

DR. NANCY A. MITCHELL, Emeriti
Advertising & Public Relations

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EDUCATION

University of Nebraska-Lincoln, 1998, Ph.D. Communication Studies

West Texas A&M University, 1989, M.A. Speech Communication

Northwestern University, 1973, B.S. Journalism (advertising major)

ACADEMIC EXPERIENCE

Professor, University of Nebraska-Lincoln, Fall 2006 – July 2019

Associate Professor with tenure, University of Nebraska-Lincoln, Fall 1996 – Fall 2006

Assistant Professor, University of Nebraska-Lincoln, Fall 1990 – Summer 1996

Instructor, West Texas A&M University, Fall 1989 through Summer 1990

Visiting Assistant Professor, University of Nebraska-Lincoln, Spring – Fall 1987

ADMINISTRATIVE APPOINTMENTS

Director of Undergraduate Education Programs, August 2011 – July 2017

Director for General Education, February 2008 – August 2011

Chair, Graduate Committee, August 2006 – February 2008

Advertising Department Chair/Sequence Head, 350- 500 majors, Fall 1995 – Fall 2006

Program coordinator, mass media program, West Texas A&M University 1989-90

PROFESSIONAL JOURNALISM EXPERIENCE

KACV-TV and FM, PBS affiliate, Amarillo, TX, Underwriting Coordinator and Public Information, Coordinator, May 1988 – Aug. 1989

City Magazine, (a Harte-Hanks publication) Wichita Falls, TX, Editor, June 1984 – Aug. 1986

Graphics II (ad agency), Wichita Falls, TX, Senior Designer, 1979 – 1984

Allyn and Bacon, Inc., (publishing house), Boston, Senior Copywriter/Designer, 1975 – 1980

Jordan Marsh, (then New England's largest department store), Boston, Copywriter, 1973 – 1975

SCHOLARLY ACTIVITIES

A. Books

Published by Pearson Prentice Hall

- *Advertising & IMC: Principles and Practice, 11e*, Sandra Moriarty, Nancy Mitchell & William Wells, 2019

- *Advertising & IMC: Principles and Practice, 10e*, Sandra Moriarty, Nancy Mitchell & William Wells, 2015

- *Advertising & IMC: Principles and Practice, 9e*, Sandra Moriarty, Nancy Mitchell & William Wells, 2012

- *Advertising Principles and Practice, 8e*, Sandra Moriarty, Nancy Mitchell & William Wells, 2009

- *Advertising Principles and Practice, 8e*, International Edition, Moriarty, Mitchell & Wells, 2009

- Video accompanying *Advertising Principles and Practice, 8e*, 2008

Published by Allyn and Bacon/Longman:

- Wrote content for companion Web site to *Making Sense of the Media* (Rodman). 2000.

- Wrote an online style guide focusing on using the Internet for research for journalism and mass communication linked to all of the publisher's books concerning mass media.

B. Dissertation

- “Exploring the Relationship Between Identity and Message Involvement, Affect, and Recall in Advertisements Targeted to Older Adults: An Application of Hecht’s Communication Theory of Identity” 1998
Master's thesis
- “Toward a Communication Perspective on Fundraising,” 1989

C. Grants

- Bringing Theory to Practice, Dine, Dialogue & Pass It On, project designed to help faculty and staff facilitate difficult discussions about race, ethnicity and difference, September 2013-June 2015. (Funding: \$10,000)
- Spencer Project: A Study of the Use of General Education Assessment Findings for Educational Improvement, Jessica Jonson & Nancy Mitchell, in collaboration with Duke University (lead institution) and University of Kansas. June 2011– June 2014 (Total funded amount: \$390,000)
- Bringing Theory to Practice, (AAC&U) Demonstration Site Proposal, “A Civic Engagement Certificate: Promoting Life-Long Habits of Civic Engagement and Student Psychosocial Well-being at the University of Nebraska, co-principal investigator, 2010-2012. Funded \$100,000
- Civic Seminar Grant, from Bringing Theory to Practice, 2011. Funded \$1,500.
- Transform ADVT 251 Principles of Strategic Communication to an on-line course, 2009. Funded \$5,000.
- Improving distance learning opportunities, UNL’s Office of Extended Education and Outreach, 2007. Funded \$23,000.
- ITLE grant for teaching from the University of Nebraska-Lincoln to create electronic portfolio class for assessment purposes, 2006. Funded \$8,000.
- Nebraska Center for Health Behavior Research: University-Community Public Health Partnership for Health Promotion and Disease Prevention, 2003. Co-principal investigator. Funded \$25,399.
- Reducing Minority Health Disparities Through Health Communication: Matching Minority Health Needs and Health Communication Resources, 2002. Co-principal investigator. NU Public Policy Center. Funded \$29,690.
- Lincoln on the Move, Lincoln/Lancaster County Health Department. Health Communication Assessment Project, 2002. Co-investigator. UNL/Public Policy Center. Funded \$7,000.
- UNL Teaching, Learning and Technology Roundtable. Departmental projects related technology plan, 2003. UNL. Funded \$8,076.

D. Refereed journal articles and book chapters, excluding abstracts

- “Civic Engagement: Connecting Social Responsibility, Well-being, and Academic Success,” Ashley Finley, Linda Major and Nancy Mitchell, (2017), in *Further Wellness Issues for Higher Education*, David S. Anderson, ed., Routledge.
- “The Effect of Informational Characteristics and Faculty Knowledge and Beliefs on the Use of Assessment,” Jessica Jonson, Timothy C. Guetterman, Robert Thompson Jr., *Innovative Higher Education*, (2016) doi:10.1007/s10755-016-9366-7
- “The Role of Leadership and Culture in Creating Meaningful Assessment: A Mixed Methods Case Study,” Timothy C. Guetterman and Nancy Mitchell, *Innovative Higher Education*, 41(1), 2016, 43-57.
- “Building Institutional Capacity to Forge Civic Pathways, Nancy Mitchell and Linda J. Major, in *Transforming Undergraduate Education: Theory That Compels and Practices that Succeed*, (ed. Donald W. Harward) 2012, Lanham, MD: Roman & Littlefield, pp. 355-359.
- “General Education Reform: Opportunities for Institutional Alignment,” by Scott M. Fuess and Nancy D. Mitchell, *Journal of General Education*, 60 (1), 2011, 1-15.
- “Rethinking the Role of Leadership in General Education Reform,” by Susan Gano-Phillips, Robert W. Barnett, Anne Kelsch, Joan Hawthorne, Nancy D. Mitchell,

- and Jessica Jonson, *Journal of General Education*, 60 (2), 2011, 65-83.
- Governance: Strategizing for Success in *A Process Approach to General Education Reform: Transforming Institutional Culture in Higher Education* (with Rita Kean, David Wilson, Jessica Jonson, Amy Goodburn, Deborah Minter), (Eds. Susan Gano-Phillips and Bob Barnett,), 2010. Madison, WI: Atwood.
- Parallel Tracks, Same Terminus: 19th Century Newspapers, Early Railroads Lure Settlers to Nebraska, Charlyne Berens, Nancy Mitchell, in *Great Plains Quarterly*, fall 2009, vol. 29, 4, pp. 287-300.
- Adding Bilateral Transparency to Assessing Student Learning in the Advertising Capstone Course," Frauke Hachtmann, Nancy Mitchell, Linda Shipley, *Journal of Advertising Education*, fall 2009
- Building a Learning Community for Journalism and Mass Communications: The Nebraska Experience, with Jerry Renaud, *Journalism and Mass Communication Educator*, Fall 2001
- You Decide What's Right: Integrating Ethical Decision-Making for Mass Media, special journal for Association for Education in Journalism and Mass Communications (AEJMC), summer 2001
- Creating Effective Advertising Messages for Older Adults, accepted for presentation and proceedings, American Academy of Advertising, March 31, 2001
- Building Relationships with Older Americans through Advertising, accepted for presentation and proceedings, 2000 Southwestern Marketing Association Conference. San Antonio, March 2000
- Effects of Metaphors on Children's Comprehension and Perception of Print Advertisements, with Donna Pawlowski, Creighton University, and Diane Badzinski, Westfield State College, *Journal of Advertising*, summer 1998
- The Use of Metaphors as Vivid Stimuli to Enhance Comprehension and Recall of Print Advertisements, with Diane Badzinski and Donna Pawlowski of UNL, *American Academy of Advertising Proceedings*, April, 1994
- Two Non-traditional Approaches to Testing Textbook Material in Copywriting Courses, AEJMC ad division newsletter special teaching tips edition, May 1994

E. Other publications (not juried)

- "Analysis and Reflection: Initiating Programmatic Change or Choosing the Path for Programmatic Change" by Rita Kean, Nancy Mitchell and David Wilson, in *Peer Review*, Vol. 10, No. 4, Fall 2008, Association of American Colleges and Universities (AAC&U)
- Invited review, *Advertising Account Planning: A Practical Guide*, by Larry D. Kelley and Donald W. Jugenheimer, M.E. Sharpe: Armonk, NY for *Journal of Advertising Education*, 2007
- Invited review, *Blink: The Power of Thinking Without Thinking* by Malcolm Gladwell for the *Journal of Advertising Education*, 2006.
- "Women and Advertising" chapter for *Women in Mass Communication*, 3e, Pamela J. Creedon and Judith Cramer, editors, 2006
- "The Farmer's Wife" case study published in *Media Ethics: Issues and Cases*, 5e by Philip Patterson and Lee Wilkins, 2005
- Invited review, *The Media Handbook*, 2e by Helen Katz for *Journal of Advertising Education*, fall 2003
- AEJMC Ad Division newsletters and reports, Reports as committee head, division vice head and division head, 1994-1997

F. Presentations at professional meetings

REFEREED:

- AAC&U General Education conference, "An Institutional Perspective on Effective General

- Education and Assessment Reform,” Nancy Mitchell and Patricia Sollars, February 19, 2016, New Orleans
- AAC&U Annual Meeting, “The Academy: The Force Awakens,” January 20, 2016, Washington, DC
- AAC&U Kansas City, General Education Conference, Assessing General Education:
“Cold, hard facts about how to assess integrated learning,” Tim Guetterman & Nancy Mitchell, AAC&U Gen Ed Conference, Feb. 20, 2015, Kansas City
“8 ways to make learning outcomes visible to students through technology,” Nancy Mitchell, AAC&U Gen Ed Conference, Feb. 19, 2015, Kansas City
- NASPA Civic Learning and Democratic Engagement Conference: “Seeing U.S. through Their Eyes”
Linda Major, Linda Moody, all of UNL, June 12, 2014 Miami, FL
- AAC&U General Education Conference,
“Integrative Learning at Large Research Institutions,” Nancy Mitchell, Amy Goodburn (both of UNL), Mo Noonan Bischof, University of Wisconsin-Madison; Feb. 27, 2014-March 1, 2014, Portland, OR
- AAC&U General Education Conference, “Managing distrust: Using intentional disruption to engage faculty members in assessment” (presenting findings from Spencer Grant project involving Duke University, University of Kansas and University of Nebraska-Lincoln), Daniel Bernstein, and Ying Xiong (both of University of Kansas) and Nancy Mitchell, University of Nebraska-Lincoln; Portland, OR, Feb. 27, 2014-March 1, 2014
- NASPA Civic Learning and Democratic Engagement Conference, “Bridging the Gap Between Curricular and Co-curricular Experiences with a certificate for Civic Engagement, Linda Major, Nancy Mitchell, both of UNL, June 21, 2013
- American Academy of Advertising, Special Topics Session: “How can Advertising-focused Short-term Study Abroad Programs Prepare Students to be Globally Aware in a Digital World?” with Frauke Hachtmann, Bruce Mitchell and Sheila Sasser, Honolulu, May 31, 2013.
- AAC&U General Education Conference, Assessing Gen Ed Assessment: Lessons from a Large Research Institution,” Nancy Mitchell and Amy Goodburn, both of UNL; Boston, March 2, 2013.
- AAC&U General Education Conference, Use of General Education Assessment Findings for Educational Improvement,” Robert J. Thompson, Jr., Duke, Nancy Mitchell, UNL, and Andrea Follmer, Univ. of Kansas, March 1, 2013.
- National Conference on Students in Transition, Intentionally Creating an Institutional Culture Focused on Retention, Amy Goodburn, Nancy Mitchell, Oct. 14, 2012.
- AEJMC/ICD Midwinter Conference, “How and Where in the World Do Our Students Achieve Global Competency? A Case Study,” with Bruce Mitchell, Scott Winter, Norman, OK, March 3, 2012
- AAC&U General Education Conference, “Practicing What We Preach: Three Strategies to Move Real-World Problems to the Center of the General Education Experience,” Nancy Mitchell and Brooke Glenn, New Orleans, Feb. 25, 2012
- AAC&U General Education Conference, Going Public: Communicating with Faculty about General Education Revision and Assessment Activities with Brooke Glenn, New Orleans, Feb. 23, 2012
- AAC&U Educating for Personal and Social Responsibility Conference, Bridging the Gap Between Curricular and Co-curricular Experiences with a Civic Engagement Certificate, Sept. 14, 2011, Long Beach, CA,
- AAC&U “Sustaining Gen Ed Reform: Is Our Gen Ed Program Doing What We Promised It Would?” With Jessica Jonson, Rita Kean, March 4, 2011, Chicago
- Higher Learning Commission (HLC), “Unifying General Education, the Major and Co-Curricular Experiences,” with Jessica Jonson, April 9-13, 2010, Chicago
- AAC&U General Education presentation, “Connecting the Educational Dots: The Advisers’ Role in General Education,” with Bill Watts, Feb. 2010, Seattle
- AAC&U General Education presentation, “The Bottom Line for Students: Unifying

- General Education with the Major and the Broader Co-Curricular Experience," with Jessica Jonson, Feb. 18, 2010, Seattle
- AAC&U Annual Meeting, "Creating General Education Outcomes that Cross Cultures: The China Link," with Rita Kean, Jan. 22, 2010, Washington, DC
- AAC&U Annual Meeting, A Process Approach to GE Reform: Creating Substantive and Sustainable Change," with Susan Gano-Phillips, University of Michigan – Flint, Robert W. Barnett, University of Michigan – Flint, Nancy Mitchell, University of Nebraska – Lincoln, Joan Hawthorne, University of North Dakota, Jan. 22, 2010, Washington, DC
- AAC&U Faculty Roles Conference, "Enhancing Faculty's Role in Undergraduate Research and 21st Century General Education," with Laura Damuth, March 25-27, 2010, Philadelphia
- Annual Academic Chairpersons Conference, "Reforming General Education: A Meeting of the Minds," with Scott Fuess and Rita Kean, Feb. 11, 2010, Orlando
- Annual Academic Chairpersons Conference, "Aligning the Department with Institutional Mission: Reforming General Education," with Scott Fuess, Orlando, Feb.12, 2010
- NACADA "Taking General Education to New Depths: Making the University-wide Transition to Student Learning Outcomes-Centered Education," with Bill Watts, Bev Jensen, Kelly Payne, San Antonio, Oct. 1, 2009
- Higher Learning Commission (HLC), "Reforming General Education by Focusing on Student Learning Outcomes," Chicago, April 20, 2009
- AAC&U General Education Conference, "Process with a Purpose: Implementing a New General Education Program," Baltimore, Feb. 25-March 1, 2009
- AAC&U General Education Conference, "Truth Telling: Redefining Disciplines in a New Era of General Education," Baltimore, Feb. 25-March 1, 2009
- AAC&U Annual Conference, "The Domino Effect: Connecting Institutions to Solve General Education Issues," with JoAnn Moseman, Dianna Parmley, Rita Kean, Seattle, Jan. 22, 2009
- North Carolina State University Undergraduate Assessment Symposium, with Jessica Jonson, "Power of Three: Creating a Culture of Assessment", Raleigh, NC, April 26, 2008
- AAC&U annual conference, "Using Technology to Build Collective Responsibility for Improving Student Learning: Two Universities Collaborate to Develop One Organizational Learning Environment," Washington, DC, Jan. 25, 2008
- AEJMC, "Assessing student outcomes in the campaigns course: What do students learn and how can we measure it?" Frauke Hachtmann, Nancy Mitchell, Linda Shipley, Chicago, Aug. 2008
- American Academy of Advertising, "Creating Effective Advertising Messages for Older Adults," accepted for presentation and proceedings, Salt Lake City, March 31, 2001
- "Children's Comprehension of Metaphors in Advertising," with Diane Badzinski, Donna Pawlowski at the Colloquium on Children, Creighton University, April 1997
- "Solving Creative Problems in Groups: A Comparison of Techniques for Use in Advertising Classrooms," with Mary Ann Danielson of Creighton University, August 1996
- Central States Communication Association, "Gendered Roles of Older Women in Magazine Advertisements," April 21, 1996
- AEJMC, "Early Adopters of Audio Digital Workstations: Say Goodbye to Conventional Radio Production" with Jerry Renaud, Radio-Television Journalism Division, Washington, DC, August 1995
- Central States Communication Association, "Creative Problem Solving: A Comparison of Techniques," with Mary Ann Danielson of Creighton University, Indianapolis, April 1995
- Speech Communication Association, "Aging: A Hermeneutic-Phenomenological Approach," with Renea Gernant of Concordia College and Mary Ann Danielson of Creighton University,

- New Orleans, November 1994
- AEJMC, "Press Coverage of the "Navajo Flu" and Burke's Notion of Circumference," Atlanta, August 1994
- AEJMC, "Children's Use of Radio: A Pilot Study, with Jerry Renaud," Atlanta, August, 1994
- Speech Communication Association, "Extrinsic and Intrinsic Ageism in Advertisements: Creating Cultural Paradox," New Orleans, November 1994
- Popular Culture Association Convention, "Creating Meaningful Romantic Symbols: Dyadic Mini-Cultures in a Capitalist Society," Chicago, April 1994
- Popular Culture Association Convention, "How Children Use Radio to Learn Cultural Values," with Jerry Renaud, Chicago, April 1994
- Far West Popular and American Culture Associations, "Children's Use of Public Service Announcements to Communicate Cultural Values," with Jerry Renaud, Las Vegas, Feb. 1994
- Central States Communication Association convention, "Making Public Apologies for Private Indiscretions: A Case Study of Marge Schott," Oklahoma City, April 1994
- Central States Communication Association convention, "Young Adults' Perceptions of Marriage and Television Families*", with Linda Dickmeyer, Oklahoma City, April 1994
- * Winner of the Samuel L. Becker Prize for Best Student Paper, Mass Communication Division of the Central States Communication Association
- American Academy of Advertising, "The Use of Metaphors as Vivid Stimuli to Enhance Comprehension and Recall of Print Advertisements," with Diane Badzinski and Donna Pawlowski of UNL, Tucson, April 1994

INVITED PRESENTATIONS:

- Invited to present webinar for Campus Compact Webinar Series, "The Engaged Campus: Linking Student and Academic Affairs," March 21, 2013
- Invited to lead Curriculum/Co-Curriculum Assessment Workshop Kutztown University, Kutztown, PA, Jan. 24, 2013
- Presentation at AEJMC Advertising Teaching Workshop, classroom management, Toronto, Aug. 3, 2004
- Developed First Tuesday series for Grand Island Independent newspaper, a series of advertising-related distance seminars taking place the first Tuesday of each month. I presented two sessions:
- Grand Island Independent, strategic communication planning, Dec. 17, 2002
- Grand Island Independent, creative critique with Nick Main, March 4, 2002
- Panel, Assessing Teamwork, AEJMC, Newspaper and Media Economics Divisions, Phoenix, Aug. 10, 2000
- Panel, Teamwork in advertising education, AEJMC Advertising Division, New Orleans, 1999 (organizer and participant)
- Panel, "Creating Effective Advertisements for Older Adult Audiences," AEJMC, Advertising Division, New Orleans, 1999
- Panel, "Technology and Mass Communication Instruction: Is the Medium the Message?" Central States Communication Association Conference, St. Paul, April 18, 1996
- Revenue-producing Ideas for Nebraska Newspapers, April 24, 1993, Nebraska Press Association conference (presented the session twice)
- Beauty and the Beast: Rhetorical Analysis of Cosmetics Advertising in *Seventeen*, presented for Women's Week, UNL Women's Center, March 11, 1994
- Radio Appearance: For "University Edition," discussing Young Adults' Perceptions of Marriage & Television Families, with Linda Dickmeyer, Feb. 3, 1994

G. Manuscripts Reviewed:

- Manuscript review, Bill Barre, advertising copywriting textbook, Sept. 2013.
- Co-author project, *Advertising: Principles and Practice*, Prentice-Hall, May 2005
- Pre-revision review for *Media Ethics: Issues and Cases, 5e*, by Philip Patterson and Lee Wilkins, June 2005, *6e*, May 2008.
- Peer reviewer for AEJMC Ad Division paper competitions, 1992-2007
- Peer reviewer for Southwest Conference of Journalism Educators, September 2003
- Pre-publication review for *Principles of Advertising* by Jerome Juska, Allyn & Bacon, May 2003
- Editorial Review Board member for *Journalism and Mass Communication Educator*, 2001-present
- Editorial Review Board member for *Journal of Advertising Education*, 2001-present
- Peer reviewer for AAA Special Topics Proposals, 2001, 2002
- Pre-publication review, Allyn & Bacon, Television Advertising manuscript, 5 chapters, June 2002
- Pre-publication reviews for *The New Mass Media*, Houghton Mifflin, August 1999, March 2000
- Pre-publication review for *Making Sense of Media, 1/e*, Addison Wesley Longman, December 1999
- "Mediating the Message" for *World Communication*, February 1998
- "Editorial Decision-Making Without the Pressure of Advertisers: A Case Study of MS.) for *Journalism & Mass Communication Monographs*, February 1998
- Pre-publication review for *Selling the Good Life: A Cultural History of American Advertising*, Wadsworth (complete manuscript), April 1996
- Prospectus review for advertising history text for Wadsworth, July 1995
- Post-revision review of A. J. Jewler's *Creative Strategy in Advertising*, (5th ed.) Belmont, CA: Wadsworth. March 7, 1994
- Pre-revision review of Kessler, L., & McDonald, D. (1992). *When Words Collide: A Media Writer's Guide to Grammar and Style*. Wadsworth, June 1994

H. Professional meetings:

- AAA Annual Conference, Dallas, March 28-31, 2019
- Higher Learning Commission annual conference, Chicago, March 29-31, 2015
- AAA Annual Conference, Chicago, March 26-28, 2015
- AAC&U General Education Conference, Kansas City, Feb. 19-21, 2015
- NASPA Civic Learning and Democratic Engagement Conference, June 11-13 2014
- AAA Annual Conference, Atlanta, March 27-30, 2014
- AAC&U General Education Conference, Portland, Feb. 27-March 1, 2014
- NASPA Civic Learning and Democratic Engagement Conference, June 20-22, 2013
- AAA Global Conference, Honolulu, May 30-June 2, 2013
- AAA Annual Conference, Albuquerque, April 2013
- AAC&U General Education Conference, Boston, Feb. 2013
- Students in Transition Conference, Philadelphia, Nov. 2012
- AAA Annual Conference, Myrtle Beach, SC, March 2012
- AAC&U General Education Conference, New Orleans, Feb. 2012
- AAC&U Annual Conference, Washington, D.C., Jan. 2012
- AAA Annual Conference, Mesa, AZ, 2011
- AEJMC Convention, Denver, Aug. 4-5, 2010
- Higher Learning Commission (HLC), April 9-13, 2010, Chicago.
- AAA, Minneapolis, MN, March 18-21, 2010
- AAC&U Faculty Roles Conference, March 25-27, 2010, Philadelphia.
- Annual Academic Chairpersons Conference, Feb. 11-12, 2010, Orlando

NACADA, Oct. 1, 2009, San Antonio
AAC&U General Education, Feb. 17-19,2010, Seattle
AAC&U Annual Meeting, Jan. 22, 2010, Washington, DC
American Academy of Advertising, Cincinnati, March 26-29-2009
Redesign Alliance, Orlando, March 22-24, 2009
Higher Learning Commission, April 29-30, 2009
AAC&U General Education, Feb. 25-March 1, 2009 Baltimore
AAC&U Annual Conference, Jan. 21-24, 2009 Seattle
Reinvention Center, Nov. 13-15, 2008, Washington, DC
AEJMC Chicago, IL, Aug. 2008
AAA, San Francisco, March 27-30, 2008
North Carolina State Undergraduate Assessment Symposium, April 26, 2008
AEJMC Washington, DC, Aug. 8-10, 2007
AAA Burlington, VT, March 29-April 2, 2006
AEJMC Convention, San Francisco, August 1-4, 2006
AAC&U General Education Assessment Conference, June 9-14, 2006
AAA Convention, Reno, NV, March 29-April 2, 2006, Session Chair
AEJMC Convention, San Antonio, TX, Aug.8-11. 2005
AAA Convention, Houston, TX, March 31-April 3, 2005
AEJMC Convention, Toronto, August 2004 (invited panelist)
AEJMC Convention, Kansas City, August 2003

- Arranged Advertising Division's off-site visit to Hallmark, August 1, 2003
- Proposed and developed panel, "Curriculum Revision: Blurring the Lines," July 31, 2003

AAA Convention, Boulder, CO, March 27-30, 2003
AEJMC Convention, Miami, Aug. 5-9, 2002
AAC&U Greater Expectations Consortium on Quality Education, UNL representative,
Conference on Assessment, Nov. 9-11, 2001
AEJMC Convention, Washington, D.C., August 4-8, 2001
AAC&U Greater Expectations Sustainability Conference, July 10-15, 2001
AAA Convention, Salt Lake City, UT, March 29-April 1, 2001
AEJMC Convention, Phoenix, August 7-12, 2000 (invited panelist)
AAA Convention, Newport, RI, April 7-10, 2000 (invited discussant)
AEJMC Convention, New Orleans, August 3-7, 1999
Institute for Emerging Women Leaders in Higher Education sponsored by NAWE
(National Association for Women in Education): Advancing
Women in Higher Education, Baltimore, Nov. 7-10, 1998
AEJMC Convention, Baltimore, 1998
Advancing Women in Higher Education Conference, March 3-6, 1998, Baltimore.
Institute for Emerging Women Leaders in Higher Education sponsored by NAWE
(National Association for Women in Education): Advancing Women in
Higher Education, Baltimore, Nov. 8-11, 1997
AEJMC Convention, Chicago, July 29-August 2, 1997(presiding as head of the 350-
member advertising division)
AEJMC Convention, Anaheim, August 10-13, 1996 (to present paper, moderate session,
run executive committee meeting)
Central States Communication Association, April 17-21, 1996, St. Paul, MN, to present
paper, moderate session, present panel
AEJMC Convention, Washington, DC, August 8-13, 1995 (to present paper, moderate
session, oversee Teaching Standards sessions)
Central States Communication Association, March 1995, Indianapolis, invited
discussant
Speech Communication Association, New Orleans, November 18-20, 1994 (to present

two papers)
AEJMC Convention, Atlanta, August 10-14, 1994 (to present two papers, invited discussant)
American Academy of Advertising, Tucson, April 8-11, 1994 (paper presentation)
Central States Communication Association, Oklahoma City, April 8-11, 1994 (to present two papers, invited to moderate session)
Popular Culture Association, Chicago, April 6-9, 1994 (to present three papers)
Retail Advertising and Marketing Association, received one of eight scholarships nationwide from the American Academy of Advertising Industry Fellowship Committee, Chicago, January 26-29, 1994
AEJMC convention, Kansas City, August 1993;
Nebraska Press Association conference in Omaha, April 24, 1993
Regional conference of American Federation of Advertising, Ninth District, St. Louis, April 16-17, 1993
Freedom Forum Seminar for Advertising Teachers, University of North Carolina, Chapel Hill, NC, June 19-25, 1992 (One of 12 selected to attend the 1992 seminar)
American Marketing Association, Direct Marketing Seminar, Lincoln, NE, February 24, 1992
American Academy of Advertising Convention, San Antonio, Texas, March 20-23, 1992
Associated Collegiate Press/College Media Advisers National Convention, New Orleans, November 16-19, 1989
Public Broadcasting System (PBS) Advertising and Promotion Conference, Chicago, June 15-20, 1989

TEACHING RESPONSIBILITIES

Courses taught at UNL 1990-2011:

Special Topics: Advertising – Issues and Strategies (graduate course taught via distance learning)
Advertising and Public Relations Audience Analysis (research)
The Media Today [I co-developed this course for the Journalist's Perspective Learning Community.]
Mass Media and Society (Jour 487/887) [Ethics course required for all majors in CJMC. Enrollment is about 100 students per semester.]
Advertising and Public Relations Campaigns
Advertising Copy and Strategy / Communication Research & Strategy
Beginning Copywriting for Advertising/Promotional Writing
Newspaper Advertising
Introduction to Advertising /Principles of Strategic Communication (including asynchronous distance class and large lecture format)
Seminar for students working on honors thesis
Honors thesis advising

1989 -1990 (WTA&MU):

Introduction to Journalism
Advertising Principles
Public Relations and Publicity
History of Journalism
News Writing
Graduate Seminar in Mass Communication

1987 (UNL)

Beginning Copywriting for Advertising
Advanced Copywriting
Advertising Layout

Graduate committee member and chair for most students in the interdisciplinary master's program with Communication Studies, Advertising and Marketing until 2011

Various thesis and doctoral committees as chair or member

Various honors thesis and project committees as chair or member

New curriculum development

As graduate chair, created interdisciplinary Ph.D. program between Political Science and Journalism, fall 2007; created and implemented professional journalism master's degree program, 2007)

Helped lead major curriculum revision for the college, 2002

Created graduate course, Advertising Issues and Strategies, for students who've not had an advertising background, fall 2002

Taught Advertising and Public Relations Audience Analysis (research), spring 2002

Helped create new Journalism 123 course, The Media Today, first offered 1995-1996; revised curriculum for the Learning Community, 1998.

Created and implemented interdisciplinary master's degree with Advertising, Marketing and Communication Studies departments, 1997

Taught Mass Media & Society for the first time Summer 1995

Taught Advertising Copy and Strategy (ADVT 357) the first time Fall 1993, revised Fall 1994 to focus more on the development of critical and strategic thinking

Revised Beginning Copywriting for Advertising (ADVT 283) to focus on promotional writing, Fall 1993

Developed the Advertising and PR Campaigns course (ADVT 489)

Created curriculum for Newspaper Advertising course, 1991

SELECTED SERVICE, CONSULTING, COMMITTEE WORK

A. University service

College of Journalism and Mass Communications Promotion & Tenure Committee, 2014-2018

Director of Undergraduate Education Programs, including Gen Ed 2011-present

Director for General Education, 2008 – present

UNL General Education Planning Team and UNL General Education Advisory Committee, 2005-2007

PEARL project for academic assessment, steering committee, 2006-2008

UNL Academic Planning Committee, (elected by campus), 2003-06

Chair 2005-06; Vice Chair 2004-05

(This committee formulates and recommends to the Academic Senate, the Colleges and Chancellor goals for UNL in the areas of education, research and service. The committee consists of 16 people, including six elected faculty members.)

UNL Institutional Marketing Team 2005-present

UNL Web Advisory Group, 2006-present

UNL Next Generation Web Design Team 2005-2006

UNL Academic Review Team for Biological Systems Engineering, April 2006

UNL Academic Review Team for Entomology, September 2005

UNL Academic Review Team for Plant Pathology, June 2004

UNL Professional Rights and Responsibilities Panel, (elected by campus), 2002-05

UNL International Affairs Committee, 2001-04; chair, 2003-04

LeaderShape, facilitator, (leadership camp for students) March 2001

University of Nebraska Institutional Identity Committee, Fall 2000-01

UNL Kellogg Leadership Group, 1998-2004
UNL Speaker's Bureau, 1999-2000
UNL Faculty Liaison Task Force on Diversity, 1998-2000
University of Nebraska (system-wide) President's Gender Equity committee, 1998-99
UNL Chancellor's Commission on the Status of Women, 1996-2000
 Elected chair for 1997-98 academic year
UNL New Student Enrollment Management Team, 1991-2004
UNL Greek Judicial Affairs Board, 1993-97

B. Other professional activities

National:

External reviewer for promotion and tenure, including 3 applications 2013
Member of accrediting teams (ACEJMC) for journalism programs:
 Southeast Missouri State University, Oct. 9-12, 2016
 University of Indiana, Jan. 25-28, 2015
 University of Wisconsin – Eau Claire, Nov. 16-19, 2014
 Middle Tennessee State University, Oct. 31-Nov. 3, 2010
 Ball State University, Feb. 7-10, 2010
 Syracuse University, Oct. 11-14, 2009
 University of Alabama, Jan. 25-28, 2009
 Texas State University, Nov. 9-12, 2008
 University of Memphis, Feb. 11-14, 2007
 Penn State University, Oct. 8-11, 2006
 South Dakota State University, Feb. 5-8, 2006
 Virginia Commonwealth University, Nov. 13-16, 2005
 University of South Carolina, Feb. 12-16, 2005
 Southeast Missouri State University, Oct. 31-Nov. 3, 2004
 University of Wisconsin – Oshkosh, Feb. 2004
 Ball State University, Feb. 8-11, 1998
American Academy of Advertising,
 Publications Committee, 2014-2016, chair, 2015
 Treasurer and Exec Comm. member, (elected), 2011-2013
 Chair, Finance Committee, 2007-2011; member 2006
AEJMC Visibility Committee, 2000-03
Editorial board, *Journal of Advertising Education*, 2001-2017
Editorial board, *Journalism and Mass Communication Educator*, 2001-2017
Reviewer, American Academy of Advertising, special topics proposals, Oct. 2001,
 2002
Reviewer, *Journal of Advertising Education*, 1998-2018
Reviewer, competitive paper competitions, AEJMC, Advertising Division, 1998-
 2010
AEJMC (Association for Education in Journalism and Mass Communication), Head
 and Treasurer, Advertising Division (350 member division), 1996-97
AEJMC, Vice Head, Advertising Division, elected 1995-96
AEJMC, Executive Committee, Advertising Division (Teaching Standards), Elected
 1994-1997
AEJMC, Awards and Recognitions Committee (Advertising Division), chair, 1993-94
American Academy of Advertising NAA/AAA Relations Committee, 1992-95

MEMBERSHIPS

American Academy of Advertising (AAA)
Association for Education in Journalism and Mass Communication (AEJMC)
Advertising Federation of Lincoln

KTA
Omicron Delta Kappa

HONORS

Academic:

American Academy of Advertising Distinguished Service Award, 2019
James O'Hanlon Academic Leader Award, (campus-wide), 2017
Selected to attend EDU spring workshop for on-line assessment, May 23-27, 2005
One of eight chosen from 16 applications to participate in Journalism and Mass
Communication Leadership Institute for Diversity, a mentoring program for
administrative training sponsored by the Association for Education in Journalism and
Mass Communication, 2003-04. Mentor was Pam Creedon, director of the School of
Journalism and Mass Communication, Univ. of Iowa.
Inducted into campus chapter of Omicron Delta Kappa, National Leadership Honor
Society, Oct. 13, 2002, nominated by student Rachel Klemme.
2002 Service Award, College of Journalism and Mass Communications
One of 12 faculty selected worldwide to attend Ethics Workshop, UNL, May 2002
Nominated by UNL Chancellor Moeser to represent our campus and subsequently
selected as one of 77 women nationwide to attend the Bryn Mawr/HERS Mid-
America Summer Institute for Women in Higher Education Administration,
June 28-July 24, 1998
Selected as one of 45 women nationwide to attend the Institute for Emerging Women
Leaders in Higher Education sponsored by NAWA (National Association for
Women in Education): Advancing Women in Higher Education, Baltimore,
Nov. 8-11, 1997. Invited to return in Nov. 1998 as a facilitator.
Selected to receive a UNL Parents' Association Recognition Award for Service to
Students, 1992, 1993, 1994, 1996, 1997, 1998, 2000, 2003, 2004, 2006, 2007
Recognized for outstanding service to students by Vice Chancellor for Student Affairs
James Griesen, April 3, 1996
1994 Winner for the Samuel L. Becker Prize for Best Student Paper, Mass
Communication Division of the Central States Communication Association,
April 7, 1994
Received a Retail Advertising Conference Fellowship (one of eight in the country)
from the AAA to attend the Retail Advertising and Marketing Association
conference, Chicago, January 26-29, 1994
Received the College of Journalism's Distinguished Teaching Award, 1993
Selected as a 1993 Summer Hitchcock Fellow
Selected (one of 12 in the country) to attend Freedom Forum workshop for
advertising educators, University of North Carolina, Chapel Hill, NC, June
19-26, 1992