

## Jody Roginson, M.S.

### *Curriculum Vita and Professional Résumé*

#### Education

- M.S.** Master of Science, Instructional Design & Technology (MSIDT), 2015  
California State University, Fullerton
- Published Project:** Hour-long, online project created as a self-directed, independent educational workshop for adult learners.
- Master's Report:** Roginson, J. (2015). *It's all about character: Projecting an authentic on-camera personality*. California State University, Fullerton.
- B.A. / A.A.** Bachelor of Arts, Communications, Public Relations, 1982  
California State University, Fullerton; after earning an Associate of Arts Degree from Pasadena City College, 1979.

#### Faculty Appointment

- May 2015-present: Texas Tech University, College of Media & Communication
- Promoted, 2020:** Assistant or Associate Professor of Practice, *MCOM area, graduate online*.
- 2020-2021: Faculty Fellow; *Teaching, Learning, Professional Development Center (TLPDC)*.
- Graduate courses taught:** **MCOM** (Strategic Communication & Innovation [SCI] online program):  
Multimedia Storytelling (online); Strategic Communication in Sports (online);  
Visual Communication in Sports (online); Production of Digital Content (online); and service-learning Team USA Experience (online, 2019-2021).  
**MCOM** (Mass Communication [Mass Comm] program):  
Seminar in Media & Sport (F2F and synchronous [pandemic] online);  
and other Special Topics (F2F or online) as needed.  
**JOUR:** (Mass Comm or SCI online programs):  
Multimedia Journalism in Sports (online).
- Undergraduate courses taught:** **JOUR/CMI:** Intro to Sports Broadcasting, Sideline Reporting (F2F).  
**MCOM:** Introduction to Sports Media; Sports Media Production (F2F).  
**PR or Media Strategies:** Sports Public Relations (F2F, hybrid and online);  
Public Relations Strategies (online); Digital PR Strategies (F2F);  
Sports Information & Production (F2F); The Modern Media Business (F2F).
- Faculty Advisor:**
- 2015 - present: CoMC undergraduate / graduate sports media / communication initiatives.
- 2015 - 2018 RaiderComm PR (student public relations firm).  
Double T Insider (in collaboration with TTU Athletics) for student-produced segments of the weekly sports television program (Fox Sports).

#### Adjunct, in-person teaching experience at Texas Tech University

- Graduate courses:** Seminar in Media & Sport, Mass Communications, 2012
- 2009-2012 Issues in Collegiate Athletics, Sport Management, (co-taught), 2009-2011

## Professional Experience

- July 2012–Present;  
(currently consulting only) *Owner, Jody Roginson Creative Services*, Long Beach, Calif./Lubbock, Texas.  
Provide strategic communications / planning consultations; creative and instructional design services; workshops or training programs for a wide range of clients, largely sport organizations (teams, V&Cs, events, facilities).
- Oct. 2005–July 2012 *Director of Internal Communications, and Assistant Director for Sports Administration, Texas Tech Athletics*, Lubbock, Texas.  
Worked with senior staff to develop and execute communication or administrative strategies in support of sports or operations. Assessed the direction and performance of sport programs and staff, assisted in the recruitment of coaches, staff and student talent, and helped develop schedules, budgets, contracts, policies and procedures.  
  
Creatively, coordinated all aspects of internal communications. Wrote, designed and coordinated the publication or production of materials, and led strategic planning efforts. Contributed expertise, guidance and content to the external communications team responsible for all department messaging platforms (websites, broadcast, publications, social media, etc). Developed and managed the inaugural programs for creative services: video streaming, broadcasting Olympic sports, social and “new” media initiatives.
- Oct. 2003–Sept. 2005 *Design, Art and Photo Coordinator, Human Kinetics, Inc.*, Champaign, Ill.  
Manager for interior book design; marketing, web and multimedia design, art and photo units; including responsibility for direct supervision of 14 employees who carried out the visual goals for the privately-owned publishing company. Responsibilities included ensuring that all visual components of books, journals, videos, marketing materials, websites or online courses met aesthetic and technical objectives; that budgets and schedules were met; that staff was knowledgeable; and that matters of emerging technologies were considered and planned for appropriately.
- April 2000–July 2012 *Owner/Creative Director, TwoJay! Enterprises, LLC*, Seattle, Wash.  
Served a variety of clients as a principle & creative director of a small PR firm. Partial client list: Cal State Fullerton; Fox Sports Rocky Mountain; Human Kinetics, Inc; (then) Pacific-10 Conference; Rainier Investment Management; San Jose State University; and the University of Washington.
- Aug. 1996–April 2000 *Assistant Director of Media Relations, Cal State Fullerton Athletics*, Fullerton, Calif.  
Coordinated production of all publications; designed and managed the athletics department website for 17 DI sports; and was primary media contact for women’s basketball, gymnastics, softball, and volleyball. Worked as tournament director for several prominent events and NCAA postseason championship tournaments. Served as public address or on-air talent for the university beginning in 1979 (began as a student).

- June 1984–Aug. 1996      *Management positions, City of Anaheim, Anaheim Stadium/Golf Department*  
 Anaheim, Calif.  
*Administrative Services Coordinator (1994-96); Parking Manager (1990-94);  
 Event Coordinator (1986-90); Assistant Golf Operations Manager (1985-86);  
 Stadium Tour Coordinator (1984)*  
 Primary responsibilities throughout or at the end of a 12-year career with the nationally prominent sporting/tourist venue, then home to teams known as the California Angels and Los Angeles Rams: all public relations functions; event coordination; budget and capital project management responsibilities for some stadium or golf operations; and human resources coordination for event and trades employees which included labor negotiation and recruiting, interviewing, and training all stadium/golf employees.
- June 1981–June 1984      *Account Representative, Harris & Associates, PR, Orange, Calif.*  
 Worked on a variety of accounts: FGE Medical; Mickey Thompson Racing; World Team Tennis; and, a wide-variety of sports and entertainment special events (fund-raisers, tournaments, galas, etc.). Served as media relations or event volunteer during the 1984 Olympic Games in Los Angeles (at wrestling, swimming, and team handball venues).

### Professional Career Highlights

- Extensive experience managing resources: people, budgets and facilities, and hiring, supervising, evaluating, mentoring and collaborating with high-achieving professionals and students.
- Successful consulting experience for more than 25 years demonstrating collaboration, discretion, entrepreneurship, and skill with customer service in deadline-driven environments and projects.
- Experienced writer/editor for internal and external audiences and for executive management: speeches, reports, scripts, strategic communications plans and messages.
- Many years of experience handling public and media relations, including during times of crisis.
- Coordinated strategic campaigns such as the 1991 Super Bowl bid (top 3 in consideration) and for the 1989 MLB All-Star Game (successful). Served as event coordinator for that All-Star Game.
- Significant digital, print and video production, art direction, and project management experience.
- Created and coordinated internship programs for Texas Tech, Human Kinetics, Cal State Fullerton and the City of Anaheim and mentored students through them.
- Designed training, orientation and service evaluation programs for all full- and part-time employees (more than 2,000) who were required to participate in the renowned *Anaheim Way* philosophy for guest service.
- Experiences as a public speaker, include: national event-center trainer for TEAM (Techniques for Effective Alcohol Management) and for such organizations as Major League Baseball, the U.S. Department of Transportation (USDOT), and the National Collegiate Athletic Association (NCAA).
- Have served as creative director (multimedia production), on-air talent or public address announcer for high-profile collegiate and professional sporting events for more than 35 years.

## TEACHING AWARDS

2021-22	Faculty Fellow, <a href="#">INSTITUTE FOR INCLUSIVE EXCELLENCE</a>
2020-21	TLPDC Faculty Fellow, <a href="#">ONLINE TEACHING</a> and digital storytelling pedagogies
2018-19	TLPDC Spotlight Award
Spring 2019	L.U. Kaiser Teaching Innovation Award (winner) Mortar Board Apple Polishing Award (Caroline Huey, student recipient)
Fall 2016	L.U. Kaiser Teaching Innovation Award (second place)
Spring 2016	Mortar Board Apple Polishing Award (Brooke Bednarz, student recipient)

## SERVICE-LEARNING FACULTY FELLOW (TLPDC)

2019	Faculty fellow in service-learning in the Teaching, Learning & Professional Development (TLPDC) program, including for Team USA Experience classes.
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## EXPERIENTIAL LEARNING DEVELOPED FOR STUDENT OPPORTUNITY

### Team USA Experience: (online, Study Away program)

Summer 2020-21	Service-Learning course, MCOM 5332 ST: Olympic Sports Media Relations (Team USA Experience) completed on behalf of the United States Olympic & Paralympic Committee (USOPC). Students developed communication plans and presented solutions for a real-world problem, despite the COVID-19 disruption.
Summer 2019	Partnering with the U.S. Olympic Training Center in Colorado Springs, Colo. (USOTC/CSOTC), developed the case-study curriculum, taught and led the immersive learning experience with a field trip and presentations for graduate students in sports media.

### Valero Alamo Bowl Internships (Student Opportunities created):

Winter 2017	Ciampi, Jack, PR, Buscher, Casey, PR
Winter 2016	Brown, Bret; Media Strategies, Hays, Tim, EMC

### One Love:

Spring 2016	Bednarz, Brooke, PR, Smyth, Dylan, EMC Partnering with the One Love Foundation and the Texas Tech Athletics department, more than 50 students from across campus participated in a workshop to stop relationship violence. A special-project video, produced by these CoMC students who documented their experience, was used extensively by the national organization.
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## COMMUNITY-BASED PROGRAMS DEVELOPED AND CONDUCTED

Summers 2016 and 2017	Curriculum director and instructor for week-long learning for high school students in a camp setting in partnership with Texas Tech/IDEAL summer camps.
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## TEACHING MATERIALS REVIEWED

2017	Reviewed a sports communication manuscript for Cognella Academic Publishing
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## OTHER TEACHING OR SPEAKING ENGAGEMENTS AND GUEST LECTURES

- 2021-23 Guest Lecturer in several PR courses on strategic communication in sports.
- 2019-23 In partnership with the TLPDC, lead faculty-centered sessions in digital storytelling (in-person or online 3-day workshops).
- 2021 Guest Lecturer Universidad Panamericana: School of Communication, *Seminar in Sports Communication, Research* Josefina del Carmen (Dixie) Santana Villegas
- 2019 Workshop for TTU faculty through TLPDC programming: *Here's the story: Using narratives to engage learners and infuse classrooms with inclusive perspectives.*
- 2019 Guest Lecturer: *Effective Teaching, Pedagogy and Learning Experience Design*, in Dr. Weiwu Zhang's "The Professoriate" graduate course for doctoral students.
- 2019 Moderator: *Sports Marketing in a Multicultural World*, at the Harris Institute's 7th Annual International Conference in Arlington, Texas.
- 2019 Panelist: *Fandom Showdown, Which is more challenging the Entertainment or Sports Fan?* at the 23rd Annual Lubbock-con (comic-con, film and video game convention).
- 2018 *Emerging Professionals Workshop*, hosted by RaiderComm PR, in collaboration with other CoMC professors of practice.
- 2017 Big 12 Teaching & Learning Conference, part of 6-member panel: *Student Engagement and Bringing Real-world Experiences to the Classroom.*
- 2017 *LinkedIn Workshop*, hosted by RaiderComm PR, in collaboration with Professor Lisa Low.
- 2016 Moderator: TTU Difficult Dialogues Series; *College Athletes & Compensation.*
- 2016 Guest lecturer: *Digital Rights Fees*, in Erica Taylor's "Sports in the Digital Age" CMI class.

## LIVE EVENTS, SPORTS MEDIA, AND SPECIALIZED SPORTS STATISTICS ACTIVITIES

- 2020 RaiderVision play by play, live sports broadcast for Texas Tech softball
- 2018 RaiderVision play by play, live sports broadcast for Texas Tech softball
- 2017 [FEATURE STORY](#) for Texas Tech Athletics (sports media project, longform story).
- 2017 [SPECIAL PROJECT](#) collaboration with Texas Tech Athletics' Paige Holland (office of External Operations and Strategic Communications).
- 2017 Student website built to serve as a host for superior student work and for detailed sports information support for industry professionals.
- 2001 - present Sports statistics consultant for associations or member clients (CIF, NCAA, NFCA).
- 1996 - present Radio/web announcer for NCAA collegiate soccer, volleyball and softball events.
- 1982 - present Public Address (PA) announcer for NCAA collegiate sporting events.
- 1982 - present Official scorer or statistician for NCAA collegiate sporting events or TV production.

## PROFESSIONAL ORGANIZATIONS AND ASSOCIATIONS

- College Sports Communicators (Associate member, 2022 - present);  
formerly, CoSida member (1995-2012 and 2015-2017)
- Learning Guild (2017-Present)
- AWSM, Association for Women in Sports Media (2017-2020)

## OTHER SERVICE TO COLLEGE

- 2015 - Present Assist the CoMC Center for Student Success and Outreach by meeting with potential undergraduate students to discuss the Sports Media certificate. Similarly, assist CoMC Graduate Programs with recruiting students in the Sports Communication certificate.

#### **OTHER SERVICE TO COLLEGE (CONTINUED)**

- Summer 2023 Authored and built an onboarding tutorial for incoming online students.
- Spring 2022 Earned a grant and developed the [GRADUATE CERTIFICATE IN SPORTS COMMUNICATION](#) of the MCOM Master's programs (Mass Communication or Strategic Communication & Innovation).
- Summer 2019 Built a faculty/student tutorial and resources website for MCOM 6350 projects.

#### *Mentor:*

- 2015-18 Raider Report, web-hosted, video interview-format show;
- 2015-21 KTXT radio students for live sports broadcast, soccer, volleyball and softball games.

#### **UNIVERSITY OR COLLEGE SERVICE AND COMMITTEES**

- 2019 - Present University Online Council (formerly eLearning)
- 2018 - Present College of Media & Communication (CoMC) Institutional Effectiveness Committee
- 2019 - Present CoMC Online Faculty Committee (chair, spring 2020 - 2021)
- 2018 - 2022 CoMC Institutional Effectiveness Committee
- 2018 - 2019 University Provost Office, Dean's 5-year Review Committee
- 2017 - 2018 College of Media & Communication Strategic Planning Committee (meeting industry demand sub-committee chair)
- 2017 - Present Texas Tech CoMC Hiring committees (for several faculty and staff appointments)
- 2015 - 2019 College of Media & Communication/PR Recruitment and retention committee
- 2016 - 2019 PR department curriculum committee member
- 2017 - 2019 PR department strategic planning committee member
- 2017 - 2020 College of Media & Communication/PR Bootcamp committee
- 2015 - 2018 University service, Texas Tech University Athletics Department - Social Media planning committee
- 2015 - 2018 College of Media & Communication/PR Showdown committee (chair, 2017-18)

#### **OTHER PROFESSIONAL DEVELOPMENT**

- 2016 - Present Attendance, annually, at John Burns Learning Conferences.
- Summer 2022 Attended DevLearn, a 3-day conference by the Learning Guild (virtual)
- Fall 2020 Attended DevLearn, a 2-day conference by the Learning Guild (virtual)
- Summer 2020 Attended the 3-day 2020 Adobe eLearning Conference (virtual)
- Spring 2020 Attended the 16th Annual Advancing Teaching and Learning Conference (with Dr. Derek Bruff)
- Summer 2018 Attended a one-day Video in eLearning conference (Learning Guild, virtual)
- Spring 2018 Attended a two-day 2018 Digital Learning Summit (Learning Guild, virtual)
- Spring 2017 Teaching, Learning & Professional Development Center (TLPDC) immersive-learning workshop, Personal Digital Storytelling in May 2017, conducted in partnership with the acclaimed Story Center in Berkeley, Calif.

**PROFESSIONAL MASTER'S REPORTS (MCOM 6050/6350) STUDENTS SUPERVISED (98)**

Fall 2023	Hannah Anderson, Kaylee Carroll, Kaden Chumbley, Asia Corona, Urvi Dalal, TyKeenan Jones, Alyssa Merritt, Robin Nelson
Spring 2023	Lisa Davis, Eric Garza, Laina Johnson-Barajas, Peyton Sifrit, Nichole Ragle West
Summer 2023	Scott Ison, Sabrina Lomosad
Fall 2022	Mikayla Acevdeo, Obakai Grandisson, Ashley Green, Trevor Hawes, Chris Pilcic, Josh Sustaita, Caelie Terrazas
Summer 2022	Nicholas Bowsher, Whitney Mayfield
Spring 2022	Mitchel Coombs, Jessica Krobot, Madissen Lewis, Amber Sample
Fall 2021	Siham Aba, Jennifer O'Hara, Julia Sewing, Zachary Ward ( <i>14 others as a class</i> )
Summer 2021	Heaven Burton, Anna Pittman, Justin Roppolo, Hillary Thornton, Dharius Timmons
Spring 2021	Kaylee Hinton, Wes Peters ( <i>21 others as a class</i> )
Fall 2020	Lina Betts, Kayla Grudzielanek, Ariana Hernandez, Ninah Ontiveros, Brianna Rukes, Mariela Sanchez, Vereuch Simmons, Keegan Stewart, Reyna Vasquez, Laura Zamora
Summer 2020	Kate Halloran, Elizabeth Hertel
Spring 2020	Jacob Howle, Dominique Massey, McKenzi Morris, Paloma Rappa
Fall 2019	Abby Hill, Julian McKinney, Dorian Williams
Summer 2019	Stephanie (Jordan) Bettiol, McKenna Garrison, Kayla Ritzen, Donald (Trey) Shelton
Spring 2019	Traci Couch, Hailey Herrick, Em Riley, Lana Rush
Fall 2018	Sarah Fullwood, Marisa Hohensee, Jaycee Syra, Maurice Washington
Summer 2018	Emily Boneta, Cody England, Paige Lynne, Matthew Smith, Tanner Warmoth
Spring 2018	James Bingaman, Jay Crain, Duncan Stanley, Danielle Voss
Fall 2017	Preston Jordan
Summer 2017	Tate Hunton, Dana Jennings, Emily Mize, Abbie Wright
Spring 2017	Britni Cook, Macy Martinez, Brennen McGinty, Makenzee Spruiell
Fall 2016	Gerald White
Summer 2016	Matthew Calamoneri, Cara Vandergriff
Spring 2016	Erin Finlayson, Preston Love III, Austin Nettleton, Loren Page
Fall 2015	Kimberly Couch, Ciara Gaines, Morgan Parvin

**MASTER'S THESIS OR PORTFOLIO COMMITTEES (12)**

Spring 2022	Andrea Payne, M.A. 2022, Mass Communication
2021-22	Ian Wilkinson, M.A. 2021, Mass Communication
Spring 2021	Emily Dirks, M.A. 2021, Mass Communication Zachary Adams, M.A. 2021, Interdisciplinary studies; Gabe Gonzales, M.A. 2021, Interdisciplinary studies; Diego Ortiz, M.A. 2021, Interdisciplinary studies; Roddrick Waffer M.A. 2021, Interdisciplinary studies
Summer 2020	Gabrielle Puente, M.A., 2020, Mass Communication
Fall 2018	Jacorian Duffield, M.A. 2018, Interdisciplinary studies
Fall 2017	Mykiala Baltimore, M.A. 2017, Interdisciplinary studies Melaine Mudukuti, M.A. 2017, Interdisciplinary studies
Spring 2016	Taylor Brown, M.A. 2016, Comm Studies

**GRADUATE INDEPENDENT STUDIES (MCOM 7000) STUDENTS SUPERVISED (22)**

Fall 2023	TyKeenan Jones, Alyssa Merritt (Client-based sports reporting, WNBA, K.C. Chiefs).
Spring 2023	Kaden Chumbley (Athletic media relations, TTU Athletics).
Fall 2022	Ashley Green (Client-based sports media production, TTU Equine teams).
Spring 2022	Diego Ortiz (Digital production; eBook production for sports communication).
Fall 2021	Diego Ortiz (Multimedia storytelling); Daniel Sullivan (Visual sports communication).
Spring 2021	Dharius Timmons (Fan engagement MLB, NBA, NFL, NHL); Rodrick (Sunny) Waffer, (Social media MLB, NBA, NFL, NHL).
Spring 2020	Emily Dirks (Title IX for athletics), Janko Popovic (internal sport video operations), Curry Wilson (City of Lubbock Sports Department).
Fall 2019	Diego Ortiz (historical sports research focused on public policy).
Summer 2019	Stephanie (Jordan) Bettiol (historical sports research, the Legacy Project). Kayla Ritzen (San Antonio Riverwalk internship advisor/research).
Spring 2019	Wes Peters (sports podcast, True Sports) and Em Riley (promotions in ice hockey)
Spring 2018	Tanner Warmoth (sports statistics and data analysis).
Fall 2017	James Bingaman (sports projects and research for Australian football).
Spring 2017	Harper Anderson (two sports media podcast series: Coffee Pod, Issues or Stories in Sports).
Fall 2016	Brennen McGinty (sports media research, college basketball).
Fall 2015	Ciara Gaines (sports media research in radio and broadcast).

**UNDERGRADUATE INDEPENDENT STUDIES (MCOM 4300) SUPERVISOR, SPORTS MEDIA PROJECTS (17)**

Spring 2023	Ashley Andrus, sports agent research and discovery; Robert Barbee and Malone Graham, client-based sports media or PR production.
Fall 2022	Kaden Chumbley, Faith Douglass, Client-based sports reporting, Kansas City Chiefs; Malone Graham, Client-based sports media production, TTU Equine teams
Spring 2022	Madeline (Maddie) Camacho, Lubbock Matadors sponsorships & sales
Fall 2020	Brandon Alcoser, Lady Raiders team manager and how-to website.
Spring 2019	Emily Dirks, historical sports figure research and article; Kayla Owens, sports PR agency research.
Fall 2018	Jacob Poole, sports agents undergraduate resource.
Spring 2018	Jack Ciampi, PR for sport personalities (for Jacorian Duffield); Tim Hays, PR for sport organizations (for Texas Tech Track & Field); Curry Wilson, PR for sport organizations (for Texas Tech Baseball).
Fall 2017	Jemima Johnson, Wrestling sports media project.
Fall 2016	Spencer Grzywacz, Raider Report (student created TV-format YouTube show).
Spring 2016	Brandon Jaramillo, The Baseball Project (research for MLB).

**HONORS STUDENT INDEPENDENT PROJECTS (1)**

Fall 2017	Shanae Swack, PR 3354 Sports PR
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