

Dr. Christopher J. McKenna
Associate Professor

CURRICULUM VITAE
With Historical Education
And Professional Employment

PROFESSIONAL ADDRESS

Stephen F. Austin State University
Business Communication & Legal Studies
BUSI - R.E. McGee Business 229C
Nacogdoches, TX 75962
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EDUCATION

PHD, 2013.

Institution: University Of North Carolina at Chapel Hill
Specialization/Major: English
Dissertation: Chasing Mr. C: Early Motion-Picture Exhibition in Robeson County, North Carolina (1896-1950)

MA, 2000.

Institution: University Of North Carolina at Chapel Hill
Specialization/Major: English
Dissertation: Transgendered Spatial Dynamics in Rider Haggard's She

BA, 1985.

Institution: University Of Virginia
Specialization/Major: English & Economics
Honors: Summa cum laude

HONORS & AWARDS

Rusche Faculty Scholar, April 29, 2022
Nelson Rusche College of Business

Distinguished Faculty Award—Nominee, February 10, 2022
BCLS Department, Rusche College of Business

Distinguished Service Award—Nominee, February 3, 2022
BCLS Department, Rusche College of Business

Marlin C. Young Teaching Excellence Award--Nominee, February 3, 2022
BCLS Department, Rusche College of Business

Outstanding Researcher, April 30, 2021
Nelson Rusche College of Business

Rusche Faculty Scholar, April 30, 2021
Nelson Rusche College of Business

Teaching Showcase, March 19, 2021
Center for Teaching and Learning, Stephen F. Austin State University

Outstanding Service/Experiential Learning Award—Nominee, March 3, 2021
BCLS Department, Rusche College of Business

Distinguished Service Award—Nominee, February 3, 2021
BCLS Department, Rusche College of Business

Rusche Faculty Scholar, May 10, 2020
Nelson Rusche College of Business

Distinguished Service Award--Nominee, March 5, 2020
BCLS Department, Rusche College of Business

Teaching Showcase, February 21, 2020
Center for Teaching and Learning, Stephen F. Austin State University

Travel Mini-grant, January 23, 2020
Office of Research & Graduate Studies, Stephen F. Austin State University

Outstanding Service/Experiential Learning Award--Nominee, May 10, 2019
BCLS Department, Rusche College of Business

Rusche Faculty Scholar, May 10, 2019
Nelson Rusche College of Business

Teaching Showcase, February 20, 2019
Center for Teaching and Learning, Stephen F. Austin State University

Teaching Showcase, February 21, 2018
Center for Teaching and Learning, Stephen F. Austin State University

Teaching Innovation Award, May 5, 2017
Nelson Rusche College of Business

Best Paper, April 7, 2017
General Business Conference

Marlin C. Young Teaching Excellence Award--Nominee, March 3, 2017
BCLS Department, Rusche College of Business

Marlin C. Young Teaching Excellence Award--Nominee, March 1, 2017
BCLS Department, Rusche College of Business

Teaching Showcase, February 15, 2017
Center for Teaching and Learning, Stephen F. Austin State University

Teaching Showcase, February 17, 2016
Center for Teaching and Learning, Stephen F. Austin State University

PROFESSIONAL EMPLOYMENT

Chief Information Officer

Smith Breeden Associates, Inc., 2008 - 2009

Position Description:

Chief Information Officer and Senior Vice President for a \$32B Fixed-Income Asset Manager jointly located in Durham, NC and Boulder, CO.

Risk Management Technology Principal

Bank of America, 2003 - 2007

Position Description:

Risk Management Technology Principal for a major international Wealth Management, Commercial, and Consumer Banking institution headquartered in Charlotte, NC.

President and CEO

Macondo Systems Incorporated, 1998 - 2002

Position Description:

Brokerage Systems Consulting, President and CEO of an independent international back-office consulting service located in Durham, NC.

Senior Systems Architect and Vice President of Risk Management Technology

Bankers Trust Company, 1996 - 1997

Position Description:

Senior Systems Architect and Vice President of Risk Management Technology in a leading international risk-manager and derivative-based trading institution headquartered in New York.

Senior Project Manager

Wilco Systems, Inc., 1994 - 1996

Position Description:

Senior Project Manager for a financial-technology firm specializing in international back-office processing systems jointly developed in New York and London.

Assistant Vice President of International Trading Systems

Lehman Brothers, Inc., 1992 - 1994

Position Description:

Assistant Vice President of International Trading Systems (ITS) for a major international investment bank whose back-office operations were developed in New York and London.

Senior Associate of Systems Development and Technical Services

Morgan Stanley & Company, Inc., 1985 - 1992

Position Description:

Senior Associate of Systems Development and Technical Services for a major international investment bank whose primary back-office operations were located in New York, London, and Tokyo.

TEACHING & RESEARCH INTERESTS

Teaching Interests:

Business Communications, Business History and Ethics, Composition, Public Speaking, Literature, and Cultural Studies

Research Interests:

Business Communications, Business History and Ethics, Career Preparation and Planning, and Cultural Studies

LICENSURES & CERTIFICATIONS

Certified Online Interactive Video Instructor, Center for Teaching and Learning, Stephen F. Austin State University, Local. (May 13, 2019 - Present).

Certified as a faculty member properly trained in the use of interactive video/Zoom technologies to teach dual in-person and remote-student courses in appropriately equipped classroom settings.

Certified Online Instructor, Center for Teaching and Learning, Stephen F. Austin State University, State. (May 4, 2016 - Present).

OIC training and online course module best practices.

Six Sigma -- Lean Leader, Bank of America, NA / IASSC, International. (2004 - Present).

Certified as an expert in the development of "lean" business process development.

PUBLICATIONS

McKenna, C. (2022). Spaghetti Analysis of Student Writing. *Business and Professional Communications Quarterly*, 85(1), 115-35.

Abstract: The submission enables instructors how to teach students a visual aid for analyzing the cohesiveness of their prose by mapping connections within and across sentences using "spaghetti analysis," which involves circling logically identical or similar words and phrases in one's prose and connecting them with lines (like meatballs and spaghetti) to determine the relative cohesiveness of a piece.

Notes: Accepted.

McKenna, C. (2021). Introduction to the Special Issue. *AILA Review, International Association of Applied Linguistics, John Benjamins Publishing*, 34(1), 1-17.

Abstract: Introduction to a Special Issue of the AILA Review (International Association of Applied Linguistics) on transdisciplinarity as a key to developing shared languages across professional settings.

Notes: Published.

McKenna, C. (2021). An invisible operational mortar: The essential role of speech acts in tri-segregated moviegoing. *AILA Review, International Association of Applied Linguistics, John Benjamins Publishing*, 34(1), 102-21.

Abstract: This article applies the linguistic speech-act theory to analyze historical business artifacts tied to segregated movie houses in order to articulate the ways in which segregation was effected using the more "normative" (and seemingly atonal) language typical of business settings.

Notes: Published.

McKenna, C. (2020). Encouraging research-informed rhetoric through F/O/P analysis. *Business & Professional Communication Quarterly*, 83(2), 234-55.

Abstract: Classroom assignment that provides undergraduates the ability to discern between more and less weighty forms of evidence by characterizing in-class debate attestations as forms of Fact, Opinion, or Probability.

Notes: Requested by journal editors based upon the author's "My Favorite Assignment" presentation at the 84th Association for Business Communication international conference in Detroit, Michigan (October 2019).

McKenna, C. (2020). Alumni perspectives on mission-critical communication skills for new job-market entrants. *Federation of Business Disciplines (FBD) Journal*, 7(2019), 44-64.

Abstract: In order to determine (a) which discrete communication skills are most highly valued within the market place and (b) whether or not business communication courses attended by both business and non-business students serve the needs of many disciplinary groups, the author

surveyed all of the alumni of a regional state university. Thousands of respondents ranked a series of fifty communication-related skills based on their perceived importance within new job-market entrants. When evaluated along broad disciplinary areas, the survey's results indicate significant commonalities between the set of higher and lower-ranked skills across all institutional sub-units.

- McKenna, C. (2018). Management communication failures in faculty hiring processes: A case study. *American Journal of Management, North American Business Press, 18*(4).
Abstract: While universities contribute directly to the future successes of students through the delivery of content knowledge and the development of key career skills, they might also reasonably be expected to model the "best practices" of industry professionals. However, based upon a three-year study of the communications between universities and graduate students applying to nearly two-hundred faculty positions, universities often fail the best practice test when interacting with job candidates. Ironically, they do so even when recruiting for faculty positions that target candidates specializing in the pedagogies and practices of effective communication.
- McKenna, C. (2018). Time to go. *Business and Professional Communications Quarterly, 81*(3), 368-390.
Abstract: Classroom policy recommendations designed to reduce "free rider" and "under-performing participant" issues on group projects in business communication classrooms.
Notes: Requested by journal editors based upon the author's "My Favorite Assignment" presentation at the 82nd Association for Business Communication international conference in Dublin, Ireland (October 2017).
- McKenna, C. (2017). Driving out 'surface errors' through mandated revisions: A case study. *Southern Journal of Business and Ethics, 9*, 205-13.
Abstract: An analysis of the results of an in-class experiment requiring student revisions of business communication papers that fail to meet a minimal surface-error threshold.
- McKenna, C., Bayless, M. L. (2017). Business communication and job retention: Developing a more specific list of mission-critical communication skills. *Texas Business and Technology Educators Association Journal, 19*(1), 15-26.
Abstract: Results of a pilot survey of current students and experienced business leaders re: key communication skills required for job retention.
- Jennings, S. E., McKenna, C. (2017). Is your silverware polished? Student perceptions of business dining etiquette. *Texas Business and Technology Educators Association Journal, 19*(1).
Abstract: Survey evaluating to what extent college students believe they understand dining etiquette (versus what they demonstrate as actually knowing about dining etiquette).
- McKenna, C. J. (2016). Helping your students to win at career fairs. *Mountain-Plains Business Education Association Journal, VII*(1).
Abstract: Case-study based set of recommendations for faculty engagement in student career fairs in order to promote student success.
- McKenna, C. *Barriers to Entry: Race, Religion, and Regionality in Rural Jim-Crow Cinemagoing*. Chapel Hill, NC: The University of North Carolina Press.

CONFERENCE PRESENTATIONS

- McKenna, C. (Presenter & Author), Eighty-Seventh International Annual ABC Conference, "Eye-contact Practice Meets "Whack-a-Mole," Association for Business Communication, Tampa, FL. (October 2022).
Abstract: This submission features a classroom exercise designed to provide student speakers useful insights into their eye-contact patterns (both their strengths and weaknesses) as they prepare for and practice oral presentations.
Notes: *My Favorite Assignment* submission.

McKenna, C. (Presenter & Author), Eighty-Seventh International Annual ABC Conference, "The utility of speech-act analysis: Historical business communications and their role in racial segregation," Association for Business Communication, Tampa, Florida. (October 2022).

Abstract: This paper applies the principles of J. L. Austin's speech-act theories to the study of local business segregation in the Jim Crow South in the United States.

Notes: Specifically, it leverages the notions of illocutionary and perlocutionary force to interrogate the seemingly prosaic statements deployed to normalize a system of customer segregation along ethnic lines during commercial entertainments.

McKenna, C. (Presenter & Author), 2021 Association for Business Communication Annual International Conference, "My Favorite Assignment," Association for Business Communication, Tampa, Florida. (October 22, 2021).

Presentation title: "Spaghetti Analysis" to Improve Student Writing.

McKenna, C. (Presenter & Author), AILA 2021 World Congress, "Faculty-recruitment communication ironies: How colleges fail to measure up to their own job-search requirements," International Association of Applied Linguistics, Groningen, Netherlands. (August 17, 2021).

Abstract: To what extent are universities failing to conform to specific professional-communication and human-resource "best practices" during the faculty-recruitment cycle? As this case study suggests: much too often.

McKenna, C. (Presenter & Author), 2020 Association for Business Communication Annual International Conference, "My Favorite Assignment," Association for Business Communication, San Diego, California. (October 30, 2020).

Abstract: Demonstration of classroom exercises to develop a repeatable student model for structuring persuasive messages.

Notes: Demonstration title: Persuasive Messaging via Italian Opera, Horror Novelists, Pop Stars, and the Rainbow Fruit Company

McKenna, C. (Discussant), 2020 ABC Southwestern U. S. Conference, "Assessing Students' Communication Skills: Best Practices and Lessons Learned," Association for Business Communication, San Antonio, TX. (March 2020).

Abstract: Round table-based discussion outlining best practices, challenges, and issues facing the assessment of written and oral business communication artifacts.

McKenna, C. (Presenter & Author), Open Classroom Initiative, "Classroom Exercises to Produce More Efficient Prose," Center for Teaching and Learning, Stephen F. Austin State University, Nacogdoches, TX. (February 12, 2020).

Abstract: Classroom exercises forcing students to produce prose roughly one-third in length versus original documents.

Notes: Session taped for virtual/online exhibition.

McKenna, C. (Presenter & Author), Eighty-Fourth International Annual ABC Conference, "My Favorite Assignment," Association for Business Communication, Detroit, MI. (October 2019).

Abstract: Classroom methods for encouraging research-informed rhetoric through F/O/P analysis.

McKenna, C. (Presenter & Author), Eighty-Fourth International Annual ABC Conference, "Reconsidering BCOM Classroom Pedagogies: Written vs. Oral (and other) Skill-based Assignments," Association for Business Communication, Detroit, MI. (October 2019).

Abstract: Session to review the results of college-wide alumni survey prioritizing a set of oral, written, listening, and reading-based communication skills.

McKenna, C. (Presenter & Author), 2019 ABC Southwestern United States Conference, "'You Want to Survey...ALL of our Alumni?'" Navigating Potential Barriers to Institutional Data-Gathering,"

Association of Business Communication & Federation of Business Disciplines, Houston, Texas. (March 14, 2019).

Abstract: This presentation chronicles the process that enabled a market survey all of the alumni of a regional state university in order to determine the most critical communication-based skills needed by new workforce entrants.

McKenna, C. (Presenter & Author), Fall 2018 International Academy of Business Research Conference, "Management Communication Failures in Faculty Hiring Processes: A Case Study," Academy of Business Research, San Antonio, Texas. (October 25, 2018).

Abstract: Case study recounting the frequency with which university-based job search committees fail to follow best practices when communicating with job applicants.

McKenna, C. (Presenter & Author), 2018 ABC Southwestern United States Conference, "Promoting Cross-functional Team Interactions within General Business Classes," Federation of Business Disciplines, Albuquerque, NM. (March 9, 2018).

Abstract: This session discusses an attempt to integrate both unitary team and cross-functional team deliverables among general business students designing a complex client solution within an "IT for managers" class.

Guerrero, M. G. (Presenter & Author), Wilson, S.". (Presenter & Author), McKenna, C. (Presenter & Author), Guerrero, K. K. (Presenter & Author), Pipes, B. (Presenter & Author), Federation of Business Disciplines, "Are Entrepreneurs Ready for a Natural Disaster?--Ready, Reset, Reconnect," Association of Small Business and Entrepreneurship Conference, Albuquerque, New Mexico. (March 8, 2018).

Abstract: Natural disasters, specifically recent hurricanes, wildfires, and earthquakes in the continental United States indicate a need for small and entrepreneurial businesses to prepare to reconnect with their clients and customers.

A sample of small businesses prone to hurricanes and wild fires that represent many rural areas within the United States will be presented. The information provided will cover business location, size, industry group, technology unitized, and current disaster planning. Study recommendations for a disaster recovery plan to include reconnecting to customers and/or locating a business to reduce or mitigate possible damages from a natural disaster will be provided.

Notes: The information provided for the study and presentation will provide data and tools to enable small businesses and entrepreneurs to be prepared for natural disasters. It will also provide information to instructors on how to prepare graduates to address the utilization of communication tools for natural disaster planning.

McKenna, C. (Presenter & Author), Eighty-Second International Annual Conference, "Enabling Student Success through Faculty Career-Fair Participation," Association for Business Communication, Dublin, Ireland. (October 2017).

Abstract: Presentation outlines practical steps (both in and out of the classroom) for direct faculty engagement in promoting student successes at career fairs.

McKenna, C. (Presenter & Author), Eighty-Second International Annual Conference, "My Favorite Assignment," Association of Business Communication, Dublin, Ireland. (October 2017).

Abstract: Presentation of course policies that promote cohesive and functional in-class teamwork.

McKenna, C. (Presenter & Author), Eighth Annual General Business Conference, "Driving Out 'Surface Errors' Through Mandated Rewrites: A Case Study," Sam Houston State University, Huntsville, Texas. (April 7, 2017).

Abstract: An analysis of the results of an in-class experiment requiring student revisions of business communication papers that fail to meet a maximum surface-error threshold.

McKenna, C. J. (Presenter & Author), Bayless, M. L. (Presenter & Author), Eighty-First International Annual Conference, "Validating Communication Competencies: Identifying Specific Business Communication Skills with the Workplace," Association for Business Communication, Albuquerque, NM. (October 2016).

Abstract: Identifies specific communication skills rated by business practitioners as essential to workplace success for business graduates. Surveys fifteen years of alumni at a SACS-accredited university to confirm which skills should be incorporated into business communication courses.

McKenna, C. (Presenter & Author), Bayless, M. L. (Presenter & Author), 2016 ABC Southwestern United States Conference, "Business Communication and Job Retention: Developing a Specific List of Communication Skills," Association for Business Communication, Oklahoma City, OK. (March 2016).

Abstract: Review of survey of business professionals to establish a critical mass of key workforce communication skills to influence curricular design.

McKenna, C. (Presenter & Author), Twelfth Annual Conference for Europe, Africa, and the Middle East, Association for Business Communication, "How Universities are Failing to Measure Up in their Faculty-Recruitment Communication Process," Association for Business Communication, Cape Town, South Africa. (January 2016).

Abstract: Case study re: the extent to which universities fail to engage in the most basic forms of job-candidate communications.

McKenna, C. (Presenter & Author), Annual Conference, "Pembroke Moviegoing: A Study in Triracial Social-Identity Negotiation," The Society for Cinema and Media Studies (SCMS), Montreal, Canada. (March 2015).

Abstract: Case study of historical cinema exhibitions in one of the country's most densely populated Native American Communities.

McKenna, C. (Presenter & Author), Annual Conference, "Pembroke Moviegoing: A Study in Triracial Social-Identity Negotiation," Humanities Education and Research Association (HERA), San Francisco. (March 2015).

Abstract: Historical cinema-exhibition case study of Native American co-opting of racial segregation tactics in "Indian" movie theaters.

PROFESSIONAL MEMBERSHIPS

Beta Gamma Sigma, (April 20, 2022 - Present).

National Business Educators Association, (2016 - Present).

Association for Business Communication, (2013 - Present).

Phi Beta Kappa, (May 1984 - Present).

Modern Languages Association, (2002 - 2020).

Society for Cinema and Media Studies, (2012 - 2018).

Association for the Study of American Indian Literatures, (2013 - 2017).

American Studies Association, (2012 - 2017).

FACULTY DEVELOPMENT ACTIVITIES

Workshop, "Curriculum Workshop", Stephen F. Austin State University. (October 5, 2021).

Review of Curriculog and other policies and procedures tied to new course and program proposals.

University Training, "Security Basics", Stephen F. Austin State University, Nacogdoches, Texas. (August 16, 2016).

Information and physical security training.

Human Resources Training, "Search Committee Training", Stephen F. Austin State University, Nacogdoches, Texas. (July 7, 2016 - July 8, 2016).

One-on-one training required to engage in upcoming staff search committee.

Webinar, "Property Management Training at SFASU", SFA Procurement and Property Services. (September 21, 2015).

Review and exam re: property maintenance and disposal procedures at SFASU.

Tutorial, "SSC/Campus New Advising system orientation", SFA Campus Advising / SFA IT. (September 16, 2015).

Review of principal features of replacement Advising system (i.e., Campus) as part of the SSC initiative.

Webinar, "SFASU Online Security Awareness Training", SFASU IT. (September 16, 2015).

Online information provision and certification modules re: Info security at SFA.

New Faculty Orientation, "New Faculty Orientation sessions", SFASU Human Resources. (August 25, 2015 - August 26, 2015).

Introduction to campus services, policies, and procedures.

Human Resources Orientation, "New Employee Orientation", SFASU Human Resources. (August 17, 2015).

Wide-ranging introduction to SFASU policies and procedures.

TEACHING EXPERIENCE (Two-year)

Stephen F. Austin State University, Fall 2022
BUSI 2304 8, Business Communication
BUSI 4361 1, Prof Dev and Integration

Stephen F. Austin State University, Spring 2022
BUSI 2304 8, Business Communication
BUSI 3321 1, Information Technology
BCOM 3347 1, Oral Communication in Business

Stephen F. Austin State University, Fall 2021
BUSI 2304 12, Business Communication
BUSI 2304 8, Business Communication
BUSI 2304 5, Business Communication-Honors
BUSI 4361 500, Prof Dev and Integration

Stephen F. Austin State University, Spring 2021
BUSI 2304 626, Business Communication
BUSI 3321 620, Information Technology
BUSI 4361 500, Prof Dev and Integration

Stephen F. Austin State University, Fall 2020
BUSI 2304 8, Business Communication
BUSI 2304 9, Business Communication

BUSI 4361 501, Prof Dev and Integration

Stephen F. Austin State University, Spring 2020
BCM 247 1, Business Communication
GBU 321 1, Information Technology
BCM 520 500, Managerial Communication

Stephen F. Austin State University, Fall 2019
BCM 347 1, Administrative Communication
BCM 247 8, Business Communication
BCM 247 9, Business Communication

Stephen F. Austin State University, Summer 1 2019
BCM 247 1, Business Communication
BCM 520 1, Managerial Communication

Stephen F. Austin State University, Spring 2019
BCM 247 11, Business Communication
BCM 247 12, Business Communication
GBU 321 1, Information Technology

Stephen F. Austin State University, Fall 2018
BCM 247 10, Business Communication
BCM 247 9, Business Communication
BCM 520 1, Managerial Communication

Stephen F. Austin State University, Summer 1 2018
BCM 247 1, Business Communication
BCM 520 1, Managerial Communication

Stephen F. Austin State University, Spring 2018
BCM 247 10, Business Communication
BCM 247 6, Business Communication Honors
GBU 321 1, Information Technology

Stephen F. Austin State University, Fall 2017
BCM 247 10, Business Communication
BCM 247 11, Business Communication
GBU 321 1, Information Technology

Stephen F. Austin State University, Summer 1 2017
BCM 247 1, Business Communication
GBU 485 1, Internship in General Business
BCM 520 1, Managerial Communication

Stephen F. Austin State University, Spring 2017
BCM 247 7, Business Communication
BCM 247 8, Business Communication
BCM 247 4, Business Communication Honors

Stephen F. Austin State University, Fall 2016
BCM 247 11, Business Communication
BCM 247 3, Business Communication
BCM 247 8, Business Communication
BCM 247 9, Business Communication

Stephen F. Austin State University, Summer 2 2016
BCM 247 1, Business Communication
BCM 520 1, Managerial Communication

Stephen F. Austin State University, Spring 2016
BCM 247 5, Business Communication
BCM 247 7, Business Communication
BCM 247 9, Business Communication

Stephen F. Austin State University, Fall 2015
BCM 247 5, Business Communication
BCM 247 7, Business Communication
BCM 247 9, Business Communication

PROFESSIONAL SERVICE OR VOLUNTEER WORK

Faculty Senate Chair, Faculty Senate, approximately 120 hours spent for the year. (April 2022 - Present).
Activity Description
Shared governance group advocating for the interests of faculty members and the general improvement of teaching and working conditions on campus.
Pressing for additional transparency in curricular and administrative decisions across campus.

University Financial Council, Member, approximately 50 hours spent for the year. (September 13, 2021 - Present).
Activity Description
Faculty Senate representative.
Seeking to confirm the accuracy and reliability of university financial records in conjunction with a recent audit of SFA's financial reports.

Innovation Fund Committee, Member, approximately 12 hours spent for the year. (April 2021 - Present).
Activity Description
Proposal reviewer to determine which projects will receive funding from President's Innovation Fund.
Annually approve proposals targeting recruitment and/or retention totaling \$100,000.

University Budget Committee, Member, approximately 80 hours spent for the year. (March 2021 - Present).
Activity Description
Faculty Senate representative. Also a member of the Budget Oversight subcommittee.
Review budget proposals and offer recommendations during annual budget cycle.

Career Fair Preparation, Advisor, approximately 25 hours spent for the year. (August 15, 2015 - Present).
Activity Description
Resume critiques, elevator pitch practice, fair participation strategies, in-person advisory activities, and on-the-spot recommendations offered at multiple career fairs per year.
Services provided for at least 3 career fairs per academic year.

New Faculty Orientation Committee, Member, approximately 30 hours spent for the year. (May 2017 - September 2022).
Activity Description
Provided assistance to handbook edits and preparations for social event, including sourcing of partial funding from Faculty Senate.

Annual Handbook published and NFO Social held in August.

- Graduate Council, Member, approximately 25 hours spent for the year. (August 2021 - May 2022).
Activity Description
Propose, review, and discuss potential changes to the administrative oversight of graduate programs.
Recently identified and reviewed cross-listed grad and undergrad courses to ensure SACSOC compliance. Responses pending from underlying departments involved.
- Administration and Finance Committee, Member, approximately 20 hours spent for the year. (August 2019 - May 2022).
Activity Description
Liaison between senior administration and the Senate on issues relating to finance and governance not covered by other Senate committees.
Currently pursuing additional financial transparency into SFA budget.
- Faculty Senate, Chair Elect, approximately 200 hours spent for the year. (August 2018 - April 2022).
Activity Description
Member of the Univ. Graduate Council (Senate rep) and Senate's Finance and Administration committees.
Pressing for additional transparency in curricular and administrative decisions across campus, as well as on shared governance more generally.
- Core Curriculum Assessment Committee, Member, approximately 30 hours spent for the year. (February 8, 2016 - December 2021).
Activity Description
Review of student work pertaining to Personal Responsibility issues.
Part of ongoing SACS accreditation readiness.
- Ad Hoc Committee on Intellectual Property, Member, approximately 15 hours spent for the year. (September 2020 - May 2021).
Activity Description
To review current policies in the wake of COVID 19 translation of courses to online format.
Recommendations for policy updates to be forwarded to the Academic Affairs Policy Committee for review.
- Faculty Mentorship Program, Member, approximately 25 hours spent for the year. (August 2019 - December 2020).
Activity Description
Focus is on acclimation to the campus and the local community. [Committee sponsored by the Faculty Senate and the Provost.]
Formal training sessions completed. Peer mentee assignments in progress.
- Guest Speaker, Guest Speaker, approximately 8 hours spent for the year. (October 2, 2019).
Activity Description
Evening lecture re: preparing for career success as an undergraduate.
Roughly 25 attendees from multiple campus disciplines.
- "The Undergraduate Experience" Working Group, Member, approximately 45 hours spent for the year. (August 2016 - May 2017).
Activity Description
Analysis of and informed discussion about the current state of a host of SFA activities and practices focused around a series of educational and culture-based axes of investigation contained within "The Undergraduate Experience."
Pending final response by SFA VPs to recommendations developed over the course of the year-long meetings.

Committee on Academic Excellence, Member, approximately 30 hours spent for the year. (April 18, 2017 - May 30, 2017).

Activity Description

Committee member developing faculty survey on academic excellence.

Survey developed and submitted for college Deans' approval and subsequent dispersal to all teaching faculty.

Search Committee: Coordinator, Center for Career and Professional Development, Member, approximately 30 hours spent for the year. (July 1, 2016 - September 30, 2016).

Activity Description

Search member representing faculty's in-class use of Career Services.

Successful candidate presented with job offer.

SFA 101 Etiquette Dinner, Guest Speaker, approximately 4 hours spent for the year. (October 6, 2015).

Activity Description

Demonstrated proper behavior for students attending business meal functions.

Student pre-professionalization.

Undergraduate Curriculum Committee, Member, approximately 40 hours spent for the year. (August 2020 - Present).

Activity Description

Propose and execute revisions to the undergraduate BCCE and GBU major programs of study (and associated minor programs, too).

Regular program assessments result in updates to course catalog entries, to program road-maps, and to ancillary supporting materials.

Teaching Excellence Committee, Chairperson, approximately 25 hours spent for the year. (August 2019 - Present).

Activity Description

Review of nominations and decisioning of annual Rusche College award recipients.

Nomination solicitations and reviews occur every Spring.

Search Committee: Tenure-Track Faculty, Business Communication & Legal Studies, Member, approximately 40 hours spent for the year. (January 2019 - December 2019).

Activity Description

Determination of candidate requirement; solicitation of applications; application review; Skype interviews; on-campus interviews; decisioning of job offer.

Initial search in Spring led to job offer; however, the candidate turned the offer down. Revised search in the Fall also resulted in a job offer to a new candidate, who also turned it down.

MBA Program: Writing Proficiency Assessment, Reviewer, approximately 10 hours spent for the year. (October 2019).

Activity Description

Reviewed student writing for program assessment coordinator.

Completed rubrics delivered for subsequent program evaluation.

Scholarship Committee, Rusche College of Business, Member, approximately 20 hours spent for the year. (August 2016 - August 2019).

Activity Description

Responsible for decisioning multiple scholarships awarded within the College of Business.

Managed a series of merit and/or needs-based scholarship awards for Rusche students.

PBL Competition Judge, Reviewer, approximately 8 hours spent for the year. (April 2019).

Activity Description

Volunteer jurist at state Phi Beta Lambda competition hosted by SFA.

Decisioned awards across competitors.

Mock Career Fair, Rusche College of Business, Guest Speaker, approximately 6 hours spent for the year. (October 21, 2015 - February 7, 2018).

Activity Description

Performed resume critiques, practiced interview techniques, and developed elevator pitches with Rusche students prepping for real-world career fairs.

Preparations led to more successful student outcomes at on-campus career fairs featuring real-world employers.

Student Convocation, Rusche College of Business, Member, approximately 2 hours spent for the year. (October 11, 2016).

Activity Description

Staffed information booth to provide breakdowns of BCCE/GBU major requirements and to answer student questions about career prospects for business majors.

Spoke to several dozen students potentially or currently interested in Rusche courses.

Networking for Dummies, Guest Speaker, approximately 3 hours spent for the year. (November 2, 2015).

Activity Description

Proctored discussions with Rusche's SFA 101 students re: how to excel at career fairs and how to market their degrees.

Student pre-professionalization.

BCLS Search Committee, Member, approximately 5 hours spent for the year. (May 2022 - Present).

Activity Description

Develop job description, solicit candidate packets, review, screen viable candidates, participate in on-campus interviews, and recommend best candidate to department chair.

Job posted and currently collecting candidate packets.

BCLS Tenure Committee, Member, approximately 10 hours spent for the year. (August 2021 - Present).

Activity Description

Review tenure packets and make department-level tenure recommendations.

Approve/deny tenure applications based upon application reviews.

BCCE Program Curriculum Committee, Member, approximately 40 hours spent for the year. (August 2019 - Present).

Activity Description

Evaluation of required and option courses in the BCCE major and minor programs.

Recommendations for changes to program courses to be delivered to BCCE faculty.

Advisory Council Committee, Business Communication and Legal Studies, Member, approximately 12 hours spent for the year. (August 2016 - Present).

Activity Description

Responsible for liaising with members of the professional community who assist the department with setting program goals; placing students in intern or externships; facilitating student-employer networking; and who offer advice to the program relative to potential faculty research topics and program developments.

Annual advisory committee sessions supplemented by ad hoc event-based communications.

Academic Advising, Advisor, approximately 80 hours spent for the year. (January 2016 - Present).

Activity Description

Advice and selection of courses for registration.

Process continues to move students along degree plan towards graduation on a timely basis.

BCM 247/Core Committee, Member, approximately 25 hours spent for the year. (August 2015 - Present).

Activity Description

Responsible for evaluating effectiveness of BCM 247 course and course assignments relative to goals of SFA Core Curriculum needs and recommending program changes as needed to the administration.

Curricular design, data gathering, peer reviews, and related assessment and monitoring activities as needed--including annual AACSB writing assessments.

BCLS Search Committee, Member, approximately 5 hours spent for the year. (May 2022 - July 2022).

Activity Description

Develop job description, solicit candidate packets, review, screen viable candidates, participate in on-campus interviews, and recommend best candidate to department chair.

Job posted and currently collecting candidate packets. Successful candidate identified and hired.

BCLS Chair Search Committee, Member, approximately 15 hours spent for the year. (April 2022 - June 2022).

Activity Description

Develop job description, solicit candidate packets, review, screen viable candidates, participate in on-campus interviews, and recommend best candidate to college Dean.

Successful candidate identified and job offer accepted.

BCLS Search Committee, Member, approximately 5 hours spent for the year. (November 2021 - April 2022).

Activity Description

Develop job description, solicit candidate packets, review, screen viable candidates, participate in on-campus interviews, and recommend best candidate to department chair.

Successful candidate identified and job offer accepted.

Internship Committee, Business Communication and Legal Studies, Member, approximately 15 hours spent for the year. (August 2016 - May 2021).

Activity Description

Responsible for assisting the Internship lead to set program goals and operational processes while providing additional mentoring bandwidth and establishing additional community contacts.

Multiple students secure and pursue internships each semester while simultaneously receiving approved course credits.

Scholarship Committee, Business Communication and Legal Studies, Member, approximately 12 hours spent for the year. (August 2016 - August 2019).

Activity Description

Responsible for decisioning multiple scholarships awarded to members of the Business Communication and Legal Studies student population.

Managed a series of merit and/or needs-based scholarship awards for BCLS students.

Search Committee: Tenure-Track Faculty, Business Communication & Legal Studies, Member, approximately 30 hours spent for the year. (November 2018 - May 2019).

Activity Description

Search team member.

Successful candidate presented with job offer.

Instructor -- BCCE and GBU Student Internship, Course Instructor, approximately 50 hours spent for the year. (April 1, 2017 - August 15, 2017).

Activity Description

Managed course activities for 4 students engaged in GBU 485 during the Summer I session.

Generation of 3 course credit hours per student engaged in at least 150 hours of on-site participation in internships designed to develop general business and/or business communication skills.

Emergency Substitute Instructor -- BCM 247, approximately 70 hours spent for the year. (October 2016 - December 2016).

Activity Description

Half a semester's coverage of all instruction, grading, and related coursework.

Final grades totaled and posted that incorporated all student deliverables from the full semester without significant interruption in the learning environment.

Association for Business Communication, Blacksburg, VA. Committee Member, approximately 15 hours spent for the year, (October 2020 - Present).

Activity Description

BComm Certificate Program Adhoc Committee member.

Develop and evaluate proposals to start up a disciplinary-level certification for professional business-communication instructors.

Association for Business Communication, Blacksburg, VA. Committee Member, approximately 50 hours spent for the year, (September 2020 - Present).

Activity Description

Finance Committee member.

Responsible for managing the revenues and expenses of the leading international disciplinary group focused on business communication.

Association for Business Communication, Blacksburg, VA. Mentor, approximately 10 hours spent for the year, (April 2019 - Present).

Activity Description

Graduate student and new member mentor.

On a volunteer basis, mentor graduate students and new ABC members re: their scholarship relative to journal and conference submissions.

Association for Business Communication, Blacksburg, VA. Committee Member, approximately 40 hours spent for the year, (October 2017 - Present).

Activity Description

Teaching Committee Member.

The ABC Teaching Committee oversees teaching awards, assists in the editing/reviewing of special sections in the *Business and Professional Communication Quarterly*, and sponsors workshops at regional, national, and international ABC conferences.

Business & Professional Communications Quarterly, Blacksburg, VA. Reviewer, approximately 10 hours spent for the year, (November 15, 2020 - December 15, 2022).

Activity Description

Submission reviewer.

Assessed publication quality of multiple "My Favorite Assignment" submissions for potential publication in *BPCQ*.

Federation of Business Disciplines Journal, Tyler, TX. Reviewer, approximately 5 hours spent for the year, (June 2022).

Activity Description

Served as reviewer for submissions to a special edition of the FBD Journal at the request of the editorial board.

Production of submission reviews leading to decisions re: journal inclusions.

International Journal of Business Communication, Blacksburg, VA. Reviewer, approximately 15 hours spent for the year, (September 2016 - May 2022).

Activity Description

Peer review of roughly 10 articles for submissions to the principal International ABC journal.

Final set of journal submissions decisioned for publication.

ABC Southwest/FBD Annual Conferences, San Antonio and Galveston, TX. Reviewer, approximately 6 hours spent for the year, (February 2020 - March 2021).

Activity Description

Conference Proceedings reviewer for the 2020 and 2021 conferences.

Reviewed and helped to adjudicate papers submitted for potential inclusion in the Conference Proceedings.

Association for Business Communication -- Southwest Region, San Antonio, Texas. Conference-Related, approximately 3 hours spent for the year, (March 18, 2020).

Activity Description

Conference Chair, ABC Southwest conference session.

Session: "Preparing Students for the Workplace."

Association for Business Communication -- Southwest region, San Antonio, TX. Reviewer, approximately 5 hours spent for the year, (January 2020 - February 2020).

Activity Description

Proceedings reviewer.

Appointed to review submission to the 2020 FBD-ABC Southwest Conference Proceedings.

Business & Professional Communications Quarterly, Blacksburg, Virginia. Reviewer, approximately 5 hours spent for the year, (November 2019 - December 2019).

Activity Description

Submission reviewer.

Assessed publication quality of multiple "My Favorite Assignment" submissions resulting from the 84th International ABC Conference (Detroit 2019).

Federation of Business Disciplines Journal, Tyler, TX. Reviewer, approximately 10 hours spent for the year, (October 2019 - November 2019).

Activity Description

Served as reviewer for submissions to a special edition of the FBD Journal at the request of the editorial board.

Production of special edition of journal focusing on business communication.

Association for Business Communication, Blacksburg, VA. Committee Member, approximately 45 hours spent for the year, (April 2019 - October 2019).

Activity Description

Member of ad hoc "Human Resources and Operations Ad Hoc Committee."

Committee tasked with evaluating the criteria for, the role played by, and the policies governing the organization's Executive Director and his/her staff.

ABC Southwest/FBD Conference, Houston, TX. Conference-Related, approximately 2 hours spent for the year, (March 14, 2019).

Activity Description

Conference Chair, ABC Southwest conference session.

Chair of presentation session highlighting opportunities for improving oral communication skills in students.

Association for Business Communication, Houston, TX. Conference-Related, approximately 4 hours spent for the year, (October 2018).

Activity Description

Performed a series of reviews for proposals submitted to the ABC-Southwest regional conference to be held in Houston, TX in March 2019.

Reviewed and voted upon proposals to support program-area chair selections for conference presenters.

Association for Business Communication, Dublin, Dublin. Conference-Related, approximately 3 hours spent for the year, (October 20, 2017).

Activity Description

Session Chair at the 82nd Annual International Association for Business Communication Conference (Dublin, Ireland).

Chair responsible for moderating the presentation of multiple research efforts related to resume development and job-search enablement for students.

Peak Charter Academy, Cary, North Carolina. Board of Directors, approximately 50 hours spent for the year, (August 2014 - August 2017).

Activity Description

Founding board member for a start-up charter school (K-5).

Secured school board and state department of public instruction approval to fund and open the new facility in September 2017.

Association for Business Communication, Dublin, Dublin. Reviewer, approximately 12 hours spent for the year, (February 2017 - April 2017).

Activity Description

Served as a peer mentor to review submissions by new and aspiring ABC members for papers and conference proposals for the 82nd international conference.

Reviewed five papers and supplied feedback designed to improve publication prospects for new organization members.

ABC Southwest/FBD Conference, Oklahoma City, OK. Conference-Related, approximately 5 hours spent for the year, (March 8, 2016 - March 30, 2016).

Activity Description

Conference panel chair: Business Education Issues.

Discussion and evaluation of current/contemporary business communications pedagogy.

ABC Southwest/FBD Conference, Oklahoma City, OK. Reviewer, approximately 6 hours spent for the year, (October 1, 2015 - March 30, 2016).

Activity Description

Peer review of conference proposals.

Determination of conference schedule of proposals.