

Courtney Carter Gibson

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Educational Experience

Doctor of Philosophy, Agricultural Communications and Education – May 2014

Texas Tech University, Lubbock, Texas, GPA: 4.0

Concentration areas: agricultural communication, risk and crisis communication, social media, international agriculture, new media technology, technology in the classroom, scholarship of teaching and learning, mass communication, qualitative research

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

Dissertation Chair: Erica Irlbeck, Ed.D.

Committee Members: Courtney Meyers, Ph.D., Cindy Akers, Ed.D., & Peggie Price, Ed.D.

Master of Science, Agricultural Communications – August 2008

Texas Tech University, Lubbock, Texas, GPA: 4.0

Concentration areas: agricultural communication, marketing, mass communication

Bachelor of Science, Agricultural Communications – December 2006

Texas Tech University, Lubbock, Texas, GPA: 3.834

Concentration areas: agricultural communication, public relations, mass communication, zoology

Minor in Zoology

Professional Experience

Department of Agricultural Education and Communications

College of Agricultural Sciences & Natural Resources

Texas Tech University, Lubbock, Texas

Associate Professor of Agricultural Communications, September 2021-present

Assistant Professor of Agricultural Communications, September 2015-August 2021

- Serve as lead instructor for two graduate and three undergraduate courses in agricultural communications, including courses in graphic design utilizing Adobe Photoshop and Illustrator software, print publication layout utilizing Adobe InDesign software, technical communications, communications campaigns, communication theories and foundations of agricultural communications, and utilizing online and social media
- Serve as a mentor and advisor for several graduate student committees at both the doctoral and master's levels
- Advise approximately 55 current, incoming, and transfer undergraduate students majoring or minoring in agricultural communications
- Participate in departmental faculty and planning meetings in which departmental growth and development are discussed
- Assist with departmental activities, events, and committees related to agricultural communications, education, and leadership

- Participate in grant writing activities and the implementation of established grant research and project objectives
- Conduct research related to agricultural communications and the scholarship of teaching and learning in collaboration with other faculty members, including Erica Irlbeck, Ed.D.; Courtney Meyers, Ph.D.; Laura Fischer, Ph.D.; David Doerfert, Ph.D.; and Cindy Akers, Ed.D. and graduate students in the department, as well as various faculty from other departments and universities

Department of Agricultural Education and Communications
College of Agricultural Sciences & Natural Resources
Texas Tech University, Lubbock, Texas

Instructor, June 2014-August 2015

- Served as lead instructor for two graduate and three undergraduate courses in agricultural communications, including courses in graphic design utilizing Adobe Photoshop and Illustrator software, print publication layout utilizing Adobe InDesign software, technical communications, communications campaigns, communication theories and foundations of agricultural communications, and utilizing online and social media
- Served as a mentor and advisor for several graduate student committees at both the doctoral and master's levels, two thesis and two non-thesis graduate students
- Advised approximately 40 current, incoming, and transfer undergraduate students majoring or minoring in agricultural communications
- Participated in departmental faculty and planning meetings in which departmental growth and development are discussed
- Assisted with departmental activities, events, and committees related to agricultural communications, education, and leadership
- Participated in grant writing activities and the implementation of established grant research and project objectives
- Conducted research related to agricultural communications and the scholarship of teaching and learning in collaboration with other faculty members, including Erica Irlbeck, Ed.D.; Courtney Meyers, Ph.D.; and graduate students in the department, as well as various faculty from other universities

Department of Agricultural Education and Communications
College of Agricultural Sciences & Natural Resources
Texas Tech University, Lubbock, Texas

Teaching and Research Graduate Assistant, August 2011-May 2014

- Conducted research related to agricultural communications and the scholarship of teaching and learning with Erica Irlbeck, Ed.D.; Courtney Meyers, Ph.D.; and other graduate students in the department, as well as various faculty from other universities
- Served as lead instructor for four different agricultural communications courses throughout various semesters, including courses in graphic design utilizing Adobe Photoshop and Illustrator software, print publication layout utilizing Adobe InDesign software, technical communications, and communications campaigns
- Served as a teaching assistant for two capstone courses, ACOM 4305 – Agricultural Communications Campaigns and ACOM 4310 – Development of Agricultural Publications; responsible for keeping attendance, grading, providing feedback and assistance to students, and guest lecturing
- Assisted with advisement of undergraduate students majoring in agricultural communications
- Assisted with departmental activities and events related to agricultural communications, education, and leadership

USDA Beginning Farmers and Ranchers Development Project, August 2011-August 2014

- Assisted with development and implementation of workshops aimed at instructing beginning farmers and ranchers in using social media to market, promote, and engage customers in their agricultural businesses
- Led training sessions on social media uses for farmers and ranchers of all levels of experience and expertise
- Assembled a 40-page supplemental booklet distributed to workshop participants nationwide
- Conducted research projects focused on various social media topics
- Coordinated and planned training sessions on social media across Texas
- Created social media training materials for beginning farmers and ranchers
- Worked and coordinated with faculty across the nation in conducting similar workshops in other states

Texas FFA, Agricultural Communications Career Development Event (CDE), August 2011-May 2014

- Revised Texas FFA Agricultural Communications Study Guide
- Assisted in developing Agricultural Communications CDE rubrics and rules
- Created Agricultural Communications CDE state-level contest materials
- Assisted with scoring and judging of contest materials at state contest
- Assisted with coordinating and conducting state contest

National FFA, Agricultural Communications Career Development Event (CDE), 2011-2014

- Assisted with creation of quizzes and materials for the national contest
- Assisted with running national contest, graded quizzes, tallied scores, assisted judges, and assisted contest superintendents

Harmony School of Innovation

Harmony Public Schools, Houston, Texas

Social Studies Teacher and Social Studies Department Head, August 2007-June 2011

- Taught Social Studies to elementary and middle school students with an emphasis on American History to 1877 (8th grade), Texas History (7th grade), World Cultures (6th grade), and American Citizenship (3rd grade)
- Prepared, distributed/delivered, and graded syllabi, lecture materials, handouts, in- and out- of class activities, quizzes, and tests for students in all classes taught each school year
- Chaired the campus Social Studies Department and provided guidance and leadership to fellow teachers in the department, as well as worked and communicated with administration on department activities, issues, and development
- Helped prepare students for TAKS testing both in class and also out of class by holding reviews and tutorials after school through which I obtained a 100% student passing rate each year
- Led a campus-wide Journalism Club as an extracurricular activity for students, which created and published a monthly school newsletter for parents and students
- Coordinated and created the campus yearbook, including taking photos, designing the layout, and promoting the sale of the yearbook
- Developed, coordinated, and conducted campus-wide programs and assemblies, such as the National Geography Bee and Go Texan Day
- Coached and traveled with students who qualified for the state-level National Geography Bee competition two years in a row

Department of Agricultural Education and Communications

College of Agricultural Sciences & Natural Resources

Texas Tech University, Lubbock, Texas

Research Graduate Assistant, January 2007-August 2007

- Served as a teaching assistant for agricultural communications classes focused on Adobe Photoshop, Illustrator, InDesign, and Dreamweaver software for enhancing agricultural applications and communication
- Conducted research with Cindy Akers, Ed.D. on the cotton industry and the media's views and implementation of information regarding the industry and its processes

International Experience

Agricultural Study Abroad in China, May 2013

- Studied and explored agricultural production and operations in various regions of China
- Examined agricultural communications in various regions of China
- Discovered cultural and historical aspects of China
- Partnered with Chinese college students studying agriculture and English in three Chinese universities

Agricultural Study Abroad in the United Kingdom (England & Scotland), May 2012

- Studied and explored agricultural production and operations in England and Scotland
- Examined agricultural publications and communications in England and Scotland
- Discovered cultural and historical aspects of the United Kingdom

University Teaching Experience

Graduate Courses Taught

ACOM 5306 – Foundations of Agricultural Communications

Fall 2021 (31 students - 7 resident, 24 distance), Fall 2020 (39 distance students), Fall 2018 (21 distance students), Summer 2018 (14 distance students), Summer 2015 (22 students - 11 resident and 11 distance), Summer I 2014 (22 students - 11 resident and 11 distance)

Graduate-level course focusing on exploring and evaluating the historical foundations of agricultural communications, as well as selected philosophical concepts, philosophers, and their influence upon agricultural communications.

- Equip students with a foundational knowledge of the field of agricultural communications, the historical events that shaped this field of study, and the philosophical foundations utilized in the field
- Prepare students to explore and utilize multiple communications theories in agricultural communications related research projects

ACOM 5308 – Utilizing Emerging Media in Agricultural Communications

Summer 2024 (35 students), Summer 2023 (22 distance students), Summer 2022 (34 distance students), Summer 2021 (30 students – 9 resident, 21 distance), Summer 2020 (32 distance students), Summer 2019 (32 distance students), Summer 2018 (27 students - 8 resident, 19 distance), Summer II 2014 (20 students - 11 resident and 9 distance)

Graduate-level course focusing on identifying agricultural audiences, conducting analyses, and using results to evaluate and produce online media that utilizes design fundamentals, visual communication theories, and new media technology within the agricultural industry.

- Prepare students to explore and utilize multiple online and social media tools in a variety of ways within the agricultural industry

Undergraduate Courses Taught

ACOM 2305 – Digital Communications in Agriculture

Spring 2024 (41 students), Fall 2023 (50 students), Spring 2023 (39 students), Fall 2022 (29 students), Spring 2022 (41 students), Fall 2021 (35 students), Spring 2021 (27 students), Fall 2020 (27 students), Spring 2020 (31 students), Fall 2019 (31 students), Spring 2019 (30 students), Fall 2018 (24 students), Spring 2018 (30 students), Fall 2017 (30 students), Spring 2017 (27 students), Fall 2016 (34 students), Spring 2016 (27 students), Fall 2015 (34 students), Spring 2015 (29 students), Fall 2014 (34 students), Spring 2012 (36 students)

Skills-based course that focuses on the use of Adobe Photoshop and Illustrator software and the examination of the use of computers in agricultural communications with emphasis on graphic art production, photo manipulation, and elements of design.

- Prepare students to effectively create graphics using Adobe Illustrator software and manipulate photos using Adobe Photoshop software
- Equip students with a working knowledge of design principles that can be applied to their own work, as well as used to critically analyze the work of others

ACOM 3305 – Layout and Design in Agricultural Sciences

Spring 2024 (26 students), Fall 2023 (36 students), Spring 2023 (12 students), Fall 2022 (49 students), Spring 2022 (16 students), Fall 2021 (23 students), Spring 2021 (27 students), Fall 2020 (20 students), Spring 2020 (20 students), Fall 2019 (23 students), Spring 2019 (28 students), Fall 2018 (25 students), Spring 2018 (23 students), Fall 2017 (20 students), Spring 2017 (26 students), Fall 2016 (25 students), Spring 2016 (24 students), Fall 2015 (26 students), Spring 2015 (25 students), Fall 2014 (24 students), Spring 2014 (25 students), Fall 2013 (19 students), Fall 2012 (26 students)

Skills-based course that focuses on the use of Adobe InDesign software and the examination of design principles and desktop publishing in the agricultural industry.

- Prepare students to create effective print layouts (flyers, brochures, and magazine layouts) using Adobe InDesign software
- Equip students with a thorough understanding and knowledge of design principles that can be applied to their own work, as well as used to critically analyze the work of others

ACOM 4312 – Advanced Design Principles for Agricultural Media (formerly ACOM 4001-007)

Spring 2024 (46 students), Spring 2023 (53 students), Spring 2022 (44 students), Spring 2021 (44 students), Spring 2020 (39 students), Spring 2019 (51 students), Spring 2018 (34 students), Spring 2017 (21 students)

Senior-level advanced skills course that provides an in-depth examination of design principles and theories, design applications, and design topics relevant to the agricultural industry.

- Prepare students to effectively evaluate and create graphics, designs, and layouts using Adobe Creative Cloud software and other graphic design programs and applications for both print and online platforms
- Equip students with a working knowledge of design topics, theories, principles, and applications that can be applied to their own work, as well as used to critically analyze the work of others

ACOM 1300 – Introduction to Agricultural Communications

Fall 2022 (70 students)

Introductory-level course that serves as an overview of the information systems and communication media associated with the agricultural and natural resource industry as well as an overview of the agricultural communications undergraduate field of study.

- Equip students with an overview of agricultural communications and a comprehensive review of information sources, media, and audiences of agricultural communications
- Provide students with an introduction to basic public relation skills for the agricultural industry
- Explore career options within the field of agricultural communications

AGED 4001 – Study Abroad: AgriCULTURE in Greece

Summer 2023 (12 students)

Agriculture, tourism, history, and culture are important aspects of Greek life. In this study abroad experience offered by the Department of Agricultural Education & Communications, students will explore how these industries work together to preserve the traditions of the Greek culture while tackling 21st century challenges surrounding innovative farming practices and communicating to and educating the public. Students will explore traditional and innovative agricultural operations across the country – wine and grape leaf production, olive and olive oil production, sheep and goat herding, cheese production, and more – to learn how Greek agriculturists keep tradition alive while also incorporating innovative technology. Students will also learn how agricultural issues are addressed and communicated through the exploration of agri-tourism and educational programs in Greece, along with experiencing important historical and cultural sites – including Crete, the Parthenon, Mount Olympus, Ancient Olympia, and more.

- Explore how agricultural topics and issues are communicated, educated, and elevated in cultures outside of the U.S.
- Prepare students to tackle grant challenges through the lens of global and cultural awareness created through first-hand experience studying abroad
- Examine how agri-tourism and educational programs can be leveraged to promote and grow both agricultural and cultural heritage worldwide

ACOM 2302 – Scientific Communications in Agriculture and Natural Resources

Summer 2022 (33 distance students), Summer 2021 (22 distance students), Summer 2019 (29 distance students), Summer I 2015 (21 students), Summer I 2013 (13 students), Fall 2011 (92 students)

Writing-intensive course offered to all students within the College of Agricultural Sciences and Natural Resources that focuses on improving written, visual, and oral communications for business and technical purposes, with an emphasis on developing press releases, scientific papers, popular press articles, poster presentations and technical presentations.

- Prepare students to create a business portfolio, including a resume, cover letter, e-mails, instructions, descriptions, a proposal, and a technical research report
- Equip students with a working knowledge of correct grammar, spelling, and punctuation rules they can apply to their own writing as well as the writing of others
- Prepare students to critique and improve upon existing communications documents and conduct an audience analysis

ACOM 4305 – Agricultural Communications Campaigns

Spring 2016 (17 students), Spring 2015 (15 students), Spring 2013 (20 students)

Senior-level capstone, service-learning course that focuses on the principles, practices, and applications of social marketing as they pertain to developing communication campaigns for the food and fiber industry.

- Prepare students to create a marketing/communications campaign and event plan, develop a working relationship with a community partner/client, and prepare professional level campaigns materials
- Coordinate students' work with an actual client and their creation of an integrated marketing campaign guided by research and including a strong social media plan

IS 1101 – Tech Transfer Acceleration Program (TTAP) Academic Skills

Fall 2015 (16 students)

Introduces Tech Transfer Acceleration Program (TTAP) students to the philosophy of higher education, as well as theoretical and practical approaches to academic, social and personal success in higher education.

IS 1102 – Advancement via Individual Determination (AVID) Skills

Fall 2016 (10 students), Fall 2015 (17 students)

Introduces students to the use of the WICOR (writing, inquiry, collaboration, organization and reading) strategies and the AVID system as a means of developing theoretical and practical approaches to their academic efforts in order to promote success and personal achievement.

Overall Summary of Teaching Evaluations at Texas Tech University

Graduate Courses

Average Evaluation Scores from University Course Evaluations Completed by Students

Question/Item	Gibson Average Score
The course objectives were specified and followed by the instructor.	4.75
Overall, the instructor was an effective teacher.	4.69
Overall, this course was a valuable learning experience.	4.53

Note. Evaluations are based on a 1-5 scale with 5 being strongly agree and 1 being strongly disagree.

*Scores above are based on 32 courses with a total of 346 students.

Undergraduate Courses

Average Evaluation Scores from University Course Evaluations Completed by Students

Question/Item	Gibson Average Score
The course objectives were specified and followed by the instructor.	4.77
Overall, the instructor was an effective teacher.	4.71
Overall, this course was a valuable learning experience.	4.70

Note. Evaluations are based on a 1-5 scale with 5 being strongly agree and 1 being strongly disagree.

*Scores above are based on 63 courses with a total of 1,860 students.

Three-Year Summary of Teaching Evaluations

Term/Course	Number of Students	Course Objectives (Question #1) Mean	Overall Instructor (Question #2) Mean	Valuable Learning Experience (Question #3) Mean
Fall 2023				
ACOM 2305	50	4.7	4.7	4.7
ACOM 3305	36	4.8	4.5	4.5
Summer 2023				
AGED 4001	12	N/A	N/A	N/A
ACOM 5308	22	4.7	4.6	4.6
Spring 2023				
ACOM 2305	39	4.9	4.8	4.8
ACOM 3305	12	4.8	4.8	4.7
ACOM 4312	53	4.7	4.5	4.4

Fall 2022				
ACOM 1300	70	4.7	4.7	4.7
ACOM 2305	29	4.8	4.9	4.8
ACOM 3305	49	4.5	4.2	4.1
Summer 2022				
ACOM 2302	33	4.8	4.6	4.4
ACOM 5308	34	4.7	4.6	4.6
Spring 2022				
ACOM 2305	41	4.9	4.8	4.8
ACOM 3305	16	4.8	4.7	4.8
ACOM 4312	44	4.9	4.8	4.9
Fall 2021				
ACOM 2305	35	4.9	4.9	4.9
ACOM3305	23	5.0	4.9	4.9
ACOM 5306	31	4.7	4.5	4.5
Summer 2021				
ACOM 2302	22	4.3	4.2	4.2
ACOM 5308	30	4.9	4.8	4.5
Spring 2021				
ACOM 2305	27	4.7	4.7	4.8
ACOM 3305	27	4.8	4.5	4.6
ACOM 4312	44	4.5	4.0	4.1
Fall 2020				
ACOM 2305	27	4.4	4.4	4.4
ACOM 3305	20	4.9	4.9	4.8
ACOM 5306	39	4.8	4.7	4.6

Select Student Comments from Teaching Evaluations

- I am so glad I got to have you as a professor this semester, as I truly enjoyed your class. Thank you from the bottom of my heart for everything you do for us. You truly are a prime example of what Texas Tech CASNR has to offer. Thank you for everything!
- Dr. Gibson's classes are extremely hands-on, enlightening and fun for her students! All three of the classes I have had with her in my undergraduate degree have been some of my favorites. Dr. Gibson embodies what it means to be an exceptional professor. She fosters a productive environment for her students while being relatable and easy to talk to. I know I speak on behalf of others when I say that Dr. Gibson truly cares about her students and their success. She's quick to answer questions and always takes time to go above and beyond in getting to know her students. Being in Dr. Gibson's class has been one of the highlights of my undergraduate career. I have learned so much from Dr. Gibson and truly respect the extra work she puts in to make class enjoyable for everyone.
- You truly are one of the kindest people I know, and I'm so grateful for all your help. You're an incredible professor and advisor, and I know I'm better off having had the chance to learn from you. You also made the adjustment to distance learning so much easier, and I'm incredibly thankful for that.
- Dr. Gibson is an amazing professor and truly cares about the lives of her students and makes sure their learning is a top priority. She was definitely my favorite professor of the semester!

- Dr. Gibson did a phenomenal job in this course. Even in a big class, it felt personal, like she understood what you were struggling with or were strong in. I learned an invaluable amount of knowledge and gained a lot of experience in this class.
- This course has been incredibly beneficial. Dr. Gibson does a great job of teaching us valuable skills that are applicable to future jobs. I appreciate the professionals she brings into the classroom to teach us what they are experts in. Dr. Gibson is truly passionate about teaching, and her heart for students' success is evident. I admire how much she genuinely cares about her students and their futures.
- Dr. Gibson is amazing, to put it simply. She cares for every single student and is constantly checking to ensure that we are doing good. Her class is more challenging than most but she makes it extremely fun and interactive. During class she moves at a pace that is easy to follow and you are able to stop her to ask questions at any time. She is always available to sit and chat about anything that is causing you worry and if she can't meet with you right then, she schedules a meeting time with you. It is only my first year at TTU but Dr. Gibson has stood out to me in more ways than one. I am so grateful to have had her as a professor this year.
- Dr. Gibson is one of the most sincere and caring instructors I've had over the last four years. Not only is she beyond knowledgeable about the content of her class, she makes the lessons extremely engaging. Dr. Gibson goes above and beyond to help when a student needs assistance. This course is going to help me immensely in my future career.
- Dr. Gibson is an amazing teacher who truly cares about her students, she makes effort every day to talk to each and every one of us and understand something new about our lives she's truly an amazing person.
- Dr. Gibson is the best teacher I've ever had. Nobody is more kind and caring, nor gives such clear expectations and instructions and help on assignments.
- Dr. Gibson truly invested in each of her students. She ensured we learned the material she covered and that her students would understand. I couldn't imagine a better instructor.
- I really enjoyed this class and I always appreciated her very kind and encouraging words. I struggled a little bit this semester to stay motivated and the professor really helped me stay motivated with her weekly pep talks!

Graduate Student Committees

In Progress

Committee Chair or Co-Chair - 5

Doctor of Philosophy – Dissertation

Master of Science – Thesis (Resident)

1. Kyler Hardegree, December 2024
2. Brandon Larranaga, May 2025

Master of Science – Non-Thesis (Resident)

1. Tate Caughman, December 2024

Master of Science – Thesis (Distance)

Master of Science – Non-Thesis (Distance)

1. Kira Moorse, December 2024
2. Hannah Ziegler, May 2025

Committee Member - 2

Master of Science – Thesis (Resident)

1. Breely Huguley, December 2024

Master of Science – Non-Thesis (Resident)

Master of Science – Thesis (Distance)

Master of Science – Non-Thesis (Distance)

1. Minnie Denson, August 2024

Completed

Committee Chair or Co-Chair - 30

Doctor of Philosophy – Dissertation

1. Jenise Wooten, August 2019
Symbolism in agriculture: A qualitative inquiry of the visual vocabularies of graphic communicators
2. Austin Burrow, December 2017
A look at behavior-based safety program effectiveness: A qualitative study of participants' perceptions of safety program effectiveness in a Bayer CropScience's cottonseed delinting plant

Doctor of Education – Dissertation

1. Michaelle Coker, August 2021
Bridging the gap between equine experts and general horse owners: A qualitative study

Master of Science – Thesis (Resident)

1. Kristine Schechinger, December 2023
What do you remember? An analysis of information retention and recall through data visualization use in infographics
2. Libby Schroder, May 2022
Visualizing agriculture: Data visualizations in agricultural communications
3. DeLynn Butler, May 2022
Communicating cooperatively: Exploring the use of social media platforms and online communication channels utilized among agricultural commodity cooperatives in Texas
4. Mary Katelynn Butler Horton, December 2021
College students' perceived ability versus actual ability to identify fake news on agricultural topics

5. Larrah Welp, May 2020
Influencing creativity in agricultural communications: Exploration of influential factors of creativity in agricultural communications
6. Leighton Chachere, May 2018
Knowledge and perceptions of U.S. beef producers on the Certified Angus Beef® Program
7. Hope Hancock, December 2016
Conceptualizing creativity in agricultural communications

Master of Science – Non-Thesis (Resident)

1. Sydney Aalbers, May 2024
2. Samantha Osborne, May 2024
3. Shelby Wright, December 2023
4. Paige Hardesty, December 2023
5. Morgan Humburg, May 2023
6. Sierra Day, December 2022
7. Teia DeCarlo, December 2022
8. Mattie Dunshee-Sargent, August 2022
9. Auden McBeath, May 2022
10. Sarah Henderson, December 2020
11. Brittini Allerkamp, August 2020
12. Jace Fry, May 2020
13. Clayton Stanford, May 2020
14. Jacy Cabler, December 2019
15. Chamonix Mejia, May 2019
16. Katie McKinley, December 2018

Master of Science – Non-Thesis (Distance)

1. Hannah Eichman, December 2020
2. Cori Hancock, May 2020

Master of Science in Interdisciplinary Studies – Non-Thesis (Resident)

1. Janay Blevins, December 2020
2. Manuela Saavedra, May 2017

Committee Member - 35

Doctor of Philosophy – Dissertation

1. Laura Gorham Fischer, August 2017
Examining the role of motivational salience, issue involvement, and pre-existing attitudes on selective attention and attitude strength to advertisements
***2018 Outstanding Dissertation - Association for Communications Excellence**

Master of Science – Thesis (Resident)

1. Hannah Culak, December 2023

Hispanic student motivation and satisfaction after participating in organizations and programs in the Gordon W. Davis College of Agricultural Sciences and Natural Resources

2. D'arcy Ryder, December 2023
A qualitative analysis of the development and implementation of the "More to Meat" Campaign in Australia
3. Brooke Vylvlecka, December 2023
United States consumers' social media influencer source and message frame preferences for receiving beef nutrition information
4. Reagan Ellison, May 2023
Strategies behind the communications: An analysis of social media platforms and online communication channels utilized by agricultural organizations in Texas
5. TaylorAnn Washburn, December 2020
Self-described characteristics and competencies of highly-sought science communicators, and recommendations for future training opportunities
6. Whitney Whitaker, December 2020
Examining the impacts of infographics on consumers' perceptions of swine industry sustainability initiatives
7. Blair McCowen, December 2018
Identifying media content preferences among individuals in the cooperative cotton industry
8. Rexanna Powers, December 2018
Consumer knowledge of and willingness to pay for shell eggs with animal welfare-related labels
9. Kassie Waller, August 2018
The effect of infographics on the recall of information about genetically modified foods
10. Diane Meyer, December 2017
A content analysis of gluten-free diet coverage in major U.S. newspapers
11. Brandyl Calley, August 2017
A comparative content analysis of news stories and press releases during the 2015 Blue Bell Ice Cream recall
12. Jessica Corder, May 2017
Evaluating the college experience of graduating seniors in the Texas Tech agricultural communications degree program
13. Jenna Crayton, May 2017
Crisis management preparation of Wisconsin county fairs
14. Tyler O'Neil, May 2017

15. Beth Hughs, December 2015
Public relations practices of ranching horse industry organizations
16. Katie Setterbo, August 2015
Going against the grain: Recruiting atypical students into a college of agriculture
17. Jaclyn Roberts, May 2015
A growing stereotype: Prince Farming's reality of agriculture

Master of Science – Non-Thesis (Resident)

1. Lacy Ide, August 2022
2. Cameron Crawford, August 2021
3. Aspen Eaton Dick, May 2021
4. Emily Wade, May 2021
5. Leah Curren, December 2018
6. Delaney Howell, December 2018
7. Bryce White, December 2017
8. Jenna Holt-Day, August 2017
9. Keely Hamman, May 2016
10. Bethany Nolan, May 2016
11. Cailee Gilbreath, December 2014
12. Jacy Proctor, December 2014

Master of Science – Non-Thesis (Resident)

1. Tressa Lawrence, December 2021
2. Kimberley Price, December 2021

Master of Science in Horticulture – Non-Thesis (Resident)

1. Jessica Murphy, December 2022

Master of Science Plant and Soil Science – Non-Thesis (Resident)

1. Jason Grams, May 2018

Master of Science in Interdisciplinary Studies – Non-Thesis (Resident)

1. Julia Montoya, December 2020

Scholarly Publications – 17 (0 in press, 0 in review, 4 in revision, 4 in prep)

*denotes student author

- 5 *Burrow, A., **Gibson, C.**, Baker, M., Doerfert, D., & Kim, J. H. (2024). Saving people from injuries in the workplace: A behavior-based safety photo-elicitation study. *Journal of International Agricultural and Extension Education*. (in preparation).

- 5 *Burrow, A., **Gibson, C.**, Baker, M., Doerfert, D., Kim, J. H., & Oyugi, M. A. (2024). Trust, caring, and communication with safety in the workplace: The effects of a behavior-based safety ethnographical case study. *Journal of International Agricultural and Extension Education*. (in preparation).
- 5 **Gibson, C.**, *Hancock, A. H., Irlbeck, E., & Meyers, C. (2024). Climate for creativity: A phenomenological study of creativity in agricultural communications students. *Journal of Agricultural Education*. (in revision).
- 5 *Wooten, J., **Gibson, C.**, Akers, C., Boren-Alpizar, A., & Akins, F. (2024). That's not a real farm: Exploring the agricultural visual vocabularies of graphic communicators. *Journal of Applied Communications*. (in revision).
- 5 *Wooten, J., **Gibson, C.**, Akers, C., Boren-Alpizar, A., & Akins, F. (2024). What's a farm to you? A graphic elicitation study of visual communicators and their agricultural perceptions. *Journal of Applied Communications*. (in revision).
- 5 *Schroeder, E., **Gibson, C.**, Fischer, L., McCord, A., & *Schechinger, K. (2024). *Infographics in agriculture: A content analysis of infographics from U.S. agricultural organizations*. *Journal of Applied Communications*. (in revision).
- 5 *Butler, R. D., **Gibson, C.**, Irlbeck, E., Meyers, C., & *Schechinger, K. (2024). Communicating cooperatively: Exploring social media and online communication use of agricultural commodity cooperatives In Texas. *Journal of Applied Communications*. (in preparation).
- 5 *Horton, K., Gibson, C., Fischer, L., Chambers, T., & *Schechinger, K. (2024). Fake it till you make it? College students' perceived ability versus actual ability to identify fake news on agricultural topics. *Journal of Applied Communications*. (in preparation).
- 5 *Schroeder, E., Fischer, L., **Gibson, C.**, McCord, A., & *Orton, G. (2023). An experimental study investigating the type of data visualizations used in infographics on participant recall and information recognition. *Journal of Applied Communications*, 107(3), <https://doi.org/10.4148/1051-0834.2489>
- 5 Fischer, L., **Gibson, C.**, & *Powers, K. (2023). Looking local: An exploration of Texas residents' perceptions of the GoTexan program to develop brand positioning strategies. *Journal of Applied Communications*, 107(1). <https://doi.org/10.4148/1051-0834.2456>
- 5 *Washburn, T.A., *Essary, C., Irlbeck, E., **Gibson, C.**, & Akers, C. (2022). Foreseen demands for up-and-coming science communicators and recommendations for science communication training programs. *Journal of Applied Communications*, 106(2). <https://doi.org/10.4148/1051-0834.2410>
- 5 *Waller, K., Hill, N., Meyers, C., McCord, A., & **Gibson, C.** (2020). The effect of infographics on recall of information about genetically modified foods. *Journal of Agricultural Education*, 61(3), 22-37. <https://doi.org/10.5032/jae.2020.03022>

- 5 *Fischer, L., Meyers, C., Cummins, R. G., **Gibson, C.**, & Baker, M. (2020). Creating relevancy in agricultural science information: Examining the impact of motivational salience, involvement and pre-existing attitudes on visual attention to scientific information. *Journal of Applied Communications* 104(2). <https://doi.org/10.4148/1051-0834.2287>
 ***Journal of Applied Communications 2020 Article of the Year**
- 5 *Powers, R., Li, N., **Gibson, C.**, & Irlbeck, E. (2020). Consumers' evaluation of animal welfare labels on poultry products. *Journal of Applied Communications*, 104(1). <https://doi.org/10.4148/10510834.2310>
- 5 **Gibson, C.**, Irlbeck, E., Meyers, C., Akers C., & Price, P. (2019). An investigation of agricultural crisis communication via social media. *Journal of Applied Communications*, 103(4). <https://doi.org/10.4148/1051-0834.2279>
- 5 *Calley, B. 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>
- 5 **Gibson, C.**, *Hancock, A. 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>
- 5 *Setterbo, K., Akers, C., *Tarpley, T., *Kennedy, L., Doerfert, D., & **Gibson, C.** (2017). Going against the z grain: Recruiting atypical students into a college of agriculture. *NACTA Journal*, 61(1), 46-51.
- 5 *Gorham, L., **Gibson, C.**, & Irlbeck, E. (2016). Making a case for McDonald's: A qualitative case study examining the McDonald's "Our Food Your Questions" campaign. *Journal of Applied Communications*, 100(4), 17-32. <https://doi.org/10.4148/1051-0834.1239>
- 5 *Hainline, M., Ulmer, J., Ritz, R., Burris, S., & **Gibson, C.** (2015). Career and family balance of Texas agricultural science teachers by gender. *Journal of Agricultural Education*, 56(3), 31-46. doi:10.5032/jae.2015.04031
- 5 Irlbeck, E., *Jennings, J. F., Meyers, C., **Gibson, C.**, & Chambers, T. (2013). A case study of the 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>
- 5 *Ahrens, C. A., & ***Gibson, C.** (2013). The evolution of the agricultural communications degree program at Texas Tech University: A historical perspective. *Journal of Applied Communications*, 97(2), 36-49. <https://doi.org/10.4148/1051-0834.1119>
- 5 ***Gibson, C.** (2013). A review of Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks). *Journal of Applied Communications*, 97(1), 6-8. <https://doi.org/10.4148/1051-0834.1099>

- 5 ***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. <https://doi.org/10.4148/1051-0834.1142>
- 4 ***Gibson, C. D.**, Akers, C. L., *Oshel-Shultz, A. M., & Irlbeck, E. G. (2010). A five year look at cotton coverage by the Texas Print Media. *Journal of Extension*. [On-line], 48(2).

Scholarly Paper Presentations – 46 (2 in preparation)

*denotes student author

- 5 *Welp, L., **Gibson, C.**, Doerfert, D., & Irlbeck, E. (2025). *Prioritizing creativity: Interpreting the creative needs within the field of agricultural communications*. National Agricultural Communications Symposium. Atlanta, GA. (in preparation).
- 5 *Welp, L., **Gibson, C.**, Doerfert, D., & Irlbeck, E. (2025). *Impacts To creativity: An exploration of factors influencing creativity within agricultural communications*. National Agricultural Communications Symposium. Atlanta, GA. (in preparation).
- 5 *Schechinger, K., **Gibson, C.**, Fischer, L., & McCord, A. (2024). *What do you remember? An analysis of information retention and recall through data visualization use in infographics*. American Association for Agricultural Education (AAAE) National Conference. Manhattan, KS.
- 5 *Culak, H., Ritz, R., **Gibson, C.**, & Boren-Aplizar, A. (2024). *Hispanic student motivation and satisfaction after participating in organizations and programs in the Gordon W. Davis College of Agricultural Sciences and Natural Resources*. American Association for Agricultural Education (AAAE) National Conference. Manhattan, KS.
- 5 *Ryder, D., Meyers, C., Fischer, L., **Gibson, C.**, & Irlbeck, E. (2024). *A qualitative analysis of the development and implementation of the "More to Meat" Campaign in Australia*. American Association for Agricultural Education (AAAE) National Conference. Manhattan, KS.
- 5 *Vyvlecka, B., Fischer, L., Meyers, C., & **Gibson, C.** (2024). *Examining consumers' preferences for beef nutrition social media influencer messages*. American Association for Agricultural Education (AAAE) National Conference. Manhattan, KS.
- 4 *Ellison, R., Irlbeck, E., **Gibson, C.**, & Fischer, L. (2023). *Strategies behind the communications: An analysis of social media platforms and online communication channels utilized by agricultural organizations in Texas*. Western Region AAAE Annual Conference. Las Cruces, NM.
- 5 *Horton, M. K. B., **Gibson, C.**, Fischer, L., & Chambers, T. (2023). *Fake it till you make it? College students' perceived ability versus actual ability to identify fake news on agricultural topics*. American Association for Agricultural Education (AAAE) National Conference. Raleigh, NC.
- 5 *Butler, R. D., **Gibson, C.**, Irlbeck, E., & Meyers, C. (2023). *Communicating cooperatively: Exploring social media and online communication use of agricultural commodity cooperatives in Texas*. American Association for Agricultural Education (AAAE) National Conference. Raleigh, NC.

- 5 *Schroeder, E., **Gibson, C.**, Fischer, L., McCord, A., & *Schechinger, K. (2023). *Infographics in agriculture: A content analysis of infographics from U.S. agricultural organizations*. National Agricultural Communications Symposium. Oklahoma City, OK.
- 5 *Schroeder, E., Fischer, L., **Gibson, C.**, & McCord, A. (2023). *Data visualizations in infographics: An experimental study investigating the type of data visualizations used in infographics on participant recall*. National Agricultural Communications Symposium. Oklahoma City, OK.
- 4 *Horton, M. K. B., **Gibson, C.**, Fischer, L., & Chambers, T. (2022). *Fake it till you make it? College students' perceived ability versus actual ability to identify fake news on agricultural topics*. Western Region AAEE Annual Conference. Las Cruces, NM.
***Outstanding Manuscript Award**
- 4 *Butler, R. D., **Gibson, C.**, Irlbeck, E., & Meyers, C. (2022). *Communicating cooperatively: Exploring social media and online communication use of agricultural commodity cooperatives in Texas*. Western Region AAEE Annual Conference. Las Cruces, NM.
***Distinguished Manuscript Award**
- 4 *Welp, L., **Gibson, C.**, Doerfert, D., & Irlbeck, E. (2022). *Prioritizing creativity: Interpreting the creative needs within the field of agricultural communications*. Western Region AAEE Annual Conference. Las Cruces, NM.
- 4 *Welp, L., **Gibson, C.**, Doerfert, D., & Irlbeck, E. (2022). *What impacts your creativity? An exploration of influencing factors of creativity within agricultural communications*. Western Region AAEE Annual Conference. Las Cruces, NM.
- 5 *Powers, K., Fischer, L., & **Gibson, C.** (2022). *Looking local: An exploration of Texas residents' perceptions of the GoTexan program to develop brand positioning strategies*. Association of Communication Excellence (ACE) National Conference. Kansas City, MO.
- 5 Headrick, J., & **Gibson, C.** (2021). *Agricultural faculty perceptions of creativity with teaching in response to COVID-19*. North American Colleges and Teachers of Agriculture (NACTA) Annual Conference (virtual presentation).
- 5 *Washburn, T. A., *Essary, C., Irlbeck, E., **Gibson, C.**, & Akers, C. (2021). *Foreseen demands for up-and-coming science communicators and recommendations for science communication training programs*. Association of Communication Excellence (ACE) National Conference. (virtual presentation).
- 5 *Rommel, J. C., *Neves, M., Doerfert, D., **Gibson, C.**, & Irlbeck, E. (2021). *Crisis management preparation of Wisconsin county fairs*. Association of Communication Excellence (ACE) National Conference. (virtual presentation).
- 5 **Gibson, C.**, *Burrow, A., Baker, M., Doerfert, D., & Kim, J. H. (2021). *Saving people from injuries in the workplace: A behavior-based safety photo-elicitation study*. Association for International Agricultural and Extension Education (AIAEE) Annual Conference. Thessaloniki, Greece (virtual presentation).

- 5 *Wooten, J., **Gibson, C.**, Akers, C., Boren-Alpizar, A., & Akins, F. (2020). *What's a farm to you? A graphic elicitation study of visual communicators and their agricultural perceptions*. Association of Communication Excellence (ACE) National Conference. Chicago, IL (virtual presentation).
- 5 *Wooten, J., **Gibson, C.**, Akers, C., Boren-Alpizar, A., & Akins, F. (2020). *That's not a real farm: Exploring the agricultural visual vocabularies of graphic communicators*. American Association of Agricultural Education (AAAE) National Conference. Oklahoma City, OK (virtual presentation).
- 4 *Wooten, J., **Gibson, C.**, Akers, C., Boren-Alpizar, A., & Akins, F. (2019). *That's not a real farm: Exploring the agricultural visual vocabularies of graphic communicators*. Western Region AAAE Annual Conference. Anchorage, AK.
- 4 **Gibson, C.**, *Burrow, A., Baker, M., Doerfert, D., & Kim, J. H. (2019). *Saving people from injuries in the workplace: A behavior-based safety photo-elicitation study*. Western Region AAAE Annual Conference. Anchorage, AK.
- 5 Powers, R., Li, N., **Gibson, C.**, & Irlbeck, E. (2019). *Consumers' evaluation of animal welfare labels on poultry products*. Association of Communication Excellence (ACE) National Conference. San Antonio, TX.
- 5 *Waller, K., Meyers, C., McCord, A., & **Gibson, C.** (2019). *The effect of infographics on recall of information about genetically modified foods*. American Association of Agricultural Education (AAAE) National Conference. Des Moines, IA.
- 5 *Burrow, A., **Gibson, C.**, Baker, M., Doerfert, D., Kim, J. H., & Oyugi, M. A. (2019). *Trust, caring, and communication with safety in the workplace: The effects of a behavior-based safety ethnographical case study*. Association for International Agricultural and Extension Education (AIAEE) Annual Conference. Port of Spain, Trinidad and Tobago.
- 5 *Fischer, L. M., Meyers, C. A., Cummins, R. G., **Gibson, C.**, & Baker, M. (2018). *Examining the impact of motivational salience and involvement on visual attention to scientific information*. Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference. Washington, D.C.
- 5 *Fischer, L. M., Meyers, C. A., Cummins, R. G., **Gibson, C.**, & Baker, M. (2018). *Creating relevancy in scientific information: An analysis of the impact of motivational salience and involvement on visual attention*. American Association of Agricultural Education (AAAE) National Conference. Charleston, SC.
- 4 *Chachere, L., & **Gibson, C.** (2018). *What's the beef about Facebook: A content analysis of junior cattle breed association engagement on Facebook*. Southern Region AAAE Annual Conference. Jacksonville, FL.
- 4 *Fischer, L. M., Meyers, C. A., Cummins, R. G., **Gibson, C.**, & Baker, M. (2018). *Creating relevancy in scientific information: An analysis of the impact of motivational salience and involvement on visual attention*. Southern Region AAAE Annual Conference. Jacksonville, FL.

- 4 *Crayton, J., Doerfert, D. L., **Gibson, C.**, & Irlbeck, E. (2017). *Crisis management preparation of Wisconsin county fairs*. Western Region AAAE Annual Conference. Fort Collins, CO.
 *** Distinguished Innovation in Research Award – Second Runner Up**
- 4 *O’Neal, T., Doerfert, D. L., Irlbeck, E., & **Gibson, C.** (2017). *Viewer reactions to agriculture-related Facebook videos: Implications for agricultural literacy efforts*. Western Region AAAE Annual Conference. Fort Collins, CO.
- 5 **Gibson, C.**, *Hancock, A. H., Irlbeck, E., & Meyers, C. (2017). *Cultivating creativity: Faculty conceptions of creativity in agricultural communications students*. Association of Communication Excellence (ACE) National Conference, New Orleans, LA.
- 5 *Hancock, A. H., **Gibson, C.**, Irlbeck, E., & Meyers, C. (2017). *Opening the closed mind: A literary review of creativity in higher education*. Association of Communication Excellence (ACE) National Conference, New Orleans, LA.
- 5 *Hancock, A. H., **Gibson, C.**, Irlbeck, E., & Meyers, C. (2017). *Climate for creativity: A phenomenological study of creativity in agricultural communications students*. American Association of Agricultural Education (AAAE) National Conference. San Luis Obispo, CA.
 ***Distinguished Research Paper Award**
- 5 *Gorham, L. M., & **Gibson, C.** (2016). *Making a case for McDonald’s: A case study of McDonald’s “Our Food Your Questions” campaign*. Association of Communication Excellence (ACE) National Conference, Memphis, TN.
- 4 *Setterbo, K., Akers, C., Doerfert, D., **Gibson, C.**, & *Tarpley, T. (2015). *Going against the grain: Recruiting atypical students into a college of agriculture*. Western Region AAAE Annual Conference. Corvallis, OR.
- 5 **Gibson, C.**, Irlbeck, E., Meyers, C., Akers C., & Price, P. (2015). *An investigation of agricultural crisis communication via social media: A grounded theory study*. Association of Communication Excellence (ACE) National Conference. Charleston, SC.
 ***Runner-Up Outstanding Research Paper**
- 5 **Gibson, C.**, & Irlbeck, E. (2015). *What’s all the pinning about? A descriptive content analysis of agricultural communications students’ Pinterest activity*. American Association of Agricultural Education (AAAE) National Conference. San Antonio, TX.
- 4 **Gibson, C.**, Irlbeck, E., Meyers, C., Akers C., & Price, P. (2014). *An investigation of agricultural crisis communication via social media: A grounded theory study*. Western Region AAAE Annual Conference. Kona, HI.
- 4 **Gibson, C.**, & Irlbeck, E. (2014). *What’s all the pinning about? A descriptive content analysis of agricultural communications students’ Pinterest activity*. Western Region AAAE Annual Conference, Kona, HI.

- 5 Irlbeck, E. G., & **Gibson, C. D.** (2014). *Service learning in agricultural communications: You won't Believe it!* North American Colleges and Teachers of Agriculture (NACTA) Annual Conference, Bozeman, MT.
- 5 ***Gibson, C.**, *Ahrens, C. A., & Irlbeck, E. (2013). *A pinteresting possibility: Using social bookmarking to promote student learning.* North American Colleges and Teachers of Agriculture (NACTA) Annual Conference, Blacksburg, VA.
- 5 ***Gibson, C.**, & Irlbeck, E. (2013). *Flip it or flop it: Semi-flipping classes to promote student engagement.* North American Colleges and Teachers of Agriculture (NACTA) Annual Conference, Blacksburg, VA.
- 5 ***Gibson, C. D.**, *Ahrens, C. A., Meyers, C., & Irlbeck, E. (2012). *Selected Go Texan members' online presence: A communications audit.* 2012 Association of Communication Excellence (ACE) National Conference. Annapolis, MD.
***Third Place Research Paper Award**

Scholarly Poster Presentations – 52 (0 in review)

*denotes student author

- 4 Hardegree, K., & **Gibson, C.** (2024). Seeds of communication: A communications audit of Instagram posts promoting the AgriStress Helpline For Texas. *Proceedings of the 2024 American Association for Agricultural Education (AAAE) National Conference.*
***Top-10 Research Poster**
- 4 Hardegree, K., & **Gibson, C.** (2024). Exploring college students' perceptions of using generative AI to produce agricultural-related vector images. *Proceedings of the 2024 American Association for Agricultural Education (AAAE) National Conference.*
***Top-10 Research Poster**
- 4 Hemphill, J. D., Vyvlecka, B., Fischer, L, Meyers, C., & **Gibson, C.** (2024). Beefing up influencer credibility: The effect of source and message type on perceptions of source expertise and trust. *Proceedings of the 2024 American Association for Agricultural Education (AAAE) National Conference.*
- 4 *Hamlin, B., Lawver, D., **Gibson, C.**, & *Darby, C. (2024). Using photo journal prompts to help increase local cultural competencies in study abroad participants. *Proceedings of the 2024 Association for International Agricultural and Extension Education (AIAEE) Annual Conference.*
- 3 *Hamlin, B., Lawver, D., **Gibson, C.**, & *Darby, C. (2024). Using photo journal prompts to help increase local cultural competencies in study abroad participants. *Proceedings of the 2024 Southern Region AAAE Annual Conference.*
- 3 *Schechinger, K., Fischer, L., & **Gibson, C.** (2023). Swine farmer perceptions and recommendations of animal welfare communication. *Proceedings of the 2023 Western Region AAAE Annual Conference.*

- 4 *Rinehart, K., *Schechinger, K., Headrick, J., & **Gibson, C.** (2023). Analyzing graduate student member benefits and challenges within agricultural education, communication, and leadership professional organizations. *Proceedings of the 2023 American Association for Agricultural Education (AAAE) National Conference.*
- 4 *Schechinger, K., & **Gibson, C.** (2023). Exploring the use of creativity exercises to promote creative thinking among agricultural communications students. *Proceedings of the 2023 National Agricultural Communications Symposium.*
- 4 *Horton, M. K. B., **Gibson, C.**, Fischer, L., & Chambers, T. (2022). College students' perceptions of their own ability versus their peers' abilities to identify fake news on agricultural topics. *Proceedings of the 2022 American Association of Agricultural Education (AAAE) National Conference.*
- 4 *Horton, M. K. B., **Gibson, C.**, Fischer, L., & Chambers, T. (2022). Can you believe this? College students' ability to identify fake news on agricultural topics. *Proceedings of the 2022 American Association of Agricultural Education (AAAE) National Conference.*
- 4 *Neves, M., **Gibson, C.**, *Ford, H., & Irlbeck, E. (2022). The sticky note method: A project planning tool for student writing projects. *Proceedings of the 2022 American Association of Agricultural Education (AAAE) National Conference.*
- 4 *Powers, K., Fischer, L., & **Gibson, C.** (2022). Exploring brand awareness and loyalty within a Texas agricultural certification program. *Proceedings of the 2022 National Agricultural Communications Symposium.*
***First Runner-Up People's Choice Poster Award**
- 3 *Horton, M. K. B., **Gibson, C.**, Fischer, L., & Chambers, T. (2021). College students' perceptions of their own ability versus their peers' abilities to identify fake news on agricultural topics. *Proceedings of the 2021 Western Region AAAE Annual Conference.*
- 3 *Horton, M. K. B., **Gibson, C.**, Fischer, L., & Chambers, T. (2021). Can you believe this? College students' ability to identify fake news on agricultural topics. *Proceedings of the 2021 Western Region AAAE Annual Conference.*
- 3 *Neves, M., **Gibson, C.**, *Ford, H., & Irlbeck, E. (2021). The sticky note method: A project planning tool for student writing projects. *Proceedings of the 2021 Western Region AAAE Annual Conference.*
- 3 Kennedy, L., Meyers, C., Irlbeck, E., **Gibson, C.**, & *Vehige, G. (2021). Team(s)work makes the dream work: Using MS Teams in an agricultural communications block course structure. *Proceedings of the 2021 Western Region AAAE Annual Conference.*
***Outstanding Innovative Poster Award**
- 4 Li, N., *Regusci, E., **Gibson, C.**, & Irlbeck, E. (2020). Promoting public's understanding of pesticide safety: Insights from a survey of Texas residents. *Proceedings of the 2020 Association of Communication Excellence (ACE) National Conference.* Chicago, IL (virtual presentation).

- 4 *Welp, L., & **Gibson, C.** (2020). Faculty perceptions of limitations on student creativity in college of agriculture courses. *Proceedings of the 2020 American Association of Agricultural Education (AAAE) National Conference*. Oklahoma City, OK (virtual presentation).
- 4 *Welp, L., **Gibson, C.**, & Lyford, C. (2020). Listen to the music: Introducing music to reduce test anxiety and improve test performance. *Proceedings of the 2020 American Association of Agricultural Education (AAAE) National Conference*. Oklahoma City, OK (virtual presentation).
- 4 Meyers, C., Cummins, G., Baker, M., Irlbeck, E., **Gibson, C.**, & Low, L. (2019). The consumer experience: Using innovative research tools to develop and test messages about food and agricultural sciences. *Proceedings of the 2019 Non-Land-Grant Agricultural and Renewable Resources Universities Annual Meeting*. San Angelo, TX.
- 3 *Welp, L., & **Gibson, C.** (2019). Creativity in the classroom: Exploring creativity in college of agriculture courses. *Proceedings of the 2019 Western Region AAAE Annual Conference*. Anchorage, AK.
***Excellence in Research Poster Design Award**
- 3 *Welp, L., & **Gibson, C.** (2019). Faculty perceptions of limitations on student creativity in college of agriculture courses. *Proceedings of the 2019 Western Region AAAE Annual Conference*. Anchorage, AK.
- 3 *Welp, L., **Gibson, C.**, & Lyford, C. (2019). Listen to the music: Introducing music to reduce test anxiety and improve test performance. *Proceedings of the 2019 Western Region AAAE Annual Conference*. Anchorage, AK.
- 4 **Gibson, C.**, *McKinley, K., & Li, N. (2019). Occupational suicide in farming: A framing analysis of print news coverage of a 2016 CDC Morbidity and Mortality Weekly Report. *Proceedings of the 2018 Association of Communication Excellence (ACE) National Conference*. San Antonio, TX.
***Distinguished Research Poster Award**
- 4 *Burrow, A., **Gibson, C.**, Baker, M., Doerfert, D., Kim, J. H., & Oyugi, M. A. (2019). Behavior-based safety and its applications in organizational settings. *Proceedings of the 2019 Association for International Agricultural and Extension Education (AIAEE) Annual Conference*. Port of Spain, Trinidad and Tobago.
- 4 *Meyer, D., Meyers, C., Li, N., & **Gibson, C.** (2018). A content analysis of gluten-free diet coverage in major U.S. newspapers. *Proceedings of the 2018 Association of Communication Excellence (ACE) National Conference*. Phoenix, AZ.
- 4 *Kennedy, L., Meyers, C., Irlbeck, E., & **Gibson, C.** (2018). Using Basecamp in an agricultural communications block course structure. *Proceedings of the 2018 Association of Communication Excellence (ACE) National Conference*. Phoenix, AZ.
- 3 *Kennedy, L., Meyers, C., Irlbeck, E., & Gibson, C. (2018). Using Basecamp for project management in agricultural communications capstone courses. *Proceedings of the Southern Association of Agricultural Scientists (SAAS) Conference Agricultural Communications Section*. Jacksonville, FL.

- 3 *Kennedy, L., Meyers, C., Irlbeck, E., & **Gibson, C.** (2017). Using Basecamp in an agricultural communications block course structure. *Proceedings of the 2017 Western Region AAEE Annual Conference*. Fort Collins, CO.
- 4 *Hancock, H., & **Gibson, C.** (2017). Cultivating creativity: Fostering a creative environment in agricultural communications courses. *Proceedings of the 2017 American Association of Agricultural Education (AAAE) National Conference*. San Luis Obispo, CA.
- 4 *Steede, G. M., *Tarpley, T. G., *Crayton, J., *Gorham, L. M., & **Gibson, C. D.** (2017). The online communications plan: Communicating agricultural sciences to a lay audience. *Proceedings of the 2017 American Association of Agricultural Education (AAAE) National Conference*. San Luis Obispo, CA.
- 3 *Hancock, H., & **Gibson, C.** (2016). Comparing creativity assessments in higher education. *Proceedings of the 2016 Western Region AAEE Annual Conference*. Tucson, AZ.
- 3 *Steede, G. M., *Tarpley, T. G., *Crayton, J., *Gorham, L. M., & **Gibson, C. D.** (2016). The online communications plan: Communicating agricultural sciences to a lay audience. *Proceedings of the 2016 Western Region AAEE Annual Conference*. Tucson, AZ.
- 4 *Gorham, L. M., *Steede, G. M., *Tarpley, T. G., & **Gibson, C. D.** (2016). Integrating infographics in the classroom: Student perceptions of using infographics to disseminate agricultural science information. *Proceedings of the 2016 American Association of Agricultural Education (AAAE) National Conference*. Kansas City, MO.
- 3 *Hancock, H., & **Gibson, C.** (2016). Cultivating creativity: Fostering a creative environment in agricultural communications courses. *Proceedings of the 2016 Southern Association of Agricultural Scientists (AAAE/SAAS) Conference*. San Antonio, TX.
- 3 *Hamman, K., Irlbeck, E., Meyers, C., **Gibson, C.**, Doerfert, D., Akers, C., Frazee, S., & Brashears, T. (2015). Creating an agricultural communications service center. *Proceedings of the 2015 Western Region AAEE Annual Conference*. Corvallis, OR.
- 4 *Hainline, M., *Gorham, L. M., *Trimble, C., & **Gibson, C.** (2015). Who provides? Ag Provides: A social agricultural awareness campaign. *Proceedings of the 2015 American Association of Agricultural Education (AAAE) National Conference*. San Antonio, TX.
 ***Distinguished Innovative Poster Award**
- 4 *Gorham, L. M., **Gibson, C.**, *Kennedy, L., & Meyers, C. (2015). Using writing apprehension as a learning tool in agricultural communications classrooms. *Proceedings of the 2015 American Association of Agricultural Education (AAAE) National Conference*. San Antonio, TX.
- 3 **Gibson, C.**, Ahrens, C., & Irlbeck, E. (2014). Pinteresting teamwork: A content analysis of an agricultural communications group Pinterest board. *Proceedings of the 2014 Western Region AAEE Annual Conference*. Kona, HI.

- 4 **Gibson, C.**, Irlbeck, E., Doerfert, D., Meyers, C., & Akers, C. (2014). Creating communicators of tomorrow: Hosting a nominal group process meeting to evaluate and revise an agricultural communications degree program. *Proceedings of the 2014 American Association of Agricultural Educators (AAAE) National Conference*. Snowbird, UT.
- 4 **Gibson, C.**, & Ahrens, C. A. (2014). Unclouding student learning: Using word clouds for student reflection. *Proceedings of the 2014 American Association of Agricultural Educators (AAAE) National Conference*. Snowbird, UT.
- 4 **Gibson, C.**, *Garcia, A., Irlbeck, E., & Meyers, C. (2014). Sowing the seeds of social media: Using a longitudinal evaluation to assess the effectiveness of a social media training workshop. *Proceedings of the 2014 American Association of Agricultural Educators (AAAE) National Conference*. Snowbird, UT.
- 4 Morgan, A. C., Meyers, C., Abrams, K., **Gibson, C.**, & Irlbeck, E. (2014). Evaluating social media workshops for beginning farmers and ranchers. *Proceedings of the 2014 American Association of Agricultural Educators (AAAE) National Conference*. Snowbird, UT.
- 4 Ahrens, C. A., *Roberts, J. D., **Gibson, C.**, & Irlbeck, E. (2014). Integrating undergraduate research in a service-learning agricultural communications campaigns course. *Proceedings of the 2014 American Association of Agricultural Education (AAAE) National Conference*. Snowbird, UT.
- 1 ***Gibson, C.**, *Garcia, A., Irlbeck, E., & Meyers, C. (2014). Sowing the seeds of social media: Using a longitudinal evaluation to assess the effectiveness of a social media training workshop. *Proceedings of the Texas Tech 13th Annual Graduate Student Research Poster Competition*. Lubbock, TX.
- 3 ***Gibson, C.**, & *Ahrens, C. A. (2014). Unclouding student learning: Using word clouds for student reflection. *Proceedings of the 2014 Southern Association of Agricultural Scientists (AAAE/SAAS) Conference*. Dallas, TX.
***First Place Innovative Idea Poster Award**
- 3 Morgan, A. C., Meyers, C., Abrams, K., ***Gibson, C.**, & Irlbeck, E. (2014). Evaluating social media workshops for beginning farmers and ranchers. *Proceedings of the 2014 Southern Association of Agricultural Scientists (AAAE/SAAS) Conference*. Dallas, TX.
***Second Place Research Poster Award**
- 3 Irlbeck, E., ***Gibson, C.**, & *Garcia, A. (2013). Leaving pearls of wisdom to enhance student understanding. *Proceedings of the 2013 Western Region AAAE Annual Conference*. Lubbock, TX.
- 4 ***Gibson, C.**, Irlbeck, E., Meyers, C., Abrams, K., & Morgan, C. (2013). Sowing the seeds of social media: Lessons learned from teaching producers about social media technology. *Proceedings of the 2013 American Association of Agricultural Educators (AAAE) National Conference*. Columbus, OH.
- 4 ***Gibson, C.**, & Irlbeck, E. (2013). Flip it or flop it: Semi-flipping classes to promote student engagement. *Proceedings of the 2013 American Association of Agricultural Educators (AAAE) National Conference*. Columbus, OH.

- 3 *Ahrens, C., & ***Gibson, C.** (2013). Stop, start, continue. *Proceedings of the 2013 Southern Association of Agricultural Scientists (AAAE/SAAS) Conference*. Orlando, FL.
- 1 ***Gibson, C.**, Irlbeck, E., & Meyers, C. (2012). It's a blog, blog world: Blogging platforms to consider. *Proceedings of the Texas Tech 11th Annual Graduate Student Research Poster Competition*. Lubbock, TX.

Professional Development Presentations - 14

- Kennedy, L., Meyers, C., **Gibson, C.**, & Irlbeck, E. (2021, March). *ACOM Block: An innovative course structure to engage students with industry*. Texas Tech Regional Engagement Scholarship Symposium. Lubbock, TX.
- Meyers, C., Irlbeck, E., Kennedy, L., **Gibson, C.**, & Li, N. (2019, October). *Elevating engagement: An innovative approach to the capstone experience*. Engagement Scholarship Consortium Conference. Denver, CO.
- Meyers, C., Irlbeck, E., Kennedy, L., **Gibson, C.**, & Li, N. (2019, April). *The ag comm block: An innovative approach to the capstone experience*. 2019 Texas Tech Regional Engaged Scholarship Symposium. Lubbock, TX.
- Hall, K., **Gibson, C.**, & Lundy, L. (2018, August). *Grad school panel: Find the grad school for you!* Association for Communication Excellence (ACE) National Conference. Phoenix, AZ.
- Meyers, C., Irlbeck, E., Kennedy, L., & **Gibson, C.** (2018, August). *The ag comm block: An innovative approach to the capstone experience*. Association for Communication Excellence (ACE) National Conference. Phoenix, AZ.
- Kennedy, L. W., Meyers, C., Irlbeck, E., & **Gibson, C.** (2018, February). *Using Basecamp for Project management in agricultural communications capstone courses*. Southern Association of Agricultural Scientists (AAAE/SAAS) Annual Conference. Jacksonville, FL.
- Gibson, C.**, Rumble, J., & Hall, K. (2016, June). *Cracking the code to teaching: A round-robin discussion of teaching techniques and strategies that work*. Association for Communication Excellence (ACE) National Conference. Memphis, TN.
- Gibson, C.**, & Gorham, L. (2016, June). *Exploring Canva: Quick and easy design for non-designers*. Association for Communication Excellence (ACE) National Conference. Memphis, TN.
- Gibson, C.** (2016, May). *Graphic files for designers*. The Association for Women in Communication Lubbock Professional Chapter. Lubbock Women's Club. Lubbock, TX.
- Gibson, C.** (2016, February). *Exploring Canva: Quick and easy design for non-designers*. Southern Association of Agricultural Scientists (AAAE/SAAS) Annual Conference. San Antonio, TX.
- Gibson, C.** (2015, September). *Utilizing Canva*. District 2 Extension Fall Training. Texas A&M AgriLife District 2 Research & Extension Center. Lubbock, TX.
- Gibson, C.**, & Ahrens, C. (2014, November). *Unclouding student reflection: Using word clouds in the classroom*. National Association of Agricultural Educators (NAAE) Annual Conference. Nashville, TN.

White, D., Ahrens, C., **Gibson, C.**, & Meyers, C. (2013, February). *Pinning agriculture: Advice and best practices for using Pinterest in agricultural communications*. Southern Association of Agricultural Scientists (AAAE/SAAS) Annual Conference. Orlando, FL.

Ahrens, C., & **Gibson, C.** (2012, November). *A crash course in the revised agricultural communications CDE & social media*. National Association of Agricultural Educators (NAAE) Annual Conference. Atlanta, GA.

Invited Presentations - 36

Gibson, C. (2023, May). *Personal leadership project*. American Association of Agricultural Education (AAAE) National Conference. Raleigh, NC.

Gibson, C., Strong, R., & Saucier, P.R. (2023, May). *Promoting inclusivity of focus areas within the AAAE organization for research, teaching, and service impacts*. American Association of Agricultural Education (AAAE) National Conference. Raleigh, NC.

Gibson, C., Strong, R., & Saucier, P.R. (2023, January). *Influencer: The new science of leading change*. American Association of Agricultural Education (AAAE) Leadership Academy. Online.

Fischer, L., & **Gibson, C.** (2021, October). *Texas resident's perceptions of the GO TEXAN program*. Texas Department of Agriculture. Online.

Gibson, C. *Advising 101*. ACOM 1300 Introduction to Agricultural Communications. Texas Tech University. Lubbock, TX.
Presented October 2021, February 2022

Gibson, C. (2020, August). *Careers in graphic design*. ACOM 1300 Introduction to Agricultural Communications. Texas Tech University. Lubbock, TX.

Gibson, C. (2020, June). *Poster design 101*. AGED 5301 Scientific Communications. Texas Tech University. Lubbock, TX.

Gibson, C. (2020, February). *Poster design 101*. Center for AgriScience Communications at Texas Tech. Texas Tech University. Lubbock, TX.

Gibson, C. *This is a designers' world: Designing in the agricultural industry*. ACOM 1300 Introduction to Agricultural Communications. Texas Tech University. Lubbock, TX.
Presented February 2024, September 2023, February 2020, November 2017, March 2017, November 2016, March 2016, October 2015.

Gibson, C. (2019, August). *Why graphic design matters*. Lubbock Area Chapter - Association of Fundraising Professionals. McKenzie-Merket Alumni Center, Texas Tech University. Lubbock, TX

Gibson, C. (2017, July). *Media Ethics*. YALI Mandela Fellows. International Cultural Center, Texas Tech University. Lubbock, TX.

- Gibson, C.** *Ireland: A cultural experience.* AGED 2300 Introduction to Agricultural Education. Texas Tech University. Lubbock, TX.
Presented April 2017, November 2016, April 2016, November 2015, February 2015, November 2014.
- Gibson, C.** (2012, April). *Conducting primary research.* ACOM 2302 Scientific Communications in Agriculture and Natural Resources. Texas Tech University. Lubbock, TX.
- Gibson, C.** (2012, February). *Using InDesign and The Agriculturalist template.* ACOM 4310 Development of Agricultural Publications. Texas Tech University. Lubbock, TX.
- Gibson, C.** (2012, February). *Other story types.* ACOM 4310 Development of Agricultural Publications. Texas Tech University. Lubbock, TX.
- Gibson, C.** (2012, February). *Captions, pullouts, etc.* ACOM 4310 Development of Agricultural Publications. Texas Tech University. Lubbock, TX.
- Gibson, C.** (2012, February). *Magazine layout and advertising design principles.* ACOM 4310 Development of Agricultural Publications. Texas Tech University. Lubbock, TX.
- Gibson, C.** (2012, February). *Resumes.* ACOM 4100 Seminar in Agricultural Communications. Texas Tech University. Lubbock, TX.
- Gibson, C.** (2012, February). *Goals and objectives.* ACOM 4305 Agricultural Communications Campaigns. Texas Tech University. Lubbock, TX.
- Gibson, C.** (2011, October). *Using color.* ACOM 2305 Digital Communications in Agriculture. Texas Tech University. Lubbock, TX.
- Gibson, C.** (2010, December). *National Geography Bee.* Houston Area Cluster Meeting. Harmony Public Schools. Houston, TX.
- Gibson, C.** (2007, April). *Photoshop healing tools.* ACOM 2305 Digital Communications in Agriculture. Texas Tech University. Lubbock, TX.
- Gibson, C.** (2007, March). *Linking your site.* ACOM 3311 Web Design in Agricultural Sciences and Natural Resources. Texas Tech University. Lubbock, TX.
- Gibson, C.** (2007, February). *Dreamweaver tools.* ACOM 3311 Web Design in Agricultural Sciences and Natural Resources. Texas Tech University. Lubbock, TX.

Grant Projects

Funded Projects – \$1,378,550 total (\$256,886 Gibson's portion)

USDA-NIFA Hispanic Serving Institutions Education Grant. (2021). *Young Agri-Scientists: Connecting diverse students to each other and FANH careers through experiential learning in mentored research and science communication*. \$999,934. (Co-PI). 18% (\$178,746). Co-PIs include Steve Frazee, Nellie Hill, Frank Hodnett, Rudy Ritz, and Donna McCallister.

TDA-Go Texan Market Research. (2021). *Texas resident's brand awareness & knowledge of the GO TEXAN brand*. \$12,492.75. (Co-PI). 45% (\$5,621.73). Co-PIs include Laura Fischer.

TDA-Pesticide Outreach and Education Program. (2018). *"Pesti-Safe" Developing a social marketing campaign promoting Texans' safe use of pesticides*. \$187,568. (Co-PI). 30% (\$56,270.40). Co-PIs include Nan Li, Erica Irlbeck, and Peter Dotray.

USDA-NLGCA Capacity Building Grant. (2016). *The consumer experience: Using innovative research tools to develop and test messages about food and agricultural sciences*. \$148,556. (Co-PI). 5% (\$7,428). Co-PIs include Courtney Meyers, Glenn Cummins, Erica Irlbeck, Lisa Low, and Matt Baker.

USDA Higher Education Challenge Grant. (2015). *Bridging the gap between academia and industry: A new pathway for agricultural communications curriculum*. \$29,999. (Co-PI). 30% (\$8,999.70). Co-PIs include Erica Irlbeck, Courtney Meyers, Cindy Akers, and Steve Frazee.

USDA-NIFA. (2012). *Center for Agricultural Technology Transfer at Texas Tech University*. \$149,924. Co-PIs include Courtney Meyers, David Doerfert, Cindy Akers, Steve Frazee, and Todd Brashears.

- Faculty contributor (June 2014-present)
- Doctoral student contributor (2012-May 2014)

USDA-NIFA. (2011). *Beyond the Farm Gate: Equipping beginning farmers and ranchers with online tools for agribusiness marketing*. \$598,616. Co-PIs included Erica Irlbeck, Courtney Meyers, Katie Abrams, Laurie Baker, and Chris Morgan.

- Doctoral student contributor (2011-2014)

Pending & Non-Funded Proposals

USDA-NIFA Agriculture and Food Research Initiative Education and Workforce Development Grant. (2020). *Female Agricultural Learning, Communications, and Nutrition experience (FALCON experience)*. \$267,950. (Co-PI). Co-PIs include Cecilia Monclova, Haydee Laza, Catherine Simpson, Katie Lewis, Veronica Acosta-Martinez, and Erica Irlbeck. *Pending*.

USDA-NIFA Hispanic Serving Institutions Education Grant. (2020). *Hispanics in agricultural sciences and natural resources: Future agricultural scientists in undergraduate research and communications*. \$250,000. (Co-PI). Co-PIs include Rudy Ritz, Scott Longing, Donna Mitchell, Katy Schroeder, Vinicius Machado, Kathryn Nelson, and Julie Isom. *Not funded*.

USDA-NIFA Hispanic Serving Institutions Education Grant. (2019). *Hispanics in agricultural sciences and natural resources: Future agricultural scientists in undergraduate research and communications*. \$250,000. (Co-PI). Co-PIs include Rudy Ritz, Scott Longing, Donna Mitchell, Katy Schroeder, Vinicius Machado, Kathryn Nelson, and Julie Isom. *Not funded*.

USDA-NIFA Hispanic Serving Institutions Education Grant. (2018). *Hispanics in agricultural sciences and natural resources: Future agricultural scientists in undergraduate research and communications*. \$250,000. (Co-PI). Co-PIs include Rudy Ritz, Scott Longing, Donna Mitchell, Katy Schroeder, Vinicius Machado, Kathryn Nelson, and Julie Isom. *Not funded*.

USDA-NLGCA Capacity Building Grant. (2017). *Going global: Building international partnerships to improve global agricultural literacy*. \$296,383. **(PI)**. Co-PIs include Erica Irlbeck and Quisto Settle. *Not funded*.

The CH Foundation. (2017). *Crisis management forum for young beginning farmers and ranchers*. \$50,000. (Co-PI). Co-PIs include Nan Li, Erica Irlbeck, and David Doerfert. *Not funded*.

USDA-NLGCA Capacity Building Grant. (2016). *Bridging the gap between academia and industry: A new pathway for agricultural communications curriculum*. \$729,929. **(PI)**. Co-PIs include Erica Irlbeck, Courtney Meyers, David Doerfert, Cindy Akers, Lindsey Kennedy, Emily Buck, and Quisto Settle. *Not funded*.

The CH Foundation. (2015). *Closing the chasm: Increasing agricultural and rural community resiliency through improved communications and collaboration*. \$65,000. **(PI)**. Co-PIs included David Doerfert, Lindsey Kennedy, Erica Irlbeck, Courtney Meyers, and Cindy Akers. *Not funded*.

USDA-NIFA (2015). *Bridging the gap between academia and industry: A new pathway for agricultural communications curriculum*. \$740,000. (Co-PI). Co-PIs included Erica Irlbeck, Courtney Meyers, David Doerfert, Cindy Akers, Steve Frazee, Emily Buck, and Quisto Settle. *Not funded*.

USDA-AFRI. (2015). *Drought-related resiliency of farmers and rural communities and messaging strategies that influence adaptive and entrepreneurial behaviors*. \$499,967. (Co-PI). Co-PIs included David Doerfert and Glenn Cummins. *Not funded*.

USDA Higher Education Challenge Grant. (2015). *Bridging the gap between academia and industry: A new pathway for agricultural communications curriculum*. \$296,787. (Co-PI). Co-PIs included Erica Irlbeck, Emily Buck, Quisto Settle, Courtney Meyers, and Cindy Akers. *Not funded*.

USDA-NIFA. (2014). *Bridging the gap between academia and industry: A new pathway for agricultural communications curriculum*. \$749,173. (Co-PI). Co-PIs included Erica Irlbeck, Courtney Meyers, David Doerfert, Cindy Akers, Steve Frazee, Emily Buck, and Quisto Settle. *Not funded*.

Texas Tech University Office of the Vice President for Research. (2012). *Book and model development for risk and crisis communication in agriculture*. \$32,492. (Co-PI). Co-PIs included Chelsey Ahrens, Erica Irlbeck, and Courtney Meyers. *Not funded*.

Awards and Honors

- President's Excellence in Teaching Award, Texas Tech University, April 2024
- Texas Tech Parents Association's Faculty Distinguished Leadership Award, April 2024
- Mortar Board Apple Polishing Award, Texas Tech University, November 2023
- Outstanding Teacher Award, Western Region AAEE, September 2023
- Davis College Ag Week Faculty Member Recognition, September 2023
- Davis College Outstanding Faculty Member of the Semester – Fall 2022, April 2023

- Honorary American FFA Degree, October 2022
- AAAE Leadership Academy, May 2022 – May 2023
- Outstanding Manuscript Award, Western Region AAAE Conference, September 2022
- Distinguished Manuscript Award, Western Region AAAE Conference, September 2022
- Distinguished Agricultural Communications Educator Award, National AAAE, May 2022
- Institute for Inclusive Excellence, Texas Tech University, Lubbock, TX, September 2021 – April 2022
- Distinguished Agricultural Communications Educator Award, Western Region AAAE, September 2021
- Outstanding Innovative Poster Award, Western Region AAAE Conference, September 2021
- Faculty Mace Bearer, Texas Tech University Commencement, August 2021
- Journal of Applied Communications 2020 Article of the Year, June 2021
- President's Engaged Scholarship Exemplary Program Award, *ACOM Block: An Innovative Course Structure Engage Students with Industry*, March 2021
- Research Spotlight on Texas Tech Women Faculty Initiative, March 2020
- Outstanding Early Career Member Award, Western Region AAAE, September 2019
- Excellence in Research Poster Design Award, Western Region AAAE Conference, September 2019
- Distinguished Poster Award, ACE National Conference, June 2019
- Presidents' Leadership Institute, Texas Tech University, 2017-2018
- Mortar Board Apple Polishing Award, Texas Tech University, December 2017
- CASNR Undergraduate Student Advising Award, College of Agricultural Sciences and Natural Resources, Texas Tech University, August 2017
- Award of Excellence in Academic Programs, ACE National Conference, June 2017
- Distinguished Research Paper Award, AAAE National Conference, May 2017
- Distinguished Innovation in Research Award – Second Runner Up, Western Region AAAE Conference, September 2017
- Outstanding Dissertation Runner-Up, ACE National Conference, June 2015
- Outstanding Research Paper Runner-Up, ACE National Conference, June 2015
- Distinguished Innovative Poster Award, AAAE National Conference, May 2015
- Helen DeVitt Jones Excellence in Graduate Teaching Award, Texas Tech University, April 2014
- Doctoral Student of the Year, Department of Agricultural Education & Communications, Texas Tech University, April 2014
- First Place Innovative Poster, Southern Association of Agricultural Scientists Conference, February 2014
- Second Place Research Poster, Southern Association of Agricultural Scientists Conference, February 2014
- TEACH Fellow, TLPDC, Texas Tech University, August 2012 – May 2013
- Third Place Research Paper, ACE Research Conference, June 2012
- Outstanding Teacher Award –Texas Harmony Public Schools, Spring 2011

Service Activities

Service to Professional Organizations

National

The Agricultural Education Magazine, National Association of Agricultural Educators

- *Designer* - The Agricultural Education Magazine, June 2021 – present

Association for Communications Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE) – member since 2012

- *Chair* – Academic Programs and Research Learning Community, August 2018 – June 2019
- *Vice-Chair* – Academic Programs and Research Learning Community, June 2017 – August 2018
- *Research Director* – Academic Programs and Research Learning Community, June 2016 – June 2017
- *Vice-Chair Elect* – Academic Programs Special Interest Group, June 2015 – June 2016
- *Judge* – Poster session, ACE Annual Conference, 2016
- *Award Reviewer* – Award of Excellence nominees, ACE Annual Conference, 2016 – 2022
- *Reviewer* – Journal of Applied Communications article of the year, 2016 – 2022
- *Award Reviewer* – Outstanding Thesis Award nominees, ACE Annual Conference, 2015 – present
- *Reviewer* – Journal of Applied Communications manuscripts, 2015 – present
- *Reviewer* – ACE National Conference research manuscripts, 2015 – present
- *Reviewer* – ACE National Conference research poster abstracts, 2015 – present

American Association for Agricultural Education (AAAE) – member since 2012

- *Chair* – National AAAE Research Committee, 2024 – present
- *Chair-Elect* – National AAAE Research Committee, 2023 – 2024
- *Designer* – National AAAE Research Values Document, 2023
- *Committee Member* - National AAAE Nominating Committee, January 2023 – May 2023
- *Committee Member* - National AAAE Research Committee, 2021 - present
- *Reviewer* – National AAAE Conference research manuscripts, 2014 – present
- *Reviewer* – National AAAE Conference poster abstracts, 2013 – present

National FFA Organization

- *Superintendent* – National FFA Agricultural Communications CDE, December 2017 – present
- *Committee Member* – National FFA Agricultural Communications CDE Committee, 2013 – present
- *Contest Assistant* – National FFA Agricultural Communications CDE, October 2012

National Agricultural Communications Symposium (NACS)

- *Reviewer* – Research manuscripts, 2019 – present
- *Reviewer* – Research and innovative idea poster abstracts, 2019 – present

The Journal of Human Sciences and Extension

- *Reviewer* – Manuscript submissions, 2013 – 2015

Regional

American Association for Agricultural Education (AAAE) Western Region

- *Chair* - Western Region AAAE Research Committee, September 2022 – September 2023
- *Chair-Elect* - Western Region AAAE Research Committee, 2021 – 2022
- *Member* - Western Region AAAE Research Committee, 2021 – present
- *Reviewer* – Western Region AAAE Conference poster abstracts, 2013 – present
- *Review Panel Member* - Western Region AAAE Conference research manuscripts, 2019
- *Reviewer* – Western Region AAAE Conference research manuscripts, 2014 – 2016
- *Session Facilitator* – Concurrent research sessions Western Region AAAE Conference, Lubbock, TX, September 2013

Southern Association of Agricultural Scientists (SAAS) - Agricultural Communications Section

- *Judge* – Agricultural Communications Section poster session, February 2018
- *Reviewer* – Research manuscripts, 2014 – 2018
- *Reviewer* – Research and innovative idea poster abstracts, 2013 – 2018
- *Graduate Student Representative* – SAAS Agricultural Communications Officer Team, February 2013 – 2014

American Association for Agricultural Education (AAAE) Southern Region

- *Reviewer* – Southern Region AAAE Conference research manuscripts, 2014 – 2018
- *Reviewer* – Southern Region AAAE Conference poster abstracts, 2013 – 2018

American Association for Agricultural Education (AAAE) North Central Region

- *Manuscript Reviewer* – North Central Region AAAE Conference, 2014

State

Texas Higher Education Coordinating Board

- *Committee Member* – Texas Transfer Advisory Committee, May 2021 – present

Texas FFA Association

- *Co-Superintendent* – Agricultural Communications CDE, 2016 – present
- *Judge and Contest Coordinator* – Agricultural Communications CDE, 2012 – 2015
- *Judge* – Lubbock District FFA Speaking Contests, April 2014
- *Judge* – Texas FFA Area I LDE Job Interview Contest, November 2012

Texas 4-H Association

- *Judge* – Texas 4-H Roundup Science Fair, June 2012

Ag Consortium of Texas

- *Judge* – Ag Consortium of Texas TJCAA Public Relations Contest, April 2012

Service to Texas Tech University

University

Texas Tech University - Faculty Senate

- *Senator* – Faculty Senate, April 2021 – present
- *Committee Member* - Faculty Status and Welfare Committee, May 2023 – present
- *President* – Faculty Senate, July 2022 – July 2023
- *Committee Member* – Co-Ombudsperson Search Committee, March 2023 – June 2023
- *Chair* - Agenda Committee, Texas Tech University, August 2022 – July 2023
- *Faculty Senate Liaison* – Provost's Council, Texas Tech University, August 2022 – July 2023
- *Faculty Senate Liaison* – Teaching Academy, Texas Tech University, August 2022 – July 2023
- *Faculty Senate Liaison* – Horn Professor Selection Committee, Texas Tech University, August 2022 – July 2023
- *Committee Member* - Faculty COVID Response Committee, Texas Tech University, August 2021 – May 2022
- *Committee Member* - Campus Climate Committee, Texas Tech University, August 2021 – August 2022

Texas Tech University – Strategic Enrollment Plan Committee

- *Committee member* – August 2023 – present
- *Committee member* – Academic Programs Sub-Committee, August 2023 – present
- *Committee member* – Undergraduate Academic Programs Working Group, August 2023 – present

Texas Tech University – Chief Information Officer Search Committee

- *Committee member* – November 2023 – present

Texas Tech University – University Wellbeing Committee

- *Committee member* – August 2022 – August 2023

Texas Tech University – Faculty Grievance Panel

- *Panel member* – 2021 – 2023

Texas Tech University – Hispanic Serving Institutions (HSI) Committee

- *Committee member* – HSI Committee, December 2021 – August 2023
- *Committee member* – Student Success Sub-committee, January 2022 – August 2023

Texas Tech University - Convocations Committee

- *Chair* - Convocations Committee, Texas Tech University, June 2019 – June 2020
- *Chair-Elect* – Convocations Committee, Texas Tech University, June 2018 – June 2019
- *Committee Member* – Convocations Committee, Texas Tech University, September 2015 – August 2021

Texas Tech University – Raider Success Hub Development Team

- *Participant* – Raider Success Hub Training and Testing Sessions, January 2023
- *Participant* – Raider Success Hub Listening and Development Sessions, 2022

Texas Tech University - Graduate School

- *Internal Reviewer* - Kinesiology and Sports Management Internal Graduate Program Review, Graduate School, Texas Tech University, January 2020 – February 2020

College

- *Panelist* - Davis College P&T Workshop, December 2023
- *Participant* – Lunch with the Professors, March 2023
- *Committee Member* – Davis College Mental Health/Suicide Prevention Challenges Committee, February 2023 - present
- *Chair* – Institutional Effectiveness Committee, College of Agricultural Sciences and Natural Resources, August 2019 – present
- *Committee Member* – Institutional Effectiveness Committee, College of Agricultural Sciences and Natural Resources, December 2015 – present

Department

- *Chair* – AEC Department Advisor Search Committee, January 2024 – present
- *Chair* – Undergraduate Studies and Academic Affairs Committee, August 2023 – present
- *Program Lead* – Agricultural Communications Degree Program, August 2023 – present
- *Committee Member* – AEC Advisory Committee, August 2023 – present
- *Chair* – Agricultural Communications Faculty Search Committee, November 2023 – present

- *Co-Advisor* – Agricultural Communicators of Tomorrow (ACT), September 2016 – present
- *Committee Member* – Agricultural Communications Block Planning Committee, 2014 – present
- *Committee Member* – Agricultural Communications Instructor Search Committee, April 2023 – June 2023
- *Committee Member* – Laura Fischer Third-Year Review Committee, January 2023 – March 2023
- *Department Coordinator* – Red Raider Orientation Advising Summer 2021, April 2021 – August 2021
- *Committee Member* – Agricultural Communications Faculty Search Committee, February 2020 – July 2020
- *Course Coordinator* – ACOM 2302 Non-Majors Sections, September 2015 – September 2020
- *Co-Advisor* – Texas Tech University Agricultural Education and Communications Graduate Organization (AECGO), September 2015 - September 2016
- *Committee Member* – Agricultural Education Faculty Search Committee, February 2015 - May 2015
- *Emcee* – Departmental banquet, April 2014
- *President* – Agricultural Education & Communications Graduate Organization, April 2013-2014
- *Coordinator* – Departmental golf outing “The Stockton Cup”, 2013-2014

Service to Community

- *Volunteer* – Communities in Schools of the South Plains, January 2019 – present
- *Judge* - National Cowboy Symposium Chuckwagon Cookoff, 2017 – 2022
- *Mentor* – Talkington School for Young Women Leaders Senior Project, 2018 – 2019
- *Team Volunteer* – Lubbock County Relay for Life, May 2013 – 2017
- *Volunteer* – Area 17 South Plains Special Olympics, April 2013 – 2015
- *Coordinator* – Operation Christmas Child Donation Drive, November 2011, 2012, 2013

Memberships and Professional Societies

- National Association of Farm Broadcasters (NAFB), 2015 – present
- American Association for Agricultural Education (AAAE), 2012 – present
- Association for Communications Excellence (ACE), 2012 – present
- Gamma Sigma Delta, 2012 – present
- Texas Tech University Department of Agricultural Education & Communications Alumni Association, 2012 – present
- Agricultural Education and Communications Graduate Organizations, 2011 – 2014
- Agricultural Communicators of Tomorrow, 2004-2006, 2013 – 2014

Professional Conferences Attended

- American Association for Agricultural Education, 2012, 2014, 2015, 2020, 2021, 2022, 2023,, 2024
- Western Region American Association for Agricultural Education, 2013, 2014, 2017, 2019, 2020, 2021, 2022, 2023
- Ag Media Summit, 2007, 2014, 2015, 2016, 2017, 2018, 2021, 2022, 2023
- National Agricultural Communications Symposium, 2023
- AdobeMax, October 2017, 2018, 2020, 2021, 2022, 2023
- Association for International Agricultural and Extension Education, 2021
- North American Colleges and Teachers of Agriculture, 2013, 2021
- Association for Communications Excellence, 2012, 2015, 2016, 2017, 2018, 2019, 2020

- CreativePro Week, 2020
- Southern Association of Agricultural Scientists – Ag Communications Section, 2013, 2014, 2016, 2018
- Publishing and ePublishing Conference (PePCON), 2015, 2016
- National Association of Agricultural Educators, 2012

Professional Development Attended

National and State-level

- AdobeMax, Los Angeles, CA, October 2023
- Ag Media Summit, Palm Springs, CA, August 2023
- AAAE Leadership Academy, May 2022 – May 2023
- AdobeMax, Online, October 2022
- Ag Media Summit, Raleigh, NC, July 2022
- AdobeMax, Online, October 2021
- Ag Media Summit, Kansas City, MO, August 2021
- AdobeMax, Online, October 2020
- CreativePro Week, Online, June 2020
- North American Association of Commencement Officers (NAACO), Chicago, IL, February 2020
- Engagement Scholarship Consortium Conference. Denver, CO, October 2019
- Elements to Success, Funding Social Science Research in an Interdisciplinary World, Washington, D.C., August 2019
- AdobeMax, Los Angeles, CA, October 2018
- CreativeEdge InDesign Basecamp, Fall 2018
- Ag Media Summit, Phoenix, AZ, August 2018
- National FFA CDE Superintendents' Meeting, Indianapolis, IN, February 2018
- Adobe Max, Las Vegas, NV, October 2017
- Ag Media Summit, Snowbird, UT, July 2017
- Ag Media Summit, St. Louis, MO, July 2016
- Publishing and ePublishing Conference (PePCON), San Diego, CA, June 2016
- ACE Academic SIG Professional Development Webinar. "Scholarship of teaching among graduate students and beyond." September 2015.
- Ag Media Summit, Scottsdale, AZ, July 2015
- Publishing and ePublishing Conference (PePCON), Philadelphia, PA, June 2015
- AAAE Professional Development Webinar. "Advancing teaching and research through social media." November 2014.
- Ag Media Summit, Indianapolis, IN, July 2014
- North American Colleges and Teachers of Agriculture Pre-Conference session. "Developing skills to do quality qualitative work with Dr. Yvonna Lincoln." Blacksburg, VA, June 2013
- National ACT Professional Development Conference, Fayetteville, AR, March 2013
- Agricultural Education, Communications, Leadership and Mechanics Grant Writing Weekend, Dallas, TX, November 2012
- Digital Training & Designs, Inc. "Adobe InDesign CS 5.5." Dallas, TX, January 2012

University-level

- Institute for Inclusive Excellence, September 2021 – April 2022
- Regional Engaged Scholarship Symposium, Texas Tech University, March 2021
- Regional Engaged Scholarship Symposium, Texas Tech University, April 2019

- Presidents' Leadership Institute, Texas Tech University, 2017-2018
- Teaching Effectiveness and Career enHancement (TEACH) Fellow, Texas Tech University, August 2012-May 2013

Teaching Learning and Professional Development Center at Texas Tech University

- "ACTIVATE: Your yoga practice is a call to action for social justice." April 2023
- "INCLUDE: Yoga, adaptability, and accessibility." April 2023
- "UNPACK: Who are we? What do we believe and why." April 2023
- "Part II: Inclusive Syllabus Workshop." April 2022
- "Faculty Panel: White Men as Engaged Advocates for Diversity, Equity, and Inclusion." March 2022
- "Navigating Academic and Advocacy Roles." March 2022
- "Reflecting on Social Identities." February 2022
- "Responding to Microaggressions in the Classroom." November 2021
- "Part I: Inclusive Syllabus." November 2021
- "Understanding Assumptions: The Effect of Bias on the Classroom." November 2021
- "Discussion with Dr. Sumner, Vice President of the Division of Diversity, Equity & Inclusion." October 2021
- "Teaching Controversial Subjects: How to Manage Hot Moments in the Classroom." October 2021
- "From Fear to Growth: Developing an Anti-Racist Pedagogy." September 2021
- "Critical thinking and communication in online courses." October 2014
- "Addressing disruptive and dangerous behavior in the classroom." September 2013
- "Fostering critical thinking." April 2013
- "Confrontation in the classroom: Managing difficult situations." April 2013
- "Using social media to leverage career development." April 2013
- "Active learning in the classroom." April 2013
- "Power poses: Biology and body language in interviewing, negotiating, and teaching." March 2013
- "What the best teachers do: Lessons from teaching in the Law School." March 2013
- "The students' voice: Student perspectives on experiential learning." March 2013
- "Service learning S-designation workshop." February 2013
- "Getting your first academic job." February 2013
- "Getting your students to read." February 2013
- "Course level assessment." January 2013
- "Technology in the classroom." November 2012
- "How to enhance students' critical thinking skills with reflection." November 2012
- "Declining by Degrees: Video and discussion." November 2012
- "Balancing teaching, research, and home life." October 2012
- "Developing your TEACH project and teaching portfolio." October 2012
- "Women who've stayed on the tenure path: Finding a work-life balance." October 2012
- "Accessibility 101: ADA compliance for your online course." September 2012
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- “Presenting Prezi: An innovative alternative to PowerPoint.” March 2012
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- “Eleventh Annual John Burns Conference on the Scholarship of Teaching and Learning.” February 2012
- “Evidence based teaching: Strategies for motivating and helping students learn.” February 2012
- “From lecture to rapture: A practical approach to transforming lecture-based courses.” February 2012
- “Introduction to Qualtrics survey software.” January 2012
- “How to excite your students about class (Even at 8 a.m.). Teaching tips, strategies, and techniques.” October 2011
- “If they write it, I have to grade it! Evaluating student writing.” September 2011