

VINITA AGARWAL, PhD
Salisbury University

CV

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EDUCATION

Ph.D. (2009). Brian Lamb School of Communication. Purdue University, USA
 M. A. (2004). University of Illinois at Chicago, Dept. of Communication, USA
 M. A. (1991). Mass Communication Research Center. New Delhi, India.
 B. Sc. Physics (Hons.) (1989). Physics Department, Miranda House. Delhi University. India.

PROFESSIONAL DEVELOPMENT

CERTIFICATES

2017. Ayurveda Level 2 Certificate for Health Practitioners, Institute of Integrative Ayurveda Medical Education. USA (*in progress*)
 Level 2 in-person workshop, July 14–16, 207, Fairfield Ia. USA (*completed*)
 2017. Regression and Mediation Analysis using MPlus (Bengt Muthen and Marten Schultzberg). Johns Hopkins Bloomberg School of Public Health. USA
 2017. Structural Equation Modeling Winter Institute, Center for Integrated Latent Variable Research, University of Maryland. USA
 2016. Ayurveda Wellness Educator, Center for Integrative Medicine, UMD. USA
 Level 1 in-person workshop, June 23–25, 2017, Baltimore Md. USA
 2012–2015. Online and digital teaching certificates, Sloan-C Online: MOOCs—Exploring Learning in Open Courses; Assessments with Social Media; Multimodal Design; New to Online: Quality Matters Rubric; Mobile Apps: Learning Environments.

WEBINARS

2017. INTEGRATIVE MEDICINE AND HOLISTIC HEALTH WEBINARS

- 1) Genome and Big Data Driven Mechanism of Meditation. Academic Consortium for Integrative Medicine & Health. **1 CME Credit for Attendance** (August 16, 2017).

2016. COUNCIL OF UNDERGRADUATE RESEARCH INSTITUTE & WEBINARS

- 1) Initiating and Sustaining Undergraduate Research Programs. Council on Undergraduate Research (CUR) Institute, Oct. 27–29, 2016, Ottawa, Ontario, Canada.
- 2) Ronald E. McNair Postbaccalaureate Achievement Program (McNair Program). U.S. Department of Education, Sept 20th, 2016.
- 3) How to Open the Door to a Culture of Diversity: A Productive Conversation Among Decision-Makers. Council on Undergraduate Research. Webinar, Aug. 25, 2016.
- 4) Achieving an Institution-Wide Culture and Practice in Undergraduate Research: Best Practices of AURA 2015 Awardees. CUR. Webinar, May 10, 2016.

ACADEMIC APPOINTMENTS

2015—Present Associate Professor, Dept. of Communication Arts, Salisbury University (SU).
 2010–2015 Assistant Professor, Dept. of Communication Arts, Salisbury University.
 2009–2010 Assistant Professor, Dept. of Communication, University of Louisville.
 2006–2009 Graduate Teaching Assistant and Lecturer, Purdue University.

2004–2006 Graduate Research Assistant and Instructor, Purdue University.
 2002–2004 Graduate Teaching Asst, Teaching and Research Assistant, UIC.

PROFESSIONAL APPOINTMENTS

- Teaching & Learning Council Member National Communication Association (NCA), 2017—2019
- Review Editor *Frontiers in Health Communication*, 2016—present
- Editorial Board Member *Western Journal of Communication*, Vol 77, 2013

SPECIAL APPOINTMENTS

2017–2018 Honors College Faculty Fellow (inaugural cohort), SU
 2016–2017 Founding Director, Office of Undergraduate Research and Creative Activities (OURCA), Salisbury University, Maryland USA

AWARDS AND HONORS

- 1) 2014. Top Paper Award. Organizational & Professional Communication Division, Central States Communication Association.
- 2) 2014. Top Two Paper Award. Health Communication Division. Eastern Communication Association.
- 3) 2011. Top Three Paper Award. Health Communication Division, Eastern Communication Association.
- 4) 2010. University System of Maryland Women’s Foundation Faculty Research Award.
- 5) 2008. Summer Dissertation Research Grant, Brian Lamb School of Communication, Purdue University
- 6) 2008. Alan H. Monroe Scholar. Research productivity recognition as graduate student. Brian Lamb School of Communication, Purdue University
- 7) 2005. Top Four Paper Award. Human Communication and Technology Division, National Communication Association.

RESEARCH

PEER-REVIEWED JOURNAL ARTICLES

- 1) **Agarwal, V.** (in press). Reconceptualizing pain through patient-centered care in the complementary and alternative medicine therapeutic relationship. *Journal of Advanced Nursing*. doi:10.1111/jan.13734
- 2) **Agarwal, V.** (in press). Healing in and through the body: Complementary and alternative medicine providers’ embodiment of care. *Health Communication*. doi:10.1080/10410236.2018.1489201
- 3) **Agarwal, V.** (2018). Complementary and alternative medicine provider knowledge of holistic health. *Frontiers in Health Communication*, 3, 15. doi:10.3389/fcomm.2018.00015
- 4) **Agarwal, V.** (2018). Taking care, bringing life: A poststructuralist feminist analysis of maternal discourses of mothers and *dai*’s in India. *Health Communication*, 33, 423–432. doi:http://dx.doi.org/10.1080/10410236.2016.1278492
- 5) **Agarwal, V.** (2017). Breaking boundaries: Complementary and alternative medicine practitioner communicative framing of preventive care. *Qualitative Health Research*, 27, 2019–2029. doi:10.1177/1049732317723891
- 6) **Agarwal, V.** (2016). Mainstreaming disaster-relief service-learning in communication departments: Integrating pedagogy, praxis, and engagement. *Journal of the Association for Communication Administration*, 35(1), 25–42.
- 7) **Agarwal, V., & Buzzanell, P.M.** (2016). Performing resilience labor to reintegrate after disaster. *Communication Currents*, 11 (1), 1–3.
- 8) **Agarwal, V., & Buzzanell, P.M.** (2015). Communicative re-construction of resilience labor: Identity/identification in disaster-relief workers. *Journal of Applied Communication Research*, 43,

- 408–428. doi:10.1080/00909882.2015.1083602.
- 9) **Agarwal, V.** (2014). A/H1N1 Vaccine intentions in college students: An application of the theory of planned behavior. *Journal of American College Health*, 62, 416–424. doi:10.1080/07448481.2014.917650.
 - 10) **Agarwal, V.** (2013). Investigating the construct validity of organizational trust. *Journal of Communication Management*, 17, 24–39. doi:10.1108/13632541311300133.
 - 11) **Agarwal, V.** (2011). Investigating the contribution of benefits and barriers on mammography intentions of middle class urban Indian women: An exploratory study. *Communication Research Reports*, 28, 1–9. doi:11080/08824096.2011.586254.
 - 12) D’Silva, M.U., Leichty, G.B., & **Agarwal, V.** (2011). Cultural representations of HIV/AIDS in Indian print media. *Intercultural Communication Studies*, 20, 75–88.
 - 13) **Agarwal, V.,** & Buzzanell, P.M. (2008, **Lead article**). Triangles of migrant and global representation: Real, imaginary, and online spaces of empowerment in Cybermohalla. *WesternJournalofCommunication*, 72, 331–348. doi:10.1080/10570310802445975.

BOOK CHAPTERS

- 1) **Agarwal, V.** (2014). Investigating the convergent validity of organizational trust. In R.L. Heath & A. Gregory (Eds.), *Strategic communication, Vol.III. Discursive and dialogic organizations and the stakeholder view: Social Constructionism and Functional Perspectives*. Sage.
- 2) D’Silva, M.U., **Agarwal, V.,** Sohn, S.H., & Sharma, V. (2014). Urbanization and strategic health communication in India. In C.C. Okigbo (Ed.), “*Strategic urban health communication*” (pp. 159–172). New York: Springer Science+Business Media. Doi:10.10007/978-1-4614-9335-8_13.
- 3) **Agarwal, V.,** & Shenoy, S. (2013). *On the evolution of togetherness and living with two hearts*. In S. Murrow and D. Leoutsakas (Eds.), *More than blood: Today's reality and tomorrow's vision of family* (pp. 164–173). Dubuque, IA: Kendall Hunt.
- 4) **Agarwal, V.,** D’Silva, M.U., & Leichty, G.B. (2013). Disease, representation, and public relations: A discourse analysis of HIV/AIDS websites. In R. Ahmed and B. R. Bates (Ed.), *Health communication and mass media: An integrated approach to policy and practice* (pp. 51–65). Surrey, England: Gower Publishing Ltd.
- 5) **Agarwal, V.,** & Buzzanell, P.M. (2008). Spatial narratives of the local: Bringing the *basti* center-stage. In R. Gajjala & V. Gajjala (Eds.), *South Asian Technospaces* (pp. 123–134). New York: Peter Lang.
- 6) **Agarwal, V.,** & Stewart, C.J. (2007). A frame analysis of privacy regulation in an international arena: Understanding interdependency in a globalized world. In K. St. Amant (Ed.), *Linguistic and cultural online issues in the global age* (pp. 214–237). Hershey, PA: Ideas Press.

CONFERENCES

COUNCIL OF UNDERGRADUATE RESEARCH CONFERENCE

- 1) **Agarwal, V.,** & Kesteven, B. (June, 2017, **not funded**). *Assessment in strategic planning of Salisbury University’s new undergraduate research office: CUR’s best practices model*. Short presentation abstract at the Undergraduate Research Program Director’s conference, Undergraduate Research Collaborations (Assessment session), Northern Arizona University, Flagstaff, 2017.
- 2) **Agarwal, V.,** & Kesteven, B. (June, 2017, **not funded**). *Integrating existing programs and implementing new programmatic initiatives in launching Salisbury University’s Undergraduate Research Office*. Poster presentation abstract at the UR Program Director’s conference, UR Collaborations (Undergraduate Research Administration session), NAU, Flagstaff, 2017.

CONFERENCE PRESENTATIONS (Refereed)

- 1) **Agarwal, V.** (2018). *Facilitating Provider-Patient Interdependence in Integrative Medicine for Patient-Centered Care: Examining Complementary and Alternative Medicine Therapeutic Relationships*. International Congress for Integrative Medicine & Health, Baltimore, May 8–11

- 2) **Agarwal, V.** (2018). *Reconceptualizing Pain Through Patient-Centered Care in the Complementary and Alternative Medicine Therapeutic Relationship*. International Congress for Integrative Medicine & Health, Baltimore, May 8–11.
- 3) **Agarwal, V.** (2018). *Spirituality as a mechanism in complementary and alternative medicine for reframing illness: Understandings of chronic pain management*. ECA, Pittsburgh, PA.
- 4) **Agarwal, V.** (May, 2017, **not funded/presented by proxy**). *How CAM practitioners frame alternative medicine in preventive care: Implications for integrative medicine*. Paper at ICA, CA.
- 5) **Agarwal, V.** (May, 2017, **not funded**). *Patient self-management of health conditions: Feminist approaches to envisioning CAM as a healing modality*. Extended proposal at ICA, San Diego CA.
- 6) **Agarwal, V.** (April, 2017). *Intention, faith, and struggles: Complementary and alternative medicine (CAM) practitioner embodiment of experience in modality*. Paper presented at ECA, Boston MA.
- 7) **Agarwal, V.** (2016). *Constituting Expertise: Constructing Holistic Health in Complementary and Alternative Medicine*. Paper presented at ICA, Fukuoka, Japan.
- 8) **Agarwal, V.** (2016). *Taking care, bringing life: A poststructuralist feminist analysis of knowledge and power discourses in maternal health in an urban basti in India*. Presented at ICA, Japan.
- 9) **Agarwal, V.** (2016). *Bridging breast-cancer disparities in African-American women: Media processing factors and self-protective motivations*. Paper presented at ECA, Baltimore, Md.
- 10) **Agarwal, V.** (2016). *Communicative Negotiation of Resilience Labor to Manage Uncertainty in Chronic Health Conditions*. Paper presented ECA, Baltimore, Md.
- 11) **Agarwal, V.** (2016). *Disaster-relief service-learning in communication: Furthering translational goals of civic engagement*. Paper Presented at ECA, Baltimore, Md.
- 12) **Agarwal, V.** (2015). *“I am not willing to gamble”: Relapsing-remitting multiple sclerosis patients’ communicative framing of treatment uncertainty and provider relationship*. NCA, Las Vegas, NV.
- 13) **Agarwal, V.** (2015). *“You’re not goint to be that way”: Patient framing of disability and support in the multiple sclerosis disease domain*. Disability Caucus, NCA, Las Vegas, NV.
- 14) **Agarwal, V.** (April 2015). *Deadly and preventable: Comparative risk perception in female adults melanoma incidence*. Central States Communication Association, Madison, WI
- 15) **Agarwal, V., & Buzzanell, P.M.** (2014). *Communicative Re-construction of Resilience Labor: Identity/Identification in Disaster-Relief Workers*. NCA, November 19—21, Chicago, IL.
- 16) **Agarwal, V.** (2014). *Breast-Cancer Self-Protective Motivations of African-American Women: Assessing Comparative Risk, Benefits, Barriers, and Subjective Norms*. Centers for Disease Control and Prevention, National Conference on Health Communication, Marketing, and Media, August 19—21. Atlanta, GA, 2014.
- 17) **Agarwal, V.** (2014, April). *“Maternal Mortality and the Gendered Urban Migrant Community Identity: In Our Own We Trust.” **Top Two Paper Award***, ECA, RI.
- 18) **Agarwal, V.** (2014, April). *For Whom the Bell Tolls: Disaster-Relief Volunteer Work. **Top Paper Award***. Paper presented CSCA, MN.
- 19) **Agarwal, V.** (2013). *Dai or Doctor: Framing Tensions between the Traditional and the Biomedical Orientation in Maternal Health in an Urban Resettlement Neighborhood in India*. NCA.
- 20) **Agarwal, V.** (2012). *Trust and Betrayal: (Dis)Identification and Satisfaction in a Nonprofit Organization*. NCA, Nov. 15th–Nov. 18th, Orlando, FL.
- 21) **Agarwal, V.** (2012). *Comparative Perceptions of Risk in the Pandemic Influenza A (H1N1) 2009 Virus*. ECA, April 26th–April 29th, Cambridge, MA.
- 22) **Agarwal, V.** (2011). *The 2009 H1N1 pandemic: Understanding threat perception, information, and source factors in emerging health risks*. Paper NCA, New Orleans, LA. Nov. 17th—20th, 2011.
- 23) **Agarwal, V.** (2011). *Predictors of mammography usage for South Asian women: Examining constructs from uncertainty reduction and health belief model. **Top Three Paper*** presented at the Health Communication Division of the 102nd ECA, VA. April 13—17, 2011.
- 24) **Agarwal, V., & Sypher, H. E.** (2010). *Trust in the relational organization: Examining organizational trust, personal need-fulfillment, and identification*. Paper presented to the Organizational Communication Division of 96th NCA, San Francisco, CA.

- 25) **Agarwal, V.**, D'Silva, M. U., & Leichty, G. B. (2010). *Issue legitimization in international public relations: An ideological/feminist critique of the local and the global in online public health discourse on INGOs*. NCA, Nov. 14-Nov. 17, 2010, San Francisco, CA.
- 26) **Agarwal, V.** (2010). "I'd like to help but I have no time!": *Individual and organizational motivational factors influencing service behavior*. Paper presented at ICA, Singapore
- 27) **Agarwal, V.** (2010). *Intent in decision making processes to obtain the H1N1 vaccine: Understanding trust in channel, source, and message factors in communicating emerging health risks*. Paper presented at 11th Biennial Kentucky Conference in Health Communication, April 22—April 24, 2010, Lexington, KY.
- 28) D'Silva, M. U., Leichty, G. B., & **Agarwal, V.** (2010). *Cultural representations of HIV/AIDS in print media in India*. Presented at IAICS conference, Guangzhou, China.
- 29) **Agarwal, V.**, Yehya, N. A., Rao, R., & Sypher, H. E. (2010). *A frame analysis of construction of emerging health risks in the print media coverage of MRSA*. Paper presented at the Central States Communication Association Convention, April 14—18, 2010, Cincinnati, OH
- 30) **Agarwal, V.**, Dutta, M. J., & Sypher, H. E. (2009). *Reconceptualizing trust: A theoretical framework of macro-level relational trust in health care organizations*. Paper presented at ICA, Keywords in Communication, Chicago, IL, May 21-25, 2009.
- 31) **Agarwal, V.**, Sypher, H. E., & Dutta, M. J. (2009). *Proposing a modified framework for the Health Belief Model in healthcare settings: Knowledge, benefits/barriers, and cues to action on preventive staff behaviors*. Paper presented at ICA, Chicago, IL, May 21-25, 2009.
- 32) **Agarwal, V.**, & Sypher, H. E. (non-presenter, 2009). *Process implementation in healthcare organizations: Investigating organizational commitment and climate during organizational change*. Western States Communication Association, February 12-18, 2009, Phoenix/Mesa, AZ.
- 33) **Agarwal, V.**, Sypher, H. E., Dexter, P., Kho, A., Doebbeling, B. N., Woodward, H., Hoke, S. et al. (2008). *Foregrounding trust in climate change in hospital units: Exploring the effect of information resource availability and organizational support for change on participatory decision making among hospital staff*. The American Association of Communication in Healthcare, Translating Communications Research: Bench to Bedside to Community, University of Wisconsin-Madison, WI, October 17-19, 2008.
- 34) **Agarwal, V.** (2006). *Medical communication discourse in the Human Genome Project: Toward a typology of difference in genetic privacy*. NCA, Health Communication Division, San Antonio, TX.
- 35) Whitten, P., & **Agarwal, V.** (2006). *Privacy and health care: The role and impact of communication*. Communication and Technology Division, International Communication Association conference Dresden, Germany.
- 36) Whitten, P., Gabor, E., Bergman, A., & **Agarwal, V.** (2006). *Communication technologies and health care: Diagnosis of theoretical contributions to the study of health care*. Poster at ICA.
- 37) **Agarwal, V.** (2005). *Unambiguous consent: Proposal for a communicative framework*. **Top Four Paper Award**. National Communication Association, HCTD, Boston.
- 38) **Agarwal, V.** (2005). *Strategies of governance in online social movements: The case study of Indymedia*. Association of Internet Researchers conference. Chicago, IL.
- 39) **Agarwal, V.** (2005). *A pentadic analysis of the EU Data Protection Directive hearing before the Subcommittee of Commerce, Trade, and Commerce Protection of the Committee of Energy and Commerce House of Representatives, 107th Congress, First Session*. ICA, HCTD, New York.
- 40) **Agarwal, V.** (2004). *A tale of two nations: The case for the shadow war*. Mass Communication Division of the Central States Communication Conference, Cleveland.
- 41) **Agarwal, V.** (2004). *Silent songs from a quiet place: Voices from Cybermohalla*. Association of Internet Researchers Conference 5.0. Sussex, UK.

INVITED

- 1) University System of Maryland Women's Forum Conference, University of Maryland at Baltimore, November 11, 2011. Attending as an invited participant awarded a grant by the USMWF toward my

research project titled, *Psycho-social and Cultural Factors in Breast Cancer Screening Behaviors among Minority Women in the US*": <http://usmwf.usmd.edu/faculty.html>

POSTER PRESENTATIONS (refereed, competitively selected)

- 1) **Agarwal, V.** (2018). Reconceptualizing pain through patient-centered care in the complementary and alternative medicine therapeutic relationship. International Congress on Integrative Medicine and Health. Academic Consortium for Integrative Medicine and Health, May 8–11, 2018, Baltimore
- 2) **Agarwal, V.** (2018). Facilitating provider-patient interdependence in integrative medicine for patient-centered care: Examining complementary and alternative medicine therapeutic relationships. International Congress on Integrative Medicine and Health. Academic Consortium for Integrative Medicine and Health, May 8–11, 2018, Baltimore MD
- 3) **Agarwal, V.** (2014). *Breast-Cancer Self-Protective Motivations of African-American Women: Assessing Comparative Risk, Benefits, Barriers, and Subjective Norms*. CDC, National Conference on Health Communication, Marketing, and Media, August 19–21. Atlanta, GA.
- 4) **Agarwal, V.** (2013). *Recreating home in a new land: Themes of maternal health practices of women migrants in a temporary urban resettlement community (basti)*. Presented at the DC Health Communication Conference, March 28th–30th, 2013, Fairfax, Virginia.
- 5) **Agarwal, V.** (2011). *Shadows and Mirrors: A Qualitative Study of Trust, Risk, and Behavior Change in an Online Depression and Mental Health Community Support Group*. Poster presented at the D.C. Health Communication Conference, Fairfax, VA (April 30th, 2011).
- 6) Sypher, H. E., & **Agarwal, V.** (2008). *An Application of the Health Belief Model to Staff MRSA Preventive Behaviors*. Regenstrief Center for Healthcare Engineering (RCHE) Fall Conference.
- 7) Whitten, P., Gabor, E., **Agarwal, V.**, & Kopach, R. (2006). *Telemedicine: A solution for Indiana*. Center for Education for Research in Information Assurance and Security (CERIAS) Purdue.

SPECIAL INTEREST GROUP PRESENTATIONS

- 1) Agarwal, V. (2008). *MRSA process implementation in health care settings: Role of trust and media selection in organizational change*. Organizational Communication Mini Conference, Purdue.

RESEARCH REPORTS

- 1) *Telemedicine in Indiana: Policy report*. (Spring, 2006). Dr. P. Whitten, Elena Gabor, Vinita Agarwal & Renata Kopach, for Regenstrief Center for Healthcare Engineering. Available online at: <http://www.purdue.edu/dp/rche/pdf/IndianaTelemedicineWhitePaper.pdf>

SPECIAL RESEARCH SESSION PARTICIPANT

- 1) Agarwal, V., & Sypher, H.E. (2009). Breast cancer preventive behaviors among urban Indian middle class women: Locating trust in the transtheoretical model of change. Research in Progress, National Communication Association, 95th Annual Convention, Nov. 12–15, IL.
- 2) Agarwal, V., & Sypher, H.E. (2009). Individual and Organizational Motivational Factors Influencing Service Behavior in Institutional Contexts. Research in Progress, National Communication Association, 95th Convention, Nov. 12–Nov. 15th, Chicago, IL.
- 3) Agarwal, V., & Sypher, H.E. (2009). Investigating Mass Mediated and Interpersonal Channels in Decision Making Processes for Breast Cancer Health Disparities among Low Income African American Women. Moving into Grant Funded Research in the Social Sciences, NCA, 95th Convention, Nov. 12–Nov. 15, Chicago, IL.

HEALTHCARE WORKSHOPS PARTICIPANT

- 1) Health Communication Pre-Conference Early Faculty Development Workshop (2009). NCA.
- 2) Plexus Institute Conference (July 22-24, 2007). Lawrence, Kansas.
- 3) Indiana Hospital and Health Association Leadership Conference (May 31-June 1, 2007).
- 4) Veterans Affairs HSR&D (May 21st, 2007). Implementation Research and Systems Redesign

Workshop. Indiana University School of Medicine.

- 5) Regenstrief Center of Healthcare Engineering Annual Conference (Feb 23-24, 2007). Purdue University, West Lafayette, IN.
- 6) Indiana Hospital and Health Association Conference (Oct 10, 2006). Patient Safety Center Educational Briefing.

RESEARCH ASSISTANTSHIPS

- 1) *Summer 2006-Fall 2006* Research team (Purdue University). Discovery Learning Center Seed Grant, Co-PI's Erina MacGeorge (Communication) and Stephen Durbin (Physics).
- 2) *Summer 2005-Spring 2006* Research team (Purdue University). White paper; Lance Armstrong grant, IU-PU Cancer center grant, and PHS R 21 cancer grant. Dr. P. Whitten
- 3) *Fall 2002-Summer 2004* Editorial Assistant (University of Illinois at Chicago). New Media and Society. Editor: Dr. Steve Jones.
- 4) *Summer 2003* Research Team (University of Illinois at Chicago). Observations of internet use in Chicago public libraries. PI: Dr. Steve Jones

PEDAGOGY

UNDERGRADUATE MENTORING

Honors Thesis Advisor

Darby Dicks (2016—2017). Social media and conspiracy theories through the lens of agenda-setting theory. Presented at NRHC, SUSRC, LPE conference (Spring 2017).

Independent Undergraduate Research Supervised

- 1) Summer 2011. Faculty advisor for independent study research paper titled, "*The Marines, Social Media, and Public Representation,*" for Mitsuko Towns.
- 2) SURF (Summer Undergraduate Research Fellowship mentor), 2007 Purdue University, WL

UNDERGRADUATE TEACHING

COURSE DEVELOPMENT

Course Websites Developed

Communication and Technology: <https://communicationandtechnology.wordpress.com/> | Digital PR: <http://drvinitaagarwal.com/> (follow links on menu and page) | International PR: <https://prva.wordpress.com/> | Writing for the Professions: <https://writingpr.wordpress.com/>

New Courses Designed, Developed, & Offered: Curriculum Development

CMAT 447: International Public Relations. In SU catalog for first offering Fall, 2013; CMAT 445: Digital Public Relations. In SU course catalog for first offering, Fall 2015.

New Course Offerings for Honors and Inter-Disciplinary Students

HONS XXX: Communicating Health (Honors faculty Fellow course development, Fall 2017); HONS 311/CMAT465: Communication and Technology, Spring 2017; IDIS 280: Research to Discovery (one-credit, Spring 2017, half-semester)

Online Curriculum Development CMAT 240: Intro to JPR. Online course | Course Developed, 2011.

University Gen Education Curricular Development

2017 Spring: FYEX-100: Communication and Technology (4-credit, Freshman Year Experience course proposal submitted to General Education Steering Committee)

COURSES OFFERED

Salisbury University, Associate–Assistant Professor

Health Communication (Fall 2018—Special Elective); Health and Wellness Communication* (Spring 2017 first offering—Senior Seminar); Introduction to Public Relations; International Public Relations* ; Writing for the Professions; Digital Public Relations*; Communication and Technology (PACE—CEAC Enhancement: Spring ‘18 as PACE Faculty Fellow); Advanced Strategic Digital Communications* (Spring 2015 first offering—Senior Seminar; Digital Crisis Communications* (Fall 2014 first offering—Studies in JPR); Social Media in Public Relations* (Fall 2013 first offering—Senior Seminar); Interviewing; Research Methods; Introduction to Mass Media

University of Louisville, Assistant Professor

Writing for Public Relations; Introduction to Journalism and PR

* *Courses I have conceived and designed and offered in the communication department as special topics courses.*

Purdue University, TA/Graduate Lecturer

Quantitative Methods for Communication Research (TA); Mass Communication and Society (TA); Small Group Communication; Advertising Copywriting; Presentation Speaking

University of Illinois at Chicago, TA: Presentational Speaking

WORKSHOPS AND TEACHING ENHANCEMENT COURSES

Salisbury University Workshops

Civic Engagement Across the Curriculum, 2015. PACE Workshop | Online Learning Workshop, 2011.

Salisbury University Faculty Development Colloquia

Faculty Development Workshop participant, August, 2010—2012 | Fulton Faculty Colloquium attended titled, “*Grants 101*” Nov. 30th, 2010 | Fulton Faculty Colloquium, 2010

ENGAGEMENT

DISCIPLINE

Peer Reviewer—Academic Journals

Communication Studies (Apr 18) | Frontiers in Pharmacology (Apr 18) | Qualitative Research in Medicine and Healthcare (1, Aug 17) | International Journal of Disaster Risk Reduction, 2016 | Health Education Research, 2016 (2), 2017 (1), Health Communication, 2016, 2017 (1), Frontiers in Health Communication, 2016, 2017 (1), 2018 (1), American Journal of Public Health, 2015 (4 in 2015), 2016, 2017 (2 in Aug, Nov.) | Communication Studies, 2015 | Management Communication Quarterly, 2014, 2016 (2) | Journal of Applied Communication Research, 2014 (2), 2015, 2017 | Communication Monographs, 2009 | Health Education and Behavior, 2009—2014 [3 in 2011], 2016 (2) | Journal of Computer-Mediated Communication, 2009—2010, 2012 (2), 2013 | Communication Quarterly, 2012, 2013, 2014 | International Journal of Corporate Communication, 2018 (1)

Discipline Association Review Committee Member

2016 NCA, Applied Communication Division Awards Committee, Special Journal Issue Awards Committee | 2017, *International Journal of Corporate Communication*, special issue entitled, “*Communicating/organizing for reliability, resilience, and safety*” article reviewer.

NCA Educational Policies Board (EPB) Member

April 2017: Contributed syllabi (Digital PR and International PR) | May 2017: Contributed EPB panel entitled, “Cross-cultural pedagogies” (NCA 2017) | 2018: Responsible for recruiting for eTools (June 2018 onward), organized/submitted panel “Democratic Potential of Technology” to NCA, recruiting online assignment syllabi submissions for 5 assignments for PR.

Paper Reviewer, Panel Chair, Respondent—International (ICA), National (NCA), and Regional Communication Conferences (CSCA & ECA)

- 1) Panel chair. ECA. Health Communication Division (2018)
- 2) Top 4 paper panel chair. ECA. Health Communication Division (2017).
- 3) Paper reviewer. ECA. Health Communication Division (2015, 2016, 2017)
- 4) Paper reviewer. CSCA. Organizational and Professional Communication Division (2015)
- 5) Paper reviewer. NCA. Applied Communication Division (2016, 2017, 2018); Feminist Communication Division (2016, 2018); Health Communication Division (2017, 2014, 2013, 2008); Human Communication and Technology Division (2008, 2007, 2006)
- 6) Panel Chair. NCA. Health Communication Division (2011, 2008)
- 7) Respondent. NCA. Human Communication and Technology Division (2008, 2006)
- 8) Paper reviewer. ICA. Health Communication Division (2008, 2016, 2017)
- 9) Panel Chair. Association of Internet Researchers Conference (2005)

UNIVERSITY

- 1) FLC Co-Chair: Medical Humanities (along with Dr. Yujia Song, co-chair; Fall 2018–Spring 2019).
- 2) PACE Community Engagement Presentation (May 2018)
- 3) Dr. Yujia Song, Tenure and Promotion committee member (Spring 2018–present)
- 4) SU Website Strategic Development Group Meeting Participant (Sept. 2017)
- 5) Alumni and Faculty Giving Focus Group participant (May 2017)
- 6) General Ed. Freshman Year Experience Strategic Planning Working Group, Phase 2 member 2016
- 7) University Research Council member, 2016–2017
- 8) Teaching Learning Conference (2016). Presentation entitled, “Integrating Digital Resources in the Classroom” Workshop, SU: <https://webapps.salisbury.edu/OITL/conference/proposals>
- 9) SU Undergraduate Student Research Conference (SUSRC) organizing board member. 2011–2016.
- 10) Research Day and Innovation Showcase participant, September 27, 2013, Information online at: <http://www.salisbury.edu/ResearchDay/showcase.html>
<http://www.salisbury.edu/researchday/archive/2013/>
- 11) Invited panelist for Conflict Resolution and Organizational Development, October 25, 2013, SU. <http://www.umes.edu/cms300uploadedFiles/Conflict%20Resolution.pdf>
- 12) IRB committee member (Ad hoc appointment). Spring 2012. Salisbury University.
- 13) Moderator, panel titled, “*For your eyes only*,” Salisbury University Undergraduate Student Research Conference (SUSRC), April 29th, 2011.

DEPARTMENT STUDENT MENTOR

- 1) Jeremie Davis (2018). “More than a breeze”: Using the in-awareness approach to address the struggle of cultural identity in international public relations. SUSRC oral presentation. Accepted into American University’s PR Program Graduate School.
- 2) Savannah Isner and Devon Clark (2013, seniors, Research assistants on SU Faculty Mini-Grant funded study on Tanning behaviors.
- 3) Chavis, D. & Nolan, R. (2013, seniors). Mentored paper and presentation from my Research Methods course for the 2013 Salisbury Undergraduate Student Research Conference.
- 4) Jordan, J. (2012, senior). Mentored paper and presentation from my Senior Seminar in International PR for the Salisbury Undergraduate Student Research Conference.

RESEARCH TEAM MENTOR

Spring 2018: Tyler Kortman (psychology senior, 2018); Eliza Pauk (nursing, Spring 2018), Austin Dabbs (Spring-Summer 2018), Martina Maya-Callen (CADR), Jessica Nieves (Nursing), Kennedy Lamar (Communication): Spring 2018 onward.

FULTON SCHOOL OF LIBERAL ARTS

- 1) Fulton Sustainability Committee (Fall 2014—present).
- 2) Medical Humanities Workgroup (Fall 2017–Spring 2018)

DEPARTMENT

- 1) Communication Arts, Media Production Faculty Search, Search Committee Member, 2017–2018
- 2) Curriculum Committee, interim chair (2017–2018, sabbatical replacement)
- 3) History Department, South Asian Faculty Search, Search Committee Member, 2017–2018
- 4) Philosophy Department, Medical/Ethics Search Committee Member, 2016—2017
- 5) LPE Honors Society Faculty Co-Advisor, Fall 2011–present
- 6) Tenure and Promotion Committee Member, 2015—2016, SU.
- 7) Journalism and Broadcast Media Search Committee, 2015—2016
- 8) Communication Senior Seminar Reconceptualization. (Ad Hoc Committee Member, 2015.
- 9) Track Reform Ad Hoc Committee (Track Curriculum Reform & Online Reform), 2013—2015.
- 10) Curriculum Committee Member, Department of Communication Arts, SU, 2013—Spr., 2014.
- 11) Invited panelist for PR, Living Learning Community, CMAT102, 2013 & 2014, SU
- 12) Sophomore Year Experience Planning Committee, SU, 2013
- 13) Open House Planning Committee, SU, 2013.
- 14) J/PR Search Committee (2013—2014). Communication Department Search Committee Member
- 15) Open House (2010—2013). Department of Communication Arts, Salisbury University
- 16) J/PR Search Committee (2010–2011). Communication Department Search Committee Member.
- 17) Invited panelist, “*Intercultural Communication*,” CMAT 101, Oct. 22, 2010, SU.

COMMUNITY

Speaking Engagements.

- 1) Sept. 21, 2015. Wesley Temple Church Council member meeting (7:00 p.m.), Salisbury Md.
- 2) May 9, 2012: Research findings presentation to the members of the ARC, Lower Shore.
- 3) Breast cancer preventative behaviors health enrichment talk for women in the congregation of the Korean Presbyterian Church on Jan 8th, 2012 by Katherine Layton, MD.
- 4) Prepared educational materials for breast cancer detection low-cost community resources for at-risk members of the United Methodist Church, Princess Anne, MD community.
- 5) Invited speaker, Academic Lunch and Learn Partnership. March 1, 2011. Pittsville, MD.
- 6) American Red Cross of Lower Shore: Research recruitment talk at their Feb. 2011 meeting.

Professional Activity

November, 2005. Participant in inter-disciplinary collaboration panel titled, *NCA SpecialPanel linking Groups and Communication Technology*. Group Communication Division of NCA, Boston.