

Curriculum Vitae

Mark Alan Tucker, Ph.D.

Professor and Coordinator, Agricultural Communication
Department of Agricultural Sciences Education and Communication
College of Agriculture, Purdue University

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Education

Ph.D.	1995	Rural Sociology	The Ohio State University
M.S.	1987	Agricultural Communication	The Ohio State University
B.S.	1985	Agricultural Journalism (News-Editorial)	University of Missouri-Columbia

Academic Experience

Professor and Coordinator **Purdue University**

Professor, August 2011-present | Associate Professor, January 2006 to July 2011

Agricultural Communication Program

Department of Agricultural Sciences Education and Communication

Courtesy appointment: Brian Lamb School of Communication

Dr. Tucker holds a majority teaching appointment and serves as coordinator of the department's academic Agricultural Communication Program. He teaches undergraduate and graduate courses, develops courses and curricula, provides course and career advising, and advises the Agricultural Communicators of Tomorrow (ACT) student organization. His primary Extension focus is training youth on professional communication practices and engaging others on difficult or contested topics. Dr. Tucker's primary research focus is in public engagement with science and technology, risk communication and audience analysis.

Associate Professor **The Ohio State University**

Assoc. Professor, July 2004 to December 2005 | Assistant Professor, March 1998 to June 2004

Agricultural Communication Program

Department of Human and Community Resource Development

Assistant Professor and Coordinator **University of Missouri-Columbia**

Agricultural Journalism Program

Extension and Agricultural Information, College of Agriculture, Food and Natural Resources

Assistant Professor, September 1995 to March 1998 | Instructor, December 1993 to August 1995

Instructor **Texas Tech University**

Instructor and Coordinator, 1988-89 | Instructor, 1987-88

Agricultural Communications Program

Department of Agricultural Education and Mechanization

Joint appointment: Department of Mass Communication (1987-88)

Editorial Experience

Associate Editor – Agriculture

1989-93

Ohio State University Extension

Information and Applied Communications

Performed editing and page-layout for new and revised Extension publications. Managed projects and collaborated with graphic designers, printers and other vendors to ensure jobs were completed on time and within budget. Served as communication consultant to agriculture faculty. Provided in-service communication training for Extension field faculty.

Teaching and Mentoring

Courses taught (Purdue)

ASEC 15200 Agricultural Communication Seminar, 3 cr undergraduate

Fall semester, 2006-present

ASEC 28500 Introduction to Publication Design, 3 cr undergraduate

Spring semester, 2008-10; 2012; 2015-present (Conventional delivery)

Summer semester, 2019-present (Online delivery)

ASEC 48000 Agricultural Communication Capstone Seminar, 3 cr undergraduate

Fall semester, 2009-15; 2019-present

ASEC 54800 Communicating Science to the Public, 1 cr graduate

Summer semester, 2017-present (Online delivery; team-taught: B. Forbes)

ASEC 68100 Research Design for Social Scientists, 3 cr graduate

Spring semester, 2010-11 (Team-taught: N. Knobloch)

ANSC 38100 Leadership for a Diverse Workplace, 3 cr undergraduate

Spring semester, 2009-13; 2015 (Team-taught: M. Russell)

COM 45300 Reporting of Science News, 3 cr undergraduate

Spring semester, 2016

Undergraduate/graduate independent study courses: Writing about Science and Agriculture (U); Youth and New Media (G); Science and Risk Communication (G); Sociology of Higher Education (G); Advanced Digital Design Techniques (U).

Undergraduate Student Organization Co-Advisor

Agricultural Communicators of Tomorrow (ACT), 2006-present.

Purdue College of Agriculture Transformational Experiences (CATE)

Issues-360 Fellows Program, Leadership Team Member, 2013-Present

Develop curricula and assist in delivering extracurricular yearlong program that trains undergraduate agriculture students to engage the public on contested science-based food, agricultural and environmental issues.

Molecular Agriculture Summer Institute (MASI), Science Communication Mentor, 2014-present

Coach undergraduate agriculture student researchers in basic principles of science communication involving presentational speaking, writing and research poster design.

Townsend Communication in Agriculture Program, Program Coordinator, 2006-present

Manage endowed fund to administer undergraduate agriculture student competitions in writing and presentational speaking.

College of Agriculture Transformational Experiences (continued)

PotashCorp Executive i2i Pathway to Excellence Program, Leadership Team Member, 2015-17
Assisted in delivery of two-semester externally funded program to help develop leadership, business etiquette, and communication skills among outstanding undergraduate agricultural students. Administered with Southern Illinois University (lead institution).

Writing Across the Curriculum

Dr. Tucker is active in efforts to improve undergraduate writing instruction and assessment. He has consulted with faculty on best practices for assessing student writing and engaged in team-teaching to help improve writing instruction in various majors. In 2008, he developed two analytic rubrics to improve assessment of written and oral communication outcomes. The rubrics are used in the Purdue College of Agriculture and College of Science. (See: https://www.science.purdue.edu/Current_Students/curriculum_and_degree_requirements/writing_rubric_gray.pdf)

4-H Youth Development

Indiana 4-H Round-Up Instructor, 2015-present

Host computer lab workshop introducing 4-H youth (grades 7-9) to communication careers.

4-H Academy @ Purdue Instructor, 2015-present

Host three-day workshop introducing 4-H youth (grades 9-12) to communication skills in news reporting, writing, photography, and publication design.

SPARK Club, Hamilton County 4-H. "Share, Post, Tweet, Oh My!" February to March, 2018

Assisted in developing content for youth club focused on professional use of social media.

4-H Curriculum Development

Knies, K., and Tucker, M. (2019). *News, Democracy and You*. Purdue Extension 4-H publication (No. 4-H-1056-W) available for free download from Purdue Extension Store:

https://edustore.purdue.edu/item.asp?Item_Number=4-H-1056-W.

Twenty-eight concise topics introduce young readers to news writing, photography, copyright and freedom of the press. Youth are encouraged to express themselves creatively while sharpening writing skills.

Undergraduate Research

Introduce advanced undergraduate agricultural communication students and honors students to social science research methods through participation in original research projects.

- Groen, Kayla (2019). Tracking Life Skill Development of Indiana 4-H Members, *The Journal of Purdue Undergraduate Research*: Vol. 9, Article 21. DOI: <https://doi.org/10.5703/1288284316947> [Research Snapshot]
- Wieland, Mikaela (2017). Consumer Perceptions of Cosmetically Blemished Produce. White paper and research poster.
- Boyer, Armenda N.; Engleking, Elizabeth C.; and Gudas, Margaret S. (2015). Farmer Perceptions of Big Data in Agriculture, *The Journal of Purdue Undergraduate Research*: Vol. 5, Article 11. DOI: <https://doi.org/10.5703/1288284315654>. [Research Snapshot]

Graduate Education

Tucker has served or is serving on 17 master's committees within and outside of the home department and has served or is serving as major professor on 11 master's committees. He has served or is serving on 11 doctoral committees within and outside of the home department and has served as major professor on two doctoral committees. He served on the ASEC/YDAE Graduate Committee from 2006 to 2017 and as committee chair in 2016-17.

Three graduate students for whom Dr. Tucker served as major professor have been recognized with the year's top thesis or dissertation award by the Association for Communication Excellence (ACE): Whitney Siegfried, 2011 Outstanding Thesis; Inez Ponce de Leon, 2012 Outstanding Dissertation; Abigail Borron, 2013 Outstanding Dissertation.

Study abroad and mentoring of international students

College of Agriculture Study Abroad, Agriculture in Ireland Ireland, 2015

Team-taught spring-break study abroad course focusing on Irish agriculture and the country's unique history and culture. The experience included visits to agribusinesses, farms, villages and cultural sites. Undergraduate enrollment: 34.

USAID Initiative for Long-Term Training and Capacity Building Africa, 2010-2013

Recruited and mentored a master's student from Malawi, Africa, with funding from a USAID grant. The student was in residence one year at Purdue before returning to Malawi to collect data and prepare her master's thesis. Dr. Tucker traveled to Malawi in 2012 to assist with data analysis and direct writing and completion of her thesis, *Agricultural Information Perceptions and Behaviors of Smallholder Farmers in the Central Region of Malawi*.

Agricultural Communication Study Abroad England, 2008

Science Communication: Focusing on English Food and Agriculture
Team-taught two-week Maymester course in England for Purdue Agricultural Communication students. Students analyzed news content of various agricultural and mass media outlets in the U.S. and England, visited the BBC Network headquarters, met with agricultural communication professionals and experienced various aspects of British culture. Undergraduate enrollment: 10.

Research and Scholarship

Research Refresh Award

In 2017, Dr. Tucker was an inaugural participant in Purdue's Research Refresh (R2) program, a competitive, campus-wide initiative sponsored by the Office of the Provost. Dr. Tucker's project, *Increasing Research Capacity to Advance Public Engagement with Science and Technology*, culminated in a statewide mail survey of Indiana households in 2018. Findings from the research are the basis for two agricultural communication master's theses (Rice, 2019; Knies, 2019).

Books

Boone, K., Meisenbach, T., and Tucker, M. 2002, 2000. *Agricultural Communications: Changes and Challenges*. Iowa State University Press: Ames, Iowa. 134 pp. Second printing.

Burnett, C., and Tucker, M. 2001, 1990. *Writing for Agriculture: A New Approach Using Tested Ideas*. Kendall/Hunt Publishing Co.: Dubuque, Iowa. 243 pp. Second edition.

Research and Scholarship (continued)

Book Chapter

Tucker, M., Napier, T.L., and Nyairo, N.M. (in press). Assessment of the utility of the diffusion model for facilitating adoption of soil and water conservation production systems in North America. In *Degradation of Soil and Water Resources: A Global Issue*. World Association of Soil and Water Conservation.

Encyclopedia Entries (invited)

Tucker, M.A., and Polowsky, P.J. (Accepted). Agricultural Journalism. In G.A. Borchard (Ed.), *Encyclopedia of Journalism*, 2nd edition. Thousand Oaks, CA: SAGE Publishing.

Tucker, M. (2010). Association for Communication Excellence. In S.H. Priest (Ed.), *Encyclopedia of Science and Technology Communication* (pp. 64-65). Thousand Oaks, CA: SAGE Publishing. DOI: <http://dx.doi.org/10.4135/9781412959216.n22>

Refereed Publications

Robinson, A.M., Esters, L.T., Dotterer, A., McKee, R., and Tucker, M. 2012. An exploratory study of the Five Cs model of positive youth development among Indiana 4-H youth. *Journal of Youth Development*, 7(1): 82-98.

Ponce de Leon, I., and Tucker, M. 2011. Advancing the Land-grant mission through responsible issues management. In L. Benedict (Ed.), *Issues Management: Building Capacity in the Land-Grant System. National Symposium and Proceedings* (pp. 3-12). K-State Research and Extension Bookstore/Library, available online: <http://www.ksre.ksu.edu/bookstore/pubs/SB664.pdf>.

Tucker, M., Bricker, J., and Huerta, A. 2011. An approach to measuring the impact and effectiveness of educational exhibits. *Journal of Applied Communications*, 95(2): 6-20.

Wilson, R.S., Hooker, N., Tucker, M., LeJeune, J., and Doohan, D. 2009. Targeting the farmer decision making process: A pathway to increased adoption of integrated weed management. *Crop Protection*, 28: 756-764.

Ellis, J.D., and Tucker, M. 2009. Factors influencing consumer perception of food hazards. *CAB Reviews: Perspectives in Agriculture, Veterinary Science, Nutrition and Natural Resources*, 4(6): Available: <http://www.cabi.org/cabreviews/review/20093049922>.

Wilson, R.S., Tucker, M., Hooker, N.H., LeJeune, J.T., and Doohan, D. 2008. Perceptions and beliefs about weed management: Perspectives of Ohio grain and produce farmers. *Weed Technology*, 22: 339-350.

Tucker, M., Whaley, S.R., and Sharp, J.S. 2006. Consumer perceptions of food-related risks. *International Journal of Food Science and Technology*, 41(2): 135-142.

Sharp, J.S., and Tucker, M. 2005. Awareness and concern about large-scale livestock and poultry: Results from a statewide survey of Ohioans. *Rural Sociology*, 70(2): 208-228.

Tucker, M., Ernst, S.C., and Henry, C.E. 2004. Demystifying the puzzle of applied communications research. *Journal of Applied Communications*, 88(4): 39-53.

Refereed Publications (continued)

- Whiting, L.R., Tucker, M., and Whaley, S.R. 2004. Level of preparedness for managing crisis communication on land-grant campuses. *Journal of Applied Communications*, 88(3): 7-20.
- Napier, T.L., Tucker, M., Henry, C., and Yang, X. 2004. Ethical orientations of Ohio residents toward genetically engineered plants and animals: An urban/rural comparison. *Journal of Food, Agriculture & Environment*, 2(2): 400-411.
- Whaley, S.R., and Tucker, M. 2004. The influence of perceived food risk and source trust on media system dependency. *Journal of Applied Communications*, 88(1): 9-27.
- Napier, T.L., Tucker, M., Henry, C., and Whaley, S.R. 2004. Consumer attitudes toward GMOs: The Ohio experience. *Journal of Food Science*, 69(3): 69-76.
- Tucker, M., Whaley, S.R., and Cano, J. 2003. Agricultural education and agricultural communications: Striking a proper balance in the academy. *Journal of Agricultural Education*, 44(1): 22-30.
- Wood-Turley, S., and Tucker, M. 2003. Readership assessment of Missouri's *Discover & Enlighten*: Implications for publications and teaching programs. *Journal of Applied Communications*, 87(2): 15-30.
- Boone, K., Tucker, M., and McClaskey, J. 2002. What's the impact with congressional aides? A study of communication attitudes and behaviors: *Journal of Applied Communications*, 86(2): 17-44.
- Tucker, M., Whaley, S.R., Whiting, L.R., and Agunga, R. 2002. Enhancing professionalism in academic agricultural communications programs: The role of accreditation. *Journal of Applied Communications*, 86(1): 28-50.
- Tucker, M., and Napier, T.L. 2002. Preferred sources and channels of soil and water conservation information among farmers in three Midwestern U.S. watersheds. *Agriculture, Ecosystems and Environment*, 92: 297-313.
- Napier, T.L., and Tucker, M. 2001. Factors affecting nutrient application rates within three Midwestern watersheds. *Journal of Soil and Water Conservation*, 56(3): 220–228.
- Tucker, M., and Napier, T.L. 2001. Determinants of perceived agricultural chemical risk in three watersheds in the Midwestern United States. *Journal of Rural Studies*, 17: 219–233.
- Napier, T.L., and Tucker, M. 2001. Use of soil and water protection practices among farmers in three Midwest watersheds. *Environmental Management*, 27(2): 269–279.
- Napier, T.L., Tucker, M., and McCarter, S. 2000. Adoption of conservation production systems in three Midwest watersheds. *Journal of Soil and Water Conservation*, 55(2): 123–134.
- Napier, T.L., Robinson, J., and Tucker, M. 2000. Adoption of precision farming within three Midwest watersheds. *Journal of Soil and Water Conservation*, 55(2): 135–141.
- Tucker, M., and Napier, T.L. 1998. Perceptions of risk associated with use of farm chemicals: implications for conservation initiatives. *Environmental Management*, 22(4): 575–587.

Refereed Publications (continued)

- Tucker, M., Wood-Turley, S., and Truong, L. 1997. Modeling preference for agricultural college publications: a readership study of Missouri's *Focus21*. *Journal of Applied Communications*, 81(4): 18–40.
- Tucker, M. 1996. Ferment in our field: viewing agricultural communication research from a social science perspective. *Journal of Applied Communications*, 80(4): 25–41.
- Tucker, M., and Napier, T.L. 1994. The diffusion task in community development. *Journal of the Community Development Society*, 25(1): 80–100.
- Napier, T.L., Napier, A.S., and Tucker, M. 1991. The social, economic and institutional factors affecting adoption of soil conservation practices: the Asian experience. *Soil & Tillage Research*, 20:365–382.
- Tucker, M., and Paulson, C.E. 1988. A descriptive study of the characteristics, interests and career objectives of agricultural communications students. *ACE Quarterly Journal*, 71(3): 10–16.
- Tucker, M., and Cooper, B. 1987. Assessing reader interest: an Ohio study. *ACE Quarterly Journal*, 70(4): 3–8.

Reference Guide for Refereed Journal

- Tucker, M., and Miller, L. *Editing Reference Guide*. Online guide provided as instruction to authors of refereed journal: *Journal of International Agricultural and Extension Education* (JIAEE). Available: http://www.iaee.org/images/stories/Journal_Issues/editing.pdf.

Editor-Reviewed PublicationsEditor's columns

- Tucker, M., and Cartmell, D. 2008. JAC transitions. *Journal of Applied Communications*, 92(1): <https://doi.org/10.4148/1051-0834.1209>.
- Tucker, M. 2007. In this issue. *Journal of Applied Communications*, 91(3&4): 5-6.
- Tucker, M. 2007. Food for thought—the importance of preserving the JAC. *Journal of Applied Communications*, 91(1&2): 7-9.
- Tucker, M. 2006. On Twain, typewriters, and technology. *Journal of Applied Communications*, 90(3): 5-6.
- Tucker, M. 2006. Daring to be dumb—and hoping others will join us. *Journal of Applied Communications*, 90(2): 5-7.
- Tucker, M. 2006. What's inside ... and why it matters. *Journal of Applied Communications*, 90(1): 7-8.
- Tucker, M., and Boone, K. 2002. Editors' note: Consider a new pathway to professional development. *Journal of Applied Communications*, 86(1): 7–8.
- Telg, R., Tucker, M., and Dolbier, J. 2001. Successful writing for the *Journal of Applied Communications*. *Journal of Applied Communications*, 85(3): 7–16.

Editor-Reviewed Publications (continued)Commentary

Tucker, M. 2004. Reply to Doerfert: A call to “skate” with caution. *Journal of Applied Communications*, 88(4): 55-57.

Scholarly Presentations

Dr. Tucker has produced approximately 60 presentations and proceedings with graduate students and colleagues. Scholarly and professional societies include the following:

Association for Communication Excellence (ACE); Rural Sociological Society (RSS); Soil and Water Conservation Society (SWCS); Agriculture, Food, and Human Values Society; Southern Association of Agricultural Scientists (SAAS); U.S. Agricultural Communicators Congress; National Extension Conference (NETC); North American Colleges and Teachers of Agriculture (NACTA); Food Safety Education Conference; Society for Social Studies of Science (4S); American Society of Agricultural and Biological Engineers (ASABE); North Central Agricultural Education Research Conference; Extension Disaster Education Network (EDEN); and Association for Education in Journalism and Mass Communication (AEJMC).

Grant and Funding Activity

(Selected external and internal, Purdue University)

Tucker, M., Pfeiffer, L., and Nierman, A. 2020. Testing of an Upstream Public Engagement Strategy to Encourage Indiana Public Acceptance and Support of Emergent Agricultural Science and Technology. Sponsor: Purdue AgSEED (Agricultural Research and Extension Leading to Economic Development in Indiana Agriculture and Rural Communities). Grant amount: \$50,000.

Krogmeier, J., Buckmaster, D., Ault, A.C. et al. 2018. An Open Source Framework and Community for Sharing Data and Algorithms. Sponsor: Foundation for Food and Agriculture Research (FFAR). Grant amount: \$1 million. (Tucker serves on communication/marketing sub-contract.)

Buckmaster, D., Ault, A. C., Ess, D. R., Krogmeier, J. V., and Tucker, M.A. 2012. Improving Agricultural Management with Autogenic Mobile Technology. Sponsor: Agriculture and Food Research Initiative (AFRI)/USDA. Grant amount: \$499,881.

Tucker, M. 2010. USAID Initiative for Long-Term Training and Capacity Building. Sponsor: Michigan State University/USAID. Grant amount: \$120,000.

Doohan, D., Gallandt, E., Ernst, S., Wilson, R., Stinner, D., Gibson, K., and Tucker, M. 2009. Mental Models and Participatory Research to Redesign Extension Programming for Organic Weed Management. Sponsor: USDA Organic Agriculture Research and Education Initiative. Grant amount: \$2.2 million.

LeJeune, J.T., Doohan, D., Miller, S., Medieros, L., Tucker, M., Cho, H., Simon, M., Rivers I.L., Wilson, R., Rivers III., L., and Moore, R. 2007. Integrating Social and Biological Sciences to Enhance Adoption of Vegetable Safety Behaviors from Farm to Table. Sponsor: USDA National Integrated Food Safety Initiative. Grant amount: \$2.5 million.

Honors and Awards

(Since 2000)

Outstanding Undergraduate Teaching Award, Department of Agricultural Sciences Education and Communication, 2020

David C. Pfendler Outstanding Undergraduate Counselor, College of Agriculture, Purdue University, 2019

Gold Award (Diversity Category) – Writing for Targeted Publics, *Eat Clean! Safer Vegetables for Family, for Health*. Tucker, M., Borron, A., and Lejeune, J. Critique and Awards Program, Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, 2013

Gold Award, Graphic Design – *Genomics eXplorer Exhibit*. Bricker, J., Stephens, R., Bertolet, G., Smith, K.L., Stewart, J., Doyle, S. Tucker, M., Rollins, J., Salt, D., Sors, T., and Friedberg, J. Critique and Awards Program, Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, 2010

Academic Programs Award of Excellence, Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, 2010

Outstanding Undergraduate Teacher, Department of Youth Development and Agricultural Education, College of Agriculture, Purdue University, 2009

David C. Pfendler Outstanding Undergraduate Counselor Nominee, Department of Youth Development and Agricultural Education, College of Agriculture, Purdue University, 2008

Service Award, Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, 2006

Faculty Recognition, Sphinx Senior Honorary and Mortar Board Senior Honor Society, The Ohio State University, 2005

Research Presentation/Paper Awards, Third Place, North Central Agricultural Education Research Conference, American Association for Agricultural Education, 2005

Research Article of the Year Award (co-author), *Journal of Applied Communications*, 2004

Professional Development Article of the Year Award (first author), *Journal of Applied Communications*, 2004

Price Advising Award, College of Food, Agricultural, and Environmental Sciences, The Ohio State University, 2004

Outstanding Academic Advisor Award, College of Food, Agricultural, and Environmental Sciences, The Ohio State University, 2004

Outstanding Faculty Research Paper, Second Place (first author), Association for Communication Excellence, 2004

Academic Programs Award of Excellence, Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, 2004

Outstanding Research Paper (co-author), *Agricultural Communicators in Education*, 2003

Article of the Year Award, *Journal of Applied Communications*, 2002

Towers Agricultural Honorary Faculty Award, College of Food, Agricultural, and Environmental Sciences, The Ohio State University, 2002

Honors and Awards (continued)

Outstanding Publication, Scientific Category (first author), All Ohio Chapter Soil and Water Conservation Society, 2002
Outstanding Research Paper (first author), Agricultural Communicators in Education, 2002
Outstanding Teacher Award, Department of Human and Community Resource Development, College of Food, Agricultural, and Environmental Sciences, The Ohio State University, 2001
Research Award of Excellence, Agricultural Communicators in Education, 2001
Outstanding Research Paper (co-author), Agricultural Communicators in Education, 2001

Professional Memberships

Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE)
Rural Sociological Society (RSS)
Southern Association of Agricultural Scientists (SAAS)

Special Training

Applying the Quality Matters Rubric (APPQMR), 2017
(Workshop on the QM Rubric and its application in reviewing online and blended courses)

Professional Service

Selected State and National

Invited speaker, Indiana Agriculture Leadership Program. *Improved Writing for Agricultural Professionals*. Provide instruction on improved writing techniques for leadership program participants. Provide editorial feedback on writing submissions.

- 2018, New Harmony, Ind.; 2016, Richmond, Ind.; 2015, Terre Haute, Ind.

Presenter, Indiana 4-H Leadership Summit, November 2018, Carmel, Ind.
Session leader: *Navigating Difficult Conversations*

Co-presenter (with K. Sweet, A. Klaus, and S. McKinley), Indiana Extension Educators Association Spring Conference, April 2017, French Lick, Ind.
Session leader: *Extension Storytelling 2.0*

Co-presenter (with S. McKinley and A. Klaus), Purdue Extension Profession Development Conference, November 2016, West Lafayette, Ind.
Session leader: *Effective Storytelling to Promote Your Extension Programs*

Executive Editor, *Journal of Applied Communications*, 2006-08.
(Interim co-editor, 2002-2003; manuscript reviewer, 1989-present.)

Chair, Academic Programs Special Interest Group, Association for Communication Excellence, 2006.

Chair, Editorial Board, *Journal of Applied Communications*. Coordinated eight-member board to oversee editorial content, manuscript-review procedures and award program, 1997-03.

Professional Communications Committee, Rural Sociological Society, 2002-03.

University Service

(Purdue University)

Department

ASEC/YDAE Leadership Team, 2007-present

ASEC/YDAE Graduate Committee, 2006-17

- Chair, 2015-17

Search Committee member, Assistant Professor of Agricultural Communication, Department of Youth Development and Agricultural Education, 2012, 2015

Co-Chair, Comprehensive Department Academic Review Committee, 2013-14

Strategic Planning Committee, YDAE, 2007-09

Chair, CSREES Comprehensive Department Academic Review Committee, 2006-07

College

Teaching Leadership Council, Office of Academic Programs, 2020

ASEC Department Head Administrative Review Committee, 2020

ASEC Comprehensive Department Review Committee, 2020

Diversity Action Team in Agriculture (DATA), 2014-16, 2019-present

- Multicultural Understanding Requirement/CSRC subcommittee

Farm Credit Services Scholarship Selection Committee, 2007-16

Scholarship Committee, 2010-15

Search Committee member, Department Head, Department of Agricultural Communication Service, 2009, 2015

Strategic Planning Committee (Diversity Climate Team), College of Agriculture, 2014-15

Search Committee member, Department Head, Department of Youth Development and Agricultural Education, 2014-15

Review Committee, Leadership Development Certificate Program, 2013

Curriculum and Student Relations Committee (CSRC), YDAE representative, 2009-12

- Chair, 2010-11; Multicultural Requirement Subcommittee, 2009-11; Communications Subcommittee, 2008

Awards Committee, College of Agriculture, 2007-09

Strategic Planning Committee, Student Access and Success Working Group, College of Agriculture, 2007-08

Instructional Innovation Grant Evaluation Committee, 2008

Chair, Communication Subcommittee, Outcomes Based Program Improvement Committee, College of Agriculture, 2007-08

Web Committee, College of Agriculture, 2007-08

University

Core Curriculum Committee, 2011-12

Ad Hoc Steering Committee on Core Curriculum, 2009-10