

# Kevin Leigh Smith

## *Continuing Lecturer/Advisor/Communication Specialist*

### **Work Information**

Purdue University Department of Agricultural Sciences  
Education and Communication  
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### **Home Information**

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## **Selected Experience**

- *Continuing Lecturer/Advisor/Communication Specialist*, Purdue University Department of Agricultural Sciences Education and Communication, 2018-present
- *Communication Consultant Editor/Writer/Continuing Lecturer*, Purdue University Department of Agricultural Communication Services, 2004-2018
- *Copy Editor* (1999-2001), *Reporter/Editorial Services* (1999-2001), *Lafayette Journal and Courier*
- *Adjunct Instructor*, Ivy Tech Community College, 1999-2004
- *Teaching Assistant*, Purdue University, 1994-1999
- *Teaching Assistant*, Colorado State University, 1991-1994

### *Feature Writing and Production*

In ASEC 380 (Feature Writing and Production), Smith instructs students about all phases of magazine production — students select stories, write them, shoot photos, shoot videos, and design pages. The course emphasizes professional experience and competence — students are asked to live by the motto, “It’s not your fault, but it is your problem” to learn the skills they need to adapt in professional settings. This is a required course for all Purdue Agricultural Communication majors.

### *Digital Storytelling*

In ASEC 280 (Digital Storytelling), Smith helps students create video projects and digital campaigns that emphasize collaboration and explore digital media. One of the major themes in this course is understanding media convergence and thriving as a communications professional. Smith developed this course in response to what the Purdue Agricultural Communication program saw as a significant need for its students. Like ASEC 380, this course emphasizes professional experience and competence and is a required course for all Purdue Agricultural Communication majors.

### *Rhetoric and Composition*

Smith taught introductory rhetoric and composition courses at Purdue, Ivy Tech, and Colorado State. He taught one or two classes each semester of up to 25 students each.

### *Advising Students*

Smith provides academic guidance and career advice to agricultural communication students at Purdue.

### *Editing and Managing Projects*

Smith continues to edit and manage production for multiple Purdue Extension educational projects. He edits manuscripts, collaborates with graphic designers, manages freelancers, works with print vendors, and more. For this, he draws upon his many years of experience as an editor and project manager with Purdue Agricultural Communication Services. He has worked with multiple authors from various universities to produce and distribute educational materials.

### *Marketing and Consulting*

Smith helps his department devise strategies to help them reach their goals and audiences. He also works with faculty authors to help them reach their goals.

### *Writing*

Smith has written text for various promotional materials, websites, exhibits, and other media at Purdue. He also wrote columns and feature stories for the *Journal and Courier*.

### *Exploring and Developing New Media*

Smith helps Purdue authors choose the best media to deliver their content, including smartphone apps, websites, print publications, and more.

## **Education**

### **Degrees**

#### **Colorado State University**

*M.A.*, English, 1993

Concentrations: Critical Theory, American Literature

#### **Purdue University**

*B.A.*, English and Professional Writing, 1991

### **Additional Training**

#### **Purdue University**

*Ph.D. student*, English, 1994-1999

Concentration: American Literature

## **Professional Memberships**

**Association for Communication Excellence (ACE)**, 2004-2016

*Offices held:* Marketing Director, Board of Directors, 2012-2015; Publishing Special Interest Group chair, 2008; vice chair, 2007; vice-chair elect, 2006

**Purdue University Cooperative Extension Specialists' Association (PUCESA)**, 2004-2015

*Offices held:* Secretary, 2009-2015; department representative, 2007-2015

## **Selected Awards**

**Team Award** (2013), Purdue Agriculture, for Imprelis Herbicide Injury Response Team

**Certificate of Excellence in Publications** (2013), American Society of Agronomy, for the *Corn & Soybean Field Guide* iPad app

**Gold Award for Technical Publications** (2013), ACE, for the *Midwest Cover Crops Field Guide*

**Publishing Award of Excellence** (recognizing excellence in publishing and leadership in organization — 2010), ACE