

KIMBERLY N. KLINE
(210)458-7350

CURRICULUM VITA 2020
kim.kline@utsa.edu

Professional Affiliation and Contact Information

University of Texas at San Antonio
Department of Communication
One UTSA Circle
San Antonio, TX 78249-0732

Education

Ph.D.	1996	University of Georgia, Athens, GA
M.O.C.	1992	Georgia State University, Atlanta, GA
B.S.	1989	Kennesaw State University, Kennesaw, GA

Executive Leadership

2011 - 2015 Assistant Vice Provost for Assessment

Professional Experience

2016-pres	Full Professor, University of Texas at San Antonio
2007 - 2016	Associate Professor, University of Texas at San Antonio (2010 awarded tenure)
2001- 2007	Assistant Professor, Southern Illinois University
1995- 2000	Assistant Professor, Purdue University

Awards and Honors

Selected for induction into the Wise Women Council, Organization for the Study of Communication, Language, and Gender, 2017.

Outstanding Published Article award for Kline, K.N., Cultural sensitivity and health promotion: Assessing breast cancer education pamphlets designed for African American women. Organization for the Study of Communication Language and Gender, 2007

Top Three Paper award for Babrow, A. and Kline, K.N., From 'Reducing' to 'Managing' Uncertainty: Reconceptualizing the Central Challenge in Breast Self-Exams. International Communication Association, Health Communication Division, 1999

Top Student Paper Award for Kline, K.N., Applying Witte's Extended Parallel Process Model to pamphlets urging women to engage in BSE: Where are the efficacy messages? Speech Communication Association, Health Communication Division, 1995

Graduate Student Life Award, Georgia State University, 1991

RESEARCH

Current Research Projects

Leveraging a Community Network for Cancer Prevention to Increase HPV Vaccine Uptake and Completion among Pediatric Patients in a Safety Net Healthcare Setting – 1.16M grant for Evidence-Based Cancer Prevention Services for Cancer Prevention and Research Institute of Texas (CPRIT) – collaborator with PIs at Baylor University College of Medicine
Parental takeaway after viewing short point-of-care video promoting HPV vaccination to Hispanic parents in safety-net hospital clinic (preparing manuscript for submission to *The Journal of Health*

Communication)

Existential conundrums in negotiating feminist identity: An autoethnography of my home birth (preparing final draft for submission to *Women & Language*)

The Influence of Intersectionality on Graduate Student Mental Health

Representation of Mental Health in Teen Shows (sex, drugs, alcohol, LGBTQ)

Popular Media and Health Communication: Challenging Representational Correctness – journal article

Encyclopedia Entries

Kline, K.N. (2017). Popular media and exposure to health and risk messages. In *The Oxford Research Encyclopedia of Health Communication*, Retrieved 8 Dec. 2017, from <http://communication.oxfordre.com/view/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-330>. (8,000 words)

Kline, K. N. (2014). Critical Analysis of Popular Media. In *The SAGE Encyclopedia of Health Communication*. Thousand Oaks, CA, Sage. 805-809

Kline, K. N. (2014). Gender Issues. In *The SAGE Encyclopedia of Health Communication*. Thousand Oaks, CA, Sage. 515-518

Kline, K. N. (2014). Popular Media and Health Communication, Institutional Processes and Competing Agendas. In *The SAGE Encyclopedia of Health Communication*. Thousand Oaks, CA, Sage. 723-725

Kline, K. N. (2014). Quality of Health Information in the Media. In *The SAGE Encyclopedia of Health Communication*. Thousand Oaks, CA, Sage. 803-805

Peer Reviewed Monograph

Zoller, H., & Kline, K. N. (2008). Interpretive and critical research in health communication. In C. S. Beck (Ed.), *Communication Yearbook* (Vol. 32). Mahwah, NJ: Lawrence Erlbaum.

Peer Reviewed Journal Articles

Kline, K. N., & Khan, S. (2019). Doing critical health communication: Negotiating the terrain of transdisciplinary collaboration. *Frontiers in Communication [on-line]*, 4. doi:10.3389/fcomm.2019.00051

Thomas, E.M. and Kline, K.N. (2018). Intersex on Prime-Time Medical Dramas: Neutralizing Intersex and Maintaining Female/Male Dichotomy. *Women & Language*, 41(2), 31-61.

Ballard-Reisch, D. S., & Kline, K. N. (2016). Reflecting on liminal spaces: Exploring health, gender, sexuality, and sex. *Women & Language*, 39(1), 7-18.

Kline, K. N., Montealegre, J.R., Rustveld, L.O., Glover, T.L., Chauca, G., Reed, B.C., Jibaja-Weiss, M. L., (2016). Incorporating Cultural Sensitivity in Interactive Entertainment Education for Diabetes Self-Management Designed for Hispanic Audiences. *Journal of Health Communication*, 21(6), 658-668,

Eberth, J., Kline, K. N., Moskowitz, D., Scheurer, M., & Montealegre, J. (2014). The role of media and the Internet on vaccine adverse event reporting: a case study of HPV vaccination. *Journal of Adolescent Health, 54*(3), 289-95.

Nicholas, C.L. and Kline, K.N. (2010). *Cerita Pontianak*: A ghost story as a narrative which makes sense of cultural paradigmatic contradictions and patriarchal hegemony in Malaysia. *Storytelling, Self, Society: An Interdisciplinary Journal of Storytelling Studies, 6*, 194-211.

Kline, K. N. (2010). Poking fun at midwifery on prime-time television: The rhetorical implications of burlesque frames in humorous shows. *Women and Language, 33*, 53-71.

Rustveld, L. O., Pavlik, V. N., Jibaja-Weiss, M. L., Kline, K. N., Gossey, T., & Volk, R. J. (2009). Adherence to diabetes self care behaviors in English and Spanish speaking Hispanic men. *Patient Preference and Adherence, 3*, 123-130.

Kline, K. N. (2009). The discursive characteristics of a prosocial self-help: Re-visioning the potential of self-help for empowerment *Southern Communication Journal, 74*, 191-208.

Kline, K. N. (2007). Cultural sensitivity and health promotion: Assessing breast cancer education pamphlets designed for African American women. *Health Communication, 21*, 85-96.
Organization for the Study of Communication Language and Gender, 2007

Kline, K. N. (2007). "Midwife attended births in prime-time television: Craziiness, controlling bitches, and ultimate capitulation." *Women & Language, 30*, 20-29.

Kline, K.N. (2006). A decade of research on health content in the media: The focus on health challenges and sociocultural context and attendant informational and ideological problems, *Journal of Health Communication, 11*, 43-59.

Babrow, A. and Kline, K.N. (2000), From "Reducing" to "coping with" uncertainty: Reconceptualizing the central challenge in breast self-exams. *Social Science and Medicine, 51*, 1805-1816

Kline, K.N. and Mattson, M. (2000). Breast self-examination pamphlets: A content analysis grounded in fear appeal research. *Health Communication, 12*(1), 1-21.

Kline, K.N. (1999). Reading and re-forming breast self-examination discourse: Claiming missed opportunities for empowerment. *Journal of Health Communication, 4*(2), 119-141.

Refereed Book Chapters

Defenbaugh, N., & Kline, K. N. (2012). Gendered construction of HPV: A post-structuralist critique of Gardasil. In T. Carilli and J. Campbell (Ed.), *Challenging images of women in the media: Reinventing women's lives*. Lanham, MD: Rowman & Littlefield, 65-75.

Kline, K. N. (2011). Popular media and health: Images and effects. In T. L. Thompson, R. Parrott & J. F. Nussbaum (Eds.), *Handbook of health communication* (2nd ed.). Mahwah, NJ: Erlbaum.

Babrow, A., Kline, K., and Rawlins, W. (2005). Narrating problems and problematizing narratives: Linking problematic integration and narrative theory in telling stories about our health. In L. M. Harter, Phyllis M. Japp, and Christina M. Beck (Eds) *Constructing Our Health: The Implications of Narrative for Enacting Illness and Wellness*. Hillsdale: Lawrence Erlbaum.

Kline, K. N. (2003). Popular media and health: Images, effects, and institutions. In R. Parrott, A. Dorsey, K. Miller & T. Thompson (Eds.), *Handbook of Health Communication*. Hillsdale: Lawrence Erlbaum.

Kline, K.N. (1996). The drama of *in utero* drug exposure: Fetus takes first billing: *Evaluating Women's Health Messages: A Resource Book*, eds. Roxanne L. Parrott and Celeste M. Condit (Thousand Oaks, CA: Sage), 61-75.

Book Reviews

Kline, K. (2004). Review of the book "Communicating health: Personal, cultural, and political complexities." *Medical Encounter*, 18(3), 15-17.

Kline, K. N. (2002). Review of Christina S. Beck's *Communicating for Better Health: A Guide Through the Medical Mazes*. *Health Communication*, 14(3), 397-402.

Papers and Posters Presented At Scholarly Conferences

Refereed Presentations

Kline, K.N. (2018). "Existential conundrums in negotiating feminist identity: An autoethnography of my home birth," Presented at the annual meeting of the Organization for the Study of Communication, Language and Gender in South Lake Tahoe, NV.

Jibaja-Weiss, M.L., Montealegre, J., Kline, K.N., Mallory-McRae, M., McGee, L., and Boom, J. (2017). "Development of Culturally and Linguistically Targeted Educational Videos to Promote the Uptake of the HPV Vaccine at the Point-of-Care," International Cancer Education Conference, Cleveland, OH.

Jibaja-Weiss, M. L., Rustveld, L. O., Kline, K. N., Glover, T. L., Chauca, G., & Reed, B. C., (2015) "Interactive Entertainment Education for Diabetes Self-Management Targeted to Hispanics," D.C. Health Communication Conference, Washington, DC.

Moskowitz, D., Kline, K. N., Eberth, J.M, Montealegre, J., & Scheurer, M.E, (2013) "HPV and meningococcal vaccination: An analysis of adverse event reports," D.C. Health Communication Conference, Fairfax, VA. (2013).

Moskowitz, D, Eberth, J, and Kline, K.N. (2013). "The Agenda-Setting Influence of News Media and Internet Activity on Increased Reporting of HPV4-Associated Vaccine Adverse Events," – presented at the American Political Science Association convention in Chicago, IL.

Kline, K.N. (2011). "What are interpretive/critical methodologies?" – presented at the Health Communication Division Preconference at the annual meeting of the National Communication Association convention in New Orleans, LA.

Kline, K.N. & Defenbaugh, N. (2009). Gendered Construction of Illness: A Post-Structuralist Critique of HPV. Presented at the annual meeting of the Organization for the Study of Communication, Language and Gender in Los Angeles, CA.

Eberth, J.M., Scheurer, M.E., Davlin, S.L., Rochon, D.L., Kline, K.N., Jibaja-Weiss, M.L. (2009). HPV and meningococcal vaccination: An analysis of adverse event reports Poster presented at the annual meeting of the American Public Health Association (APHA) Annual Meeting in Philadelphia, PA.

Kline, K. N., & Stevenson, K. (2008). Sexually transmitted illness and cervical cancer health information in the mass media in the aftermath of the HPV vaccine. Presented at the annual meeting of the Organization for the Study of Comm., Language and Gender in Nashville, TN.

Rochon, D., Rustveld, L.O., Scheurer, M., McCallum, J., Kline, K.N. Jibaja-Weiss, M.L. (2008). HPV vaccination: What determines uptake? Poster presented at the Dan L. Duncan Cancer Center 6th Annual Symposium in Houston, TX.

Kline, K.N. (2006). Poking fun at midwifery on prime-time television: Burkeian comedy, satire, or burlesque? Presented at the annual meeting of the National Comm. Assoc. in San Antonio, TX.

Kline, K.N. (2005). “What are interpretive/critical methodologies and how do they contribute to the well-being of the health communication discipline?” – presented at the Health Communication Division Preconference at the annual meeting of the National Communication Association convention in Boston, MA.

Kline, K.N. (2005). Cultural Sensitivity and Health Promotion: Assessing Breast Cancer Education Pamphlets Designed for African American Women – presented at the annual meeting of the National Communication Association in Boston, MA.

Kline, K.N. (2005). A decade of research on health content in the media: The focus on health challenges and sociocultural context and attendant informational and ideological problems – presented at the annual meeting of the National Communication Association in Boston, MA.

Kline, K.N. (2005). The discursive characteristics of pro-feminist self-help: Re-visioning the potential of self-help for empowerment– presented at the annual meeting of the National Communication Association in Boston, MA.

Kline, K.N. (2005). Midwife attended births in prime-time television: Crazy, controlling bitches, and ultimate capitulation– presented at the annual meeting of the Organization for the Study of Communication, Language and Gender in Reno, NV.

Babrow, A.S., Kline, K.N., and Rawlins, W.K. (2004). Narrating problems and problematizing narratives: Linking problematic integration and narrative theory in telling stories about our health - presented at the annual meeting of the National Communication Association in Chicago, IL.

Kline, K.N. (2003). Cultural Sensitivity and Health Promotion: Assessing Breast Cancer Education Pamphlets Designed for African American Women - presented at the annual meeting of the National Communication Association in Miami, FL.

Kline, K.N. (2001). Using Rhetorical Analysis to Assess the Cultural Sensitivity of Breast Cancer Education Materials for African American Women - presented at the annual meeting of the Organization for the Study of Communication, Language and Gender, San Diego, CA.

Kline, K.N. (2000). Identity Conflicts When Attempting Autoethnographic Scholarship About the Midwifery Experience - presented at the annual meeting of the National Communication Association in Seattle, Washington,

Kline, K.N. (2000). Teaching gendered health communication: Identifying opportunities for identification - presented at the annual meeting of the Organization for the study of Communication, Language, and Gender in Milwaukee, Wisconsin.

Kline, K.N. (2000). Toward a Model of Democratic Self-Help: Identifying the Rhetorical Characteristics of a Therapeutic and Empowering Discourse - presented at the annual meeting of the International Comm. Association in Acapulco, Mexico, Popular Culture Division.

Babrow, A. and *Kline, K.N., (1999). From 'Reducing' to 'Managing' Uncertainty: Reconceptualizing the Central Challenge in Breast Self-Exams - presented at the annual meeting of the International Communication Association in San Francisco, CA; TOP THREE PAPER, Health Communication Division

Kline, K.N. (1998). Synthesizing social scientific and critical research in health communication: A case study of breast self-examination discourse - presented at the annual meeting of the National Communication Association in New York, NY.

Kline, K.N. (1997). Reading and Re-Forming Breast Self-Examination Discourse: Claiming Missed Opportunities for Empowerment - presented at the annual meeting of the National Communication Association in Chicago, IL.

Kline, K.N. and Mattson, M.(1997). Breast self-examination pamphlets: A content analysis grounded in fear appeal research - paper presented at the annual meeting of the International Communication Association in Montreal, Canada.

Kline, K.N. (1996). Breast self-examination promotion research: Reconciling ideological biases with promotional intentions - presented at the annual conference of the Speech Communication Association in San Diego, CA.

Kline, K.N. (1995). Applying Witte's Extended Parallel Process Model to pamphlets urging women to engage in BSE: Where are the efficacy messages?- presented at the annual meeting of the Speech Communication Association in San Antonio, TX; TOP STUDENT PAPER in Health Communication Division.

Kline, K.N. (1995). The double discourse of illicit drug use during pregnancy: Textual mechanisms of social (dis)empowerment - presented at the annual meeting of the Speech Communication Association in San Antonio, TX.

Parrott, R., Williams, M.A., Kline, K.N., Huff, T., Turk, D., Johnson, A.L., Frye, A., Mahan, M.J. (1995), Development and Validation of a Coding Scheme to Operationalize the Multiple Discourse Model - presented at the annual conference of Speech Communication Association in San

Antonio, TX.

Kline, K.N. (1994). The Applicability of Witte's Extended Parallel Process Model to Breast Self-Examination Rhetoric – presented at the annual meeting of Speech Communication Association in New Orleans, LA.

Kline, K.N. (1994). The Drama of *in utero* Drug Exposure: Fetus Takes First Billing - presented at the annual meeting of the Southern States Speech Convention in Norfolk, VA.

Kline, K.N. (1992). Healthcare Reform: For the People or By the People - presented at the annual meeting of the Speech Communication Association in Atlanta, GA.

Invited Presentations

Kline, K.N. (2019). Effective Communication. Three hour workshop prepared and presented to medical professionals for the UTSA Executive Development Program for Emerging Health Leaders.

Kline, K.N. (2018). Effective Communication. Three hour workshop prepared and presented to medical professionals for the UTSA Executive Development Program for Emerging Health Leaders.

Kline, K.N. (2017). Legacy and Relevance of Critical Health Communication: Creating a space for critical theories, knowledges, voices, and theories in health communication. Group panel discussion presented at the annual meeting of the National Communication Association in Dallas, TX.

Ballard-Reisch, D. and Kline, K.N. (2016). “*Women & Language* special issue on gender, sexuality and health.” Organization for the Study of Communication, Language and Gender Annual Meeting, Omaha, NE.

Kline, K. N. (2012). "If I'm the only white person at my own party, does that make me an ethnic minority?" Organization for the Study of Communication, Language and Gender Annual Meeting, Tacoma, WA.

Kline, K. N. (2012). "Key trends in popular media and health communication research." - International Communication Association Annual Convention, Phoenix, AZ.

Kline, K.N. (2010, February). Poking fun at midwifery on prime-time television: The rhetorical implications of burlesque frames in humorous shows. Presented at the UTSA Department of Communication Research Colloquia.

Kline, K.N. (2009, January). HPV Vaccine Politics and Health Promotion: Concerns and Issues as Reflected in the Mass Media. Presented at the Baylor College of Medicine Cancer Prevention and Population Sciences Program.

Kline, K.N. (2006). What the hell is so funny about being a single mother? – presented at the annual conference of the Organization for the Study of Communication, Language and Gender in St. Louis, MO.

Kline, K.N. (1998) - Breast self-examination as a basis for dialogue – presented at a conference

entitled “Promoting Maintenance of Preventive Health Behaviors” sponsored by the Institute of Behavioral Research at the University of Georgia.

1997 (October 29). Merging qualitative and quantitative approaches in health communication: Taking a broader view of the BSE issue - for the Purdue University Department of Communication, Communication Theory Colloquium Series

Research Grant Activity

2019 – Co-PI for proposal to the The National Acadmies of Sciences, Egeineering, and Medicine, Transportation Research Board entitled BTSCRp BTS-10 E-Scooter Safety: Issues and Solutions in the amount of \$489,530.00. PI Amit Kumar, Assistant Professor, Civil & Env. Engineering, UTSA and Co-PI Greg P. Griffin, Assistant Professor, Urban and Regional Planning, UTSA. Status: under review.

2019 – Co-PI for proposal to the Spencer Foundation entitled Psychosocial Factors, Stress, and Coping In A Graduate Student Population in the amount of \$47,998.00. PI Mary McNaughton-Cassill, Professor, Psychology, UTSA. Status: unfunded.

2007 – Proposal for UTSA Faculty Research Award entitled “Popular Media and Health Communication: Theoretical Approaches and Methodological Choices.” Status: unfunded.

2005 – Proposal to the Joint Women’s Studies and University Women’s Professional Advancement (UWPA) Research, Scholarly and Creative Activity Award for project entitled The Social Construction of Pregnancy and Childbirth: Privileged Ideologies and Competing Voices in the amount of \$600.00. Status: funded.

2003 - Proposal to SIUC ORDA for 2004 Summer Teaching Fellowship: Developing WebCT and on-line multi-media enhanced lectures for SPCM 281, Introduction to Public Relations. Status: unfunded

2003 - Proposal to NEH Summer Stipend Program for project entitled “The Social Construction of Pregnancy and Childbirth: Privileged Ideologies and Competing Voices” in the amount of \$6,000. Status: unfunded

2003 - Proposal for the American Association of University Women Summer Research Publication Grant for project entitled “The Social Construction of Pregnancy and Childbirth: Privileged Ideologies and Competing Voices” in the amount of \$6,000. Status: unfunded.

2002 - Proposal to ORDA for project entitled “Interpretive/critical analysis of health, illness, and medicine in feature films” in the amount of \$14,742. Status: \$12, 742 funded.

2002 - Proposal to NEH Summer Stipend Program for project entitled “Medicine and health in Hollywood movies: (Re)Presenting Women’s Issues” in the amount of \$6,000. Status: not selected at SIUC level; strongly encouraged to apply next year

2001 - Proposal for the American Association of University Women Summer Research Publication Grant in the amount of \$6,000. Status: Unfunded

1998 - Proposal for Purdue Research Foundation Summer Faculty Grant entitled “Re-constituting

the discourse of self-help: Suggestions for social change.” Status: alternate.

1998 - Proposal for “School of Liberal Arts Incentive Research and Teaching Grants” in the amount of \$750.00. Status: funded.

1994 - Proposal entitled “Content Analysis of BSE Mass and Organizational Messages” to the Agency for Health Care Policy and Research in the amount of \$18,504 for position of principal investigator. Status: unfunded.

Grant-funded Consulting

2019-2021 - collaborator with PI Dr. Jane R Montealegre in the Dan L Duncan Comprehensive Cancer Center and other public health professionals at Baylor University College of Medicine in Houston, TX on project entitled Expanding a Community Network for Cancer Prevention to Increase HPV Vaccine Uptake and Tobacco Prevention in a Medically Underserved Pediatric Population. Funded by 1.13M grant from Cancer Prevention Services for Cancer Prevention and Research Institute of Texas (CPRIT).

2016-2019 - collaborator with PI Dr. Maria Jibaja-Weiss in the Department of Family and Community Medicine and other public health professionals at Baylor University College of Medicine in Houston, TX on project entitled Leveraging a Community Network for Cancer Prevention to Increase HPV Vaccine Uptake and Completion among Pediatric Patients in a Safety Net Healthcare Setting. Funded by 1.16M grant from Cancer Prevention Services for Cancer Prevention and Research Institute of Texas (CPRIT).

2018 - assisted in developing theoretically-grounded, culturally sensitive short point-of-care videos promoting HPV vaccination for Hispanic patients in a safety-net hospital clinic; collaborated on script development and audience response measurement materials; participated in regular 1-1.5 hour conference calls (monthly, then weekly).

2017 – video scripts; conference abstracts; developing outcome surveys; refine plan for initiative:

2007 to 2009 - Consultant (80+ hours) with the Baylor University College of Medicine in Houston, TX on a project with Dr. Maria Jibaja-Weiss, Department of Family and Community Medicine, to help develop appropriate health messages in an interactive telenovela addressing diabetes prevention and management for Hispanic populations

Research Center Membership

2019-pres – COLFA Art and Science of Trauma and Healing

2017-pres - Consortium for Community Based and Applied Health Research (CCBAHR).

In-residence Research and Training

1994 - Medical College of Georgia, Augusta, GA - Research Assistant to Dr. Roxanne Parrott and Thomas Huff, M.D.; co- designed training workshops for interns; solely responsible for conducting workshops; administrated video recording of dr/pt interactions

TEACHING

Professional Development

Attended UTSA Teaching & Learning Center workshop “Engaging Students Through the Creative Use of ‘Clickers: An Advanced Course’” presented by Dr. Kirsten Gardner. (2011)

Attended workshop "Effective Teaching: Strategies for the Contemporary Classroom" presented by Dr. Fred A. Bonner, II (May 7, 2008)

Teaching and Training Grants

2009 – Proposal for Instructional Equipment Funds from the UTSA Provost’s office requesting funds to purchase Turning Technologies Classroom Instant Response clickers for use by entire Communication department in the amount of \$31,000. Status: funded.

2005 - Proposal with Lisa Brooten from MCMA to SIUC ORDA for 2005 Graduate Technology Enhancement Grant: Nvivo software and training for graduate students in the amount of \$6,622. Status: funded.

2004 - Competitively selected to attend a fully funded series of Emerging Leader Academy workshops held by the National Education Association in the amount of c. \$2,500.

2001 - Proposal to Verizon Foundation for project entitled Developing Public Relations Web Sites for Non-Profit Organizations@ in the amount of \$11, 700. Status: Funded

2005 – Proposal for a Fulbright Teaching Award. Status: not selected.

Invited Teaching Lectures

2019 – Popular Media and Health Communication for Dr. Austin Babrow, Ohio University, undergraduate Health Communication class.

Course Development

COM 5103: Special Topics – Popular Media

This course is designed to help students gain an understanding of (1) the key theoretical and methodological approaches employed in popular media research from a range of paradigmatically diverse perspectives and (2) ways in which the study of popular media can contribute to applied critical thinking and media literacy.

COM 3593 - Health Campaigns

This course is designed to help students gain an understanding of the health communication campaign planning, implementation and evaluation process through the application of theory and research to campaign design. Students will use theory and research to help explain factors that affect the creation and delivery of health communication campaigns, including how culture and other variables affect message design and campaign effectiveness.

COM 3293 – Introduction to Health Communication

This course is designed to increase student familiarity and understanding of the many ways in which health and illness affects and is affected by communication, emphasizing the interplay between communication, culture, identity, and relationships. This course introduces multiple communication issues relevant to the ways in which individuals negotiate health and illness

including: contested meanings of health; the social construction of health and illness; how individuals experience and enact health; the influence on health interactions of social systems, culture and identity, social media, and organizational culture.

COM 5973: Special Topics – Popular Media and Health Communication

This course explores how “health” is socially constructed through symbolic interaction and, thus, how social communication impinges on health understandings and actions. Though students are introduced to some of the practical applications of health communication theory and research to health campaigns, this course focuses on how popular media studies inform the study of health communication

COM 3023: Foundations

This course is designed to familiarize you with the Communication degree, including its value, areas and methods of study, UTSA faculty, and expectations of students.

COM 3083: Language and Communication Theory

This course is designed to provide students with a working knowledge of a range theories used to understand communication in various contexts (intrapersonal, interpersonal, public, and cultural) and from different traditions in the field of communication theory (socio-psychological, cybernetic, rhetorical, and socio-cultural).

COM 3253: Rhetorical Communication Analysis – UTSA

In this course students will become acquainted with the terminologies and concepts associated with the practice of rhetorical criticism and to allow students to practice the use of various methods of rhetorical criticism.

COM 4813: Theory and Practice of Social Interaction (Health Communication) – UTS

Students are introduced to the ways in which communication impinges on understandings and actions in a range of contexts within which individuals negotiate health and illness. Students examine ways that health professionals and health seekers, the mass media, politicians, and society in general contribute to the creation of health issues. Students explore how “health” is socially constructed through symbolic interaction and are introduced practical applications of health communication theory and research to health campaigns.

COM 3623: Commercial Publications - UTSA

The goal of this course is to help students develop an understanding of basic design principles including document design, layout, and typography in order to effectively evaluate and create a variety of commercial publications using specialized desktop publishing software.

COM 5033: Qualitative Research Methods - UTSA

This course is intended to help graduate students learn the fundamental principles and compare/contrast the key assumptions and implications of a variety of qualitative methodological approaches to communication research and to develop specific skills, competencies, and points of view needed by professionals employing qualitative methods in communication research.

COM 3243: Persuasion - UTSA

The goal of this course is to help students develop an understanding of persuasion theory in order to ethically and effectively evaluate communicative practices related to influencing attitudes, beliefs, opinions, and actions. This course emphasizes critical evaluation of persuasive messages

and campaigns.

SPCM 493, Popular Media

This course is designed to survey the key issues in popular culture and communication research. To that end, the course has the following objectives: to identify and understand of the key vocabularies and theoretical positions related to the study of communication and popular culture, to acquire the analytical tools to understand and critique the artifacts of popular culture, to examine how popular culture constitutes, perpetuates, and maintains social power differentials.

SPCM 493, Communication and Website Design

In this service learning course, students design and implement a website for a local non-profit organization. The course provides students with an opportunity to relate course work in communication and PR with relevant real world critical thinking and problem solving, to refine graphics and writing skills, to learn and practice the use of relevant software for the creation of public relations web sites, to provide meaningful and needed service to the community and form collaborative partnerships with local non-profit organizations.

SPCM, 493, Critical/Interpretive Methods

In this course our main objective is to identify, explicate, and practice procedures for conducting interpretive and critical communication research. In particular, this course was concerned with methodological approaches that facilitate analysis of the manner in which discourses constitute, perpetuate, and maintain particular meanings (with much reflection on the implications of those social constructions). Methods covered included rhetorical approaches, semiotic analysis, and ethnography, phenomenology, and performance studies.

SPCM 493, Critical Approaches in Health Communication.

The primary premise of this course is that medicine and health are social constructions B value-laden and morally driven B and, thus, subject to critical evaluation. We explore the intersections of relevant perspectives using health as an integrating principle. We identify the ideological assumptions which under gird various perspectives, reflecting on the implications for understandings and practices related to health and illness.

COM 610M: Rhetorical Approaches to Issue Management.

Students examine various forms of issue management which include organizational activities such as image management and crisis management or the communication activities related to broader-based political, economic, or social issues. In this class we orient to issue management from a distinctly rhetorical perspective -- that is, one that assumes that issues are constituted by and reflected in rhetoric and, therefore, that rhetorical principles can best interrogate and illuminate the way in which issues develop and are resolved.

COM 491Z: Mediated Health Communication.

In this course students examine the ways that health professionals and health seekers, journalists, politicians, and society in general contribute to the creation of health issues and the promotion of health activities. By analyzing how these issues are reflected in magazines, newspapers, television, pamphlets, organizational texts, etc., students learn how to better understand the communication needs of relevant publics. This perspective, in turn, is used to discuss how to design and implement health campaigns.

Courses Taught

Undergraduate Courses

COM 3593 – Health Communication Campaigns (UTSA; new course prep SP18)

COM 3293 – Introduction to Health Communication (UTSA; new course prep SP16)
COM 4813 - Theory and Practice of Social Interaction-Health Communication (UTSA)
COM 3623 - Commercial Publications (UTSA)
COM 3253 - Rhetorical Communication Analysis (UTSA)
COM 3083 – Language and Communication Theory (UTSA)
COM 3073 – Conduct of Communication Inquiry (UTSA)
COM 3023 – Foundations (UTSA) (completely revised in 2011)
COM 3243 – Persuasion (UTSA)
SPCM 101 - Introduction to Oral Communication (SIUC)
SPCM 281 - Introduction to Public Relations (SIUC)
SPCM 381 - Public Relations in Practice (SIUC)
SPCM 382 - Research Methods in Public Communication (SIUC)
SPCM 481 - Cases & Campaigns (SIUC)
COM 204 - Communication and Social Knowledge (PU)
COM 253 - Introduction to Public Relations (PU)
COM 314 - Advanced Public Speaking (PU)
COM 318 - Principles of Persuasion – Honors (PU)
COM 353 - Problems in Public Relations (PU)
SPCM 1100/ SPCH 1500 – Public Speaking (UGA/GSU)

Graduate Courses

COM 5973: Special Topics – Popular Media and Health Communication (new course prep SP18)
COM 5033 – Qualitative Research Methods (UTSA)
SPCM 493a - Interpretive/Critical Methodologies (SIUC)
SPCM 493b – Critical Studies in Health Communication (SIUC)
SPCM 493c - Popular Media and Communication (SIUC) (undergraduate cross-list)
SPCM 493d - Communication and Website Design (SIUC)
COM 5xx - Rhetorical Criticism Methods (PU)
COM 610 - Rhetorical Approaches to Issue Management (PU)
COM 610 - Mediated Health Communication (PU)

Advising

2017-pres – Advisor for Association for Women in Communications; 2017 inaugural group

2017-2018 – Advisor for Rotaract UTSA; 2017 inaugural group

2016 – 2019 – Advisor for Planned Parenthood Generation Action chapter at UTSA.

2015-2016 – Advisor for the Foreign Ambassadors Club at UTSA.

2010-2014 - Advisor for the UTSA Public Relations Student Society of America (PRSSA) and their student run public relations firm, Unity Public Relations.

2009-2010 - Advisor for UTSA PAWS student organization.

2001-2007 - Co-Advisor for the SIUC Public Relations Student Society of America (PRSSA) and student run public relations firm, Pyramid; Lead advisor Fall 2006-Spring 2007, Fall 2004-Spring 2005, Fall 2002-Spring 2003

2010-2014 - Member of Public Relations Society of America - Educator Division

Accompanied SIUC PRSSA students to the international conference - Salt Lake City, UT (2006), New York, NY (2004), San Francisco, CA (2002).

Internship Supervisor SIUC - 2006-2007, 2004-2005, 2002-2003

Involvement in Graduate Research Programs

University of Texas at San Antonio

Advisor or Co-Advisor for the following Masters students

Ross Roach – (comps SP19)

Brianna Flowers – (final project SP 08)

Emitzschkia Wallace (Co-advisor with Dr. DeTurk; FL '08-FL '11)

Committee member for following Masters students:

Alisha Calderon – (comps FL19)

David Cortez – (comps FL19)

John Flemming – (comps SP19)

Alexis Kerg – (thesis SP19)

Yomali de la Cerda – (comps FL18; thesis SP19)

Julian Flores – (comps SP19)

Art Villareal – (comps SP19)

Malachi Killgore – (comps SP19)

Quentin Hemphill – (comps FL18)

Ebonee Lister – (comps SP18)

Erin O'Brien – (thesis began FL16)

Teresa Velesco – (comps SP16; thesis SP16)

Ann-Margaret Gonzalez (comps SP15)

Lindsey Gates (comps SP13)

Daniel Sierra (comps FL12)

Jasmine Walkes (comps SP12)

Richard Cano (thesis In Progress)

Brittany Pratt ???

Alice Gomez (comprehensive final Spring '10)

Melissa Vela-Williamson (final project Fall 09)

Cié Gee – (thesis Spring '09)

Dariella Rodriguez – (thesis Spring 08)

Laura Skeen – (comprehensive final Spring 08)

Karol Greene (thesis Fall 2007)

Advisor for the following Masters students:

Purdue University

Alexis Yoho (non-thesis)

Cherika Ruffin (non-thesis)

Mousumi Chatterjee (non-thesis)

Tammy Loew (non-thesis)

Kirsten Wechling (non-thesis)

Rashee Seth (non-thesis)

Committee member for following Masters students:

Southern Illinois University

Crystal Boule (research paper)

Brian Bitner

Debbie O'Neal

Jim Petrie (thesis, 2006)

Liz Petrie (thesis, 2006)

Craig Engstrom, (research paper, 2005)

Zachary Sapienza (research paper, 2005)

Katy Quaranta (research paper, 2005)

Anthony Adams (thesis, 2004)

Amanda Sutton (research paper)
Stephanie Vinson (research paper)
Bram Duffee (thesis)
Purdue University
Amy Kennedy (non-thesis)
Jamie Danesi (thesis, 2000)

Committee member for following doctoral students:

Southern Illinois University
Karen Braselton (prospectus)
Suzan Keisal (prelims)
Chuck Walts (dissertation, 2006)
Bradley Gagnon (prospectus)
Jonna Reule (prelims)
Marianne Mathias, Purdue University (dissertation, 2005)
Kathryn Ziegler (prelims)
Ken Bright, SIUC Theater (dissertation, 2005)
Satoshi Tayosaki (dissertation, 2005)
Jongbae Hong (dissertation, 2005)
Heather Howley (dissertation, 2004)
Chris Fenner (dissertation, 2004)
Patti Meyer (dissertation, 2004)
Stephanie Poole-Martinez (dissertation, 2003)

Purdue University
Diane Ferraro (dissertation)
Rose Campbell (dissertation)
Constance Chay-Nemeth (dissertation)

Graduate Independent Studies Directed

Public Relations Campaigns for UTSA Master's Student Brianna Flowers - 2007
Health Communication for Doctoral Student Karen Brazelton - 2005
Public Relations and the British Media for Master's student Joe Benso – 2003
Comm. and Women's Health Issues for Master's students Alexis Yoho and Cherika Ruffin.
Comm. and Women's Health Issues for Doctoral students Devalina Mookerjee & Marie Dick
Rhetorical Method: Drama as a Metaphor for Criticism for Master's student Jamie Danesi
Mediated Health Communication for Master's students Tammy Loew and Kathleen Kosmoski
(Health Promotion student) and Doctoral student Marie Dick
Feminist Approaches to Rhetorical Criticism for Doctoral student Julie Phillips

Undergraduate Research Committees

2018 - Thesis Committee Chair for Honor's College student Emma Rudkin (thesis FL18)
2018 - Thesis Committee Member for Honor's College student Rose Kelly (thesis FL18;
Passalaqua chair)
2017 – Thesis Committee Member for Honor's College student Anisha Guda.
2015-2016 - Thesis Committee Chair for Honor's College student Kelsey Hart (thesis SP16)
2013 – Independent Study supervisor for MA student Nickelina Noel.
2012 – Internship supervisor for MA student Vanessa Sansone.
2012 – Thesis Committee Member for Honor's College student Brianna Roberts.
2008 - Faculty Mentor for McNair Scholar Kimberly Stevenson. Results of research: Kline, K. N.,
& Stevenson, K. (2008). Sexually transmitted illness and cervical cancer health information in the
mass media in the aftermath of the HPV vaccine. Presented at the annual meeting of the Org. for
the Study of Comm., Language and Gender in Nashville, TN.

SERVICE

Professional Development

- 2016 - The Women's Professional Advancement and Synergy Academy (WPASA)
Invited to participate in a series of daylong workshops, a mentorship program and outside reading aimed at developing women leaders at UTSA; supported by all of UTSA's vice presidential offices.
- 2015 - SACSCOC™ Annual Meeting in Houston, TX
- 2014 - SACSCOC™ Annual Meeting in Nashville, TN
- 2014 - 10th Annual SACSCOC Institute on Quality Enhancement and Accreditation in New Orleans, LA
- 2013 - 13th Annual Texas A&M Assessment Conference in College Station, TX
- 2013 - 9th Annual SACSCOC Institute on Quality Enhancement and Accreditation in Daytona Beach, FL
- 2013 - SACSCOC™ Annual Meeting in Atlanta, GA
- 2013 – Ideas42 Masterclass, Using Behavioral Economics for Postsecondary Success, Philadelphia, PA
- 2012 - 12th Annual Texas A&M Assessment Conference in College Station, TX
- 2012 - 8th Annual SACSCOC Institute on Quality Enhancement and Accreditation in Atlanta, GA
- 2012 - SACSCOC Annual Meeting in Dallas, TX
- 2011 - Attended SACSCOC annual meeting in Orlando, FL.
- 2011-2012 - LeadershipUTSA
Invited to participate in a series of daylong workshops, a mentorship program and outside reading to gain a better understanding of contemporary leadership theory and practices; collaboration of the Office of the Provost and Vice President for Academic Affairs and the Office of the Vice President for Student Affairs
- 2004-2005 - Attended the National Education Association (NEA) Emerging Leaders Academy, Competitively selected participants convened from June 2-6 in Philadelphia, PA; from Nov. 19-21 in Washington, DC; and from March 2-6 in San Antonio, TX.

Profession

- 2019 – reviewed dossier for Associate Professor seeking promotion to Full Professor at the University of Minnesota, Duluth

Editorial

Editor

2016 – co-editor with Dr. Deborah Ballard-Reisch for *Women & Language* special issue on gender, sexuality and health; reviewed and provided substantial feedback for 18 submissions.

2007 to 2010 - Book Review Editor for *Journal of Health Communication* (21 rev)

Editorial Board Membership

Health Communication – 2005 to pres; Theresa Thompson, Ed. (2007- 6 rev; 2011-3 rev; 2013- 3 rev; 2014 – 1 rev; 2015 – 2 rev; 2016-1)

Journal of Health Communication - 2004 to pres; Scott Ratzan, Ed. (2007 1 rev; 2011-2 rev)

Communication Yearbook – Christina Beck, Ed. (2008 – 1 rev)

Communication Studies - 2003 to 2006; Jim Query, Ed.

Invited Journal Reviewer

Communication Yearbook

Communication Studies
Critical Studies in Media Communication
Feminist Media Studies (2009-1 rev; 2011-1 rev)
Health Communication
Journal of Applied Communication Research (2014 1 rev)
Journal of Health Communication
Journal of International and Intercultural Communication (2011 – 1 rev)
Journal of Media Psychology (2013 – 1 rev)
Kaleidoscope
Oxford Research Encyclopedia of Communication (2017)
Sociology of Health & Illness (2011 - 1 rev; 2015 – 1 rev; 2016-2 rev; 2017- 1 rev)
Southern Communication Journal
Western Journal of Communication (2009–1 rev; 2007–1 rev)
Women's Studies in Communication

Book Chapter Reviews

2013 – chapters 1-5 of Oxford University Press 12th edition of *Understanding Human Communication*, by Ronald Adler, George Rodman, and Athena du Pré
2001 – chapter for edited book *Gendered Approaches to Applied Communication*

Book Reviews

2012 – portions of Kory Floyd's *Communication Matters* textbook for McGraw-Hill
2008 - Lisa Keranen's "Science and Self-Defense: Rhetoric, Politics, and the Dilemmas of Contesting Character in Breast Cancer Research" for University of Alabama Press

Awards Reviews

2013 (Feb) – Judge for U.S. Army Medical Command (MEDCOM) Major General Keith L. Ware Public Affairs Competition (approx.. 15 submissions).
2004-2005 - Organization for the Study of Communication, Language and Gender (OSCLG) Outstanding Conference Paper Award; reviewed four articles.
2003-2004 - Chair of the OSCLG Outstanding Conference Paper Award committee.
2002-03 - Chair of the OSCLG Outstanding Conference Paper Award
2001 - OSCLGender Thesis Award Committee - reviewed four theses

Grant Application Reviews

2008 – At request of Dr. Austin Osman, COLFA Associate Dean for Faculty Support, informal review of *Resolving the Latina Paradox: Pregnancy-Related Social Status and Birth Weight Among Low-Income Women of Mexican Descent*; NSF proposal by UTSA Anthropology faculty member.
2002 - Central States Communication Association Federation Prize Committee - reviewed grant applications \$3,000 grant
2001 - Central States Communication Association Federation Prize Committee - reviewed grant applications \$3,000 grant
1999 - National Cancer Institute of National Institutes of Health; RFA CA-98-014: Health Communications in Cancer Control

Service to Professional Associations

Offices Held

2002-04 - Executive Committee Member of Organization for the Study of Communication, Language and Gender
2004-07 - Non-voting executive board member and web manager for OSCLG
Completely redesigned and updated official website - 2003

Created and maintained official website- 2002

Committees

1997-1998 - Produced an abridged, abstracted NCA convention program at the request of Health Communication Division Chairperson. Proposed, identified relevant contributors and solicited submissions, created database, produced, and distributed brochure.

1998 - Member, Budget Committee, Health Communication Div National Comm Association.

Paper Evaluator

2001 - Organization for the Study of Communication, Language, and Gender (4 papers)

1998 - Health Comm. Div of National Communication Association (20 papers, 5 panels)

Chairperson/respondent for Conferences

2011 - Co-Organizer with Dr. Heather Zoller of a National Communication Association Annual Conference Pre-Convention Thematic Conference Session entitled Hearing Marginalized and Mainstream Voices in Health Communication: Contributions of Interpretive/Critical Approaches

2005 - Co-Organizer with Dr. Heather Zoller of a National Communication Association Annual Conference Pre-Convention Thematic Conference Session entitled Taking our Pulse: Theoretical and Applied Contributions of Critical and Interpretive Approaches to the Health

Conference Panel Chair/Respondent

Respondent, “Critical Perspectives on the War On Drugs” at the 2004 National Communication Association annual convention in Chicago, IL.

Respondent, “Considering breast cancer and prevention activities from a communication perspective” at the 2002 National Comm. Assoc. annual convention in New Orleans, LA

Respondent, “A Sampling of Vibrant Alternatives to Traditional Health Communication Research: Grounded Theory, Ethnography, Phenomenology, Narrative, and Dialogical Studies,” at the 2001 National Comm. Association annual convention in Atlanta, GA.

Chair/respondent, “Selected Theoretical Perspectives on Health Communication,” at the 1998 National Communication Association annual convention in New York, NY.

Chair, “The Use of Narrative in the Delivery or Enhancement of Health Care,” at the 1997 National Communication Association annual convention in Chicago, IL.

University Service

Committees

2019-pres – President’s Initiative for Respectful Discourse

2019- pres – Honors Advisory Council

2018-2019 - Committee on Committees – Interim Chair

2019 - Participated in Office of the Vice President for Research, Economic Development and Knowledge Enterprise(VPREDKE) focus group regarding implementation of the Academic Analytics Discovery Suite

2017-pres – Committee on Committees - member

2018 - AA representative for Department of Psychology faculty search

2018 - Campus Perception of Athletics Task Force roundtable

2018 – University Undergraduate Research and Creative Inquiry Showcase Judge - 4/19/2018

2018 – Faculty Search Committee for health data analytics in department of Kinesiology, Health and Nutrition

2017 – FAME application reviewer and interviewer

2017 - conversation with UT System Associate Vice Chancellor, Mr. Tony Cucolo at request of President Romo

2016-2017– Faculty Search Committee for cybersecurity specialist in department of Computer Science and Information Security

2015, 2016 - **Student Services Fee Advisory Committee**

2011-pres - Core Curriculum Committee (ex officio member 2011-2015)

Assisted in developing review plan in preparation for Core Curriculum revision (including forms and rubrics). Developed and presented assessment workshops with Dr. Nancy Martin, Associate Vice Provost for Core Curriculum & QEP, to faculty who are developing core course proposals.

2011-pres - Core Curriculum Assessment Committee member (ex officio 2011-2015)

2011-2015 - Graduation Rate Improvement Plan (GRIP) Committee member

Assisted Dr. John Frederick, Provost, and Dr. Sandy Welch, Vice Provost for Institutional Effectiveness in developing plan, organizing committees, and implementation initiatives to enhance four-year graduation rates at UTSA.

2011-2015 - Core Curriculum Executive Committee - ex officio member

2013-2015 - QLP Committee member

2013-2015 - QLP Executive Board ex officio member

2013 - Office of Information Technology (OIT) Network Access Control committee member

2013 - Leadership UTSA committee member

2011 - UTSA College Faculty Advisory Committee

2009 - UTSA Faculty Development Leave Committee

2009-2011 - UTSA Fall Convocation Committee

served as Marshal (2009-2011)
prepared program (2009-2011)
created slideshow (2011)

2007- 2001 - UTSA Graduate Council

Council Chair (2010-2011)

Nominating Committee Chair (2009-2010)

Program Evaluation Committee (2008-2009)

Attended external evaluation meeting and wrote GPEC program evaluation of the
Environmental Science and Engineering department

Member (2007-2010)

UTSA Faculty Senate

2019 - member

2011 – 2010 - Ex Officio member

2006 - Member of SIUC Faculty Association Departmental Representative Committee

Awards Reviewer

2019 -Honors College's Experiential Learning Fair

2009-2010 - Teaching and Learning Center UTSA Distinguished TA Award Committee

Institutional Grant Writing

2013 – Co-authored with Senior Vice Provost for Institutional Effectiveness (Dr. Sandy Welch) the initial proposal to Ideas42 for an RFP to fund large scale post-secondary interventions intended to improve student success and largely responsible for revisions in second submission.

2008 - Co-authored a \$1.5 million institutional Quality Enhancement Plan (QEP) proposal with Dr. Scott Sherer, Associate Professor of Art History, entitled “Program for Graduate Excellence (PGE): Maximizing the Relevance of Graduate Education for Current and Prospective Students” (full proposal in this dossier). As we developed the proposal, we met with numerous administrators and faculty for feedback and suggestions, developed an extended budget, timeline, and detailed approach to assessment. We created a PowerPoint presentation of the proposal which I presented for videotaping and in nine focus groups.

2005 – Proposal entitled “Communicating Diversity Initiative (CDI)” to Illinois Board of Higher Education for the Higher Education Cooperative Act (HECA) initiative with five SIUC Speech Communication faculty and one Southeastern Illinois University faculty member; two year total requested \$198,575. Status: unfunded.

University Presentations/Other Service

2012-2019 - Graduate School Orientation Panel Discussion (none in 2014)

2016/2019 – Faculty representative for athletics football recruitment luncheon (SP16; SP19).

2016 – Keynote speaker for “Take Back the Night”

2015 - Blackboard Training for New tenure-track and NTT Faculty, UTSA Library Faculty Center

2015 - College Prep Discussion for children of military families and their parents

2012-2015 - Hybrid Academy presentation on Developing Student Learning Outcomes Assessment Plans

2014 - "Digital Ethics", National Intramural-Recreational Sports Association (NIRSA) Student Lead-On Conference, San Antonio, TX

2012 - "Panel discussion on MissRepresentation documentary", UTSA Women's Studies Institute and Deloitte Consulting, San Antonio, TX

2011 - Roadrunner for a day; 2 presentations to incoming freshmen on Persuasion

Hot Topics in Research – presentation for the Graduate Student Association - 2010
Integrating Technology and Qualitative Research – roundtable discussion for a SIUC College of Mass Communication and Media Arts graduate Qualitative Methods class - 2006

Using Nvivo Software for Qualitative Research – full day workshop for SIUC faculty and graduate students, publicized, developed and conducted with Lisa Brooten, SIUC College of Mass Communication and Media Arts - 2005

Public Relations and Journalism - lecture presented to a SIUC College of Mass Communication and Media Arts undergraduate Introduction to Journalism class - 2004
Integrating Technology and Qualitative Research - lecture presented to a SIUC College of Mass Communication and Media Arts graduate Qualitative Methods class - 2004

Public Relations and Issues Management - lecture presented to SIUC College of Mass Communication and Media Arts undergraduate Introduction to Mass Communication - 2003

Ideologies of childbirth: Comparing hospital and home births - lecture presented to SIUC undergraduate Intercultural Linguistics class - 2003

Integrating Technology and Qualitative Research - lecture presented to SIUC College of Mass Communication and Media Arts graduate Qualitative Methods class - 2003

College Service

2016 – COLFA CFRAC committee member

2016 – COLFA Tenure and Promotion Forum panelist (SP16).

2011 (Dec) – UTSA COLFA Spring (Student) Research Conference - Respondent

2004-2006 - SIUC COLA Council, executive board member

2002 - Proxy member of SIU COLA Council

2001 - International Univ-to-Univ, Zagreb University/SIUC Linkage; hosted visiting scholar

Ruzica Vuger; sponsored by US Embassy, Zagreb Croatia - Allen Docal, Public Affairs Officer

2001 – committee member for Storytelling for the Arts Education Festival

Departmental Service

2016 – ad-hoc Strategic Plan Retreat Committee - Led initiative to organize day-long departmental planning retreat

Assessment Committee

2015-2016 – Chair; compiled assessment data, prepared forms for submission, wrote Use of

Results for Improvement Report; led initiative to substantially revise department assessment plans

Academic Policy & Curriculum Committee

2019 - member

2016 – assisted in revising Undergraduate Catalog to streamline curriculum

2010-2011 – Led initiative to substantially revise Undergraduate Catalog; assisted in analyzing data from departmental SACS reaccreditation assessment of undergraduate student skills and knowledge

2009-2010 - Assisted in analyzing data from departmental SACS reaccreditation assessment of undergraduate student skills and knowledge

2008-2009 -Assisted in revising Undergraduate catalog; assisted in developing and implementing SACS reaccreditation student skills and knowledge assessment tools

Graduate Program Committee

2019 - reviewed graduate applications and scholarships

2018 - reviewed graduate applications

2017 – reviewed graduate applications

2016 – reviewed graduate applications

2007-2011 - Assisted in revising graduate program and graduate catalog ('09)

Faculty Review Advisory Committee (DFRAC)

2019 - Reviewed 1 file for promotion to full (Khan), 1 file for promotion to senior lecturer (Richard); class observation for Hestres

2018 – Reviewed 1 file for 3rd year review (Passalaqua, class observation and wrote report), 1 file for promotion to full (Zhang), 1 file for promotion to associate (McDonald), 1 for CPE (Daas); class observation for Rojas

2017 – reviewed 2 files for 3rd year review (Hestres, 1 for promotion to Full, 1 for instructor promotion, and 1 for PPE (Kanso); class observation for Dr. Khan

2016 – reviewed 2 files for promotion to Full, 1 for T&P, one 3rd year review; class observation for Dr. DeTurk

2007-pres - Faculty Advisory Committee (DFAC)

2019 (SP) - merit reviews

2018 – merit reviews; policy revisions; 2 nominations for President's Award (chaired SP18)

2017 – reviewed 2016 merit files and 3 nominations for President's Award; contributed to revision of award nomination process

2016 - reviewed 2015 merit files

2011 - reviewed 2010 merit files

2010 - reviewed 2009 merit files

2009 - reviewed 2008 merit files; Chaired when committee substantially revised merit policy

2008 - reviewed 2007 merit files

2018-2019 - Ad hoc External Review Committee – prepared presentation for department faculty, solicited reports regarding departmental committees and activities, wrote initial draft of external review report incorporating feedback from faculty.

Health Communication Concentration Committee (unofficial)

2017 – participated in development of proposal and negotiating various approvals; obtained approval for concentration

Grant Writing

2009 - Proposal for UTSA Instructional Technology funding; awarded \$35,000 to purchase instant response system for use by all departmental faculty

Presentations

2019/2017 – Endnote Software: How to Use It for Efficient and Productive Research

Kline, K.N. (2011, April). “Digital Ethics.” COMM Week.

Kline, K.N. (2010, March). “So you want to pursue graduate studies in communication?” Panel discussion/Q&A Paul Leblanc's graduate class.

Lectures

2019- Jamie McDonald’s graduate Intro to Graduate Studies in Communication course (FL)

2018- Christopher Hajek’s graduate Intro to Graduate Studies in Communication course (FL)

2017- Christopher Hajek’s graduate Intro to Graduate Studies in Communication course (FL)

2016 - Christopher Hajek’s graduate Intro to Graduate Studies in Communication course (FL)

Jessica Raley’s graduate Health Communication course (FL) - 2013

Renee Cowen’s undergraduate (2) Foundations of Communications course (SP) - 2011

Sara Deturk and Renee Cowen’s undergraduate Foundations of Communications course (FL); Sara Deturk’s undergraduate Foundations of Communications course (SP) - 2009

Steve Levitt’s graduate Introduction to Graduate Studies in Communication course (FL);

Sara Deturk’s undergraduate Foundations of Communications course (SP) - 2008

Paul Leblanc’s and Ryan Mcpherson’s (2) Foundations of Communication course and Steve Levitt’s graduate Introduction to Graduate Studies in Communication course (FL) - 2007

Challenging Assumptions about Conversation Analysis - lecture presented to graduate Conversation Analysis class - 2003

Rhetorical approaches to public relations - lecture presented to undergraduate Communication Theory class - 2001

Rhetorical approaches to public relations - lecture presented to undergraduate Communication Theory class - 2001

Rhetorical Approaches to Health Communication - lecture presented to a graduate Health Communication class - 1999

Towards a Democratic Model of Self-Help - for grad. Org. Comm. Class - 1996

Rhetorical approaches to health communication - lecture presented to the undergraduate Health Communication class - 1995

Judging

2007/2008- Judged final projects in Dr. Ali Kanso's capstone PR class

SIUC

Designed and managed new departmental website - 2004 to 2006

Member, Planning and Development Committee, 2005

Member, Personnel Committee, 2005, 2006

Member, Graduate Committee, 2001, 2003, 2004, 2005

Member, Undergraduate Committee, 2002

Purdue

Member, Faculty Affairs Committee, 1999-2000

Member Margaret Church Study Abroad Scholarship Committee, 1999

Chair, PAIM Unit, 1997-1998

Member, Search Committee, 1997

Member, Colloquium Committee, 1996-1998

Member, Graduate Committee, 1997-2000

Member, Internship Committee, 1996

Community Service

Letter for Shamshad

2003 - Wrote letter for a St. Louis attorney preparing an immigration case to give expert testimony of academic preparation commonly required for entry-level public relations, issues management, and public affairs positions in not-for-profit public information organizations

2002 - Invited lecturer with Maurice Hall at Southern Illinois Healthcare for meeting of medical records personnel presenting on "Conflict Negotiation between Medical Records Personnel and Physicians"

1999 - Invited lecturer at the Wabash Area Lifetime Learning Association's fall course "Alternative and Complementary Medicine"; presentation entitled "Media Influences on Health Care Decisions"

Addendum
EXECUTIVE LEADERSHIP
AVP for Assessment

Assessment

Responsible for implementing processes for faculty-centered academic assessment of student learning outcomes and student programs. My goal as AVP for assessment has been to foster a collaborative relationship with individuals who participate in assessment activities. I seek to develop assessment processes that are efficient for individuals responsible for collecting data and completing assessment reports, while at the same time facilitate gathering authentic and useful data which contributes to the identification of areas in programs that could benefit from curricular and structural adjustments to improve student learning.

Overall responsibilities:

- Coordinated and maintained accountability and quality for the university academic assessment program.
- Designed, developed and implemented processes for faculty-centered academic assessment of student learning outcomes and student programs.
- Collaborated with faculty and academic leadership to identify program outcomes and measures to evaluate student learning and to implement program efficiencies and enhancements.
- Designed, developed, and implemented an effective assessment system that provides a framework to ensure broad faculty participation and includes appropriate quality assurance processes for monitoring and accountability.
- Worked with college Associate Deans and non-academic administrators to complete on-going annual assessment plans and to develop new assessment plans.
- Consulted with faculty and non-academic program members to develop and improve all aspects of their assessment plans including outcomes, assessment measures, reporting of findings and action plans.
- Attended assessment conferences to expand knowledge of current best practices in student learning outcomes assessment (9 since 2011).

On an ongoing basis:

- Collaborated with faculty and academic leadership to identify program outcomes and measures to evaluate student learning and to implement program efficiencies and enhancements.
- Conducted **TracDat** data entry workshops and consulted one-to-one with individuals who encountered issues.
- Designed and conducted **Assessment Workshops** for departments to re-direct their attention from using assessment to demonstrate achievement of established benchmarks to identification of areas for improvement of student learning outcomes.
- Supervised data collection and data analysis
- Monitored assessment report entry into the **TracDat** recording system
- Revised and updated IWebfolio, the on-line **Assessment Portfolio**; This involved archiving inactive programs, adding new programs, and supervising staff and work study assistants in saving all unit reports to .pdf files, reformatting IWebfolio to include new reports, and saving .pdfs to IWebfolio.

Assessment plan revision initiative:

- In 2011, I launched the initiative to revise all program assessment plans to facilitate the collection of more productive student learning outcomes assessment results and to emphasize the need to use assessment to implement initiatives to improve student learning outcomes. This large-scale initiative involved the cooperation of all UTSA colleges and respective departments (over 150 programs).
- Organized a Cross College Review of all academic assessment plans including developing an assessment rubric, organizing and training a committee of 32 faculty reviewers, compiling and distributing TracDat assessment reports for review, overseeing the transcription of results for distribution, and creation of Iwebfolio folders to distribute results to stakeholders.
- Created a new reporting mechanism, the "Use of Results for Improvement" report,
- Researched, designed, and created new **assessment handbook** that utilized my professional communication skills to provide simplified guidance for assessment in a clear and attractive format.
- Created new **assessment planning materials** including updated forms, PowerPoint presentations, and handouts for assessment planning (e.g., how to disaggregate data for reporting).
- Created a **new Use of Results for Improvement report**. The new form presents two years of assessment results in a user-friendly manner to enable programs to identify student learning outcome trends that need improvement and then highlight program use of assessment results for structural/curricular improvement strategies. Worked closely with Nuventive technology staff to test and revise the implementation of the form on TracDat.
- Provided detailed feedback on for program- specific revisions for all revised assessment plans and Use of Results for Improvement reports – approximately 150 programs across seven colleges.

Program/College Reviews

As of Fall 2013, responsible for coordinating the Texas Higher Education Coordinating Board-mandated **program reviews and in Fall 2014 the UT System-mandated college reviews**.

- Responsible for the completion of 15 program reviews in the Colleges of Architecture (1), Sciences (7), and Education and Human Development (7) and finalized 4 program reviews in the Colleges of Architecture (1), Liberal and Fine Arts (2), and Public Policy (1); submitted all internal, external and institutional reviews to the THECB by deadline.
- Revised the program assessment handbook including editing content for clarity, readability, and visual appeal, reorganizing review packet guidelines, and developing tables to facilitate appropriate data presentation.
- Conducted orientation workshops for department chairs and faculty;
- Maintained correspondence with program chairs, college deans, and the Provost to meet established deadlines.
- Organized and managed program/college review digital archives; required a complete re-organization of digital folders, locating relevant pieces of previous program reviews, and overseeing their conversion to .pdf compilations.

Core Curriculum

Ex Officio Member of the Core Curriculum Executive Board, Core Curriculum Committee, and the Core Curriculum Assessment Committee.

In Fall 2011, the Texas Higher Education Coordinating Board mandated a comprehensive revision of Core Curriculum student learning objectives.

- Assisted in developing review plan for a state-mandated Core Curriculum revision (including forms and rubrics).
- Assisted in developing and presenting four workshops on designing assessment plans with Dr. Nancy Martin, Associate Vice Provost Core Curriculum & QEP, to faculty who were writing core course proposals; provided individual assessment advice to faculty who were writing proposals.
- As Co-Chair of the Communication Component Subcommittee, I organized and conducted committee meetings, reviewed proposals, and presented recommendations to the Core Curriculum Committee.

In our on-going efforts to implement the new Core Curriculum, worked closely with the Associate Vice Provost for Core Curriculum and QEP:

- Assisted in developing instructional materials that emphasized best practices in assessment for new core curriculum coordinators and instructors.
- Assisted in developing assessment guidelines and the assessment schedule in order to synchronize the core curriculum and institutional program student learning outcome assessment.

Additional activities related to role as AVP for Assessment

Ideas42 Proposal and Masterclass

- Assisted VPIE Sandy Welch in drafting an initial problem statement in response to RFP from Ideas42 regarding behavioral barriers to undergraduate success, attended their Masterclass for further information on the Ideas42 approach to student success, and then was primarily responsible for substantial revision of the RFP in response to an invitation to submit and RFP addendum.

National Survey of Student Engagement (NSSE)

- **NSSE Survey Coordination** and Promotion (2012, 2013, 2014); created all new promotional materials including digital signage, a Blackboard announcement, and flyers for advisors and SI Leaders; coordinated with appropriate personnel to organize posting of promotional materials.

Graduation Rate Improvement Plan (GRIP)

Assisted in the development and implementation of the multi-faceted and comprehensive UTSA Graduation Rate Improvement Plan (GRIP)

- Assisted in organizing a full-day retreat for GRIP team members including schedule planning, development of workshop materials, and giving a presentation on assessment.
- In collaboration with Steve Wilkerson, Associate Vice Provost for Institutional Research, worked with team leaders to develop GRIP strategy metrics.

Provided detailed feedback, including:

- OIT “Student Success Tools” publication for faculty (2014)
- Board of Regents “Rule 3” on student learning outcomes assessment (Dec. 2014)
- Revised HOP 2.21 (Nov. 2014)
- Business Impact Analysis (Nov. 2013)
- Office Process Flowchart (2012)

Workshops Conducted

- Hybrid Learning (2013, 2014, 2015)
- University of Texas at Tyler (2014)

Quantitative Literacy Program (Quality Enhancement Plan)

- Executive Committee (2013-present)
- Standing Committee (2013-present)
- Faculty Excellence Award (2014)