *Beyond the Farm Gate: Equipping Beginning Farmers and Ranchers with Online Tools for Agribusiness Marketing*. Total amount funded: \$598,616 (Meyers: \$209,515.50) Other PI's – Erica Irlbeck, Katie Abrams, Chris Morgan, & Cindy Akers.
14. University of Illinois College of Agricultural, Consumer and Environmental Sciences' Office of Research. (2010). *Competitive Planning Grant*. Total amount funded: \$4,000 (Meyers: \$800). Other PI's – Katie Abrams, Erica Irlbeck, Chris Morgan, Cindy Akers
15. Texas Tech College of Agricultural Sciences & Natural Resources. (2011). *Research Enhancement Grant*. Total amount funded: \$1,500. (Meyers: \$750). Other PI – David Doerfert
16. Ogallala Aquifer Program. (2010). *Enhancing Agriculture Teacher's Ability to Teach Effective Water Management*. Total amount funded: \$60,000 (Meyers: \$30,000). Other PI – David Doerfert
17. USDA/SARE. (2010-2012). *The Texas High Plains: A Candidate Site for Long-term AgroEcosystems Research and Education*. Total amount funded \$55,982.36 (Meyers: \$9,996.85). Other PIs –David Doerfert, Cindy Akers, and Erica Irlbeck.
18. USDA SARE Competitive Grants Program. (2010-2011). *Building a Sustainable Future for Agriculture*. Funded for \$15,000. Departmental share: \$7,770 (Meyers share: \$1,942.50). Vivian Allen (PI). Co-PIs include David Doerfert, Cindy Akers, Erica Irlbeck, and Courtney Meyers.
19. USDA Ogallala Aquifer Initiative. (2009-2011). *New Water Management Technologies to Sustain Rural Economies - FY 2009*. Total amount funded: \$62,764.80 (Meyers: \$31,382.40). Other PI – David Doerfert
20. Texas Department of Agriculture. (2009-2011). *Agricultural Research Database Expansion Project*. Total amount funded: \$72,134 (Meyers: \$43,280.40). Other PI – Cindy Akers

Pending:

1. Gill, N., Kennedy, L., Villalobos, C., Burris, S., Meyers, C., Perry, G., & Melendez-Ackerman, E. (2023-2027). *Extending bridges of inclusivity and experiential learning across Texas and Puerto Rico*. USDA-NIFA Hispanic Serving Institution Education Grant. Total amount requested: 1,000,000.
2. Chang, H., Lee, S., & Meyers, C. (2024-2026). *Empowering global leaders with integrated thinking: Moral resilience of sustainability for the underrepresented undergraduate population*. USDA-NIFA Multicultural Scholars Program. Total amount requested: \$192,500.

Not Funded (past five years):

1. Hales-Paxton, K., Norris, A., Meyers, C., Irlbeck, E., Fischer, L. & sub-awards. (2023-2027). *Creating a marketplace for climate smart beef*. USDA Partnerships for Climate-Smart Commodities. Total amount requested: \$57,618,841
2. Simpson, C., Longing, S., Meyers, C. & sub-awards. (2022-2026). *DREAMS: Domestic Rubber Latex Eco-focused Agricultural and Manufacturing System*. USDA-NIFA AFRI Sustainable Agricultural Systems. Total amount requested: \$10,000,000
3. Irlbeck, E., Boren-Alpizar, A., Meyers, C., Lefebvre, L., Bratcher, C., Akers, C., Li, N., & Sapp, R. (2020-2023). *Student & Faculty Communications & Leadership Academy*. USDA-NIFA Higher Education Challenge Grant. Amount requested: 150,000.
4. Meyers, C., Abrams, K., Telg, R., Raulerson, B., & Burris, S. (2019-2022). *Extending the Framework for Teaching Issues Communication in Agricultural Sciences*. USDA Higher Education Challenge Grant. Total amount requested: \$627,076.
5. Cañas, J., Moustaid-Moussa, N., Lyford, C., Park, O.-H., Meyers, C., Ramalingam, L., & Singh, S. (2019-2022). *Scholars for Tomorrow in Rural Agribusiness and Nutrition (STRAN)*. Funded by the USDA Multicultural Scholars Program. Total amount requested: \$210,000.
6. Mburugu, G., Muasya, R., Oywaya-Nkurumwa, Andika, D., Wesonga, J., Mbaka, J., Guchu, S., Chelule, Nampala, P., Wilson, S., Baker, M., Lawver, D., Meyers, C., Davis, T., Singh, S., Saini, R. (2019-2021). *Developing enabling ecosystems to bolster agricultural innovation capacity in Kenyan research and higher education institutions*. Concept note submitted to USAID. Total amount requested: \$2,970,000
7. Bradford, B., Ballou, M., Meyers, C., Harrington, J., Putnam, D., Marston, L., & Taylor, M. (2019-2023). *Sustainable semi-arid livestock production through adoption of water-efficient forages*. Letter of intent submitted to USDA NIFA AFRI Competitive Grants Program. Total potential budget: \$10 million
8. Perry, G., Weindorf, D., Avetisyan, M., Ballou, M., Hudson, D., Meyers, C., Portillo-Quintero, C., Haggard, B., Lofton, J., Mezgebu, A., & Yohannes, S. (2019-2023). *Enhancing access to and utilization of GIS- and remote-sensing based information for sustainable improvement in food security and livelihoods in African Feed the Future countries*. Concept note submitted to USAID. Total amount requested: \$5,870,665

PRODUCTS CREATED & GRANT RELATED ACTIVITIES

- The iVisit Project website, 2022
- Reusable Learning Object about social media monitoring, 2018
- 10 videos for Ag Honors Banquet (with students in ACOM 4311), 2018
- Two multimedia case studies and accompanying website, 2016-2017
- 10 videos for Ag Honors Banquet (with students in ACOM 4311), 2017
- Ag Comm promotional video (with students in ACOM 4311), 2016
- Six videos for Ag Honors Banquet (with students in ACOM 4311), 2016
- New course websites for ACOM 4311 and 3311, 2016
- Organized the Southern Plains Undergraduate Agricultural Research Consortium, March 23-24, 2016

- Organized the “Using Case Studies to Teach Science” workshop, TTU TLPDC, April 1, 2016

SERVICE TO PROFESSION:

NATIONAL:

1. Association for Communications Excellence in Agriculture, Natural Resources, and Life and Human Sciences
 - *Journal of Applied Communications*
 - Past Editor (2022)
 - Executive Editor (2021)
 - Managing Editor (2020)
 - Ag Comm Future Direction Work Group, 2015-2019
 - Research Director (2014-2017)
 - Research SIG leadership team (2011-2014)
 - Conference Research Paper Reviewer (2009-present)
 - Reviewer, *Journal of Applied Communications* (2009-present)
 - *Journal of Applied Communications* editorial board (2011-2014)
2. American Association for Agricultural Education (AAAE)
 - VP of Communications (2018-2022)
 - Poster Review and Submission Manager (2015-2018)
 - *Journal of Agricultural Education* manuscript reviewer, 2016-present
 - Conference Research Paper and Poster Reviewer (2008-present)
 - National Program Improvement Committee (2012-2014)
 - Chair (2013-2014), organize national SIG meetings
 - National AAAE Conference Planning Committee (2013-2014)
 - North Central Poster and Paper Reviewer (2014, 2016)
 - Poster Reviewer for ACTER (2016)
3. Association for International Agricultural and Extension Education
 - *IIAEE* Reviewer, 2022
 - Scholarly Activities Ad hoc Committee, 2022
4. LEAD21
 - Board of Directors Past Participant representative, 2018-2021
 - Member of advisory committee to establish alumni association, 2017-2021
5. *The Agricultural Education Magazine*
 - Theme co-editor (Taking the Advocacy Approach) Volume 90, Issue 3, 2018
 - Theme co-editor (Service Learning in Agricultural Education) Volume 89, Issue 1, 2016
6. Iowa State Program Review Committee Member, March 2021
7. USDA Grant Review Panel, August 2018

8. Paper Reviewer for the additional publications:
 - *Horticulturae*, 2017
 - *Journal of Contemporary Water Research and Education*, 2017
9. International Food Information Council Alliance to Feed the Future
 - Texas Tech representative (2013-present)
10. Center for Food Integrity
 - Reviewer for Engage Online curriculum (2016)

REGIONAL:

1. Western Region of American Association for Agricultural Education (WAAAE)
 - Reviewed Outstanding Young Member Award Nominees, 2017
 - 2017 Western Region Research Planning Committee
 - Program Improvement Committee member (2009-2015)
 - Conference Research Paper & Poster Reviewer (2009-present)
2. Southern Association of Agricultural Scientists Agricultural Communications Section
 - Paper Reviewer (2010-present)
3. Reviewer, Ohio State SEED Grant proposal (2014)

STATE:

1. Texas FFA
 - Coordinator, State Agricultural Communications Invitational CDE (2009-present)
 - Volunteer, State Agricultural Communications CDE (2009-present)

SERVICE TO:

UNIVERSITY:

1. Texas Tech Press Editorial Committee, 2022-2025
2. Graduate Council At-Large Member, 2017-2019
 - a. Academic Programs Sub-Committee, 2017-2019
3. Interview Red Raider Orientation Crew candidates, 2017 & 2018
4. Three Minute Thesis Judge, 2017
5. Undergraduate Research Conference Oral Presentation Judge, 2016 & 2017
6. Seed Grant for Interdisciplinary Research (SGIR) proposal reviewer, 2017
7. College of Media & Communication graduate program review committee member, 2017
8. Service Learning Faculty Fellow Mentor, 2011-2017
9. TTU Second-Year Student Retention Committee, 2015-2016
10. Convocations Committee, 2012-2015
11. Student Media Faculty Advisory Committee, 2011-2015

12. Center for Active Learning and Undergraduate Engagement Advisory Committee, 2013-2015
13. Quality Enhancement Plan proposal development committee, 2013-2015
14. Undergraduate Research Conference presentation judge, 2014

COLLEGE:

1. CASNR Red Raider Orientation Faculty Presenter, 2017-present
2. Curriculum Committee, 2018-2022
3. Grievance Committee, 2017-2018
4. Alpha Zeta Agricultural Honorary Advisor, 2016-2017
5. Mentoring committee
 - Courtney Gibson, AEC, 2016-present
 - Nan Li, AEC, 2016-present
6. Third-year review committee member
 - Yi Luo, LA, 2017
 - Matt Barnes, NRM, 2017
7. CASNR Strategic Planning Committee, 2016-2017
8. CASNR Marketing and Outreach Committee member
 - Chair, Fall 2010-2016
 - Member, Fall 2008-2016
9. Website User Group, 2012-2015

DEPARTMENT:

1. Graduate Studies Coordinator, 2017-present
 - Led Graduate Program Review effort (2011-2017)
 - Organized Doc@Distance Face-to-Face meeting, August 2017
2. Webmaster, Fall 2008-present
3. Program Assessment Committee, Fall 2016-Present
4. Agricultural Communicators of Tomorrow, Fall 2008-Summer 2016
5. Faculty mentor to two assistant professors, Fall 2015-present
6. Search and Screen Committee member, Spring 2014 & Spring 2016

COMMUNITY:

1. LakeRidge United Methodist Church
 - Sunday School teacher, 2014-2020
 - Transition Team Communications Committee Chair, 2015-2016
 - Branding Committee Member, 2014
 - Building Planning Committee Member, 2014

MEMBERSHIP IN PROFESSIONAL AND HONORARY SOCIETIES:

Professional:

1. American Association for Agricultural Education
2. Association of Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences
3. North American Colleges & Teachers of Agriculture
4. Association for International Agricultural and Extension Education

Honorary:

1. Gamma Sigma Delta
2. Alpha Zeta
3. Alpha Tau Alpha