

## CURRICULUM VITAE

Elizabeth A. Spencer, Ph.D.  
Assistant Professor. Department of Integrated Strategic Communication  
College of Communication and Information. University of Kentucky  
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### **Education**

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- Ph.D.** University of Kentucky (2020). Communication.  
Dissertation: Conversation goals, communication satisfaction, and relational dynamics while navigating Alzheimer's disease: A pre- and post-diagnosis dyadic examination of family communication. **Dissertation Excellence award**
- M.A.** Pittsburg State University (2015). Communication.  
Applied Thesis. Unraveling: A caregiver's journey of discovery. Documentary Film Production  
**Best Aural/Visual Project + documentary awards**
- B.S.** Missouri Southern State University (2014). Communication.  
Public Relations emphasis; Mass Communication minor.  
International study, International Media Seminar, American University of Paris, France
- A.A.** Hawkeye Community College (2003). Professional Photography.  
**Top Portfolio award**

### **Academic Appointments**

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- 2021-Present Assistant Professor. University of Kentucky.  
Department of Integrated Strategic Communication
- 2020-2021 Assistant Professor. Morehead State University.  
Department of Communication, Media, and Languages
- 2016-2019 Instructor of Record. University of Kentucky.  
Department of Communication
- 2014-2016 Instructor. Crowder College.  
Department of Communication
- 2016 Instructor. Pittsburg State University.  
Department of Communication
- 2016 Instructor. Missouri Southern State University.  
Department of Communication.

## **Teaching Experience**

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### **University of Kentucky**

ISC 497: Multimedia Storytelling for Tourism [cross-listed with HMT 395]  
ISC 431: Advanced Creative Strategic Communication (2 sections)  
ISC 335: Multimedia in ISC (2 sections)  
ISC 331: Creative Strategic Communication (7 sections)  
ISC 311: Ethical, Legal, and Social Issues in ISC (4 sections, 3 online)  
COM 471: Introduction to Health Communication  
COM 352: Interpersonal Communication and Social Media (2 sections)  
COM 325: Introduction to Organizational Communication (5 sections, 1 online)  
COM 313: Interpersonal Communication in Close Relationships (online)  
COM 287: Persuasive Speaking (3 sections, 1 online)  
COM 252: Introduction to Interpersonal Communication

### **Morehead State University (MSU)**

*Graduate. MA Communication*

COMM 667: Organizational Communication

*Undergraduate. BA Strategic Communication*

COMS 333: Social Media and Community

COMS 290: Conflict and Communication (4 sections, 2 online)

COMS 108: Fundamentals of Speech Communication

COMS 100: Introduction to Strategic Communication

### **Pittsburg State University**

COMM 576: Writing for Public Relations

### **Missouri Southern State University**

COMM 333: Media Editing and Design

### **Crowder College**

COMM 231: Photocommunication II (3 sections)

COMM 220: Photocommunication I (7 sections)

COMM 104: Fundamentals of Speech

### **Graduate Teaching Assistance**

UK COM 313: Interpersonal Communication in Close Relationships (135 students)

UK COM 287: Persuasive Speaking (online, 23 students)

PSU COMM 576: Writing for Public Relations (3 sections, 30 students per section)

PSU COMM 277: Introduction to Public Relations (3 sections, 52 students per section)

## **Student Advising**

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### **Graduate students**

2023-24 Eleanor Hudd, Doctoral committee, **co-chair**

2023-24 Nadia Rahman, MA committee, **chair**

2023-24 Christina Walker, Doctoral committee

2022-23 Anita Silwal, research assistance mentor

2020-21 Scott Taylor, MA comprehensive exam committee (MSU)

2020-21 Amy Calves, MA comprehensive exam committee (MSU)

2020-21 Rebekah Dean, MA comprehensive exam committee (MSU)

- 2020-21 Terra Johnson, MA comprehensive exam committee (MSU)
- 2020-21 Kaitlyn Miller, MA comprehensive exam committee (MSU)
- 2020-21 Laken Wallingford, MA comprehensive exam committee (MSU)
- 2020-21 Ashley Back, MA comprehensive exam committee (MSU)
- 2020-21 Maddi Lanning, MA comprehensive exam committee (MSU)
- 2020-21 Mollie Malone, MA comprehensive exam committee (MSU)

**Undergraduate research assistants**

- 2023 Sydney Turner, Kentucky COVID Stories project
- 2023 Patti Doud, International Conference on Communication in Healthcare presentation
- 2023 Jackson Huston, Restore Hope video production project
- 2022-23 Kennedy Beam, Dementia photo voice project
- 2022-23 Ashley Fisher, Dementia photo voice project
- 2022-23 Patti Doud, Kentucky Children’s Hospital project
- 2022 Aubree Herman, interview transcription

**Undergraduate academic advising**

- 2023-24 36 advisees
- 2022-23 45 advisees
- 2021-22 49 advisees
- 2020-21 27 advisees (MSU)
- UK = 130
- N = 157

**Double Blind Peer-Reviewed Refereed Journal Publications**

**Spencer, E. A.**, & Tristán, A. (2023). Brand social media crisis response strategies to mis/disinformation. *Teaching Journalism & Mass Communication*, 13(2), 31-37.

Mason, A. M., **Spencer, E. A.**, Westhoff, M. C., Livingston, K. M., & Compton, J. (2023). Surveilling the web, mobile, and language accessibility of Communication’s digital presence within institutions of higher education globally. *Journal of Communication Pedagogy*, 7, 130-147. <https://doi.org/10.31446/JCP.2023.1.09>

Mason, A. M., Compton, J., **Spencer, E. A.**, & Barnett, K. (2023). Outbreak communication: Exploring the relationships between health information seeking behaviors, vested interests, and COVID-19 knowledge in U.S. Midwest populations. *The Midwest Quarterly*, 65(1), 10-33.

Mason, A. M., Compton, J., & **Spencer, E. A.** (2023). Understanding individual differences in the dimensions of 'vestedness' within Midwestern populations toward the novel Coronavirus (COVID-19) during early-stage pandemic onset. *The Midwest Quarterly*, 64(3), 242-230.

Mason, A. M., **Spencer, E. A.**, Barnett, K., & Bouchie, J. (2023). Examining the prominence and congruence of organizational Corporate Social Responsibility (CSR) communication in medical tourism provider websites. *Journal of Hospitality & Tourism Insights*, 6(1), 1-17. <https://doi.org/10.1108/JHTI-06-2021-0136>

Scott, A. M., Harrington, N. G., & **Spencer, E. A.** (2021). Primary care physicians’ strategic pursuit of multiple goals in cost-of-care conversations with patients. *Health Communication*, 36(8), 927-939. <https://doi.org/10.1080/10410236.2020.1723051>

- Harrington, N. G., Scott, A. M., & **Spencer, E. A.** (2020). Working toward evidence-based guidelines for cost-of-care conversations between patients and physicians: A systematic review of the literature. *Social Science & Medicine*, 258, 1-11.  
<https://doi.org/10.1016/j.socscimed.2020.113084>
- Spencer, E. A.**, & Limperos, A. M. (2020). ESPN's coverage of intimate partner violence in the National Football League. *Communication & Sport*, 8(1), 3-25.  
<https://doi.org/10.1177/2167479518817759>
- Spencer, E. A.**, Real, K., & Cross, A. (2019). "Healthcare coverage is the toughest beat to cover": A multi-method analysis of rural newspaper coverage of County Health Rankings. *Kentucky Journal of Communication*, 38(1), 4-27.
- Mason, A. M., **Spencer, E. A.**, Macek, K., Clarke, E., & Potter, S. (2019). Using the theory of Emotional Stakeholders to experimentally test the influence of proxy communicators about organizational crises in digital news reports. *International Journal of Business and Social Science*, 10(4), 25-38.
- Mason, A. M., Flores, L. F., Liu, P., Tims, K., **Spencer, E. A.**, & Gire, T. G. (2019). Disaster communication: An analysis of digital communication strategies used by the medical tourism industry during the 2017 Caribbean hurricane season. *Journal of Hospitality and Tourism Insights*, 2(3), 241-259. <https://doi.org/10.1108/JHTI-03-2018-0021>
- Spencer, E. A.** (2017). The use of deception in interpersonal communication with Alzheimer's disease patients. *The Midwest Quarterly*, 58(2), 176-194.
- Spencer, E. A.** (2016). Unraveling: A caregiver's journey of discovery. *Journal of Media Education*, 7(4), 23-26.
- Spencer, E. A.**, & Mason, A. M. (2016). Images of Alzheimer's: A visual analysis of imagery used to globally market Alzheimer's services online. *International Journal of Communication and Health*, 9, 1-11.

### **Edited Book Chapters**

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- Mason, A. M., **Spencer, E. A.**, Combs, T., Glenn, T., Lewis, I., Peterson, B. L., & Tice, E. (in press). Fandom and activism: Experimenting with memetic communication appeals about human rights issues during the 2022 Winter Olympic games. In G. Abeza & J. Sanderson (Eds.), *Social media in sport: Evidence-based insights*. Routledge.
- Mason, A.M., Bhati, S., Jiang, R., & **Spencer, E. A.** (2023). Learning from death: Health education considerations for medical tourists, caregiving companions, and medical tourism providers. In M. Refaat (ed.), *Novel research aspects in medicine and medical science*, 9, 19, (pp. 157-183). <https://doi.org/10.9734/bpi/nramms/v9/6571E>
- Mason, A. M., **Spencer, E. A.**, Macek, K., Smith, A. & Potter, S. (2023). Examining the influence of proxy communicators about organizational crises response to digital news reports. In M.

Ciurea (Ed.), *Current Topics on Business, Economics and Finance*, 7, (pp. 120-143).  
<https://doi.org/10.9734/bpi/ctbef/v7/5643E>

Mason, A. M., Bhati, S., Jiang, R., & **Spencer, E. A.** (2022). Medical tourism patient mortality: Considerations from a 10-year review of global news media representations. In Information Resources Management Association (Ed.), *Research anthology on improving health literacy through patient communication and mass media* (pp. 143-162). IGI Global.

**Spencer, E. A.** (2019). Narrative legacy of family caregiving. In P. M. Kellett & J. M. Hawkins (Eds.), *Women's narratives of health disruption and illness: Within and across their life stories* (pp. 201-213). Lexington Books. **Outstanding Book award**

Mason, A. M., & **Spencer, E. A.** (2016). Health communication: Insights for quality H2H delivery in medical tourism. In DeMicco, F. J. (Ed.), *Medical tourism: Hospitality bridging healthcare (H2H) and wellness* (pp. 127-146). Apple Academic Press.

### **Peer-Reviewed Scholarly & Academic Industry Publications**

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**Spencer, E. A.** (2022, September 20). Positive implications of pedagogical application of art exhibitions. In Media Res. <http://128.122.109.51/imr/content/positive-implications-pedagogical-application-art-exhibitions>

**Spencer, E. A.** (2022, September 12). Creative expression of dementia stories. In Media Res. <http://128.122.109.51/imr/content/creative-expression-dementia-stories>

**Spencer, E. A.** (2022). Using photo exhibits to visualize advertising campaign aesthetic. Proceedings of the Marketing Management Association (MMA) Fall Educator's Conference. Analytics in the Classroom.  
[https://www.mmaglobal.org/\\_files/ugd/3968ca\\_5a9571f3e7524114ba442f9bafd1d0d9.pdf](https://www.mmaglobal.org/_files/ugd/3968ca_5a9571f3e7524114ba442f9bafd1d0d9.pdf)

**Spencer, E. A.,** Smith, D., Giulian, K. (2022). Incorporating ethics and social responsibility into the curriculum. Proceedings of the MMA Fall Educator's Conference. Analytics in the Classroom.  
[https://www.mmaglobal.org/\\_files/ugd/3968ca\\_5a9571f3e7524114ba442f9bafd1d0d9.pdf](https://www.mmaglobal.org/_files/ugd/3968ca_5a9571f3e7524114ba442f9bafd1d0d9.pdf)

### **Peer-Reviewed Curated Creative Publications**

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**Spencer, E. A.** (Photographer). (2023, January 19). CURATE event program cover images [photographs]. *Celebrating University Research Across the Enterprise (CURATE)*, Research Advisory Group scholarship showcase, University of Kentucky, Lexington, KY.

**Spencer, E. A.,** & Doud, P. (2023). Strategic visual designs and messages [graphic poster series]. Kentucky Children's Hospital, College of Medicine, University of Kentucky, Lexington, KY.

**Spencer, E. A.** (Photographer). (2022, March 5). Exhibition cover image [photograph]. Reimagining Medicine Festival, University of Kentucky, Lexington, KY.

**Spencer, E. A.** (Photographer). (2016). Photo of woman smiling, looking at dog [photograph]. *Images of Aging calendar*. Landon Center on Aging, University of Kansas Medical Center.

**Spencer, E. A.** (Photographer). (2014, April). We're getting re-married [photograph]. In *Strange Leadership: 40 ways to lead an innovative organization*. Tate Publishing.

### **Peer-Reviewed Curated Creative Media Exhibitions**

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**Spencer, E. A.** (2023, Feb. 7-July 8). Visual representations of femininity, fertility, and rural identities: A response to "Old woman holding an egg and bowl," Doris Ulmann, Untitled, Gelatin silver print [written response and analysis of photograph and exhibition collection]. *Among Women*, University of Kentucky, Art Museum, Lexington, KY. Short-term exhibition.

**Spencer, E. A.** (2022, March 5). The power of images: Reimagining art as medicine [multimedia exhibition: video and photo series]. *Reimagining Medicine Festival*, University of Kentucky, College of Medicine, Lexington, KY. Permanent collection.  
<https://www.youtube.com/playlist?list=PLCKIaV89uiOMLzlm19LG9h4ZxQpbGx-Th>

### **Curated Creative Media Exhibitions**

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**Spencer, E. A.,** & Mason, A. M. (2023, June 20-26). *Traveling dementia photography exhibition*. Pittsburg State University, Bicknell Family Center for the Arts, Pittsburg, KS. Short-term photography exhibition.

**Spencer, E. A.,** Beam, K., & Fisher, A. (2023, April 4-May 26). *Alzheimer's and dementia photo voice showcase*, University of Kentucky, College of Communication & Information, Lexington, KY. Short-term photography exhibition.

### **Media Publications**

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**Spencer, E. A.** (Photographer). (2014, April 26). *Portraits of success* [photo series]. Joplin Globe Special Educational Supplement.

**Spencer, E. A.** (Photographer). (2014, April 23). *All hail kale* [photo series]. Joplin Globe.

**Spencer, E. A.** (Photographer). (2014, April 18). *Performance prep* [photograph]. Joplin Globe.

**Spencer, E. A.** (2014, April 18). *Highest military honor awarded* [multimedia feature story package]. The Chart. **(national) Pinnacle award, best multimedia feature story**

**Spencer, E. A.** (Photographer). (2013, December). *Back home* [cover photograph]. Crossroads.  
<https://issuu.com/crossroadsmssu/docs/crfall13>

**Spencer, E. A.** (Photographer). (2013, December). *Hear him roar: Marble joins the administrative ranks to lead the Lions forward and upward* [photo series]. Crossroads.  
<https://issuu.com/crossroadsmssu/docs/crfall13>

**Spencer, E. A.** (2013, December). *Let's hear a roar: Young Lions ready to move on to the next school level* [feature story and photo series]. Crossroads.  
<https://issuu.com/crossroadsmssu/docs/crfall13>

**Spencer, E. A.** (Photographer). (2013, December). *Making a difference: Alumni find special rewards by giving back to their communities* [photo series]. Crossroads.  
<https://issuu.com/crossroadsmssu/docs/crfall13>

- Spencer, E. A.** (Photographer). (2013, December). *A giving spirit: Cancer survivor starts scholarship with help from her family* [photo series]. Crossroads.  
<https://issuu.com/crossroadsmssu/docs/crfall13>
- Spencer, E. A.** (2013, November 8). *Six hours to cancel a year's worth of planning* [feature + news stories]. The Chart. **(state-wide) First place award, newswriting; second place feature writing**
- Spencer, E. A.** (2013, November 22). *Student dares to dream the impossible dream* [editorial story]. The Chart. **(state-wide) Second place editorial writing award**
- Spencer, E. A.** (2013, September 13). *Man with one leg rides bicycle 150 miles in two days* [feature story and photo series]. The Chart.
- Spencer, E. A.** (Photographer). (2013, September 17). *Behind the scenes of Alice in Steampunk Wonderland* [photo series]. The Chart.
- Spencer, E. A.** (2013, May). *C'est la vie* [feature story and photo series]. Crossroads.  
<http://issuu.com/crossroadsmssu/docs/crspring13>  
**MarComm (international) 2 Gold awards: magazine photography + writing and design**
- Spencer, E. A.** (Photographer). (2013, May). *Full circle: Megan Adams* [photograph]. Crossroads.  
<http://issuu.com/crossroadsmssu/docs/crspring13>
- Spencer, E. A.** (Photographer). (2013, May). *Double the fun: Aaron and Caleb Lewis* [photograph]. Crossroads. <http://issuu.com/crossroadsmssu/docs/crspring13>
- Spencer, E. A.** (Photographer). (2013, May). *On the right track to success: Tom Rutledge retirement, student athlete awards* [photograph]. Crossroads.  
<http://issuu.com/crossroadsmssu/docs/crspring13>
- Spencer, E. A.** (2013, May). *Beimdieck recreation center* [ad illustration]. Crossroads.  
<http://issuu.com/crossroadsmssu/docs/crspring13>

### **Conference Presentations**

- Spencer, E. A.,** Silwal, A., & Rahman, N. (accepted for presentation). "What we have to say to each other counts," *Dementia caregivers' family communication quality, goals, and relational dynamics*. Accepted for poster presentation at the 18th biennial Kentucky Conference on Health Communication, Lexington, KY.
- Mason, A. M., **Spencer, E. A.,** Livingston, K., Meyers, T., Bhati, S., & Akram, H. (accepted for presentation). *A mixed-method, computer-automated analysis of the general web accessibility of contact pages and visual authenticity within medical tourism providers' websites*. Accepted for presentation at the 93rd annual convention of the Central State Communication Association, Grand Rapids, MI. **Top Paper panel,** Health Communication division.
- Spencer, E. A.,** Mason, A. M. (2024). *A case study of a photovoice community-based participatory research (CBPR) initiative in support of a non-profit, regional Alzheimer's Association chapter*. Paper presented to the Visual Communication division at the 49th annual AEJMC Southeast Colloquium, Lexington, KY.

**Spencer, E. A. (chair)**, Mason, A. M., Liu, P., & Bhati, F. (2024). *DEI considerations for improved access in education*. Discussion panel presented at the 49th annual AEJMC Southeast Colloquium, Lexington, KY.

**Spencer, E. A.**, & Tristán, A. (2024). *Integrated multimedia storytelling campaigns to promote campus resources and student services for underrepresented student groups*. Presented at the 49th annual AEJMC Southeast Colloquium, Lexington, KY.

Tristán, A., & **Spencer, E. A.** (2024). *Using Communication Theory of Identity to explore brand identity*. Presented at the 2024 AEJMC Public Relations Division virtual conference, GIFT and Teaching Competition.

**Spencer, E. A.**, & Doud, P. (2023, October). *Memes to improve hand-hygiene compliance*. Poster presented at the International Conference on Communication in Healthcare, Rio Grande, Puerto Rico.

**Spencer, E. A.**, & Beam, K. & Fisher, A. (2023, October). *Alzheimer's and dementia photovoice exhibition*. Poster presented at the International Conference on Communication in Healthcare, Rio Grande, Puerto Rico.

Tristán, A., & **Spencer, E. A.** (2023, October). *Challenging Hakuna Matata: An introduction to case studies*. Presented at the University of Kentucky's Inaugural Teaching Excellence Symposium, Lexington, KY.

**Spencer, E. A.**, & Tristán, A. (2023, August). *Brand social media crisis response strategies to mis/disinformation*. Poster presented at the Best Practices in Teaching Competition at the AEJMC annual conference, Washington, D.C. **Honorable Mention award**

**Spencer, E. A. (chair)**, McCarthy, S., Suman, S., & Tyree, N. (2023, June). *IMC pedagogy insights: Design and marketing collaboration opportunities for improved research and application*. Panel presented at the Integrated Marketing Conference 2023 biennial conference, Wilmington, NC.

**Spencer, E. A.** (2023, June). *Creative integrated campaigns as applied research, intervention campaign, and service-learning opportunities*. Presented at the Integrated Marketing Conference 2023 biennial conference, Wilmington, NC.

Mason, A. M., **Spencer, E. A.**, Combs, T., Glenn, T., Lewis, I., Peterson, B. L., & Tice, E. (2023, March-Apr). *Social media engagement, information processing, and behavioral intentions in response to social advocacy memes during the 2022 Winter Olympic Games*. Paper presented at the CSCA annual conference, St. Louis, MO. **Top Paper award**, Sport Communication division.

**Spencer, E. A.** (chair), Hester, E., & Livingston, K. (panelists). (2023, March). *Strategic Visual Communication Opportunities for Application in Teaching, Research, and Service*. Panel presented at the AEJMC MTSU Southeast Colloquium, Murfreesboro, TN.

- Spencer, E. A.** (2023, January). Honoring Place in New Orleans: An Interactive Photo Walk Immersive Experience. Presented at Celebrating University Research Across the Enterprise (CURATE), Research Advisory Group, University of Kentucky, Lexington, KY.
- Spencer, E. A.** (chair), & Livingston, K. (respondent). (2022, November). Honoring PLACE in New Orleans: An interactive photo walk immersive experience. Preconference workshop session presented at the National Communication Association (NCA) annual conference, New Orleans, LA (NOLA).
- Mason, A. M., & **Spencer, E. A.** (2022, November). Social advocacy in sports: Exploring the persuasive influence of memetic communication about human rights issues during the 2022 Winter Olympic games. Paper presented at the NCA annual conference, NOLA.
- Spencer, E. A.** (2022, September). Using photo exhibits to visualize advertising campaign aesthetic. Paper presented at the annual Marketing Management Association (MMA) Fall Educator's Conference, San Antonio, TX.
- Spencer, E. A.**, Smith, D., Giulian, K. (2022, September). Incorporating ethics and social responsibility into the curriculum. Panel presentation at the annual MMA Fall Educator's Conference, San Antonio, TX.
- Mason, A. M., **Spencer, E. A.**, Westoff, M., Livingston, K., & Compton, J. (2022, May). How accessible is the global communication discipline? Examining accessibility, readability, and mobility of institution and department websites for International Communication Association institutional members. Paper presented at the International Communication Association annual conference, Paris, France.
- Mason, A. M., Compton, J., & **Spencer, E. A.** (2022, April). COVID-19 hoax, child-sex trafficking, and other conspiracy theories spread on social media: Analysis of organizational reputation threats and response strategies. Paper presented at the Central States Communication Association (CSCA) annual conference, Madison, WI.
- Spencer, E. A.** (2021, November). Communication goals and quality and relational dynamics of dementia caregivers. Research in Progress roundtable presentation at the NCA annual conference, Seattle, WA.
- Mason, A. M., **Spencer, E. A.**, Barnett, K., & Bouchie, J. (2021, November). Exploring organizational Corporate Social Responsibility (CSR) in medical tourism health promotion websites. Paper presented at the NCA annual conference, Seattle, WA.
- Spencer, E. A.** (2021, October). Images of the longest day: Analyzing photographs honoring families facing Alzheimer's. Poster presented at the Academy of Communication in Healthcare 2021 International Conference on Communication in Healthcare. [Conference scheduled virtually due to COVID-19.]
- Spencer, E. A.** (2020, November). Conversation goals, communication satisfaction, and relational dynamics while navigating Alzheimer's disease: A pre-and post-diagnosis dyadic examination of family communication. Paper presented at the NCA annual conference, Indianapolis, IN. [Conference held virtually due to COVID-19.]

- Spencer, E. A.** (2020, April). Communication through end-of-life: Family narrative, loss, and legacy. Panel presentation accepted for the CSCA annual conference, Chicago, IL. [Conference canceled due to COVID-19.]
- Mason, A. M., Bhati, S., Jiang, R., & **Spencer, E. A.** (2019, November). Medical tourism patient mortality: Health communication strategies to reduce risk and improve survival. Paper presented at the NCA annual conference, Baltimore, MD.
- Harrington, N. G., Scott, A. M., & **Spencer, E. A.** (2019, May). Optimizing cost-of-care conversations between patients and physicians. In B. L. Lambert, K. B. Pusateri, C. L. Scherr, & N. Walter (Chairs), *Difficult conversations in healthcare*. Preconference conducted at the annual conference of the International Communication Association, Washington, DC.
- Spencer, E. A.**, Real, K., & Cross, A. (2018, November). "Healthcare coverage is the toughest beat to cover": A multi-method analysis of rural newspaper coverage of County Health Rankings. Paper presented at NCA annual conference, Salt Lake City, UT.
- Mason, A. M., Flores, L. F., Liu, P., **Spencer, E. A.**, Tims, M., & Gire, T. (2018, November). Disaster communication: An Analysis of digital communication strategies used by the medical tourism industry during the 2017 Caribbean hurricane season. Paper presented at NCA annual conference, Salt Lake City, UT.
- Spencer, E. A.** (2018, July). Changing individual and familial goals over the course of Alzheimer's disease. Poster presented at Alzheimer's Disease International conference, Chicago, IL.
- Spencer, E. A.** (2018, July). The legacy of narrative paradigm to care for persons living with dementia and their families. Poster presented at Alzheimer's Disease International conference, Chicago, IL.
- Spencer, E. A.** (2018, July). Family and individual pathways of Alzheimer's disease. Poster presented at Alzheimer's Disease International conference, Chicago, IL.
- Helme, D., Wolfson, M., Egan, K., Lukacena, K., **Spencer, E. A.**, & Roberson, L. (2018, April). Improving messaging to promote organized disposal and prevent abuse of prescription drugs in Appalachia: Community perspectives. Paper presented at Kentucky Conference on Health Communication, Lexington, KY.
- Spencer, E. A.**, & Cross, A. (2017, November). Analysis of Kentucky rural newspaper coverage of the County Health Rankings. Poster presented at Kentucky Rural Health Association annual conference, Bowling Green, KY.
- Spencer, E. A.** (2017, November). ESPN's coverage of intimate partner violence in the NFL. Paper presented at NCA annual conference, Dallas, TX.
- Spencer, E. A.** (2017, November). The effect of photographs in Alzheimer's disease messages. Paper presented at NCA annual conference, Dallas, TX.
- Mason, A. M., **Spencer, E. A.**, & Macek, K. (2017, November). An examination of the theory of emotional stakeholders' influence as proxy communicators to organizational crises in the

form of user comments to online news. Paper presented at NCA annual conference, Dallas, TX.

**Spencer, E. A.** (2017, October). Including the Alzheimer's disease patient's family member on the healthcare team. Poster presented at Organizational Communication Mini Conference, Athens, OH.

**Spencer, E. A.** (2017, April). Communication and coping behavior outcomes and Alzheimer's disease caregiver stress. Poster presented at D.C. Health Communication conference, Fairfax, VA.

**Spencer, E. A.** (2016, November). Traversing life, health, and social issues with auto-ethnography. Performance panel presentation at NCA annual conference, Philadelphia, PA.

**Spencer, E. A.** (2016, October). Unraveling: A caregiver's journey of discovery. Film presented at American Public Health Association annual meeting and expo Film Festival, Denver, CO.

**Spencer, E. A.** (2016, March). The use of deception in interpersonal communication with Alzheimer's disease patients. Paper presented at Sooner Communication Conference, Norman, OK.

**Spencer, E. A.,** & Mason, A. M. (2016, March). Global cultural communication comparisons of dementia care. Paper presented at Popular Culture/American Culture Association annual conference, Seattle, WA.

**Spencer, E. A.,** & Mason, A. M. (2015, October). A cross cultural comparison of photographs within Alzheimer's care facility websites. Paper presented at Broadcast Education Association District 5 conference, Ft. Worth, TX.

Sullivan, O. L., & **Spencer, E. A.** (2014, September). Portraits of success. Workshop presentation at Transformative Language Arts Network Power of Words conference, Kansas City, MO.

**Spencer, E. A.** (2014, April). Photojournalism for college newsrooms. Workshop presentation at Missouri College Media Association (MCMA) annual conference, Kirksville, MO.

**Spencer, E. A.,** Zoltanski, S., & Brown, W. (2013, April). International Media Seminar and study abroad. Panel presentation at MCMA annual conference, Joplin, MO.

## **Grants**

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Library websites and library values: Setting the stage for national-scale research

Status: Under second phase review, resubmitted March 2024

Role: Co-I (PI: Spencer P. Greenhalgh; **Co-Is: Elizabeth A. Spencer,** Youngok Choi)

Amount requested: \$144,794

Funding agency: Institute of Museum and Library Services

Immersive walking tours of Lexington's Black and African American history: Capturing images and real-time audio of visitor reactions of *I Was Here*, downtown Lexington, for tourism outcomes

Status: Under review, submitted March 2024

Role: **Co-PIs** (Jason Swanson & **Elizabeth A. Spencer**)

Amount requested: \$25,000

Funding agency: University of Kentucky, 2024 Igniting Research Collaborations

Use of photovoice to inform a family-based diabetes education intervention in Appalachia Kentucky

Status: Not funded (2023)

Role: Co-I (PI: Oluwatosin O. Leshi; Co-Is: Brittany L. Smalls, **Elizabeth A. Spencer**)

Amount requested: \$228,440

Funding agency: American Diabetes Association

Using narrative to investigate COVID-related communication among communities in Kentucky

Status: **Funded** (2022-2023)

Role: Co-I (PI: Janie Cambron; Co-Is: **Elizabeth A. Spencer**, Erin B. Hester, Sarah Geegan, Doug Boyd, Jen Bartlett)

Amount: \$49,963

Funding agency: UK Women in Philanthropy

AI images: Ethical, legal, and industry concerns

Status: Not funded (2022)

Role: **PI** (Co-Is: David Stephenson & Weilu Zhang)

Amount: \$3,500

Funding agency: AEJMC Emerging Scholars

Kentucky rural newspaper health coverage

Status: **Funded** (2017)

Role: **PI** (Co-Is: Al Cross & Kevin Real)

Amount: \$2,000

Funding agency: Institute for Rural Journalism and Community Issues, University of Kentucky

R21: Adapting a transcript-based assessment of communication quality into a real time tool to measure the quality of trainees' end of life conversations with patients

Status: **Funded** (2018-2019)

Role: RA (PI: L. J. Van Scoy, Pennsylvania State University; Co-I: Allison M. Scott)

Amount: \$441,876

Funding agency: National Institutes of Health (PAR 16-161)

Improving cost-of-care conversations between oncologists and vulnerable patients

Status: **Funded** (2018-2019)

Role: RA (PI: Allison M. Scott; Co-I: Nancy G. Harrington)

Amount: \$5,020

Funding agency: Research and Creative Activities Program, College of Communication and Information, University of Kentucky

Improving cost-of-care conversations between primary care physicians and vulnerable patients

Status: **Funded** (2017-2018)

Role: RA (PI: Allison M. Scott; Co-I: Nancy G. Harrington)

Amount: \$5,026

Funding agency: Research and Creative Activities Program, College of Communication & Information, University of Kentucky

Improving messaging to promote organized disposal and prevent abuse of prescription drugs in Appalachia: Community perspectives

Status: **Funded** (2017-2019)

Role: RA (PI: Donald W. Helme)

Amount: \$50,000

Funding agencies: Center for Clinical and Translational Science, University of Kentucky; & Wake Forest Clinical and Translational Science Institute

## **Work in Progress**

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**Spencer, E. A.**, & Spencer, T. A. (under blind peer review). *GenAI's visualizations of dementia and caregiving*. Under special issue review March 2024.

**Spencer, E. A.**, & Mason, A. M. (under double blind peer review). *A case study of a photovoice community-based participatory research (CBPR) initiative in support of a non-profit, regional Alzheimer's Association chapter*. Under review March 2024.

**Spencer, E. A.**, & Mason, A. M. (under blind peer review). *The Longest Day photo walk, an interactive community engagement fundraiser*. Under review March 2024.

Mason, A. M., **Spencer, E. A.**, Livingston, K., Meyers, T., Bhati, S., & Akram, H. (under double blind peer review). *A mixed-method, computer-automated analysis of the general web accessibility of contact pages and visual authenticity within medical tourism providers' websites*. Under review August 2023.

Mason, A. M., **Spencer, E. A.**, Livingston, K., Meyers, T., Bhati, S. (under double blind peer review). *Probing the web accessibility of medical tourism providers' digital marketing and advertising health communication strategies*. Under review March 2023.

Mason, A. M., Compton, J., & **Spencer, E. A.** (manuscript in preparation). *COVID-19 hoax, child-sex trafficking, and other conspiracy theories spread on social media: Analysis of organizational reputation threats and response strategies*.

**Spencer, E. A.**, Scott, A. M., Wood, N., & Silwal, A. (manuscript in preparation). *Conversation goals and family relational dynamics while navigating dementia care: A pre- and post-diagnosis examination of communication*.

**Spencer, E. A.** (manuscript in preparation). *A review of The COMFORT Model for Communication in Palliative Nursing*.

**Spencer, E. A.** (manuscript in preparation). *A review of Caring for the Family Caregiver*.

**Spencer, E. A.**, Livingston, K., Rahman, N., & Ghosh, O. (work in progress). *Photo voice perspectives of dementia: Gen Z's visual communication of Alzheimer's and dementia experiences*.

## **Awards & Honors**

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### **\*denotes competitive selection**

2024 \*Top Paper **award**, Health Communication division, 2024 Central States Communication Association (CSCA), Grand Rapids, MI.

2024 \*Honorable mention **award**, 2024 Virtual and Interactive Media festival and competition, Visual Communication division, AEJMC.

- 2023 \*Excellence in advising: Faculty advisor certificate of merit **award**, National Academic Advising Association: The Global Community for Academic Advising, Region 3.
- 2023 \*Honorable mention **award**, Best Practices in Teaching Competition at the 2023 AEJMC annual conference, Washington, D.C.
- 2023 \*Ken Freedman Outstanding Faculty Advisor **award**, UK Advising Network
- 2023 \*Faculty Community Service **award**, CI, UK
- 2023 \*Top Paper **award**, Sport Communication division, 2023 CSCA annual conference, St. Louis, MO
- 2023 \*Nominated for Faculty Teaching Excellence Award, College of Communication & Information (CI), UK
- 2022-23 \*Inclusive Syllabi project **award**, CI Diversity, Equity, & Inclusion
- 2022-23 \*Teaching Innovation Institute, UK Center for the Enhancement of Learning and Teaching (CELT)
- 2022 Inducted into Tri Alpha Honor Society for first-generation faculty
- 2022 \*Inducted as Kopenhaver Center Fellow, Kopenhaver Center for the Advancement of Women in Communication, Florida International University
- 2022 \*Nominated for Faculty Teaching Excellence Award, CI
- 2022 \*Nominated for Ken Freedman Outstanding Advisor award, UK Advising Network
- 2022 \*Nominated for Outstanding Teaching award, UK CELT
- 2022 \*Reimagining Medicine Art Festival (juried), featured artist
- 2021 \*National Communication Association (NCA) Family Communication division, Sandra Petronio Dissertation Excellence **award**
- 2020 \*NCA Communication and Aging division, Outstanding Book **award** (chapter author)
- 2019-20 \*Dissertation year fellowship, CI graduate program
- 2019 \*NCA Doctoral Honors Seminar
- 2018 \*Emeriti Faculty doctoral fellowship, UK
- 2016 \*Best Aural/Visual Project **award**, NCA Ethnography division
- 2016 \*Kansas Association of Broadcasters, graduate TV documentary **award**
- 2015 \*Top Paper **award**, Pittsburg State University (PSU) graduate research colloquium
- 2015 \*Excellence in Research **award**, Department of Communication, PSU
- 2015 \*Feature writing **award**, second place, Missouri College Media Association
- 2014 \*Photojournalist of the Year, Missouri College Media Association (MCMA)
- 2014 \*Pinnacle **award**, best multimedia feature story, third place national ranking, College Media Association
- 2014 \*Gold **awards**, magazine photography and writing and design, MarCom International Competition for Marketing and Communication Professionals
- 2014 \*First place **award**, newswriting; second place editorial writing, MCMA
- 2003 \*Top Portrait Portfolio **award**, Professional Photography, Hawkeye Community College

### **Fellowships**

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- 2019 Dissertation Year fellowship, UK CI, \$17,000
- 2018 Emeriti Faculty doctoral fellowship, UK, \$2,500
- 2017 Tall Grass Farm Foundation fellowship, Institute for Rural Journalism and Community Issues, UK, \$2,000

### **Student Awards & Honors**

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- 2023 \*3 undergraduate research fellowships
- 2022 \*3 undergraduate research fellowships

2022 \*2 student ADDY awards, American Advertising Federation (AAF), Ad Club Lexington  
2021 \*2 student ADDY awards, AAF, Ad Club Lexington

**\*directly mentored and advised**

### **Invited Presentations**

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- 2023 "Caring, communicating, and coping through Alzheimer's," invited speaker, Women@FICO, FICO, corporate headquarters Bozeman, MT. Global virtual presentation.
- 2023 "Knowledge on Tap," featured faculty presentation, CI Graduate Student Professional Development Series, University of Kentucky (UK), Lexington, KY.
- 2022 "Small Changes - Big Impact: Inclusive Syllabi in the Classroom," roundtable presentation, UK CI DEI Committee, UK, Lexington, KY.
- 2022 "Intentional Inclusivity," Teaching Innovation Institute, Fall 2022 Cohort Showcase, CELT, UK, Lexington, KY.
- 2022 "Branding your Classes," Collaborative presentation, ISC TA Training, UK, CI, Graduate Program, Dept. of ISC, Lexington, KY.
- 2022 "Preparing for Qualifying Exams," Faculty panel presentation, CI Graduate Student Professional Development Series, UK, Lexington, KY.
- 2022 "Research and Creative Scholarship," Communication Research Methods, Asbury University, Wilmore, KY.
- 2019 "Intercultural Communication," Introduction to Interpersonal Communication, Department of Communication, UK, Lexington, KY.
- 2018 "Persuasive communication with patients and families: Managing uncertainty and redefining patient-centeredness," Women in Medicine and Science, College of Medicine, UK, Lexington, KY.
- 2018 "Listening and Responding in Groups," Small Group Communication, Department of Communication, UK, Lexington, KY.
- 2017 "Conflict and Negotiation Simulation," Negotiation and Conflict Management, Department of Communication, UK, Lexington, KY.
- 2017 "Conflict and Negotiation Planning," Negotiation and Conflict Management, Department of Communication, UK, Lexington, KY.
- 2015 "Studio Photography," Photocommunication II, Department of Communication, Missouri Southern State University (MSSU), Joplin, MO.
- 2014 "The Story of Life," Communication Law, Department of Communication, MSSU, Joplin, MO.
- 2014 "Down and Dirty Photoshop," Media Editing and Design, Department of Communication, MSSU, Joplin, MO.
- 2014 "My Experience of Paris," International Media Seminar, Department of Communication, MSSU, Joplin, MO.

### **Professional Service**

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#### **Professional organization service**

##### *Committee work*

- 2023-2024 AEJMC Visual Communication Division Officer Committee Secretary
- 2022-2024 Education Co-Chair and The Ment mentoring program co-coordinator [59 student + professional mentor matches for a 9-month mentoring program], Board of Directors, American Advertising Federation (AAF) Lexington
- 2023 Petronio Communication Privacy Management Dissertation Fellowship review committee, Indiana University-Purdue University Indianapolis (IUPUI)

2018 Dale E. Brashers Distinguished Mentor Award selection committee, Health Communication division, NCA

*Paper reviewer*

2024 AEJMC Visual Communication and PR divisions  
2023 AEJMC SE Colloquium Great Ideas for Teaching (GIFT) submissions  
2021-2022 NCA Communication and Aging division  
2022 NCA Visual Communication division  
2021 ICA Visual Communication division  
2021 NCA Health Communication division  
2020 NCA Great Ideas for Teaching Students (GIFTS) division  
2017-present Kentucky Conference on Health Communication  
2016-2017 NCA Ethnography division

*Panel chair and moderator*

2024 DEI considerations for improved access in education panel chair, AEJMC SE Colloquium, Lexington, KY.  
2024 Teaching with AI panel moderator, AEJMC SE Colloquium, Lexington, KY.  
2023 Visual Communication panel chair, AEJMC SE Colloquium, Murfreesboro, TN.  
2022 Ethics session panel chair, MMA Fall Educator's Conference, San Antonio, TX.  
2017 Student paper panel chair, Interpersonal Communication division, NCA, Dallas, TX.  
2016 Ethnography division performance panel chair, NCA, Philadelphia, PA.  
2016 Health Communication division paper panel chair, NCA, Philadelphia, PA.

*Conference planning and administrative service*

2024 Photo walk coordinator and event leader, AEJMC 2024 SE Colloquium, University of Kentucky (UK)  
2023-2024 Core planning committee member and GIFT submission coordinator, AEJMC 2024 SE Colloquium, UK  
2023-2024 GIFT submission coordinator, AEJMC 2024 SE Colloquium, UK  
2018 Planning committee member, event photographer, Kentucky Conference on Health Communication  
2017 Medical Tourism interviewer, D.C. Conference on Health Communication (DCHC)  
2017 Pittsburg State University Alumni feature panel speaker, DCHC  
2015 Program planning associate, Ethnography Division, NCA  
2015-2017 Convention volunteer, NCA

**Editorial service**

2019-present Reviewer, Communication and Sport  
2022 Reviewer, Journalism Studies  
2021 Reviewer, Social Sciences and Humanities  
2021 Reviewer, Violence Against Women  
2017-2018 Reviewer, Kentucky Journal of Communication

**University service**

2024-2027 Elected to Faculty Senate, UK.  
2024 Ken Freedman Advising Awards committee  
2022-present First Gen Faculty Advocate, First-Generation Student Services, Office of Student Success, UK  
2021-present University Core Assessment Evaluator, Arts & Creativity, UK

- 2022 Undergraduate Research and Creative Activities Fair, College of Communication and Information (CI) representative
- 2020-2021 Gender Studies Program affiliated faculty, MSU
- 2017 Outside honors thesis reviewer, Patton, E. A. (2017). A study on the old soul: Spiritual communication of elderly people with memory loss, Oklahoma Baptist University
- 2014-2016 Student Photography club faculty advisor, Crowder College
- 2015 Graduate Student Advisory Council, Pittsburg State University

**College service**

- 2024 CI College Excellence Awards committee, Faculty Community Service Award presentation
- 2022-present CI Graduate Faculty Associate Member
- 2021-present CI Media Studies collaboration group
- 2021-2022 CI Rupp Space working group
- 2022 CI Sport Communication Roundtable
- 2018-2019 Professional Development chair, Communication Graduate Student Association, CI, University of Kentucky (UK)
- 2016-2020 Communication Graduate Student Association, CI, UK

**Department service**

- 2021-present Student Success and Diversity Committee, Chair 2021-22, ISC, UK
- 2023-2024 Events Committee, Department of Integrated Strategic Communication, (UK)
- 2020-2021 Resource Replacement committee, Department of Communication, Media, and Languages (CML), Morehead State University (MSU)
- 2020-2021 Graduate Curriculum committee, CML, MSU

**Community service**

- 2022-present Alzheimer’s Association Longest Day fundraiser, Lexington, KY and Pittsburg, KS
- 2016-present Alzheimer’s Association Walk to Remember fundraiser, Lexington, KY
- 2022 Media presentation judge and advisor, Elkhorn Crossing School, Media Arts Village, Georgetown, KY
- 2011-2015 Photography, video, communication, and public relations services for non-profit organizations, Joplin, MO
- 2011 Photography and video services to aid donation and volunteer solicitation for tornado victims, Joplin, MO
- 2006-2010 Rotary Club member and Choices mentoring program coordinating team, Lebanon, MO
- 2006-2010 American Red Cross, Greater Ozarks Chapter, Laclede County Leadership Advisory Cabinet, Lebanon, MO
- 2006-2010 Photography services for Lebanon Rotary Club and various non-profit organizations, Lebanon, MO
- 2006-2010 Photography services for City of Lebanon marketing and tourism, Lebanon, MO
- 2008 God & Country community event advertising sales, marketing and media relations, and photographer, Lebanon, MO (20,000 attendance)
- 2007 Leadership Laclede County, Lebanon Area Chamber of Commerce, Lebanon, MO
- 2005 Photography exhibition event coordinator, ARTS Rolla, Rolla, MO

## **Professional Consulting**

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- 2023 **External Reviewer.** Advertising and Public Relations Academic Program Review, Department of Communications, California State University, Dominguez Hills, CA
- 2023 **Strategic Communication Consultant.** Video production and website development. Restore Hope, Lexington nonprofit organization, Lexington, KY
- 2022-23 **Strategic Visual Messaging Intervention Consultant.** Developed visual humorous message appeals (graphic poster series) as interventions to improve hand hygiene compliance for healthcare providers at Kentucky Children’s Hospital, College of Medicine, University of Kentucky, Lexington, KY. Produced video tutorial for how to use Canva to empower College of Medicine providers and staff to update and supplement materials as needed to continue campaign interventions.

## **Professional Memberships**

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Association for Education in Journalism and Mass Communication  
National Communication Association  
Central States Communication Association  
American Advertising Federation, Lexington chapter

## **Professional Development & Continuing Education**

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- 2024 CELT Inclusive Teaching Badge, UK
- 2024 CELT Universal Design for Learning (UDL) Boot Camp, UK
- 2024 UDL Mindset Credential, Center for Applied Special Technology
- 2023-2024 Global Engagement Academy (GEA) professional development certificate, International Center, UK
- 2023 QPR (Question. Persuade. Refer.) Suicide Prevention Gatekeeper Training, QPR Institute, UK HR Health and Wellness
- 2022-2025 Adult Mental Health First Aid USA certification. National Council for Mental Wellbeing
- 2022-2023 Teaching Innovation Institute. UK Center for the Enhancement of Learning and Teaching (CELT)
- 2023 Introduction to Graphic Design: Photoshop certificate, LinkedIn Learning
- 2023 AI and Writing Based Assessment, CELT
- 2021-2022 Unconscious Bias parts I, II, & III, Inclusive Excellence and Diversity Education, UK Office for Institutional Diversity
- 2022 Women Faculty Moving Forward workshop. AEJMC, Detroit, MI.
- 2022 NCAA Associate Director of Communications, Gail Dent, Professional Learning Series, College of Education, UK
- 2022 Elevating Women in the Workplace: Tackling the Exclusion and Underrepresentation of Women in Communications, Society for Health Communication
- 2022 What’s my Problem?: [Helping Students] Regulat[e] Executive Functions, CELT
- 2022 Trauma Informed Responses to Student Disclosures, UK Violence Intervention and Prevention Center
- 2022 “What is this red gauge next to my docs in Canvas?": Designing Accessible Documents, CELT
- 2022 Inclusive and Student-Centered Teaching, UK CELT
- 2022 Engaging Students and Encouraging Attendance, CELT
- 2022 Setting the Tone & Fostering Inclusion, CELT
- 2022 Breaking Through: 50 Years of Title IX, Louisville Sports Commission
- 2022 Teaching Tool Showcase, CI

- 2022 A Discussion with Ms. Therese Smith, Acting Associate Dean of Students for Rights, Responsibilities, and Intervention, Center for Support and Intervention and Institutional Diversity, UK
- 2022 A Discussion with Ms. Thalethia Routt, Acting Associate Vice President for Institutional Equity and Equal Opportunity, Office for Institutional Equity and Equal Opportunity, UK
- 2021 UK Women's Forum 2021 Conference, UK
- 2021 Accommodating the Deaf/Hard of Hearing in the Classroom: Tips and Technology, UK Disability Resource Center and CI Diversity Equity and Inclusion
- 2021 Understanding and Supporting First Generation Students in our Classrooms, CELT
- 2021 First Generation Student Panel, CELT
- 2021 Faculty Panel: Dynamic Teaching and Learning Activities Online, CELT
- 2021 Transparent Assignment Design, CELT
- 2021 Looking Back, Looking Forward: Reflections and Revising Syllabi for Future Courses, CELT
- 2021 Introduction to LabArchives Electronic Research Notebook, CI
- 2021 Everything You Need to Know about Grant Writing and Submission at UK, CI
- 2020 Employee Diversity Training, Morehead State University (MSU)
- 2020 Teaching Students at the College-Career Crossroads: Applying the Core Concept Pedagogical Approach to Strategic Communication Courses, NCA Short Course
- 2020 Strategic Communication at the Crossroads: Teaching the Undergraduate and Graduate Course, NCA Short Course
- 2020 R15 Grant Writing Workshop, Kentucky Biomedical Research Infrastructure Network
- 2020 Shaping our Appalachian Region (SOAR) Summit virtual conference (\*six students attended)
- 2020 Fall Book Read [Geeky Pedagogy: A Guide for Intellectuals, Introverts, and Nerds Who Want to Be Effective Teachers], Faculty Center for Teaching and Learning (FCTL), MSU
- 2020 Blackboard Virtual Online Teaching Workshop, Distance Education, and Instructional Design (DEID), MSU
- 2020 Online Teaching Strategizing Workshop, School of English, Communication, Media and Languages, MSU
- 2020 SmartEvals Course Evaluation Training, MSU
- 2020 Blackboard 101: Building Your Course, DEID, MSU
- 2020 Blackboard 201: Interaction and Collaboration, DEID, MSU
- 2020 Blackboard 301: Assessing Students, DEID, MSU
- 2020 WebEx Enabled Classroom Training, Dept. of Communication, Media and Languages (CML), MSU
- 2020 COMS 108 Public Speaking Course Instructor Orientation, CML, MSU
- 2020 Preventing Sexual Assault, Violence, Discrimination, and Harassment courses, Human Resources, MSU
- 2020 New Faculty Orientation, FCTL, MSU
- 2019-2020 Diversity and Inclusion certification program, GradDegree+ Professional Development cohort, The Graduate School, UK
- 2019-2020 Pedagogical Development certification program, CELT
- 2019 Intercultural Awareness Day: Thriving in Your Multigenerational Community, Office of Diversity, College of Agriculture, Food, and Environment, UK
- 2019 How Black Americans use social media to carve out their own niche, College of Communication and Information, UK
- 2019 Fostering Inclusion for All Students: First Generation College Students workshop, Instructional Communication and Research Training and Development, UK

- 2019 A Gentle Introduction to SPSS: Instilling Confidence in Statistical Analysis workshop, Quantitative Initiative for Policy and Social Research, Applied Psychometric Strategies Lab, UK
- 2019 So My Students Have iPads, Teaching with Technology workshop, CELT
- 2019 Community Engagement workshop, Center for Equality and Social Justice, UK
- 2019 Best Practices for Teaching Online, Instructional Communication and Research Training and Development, UK
- 2018 Unconscious Bias workshop, CELT

## **Professional Media Industry & Academic Experience**

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- 2013-2014 **Director of Photography.** *The Chart* newspaper.  
Missouri Southern State University, Joplin, MO.
- In this position I **led, challenged, and motivated a staff of six photographers** and served in a **leadership role**, collaborating with the leadership team for a weekly campus publication. In coordination with publication needs, I developed a **weekly photo budget of feature, portrait, event, and news photo assignments** for photographers. In collaboration with the fellow leadership team, I assisted with **operation planning** and **decision-making**, as well as **long-term visionary planning**. I **developed a media archive structure, consistent cutline storage system, and streamlined image specifications**.
- 2013 **Associate Editor.** *Crossroads* alumni magazine.  
Missouri Southern State University, Joplin, MO.
- For this **professional publication** that was designed for an audience of external stakeholders, I served as an associate editor. I covered international study, community, and campus events. In addition to **writing articles**, I captured **feature, portrait, event, and news photos** for a wide variety of publication needs. I also assisted with **copy, layout, and photo editing**, and **illustration design**.
- 2012 **Administrative Assistant.** *Office of the Vice Chancellor of Student Affairs.*  
Missouri University of Science and Technology, Rolla, MO.
- The central mission of this office is **crisis relations** for students, including those facing suicide attempts, drug abuse, sexual assault, sexual misconduct, hazing, and criminal charges. In my role, I offered both **direct and indirect assistance** for student grievances, discrimination experiences, and behavior concerns. I also served in an **internal public relations** role for University staff in this **interdisciplinary collaborative team**. Additionally, I assisted with their **communication campaign implementation, website updates, print media updates, and data organization**.
- 1999-2001 **Senior Secretary.** *Intelligent Systems Center.*  
Missouri University of Science and Technology. Rolla, MO.
- For this **multidisciplinary research center's** administration and 37 research faculty, I offered **administrative support** for events, conferences, and special activities for research center. I served in a **public relations** role for their annual undergraduate summer research program, supporting recruited international students. I also assisted with **website development and redesign**, and **external grant proposal submission** for the research center.

## **Public Relations & Professional Leadership Experience**

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2010-2012 **Business Office Manager.** *Senior Care Pharmacy.* Joplin, MO.

I coordinated **internal public relations** efforts including **training and development** of local staff and company-wide employees. I **directly supervised** a team of five office personnel in **customer relations branding efforts** and **implemented customer service protocol**. I conducted **internal and external crisis communication** for organization and community crisis events (e.g., **tornado, executive leadership termination**). As a member of the leadership team, I **demonstrated ethical professionalism**, conducted **external public relations** with active and prospective clients, assisted in **budget development, statistical sales performance analysis and reporting, and strategic planning** efforts.

2006-2010 **Executive Director.** *Lebanon Area Foundation.* Lebanon, MO.

For this non-profit foundation, I conducted **public relations, media relations, and community relationship development**. I **administered 13 endowment funds** totaling **over \$1 million, tracked ROIs**, and honored donor wishes. Strengthening and developing **donor relations**, I **secured new endowment funding contracts (\$100,000)** and enhanced existing relationships. I **planned, administered, and executed** the annual Community Cares **fundraising campaign, raising over \$100,00 annually** for non-profit community organizations. I developed and maintained strong working relationships with the Board of Directors. Coordinating media relations, I developed **effective working relationships with local media**. In **strategic target marketing efforts**, I identified audiences and conducted numerous public speaking appearances. I engaged in **communication campaign branding efforts, marketing material design, and website development**. I consistently reflected **fiduciary accountability** by maintaining **accurate reports, record keeping, and operating budget development**.

2004-2006 **Office Manager.** *William B. Moorkamp, DDS.* Rolla, MO.

In this role, I was the ambassador for **patient relations**, including **recruitment and retention**. I was the **communication liaison** for **900 active and prospective patients**, including **sales and promotion of services**. I deployed **office branding strategy** including **print material redesign**. I **developed and fostered customer relationships** with short and long-term patients throughout the treatment process, resulting in **increased elective patient activity**. I strategically **organized the doctor and hygienist schedule, reducing canceled appointments**. I **managed production** to meet **daily, weekly, and monthly revenue goals** and **collect accounts receivable**. Additionally, I **prepared statistical analyses** of **patient recruitment, production, accounts receivable** for **monthly staff presentation**, and **designed branding materials**.