

Public Relations

Department of Journalism and Public Relations
College of Communication & Education

Dossier Highlights: Spring 2012—Spring 2017

Evidence of Teaching Effectiveness

- Pedagogical innovation demonstrated through redesign of JOUR 211, significant updates to JOUR 341, and new technologies in JOUR 445-02 (Fall, 2012); 12 new course preps
- SET evaluations indicate effective course organization and planning, communication, and faculty/student interaction
- SET mean scores range between 3.48 – 4.71 with the low score occurring during Fall 2012 when two courses were redesigned; subsequent SET scores show steady improvement
- Diverse and effective use of technology and hybrid approaches to pedagogy
- Ability and flexibility to teach in a number of different areas: public relations, general education, women's studies, and communication studies
- Participated in one competitively selected panel on intersectionality and pedagogy at a national professional conference (Area 1)
- Teacher/Scholar model: Mentored student to co-present at a national communication conference; collaborating on new independent study to promote undergraduate research
- Completed 10 trainings on pedagogy, technology and diversity

Evidence of Professional Growth and Achievement

- Author of two articles in refereed journals (Area 1)
- Author of an article in an international trade magazine (Area 2)
- Participated in 15 refereed panels at a national professional conference (Area 1)
- Completed grant-funded development of a website, *The Feminist Spark*, for educators providing detailed instruction on how to start a feminist blog on campus. (Area 2)
- Presented a scholarly workshop on feminist blogging at a national conference (Area 1)
- Lead author of a scholarly article under review in a refereed journal ("provisional acceptance")

Evidence of Contribution to the University and Profession

- Service to the department and college: Serving on assessment and curriculum committees; personnel committee (spring 2017); hiring committee; library representative
 - Alumni Relations: Planned three PR site visits to San Francisco & Sacramento
 - Hosted numerous guest speakers in J341 and J445-02
 - Oversaw 2016 Giving Tuesday campaign to raise \$710
- Service to the University: Judge at CSUC Student Research Competition; Faculty marshal at commencement; Representative for the Department of Journalism and Public Relations at Chico Preview Day and Choose Chico
- Service to the North State:
 - Managed 36 public relations projects for local nonprofits and small business via Tehama Group Communications (15 nonprofit and University)
 - Volunteer member of the steering committee for Butte County First Five's Mothers Strong educational program on perinatal mood and anxiety disorder
- Service to the Profession:
 - Created the Feminist Spark website: a free resources offering pedagogical expertise to educators to start a feminist blog for-credit or as a student organization
 - OSCLG 2018 national conference planner and host
 - Numerous journal and conference paper reviews