**Sarah N. Heiss**

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Burlington, Vermont 05406 Phone: 310-982-0414

**Education**

**Doctor of Philosophy.** (June 2011). Ohio University, School of Communication Studies

Primary Area: Health Communication

Secondary Areas: Relating & Organizing

Dissertation: *Sugar-coating risks: An analysis of sweetener trade associations’ discursive contributions to public negotiations of risk*

Advisor: Benjamin R. Bates

Committee: Austin S. Babrow, Jennifer J. Bute, Jane Z. Sojka

**Masters of Arts.** (June 2008). Ohio University, School of Communication Studies

Primary Area: Health Communication

Advisor: B. Scott Titsworth

Honors: Ohio Board of Regents Fellow

**Bachelor of Arts.** (May 2006). Hiram College, Department of Communication

Major: Communication

Thesis: *An exploration of the relationship between consumers’ need for cognition and the use of nutritional information on canned food goods*

Advisor: Linda L. Rea

Honors: Summa Cum Laude

**Academic Appointments**

**Associate Professor**. (2018-Present). University of Vermont. College of Agriculture and Life

Sciences. Department of Community Development and Applied Economics.

**Assistant Professor**. (2011-2018). University of Vermont. College of Agriculture and Life

Sciences. Department of Community Development and Applied Economics.

**Instructor of Record.** (2006-2011). Ohio University. Scripps College of Communication.

School of Communication Studies.

**Teaching Assistant.** (2008- 2011). Ohio University. Scripps College of Communication.

School of Communication Studies.

**Research Assistant.** (2012, 2010). Ohio University. Scripps College of Communication.

School of Communication Studies.

**Honors & Awards**

**Heiss, S. N.** (2018).*Joseph E. Carrigan Award for Teaching.* University of Vermont’s College

of Agriculture and Life Sciences in Burlington, VT.

Carmack, H. J., & **Heiss, S. N.** (2016).*Top Paper in Business Communication.*

Annual meeting of the National Communication Association in Philadelphia, PA.

**Heiss, S. N.** (2015).*Outstanding New Service-Learning Faculty Member*. University of

Vermont’s Community-University Partnerships and Service-Learning (CUPS) Office in Burlington, VT.

**Heiss, S. N.** (2015). *Top Four Paper in Health Communication.* The annual meeting of the

Eastern Communication Association in Philadelphia, Pennsylvania.

**Heiss, S. N.,** & Carmack, H. J. (2013). *Top Paper for Interpretation and Performance Studies.*

The annual meeting of the Eastern Communication Association in Pittsburg, Pennsylvania.

**Heiss, S. N.** (2012). *UVM Graduate Faculty.* Graduate College. University of Vermont at

Burlington, Vermont.

**Heiss, S. N.** (2012). *Faculty Fellow in Service-Learning.* Vermont Campus Compact in

Colchester, Vermont.

**Heiss, S. N.** (2010). *Distinguished Graduate Student Award.* The annual meeting of the Ohio

Communication Association in Springfield, Ohio.

**Heiss, S. N.** (2010). *Top Graduate Student Paper.* The annual meeting of the Ohio

Communication Association in Springfield, Ohio.

**Heiss, S. N.** (2010). *Terry Conry and Lynn John Graduate Student Conference Award.*

COMSubstantiality Research and Recognition Session, School of Communication Studies, Ohio University.

**Heiss, S. N.** (2009). *Top Ten Paper in the GIFTS*. The annual meeting of the National

Communication Association in Chicago, Illinois.

**Heiss, S. N.** (2008). *First Place in Communication Division One*, Ohio University

Research and Creativity Expo.

**Heiss, S. N.** (2008). *Karen and Roger Deardorf Graduate Student Research Travel Award.*

COMSubstantiality Research and Recognition Session, School of Communication Studies, Ohio University.

**Heiss, S. N.** (2006-2008). *Regents Graduate & Professional Fellowship*. Ohio Board of

Regents.

**Grants and Research Support**

**Current Support**

**Heiss, S. N.** (PI). *Supporting Agricultural Growth: Women Farmers’ Social Networking &*

*Social Media.* 2018-2021. University of Vermont, Vermont Agricultural Experiment Station Hatch Grant. **Received $37,752**

**Summary:** Three-year research project interviewing US women farmers about how online social networking practices impact personal health and professional outcomes.

**Past Support**

Inwood, S.M., Knudson, A. (PIs) Co-PI’s: **Heiss, S. N**, Albrecht, D., Bailey, J., Braun,

B., Goetz, S.**.**, Kolodinsky, J., Loveridge, S., Parker, J., Parsons, B., Welborn, R., *Linking Health Care Reform and Economic Development in the Agriculture Sector*. 2014-2017. AFRI Agriculture Economics and Rural Communities: Rural Communities and Regional Development Program Area Priority A1631 Research and Extension.National Institute of Food and Agriculture USDA grant. **Received $499,986**

**Summary:** A three-year multidisciplinary integrated project designed to support the

Extension goal of developing health insurance literacy tools for farm and ranch technical assistance and service providers.

Heiss, S. N. (PI). *Persuasion, dieticians and sponsors in the Academy of Nutrition and*

*Dietetics.* 2013-2016. University of Vermont, Vermont Agricultural Experiment Station Hatch Grant. **Received $15,000**

**Summary:** Three-year transdisciplinary research project examining interactions among registered dieticians, their professional association, and food industry representatives.

Barlow, J. (PI), Co-PIs: Heiss, S. N., Conner, D., Donnelly, C., Hill, J., & Nwadike, L. *Food safety from milking to marketing for Vermont’s artisanal cheese makers.* 2012-2016. University of Vermont’s Food System Spire Research Proposal. **Received $300,000**

**Summary:** Three-year transdisciplinary research project focused on food safety practices and marketing for Vermont’s artisanal cheese makers.

Heiss, S. N. (PI). *Partnerships between commercial and health organizations*. 2012-2013. University of Vermont, Vermont Agricultural Experiment Station Hatch Grant. **Received $14,870**

**Summary:** One-year research project examining registered dieticians opinions related to relationships between their professional association and the food industry.

Heiss, S. N. (PI), & Watts, R. (Co-PI). *A content analysis of sugar sweetened beverages tax*

*media coverage.* 2011-2012. University of Vermont, Vermont Agricultural Experiment Station Hatch Grant. **Received $10,000**

**Summary:** One-year research project examining media discourses about health policy.

Watts, R. (PI), Co-PIs: Heiss, S. N., Kolodinsky, J. M., & Moser, M. *Reducing obesity by increasing taxes on sugar sweetened beverages: An analysis of strategic*

*communications, consumer behavior and public health.* 2011-2012. University of Vermont’s Food System Spire. **Received $32,555**

**Summary:** One-year transdisciplinary research project examining health policy discourses and projected economic impacts.

**Research Publications**

**Refereed Publications**

**Heiss, S. N.**, Smith, K. K. 1, & Carmack, H. J. (Accepted). Professional turf wars and

occupational identity: The battle for expertise and legitimacy in the Academy of Nutrition and Dietetics. Submitted to *Qualitative Research in Medicine & Healthcare.*

Carmack, H. J. & **Heiss, S. N.** (2018). Using Theory of Planned Behavior to predict college

students’ intent to use LinkedIn for job searches and professional networking. *Communication Studies. 69*(2). 145-160.

Inwood, S. M., Portman, E., Braun, B., Loveridge, S., Heiss, S. N., & Knudson, A. (2017). The

Farming population and health insurance: Educational needs and approaches of Extensionprofessionals. (feature article). *Journal of Extension.* 55*(5).* Article # 5FEA3.

[Peer-reviewed journal that brings the scholarship of university outreach and engagement to agricultural educators and practitioners around the world. 24.5% acceptance rate; source: JOE.org]

**Heiss, S. N.** & Bates, B. R. (2016). When a spoonful of fallacies helps the sweetener go down:

The Corn Refiner Association’s opportunistic representation of high fructose corn syrup. *Health Communication.* doi: 10.1080/10410236.2015.1027988

[5-year Impact Factor 1.967; source: 2017 Journal Citation Reports. Ranked: 26th out of

79 in the Communication and 43rd out of 77 in Health Policy & Services; source: 2016 Journal Citations Report. H-index: 50, 1st Quartile Communication and Health (Social Sciences); source: scimagojr.com]

Carmack, H. J., Bedi, S.[[1]](#footnote-1), & **Heiss, S. N.** (2016).Socializing international students to

US health: Memorable health messages about university health centers and American healthcare. *Journal of International Students, 6*(1), 52-72. http://jistudents.org/

[5-year Impact Factor 0.654; Source: 2015 Journal Citation Reports]

Battista, G.1, Lee, B. H. Y., Kolodinsky, J. & **Heiss, S. N.** (2015). Exploring

transportation accessibility to health care among Vermont's rural seniors. *Transportation Research Record: Journal of the Transportation Research Board, 2531*. 137-145. doi: 10.3141/2531-16

[2014 Citation Impact Factor .544; Source: 2016 Journal of Citation Reports]

Dewey, M. 2, & **Heiss, S. N.** (2015). Inclusive branding strategies for domestic violence

agencies: Embracing opportunities to reach and better serve male-identified survivors. *Journal of Interpersonal Violence. doi:* 10.1177/0886260515618213

[5-year Impact Factor 1.64; Source: 2015 Journal Citation Reports]

**Heiss, S. N.,** Carmack, H. J., & Chadwick, A. E. (2015). Effects of interpersonal

communication, knowledge, and attitudes on pertussis vaccination in Vermont. *Journal of Communication in Healthcare.* doi: http://dx.doi.org/10.1179/1753807615Y.0000000012

[h5-index: 7; h5-median:12. Source: June 2014 Google Scholar index]

Helling, A. P. 1, Conner, D. S., **Heiss, S. N.,** & Berlin, L. (2015). Economic analysis of climate

change best management practices in Vermont agriculture. *Agriculture, 5*(3), 879-900. doi: 10.3390/agriculture5030879

[a refereed international and cross-disciplinary open access journal]

**Heiss, S. N.,** Sevoian, N. K. 1, Conner, D. S., & Berlin, L. (2015). Farm to institution

programs: Organizing practices that enable and constrain Vermont’s alternative food supply chains. *Agriculture and Human Values, 32*(1), 87-97. doi: 10.1007/s10460-014-9527-1

[Impact Factor 2.222 and 5-year Impact Factor 2.53, source: 2015 ResearchGate. 50th out of 315 in Agronomy and Crop Science, H-index: 55, 1st Quartile Agronomy and Crop Science, source: scimagojr.com]

**Heiss, S. N.** (2015). A “Naturally Sweet” Definition: The Sugar Association’s framing of

Natural foods and Implications for Sweeteners. *Health Communication.* 30(6), 536-544doi:10.1080/10410236.2013.868967

[5-year Impact Factor 1.686; Source: 2014 Journal Citation Reports. H-index: 50, 1st Quartile Communication and Health (Social Sciences); source: scimagojr.com]

Leamy, R. 1, **Heiss, S. N.**, & Roche, E. (2014). The impact of consumer motivations and sources

of information on unpasteurized milk consumption in Vermont, 2013. *Food Protection Trends, 34*(4), 216-225.

[Refereed publication for the general membership of the International Association for Food Protection; 2005-2012 Scientific Impact: 0.13; source: scimagojr.com]

**Heiss, S. N.** & Bates, B. R. (2014). Where's the joy: An exploration of representations of taste, tradition, science in *Joy of Cooking*. *Food and Foodways, 22*(3), 198-216. doi: 10.1080/07409710.2014.935669

[Impact Factor 0.14; source: scimagojr.com]

Watts, R. A., **Heiss, S. N.**, Moser, M., Kolodinsky, J., & Johnson, R. K. (2014). Tobacco taxes

vs soda taxes: A case study of a framing debate in Vermont. *Health Behavior and Policy Review, 1*(3), 191-196. doi: http://dx.doi.org/10.14485/HBPR.1.3.3

Sevoian, N. K. 1, Conner, D. S., **Heiss, S. N.,** & Berlin, L. (2014). The Diverse Values and

Motivations of Vermont Farm to Institution Supply Chain Actors. *Journal of Agricultural & Environmental Ethics.* doi: 10.1007/s10806-013-9485-4

[Impact Factor: 1.3; source researchgate.net 2013; Ranked: 7.4 (scale of 6-10); source National Academy of Agricultural Sciences]

**Heiss, S. N.** & Carmack, H. J. (2012). Knock, knock; Who's there?: Making sense of organizational entrance through humor. *Management Communication Quarterly.* doi: 10.1177/0893318911414914

[Impact Factor: 1.109, Ranked: 75 out of 140 in Management and 16 out of 67 in Communication; Source: 2010 Journal Citation Reports. H-index: 36, 2nd Quartile Communication, source: source: scimagojr.com]

**Heiss, S. N.** (2011). 'Healthy' discussions about risk: The Corn Refiners Association's strategic negotiation of authority in the debate over high fructose corn syrup. *Public Understanding of Science.* doi: 10.1177/0963662511402281

[**Impact Factor:** 1.838, **Ranked:** 5 out of 67 in Communication and 2 out of 36 in History & Philosophy of Science; Source: 2010 Journal Citation Reports]

**Heiss, S. N.** (2011). Locating the bodies of women and disability in definitions of beauty:

An analysis of Dove’s Campaign for Real Beauty. *Disabilities Studies Quarterly, 31*(1)http://www.dsq-sds.org/article/view/1367/1497

[Journal of the Society for Disability Studies (SDS). Impact factor pending.]

Ledbetter, A., **Heiss, S. N.,** Sibal, K., Lev, E., Battle-Fisher, M., & Shubert, N. (2010). Parental

invasive and children's defensive behaviors at home and away at college: Mediated communication and privacy boundary management. *Communication Studies, 61*(2), 184-204. doi: 10.1080/10510971003603960

[Journal of the Eastern Communication Association; Impact factor not available. Acceptance rate 17%; source: natcom.org]

Quick, B. L. & **Heiss, S. N.** (2009). An empirical investigation of value-, impression-,

and outcome relevant involvement on attitudes and purchase intentions of foods high in fiber. *Communication Studies, 60*(3), 253-267. doi: 10.1080/10510970902956008

[Journal of the Central States Communication Association. Impact Factor not available. Acceptance rate 12%; source: natcom.org.]

**Manuscripts under Review**

**Heiss, S. N.**,Portman, E. 1, & Carmack, H. J. (Under Review). Commercial and health

promotion messages on the Expo floor: An examination of how nutritional health professionals navigate a commodification of dietetics. Submitted to *Journal of Hunger and Environmental Nutrition.*

**Heiss, S. N.**,Suozzo, A. 1, Trubeck, A., & Conner, D. (Under Review). Going rogue for raw

milk: Experience and values as consumer filters for conflicting raw milk risk discourses. Submitted to *Journal of Food Systems, Agriculture, and Community Development.*

Anderzén, J. 1, Caswell, M. 1, & **Heiss, S. N.** (Under Review). The many “realities” of Fairtrade:

A comparison of smallholder coffee producers’ perceptions of the fit among consumer motivations, marketing stories, and lived experiences. Submitted to *Development in Practice.*

Lott, S. 1, Irwin, E. 1, & **Heiss, S. N.** (Under Review). Gleaner-farmer relationships: An

exploratory study of recruitment and relationship. Submitted to *Journal of Agriculture, Food Systems, and Community Development.*

White, A. C. 1, Utter, A. K. 1, & **Heiss, S. N.** (Under Review). Essential attributes in the co

production of knowledge by farmers and agricultural outreach professionals in Vermont. Submitted to *Agronomics for Sustainable Development.*

**Manuscripts in Progress**

Smith, K. K. 1, **Heiss, S. N.**, Carmack, H. C. (Final Editing). Health activism, neoliberalism, and

corporate sponsorship in the Academy of Nutrition and Dietetics.

Buckhorn, D. 2, & **Heiss, S. N.** (Final Editing). Women in the workplace: A study of gender

socialization practices in advertising creative departments.

**Heiss, S. N.** Brimlow, A. 2, & Chadwick, A. (Final Editing). Affinity seeking in peer tutoring

sessions: An analysis of instructional communication within writing centers.

**Heiss, S. N.,** Helling, A. 1, Conner, D., & Berlin, L. (Final Editing). Factors influencing

consumer perceptions of raw milk safety in Vermont.

**Research Presentations at Learned Societies**

**Competitively Selected Research Presentations**

Lott, S., Irwin, E., & **Heiss, S. N. (2018).** *Gleaner-farmer relationships: A study of*

*recruitment and relationship development.* Paper selected for presentation at the annual meeting of the National Communication Association in Salt Lake City, Utah.

**Heiss, S. N.** (2018). *Not playing: Women’s declining participation in the labor force.*

Presentation at the annual meeting of the National Communication Association in Salt Lake City, Utah.

Buckhorn, D.2, & **Heiss. S. N.** (2017). *The organizational assimilation of women (and their bodies) into male-dominated workplaces.* Paper selected for presentation at the annual meeting of the National Communication Association in Dallas, TX.

**Heiss, S. N.**, Portman, E.1, & Carmack, H. J. (2017). *Commercial and health promotion*

*messages on the expo floor: An examination of how nutritional health professionals navigate a commodification of dietetics.* Paper selected for presentationat the annual meeting of the National Communication Association in Dallas, TX.

**Heiss, S. N.** (2017). *Free to Be: Really? An examination of the female scholar experience in*

*Communication Studies.* Panelist at the annual meeting of the Eastern Communication Association in Boston, Massachusetts.

Carmack, H. J., & **Heiss. S. N.** (2016). *Using Theory of Planned Behavior to predict college students’ intent to use LinkedIn for job searches and professional networking.* Paper presented at the annual meeting of the National Communication Association in

Philadelphia, PA. **Top Paper in Business Communication.**

**Heiss, S. N.** (2016). *Health boundary spanning in non-healthcare organizations.* Paper presented at the annual meeting of the National Communication Association in

Philadelphia, PA.

**Heiss, S. N.,** & Portman, E. 1 (2016). *An analysis of how nutritional professionals navigate*

*messages in a commodification of dietetics.* Poster presented at the bi-annual meeting of the Kentucky Conference on Health Communication in Lexington, KY.

**Heiss, S. N.** (2015).*Best practices for negotiating organizational access: Embracing*

*opportunities for applied health communication research.* Panelist at the annual meeting of the National Communication Association in Las Vegas, NV.

**Heiss, S. N.** (2015). *Health communication beyond academic silos: Embracing opportunities*

*to translate our research.* Panelist at the annual meeting of the National Communication Association in Las Vegas, NV.

Brimlow, A., 2 & **Heiss, S. N.** (2015). *Affinity seeking in peer tutoring sessions: An analysis of*

*instructional communication within writing centers.* Paper presented at the annual meeting of the National Communication Association in Las Vegas, NV.

Dewey, M., 2 & **Heiss, S. N.** (2015). *Inclusive branding strategies for domestic violence*

*Agencies: Embracing opportunities to reach and better serve male-identified survivors.* Paper presented at the annual meeting of the National Communication Association in Las Vegas, NV.

Battista, G. 1, Lee, B. H. Y., Kolodinsky, J. & **Heiss, S. N.** (2015). *Exploring transportation*

*accessibility to health care among Vermont's rural seniors.* Poster presented at the annual meeting of the Transportation Research Board in Washington D.C.

**Heiss, S. N.,** Carmack, H. J., Chadwick, A. E. (2015). *Effects of interpersonal communication,*

*knowledge, and attitudes on pertussis vaccination in Vermont.* Paper presented at the annual meeting of the Eastern Communication Association in Philadelphia, PA. **(Top Four Paper in Health Communication)**

Smith, K. K. 1, & **Heiss, S. N.** (2015). *Health activism, neoliberalism, and corporate*

*sponsorship in the Academy of Nutrition and Dietetics.* Paper presented at the annual meeting of the Eastern Communication Association in Philadelphia, PA.

Battista, G. A. 1, Lee, Y. B., Kolodinsky, J. M., & **Heiss, S. N.** (2015). *Exploring transportation*

*accessibility to health care among Vermont’s rural seniors.* Poster presented at annual meeting of the Transportation Research Board Annual Meeting in Washington DC

Smith, K. K. 1, & **Heiss, S. N.** (2014). *Turf wars and occupational identity: The battle for*

*expertise and legitimacy in the Academy of Nutrition and Dietetics*. Paper presented at the annual meeting of the National Communication Association in Chicago, Illinois.

Leamy, R. 1, **Heiss, S. N.**, & Roche, E. (2014). *The impact of consumer motivations and sources*

*of information on unpasteurized milk consumption in Vermont, 2013.* Presented at the joint-annual meeting of the Association for the Study of Food and Society (ASFS) and the Agriculture, Food and Human Values Society (AFHVS) in Burlington, Vermont.

Suozzo, A. 1, & **Heiss, S. N.** (2013). *Going rogue for raw milk: consumer decisions as reflecting,*

*responding to, or ignoring official knowledge systems.* Paper presented at the Pre-Conference on Food and Communication at the annual meeting of the National Communication Association in Washington D. C.

**Heiss, S. N,** & Carmack, H. J. (2013). *Performing with food: Relationships between food,*

*women’s performance of “good mother”, and childhood health outcomes.* Presented at the annual meeting of the Eastern Communication Association in Pittsburg, Pennsylvania. (**Top Paper in Performance and Interpretation Studies)**.

Carmack, H. J., Bedi, S. 1, & **Heiss, S. N.** (2013).*Socializing international students to US health: Memorable health messages about university health centers and American*

*healthcare.* Presented at the annual meeting of the Eastern Communication Association in Pittsburg, Pennsylvania.

**Heiss, S. N.** (2012). *A “naturally sweet” definition: The Sugar Association’s framing of natural foods and implications for sweeteners*. Paper presented at the annual meeting of the National Communication Association in Orlando, Florida.

Sevoian, N. K. 1, **Heiss, S. N.,** Conner, D., S. (2012). *Farm to institution organizing practices: A case study of the factors that enable and constrain Vermont’s alternative food supply chains.* Paper presented at the annual meeting of the National Communication Association in Orlando, Florida.

Sukovic, M. 1, & **Heiss, S. N. (2012).** *Pregnant bodies as spaces of public scrutiny and the loss of idealized motherhood: Exploring negative reactions to the depiction of a pregnant woman consuming alcohol on “Parenthood.”*  Panelist at the annual meeting of the National Communication Association in Orlando, Florida.

Sevoian, N. K. 1, **Heiss, S. N.,** Conner, D., S. (2012). *How farm to institution actors make sense*

*of the supply chain they are a part of: Interviews of buyers, distributors, and farmers in Vermont.* Poster presented at the annual meeting of the Eastern Communication Association in Boston, Massachusetts.

Watts, R., & **Heiss, S. N.** (2012). *Policy discourse around penny an ounce excise tax on sugar*

*sweetened beverages in Vermont media*. Paper presented at the annual meeting of the Eastern Communication Association in Boston, Massachusetts.

Valchuis, L. 1, Conner, D., **Heiss, S. N.** (2012). *Understanding Consumers’ Entry Into and*

*Engagement with Local Food Systems.* Poster presented at Tufts Future of Food and Nutrition Conference in Boston, Massachusetts.

Flynn, E. 1, Carlson, B. 1, Watts, R., & **Heiss, S. N.** (2012). Content analysis of Vermont media

coverage on penny an ounce excise tax on sugar sweetened beverages. Poster presented at the University of Vermont’s Research Day in Burlington, Vermont.

**Heiss, S. N.** (2011). *Locating Voice(s) in Public Discourses of Food and Risk.* Panelist at the annual meeting of the National Communication Association in New Orleans, Louisiana.

**Heiss, S. N.** (2010). *Food and Communication.* Round-table participant at theChew On

This: Food Studies in Communication Scholars' Seminar at the annual meeting of the National Communication Association in San Francisco, California.

**Heiss, S. N.** (2010). *Representations of weight and activity in nutritional textbook*

*illustrations.* Paper presented at the annual meeting of the National Communication Association in San Francisco, California.

**Heiss, S. N.** (2010). *Reconstructing high fructose corn syrup's image: Expertise*

*and uncertainty as a rhetorical strategies in the Corn Refiners of America's Sweet Surprise campaign.* Paper presented at the annual meeting of the Ohio Communication Association in Springfield, Ohio. (**Top Graduate Student Paper)**.

**Heiss, S. N.** & Bates, B. R. (2010). *Where's the Joy: An exploration of representation of taste,*

*tradition, science in Joy of Cooking.* Paper presented at the annual meeting of the Eastern Communication Association in Baltimore, Maryland.

**Heiss, S. N.** (2010). *Reflexivity and (not so) fatal errors*. Panelist at the annual meeting of the Eastern Communication Association in Baltimore, Maryland.

**Heiss, S. N.** (2009). *Locating the bodies of women and disability in definitions of beauty:*

*An analysis of Dove’s Campaign for Real Beauty*. Paper presented at the annual meeting of the National Communication Association in Chicago, Illinois.

**Heiss, S. N.** (2009). *The social construction of food risks.* Poster presented at the annual meeting

of the National Communication Association in Chicago, Illinois.

Ledbetter, A., **Heiss, S. N.,** Sibal, K., Lev, E., Battle-Fisher, M., Shubert, N. (2009). *Invasions of*

*privacy: An analysis of college students’ reported invasions of privacy in face to face and mediated contexts.* Paper presented at the annual meeting of the National Communication Association in Chicago, Illinois.

**Heiss, S. N.** (2009). *Exploring definitions of intercultural communication competency in the*

*healthcare setting.* Paper presented at the annual meeting of the Ohio Communication Association in Columbus, Ohio.

**Heiss, S. N.** (2008). *Organizational entrance and humorous communication.* Paper presented at

the annual meeting of the National Communication Association in San Diego, California.

**Heiss, S. N.** (2008). *Politicizing embodied beauty through defining practices.* Paper presented at

the annual meeting of the Ohio Communication Association in Marietta, Ohio.

**Heiss, S. N.** (2008). *Making the consumer’s heart pump (RED)?: An analysis of the*

*(product)RED campaign and the construction of a consumer-citizen.* Paper presented at the annual meeting of the Ohio Communication Association in Marietta, Ohio.

**Heiss, S. N.** (2008). *Humor during organizational entry.* Presented at the COMSubstantiality

research sessions for the School of Communication Studies in Athens, Ohio.

**Heiss, S. N.** (2008). *Anti-fat biases: The influence of dissuasive messages on implicit attitudes.* Poster presented at Ohio University’s annual Research and Creativity Expo. (**First Place,**

**Communication Division One)**.

**Heiss, S. N.** (2006). *An exploration of the relationship between consumers’ need for cognition*

*and the use of nutritional information on canned food goods*. Paper presented at the student research conference at Heidelberg College in Tiffin, Ohio.

**Research Panel Chair**

**Heiss, S. N.** (2018). *Exploring the role of Communication in the Food System.* At the University of Vermont’s Student Research and Creativity Conference in Burlington, Vermont.

**Heiss, S. N.** (2017) *Self-empowerment or institutional discipline? The potentials and*

*problematics of health activity trackers.* Panel chair at the annual meeting of the National Communication Association in Dallas. TX.

**Heiss, S. N.** (2017). *Exploring the role of Communication in the Food System.* At the University of Vermont’s Student Research and Creativity Conference in Burlington, Vermont.

**Heiss. S. N.** (2016).*Lactivism: Communication’s civic calling to promote and support*

*breastfeeding in Philadelphia and beyond.* Panel chair at the annual meeting of the National Communication Association in Philadelphia, PA.

**Heiss, S. N.** (2015). *Narrative, framing, and discourse: Tools for social change.* Panel chair at

the annual meeting of the National Communication Association in Las Vegas, NV.

**Heiss, S. N.** (2014). *The gendering of food and feeding: Links between women, food, media, and*

*culture.* Panel chair at the annual meeting of the National Communication Association in Chicago, Illinois.

**Heiss, S. N.** (2013). *Cultivating food connections: Connecting the voices of women, minorities,*

*and underprivileged individuals with mainstream food discourses.* Panel chair at the annual meeting of the National Communication Association in Washington D. C.

**Heiss, S. N.** (2012). *Women’s relationship with food as a catalyst for celebrating COMMunity*

*and fostering COMMunication.* Panel chair at the annual meeting of the National Communication Association in Orlando, Florida.

**Heiss, S. N.** (2012). *Healthy Competition: Understanding, Promoting, and Celebrating a Healthy Forensic COMMunity***.** Panel chair at the annual meeting of the National Communication Association in Orlando, Florida

**Heiss, S. N.** (2011). *Rhetorical/Visual/Textual Analyses and Applied Communication Research.*

Panel chair at the annual meeting of the National Communication Association in New Orleans, Louisiana.

**Heiss, S. N.** (2010). *Cross-cultural examinations of domestic and international news*. Panel chair at the annual meeting of the National Communication Association in San Francisco, California.

**Heiss, S.** **N.** (2010). *Great ideas for teaching speech.*Panel chair at the annual meeting of the Ohio Communication Association in Springfield, Ohio.

**Research Panel Respondent**

**Heiss, S. N.** (2015). *Support of self and others: Discussions of disclosure, empathy, & well-being.* Panel respondent at the annual meeting of the Eastern Communication Association in Philadelphia, Pennsylvania.

**Invited Research Presentations & Workshops**

**Heiss, S. N.** & Tursi, A. (2017). *The social media age: Digital community for the public sector.*

Presented at the Northeastern Conference on Public Administration. Burlington, Vermont.

**Heiss, S. N.** (2012). *College students' current behaviors and intended reactions to a penny-per*

*ounce tax on sugar sweetened beverages.* Presented for “Making a Change: Is It Worth a Penny an Ounce?" Panel hosted by Center for Rural Studies and Food Systems Research Collaborative at the University of Vermont in Burlington, Vermont.

**Heiss, S. N.** (2011). *Trade associations’ strategic representation of risk and responsibilities*

*associated with sweeteners.* Presented at Food Systems Symposium hosted by the Food Systems Spire at the University of Vermont in Burlington, Vermont.

**Heiss, S. N.** (2010). *Textbook politics: Representations of weight and health activities in*

*nutrition textbook images.* Presented at the Fall Research Dialogue Forum sponsored by the National Communication Associations Student Club of Ohio University.

**Heiss, S. N.** (2010). *Food & cultural capitol.* Presented School of Communications Studies' Fall interdisciplinary colloquium at Ohio University.

**Heiss, S. N.** (2010). *Food, gender, and identity*. Presented at the Professional Dialogue Forum

sponsored by the National Communication Associations Student Club of Ohio University.

**Teaching**

**Courses Taught**

**Assistant Professor at the University of Vermont (**Fall 2011-Present)

\* = Service Learning Format

+ = Hybrid Format

**Undergraduate Courses.**

* CALS 085. Communication Methods (Summer, 5 students)
* CDAE 024. Foundations of Public Communication (100-175 students)
* CDAE 195/295. Persuasion for Public Communication (60 students)
* CDAE 195/295. (Food Systems Cross List). Food, Health, and the Media (20 students)+
* CDAE 195/295. (Food Systems Cross List). Food and the Media (30 students) \*+
* CDAE 195 Science Communication (30 students) \* ,+
* CDAE 295/224. Public Communication Capstone (50 students) \*
* CDAE 295. Diffusion and Public Communication (15 students) \*
* CDAE 195/295. Persuasion: The Art and Science of Social Influence (30 students) +

**Graduate Coursework**

CDAE 295. (Food Systems Cross List). Food and the Media (2 students) \*

* CDAE 395. Diffusion and Public Communication (3 students) \*
* CDAE 395. Science Communication (2 students) \* ,+
* CDAE 395 (Food Systems 335 Cross List).Qualitative Research Methods (14 students)

**Independent Studies**

* CDAE 291: Special Problems: Interviewing and Professional Communication
* CDAE 291: Special Problems: Training and Development Communication +
* CDAE 291: Special Problems: Event Coordination and Promotion +
* CDAE 298. Undergraduate Research (1-4 credit hours per semester)
* CDAE 391. Graduate Research (1-4 credit hours per semester)

**Instructor of Record at Ohio University’s School of Communication Studies (2006-2011).**

* COMS 103. Public Speaking (25 students)
* COMS 304. Techniques of Interviewing (30 students)
* COMS 342. Communication and Persuasion (30 students)

**Teaching Assistant at Ohio University’s School of Communication Studies (2008-2011).**

* COMS 101. Foundations of Human Communication (400 students)
* COMS 342. Communication and Persuasion (30 students)
* COMS 310. Information Diffusion (60 students)

**Teacher Training**

**Competitively Selected Teaching Presentations**

**Heiss, S. N.** (2017). *Service learning in the health communication classroom: Challenges and*

*opportunities for teachers and students*. Panelist at the annual meeting of the Eastern Communication Association in Boston, Massachusetts.

**Heiss, S. N.** (2015). *Instructional strategies for supervising undergraduate writing.* Presented at

the annual meeting of the Eastern Communication Association in Philadelphia, PA.

**Heiss, S. N.** (2014). *Teaching food systems across the disciplines.* Presented at the joint-annual

meeting of the Association for the Study of Food and Society (ASFS) and the Agriculture, Food and Human Values Society (AFHVS) in Burlington, Vermont.

**Heiss, S. N.** (2013). *Expressions of self: Disclosure, social support, and boundaries in the student-professor relationship.* Panelist at the annual meeting of the Eastern Communication Association in Pittsburg, Pennsylvania.

**Heiss, S. N.** (2012). *‘He’s Just Not that Into You”: Managing relational conflicts and advice.*

*Great Ideas for Teachers of Speech.* Paper presented at the annual meeting of the Eastern Communication Association in Boston, Massachusetts.

**Heiss, S. N.** (2012). *Let’s (Not) talk about sex, baby: Linking self-disclosure to sexual*

*communication.* Panelist at the annual meeting of the Eastern Communication Association in Boston, Massachusetts.

**Heiss, S. N.** (2010). *Health and interpersonal communication: Connecting subdisciplines in the*

*classroom.* Panelist at the annual meeting of the Ohio Communication Association in Springfield, Ohio.

Sibal, K., & **Heiss, S. N.** (2010). *Exploring student experiences of family and health through*

*compliance gaining.* Presented at the annual meeting of the Ohio Communication Association in Springfield, Ohio.

**Heiss, S. N.** (2009). *Honey, I love you: An activity to identify and practice nonverbal*

*communication skills.* Great Ideas for Teachers of Speech. Paper presented at the annual

meeting of the National Communication Association in Chicago, Illinois. **(Top Ten Paper)**

**Heiss, S. N.** (2009). *Group norms theory: An opportunity to inspiring connections between*

*course activities, students and teachers.* Presented at the annual meeting of the Ohio Communication Association in Columbus, Ohio.

**Invited Teaching Presentations & Workshops**

**Heiss, S. N.** (2017). *Everyday Applications of Dialogical Theory.* Presented to community

members at Williston Church of the Nazarene. Williston, Vermont.

**Heiss, S. N.** (2017).*Communication Skills for the Good Samaritan.* Presented to

community members at Williston Church of the Nazarene. Williston, Vermont.

**Heiss, S. N.** (2013, 2014, 2015, 2016). *Science communication 101 for food systems researchers.* Presented annually to fall Graduate Seminar in Food Systems at the University of Vermont in Burlington, Vermont.

**Heiss, S. N.** (2011, 2012, 2013, 2014, 2015, 2016, 2017). *Graduate student success: From the*

*eyes of a professor.* Presented annually to fall CDAE 392 Graduate Seminar at the University of Vermont.

**Heiss, S. N.** (2012, 2013, 2015). *Submitting to and presenting research at scholarly conferences.* Presented annually to spring CDAE 392 Graduate Seminar at the University of Vermont.

**Heiss, S. N.** (2011). *Choice is sweeter: Discussing the future of Coca Cola on UVM's campus.*

Panelist and Discussion Facilitator. Hosted by University of Vermont. Sponsored by Center for Science in the Public Interest.

**Heiss, S. N.** (2011). *Critical consumption: Using critical discourse analysis to explore food policy.* Presented to CDAE 251 SL: Contemporary Policy Issues: Community Development at the University of Vermont.

**Heiss, S. N.** (2011). *The how's and why's of submitting G.I.F.T.S. papers to the National*

*Communication Association.* Presented School of Communications Studies' Winter Colloquium at Ohio University.

**Heiss, S. N.** (2011). *Telling your story: A Community Workshop on Public Speaking Skills*

Presented to community members and hosted by Central Avenue Church. Athens, Ohio.

* Taught a free 10-week workshop with weekly meetings on storytelling and public speaking skills. Developed curriculum and materials. Meet privately with members to mentor speech preparations and provide feedback.

**Heiss, S. N.** (2010). *Digital storytelling for advanced public communication: Teaching assistant*

*training on Photo Story 3 software and digital story telling pedagogy.* Presented to Public Speaking teaching assistants in School of Communications Studies' at Ohio University.

**Heiss, S. N.** (2010). *Strategies and techniques for being an effective graduate student at OU.*

Presented to the School of Communications Studies' first year colloquium at Ohio University.

**Heiss, S. N.** (2009). *Inspiring connections in the classroom: An exploration of weight bias and*

*group communication.* Presented to the School of Communications Studies' spring research and teaching colloquium at Ohio University.

**SERVICE LEARNING AND Curriculum development**

**Service Learning Projects and Partnerships at the University of Vermont**

**CDAE 195/295. Food and the Media**

**Fall 2012 Partner:**

**Northeast Organic Farming Association.**

S*tudents helped to facilitate effective event management during the NOFA Winter conference.*

**CDAE 195/295. Diffusion and Public Communication**

**Fall 2012 Partner:**

**American Heart Association.**

*Students used Diffusion Theory principles to identify and recruit opinion leaders in Vermont to Glow Red to raise awareness of women’s heart disease.*

**CDAE 195/395. Science Communication**

**Fall 2015 Partner:**

**Vermont Agricultural Experiment Station.**

*Students used communication theories and skills to develop posters and written materials profiling researchers for the College of Agriculture and Life Science to use when talking to policy makers at Statehouse Day in Montpelier, VT.*

**CDAE 224. Public Communication Capstone**

**Fall 2018 Partner:**

**College of Agriculture and Life Sciences, UVM**

*Student consulting teams developed integrated marketing campaigns, including YouTube videos, as well as Instagram, Facebook, and Twitter messages to increase audience engagement. Campaign highlighted the stories of 60+ alumni from twelve different CALS programs.*

**Spring 2018 Partner:**

**Department of Community Development and Applied Economics, UVM**

*Student consultants developed a story-based digital marketing campaign, including 70 YouTube videos, as well as Instagram, Facebook, and Twitter messages to increase audience engagement. Campaign highlighted the stories of CDAE alumni who are using public communication skills to make a difference in the world.*

**Spring 2015 Partners:**

**Zoe's Race hosted by the Howard Center for Developmental Services**

*Student consulting team developed a media kit to promote Zoe’s Race and its impact on families with children with disabilities in the community.*

**Vermont Community Garden Network**

*Student consulting team identified 10 locations for fundraising and service events. Students recruited and registered event sponsors. Raised approximately $20,000.*

**College of Agriculture and Life Sciences Dean’s Office, UVM**

*Student consulting team developed and implemented a communication plan to promote the Dairy Center of Excellence and CREAM program and planned an event to celebrate the construction of a new facility.*

**Composting Association of Vermont**

*Student consulting team updated and created new content and instruction manuals for organization’s website.*

**Catamount Outdoor Family Center**

*Student consulting team created promotional materials and marketing strategies for organization’s new recreation programs to increase community participation.*

**Center for Rural Studies**

*Student consulting team created public relations materials to inform local news outlets and the public of Vermonter Poll findings.*

**Citizen Lobbyist Network**

*Student consulting team conducted focus groups and developed promotional materials to build the political will to get pro-climate legislation passed.*

**UVM Residential Learning Communities**

*Student consulting team filmed and edited videos and created promotional posters to recruit incoming students to apply to Residential Learning Communities*

**Vermont Business for Social Responsibility**

*Student consulting team conducted research and developed written content for the 2016 Buy Local book and promoted the 2015 Buy Local book.*

**Visiting Nurses Association’s Family Room**

*Student consulting team interviewed families, volunteers, staff and potentially community partners to create promotion videos and print materials about VNA family programs. Distributed promotional materials to local doctor’s offices, community partners, and local printed and online media.*

**Spring 2013 Partners:**

**Zoe's Race hosted by the Howard Center for Developmental Services**

*Student consulting team developed a media kit to promote Zoe’s Race and its impact on families with children with disabilities in the community.*

**Vermont Community Garden Network**

*Student consulting team identified 10 locations for fundraising and service events. Students recruited and registered event sponsors. Raised approximately $10,000.*

**Youth and Adults Transforming Schools Together**

Team A. *Student consulting team worked with developed a media kit for new schools to promote the educational programming with community members.*

*Team B. Student consulting team worked with students, educators, and community leaders to film and edit videos that were posted to YouTube for outreach purposes.*

**Rancing Revolution**

*Student consulting team planned, promoted, and managed a 1K event intended to raise awareness about the negative effects of bullying.*

**Northeast Organic Farmer Association**

*Student consulting team used Twitter to promote Winter Conference. Recruited and trained guest bloggers for NOFA blog.*

**Rutland Area Farm and Food Link**

*Student consulting team used interview feedback to develop an organizational mission statement and logo.*

**Vermont Environmental Education Program**

*Student consulting team developed social media communication plan and taught VEEP members how to use social media to communicate with members.*

**Spring 2012 Partners:**

**Friends of Burlington Gardens**

*Student consulting team identified developed materials for outreach and fundraising.*

**Zoe's Race hosted by the Howard Center for Developmental Services**

*Team A. Student consulting team developed a media kit to promote Zoe’s Race and its impact on families with children with disabilities in the community.*

*Team B. Student consulting team interviewed prior recipients of money raised by Zoe’s Race and wrote profiles for zoesrace.com. Students also designed and purchased plaques to give the recipients.*

**Brain Injury Association of Vermont**

*Student consulting team developed and implemented a strategic media plan, including Twitter and emails. Trained organizational members how to maintain Twitter account.*

**SUCCEED Program in the Howard Center for Developmental Services**

*Student consulting team worked with community and government leaders to identify a location and date for a fundraising event to help first year college students with Autism. Student team developed logos for event promotion.*

**Vermont Campaign for Health Care Security Education Fund**

*Student consulting team collected, analyzed, and presented research on college students’ sugar sweetened beverage consumption.*

**Curriculum Development**

**Tips for ELL students**

* Designed 2015, updated each course offering
* Wrote text for a webpage included in all my Black Board course websites aimed at creating a welcoming environment for ELL students in my courses while also providing clear and concise information about course tutoring, instructor contact information, and general tips about how to succeed in my courses. Webpage reviewed by an ELL instructor to ensure readability and usefulness.

**CDAE 024 YouTube Channel**

* Designed 2013, updated each course offering
* Worked with UVM’s Center for Teaching and Learning to launch a YouTube Channel for CDAE 024 students, which contains all the videos shown in class. My goals is to help students with learning disabilities or who are learning the English language to view videos at their own pace and use closed-captioning more easily. Received positive feedback from students about being able to return to videos to prepare for exams.

**Peer Tutor Network - CDAE 024 & CDAE 195 Persuasion for Public Communication**

* Organized 2013, recruit and train new tutors each course offering
* Worked closely with the UVM’s Tutoring Center prior to the start of each semester. I recruited 3-4 from prior course to serve as tutors for the current course. After the Tutoring Center hires and trains these students, they can provide free tutoring to current students who request help. However, I found that my students rarely requested help. To increase tutoring rates, unlike other professors, I work closely with my tutors. I provided them with access to the current course materials and require tutors to host 2 pre-exam review sessions and 1 post-exam review session each. I market these review session to students. On average, 30% of students attended at least 1 study session.

**Reading e-Worksheets - CDAE 024 & CDAE 195 Persuasion for Public Communication**

* Created 2012, updated each course offering
* To increase reading and comprehension, I created reading worksheets that target key concepts from the textbook and give students the opportunity to practice answering test-like questions. Reflection exercises also help students apply the course concepts to issues in other CDAE courses, campus life, professional contexts, and their personal lives. On average, 10% of students completed worksheets for credit. More students completed them as exam study tools.

**CDAE 224 – Public Communication Capstone – Instructional Team Handbook**

* Wrote 2013, updated each course offering
* Designed 10-page Instructional Team Handbook to increase the effectiveness and coordinate activities of instructional team. Clearly outlined the organizational communication flow chart, contact information, role expectations and responsibilities, a timeline for activities, syllabus, group member assignments, and relevant assignments/rubrics. Distributed to and reviewed prior to the start of each semester. Used Handbook materials to guide student worker reviews.

**CDAE 024 – Fundamentals of Public Communication – Instructional Team Handbook**

* Wrote 2012, updated each course offering
* Designed 9-page Instructional Team Handbook to increase the effectiveness and coordinate activities of instructional team. Clearly outlined the organizational communication flow chart, contact information, role expectations and responsibilities, timeline for activities, syllabus, and relevant assignments/rubrics. Distributed to and reviewed prior to the start of each semester. Used Handbook materials to guide student worker reviews.

**CDAE 195/295 – Food, Health & the Media – Instructional Team Handbook**

* Wrote 2012, updated each course offering
* Designed 4-page Instructional Team Handbook to increase the effectiveness and coordinate activities of instructional team. Clearly outlined the organizational communication flow chart, contact information, role expectations and responsibilities, a timeline for activities, syllabus, and relevant assignments/rubrics. Distributed to and reviewed prior to the start of each semester. Used Handbook materials to guide student worker reviews.

**Advising & Mentoring**

**Undergraduate Student Advising**

***Academic Advisor***

**Self-Design Major.**(2013-2016). Dunklee, Jody. *Science Communication.* College of

Agriculture and Life Science, University of Vermont.

***Internship Advisor***

**Communication Internship.** (Defended 2012). Nenopoulos, Alexander. *Smart Grid*

*internship with focus on social marketing.* Rubinstein School, University of Vermont at Burlington, Vermont.

***Thesis Advisor***

**Thesis.** (Anticipated Defense 2018). Loyd, Chandler*. Framing Affordable Housing.* Department

of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

[Appling for the College Honors Award and Distinguished CALS’s Undergraduate Research Award]

**Thesis.** (Defended 2017). Buckhorn, Dana. *Assimilating to the “general dickery” of the*

*workplace: How women negotiate masculine humor in advertising creative departments.* Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

[College Honors Award and Distinguished CALS’s Undergraduate Research Award]

**Thesis.** (Defended 2015). Brimlow, Alexandra. *Affinity seeking behaviors exhibited by tutors.* Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

[College Honors Award and Distinguished CALS’s Undergraduate Research Award]

**Thesis.** (Defended 2015). Dewey, Morgan. *Inclusive brand identities for digestive abuse*

*services.* Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

[College Honors Award and Distinguished CALS’s Undergraduate Research Award]

**Thesis.** (Defended 2013). Patterson, Samuel. *Alumni definitions and career*

*applications of Public Communication.* Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

[College Honors Award and Distinguished CALS’s Undergraduate Research Award]

**Thesis.** (Defended 2013). Ficken, Kieran. *Consumer understandings of organic and fair trade*

*coffee labels*. Rubinstein School, University of Vermont at Burlington, Vermont.

[Received Environmental Program Honors award]

***Thesis Committee Member***

**Thesis.** (Defended 2012). Sapirstein, Sarah. *Pedagogical approaches in private and public*

*schools.* Department of Political Science. University of Vermont at Burlington, Vermont.

[College Honors Award]

**Thesis.** (Defended 2012). Oswald, Peter.*Exploring Marketing Strategies and Their effectiveness*

*for Vermont wine and cheese farmers*. Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

[College Honors Award]

**Graduate Student Advising**

***Advisor***

**Master’s Project.** (Anticipated Defense 2018). Lott, Sarah. *Inter-sectoral partnerships in*

*gleaning.* Masters of Food Systems. Food Systems Program. University of Vermont at Burlington, Vermont.

**Thesis**. (Defended 2016). Portman, Emily. *Making the healthy choice: Exploring health*

*communication in the food system.* Masters of Community Development and Applied Economics. Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

**Thesis**. (Defended 2014). Smith, Kristin, K. *Turf wars and corporate sponsorship: Challenges*

*in the food system and the Academy of Nutrition and Dietetics.* Masters of Community Development and Applied Economics. Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

**Thesis**. (Defended 2014). Suozzo, Andrea. *Pasturization and its discontents: Raw milk, risk,*

*and the reshaping of the dairy industry.* Masters of Food Systems. Food Systems Program. University of Vermont at Burlington, Vermont.

***Committee Member***

**Dissertation.** (Anticipated Defense 2019). Anderzén, Janica. *Assessment of Diversification Strategies in Smallholder Coffee Systems of Mesoamerica (2017-2019).* Doctorate of Agroecology. Department of Plant and Soil Science. University of Vermont at Burlington, Vermont.

**Thesis.** (Anticipated Defense 2019). White, Alissa. *The co-production of agricultural knowledge.* Masters of Agroecology. Department of Plant and Soil Science. University of Vermont at Burlington, Vermont.

**Project.** (Defended 2018). Putscher, Carey R. *Agency and empowerment on women-owned*

*farms: A Vermont agricultural case study.* Masters of Food Systems. Food Systems Program. University of Vermont at Burlington, Vermont.

**Project.** (Defened 2018). Peña, Olivia. *Public communication,* c*ivic engagement and food policy: A qualitative research proposal.* Masters of Food Systems. Food Systems Program. University of Vermont at Burlington, Vermont.

**Project.** (Defended 2018). Boutelle, Chloe. *Northeast wholesale institutional*

*markets: A qualitative research proposal.* Masters of Food Systems. Food Systems Program. University of Vermont at Burlington, Vermont.

**Thesis**. (Defended 2018). Harrington, Hannah. *Sustainable agriculture in Vermont:*

*Economics of climate change best management practices and the complexity of consumer perceptions of raw milk.* Masters of Community Development and Applied Economics. Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

**Thesis**. (Defended 2015). Helling, Alexander. *Sustainable agriculture in Vermont:*

*Economics of climate change best management practices and the complexity of consumer perceptions of raw milk*. Masters of Community Development and Applied Economics. Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

**Thesis.** (Defended 2014). Leamy, Ryan. *Diversification activities of Vermont dairy*

*farmers: A study of raw milk and local beef processing in the state.* Masters of Community Development and Applied Economics. Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

**Thesis**. (Defended 2014). Battista, Geoffrey. *Exploring transportation accessibility to*

*health care among Vermont's rural seniors.* Masters of Community Development and Applied Economics. Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

**Thesis**. (Defended 2013). Taylor, Jennifer. *The development of a feasible, reliable, and*

*valid measure of school children's fruit and vegetable consumption*. Masters of Nutrition and Food Sciences. Department of Nutrition and Food Sciences. University of Vermont at Burlington, Vermont.

**Thesis**.(Defended 2013). Lubniewski, Jocelynn. *Marketing healthy foods in state parks.* Masters of Dietetics. Department of Nutrition and Food Sciences. University of Vermont at Burlington, Vermont.

**Thesis**. (Defended 2012). Sevoian, Noelle. *Farm to institution in Vermont: Constraints to*

*organizing and values of supply chain actors.* Masters of Community Development and Applied Economics. Department of Community Development and Applied Economics. University of Vermont at Burlington, Vermont.

**Professional Development and Relevant Activities**

**Professional Affiliations**

* National Communication Association (2006-present)
* Eastern Communication Association (2009-present)
* Ohio Communication Association (2008-2010)

**Professional Development**

**Participant.** (2017). *Teaching the professional networking course.*

Facilitated By: Carrie Madison (Eastern Michigan University)

Hosted By: National Communication Association, Short Course in Dallas, Texas.

* Identified theoretical foundations and practical skills related to personal and professional networking and effective pedagogical approaches.

**Participant.** (2017). [*Creating effective service learning projects in communication courses*](javascript:previewEvent(8882);)

Facilitated By: LeKresha Gram (Rockhurst University)

& Tara Schuwerk (Stetson University)

Hosted By: National Communication Association, Short Course in Dallas, Texas.

* Identified opportunities for service-learning projects as effective pedagogical approaches in communication courses.

**Participant.** (2016). *Alan Alda communicating science workshops.*

Facilitated By: Alan Alda Center Staff

Hosted By: Alan Alda Center for Communicating Science at University of Vermont in Burlington, Vermont.

* **Practiced skills related to** effectively communicating science with the public, funders, policymakers, and fellow scientists. Developed capacity to lead UVM workshops on science communication.

**Participant.** (2015). *Developing science writing skills: A sustainable program for UVM.*

Facilitated By: Lisa Emerson.

Hosted By: College of Medicine at the University of Vermont in Burlington, Vermont.

* **Strengthened faculty mentoring skills related to graduate research writing.**
* **Topics included developing a science writing course: effective science writing., principles and curriculum, pedagogy and assessment, and integrating writing into existing courses**

**Participant.** (2013). *Food and Communication Pre-Conference.*

Hosted By: National Communication Association in Washington, D.C.

* **Shared current findings related to food and communication and build professional network of food and communication scholars.**

**Participant.** (2012). *Health Communication Pre-Conference*

Hosted By:National Communication Association in Orlando, Florida.

* **Strengthened professional skills, networks, and strategies as an early-career Health Communication scholars.**

**Participant.** (2012). *3rd Annual Food Systems Symposium.*

Hosted By: Vermont in Burlington, Vermont.

* **Shared important Vermont food system research and built transdisciplinary networks.**

**Fellow.** (January and May 2012). *Faculty Fellows Service-Learning Seminar.*

Hosted By: Vermont Campus Compact in Colchester, Vermont.

* Competitively selected to attend meeting on high-impact practices related to service-learning and managing student and community partners.

**Participant.** (2011).*Grant Financial Management Post Award.*

Hosted By: University of Vermont in Burlington, Vermont.

**Participant.** (2011). *2nd Annual Food Systems Symposium.*

Hosted By: University of Vermont in Burlington, Vermont.

* **Shared important Vermont food system research and to building trans-disciplinary networks.**

**Participant.** (2011). *Engaging Your Students with Paul Rogat Loeb.*

Hosted By: University of Vermont in Burlington, Vermont.

* Discussed ways to design assignments based on millennial student motivations with the aims of creating social change.

**Participant.** (2011). Online Facilitator Orientation.

Hosted By: *elearningOHIO* at Ohio University in Athens, Ohio.

* Focused on best practices for online teaching using Black Board.

**Participant.** (2010). ***Multiple Stories for Multiple Audiences: Bridging Stakeholder Communities with Crystallization*.**

Hosted By: Mini-Conference at the annual meeting of the National Communication Association in San Francisco, California.

* Learned effective qualitative research methods and community engagement.

**Participant.** (2010). *Food and Communication Pre-Conference.*

Hosted By:National Communication Association in San Francisco, California.

* **Shared current findings related to food and communication.**

**Participant.** (2010). *Digital Storytelling: Integrating Technology into the Classroom.*

Facilitated By: Sue Fletcher

Hosted By:Professional Development Seminar at Hocking Community College, Nelsonville, Ohio.

* Learned pedagogical approaches related to storytelling.
* Used software programs for digital storytelling assignments.

**Participant.** (2009). *Introduction to Teaching: Diffusion Theory and Communication*

Facilitated By: Mirit Shoham

Hosted By: School of Communication Studies, Ohio University in Athens, Ohio.

* Discussed pedagogical approaches related to teaching and assessing diffusion theory and communication. Observed and assisted with instruction of 3-credit hour course.

**Participant.** (2008). *Health Communication Pre-Conference.*

Hosted By: National Communication Association in San Diego, California.

* **Strengthened professional skills, networks, and strategies as an early-career Health Communication scholar.**

**Participant.** (2008). *Methods and Measures in Social Cognition and Communication.*

Hosted By: National Communication Association in College Park, Maryland.

* **Shared current findings related to social cognition and communication.**

**Participant.** (2007). *Introduction to Teaching: Small Group Communication*

Facilitated By: Laura Black

Hosted By: School of Communication Studies, Ohio University in Athens, Ohio.

* Discussed pedagogical approaches related to teaching and assessing small group communication. Observed and assisted with instruction of 3-credit hour course.

**Participant.** (2006). *Introduction to Teaching: Persuasion*

Facilitated By: B. L. Quick

Hosted By: School of Communication Studies, Ohio University in Athens, Ohio.

* Discussed pedagogical approaches related to teaching and assessing persuasive communication.

**Participant.** (2008-2009). *Introduction to Collaborative Academic Work*

Facilitated By: Claudia Hale

Hosted By: School of Communication Studies, Ohio University in Athens, Ohio.

* Met weekly for a year with cohort of doctoral students. Read about and discussed critical issues related to collaborative teamwork, including team-based research design and write-up, co-teaching, digital strategies for collaboration, and navigating the politics of collaboration.

**Participant.** (2007-2008). *Introduction to the Academy*

Facilitated By: D. Scott Titsworth, Andrew Ledbetter

Hosted By: School of Communication Studies, Ohio University in Athens, Ohio.

* Met weekly for a year with cohort of doctoral students. Read about and discussed critical issues related to academic life, including university budgeting, conference and journal expectations, writing a journal review, negotiation strategies, annual report writing, and navigating institutional politics.

**Participant.** (2006-2007). *Introduction to Teaching: Public Speaking*

Facilitated By: B. Scott Titsworth & Tom Daniels

Hosted By: School of Communication Studies, Ohio University in Athens, Ohio.

* Met weekly for a year with cohort of doctoral students. Read about and discussed pedagogical theory and best practices related to teaching public speaking.

**Participant**. (2003). *Teaching and Supervising Writing*.

Facilitated By: Joyce Dyer

Hosted By: Department of English, Hiram

College in Hiram, Ohio.

* Met bi-weekly for 10 weeks. Read about and discussed pedagogical approaches related to teaching and assessing written communication.

**Work Experience**

**Editor of Health Newsletter.** (2004-2006). Health Center, Hiram College.

Promoted healthy behaviors by selecting appropriate health information and adapting a writing and format style enjoyable and educational for college students.

**Health Educator**. (2005). Department of Public Health, Virginia Beach, Virginia.

Encouraged individuals and community to adopt healthy exercise and eating habits through educational programming. Collected and analyzed data to identify audience needs prior to planning, implementing, and evaluating programs.

**Writer.** (2004-2005). Factmd.com, Online

Wrote articles concerning current health issues reported in scholarly journals at an information level appropriate for the needs of the general population.

**Health Communication Specialist**. (2004). Department of Public Health, Virginia Beach, Virginia.

Developed brochures and literature discussing health related issues for publication by the media and distribution to the public. Wrote speeches for a graduation and the quarterly business meeting. Followed prescribed editorial styles and format standards.

**Agricultural Sales Representative**. (2002-2004). Pioneer Trail Orchard, Hiram, Ohio. Planned and conducted agricultural tours for small and large groups of clients ranging in age from preschool to adulthood to promote environmental sustainability and farm's products and services.

**SCHOLARLY Service**

**Service to Communication Discipline**

***Governance***

**Executive Council Representative.** (2014 - 2017). *Health Communication Division.* Eastern Communication Association.

**Assistant to the Director.** (2009) Short Course Division. National Communication Association.

***Referee***

**Invited Reviewer.** (2009, 2010, 2015, 2018). *Health Communication.* T. L. Thompson (ed.).

**Invited Reviewer.** (2012, 2015). *Communication Quarterly.* B. Bates (ed.).

**Invited Reviewer.** (2012). *Journal of Applied Communication Research.* M.Jackson (ed.).

**Invited Reviewer.** (2012, 2013, 2015). Health Communication Division. National

Communication Association.

**Invited Reviewer.** (2010, 2011, 2012). Mass Communication Division. National Communication Association.

**Invited Reviewer.** (2010, 2011). Communication as Social Construction Division. National Communication Association.

**Judge**. (2011). Appalachian Swing Forensics Tournament. School of Communication Studies,

Ohio University.

**Invited Reviewer.** (2010). *Public Understanding of Science.* Susan Howard (ed.).

**Invited Reviewer.** (2010). Graduate Education Interest Group. Association for Education in

Journalism and Mass Communication.

**Invited Reviewer.** (2009, 2010). Social Cognition Division. National Communication Association.

**Invited Reviewer.** (2009, 2010). Short Course Division. National Communication Association.

**Invited Reviewer.** (2009). Health Communication Division. International Communication

Association.

**Invited Reviewer.** (2008). Mass Communication Division. International Communication

Association.

**Service to University**

**Faculty Fellow. (2018).** *Innovation and Entrepreneurship Residential Program*. University of

Vermont.

* Teach small group communication skills and strategies.
* Facilitated reflection activities to highlight student change, development, and growth.

**Reviewer.** (2014). *REACH Grants.* Office of the Vice President for Research. University of

Vermont.

* Reviewed written grant submissions.
* Collaborated with a cross-University committee to determine funding recommendations.

**Service to College of Agriculture and Life Sciences**

**Curriculum Committee Co-Chair** (2019-Present) **& Member.** (2015-present). *CALS Curriculum Committee*. College of Agriculture and Life Sciences, University of Vermont.

* Evaluated all proposed changes to the CALS curriculum, requirements of individual degree programs, and CALS general degree requirements.
* Met with committee bi-weekly to discuss and vote on CALS curriculum changes.
* Based on Dean’s request, helped revise and create assessment materials: revised the *Senior Exit Survey,* edited the CALS CORE Values Statement, developed measure for assessing CALS Curriculums’ ability to meet CALS CORE Values.

**Event Organizer.** (2017). *Aiken Lecture.* College of Agriculture and Life Sciences, University

of Vermont.

* Co- planned a student-based discussion event with great speaker, Michael Moss.
* Developed recruitment lists that includ students and alumni with relevant majors, club activities, and/or careers.

**Advisor**. (Annually, 2012-present). *Explore Majors Day.* College of Agriculture and Life

Sciences, University of Vermont.

* Promoted CALS majors and courses to undeclared UVM students.

**Advisor**. (Annually, 2012-present). *Admitted Student Day.* College of Agriculture and Life

Sciences, University of Vermont.

* Promoted CALS majors and courses to admitted students and their parents.
* Answered questions about CALS programs, UVM life, and career pathways.

**Service to Honors College**

**Curriculum Review Committee Member.** (2017-present)*Food Systems Curriculum Review*

*Committee.* Food Systems Masters and Doctorate programs.

* Provided coding instructions and templates to help members map curriculums consistently.
* Worked with transdisciplinary team to code MS and PhD course objectives.
* Helped to identify program strengths and create a strategic development plan.

**Service to Department**

**Closing Speaker.** (2018). *Social Enterprise Day.* College of Agriculture and Applied

Economics, University of Vermont.

**PCOM Committee Member.** (2017-present). *Public Communication Concentrations.*

*Committee.* College of Agriculture and Applied Economics, University of Vermont.

* Developed B.S. curriculum with two PCOM concentrations, descriptions, data figures, timeline, needs assessment, and budget proposal.

**CDAE Curriculum Representative.** (2016-present). *Journalism Planning Committee.* College

of Agriculture and Applied Economics, University of Vermont.

* Collaborated with working group across *College of Agriculture and Life Science* and *the College of Arts and Sciences* to develop B.A. and B.S. Journalism programs.
* Developed B.S. curriculum, descriptions, data figures, timeline, needs assessment, and budget proposal.
* Developed Journalism Planning Portfolios CALS sub-committee members and administration to guide decision-making process.
* Presented program proposal to gain departmental, college and university support.

**Curriculum Committee Member.** (2016-present)*CDAE Curriculum Mapping Committee.* Department of Community Development and Applied Economics.

* Emailed CDAE faculty to obtain missing data related to learning objectives for CID, CENT, and PCOM courses.
* Finalized course database, wrote coding instructions and designed visual mapping templates to give to help PCOM, CID, and CENT curriculums consistently.
* Worked with colleague to code PCOM curriculum course learning objectives.
* Created database report and visual map for PCOM curriculum.
* Identified PCOM program strengths and needs for curriculum assessment.

**Faculty Senator**. (2011-2017). *Faculty Senate.* Senator for the Department of Community

Development and Applied Economics.

* Represented Department and College interests by participating in monthly discussions and by voting at monthly Senate meetings.
* Shared key Senate information with CDAE faculty and Chair to inform Department practices and determine my votes.
* Emailed CDAE faculty and Chair regularly about Senate promoted initiatives, such as instructions for Expanded Course Descriptions, Coffee with the Provost, student policies, and campus resources related to ELL students.

**Program Facilitator.** (2017). *Town Meeting Day*. Department of Community Development and

Applied Economics. College of Agriculture and Applied Economics, University of Vermont.

* Co-facilitated a public dialogue with 100 CDAE undergraduate students for program assessment.
* Collaborated with several CDAE faculty to develop meeting questions and script to gain student opinions for program assessment, marketing, and publications.
* Co-facilitated dialogue at the meeting.

**Committee Member.** (2016-2017). *Job search committee for full time lecturer in*

*communication and computer literacy*. Department of Community Development and Applied Economics. College of Agriculture and Applied Economics, University of Vermont.

* Effectively worked with team of 5 people to recruit a viable, diverse pool of applicants using national and international networks and online recruiting tools.
* Helped to developed application, phone interview, and on-campus scoring rubrics.
* Helped to conduct and evaluate 12 phone interviews and 4 on-campus interviews (attended 3 meetings with each candidate).
* Managed group decision-making process that determined 1 final candidate to recommend for hire to the Administration. Candidate was successfully hired.

**Program Planner.** (2014). *What can I do with a degree in CDAE? Career Panel Series.*

Department of Community Development and Applied Economics. College of Agriculture and Applied Economics, University of Vermont.

* Organized and promoted a 3-part panel series to help current CDAE students explore careers and identify job/internship search tools.
* Recruited CDAE alumni, internship recruiters, and career advisors to attend as guest speakers and networking resources.

**Committee Chair.** (2012-2013). *Job search committee for full time lecturer in communication*

*and computer literacy for the Department of Community Development and Applied Economics.* College of Agriculture and Applied Economics, University of Vermont.

* Effectively managed a team of 5 people to recruit a viable, diverse pool of applicants using national and international networks and online recruiting tools.
* Developed application, phone interview, and on-campus group scoring rubrics.
* Facilitated group discussion of written application materials.
* Helped to conduct and evaluate 12 phone interviews and 4 on-campus interviews (attended 4 meetings with each candidate).
* Managed group decision-making process that determined 2 final-candidates to recommend for hire to the Administration. One candidate was successfully hired.

**Committee Member**. (2009). *Health Communication Job Search Committee.* School of

Communication Studies, Ohio University.

* Evaluated application materials and 3 on-campus interviews.
* Participated in decision-making process that identified 1 final-candidate to recommend for hire to the Administration. Candidate was successfully hired.

**Committee Member.** (2009). *Budgetary Planning Committee.* School of Communication

Studies, Ohio University.

* Effectively worked with small group of faculty members to evaluate School budget and make recommendations.

**Assistant to the Director.** (2009). *COMSubstantiality Research and Recognition Session.*

School of Communication Studies, Ohio University.

* Organized and promoted a day of 6 research panels and 1 formal award ceremony.

**Thai Student Mentor.** (2008-2009). School of Communication Studies, Ohio University.

* Developed relationships with new Thai PhD student to provide social support while transitioning into the COMS program and staying in the United States.

**Committee Member.** (2008). COMSubstantiality Research and Recognition Session, School of

Communication Studies, Ohio University.

* Organized and promoted research panels and a formal award ceremony.

**First-Year Mentor.** (2007-2008). School of Communication Studies, Ohio University.

* Developed relationships with new PhD student to provide social support while transitioning into the COMS program.

**Service to Community**

**Research Consultant.** (2016). Vermont Businesses for Social Responsibility.

* Assisted with creation of Member Evaluation online survey tool.
* Provided support with data analysis and interpretation.

1. Supervising and mentoring student research process is a hallmark of my scholarship. In this section, I indicate student collaborations on research presentations and publications using the following notation: Graduate student co-author, 2 Undergraduate student co-author [↑](#footnote-ref-1)