

**JOSH BOYD**

Purdue University  
 Brian Lamb School of Communication  
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**Academic Appointments**

Faculty Fellow, Center for Instructional Excellence, Purdue University, 2012-present  
 Undergraduate Director, Department of Communication, Purdue University, 2009-present  
 Associate Professor, Department of Communication, Purdue University, 2005-present  
 Assistant Professor, Department of Communication, Purdue University, 1998-2005

**Education**

Ph.D., Speech Communication, Indiana University, 1998  
 M.A., Interpersonal Communication, Ohio University, 1994  
 B.A., English and Speech Communication, David Lipscomb University, 1993

**Research****Refereed publications**

- Lancaster, L., & Boyd, J. (in press). Redefinition, differentiation, and the farm animal welfare debate. *Journal of Applied Communication Research*.
- Boyd, J., & Boyd, G. (2014). Sold! The classroom auction as learning tool of communication and economics. *Communication Teacher*, 28(4), 208-212. doi: 10.1080/17404622.2014.939669
- Boyd, J., Morgan, M., Ortiz, A. V., & Anderson, L. B. (2014). Taking initiative in the age of assessment. *Communication Teacher*, 28(2), 117-129. doi: 10.1080/17404622.2013.865771
- Boyd, J. (2013). Communitas/corporatas. In R. L. Heath (Ed.), *Encyclopedia of Public Relations* (pp. 164-166). 2<sup>nd</sup> ed. Los Angeles: Sage.
- Boyd, J. (2012). The corporation-as-middle-class-person: Corporate social responsibility and class (pp. 45-55). In D. Waymer (Ed.), *Culture, social class, and race in public relations: Perspectives and applications*. Lanham, MD: Lexington Books.
- VanSlette, S. H., & Boyd, J. (2011). Lawbreaking jokers: Tricksters using outlaw discourse. *Communication Quarterly*, 59, 591-602.
- Boyd, J., & Waymer, D. (2011). Organizational rhetoric: A subject of interest(s). *Management Communication Quarterly*, 25, 474-493. doi: 10.1177/0893318911409865
- Boyd, J. (2010). The best of both worlds: The large lecture, writing-intensive course. *Communication Teacher*, 24, 229-237.
- Boyd, J. (2009). 756\*: The legitimacy of a baseball number. In E. L. Toth, R. L. Heath, & D. Waymer (Eds.), *Rhetorical and critical approaches to public relations II* (pp. 154-169). New York: Routledge.
- Boyd, J., & VanSlette, S. H. (2009). Outlaw discourse as postmodern public relations. In E.

- L. Toth, R. L. Heath, & D. Waymer (Eds.), *Rhetorical and critical approaches to public relations II* (pp. 328-342). New York: Routledge.
- \*\*\*Boyd, J., & Stahley, M. B. (2008). Communitas/corporatas tensions in organizational rhetoric: Finding a balance in sports public relations. *Journal of Public Relations Research, 20*, 251-270.
- Dutta, M. J., & Boyd, J. (2007). Turning “smoking man” images around: Portrayals of smoking in men’s magazines as a blueprint for smoking cessation campaigns. *Health Communication, 22*, 253-263.
- \*\*\*Stahley, M. B., & Boyd, J. (2006). Winning is(n’t) everything: The paradox of excellence and the challenge of organizational epideictic. *Journal of Applied Communication Research, 34*, 311-330. doi: 10.1080/00909880600908575
- Boyd, J., & Boyd, S. (2005). Reflect and improve: Instructional development through a teaching journal. *College Teaching, 53*, 110-114.
- Boyd, J. (2004). A different kind of [text]book: Using fiction in the classroom [Scholarship of Teaching and Learning]. *Communication Education, 53*, 340-347.
- Boyd, J. (2004). Organizational rhetoric doomed to fail: R. J. Reynolds and the principle of the oxymoron. *Western Journal of Communication, 68*, 45-71.
- \*\*\*Boyd, J. (2003). A quest for Cinergy: The war metaphor and the construction of identity. *Communication Studies, 54*, 249-264. doi: 10.1080/10510970309363285
- Boyd, J. (2003). The rhetorical construction of trust online. *Communication Theory, 13*, 392-410. doi: 10.1111/j.1468-2885.2003.tb00298.x
- \*\*\*Boyd, J. (2002). Public and technical interdependence: Regulatory controversy, out-law discourse, and the messy case of olestra. *Argumentation and Advocacy, 39*, 91-109.
- Boyd, J. (2002). “In community we trust”: Online security communication at eBay. *Journal of Computer-Mediated Communication, 7*. doi: 10.1111/j.1083-6101.2002.tb00147.x
- Boyd, J. (2001) Corporate rhetoric participates in public dialogue: A solution to the public/private conundrum. *Southern Communication Journal, 66*, 279-292.
- Boyd, J. (2001). Nothing new under the sun: Anti-tobacco campaigns of the early TWENTIETH century. Book review. *Review of Communication, 1*, 69-72.  
Permalink:  
<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=13679050&site=ehost-live>
- Boyd, J. (2001). The rhetoric of arrogance: The public relations response of the Standard Oil Trust. *Public Relations Review, 27*, 163-178.
- Boyd, J. (2001). Virtual orality: How eBay controls auctions without an auctioneer’s voice. *American Speech, 76*, 286-300.
- Boyd, J. (2000). Actional legitimation: No crisis necessary. *Journal of Public Relations Research, 12*, 341-353. doi: 10.1207/S1532754XJPRR1204\_3
- Boyd, J. (2000). Selling home: Corporate stadium names and the destruction of commemoration. *Journal of Applied Communication Research, 28*, 330-346.
- \*\*\*lead research article

Other publications

- Boyd, J. (2013, Aug. 19). Cheering for teams that don't sell stadium names. *The Wall Street Journal*, p. A17.
- Boyd, J. (2006, November). Phishing with a 'net: Phishing scams and how to avoid them. *IPMA-HR News*, pp. 1, 7.
- Whitford, F., Shaheen, L., Kilbane, K., Boyd, J., Natt, J., Skinner, D., Morisse, C., Falda, W., & Blessing, A. (2003). *Communicating with the news media: Sending a clear, concise, consistent message*. West Lafayette, IN: Purdue Pesticide Programs, Purdue University Cooperative Extension Service.
- Boyd, J. (2000). Safety on the auction block. *Information Security*, 3(1), 18-20.
- Boyd, J. (2000, July/August). Safety on the auction block (translated into Japanese). *Ashisuto*, pp. 2-3.

### Research awards

- Top Three Paper in Public Relations  
National Communication Association convention, 2011
- Top Four Paper in Argumentation and Forensics  
National Communication Association convention, 2009
- Top Three Paper in Argumentation and Forensics  
National Communication Association convention, 2008
- Top Five Paper in Human Communication and Technology  
National Communication Association convention, 2002
- Top Four Paper in Rhetorical Theory and Criticism  
Central States Communication Association convention, 2001
- Top Four Paper in Public Relations  
Central/Southern States Communication Associations convention, 1999
- Top Three Paper in Public Relations  
Central States Communication Association convention, 1997
- Top Student Paper in Organizational Communication  
Speech Communication Association convention, 1995
- Top Paper at the Undergraduate Honors Conference  
Southern/Central States Communication Associations convention, 1993

### Grants received

- University prize, \$500,000, for the creation of a 3-year degree program, proposal developer (2014)
- Semester/academic year study abroad grant from Purdue International Programs, \$2,510 (2014)
- National Science Foundation RIGEE (Research Initiation Grants in Engineering Education), Co-Investigator, \$150,000 (2014)
- Junior Faculty Development Program for Afghanistan, U. S. Department of State, consultant, total grant \$236,686 (2013)
- Learning Outcomes Assessment Grant consultant (with Biomedical Engineering), \$5,000 (2011)
- Learning Outcomes Assessment Grant co-PI, \$3,750 (2010)
- Consultant on Department of Defense grant to CERIAS, \$7,000 (2005)
- Purdue Research Foundation Research Grant renewal--\$13,263 (2003)

- Purdue Research Foundation Research Grant (to fund Ph.D. student Amy O'Connor's dissertation year)--\$13,140 (2002)
- Center for Education and Research in Information Assurance and Security (CERIAS) Grant--\$23,405 (2000)
- Center for Education and Research in Information Assurance and Security (CERIAS) Grant--\$12,870 (1999)
- School of Liberal Arts Faculty Incentive Grant--\$750 (1999)

Convention papers

- “Adventures in Paragraph Writing: The Development and Refinement of Scalable and Effective Writing Exercises for Large-Enrollment Engineering Courses” (with Rebecca Essig, Cary Troy, Brent K. Jesiek, and Natascha Trellinger)  
*Proceedings of the 2014 ASEE Annual Conference and Exposition*, Indianapolis, 2014
- “Redefining the Act’ and the Farm Animal Welfare Debate” (with Kendra Lancaster)  
National Communication Association convention, Chicago, 2014
- “Sold! The Elementary Classroom Auction as Learning Tool Connecting Economics and Communication” (with Gina Boyd)  
National Communication Association convention, Washington, 2013
- “Taking Initiative in the Age of Assessment” (with Melanie Morgan, Anna Vicky Ortiz, and Lindsey Anderson)  
National Communication Association convention, Washington, 2013
- “Race to the Bottom in Corporate Voice: Incivility, Undesirability, and Inevitability” (with Sarah Hagedorn VanSlette)  
National Communication Association convention, New Orleans, 2011
- “Lawbreaking Jokers and Playful Killers: Tricksters Using Outlaw Discourse” (with Sarah Hagedorn VanSlette)  
National Communication Association convention, Chicago, 2009
- “Conventional Texts in UnCONVENTIONAL Places: Executive Speeches Available Online” (with Steve Boyd)  
National Communication Association convention, San Diego, 2008
- “Argument from the Edge: A Reconceptualization of Outlaw Discourse” (with Sarah Hagedorn VanSlette)  
National Communication Association convention, San Diego, 2008
- “Send Out a Posse: Outlaw Discourse as Postmodern Public Relations” (with Sarah Hagedorn VanSlette)  
National Communication Association convention, San Antonio, 2006
- “‘Trust Issue Management’ as a Special Topics Course: Celebrating Old and New Ways of Looking at Trust.”  
Central States Communication Association convention, Indianapolis, 2006
- “The Best of Both Worlds: Teaching a Large Lecture, Writing Intensive Course”  
National Communication Association convention, Boston, 2005
- “Shrinking the Room: Toward a Better Large Lecture Course in Public Relations”  
National Communication Association convention, Boston, 2005
- “Winning Is(n’t) Everything: The Paradox of Excellence and the Challenge of Organizational

- Epidictic” (with Melissa Stahley)  
International Communication Association convention, New York City, 2005
- “Communitas/Corporatas Tensions in Organizational Rhetoric: The NCAA and the Polysemy of Organizational Voice” (with Melissa Stahley)  
National Communication Association convention, Chicago, 2004
- “Reflect and Improve Using a Teaching Journal” (with Steve Boyd)  
National Communication Association convention, Chicago, 2004
- “Turning ‘Smoking Man’ Images Around: Portrayals of Smoking in Men’s Magazines as a Blueprint for Smoking Cessation Campaigns” (with Mohan Dutta-Bergman)  
National Communication Association convention, Chicago, 2004
- “Influencing Public Agenda or Following It? Corporate Philanthropy and Sponsorship Activities in the U.S. and China” (with Xiaolei Chen)  
National Communication Association convention, Miami, 2003
- “A Different Kind of [Text]book: Using Fiction to Teach PR”  
National Communication Association convention, New Orleans, 2002
- “The Rhetorical Construction of Trust Online”  
National Communication Association convention, New Orleans, 2002
- “Community Is Security: Online Security Communication at eBay”  
Central States Communication Association convention, Cincinnati, 2001
- “Virtual Orality: How eBay Controls Auctions without an Auctioneer’s Voice”  
National Communication Association convention, Seattle, 2000
- “The Rhetoric of Arrogance: The Public Relations Response of the Standard Oil Trust”  
National Communication Association convention, Chicago, 1999
- “Actional Legitimation: No Crisis Necessary”  
Central/Southern States Communication Association convention, St. Louis, 1999
- “Corporate Rhetoric and the ‘Public’/‘Private’ Conundrum”  
Central/Southern States Communication Association convention, St. Louis, 1999
- “The Olestra Debate: Public Relations and the Regulatory Approval Process”  
National Communication Association convention, Chicago, 1997
- “Selling Home: The Corporatization of America’s Fields of Play”  
National Communication Association convention, Chicago, 1997
- “Consent by Common Sense: R. J. Reynolds’ Campaign Against Tobacco Advertising Restriction in the Interest of ‘Informed Debate’”  
Central States Communication Association convention, St. Louis, 1997
- “‘Somebody Has to be the Hamster’: Inside Jokes in Families”  
Speech Communication Association convention, San Diego, 1996
- “An Indiana Utility Defends Against a Hostile Takeover: A Case Study in the Rhetoric of War”  
Speech Communication Association convention, San Antonio, 1995
- “Is That a Record? Inside Jokes Within Families”  
Central States Communication Association convention, Indianapolis, 1995
- “The Genre of Chief Executive Officers’ Reports to Annual Shareholders Meetings”  
Undergraduate Honors Conference, Southern/Central States Communication Association convention, Lexington, KY, 1993

Pre-conference presentations

“Managing the Large Lecture,” part of Pre-conference on Public Relations Pedagogy, National Communication Association convention, Chicago, 11/14/07

“Creating Engaging Assignments,” part of Pre-conference on Public Relations Pedagogy, National Communication Association convention, Chicago, 11/14/07

Convention panel

Presenter, “Purdue’s Influence on Public Relations Theory,” National Communication Association, 2014

Respondent, National Communication Association, 2014, Chicago (Public Relations Division)

Respondent, National Communication Association, 2011, New Orleans (Applied Communication Division)

Respondent, National Communication Association, 2010, San Francisco (Public Relations Division)

“Public Health Challenges: Organizational Issue Management and Civic Engagement”  
Respondent (special panel highlighting scholarly responses to graduate student work)  
Central States Communication Association convention, Cincinnati, 2010

“Walking the Tightrope of Politics in the Classroom: Facilitating Productive Discussion Even in Challenging Times”  
Central States Communication Association convention, Indianapolis, 2006

**Teaching**Teaching awards

Recognized in the “Teachers on Teaching Series,” National Communication Association convention, Chicago, 2014

Junior Advancement Fellow, Teaching for Tomorrow, Purdue University, 2014-2015

Kenneth T. Kofmehl Undergraduate Teaching Award, Purdue University College of Liberal Arts, 2013-2014 (highest College of Liberal Arts teaching award)

W. Charles Redding Award for Excellence in Teaching, Purdue University Brian Lamb School of Communication, 2013-2014

Book of Great Teachers, Purdue University, inducted 2013

Teaching Academy Fellow, Purdue University, 2010-present

Murphy Award for Outstanding Undergraduate Teaching, Purdue University, 2009-2010 (highest university teaching award)

W. Charles Redding Award for Excellence in Teaching, Purdue University Department of Communication, 2009-2010

Exponent Reader’s Choice Awards, 2009, 3<sup>rd</sup> Best Professor at Purdue University

W. Charles Redding Award for Excellence in Teaching, Purdue University Department of Communication, 2007-2008

College of Liberal Arts nominee, Murphy Award for Outstanding Undergraduate Teaching, 2005-2006

W. Charles Redding Award for Excellence in Teaching, Purdue University Department of Communication, 2005-2006

School of Liberal Arts nominee, Murphy Award for Outstanding Undergraduate Teaching, 2003-2004

W. Charles Redding Award for Excellence in Teaching, Purdue University Department of Communication, 2003-2004

Teaching for Tomorrow Award, Purdue University, 2003-2004

Outstanding New Teacher Award, Central States Communication Association, 2003

W. Charles Redding Award for Excellence in Teaching, Purdue University Department of Communication, 2001-2002

Indiana Speech Tradition Award for Excellence in Teaching Public Speaking, Indiana University Department of Speech Communication, 1998, 1996

Communication courses taught

Graduate seminars

Rhetorical Approaches to Issue Management (COM 610B)—Purdue University

Fall 2014 (11 students)

Spring 2012 (7 students)

Spring 2010 (6 students)

Spring 2008 (8 students)

Fall 2005 (15 students)

Spring 2004 (5 students)

Spring 2002 (11 students)

Spring 2001 (7 students)

Spring 2000 (10 students)

Corporate Advocacy (COM 610C)—Purdue University

Spring 2009 (7 students)

Fall 2004 (4 students)

Fall 2002 (14 students)

Fall 2000 (12 students)

Communication Pedagogy (COM 590K)—Purdue University

May 2002 (10 students)

Independent Studies (COM 590) with:

Charlie Catalano

Theon Hill

Ashley Jones-Bodie

Brad Ludwig (2)

Lauren Hearit

Undergraduate courses

Sports Communication (COM 495)—Purdue University

May 2014 (14 students)

Spring 2014 (23 students)

Fall 2012 (20 students)

Critical Perspectives on Communication (COM 204)—Purdue University

Fall 2014 (81 students)

Spring 2014 (133 students)  
 Fall 2013 (115 students)  
 May 2013 (19 students)  
 Fall 2012 (114 students)  
 May 2012 (24 students)  
 Spring 2012 (159 students)  
 Fall 2011 (165 students)  
 Spring 2011 (157 students)  
 Fall 2010 (164 students)  
 May 2010 (26 students)  
 Spring 2010 (171 students)  
 Fall 2009 (162 students)  
 May 2009 (28 students)  
 Spring 2009 (177 students)  
 Fall 2008 (175 students)  
 May 2008 (17 students)  
 Spring 2008 (170 students)  
 Fall 2007 (195 students)  
 May 2007 (18 students)  
 May 2006 (32 students)  
 Spring 2006 (174 students)  
 Fall 2005 (150 students)  
 May 2005 (23 students)  
 Spring 2005 (150 students)  
 Fall 2004 (150 students)  
 May 2004 (22 students)  
 Spring 2004 (180 students)  
 Fall 2003 (190 students)  
 May 2003 (25 students)  
 Spring 2003 (225 students)  
 Fall 2002 (190 students)

Critical Perspectives on Communication—Honors (COM 204H)—Purdue University

Fall 2004 (7 students)

Introduction to Public Relations (COM 253)—Purdue University

Fall 2013 (67 students)  
 Fall 2011 (121 students)  
 Spring 2011 (97 students)  
 Fall 2010 (88 students)  
 Spring 2009 (120 students)  
 Fall 2008 (130 students)  
 Fall 2007 (139 students)  
 Spring 2006 (74 students)  
 Spring 2005 (72 students)  
 Fall 2003 (130 students)



- Spring 2001 (131 students)  
 Spring 2000 (138 students)  
 May 1999 (15 students)
- Intercultural Communication (COM 303)—Purdue University, Study Abroad London Internship Program  
 Summer 2011 (29 students)
- Honors Contracts (didn't start recording these until 2011)  
 Kathryn Winters, COM 204 (Critical Perspectives on Communication)  
 Megan Adler, COM 253 (Introduction to Public Relations)  
 Maureen Corbett, COM 253 (Introduction to Public Relations)  
 Chelsea Spring, COM 253 (Introduction to Public Relations)
- Independent Studies (COM 491—didn't start recording these until 2012)  
 Written and Visual Communication in the Digital World (Molly Longest, fall 2012)  
 Advanced PR Writing (Logan Lampton, spring 2012)  
 Advertising Media Planning (Teri Grimes, spring 2012)
- Problems in Public Relations (COM 353)—Purdue University  
 Spring 2003 (13 students)  
 Fall 2001 (15 students)  
 Fall 2001 (16 students)  
 Fall 2000 (19 students)  
 Fall 1999 (15 students)  
 Fall 1999 (14 students)  
 Fall 1998 (15 students)
- Advanced Public Speaking (COM 314K)—Purdue University  
 May 2000 (12 students)
- Corporate Issue Management (COM 491S)—Purdue University  
 Fall 1998 (20 students)
- Effective Business Communication (COMS 330)—University of Kansas, CIU study abroad program in Paderno del Grappa, Italy  
 Spring 2007 (32 students)
- Persuasive Speaking (COMS 331)—University of Kansas, CIU study abroad program in Paderno del Grappa, Italy  
 Spring 2007 (13 students)
- Business and Professional Communication—Indiana University  
 Interpersonal Communication—Indiana University  
 Public Speaking—Indiana University, Ohio University

*Student Ratings of Teaching*

Median ratings for the items listed below, from 0 (lowest) to 5 (highest). Numbers after course number indicate (number of students enrolled/number of students completing evaluation forms).

1. My instructor has displayed genuine interest in the topics covered in this class.
2. This course has been well organized.
3. This course has been challenging.
4. My instructor has been well prepared for class each day.

5. My instructor has provided useful feedback throughout the semester.
6. My instructor has treated all students in class with respect.
7. My instructor has created an atmosphere that promotes learning.
8. This class has provided a meaningful learning experience.
9. My instructor shows respect for diverse groups of people.
10. Overall, I would rate this course as:
11. Overall, I would rate this instructor as:

Large lecture courses/Courses with more than 70 students

	<u>#1</u>	<u>#2</u>	<u>#3</u>	<u>#4</u>	<u>#5</u>	<u>#6</u>	<u>#7</u>	<u>#8</u>	<u>#9</u>	<u>#10</u>	<u>#11</u>
COM 204, S14 (133/56)	4.9	4.8	4.8	4.9	4.7	4.9	4.9	4.7	4.9	4.5	4.9
COM 204, F13 (115/47)	4.9	4.7	4.8	4.9	4.7	4.8	4.8	4.6	4.8	4.3	4.8
COM 204, F12 (114/43)	4.8	4.5	4.8	4.8	4.5	4.7	4.7	4.6	4.8	4.3	4.6
COM 204, S12 (159/62)	4.9	4.5	4.8	4.9	4.5	4.7	4.8	4.5	4.8	4.1	4.7
COM 204, F11 (152/66)	4.9	4.6	4.8	4.9	4.6	4.8	4.8	4.6	4.7	4.5	4.8
COM 253, F11 (116/52)	4.8	4.7	4.5	4.8	4.6	4.8	4.8	4.6	4.8	4.5	4.8
COM 253, S11 (97/47)	4.8	4.7	4.3	4.8	4.6	4.8	4.8	4.8	4.8	4.6	4.9
COM 204, S11 (157/86)	4.8	4.7	4.8	4.9	4.6	4.8	4.8	4.7	4.8	4.3	4.7
COM 204, F10 (164/88)	4.8	4.7	4.9	4.9	4.6	4.8	4.8	4.6	4.8	4.5	4.7
COM 253, F10 (88/50)	4.9	4.7	4.7	4.9	4.6	4.9	4.8	4.6	4.9	4.3	4.8
COM 204, S10 (172/106)	4.8	4.6	4.9	4.9	4.6	4.7	4.6	4.5	4.7	4.1	4.7
COM 204, F09 (157/94)	4.8	4.6	4.9	4.8	4.3	4.6	4.4	4.2	4.7	4.1	4.4
COM 204, S09 (177/122)	4.8	4.5	4.9	4.7	4.0	4.6	4.4	4.3	4.6	3.9	4.5
COM 253, S09 (120/78)	4.9	4.8	4.8	4.9	4.7	4.9	4.8	4.7	4.9	4.5	4.8
COM 204, F08 (175/92)	4.8	4.6	4.9	4.8	4.1	4.8	4.5	4.4	4.7	4.0	4.6
COM 253, S08 (135/103)	4.9	4.7	4.6	4.8	4.5	4.8	4.7	4.7	4.8	4.5	4.7
COM 204, S08 (170/119)	4.8	4.6	4.9	4.8	4.2	4.7	4.7	4.4	4.7	4.0	4.5
COM 253, F07 (130/79)	4.7	4.5	4.6	4.6	4.1	4.3	4.4	4.3	4.5	4.2	4.3
COM 204, F07 (195/118)	4.7	4.6	4.9	4.8	4.2	4.7	4.6	4.4	4.7	3.9	4.5
COM 253, S06 (74/56)	4.9	4.9	4.6	4.9	4.4	4.8	4.7	4.6	4.9	4.3	4.8
COM 204, S06 (174/114)	4.8	4.4	4.9	4.7	4.3	4.5	4.4	4.2	4.6	4.0	4.5
COM 204, F05 (141/100)	4.6	4.4	4.8	4.6	3.9	4.3	4.2	4.1	4.4	3.8	4.4
COM 253, S05 (71/47)	4.9	4.8	4.7	4.9	4.7	4.8	4.7	4.6	4.8	4.5	4.8
COM 204, S05 (149/88)	4.7	4.5	4.9	4.7	4.1	4.6	4.4	4.3	4.6	3.9	4.4
COM 204, F04 (148/107)	4.7	4.4	4.9	4.7	4.0	4.5	4.3	4.4	4.6	3.8	4.3
COM 204, S04 (196/112)	4.7	4.3	4.9	4.6	3.8	4.6	4.3	4.1	4.5	3.7	4.3
COM 253, F03 (134/91)	4.8	4.7	4.6	4.8	4.5	4.7	4.6	4.5	4.7	4.3	4.7
COM 204, F03 (169/73)	4.3	4.2	4.9	4.3	3.5	4.1	4.0	3.8	4.3	3.4	4.1
COM 204, S03 (205/159)	4.4	3.8	4.8	4.1	3.6	4.0	3.7	3.2	4.0	3.1	3.8
COM 204, F02 (190/133)	4.6	4.2	4.8	4.5	3.8	4.4	4.0	3.9	4.3	3.7	4.3
COM 253, S01 (131/111)	4.8	4.8	4.5	4.8	4.5	4.7	4.6	4.6	NA	4.4	4.6

Small graduate seminars

<u>#1</u>	<u>#2</u>	<u>#3</u>	<u>#4</u>	<u>#5</u>	<u>#6</u>	<u>#7</u>	<u>#8</u>	<u>#9</u>	<u>#10</u>	<u>#11</u>
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COM 610B, S12 (7/5)	5.0	4.9	4.7	5.0	5.0	5.0	5.0	4.9	5.0	4.9	5.0
COM 610B, S10 (6/4)	4.8	5.0	4.8	5.0	5.0	4.8	5.0	4.5	4.5	4.8	4.5
COM 610C, S09 (7/7)	4.8	4.8	4.8	4.9	4.8	4.9	4.4	4.4	4.6	4.6	4.8
COM 610B, S08 (8/7)	4.9	5.0	4.4	4.9	5.0	4.9	4.9	4.8	4.8	4.9	5.0
COM 610B, F05 (15/14)	4.9	4.8	4.8	4.8	4.6	4.8	4.3	4.5	4.8	4.7	4.7
COM 610C, F04 (4/4)	5.0	5.0	5.0	5.0	5.0	5.0	4.8	4.8	5.0	5.0	5.0
COM 610B, S04 (5/4)	5.0	5.0	4.8	5.0	4.5	4.5	5.0	5.0	4.8	5.0	5.0
COM 590K, M02 (10/10)	5.0	4.9	4.2	5.0	5.0	5.0	4.9	4.9	4.9	5.0	5.0
COM 610B, S02 (11/11)	5.0	5.0	5.0	5.0	4.8	4.9	4.9	4.9	4.9	5.0	5.0
COM 610C, F02 (15/12)	5.0	4.9	4.9	5.0	5.0	5.0	5.0	4.9	5.0	4.9	5.0

Undergraduate courses with fewer than 70 students

	<u>#1</u>	<u>#2</u>	<u>#3</u>	<u>#4</u>	<u>#5</u>	<u>#6</u>	<u>#7</u>	<u>#8</u>	<u>#9</u>	<u>#10</u>	<u>#11</u>
COM 495, M14 (14/7)	4.9	5.0	4.2	5.0	5.0	5.0	4.9	4.9	5.0	5.0	4.9
COM 495, S14 (23/11)	5.0	5.0	4.2	5.0	4.9	5.0	5.0	4.9	5.0	5.0	5.0
COM 253, F13 (67/28)	4.9	4.8	4.1	4.9	4.9	4.9	4.9	4.8	4.9	4.6	4.9
COM 204K, M13 (19/7)	4.9	4.8	4.8	4.9	4.8	4.9	4.9	4.9	4.6	4.8	5.0
COM 495, F12 (20/11)	5.0	4.7	4.1	5.0	4.9	5.0	5.0	4.9	5.0	5.0	5.0
COM 204K, M12 (22/13)	4.8	4.7	4.6	4.8	4.6	4.8	4.7	4.6	4.8	4.3	4.8
COM 204K, M10 (25/8)	5.0	4.9	4.8	5.0	4.8	4.9	4.8	4.6	5.0	4.7	4.8
COM 204K, M09 (28/22)	4.8	4.6	5.0	4.8	4.5	4.7	4.6	4.6	4.7	4.0	4.6
COM 204K, M08 (20/14)	5.0	4.7	4.9	4.9	4.6	4.8	4.5	4.5	4.7	4.0	4.8
COM 204K, M07 (18/11)	4.3	4.1	4.8	4.6	4.1	4.2	4.3	3.9	4.3	3.8	3.9
COMS 331, S07 (13/11)	different items, same scale on the CIMBA evals									4.4	4.5
COMS 330, S07 (32/31)	different items, same scale on the CIMBA evals									3.8	3.5
COM 204K, M06 (32/27)	4.9	4.9	4.9	4.8	4.6	4.8	4.7	4.4	4.8	4.0	4.7
COM 204K, M05 (23/15)	4.9	4.9	4.8	4.9	4.8	4.8	4.8	4.6	4.8	4.2	4.6
COM 204K, M04 (19/15)	4.9	4.9	5.0	4.9	4.6	4.8	4.7	4.8	4.9	4.1	4.7
COM 204K, M03 (27/24)	4.8	4.6	4.9	4.7	4.2	4.5	4.3	4.2	4.4	4.0	4.4
COM 353, S03 (13/12)	5.0	5.0	4.8	5.0	5.0	5.0	5.0	4.9	5.0	4.9	5.0
COM 353, F01 (15/15)	5.0	5.0	4.9	5.0	4.9	5.0	5.0	5.0	NA	5.0	5.0

Graduate student advising

Advisor for the following Ph.D. students:

1. Rebecca Meisenbach (co-advisor, completed 2004)
2. Amy O'Connor (co-advisor; completed 2004)
3. Susan Brockus (completed 2005)
4. Raul Mosley (completed 2007)
5. Sarah Hagedorn (completed 2006)
6. Damion Waymer (completed 2006)
7. Charlie Catalano (completed 2008)
8. Ashley Jones-Bodie (completed 2008)
9. Bill Eyre, first CERIAS Interdisciplinary Ph.D. (co-advisor, completed 2009)

10. Gretchen Underwood (co-advisor, completed 2009)
11. Claudia Janssen (completed 2011)
12. Theon Hill (completed 2013)

Committee member for the following Ph.D. students:

1. Gino Borges (completed 2003)
2. Yekaterina Tsetsura (completed 2004)
3. Mihaela Vorvoreanu (completed 2004)
4. Joshua Frye (completed 2007)
5. Matt Gill (completed 2007)
6. Rebecca Dohrman (completed 2010)
7. Ashley Hiestand
8. Jasmine Tan (through exams only)
9. Lindsey Anderson (completed 2014)
10. Vicky Ortiz (completed 2013)
11. Erin Doss (completed 2014)

Advisor for the following M.A. students:

1. Jeremy Thompson (thesis: completed 2001)
2. Yue Ning (completed 2001)
3. Melissa Bigam (thesis: completed 2002)
4. Susan Brockus (thesis: completed 2002)
5. Sarah Hagedorn (thesis: completed 2003)
6. Bethany Beebe (thesis: completed 2003)
7. Meghann LaBadie (completed 2003)
8. Amy McDaniel (completed 2003)
9. Xiaolei Chen (completed 2003)
10. Laurren LaPadula (completed 2003)
11. Dave Wilson (thesis: completed 2004)
12. Marisa Ellsworth (completed 2006)
13. Cory Palm (completed 2008)
14. Alyson Lindsay (completed 2009)
15. Rachel Ravellette (thesis: completed 2010)
16. Karen DeGan (thesis: completed 2010)
17. Tillman Russell (thesis: completed 2011)
18. Maria Eller (thesis: completed 2013)
19. Lauren Hearit (thesis: completed 2014)
20. Brad Ludwig (thesis: completed 2014)
21. Elaine Schnabel

Committee member for the following M.A. students:

1. Soojin Park (completed 2001)
2. Cory Williams (thesis: completed 2002)
3. Ginger Butler (thesis: completed 2003)
4. Vaughn Christie/CERIAS (thesis: completed 2003)

5. Matt Gill (thesis: completed 2003)
6. Andrea Eaker (completed 2004)
7. Damon Hall (thesis: completed 2004)
8. Grady Jones
9. Gwyn Zawisza (completed 2006)
10. Vidhi Chaudhri (completed 2006)
11. Natalie Litera (thesis: completed 2009)
12. Chelsea Chalk (thesis: completed 2010)
13. Patrick Ollinger (thesis: completed 2012)
14. Mike Maione (thesis: completed 2013)

Other graduate student training/mentoring:

1. Course director for COM 25700, a PR class designed to be taught by graduate teaching assistants so they have experience teaching a standalone PR class (1 TA so far)
2. Trained and supervised 40 teaching assistants in COM 20400 (Critical Perspectives on Communication), with a focus on assessing writing.
3. Trained and supervised 13 teaching assistants in COM 25300 (Introduction to Public Relations)
4. Speaker, Teaching Assistant Orientation, 8/20/14 (“Lecture and Presentation Techniques”)
5. Panelist, “How to Get the Most out of NCA,” CGSA colloquium, 11/14/13
6. Speaker, Teaching Assistant Orientation, 8/14/13 (“Lecture and Presentation Techniques”)
7. Directed Independent Studies, Brad Ludwig and Lauren Hearit (Summer 2013)
8. Directed Independent Study, Rhetorical Criticism, Brad Ludwig (Spring 2013)
9. Advisor for two H. H. Remmers Award winners:
  - a. Theon Hill, 2013
  - b. Damion Waymer, 2005
10. Facilitator, STEAM Teaching Assistant Orientation, 8/15/12 (“Managing the Classroom” and “Managing Learning Environments”)
11. Facilitator, STEAM Teaching Assistant Orientation, 8/17/11 (“Managing Learning Environments” and “Managing Teaching Assistant Responsibilities”)
12. Directed Independent Study, Metaphor Criticism, Theon Hill (Summer 2011)
13. Facilitator, University Teaching Assistant Orientation, 8/18/10 (“Managing the Classroom” and “Academic Integrity”)
14. “Public Health Challenges: Organizational Issue Management and Civic Engagement” Respondent (special panel highlighting scholarly responses to graduate student work) Central States Communication Association convention, Cincinnati, 2010
15. Speaker for Writing Lab tutors, 4/6/10
16. Speaker, Rhetoric Reading Club, 2/25/10
17. Presenter, CGSA teaching colloquium, 10/2/09
18. Panelist, “Work/Life Balance,” CGSA colloquium, 10/8/08

19. Independent study, Public Relations Pedagogy, Ashley Jones-Bodie (summer 2006)
20. Panelist, “From Class Paper to Publication,” CGSA colloquium, 1/26/06
21. Panelist, “Presenting Conference Papers,” CGSA colloquium, 11/11/05
22. Panelist, “Collaborative Research,” Department of Communication colloquium, 2/25/05
23. Presented “Plans of Study and Annual Reviews” to new Ph.D. students (2005)
24. Invited lecturer, “How to Write a Critical Essay,” Purdue Communication Graduate Student Association, 9/30/04
25. Independent study, Rhetorical Criticism, Charlie Catalano (summer 2004)
26. Invited lecturer, “How to Write a Critical Essay,” Purdue Communication Graduate Student Association, 10/7/03
27. Chair and respondent on a Central States Communication Association panel (2002) composed of Purdue graduate students
28. Evaluator for new teaching assistants, 2009, 2005, 2004, 2003, 2002, 2001, 2000
29. Employed Alex Miranda and Josh Clark as graduate research assistants, 1999-2000

### Integration of Teaching and Scholarship

#### Presentations

- a. Guest speaker, Tarkington Hall, “Man Week,” 4/21/14
- b. Invited speaker, “Sometimes There’s No Sheriff to Deal with the Outlaws,” Corporate Communication Summit, **Marquette University**, 4/10/14
- c. Guest speaker, “Organizational Rhetoric,” COM 601, 2/26/14
- d. Guest speaker, “Sustaining Healthy Brands,” CLA Career Week (approx. 50 participants), 2/4/14
- e. Guest speaker, “Service,” Boiler Communication, 11/12/13
- f. Guest speaker, “Service,” Boiler Communication, 4/3/13
- g. Guest speaker, “Service,” Lambda Pi Eta, 11/28/12
- h. Guest speaker, “Media Kits,” Boiler Communication, 3/22/12
- i. Guest speaker, “Organizational Rhetoric,” COM 601, 1/25/12
- j. Guest speaker, “Organizational Rhetoric,” COM 601, 2/9/11
- k. Guest speaker, “Press Releases,” PRSSA, 10/27/10
- l. Guest lecturer, “Organizational Rhetoric,” COM 601, 3/31/10
- m. Guest speaker, “Always Ask,” PRSSA, 3/2/10
- n. Guest speaker, “Effective Communication,” Purdue Cooperative Council Leadership Workshop, 1/30/10
- o. Invited lecturer, “Metaphor and I Peter,” **Pepperdine University** Bible Lectures, 5/6/09
- p. Guest speaker, “Personal PR,” PRSSA, 3/4/09
- q. Guest lecturer, “Building Better Arguments” and “Cross-Cultural Listening,” **Northern Kentucky University**, 10/3/06
- r. Invited lecturer, “Public Relations for Principals,” Indiana Association of School Principals, District IV, 1/17/06
- s. Invited lecturer, “Public Relations for Teachers,” South Side Elementary, Frankfort, IN, 11/7/05

- t. Guest lecturer (with Glenn Sparks), “Humanistic vs. Scientific Methods of Communication Research,” COM 102, 8/31/05
- u. Guest lecturer, “Rhetorical and Critical Approaches to Public Relations and Issue Management,” COM 601, 3/23/05
- v. Guest lecturer, “Public Relations and Development,” Biomedical Engineering Ambassadors, 2/16/05
- w. Guest lecturer (with Glenn Sparks), “Humanistic vs. Scientific Methods of Communication Research,” COM 102, 1/24/05
- x. Guest lecturer, “Public Relations and Corporate Rhetoric,” COM 601, 3/3/04
- y. Guest lecturer, “Teaching at a Research I Institution,” **Indiana University** C626 Pedagogy Seminar, 2/9/04
- z. Invited lecturer, “Public Relations for Teachers,” Mayflower Mill Elementary School, 11/12/03
- aa. Guest lecturer, “How to Write a Critical Essay,” COM 682B (Publishing Communication Research), 11/4/03
- bb. Guest panelist, CDFS 441 (Working with Parents), 1/31/03
- cc. Guest lecturer, “Public Relations and Corporate Rhetoric,” COM 601, 1/22/03
- dd. Guest lecturer, “Teaching at a Research I Institution,” **Indiana University** C626 Pedagogy Seminar, 3/28/02
- ee. Low Lecturer, “The Corporate Voice and How It Changes the Conversation,” **Southeast Missouri State University**, 4/23/01
- ff. Guest lecturer, “Critical PR Research” (with Prof. Matt Cecil), COM 601, 3/28/01.
- gg. Guest lecturer, “Corporate Rhetoric,” **Indiana University** C640 class, 2/26/01
- hh. Presenter, “Community Security at Online Auctions,” Annual Research Symposium, CERIAS (Center for Education and Research in Information Assurance and Security), 4/21/00.
- ii. Guest lecturer, “Corporate Advocacy,” SPE 303 (Organizational Communication), **Northern Kentucky University**, 10/27/97
- jj. Guest lecturer, “E-commerce,” COM 435 (Communication and New Technologies), 11/9/99
- kk. Guest lecturer, “Public Relations and Rhetorical Advocacy at Purdue,” COM 100 (Communication Lectures), 9/22/14, 9/11/13, 9/12/12, 2/1/12, 9/26/11, 2/14/11, 9/20/10, 2/3/10, 9/16/09, 9/17/08, 9/12/07, 1/25/06, 9/14/05, 2/05, 9/04, 2/16/04, 9/22/03, 9/11/02, 1/23/02, 9/5/01, 1/24/01, 1/26/00, 9/8/99
- ll. Presenter (with Prof. Cynthia Stohl), “Research and Study in Communication,” Freshman Scholars, fall 2000.
- mm. Guest lecturer, “Public Relations Studies at Purdue,” Women in Communication, 9/15/98
- nn. Guest lecturer, “Resume Writing,” Public Relations Student Society of America, 2/24/99
- oo. Guest lecturer, “Resume Writing,” Public Relations Student Society of America, 11/3/99
- pp. Seminar leader, “From Dull to Dynamic: Transforming Your Presentations,” Purdue Road School, 3/03

- qq. Seminar leader, “From Dull to Dynamic: Transforming Your Presentations,” Purdue Road School, 3/21/01
- rr. Seminar leader, “From Dull to Dynamic: Transforming Your Presentations,” Purdue Road School, 3/22/00

Professional development activities

- a. Participant, SLA Media Relations Workshop, 2004
- b. Participant, SLA Writing Intensive Workshop, 2000: since participating in this workshop, Prof. Boyd has taught two different undergraduate courses as writing intensive courses a total of 24 times.
- c. Evaluator, SLA Writing Assessment Project, 1999
- d. Participant, National Communication Association Summer Conference: Dialogue on Public Relations Education, 1998

Instructional Innovation and Development of Instructional Materials

Has taught (22 times) a new version of COM 204 (Critical Approaches to Communication) as a large-lecture/recitation pre-communication class.

\*The class is being taught as writing-intensive (students write a minimum of 5000 words and have their grade determined primarily by writing), one of few (if any) large lecture classes being taught this way in the entire university.

\*The teaching staff includes 2-3 teaching assistants who each manage 2-3 recitation sections

\*In order to maintain consistency in grading, has developed (with graduate student collaboration) a 5-point rubric against which all writing assignments are graded.

Developed COM 590K (Communication Pedagogy) as a Maymester class for advanced graduate students. The course dealt with course building, from conceptualization through textbook selection and syllabus and assignment construction.

Introduced writing component into the mass lecture COM 253 (Introduction to Public Relations). All students (approx. 130) in his COM 253 sections write and receive grades for a press release, a mini-media kit, and another press release on the final exam.

Developed COM 25700 (Public Relations Techniques) as a PR-specific writing course, able to be taught by graduate teaching assistants.

Has taught COM 353 (Problems in Public Relations) as Writing Intensive. Some of this writing is for PR documents (e.g., proposals, final reports, pitch letters, press releases). As part of the journal assignment, he invited students to critique (and become familiar with) PR documents including media kits and annual reports. Other writing included chronicling group interaction and challenges, responding to the readings, and working out perspectives about important issues of theory and practice in PR.

Has taught COM 35300 (Problems in PR) using fiction: students read two novels in which PR workers are protagonists (Christopher Buckley’s *Thank You For Smoking* and Carl Hiaasen’s *Native Tongue*), and those novels become the basis for many journal entries and for class discussion of topics such as ethics, spin, PR writing, and event planning.

Followed the traditional model of teaching COM 353 as a service learning class. In addition to lectures and classroom activities, PR students in this class actually propose, execute, and



evaluate campaigns for local non-profit organizations. Special successes in this course have included:

- students funding and producing an information and recruitment video for Family Services (Lafayette), 1999
- students boosting applications for Habitat for Humanity homes 600% in two months in 1999
- students helping to launch a new Habitat for Humanity ReStore, 2000
- students planning a meeting and increasing member participation 50% for educational nonprofit organization Phi Delta Kappa, 2001
- students creating special events and a media plan for the launch of the Tippecanoe County Public Library's new mobile library, 2001

Taught COM 314K (Advanced Public Speaking) using a coauthored presentations text (Boyd, S., & Boyd, J. *From Dull to Dynamic: Transforming Your Presentations*).

Has used Old Masters (successful Purdue alums who return as guest lecturers) in the classroom every fall semester.

Requires draft (one month before semester's end) and final papers in graduate seminars, allowing students to respond to everyone's papers and produce more polished final work. At least 3 graduate student class papers have later received top student paper awards at conferences

Responds (via e-mail) each morning following a graduate seminar to the previous night's discussion in class. These responses, roughly 250 words each, add up at the end of the semester to a commentary on the entire course that students could use to study and review.

### Curriculum Development

Developed or significantly revised eight courses at Purdue

- \*COM 257: Public Relations Techniques (approved Spring 2013)
- \*COM 495: Sport Communication (introduced Fall 2012)
- \*COM 590K: Communication Pedagogy (introduced May 2002)
- \*COM 204: Critical Approaches to Communication (introduced Fall 2002)
- \*COM 610C: Corporate Advocacy (introduced Fall 2000)
- \*COM 491S: Corporate Issue Management (introduced Fall 1998)
- \*COM 610B: Rhetorical Approaches to Issue Management (new version Spring 2000)
- \*COM 353: Problems in Public Relations (new version Fall 2001)

Has served on the Undergraduate Committee for the past ten years, during which time the committee has revised the undergraduate curriculum twice. The undergraduate course COM 204 (above) is one product of his work on this committee.

Head of the Public Relations/Rhetorical Advocacy instructional unit, 2001-2010 (at times as many as 14 faculty), 2011-2012, 2013-2014

- \*was involved in merging the Public Affairs and Issue Management and Rhetoric instructional units
- \*handled course planning, direction of concentration in Public Relations
- \*helped combine Public Relations, Advertising, and Public Communication into a single concentration

International teaching experience

Study Abroad London Internship Program

London, U.K., summer 2011

Consortium International University (through the University of Kansas)

Paderno del Grappa, Italy, spring semester 2007

English teacher, Let's Start Talking

\*Natal, Brazil, summer 2014, 2012

\*Kuala Lumpur, Malaysia, summer 2010

\*Bangkok, Thailand, summer 2008

\*Suva, Fiji, summer 2006

\*Phuket, Thailand, summer 2004, 2002, 2000

\*Mito, Japan, summer 1997

\*Okinawa, Japan, summer 1996

\*Kiev, Ukraine, summer 1992

University Service

Presenter, "A Different Kind of [Text]Book: Using Fiction in a Non-Literature Class," Teaching Academy Day, 9/24/14 (approx. 12 participants)

Presenter, "Welcome to Communication," CLA Orientation, 8/22/14 (approx. 60 participants)

Presenter, "Academic Integrity," Boiler Gold Rush, 8/20/14 (approx. 120 participants)

Presenter, "Academic Expectations," Boiler Gold Rush, 8/18/14 (approx. 160 participants)

Selection committee, "Helping Students Learn Award," 2014, 2013

Developer of "Self-Advocacy" curriculum (with Heather Servaty-Seib and Jane Kirkpatrick) for Boiler Gold Rush, campus-wide

Presenter, "Studies in the College of Liberal Arts," College Mentors for Kids, 3/4/14

Presenter, Center for Instructional Excellence, "Fostering Academic Integrity and Responsibility," 3/4/14 (approx. 35 participants)

Presenter, Center for Instructional Excellence, "Instructional Presentation Techniques," 2/18/14 (approx. 60 participants)

Presenter, Center for Instructional Excellence, "'Why Didn't I Get an A?' Subjective Tests and Assigning Grades," 10/29/13 (approx. 35 participants)

Presenter, Center for Instructional Excellence, "Fostering Academic Integrity and Responsibility," 10/15/13 (approx. 30 participants)

Presenter, Center for Instructional Excellence, "Instructional Presentation Techniques," 9/24/13 (approx. 50 participants)

Presenter, "Welcome to Communication," CLA Orientation, 8/15/13 (approx. 50 participants)

Presenter, Boiler Gold Rush Transfer Students, "Tips for Transfers," 8/14/13 (approx. 100 participants)

Presenter, TEDx Talks, "Be a Traditionalist," 4/12/13

Panelist, New Faculty Orientation (university-wide), 8/12/13

Presenter, CLA Career Development Office, "How to Tie a Bow Tie," 2/27/13

Presenter, Center for Instructional Excellence, "Creating the Engaged Classroom: Discussion

Techniques,” 2/27/13 (approx. 10 participants)

Presenter, Center for Instructional Excellence, “Creating the Engaged Classroom: Discussion Techniques,” 2/26/13 (approx. 50 participants)

Presenter, Center for Instructional Excellence, “How to Avoid Giving a Bad Presentation,” 2/5/13 (approx. 50 participants)

Presenter, Center for Instructional Excellence, “Writing Effective Syllabi,” 1/31/13, for visiting Afghan scholars (13 participants)

Presenter, Center for Instructional Excellence, “Nuts and Bolts of Teaching,” 1/22/13 (approx. 30 participants)

Presenter, Center for Instructional Excellence, “Why Didn’t I Get an ‘A’? Using Subjective Tests and Assigning Grades,” 11/6/12 (approx. 60 participants)

Presenter, Center for Instructional Excellence, “Creating the Engaged Classroom: Discussion Techniques,” 10/23/12 (approx. 50 participants)

Presenter, Center for Instructional Excellence, “How to Avoid Giving a Bad Presentation,” 9/25/12 (approx. 50 participants)

Presenter, Center for Instructional Excellence, “Nuts and Bolts of Teaching,” 9/11/12 (approx. 40 participants)

Presenter, Boiler Gold Rush Transfer Students, “Tips for Transfers,” 8/15/12 (approx. 250 participants)

Presenter, Center for Instructional Excellence, “How Can We Get Our Students to Write?” 2/1/12 (approx. 40 participants)

Presenter, Boiler Gold Rush Transfer Students, “Tips for Transfers,” 8/17/11 (approx. 200 participants)

Teaching Academy representative, new faculty training, 8/14/12

Presenter, Center for Instructional Excellence, “‘But It’s Not a Writing Class!’: Managing Writing as a Learning Tool in Almost Any Subject,” 2/17/11 (approx. 80 participants)

Member, CLA Curriculum Committee, 2014-present

CLA Alumni Board Scholarship selection committee, 2014

CLA representative to the University Murphy Award Selection Committee, 2013

CLA representative to the University Murphy Award Selection Committee, 2012

Co-Chair, CLA Grade Appeals Committee, 2009-2011 (25 consultations, 4 hearings)

Co-Chair, CLA Educational Excellence Selection Committee, 2011-2013

Member, CLA Honors Faculty Committee, 2012

Member, CLA Educational Excellence Selection Committee, 2010-2013

College of Engineering Foundational Courses Committee, 2011-2012

Panelist on Teaching, New Faculty Orientation (university-wide), 2013, 2010

Area Head, Public Relations and Rhetorical Advocacy instructional unit, 2001-2006, 2007-2010, 2011-2012, 2013-2014

Internal Advisory Board, CERIAS (Center for Research and Education in Information Assurance and Security), 2005-2007

Undergraduate Committee, 2000-present

Honors ad hoc committee, 2007-2008

Faculty affairs committee, 2007-2009

Search Committee, 1999-2002, 2004-2006, 2008-2009, 2010-2011 (rhetoric: chair), 2011-2012

(PR x 2, continuing lecturer), 2012-2013 (search for school head), 2013-2014 (2 positions: chair of both)  
 Professional Master's Advisory Committee, 2011-2012  
 CLA Senate, 2005-2006, 2007-2012, 2013-present  
 Reviewer, CLA Distinguished Master's Thesis Award, 2008  
 Evaluator, CLA Alumni Board Scholarship (2014)  
 Evaluator, BLSC Dissertation Award Committee, 2012  
 Evaluator, PRF grant proposals, 2011, 2008  
 Evaluator, CLA Teaching Development Incentive Award proposals, 2007, 2006, 2003  
 PRSSA (Public Relations Student Society of America) faculty advisor, 1999-2005  
 Search Committee for academic advisor, 2004  
 Undergraduate Curriculum Revision Subcommittee, 2001-2002  
 Internship Evaluation Committee, 1998-2000  
 School of Liberal Arts Writing Assessment Project, 1999  
 Judge, Boilermaker Special Speech and Debate Tournament, 2003

### Professional Service

Editorial board, *Management Communication Quarterly*  
 Editorial board, *Journal of Applied Communication Research*  
 Editorial board, *Journal of Business Communication* (2012: 3; 2011: 2; 2010: 3)  
 Editorial board, *Communication Yearbook 31-33*  
 Reviewer, *Journal of Communication* (2014)  
 Reviewer, *Academy of Management Review* (2013)  
 Reviewer, *Critical Studies in Media Communication* (2012)  
 Reviewer, *Journal of Communication Inquiry* (2012)  
 Reviewer, *Journal of International & Intercultural Communication* (2010)  
 Reviewer, *Argumentation & Advocacy* (2009)  
 Reviewer, *Communication Theory*  
 Reviewer, *Communication Yearbook 30*  
 Reviewer, *Management Communication Quarterly* (2011: 2, 2010, 2008)  
 Reviewer, *Journal of Computer-Mediated Communication*  
 Reviewer, *Western Journal of Communication*  
 Reviewer, *IEEE Communications Surveys and Tutorials*  
 External reviewer of tenure case, 2011 (University of Charlotte), 2012 (University of Kentucky)  
 Reviewer, MIT Press  
 Reviewer, Kluwer Academic Publishers  
 Reviewer, Sage Publications  
 Reviewer, Kendall Hunt  
 Reviewer, Bedford/St. Martin's  
 Reviewer, Houghton Mifflin  
 Reviewer, Allyn & Bacon  
 Reviewer, Hampton Press  
 Reviewer, Cengage Learning (2009, 2008)

Member, National Communication Association Organizational Communication Awards Nominating Committee (2014)

Member, National Communication Association Applied Communication Awards Committee (2013)

Member, National Communication Association PRide Awards Committee, public relations division (2004)

Reader, 14<sup>th</sup> European Conference on Information Systems (2006)

Short course reviewer, National Communication Association (2010)

Reader, National Communication Association public relations division (2014, 2013, 2010, 2009, 2006, 2003, 2001, 2000)

Reader, Central States Communication Association public relations division (2002, 2001)

Reader, International Communication Association student program (2003)

Judge, State Finals, American Legion High School Oratorical Contest (2014)

Judge, State Finals, American Legion High School Oratorical Contest (2004)

Judge, National Finals, American Legion High School Oratorical Contest (2002)

Auctioneer, Mayflower Mill Elementary school end-of-year classroom auctions (many years)

Junior Achievement volunteer, Mayflower Mill Elementary school (4 lessons, 2010; 5 lessons, 2011)