

September 11, 2023

Matt Cecil, Ph.D.
Executive Vice President and Provost
Northern Kentucky University
Highland Heights, KY 41099
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Chair Partridge and members of the Presidential Search Committee:

I am writing today to apply for the position of President at Black Hills State University. My experience in various administrative roles at several universities has prepared me to lead and collaborate with regents, faculty, staff, students, alums, and other stakeholders in charting BHSU's continued success.

I am a native South Dakotan with over 25 years of experience in higher education, including 15 years in administrative roles ranging from emphasis area coordinator to director, dean, and provost. I serve as Provost and Executive Vice President of Academic and Student Affairs at Northern Kentucky University in Highland Heights, Kentucky. NKU is a 16,000-student regional public university with a budget of \$280 million annually. The university employs 1,800 people and boasts a college of law, Division I athletics, and a broad portfolio of fully online programs enrolling nearly 5,000 students. Before joining NKU, I served as Interim Provost at Minnesota State University, Mankato, a 15,000-student regional public university with a budget of \$200 million. I also served as Dean of the College of Arts & Humanities in Mankato, supervising 120 faculty and 40 staff. From 2013 to 2016, I served as Director of the Elliott School of Communication at Wichita State University. From 2005 to 2013, I was a faculty member, emphasis coordinator, and assistant department head at South Dakota State University. Earlier in my academic career, I served as a faculty member at Purdue University and the University of Oklahoma. Before starting a career in higher education, I worked as a journalist and media relations professional in South Dakota and North Dakota.

The presidency at BHSU appeals to me for many reasons. First, it is an opportunity to return home to South Dakota and to live and work in one of the state's most beautiful, vibrant, and fastest-growing communities. Second, BHSU epitomizes the regional public university mission that has inspired my work for over two decades. Finally, universities like BHSU and NKU are grounded in their communities and embrace their unique mission by offering quality education for students while fueling the region's economic vitality.

Unfortunately, regional public universities nationwide are experiencing significant headwinds, exerting increasing pressure on enrollment and finances. Despite the differences in location and context, the challenges facing BHSU are similar to those at NKU. Regional universities nationwide are struggling to bolster enrollment and manage rising costs. BHSU and NKU are pursuing many of the same remedies to those challenges. I have reviewed President Nichols' 2022 and 2023 State of the University presentations, the annual financial reports, Board of Regents minutes, and the university's new strategic plan. From the health services center partnership with South Dakota State University to the goals of the "Climbing New Peaks" Strategic Plan, BHSU is taking the

right kinds of affirmative steps necessary to secure its future. This focused attention on securing a sustainable future is another reason the BHSU opportunity is so appealing.

At NKU and MSU, I have worked hard to develop, communicate, and enact a vision for a successful regional public university. Among many things, the thriving regional public university must:

- Strategically expand programming for new audiences and provide those innovative academic and other services in the range of modalities learners need or prefer
- Employ a targeted, localized approach to recruitment of traditional, campus-accessing students and adjust tactics based on real-time performance data
- Focus on student success and employ data to continuously adapt student support and engagement services to changing student needs
- Foster close relationships with regional employers and other stakeholders to understand workforce needs and adjust academic programming to match
- Expand the university's focus on career readiness for all students through career advising and high-impact practices
- Practice fiscal discipline, attending to margins and addressing shortfalls in the moment while continuing to invest in growth strategies

The challenge lies in systematizing and maintaining the kinds of continuous analysis, change, and innovation embedded in that roadmap. Along with our interim president and CFO, I have led a multi-faceted effort to set NKU on a more sustainable path. Working with our dedicated faculty and staff, and with student success at the heart of everything we have done, together we have reshaped vital parts of our university.

- We have grown enrollment in our accelerated online programs. I have tasked our deans and chairs with adding 1,500 students online in the next five years by creating new programs and maximizing enrollment in existing programs. The first four of 15 planned programs in that plan, including an undergraduate cybersecurity degree, go online in January.
- Last year, I led an effort to revamp our advising services on campus, adding 15 advisors to a First-Year Student Success Hub. We set a goal of an 80 percent retention rate within three years. One year later, we will report a 79 percent retention rate, up from 70 percent two years ago.
- As we have seen nearby flagships, the University of Kentucky, the University of Louisville, and the University of Cincinnati dip more deeply into our traditional student recruitment pipeline, we realized the need to provide focused and coordinated care to students returning to NKU. I led the effort to establish an Adult and Transfer Center to support post-traditional learners and students looking for a fresh start after a challenging beginning elsewhere.
- I have asked our career services team to create a plan to add career counselors to our Student Success Hub this year. We believe that first-year career counseling for every student is a difference-maker for our university in a highly competitive market.
- Along with our CFO, I have led the work to put our finances into balance, reducing costs, expanding revenues, and taking what was a \$24.7 million structural deficit as we emerged from the COVID-19 public health emergency down to \$9 million in one budget cycle. Next June, we anticipate presenting a balanced budget to the NKU Board of Regents.

Similarly, BHSU's "Climbing New Peaks" strategic plan focuses on enhancing financial sustainability and optimizing student success and economic impact. The next president of BHSU will need to work with the campus community and key stakeholders to communicate and enact that strategic plan and adapt the strategy as things change. I have led those same efforts as provost here and at Minnesota State Mankato. However, a president is not a "super provost." The expectations of a president go far beyond the boundaries of campus or the community. A president must be a leader of leaders on campus, in the region, and in the state, sharing an accessible vision for the institution, placing it clearly as a vital state asset, providing encouragement, expressing gratitude, clearing obstacles to progress, and reminding everyone of the critical impact of their work. Another key role of a president in the current context is reminding everyone in the region of the value and impact of higher education. My communication and relationship-building background serves me well as I work with our president and Board of Regents to spread the good word about NKU. I look forward to setting a clear direction, advocating for, and leading the cheers for the dedicated students, faculty, staff, and stakeholders of a university like BHSU.

It is a difficult moment for higher education, and amid so much uncertainty and change, it would be easy to lose track of the importance of our work. A moment in most graduation ceremonies at regional public universities always reminds me of our purpose. At some point in the ceremony, a speaker asks the first-generation college students to stand and be recognized. At a university like NKU or BHSU, typically between one-third and one-half of the graduating students stand at that moment. That picture, a visual indication that we are succeeding in our work, sums up the importance of what we do at regional public universities. The most reliable indicator of whether or not a young person will attend college is whether or not their parents or other family members attended. When our students walk or dance across the stage with their fancy shoes and decorated mortar boards to receive their diplomas, it changes their trajectory in life. It also bodes well for the region since a high percentage of graduates at NKU and BHSU stay close to home after graduation. And it improves the prospects for the next generation and generations that follow. Faced with significant headwinds, regional universities must have the courage to change so that profound, generational, transformational work can continue.

The stakes for regional public universities have never been greater. Higher education remains the most certain driver of a region's economic success. And for individuals, the affordable education that BHSU and other regionals provide is a ticket to a lifetime of greater prosperity. In a time of significant change, we need our regional public institutions to be strong and healthy stewards of place, driving educational attainment, civic engagement, environmental sustainability, and opportunity for all.

As a South Dakota native, it would be an honor to return home and serve as president of Black Hills State University. I appreciate your consideration of my application and hope to speak with you soon.

Sincerely,



Curriculum Vitae

MATT CECIL, Ph.D.

Provost and Executive Vice President for Academic and Student Affairs, July 2021-present

Northern Kentucky University

Highland Heights, Kentucky

- Enrollment, Fall 2023, 15,700
- Manage an Academic and Student Affairs budget of \$160 million within a university budget of \$280 million
- Supervise 19 direct reports on Provost's staff and oversee 500 full-time faculty, 400 part-time faculty and approximately 300 staff members
- Serve on Executive Leadership Team; manage the ELT on behalf of the president; participate in management and setting the strategic direction of the university
- Act on behalf of the President and represent her in her absence from campus
- Oversee academic colleges, the university's research enterprise and graduate programs, multiple centers, library services, global education, student engagement, student inclusiveness, student success, student wellness, the Student Union, Veterans Resource Station, and other units
- Represent the University with business executives, public officials, community leaders, superintendents, donors, members of the Board of Regents, and other key stakeholders
- Student Affairs merged into Academic Affairs to create a combined Division of Academic and Student Affairs, May 2023

Interim Provost and Senior Vice President for Academic Affairs, December 2019-July 2021

Minnesota State University, Mankato

Mankato, Minnesota

- Enrollment, Fall 2020, 15,000
- Managed an Academic Affairs budget of \$120 million
- Supervised Provost's staff of 15 and oversee more than 600 faculty and 200 staff members
- Served on cabinet, participate in management of the university
- Acted on behalf of the President in his absence
- Oversaw six academic colleges, the university's research enterprise and graduate college, library services, global education, other academic units
- Participated in system-wide planning for Minnesota State Colleges & Universities
- Represented the University with business executives, public officials, community leaders, and other stakeholders

Dean, June 2016-January 2020

College of Arts & Humanities

Minnesota State University, Mankato

Mankato, Minnesota

- Art, Communication Studies, English, Humanities, Interdisciplinary Studies, Mass Media, Music, Philosophy, Scandinavian Studies, Theatre & Dance, World Languages & Cultures, School of Communication
- 120 full-time faculty among an instructional and college staff of 170
- 2,000 students majored in the college's programs
- 80,000 student credit hours generated annually
- More than 600 degrees awarded annually
- Managed a \$9.35 million Andreas Endowment
- Annual budget of \$14 million

Director and Professor, July 2013-June 2016

Elliott School of Communication

Wichita State University
Wichita, Kansas

- Wichita State is an urban research university enrolling approximately 16,000 students.
- Integrated mass communication and communication studies
- 450 majors in five undergraduate emphases and two graduate programs
- Supervised 36 instructional FTEs including 17 full-time faculty members
- Annual budget of more than \$2.5 million

Assistant Department Head, August 2012-May 2013

Department of Journalism and Mass Communication
South Dakota State University
Brookings, South Dakota

- SDSU is a rural, land-grant university enrolling approximately 12,000 students.
- Provided administrative support to department head
- Supervised ten full-time faculty
- 300 majors in undergraduate and two graduate programs

Acting Department Head, Spring 2010

Department of Journalism and Mass Communication
South Dakota State University
Brookings, South Dakota

- Managed scheduling, planning, student affairs
- Supervised ten full-time faculty
- Planned and executed events

Associate Professor, August 2007 to May 2013

Department of Journalism and Mass Communication
South Dakota State University
Brookings, South Dakota

Program Coordinator, Media Production, August 2008 to May 2011

Department of Journalism and Mass Communication
South Dakota State University
Brookings, South Dakota

Assistant Professor, August 2005 to August 2007

Department of Journalism and Mass Communication
South Dakota State University
Brookings, South Dakota

Assistant Professor, August 2002 to June 2005

Gaylord College of Journalism and Mass Communication
The University of Oklahoma
Norman, Oklahoma

Assistant Professor, August 2000 to May 2002

Department of Communication
Public Relations Specialization
Purdue University
West Lafayette, Indiana

Education/Certificates/Leadership Development

Doctor of Philosophy, Mass Communication

The University of Iowa School of Journalism and Mass Communication, 2000

Area of Emphasis: Public Relations

Dissertation: “Seductions of Spin: Public Relations and the FBI Myth”

Runner-up, Nafziger Dissertation Award, American Journalism Historians Association

Advisors: Professor Jeffery A. Smith, Associate Professor Dan Berkowitz

Master of Arts, History

Minnesota State University, Mankato, 1997

Thesis: “‘In the Eyes of Men’: Ben and Stella Mae Dickson and the FBI Myth”

Advisor: Professor Charles K. Piehl

Bachelor of Science, History

South Dakota State University, 1995

Minnesota State Colleges and Universities Executive Leadership Development Program

Year-long program, 2018-2019

CASE Development for Deans and Academic Leaders Conference

Fort Myers, Fla., February 1-3, 2017

Art of Supervision, Minnesota State Colleges and Universities

Granite Falls, Minn., December 7-9, 2016

Science of Supervision, Minnesota State Colleges and Universities

Marshall, Minn., October 21, 2016

Education Advisory Board Academic Leadership Summits

Washington, D.C., October 20-21, 2016

Washington, D.C., February 15-16, 2017

Washington, D.C., March 7-8, 2019

CCAS Seminar for New Deans

Council of Colleges of Arts & Sciences, Chicago, Ill., July 24-27, 2016

Fellow, WSU Leadership Academy

One-year leadership development program based on the Kansas Leadership Center curriculum for adaptive leadership, 2014-2015

Professional Fundraising Workshop for Deans, Department Chairs and Aspiring Academic Leaders

Presented by Advancement Resources and sponsored by the WSU Foundation, April 1, 2014

Leadership Seminar for Department Chairs

Council of Colleges of Arts & Sciences, San Diego, Calif., October 5-7, 2014

Leadership Elite Certificate

Center for Management Development, W. Frank Barton School of Business,
Wichita State University, Fall 2013

Scripps-Howard Academic Leadership Academy

Manship School of Journalism and Mass Communication, Louisiana State University, Baton,
Rouge, La., June 4-8, 2007

Administration

****Northern Kentucky University, Provost and Executive Vice President for Academic Affairs***

Led the university's COVID-19 response, Summer 2021 to May 2023 (end of the public health emergency)

Student Success/Coordinated Care

- Established First-Year Student Success Hub, adding 15 first-year advisors
 - Hub boasts student/advisor ratios of 125/1
 - Every first-year student assigned an advisor, peer mentor, and faculty mentor
 - Advisors trained for mental health and financial literacy advising
 - Hub coordinates the entire first-year experience
 - Hub advisors coordinate handoff to college professional advisors
- Established Adult and Transfer Center to better serve NKU's 2,000+ transfer students and increase adult and transfer enrollment pipelines
- Established a Pipeline Coordination Committee to coordinate efforts with admissions and the colleges
- Established an Academic Commons task force led by the Faculty Senate President to assess academic supports alignment with student needs and create a one-stop academic support center in Stealy Library. Commons established effective July 1, 2023, with two fiscal years to move and create supports within a one-stop center.
- First-year Experience Task Force overhauled the entire first-year experience, including the Common Experience, UNV 101, coordinated care models, peer mentors for all first-year students, career preparation, and a first-year student success hub
- Degree, Co-Curricular, and Career Mapping project – at least one major mapped for every department so far
- Advising and Coordinated Care – centralized advising practices and coordinated handoff and communication between the hub and college advising center
- Oversaw establishment of High Impact Practices training workshops with more than 150 faculty participating so far
- Oversaw EAB Moon Shot for Equity work in Holds Reform, Emergency and Retention Awards, and Transfer Pathways
- University-wide Program Review revised in 2021 and rolled out in fall 2022
- Increased graduate-level agreements with universities in India, the Republic of Georgia, and Egypt
- Oversaw general education assessment and reform efforts, including the appointment of a Director of GenEd
- Initiated proposal to pay off \$660,000 in student COVID-19 balances and provide \$250 bookstore vouchers to every NKU student from the institutional portion of federal funds, Fall 2021

Morale and Engagement

- Formed a team of researchers that is conducting a Faculty and Staff Engagement and Morale Study, which will produce a report with recommendations for the university in November 2023
- Addressed faculty salary compression with a \$500,000 investment followed by annual \$100,000 equity funding and review process
- Increased the part-time faculty pay scale, and expanded benefits to all full-time faculty upon hire
- Produced a guide for supporting and sponsoring international faculty to improve retention
- Provided professional empathy training to improve communication issues and campus climate. Approximately 70 faculty and staff took part in those workshops.

Equity

- Cluster hire for First-Year Student Success Hub resulted in a diverse advising team
- Approved multiple opportunity hires for under-represented faculty
- Convened an Equity in Promotion and Tenure working group to develop a plan for more equitable practices in P&T
- Created a provost's fellow position to develop an implicit bias course required for faculty promotion and tenure committees and reviewers, rolled out in August 2021
- Updated the annual RPT presentation to highlight that teaching was paramount at all levels of reappointment, promotion, and tenure; that NKU valued transdisciplinary and non-traditional research that may happen in other venues than scholarly journals; and that extraordinary amounts of service, especially in equity and inclusion efforts, was valued as much as scholarship and creative activity

Budget and Finance

- Co-led with the CFO the creation of a budget and finance plan to address an \$24 million budget shortfall in FY23 and held more than 100 small group meetings with more than 1,200 attendees to discuss the plan and respond to questions
 - Eliminated 100 full-time faculty positions through attrition, a separation incentive, and retrenchment of 17 non-tenure track faculty positions
 - Required salary savings of \$3.9 million in FY23, \$2.5 million in FY24
 - Operational and instructional reductions, reallocations, and avoided expenses for FY23, FY24, and FY25 totaling approximately \$30 million within Academic and Student Affairs; Approximately \$40 million campus-wide
 - Reorganization conversations in collaboration with Faculty Senate and Staff Congress
 - Plan includes significant cuts and reorganizations in other divisions

Enrollment Management

- Supervise the university's Chief Enrollment Strategy Officer
- Oversaw move of Enrollment Management from Academic Affairs to Student Affairs in Summer 2022 and then to the Office of the President in Spring 2023
- Provided new investment in international student recruiting, \$200,000 resulting in a record 150-student incoming international student class in Fall 2022
- Provided new investment in pipeline services through EAB, \$700,000, Fall 2021

****Minnesota State University, Mankato, Interim Provost and Senior Vice President for Academic Affairs***

Led the university's COVID-19 response, March 2020 to July 2021

Student Success/Coordinated Care

- Worked with VP colleagues, faculty, staff, and bargaining units to centralize professional advising services within the Division of Student Success

Enrollment Management

- Provided an additional \$300,000 investment in international student recruitment, Spring 2021; MSU, Mankato enrolls approximately 1,300 international students
- Provided an additional \$100,000 investment in marketing for graduate programs in Spring 2020, Fall 2020, and Spring 2021, and graduate enrollment grew by about 10 percent

Budget and Finance

- Cut \$5 million from Academic Affairs, August 2020 to July 2021
- Reduced 30 faculty positions through attrition

- Began the process of combining two colleges into a new College of Humanities, and Social Sciences.
- Met in small groups with more than 700 campus stakeholders to discuss the cuts and learn about impacts of individual academic and service units

**Minnesota State University, Mankato, Dean, College of Arts & Humanities*

Student Success/Coordinated Care

- Led staff and faculty in creating a pre-registration system for new Arts & Humanities students. Starting in Fall 2020, new students will be pre-registered in three foundational general education courses, English Composition, Public Speaking, and a required Mathematics course.
- Led faculty in creating of a School of Communication, combining departments of Communication Studies and Mass Media, with participation from faculty in Graphic Design, Technical Communication, Music Industry, Philosophy, World Languages & Cultures, and English. Reorganization to create the school took place on July 1, 2019.
- Led faculty in proposing a School of Creative & Performing Arts, combining departments of Theatre & Dance, Music, and Art & Design with participation from Creative Writing faculty. Faculty have continued their conversations (delayed by COVID) into 2021.
- Led a College of Arts & Humanities team participating in the HLC Student Success Academy, 2018-2021. Efforts in the college are focused on eliminating registration barriers for new and transfer students, building belonging among CAH majors, and engaging faculty more deeply in student success activities.
- Established a pilot program, general education cohort, the Arts & Humanities Exploratory Track, in which 25 students are placed in six general education courses together. Based on assessments of that first cohort, the program was revamped as a general education pre-registration program for the Fall of 2020.
- Established incentives for full-time faculty to teach at the 100-level in the curriculum. As a result the number of sections at the 100-level taught by full-time faculty increased from 64 in fall 2018 to more than 100 in fall 2019.
- Created a Student Success Workgroup made up of faculty, staff, and students with a goal of making our college the most student-centered, student-friendly culture on campus. The workgroup is charged with eliminating barriers to student success and proposing initiatives to enhance retention, completion, and closing the achievement gap. 2017-2018. That work resulted in the elimination of barriers like an admission to major requirements for all but three programs in the college along with a grant of upper-level permission to register for courses for all students who have completed at least 30 credits.
- Created a student success initiative based on three metrics that are predictive indicators of student retention from year one to year two. Identified at-risk students based on first semester GPA, high school GPA, and minority status and implemented individualized academic advising programs for those students, 2016-present
- Created a graduate teaching assistant position aimed at a minority hire and focused on intervening with supplemental instruction for a high-failure rate general education course, 2017. As a result of that experience, we determined that while intrusive advising efforts are effective, graduate students are not necessarily equipped to handle those interventions effectively.
- Focused on enhancing the student experience in the college, working with advisers to add online advising scheduling and front office check-in (for data collection and workflow improvements), 2016-2017
- Began a series of community-building events with dual goals of enhancing communication across disciplines and sparking interdisciplinary collaboration. Events include interdisciplinary faculty colloquia, on- and off-campus social events, and faculty and staff lunches. 2017-present.
- Began a series of artist-in-residence events, Minnesota Storytellers, with three day residencies and a public performance. Artists who have joined us for the residency include: Martin Zellar & the

Hardways, Dave Simonette of Trampled By Turtles, Jeremy Messersmith, and hip hop artist Dessa.

Equity

- Established a Diversity/Equity/Inclusion Committee in the college along with a list of Diversity Champions. One Diversity Champion is added to every search committee, started Spring 2019.
- Worked with faculty from the Departments of World Languages & Cultures, American Indigenous Studies, and English to provide ongoing funding and support for four Dakota language courses at the 100- and 200-levels, 2016

Budget and Finance

- Oversaw budget cuts of \$1.25 million (from a \$15.5 million budget) in 2018-2019, while still investing in five new/replacement faculty positions; implemented \$850,000 in cuts in 2016-2017. Accomplished cuts through attrition, small equipment and operating budget cuts, and a significant reduction in adjunct expenditures.

Organization/General Administration

- Created a Director of Communication and Endowed Programs position to manage the proceeds of the \$9.4 million Andreas Endowment and provide communication support for the college, 2017
- Expanded scope of Interdisciplinary Studies Program to include a series of plans of study including Music Industry, Integrated Marketing Communication, and others, 2016-present
- Hired a second full-time academic advisor for the college, July 2016.
- Hired a second front-office staff person for the college, September 2016.
- Led effort to establish tested experience credentialing standard in response to Higher Learning Commission accreditation reaffirmation report, Fall 2016.

Served on the following workgroups and committees:

- President's Cabinet, January 2020 to July 2021
- Council of Deans, July 2016 to December 2020
- President's Expanded Cabinet, July 2016 to July 2021
- Student Success Roundtable, August 2019 to July 2021
- Undergraduate Curriculum and Planning Sub-Meet and Confer, 2018 to 2019.
- Administrative Co-Chair, Common Curriculum Sub-Meet and Confer, 2018-2019; member, 2019-December 2019
- Budget Sub-Meet and Confer, July 2016 to July 2021
- Extended Education Sub-Meet and Confer, July 2016 to July 2021
- Planning, Assessment and Evaluation Sub-Meet and Confer, July 2016 to July 2021
- Joint Budget, Planning, Assessment & Evaluation Sub-Meet and Confer, July 2016 to Spring 2018
- Common Curriculum Sub-Meet and Confer, July 2016 to Spring 2018
- Strategic Budget Planning Academic Program Workgroup, July 2016 to Spring 2018
- College Celebrations Sesquicentennial Committee, July 2016 to Fall 2018
- Center for English Language Programs Advisory Board, July 2016 to December 2019
- Academic Affairs Council, Minnesota State Colleges & Universities, November 2016 to Spring 2018
- Chair, Search Committee, Dean of the College of Social & Behavioral Sciences, 2017 to 2018, search was unsuccessful; chaired successful 2018-2019, search
- Hiring committee Interim Dean of the College of Social and Behavioral Sciences, 2017
- Hiring committee, Interim Associate Vice President for Faculty Affairs, 2019
- Hobson's Starfish Implementation Task Force, Spring 2017

****Wichita State University, Director of the Elliott School of Communication***

- Developed laptop computer requirement approved by Elliott School of Communication faculty on February 10, 2014 that began in Fall 2014
- Managed significant curriculum revisions/additions, including:
 - Revision of the school's core curriculum, 2013
 - Addition of experiential courses in Fall 2013, Spring 2014, Fall 2014, Spring 2015 and Fall 2015
 - Designation of two new general education courses that enrolled 135 in the spring of 2014, 135 in Fall 204 and 145 in spring 2015.
 - Revision of graduate and undergraduate curriculum, eliminating all 2-credit courses
 - Reduced emphasis-area curricula to 15 credits.
- Established the Ad Astra Communication Agency, a student-staffed communication enterprise within the Elliott School of Communication. Ad Astra (renamed ShockerAdLab) provides communication and marketing services to the campus community and to Wichita-area non-profits. Established in Fall 2014, Ad Astra moved into a newly repurposed office in January 2015. Spring 2015 billings exceeded \$10,000, the majority of that for focus group research.
- Created, with faculty, new Sports Marketing and Production and Digital Filmmaking plans of study in the Elliott School of Communication
- Created, in collaboration with WSU Athletics, the Shocker Sports Project, a senior-level sports production and marketing course. ESC students create the ESPN3 stream for all Shocker home sports events, shadow event staff, and work on camera, scoreboard and other media crews during events (Fall 2014)
- More than doubled online course student credit hour production between 2013 and 2016
- Established an interdisciplinary program with the Wichita State University Department of Human Performance Studies and particularly with the Human Performance Laboratory, an entrepreneurial facility engaged in testing and developing fitness and human performance projects. In Fall 2014, collaborated with Human Performance faculty to create an interdisciplinary plan of study involving communication students (graduate and undergraduates) as media creators and advisors to entrepreneurs developing businesses in the Human Performance Laboratory.
- Revised and expanded the Sales minor in collaboration with the Barton School of Business
- Worked with WSU Information Technology Services to create a basic speech course assessment data entry web portal and pilot exit exam
- Inaugurated Elliott School of Communication Internship and Employment Fair, February 17, 2014. The event was attended by 30 Wichita-area employers and more than 150 students in 2014 and by 36 employers (including new attendees from Kansas City and Oklahoma City) and 200 students in 2015.
- Planned and coordinated the first ESC Scholarship and Awards Banquet, April 28, 2014. More than 200 people attended the event. The 2015 and 2016 events were similarly successful
- Planned and coordinated Comm Week 2013, 2014, and 2015 with events attended by more than 400 people each year
- Initiated alumni outreach events in Fall 2013 with a meet-up at Public in Wichita. Second alumni event at WSU baseball game, March 25, 2014, was attended by approximately 50 alums. The events held in 2015 have been similarly well-attended
- Solicited a \$50,000 gift from Sullivan, Higdon & Sink advertising agency to remodel Elliott Hall room 234 and managed the remodeling project (Fall 2013, Spring 2014)
- Created a two-camera video production studio in Elliott Hall. This space includes a full production switcher, two cameras, LED lighting and the ability to produce interviews and two-person productions
- Created a focus group research space in Elliott Hall, including digital video recording and remote monitoring capabilities

- Tripled the square footage in Elliott Hall devoted to WSU Debate and added an assistant debate coach, 2014
- Established ad-hoc committees to review Elliott Hall space utilization and the Elliott School's faculty committee structure. As a result of space utilization committee, all instructional personnel were consolidated on the second floor and all student activities were moved to the basement
- Supervised staff of 36 instructional FTEs (including 17 full-time faculty) and four staff FTEs. Managed budget exceeding \$2.5 million including several endowed funds, June 2013 to 2016
- Developed, through a faculty survey and four faculty meetings, a five-year strategic positioning statement for the ESC, Fall, Spring 2014
- Supervised the creation of an Elliott School branding campaign, "Experience. We get it." along with a new logo and promotional materials, Fall 2013
- Managed and supervised a dramatic expansion in enrollment in the school's basic speech course created by cohort scheduling, Fall 2014 (from 700 to 1,100 students), Fall 2015
- Moved production of basic speech course workbook from McGraw-Hill to on-campus production, decreasing costs to students while nearly doubling royalty payments to the ESC from \$4,000 to \$7,500, Spring 2015
- Coordinated scheduling of courses enrolling nearly 3,000 students and generating nearly 13,000 student credit hours in 2013-2014, 2014-2015, 2015-2016
- Expanded faculty by 6.0 FTEs in 2014-2015 (total instructional FTEs, fall 2014, 40)
- Hired and trained a new administrative specialist and budget analyst, spring 2014
- Initiated call for faculty technology and evaluation process to formalize faculty technology requests, Fall 2013, Fall 2014, Fall 2015
- Restructured Elliott School staff to include a 3/4 FTE Outreach and Recruiting Coordinator responsible for managing relationships with alumni, local media businesses, and other key stakeholders
- Implemented an alumni survey in Spring 2014 to facilitate planning and gauge interest in online graduate programs

****South Dakota State University, Acting and Assistant Department Head***

- Managed class and room scheduling, 2012-2013
- Assisted in supervision a faculty of 10 along with the Yeager Media Center Staff (3.0 FTEs), 2012-2013.
- Managed social media including creation of Facebook page and LinkedIn group, 2008-2013.
- Assisted Dr. Mary Arnold and Dr. Lyle Olson in creation of self-study and coordination of re-accreditation of SDSU Department of Journalism and Mass Communication by the Accrediting Council for Education in Journalism and Mass Communication, 2011, 2012.
- Organized 2010 Scholarship and Awards Banquet, SDSU Department of Journalism and Mass Communication.
- Organized 2010 Internship Fair, SDSU Department of Journalism and Mass Communication, January 2010.
- Assisted Dr. Mary Arnold in repurposing SDSU Foundation funding for the Yeager Media Center. Assisted in the design and creation of the Yeager Media Center, a \$400,000 HD television production studio, 2009-2011

Research

Books

Cecil, Matthew. *Hoover's FBI and the Fourth Estate: The Campaign to Control the Press and the Bureau's Image* (Lawrence, Kan.: University Press of Kansas, 2014).
<https://kuecprd.ku.edu/~upress/cgi-bin/978-0-7006-1946-7.html>, 368 pp.

- 2015 AEJMC History Division Book of the Year Award winner
- 2015 Kappa Tau Alpha Frank Luther Mott Research Award, runner-up

Cecil, Matthew. *J. Edgar Branding Hoover's FBI: How the Boss's PR Men Sold the Bureau to America*. (Lawrence: University Press of Kansas, fall 2016).
<https://kuecprd.ku.edu/~upress/cgi-bin/978-0-7006-2305-1.html>, 344 pp.

Cecil, Matthew. *The Ballad of Ben and Stella Mae: Great Plains Outlaws Who Became FBI Public Enemies Nos. 1 and 2*. (Lawrence: University Press of Kansas, Fall 2016).
<https://kuecprd.ku.edu/~upress/cgi-bin/978-0-7006-2324-2.html>, 184 pp.

Book chapter

Cecil, Matthew. "The Coercion of Consent: The Manipulative Potential of FBI Public Relations During the J. Edgar Hoover Era," in St. John, Burton, Margot Opdycke Lamme and Jacquie L'Etang, eds., *Pathways to Public Relations History* (Routledge Books, March 2014), 77-90: <http://routledge-ny.com/books/details/9780415660358/>

- *Pathways to Public Relations* was a 2015 AEJMC Tankard Book Award finalist

Refereed Publications

Cecil, Matthew, "Unveiling the Sick Elephant: CIA Public Relations and the Soviet Economic Forecast Controversy of 1964," *American Journalism*, no. 1 (Winter 2019): 171-195.

Cecil, Matthew, "The Man Under the Bed: J. Edgar Hoover's 1958 Book *Masters of Deceit* and the Revival of Anti-Communist Identity in America," *American Journalism*, 34, no. 1 (Winter 2017): 49-70.

Cecil, Matthew, Jessica Freeman, Jennifer Tiernan, "Jackals, Vultures, Scavengers, and Scoundrels: FBI Public Relations and J. Edgar Hoover's Handwritten 'Blue Gems'," *Journalism History*, 43, no. 1 (Spring 2017): 2-11.

Cecil, Matthew, "Coming on Like *Gang Busters*: J. Edgar Hoover's FBI and the Battle to Control Radio Portrayals of the Bureau, 1936-1958." *Journalism History*, 40, no. 4 (Winter 2015), 252-261.

Cecil, Matthew: "Whoa, Edgar!: *The Des Moines Register and Tribune*, Cowles Publications, and J. Edgar Hoover's FBI," *The Annals of Iowa*, 71, no. 2 (Spring 2012): 111-126.

Cecil, Matthew, "Friends of the Bureau: Personal Correspondence and the Cultivation of Journalist-Adjuncts by J. Edgar Hoover's FBI," *Journalism and Mass Communication Quarterly*, 88, no. 2 (Summer 2011): 267-284.

Cecil, Matthew, "The Path to Madness: McCarthyism and New York Post Editor James A. Wechsler's Battle for Press Freedom," *Journal of Communication Inquiry*, 35, no. 3 (July 2011): 275-291.

Cecil, Matthew, "Monotonous Tale: Legitimacy, Public Relations, and the Shooting of a Public Enemy," *Journal of Communication Inquiry*, 28, no. 2 (April 2004): 157-170.

Cecil, Matthew, "'Press Every Angle': FBI Public Relations and the 'Smear Campaign' of 1958." *American Journalism*, 19 no. 1 (Winter 2002): 39-58.

Cecil, Matthew, "Bad Apples: Paradigm Overhaul and the CNN/Time 'Tailwind' Story." *Journal of Communication Inquiry*, 26, no. 1 (October, 2001): 46-58. (9th most frequently cited article ever published in JCI as of 1/1/11.)

Cecil, Matthew, "'In the Eyes of Men': Ben and Stella Mae Dickson, Bank Robbers." *South Dakota History* 29, no. 2 (Summer 1999): 155-173.

Cecil, Matthew, "'Justice in Heaven': The Trial and Execution of Ann Bilansky." *Minnesota History* 55, no. 8 (Winter 1997-1998): 350-363.

Cecil, Matthew, "Democratic Party Politics and the South Dakota Income Tax, 1933-1942." *South Dakota History* 26 (Summer, Fall 1996): 137-169.

Popular Entertainment

Cecil, Matthew (Scriptwriter), "J. Edgar Hoover's FBI," Wondery Media, *American History Tellers* podcast series. Six 40-minute episodes. Published April 10, 2019 to May 15, 2019 at <https://wondery.com/shows/american-history-tellers/>; ~200,000 listeners per episode.

Recent Book/Film Reviews

Cecil, Matthew (Film Review Essay), "Arthur Penn's 1967 Film *Bonnie and Clyde* and the Continued Public Fascination with the Midwestern Outlaws of the 1930s," *Kansas History*, vol. 40, no. 1 (Spring 2017): 50-51.

Cecil, Matthew (Book Review), Charles, Douglas M. *The FBI's Obscene File: J. Edgar Hoover and the Bureau's Crusade Against Smut* (University of Kansas Press, 2013), *Political Science Quarterly*, 128, no. 1 (Spring 2013).

Cecil, Matthew (Book Review), Best, Gary Dean. *The Life of Herbert Hoover: Keeper of the Torch, 1933-1964* (Palgrave, 2013), *Political Science Quarterly*, 129, no. 1 (Spring 2014).

Refereed Research Presentations

Cecil, Matthew, "American OGPU: J. Edgar Hoover's FBI and the 'Smear Campaign' of 1940," presented at the AEJMC Annual Conference, History Division, August 10, 2012

Cecil, Matthew and Jennifer Tiernan, "Framing the Bureau: Legitimacy and the Public Relations Photographs of Hoover's FBI," presented at the AEJMC Annual Conference, Visual Communication Division, August 11, 2012.

Cecil, Matthew, "'Our TV Show': Public Relations, Legitimation and The F.B.I. on ABC-TV, 1965-1974," presented at the AEJMC Annual Conference, History Division, August 10-13, 2011.

Cecil, Matthew, with Jennifer Tiernan and Didem Koroglu, "Science, Restraint, and J. Edgar Hoover: Building and Maintaining the FBI Brand, 1933 to 1972," presented at the AEJMC Annual

Conference, History Division, August 10-13, 2011.

Cecil, Matthew, "Friends of the Bureau: Personal Correspondence and the cultivation of journalist-adjuncts by J. Edgar Hoover's FBI," presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, 2010.

Cecil, Matthew, "The Path to Madness: New York Post Editor James A. Wechsler and Sen. Joseph McCarthy's Anti-Communist Crusade," presented at the Southwest Education Council for Journalism and Mass Communication's Annual Southwest Symposium, Salt Lake City, November 7, 2003.

Cecil, Matthew, "'Monotonous Tale': Legitimacy, Public Relations, and the Shooting of a Public Enemy," presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Kansas City, Missouri, July 30, 2003.

Cecil, Matthew, "Defending a Myth: Clark Mollenhoff and Hoover's FBI," presented at the Iowa History Forum, April 7, 2001, Des Moines, Iowa.

Cecil, Matthew, "Negotiating Delay and Redaction: FOIA and the FBI," delivered at panel discussion, "The Politics of Access," Annual Convention of the National Communication Association, Seattle, Washington, November, 2001.

Cecil, Matthew, "Toward a Critical Framework for the Study and Practice of Public Relations," presented at the Annual Convention of the International Communication Association, Acapulco, Mexico, June 2000.

Cecil, Matthew, "Making a Myth: The Development of FBI Public Relations," presented at the Annual Convention of the International Communication Association, San Francisco, California, June 4, 1999. Top student paper, Public Relations Division.

Cecil, Matthew, "FBI Public Relations and the Shooting of Ben Dickson," presented at the Annual Midwest Graduate Student Communication Conference, Champaign, Illinois, April 11, 1998.

Cecil, Matthew, "'In the Eyes of Men': Ben and Stella Mae Dickson and the FBI Myth," presented at the Northern Great Plains History Conference, Bismarck, North Dakota, September 26, 1997.

Cecil, Matthew, "Democratic Party Politics and the South Dakota Income Tax," presented at the University of South Dakota History Conference, April 6, 1995.

Invited Research Presentations

Presenter, 92nd Street Y, New York City, "Daytime Talks," December 16, 2016. Read from and discussed *Branding Hoover's FBI*.

Presenter, 2016 South Dakota Festival of Books, September 23, 24, 2016, Brookings, S.D. presented on *Branding Hoover's FBI* and *The Ballad of Ben and Stella Mae*.

Luncheon speaker, Wichita Rotary, July 21, 2014

Author Talk and Book Signing, Rhatigan Student Center, Wichita State University, sponsored by the Fairmount College of Liberal Arts & Sciences, March 31, 2014.

Author Talk and Book Signing, H.M. Briggs Library Special Collections Room, South Dakota State

University, Sponsored by the Department of Journalism and Mass Communication and the College of Arts and Sciences, March 18, 2014.

New Books Network Podcast: Matthew Cecil, "Hoover's FBI and the Fourth Estate," February 17, 2014:
<http://newbooksinjournalism.com/2014/02/17/matthew-cecil-hoovers-fbi-and-the-fourth-estate-the-campaign-to-control-the-press-and-the-bureaus-image-university-press-of-kansas/>

Kansas Public Television (KPTS), *Impact*: Matthew Cecil, January 10, 2014:
<http://www.youtube.com/watch?v=sXVeJZXXMeE>

"Keys to Successful OU Research Council Summer Faculty Grant Proposals," Gaylord College Colloquium, May 20, 2004

"Crusaders, Consultants & College Professors," panel of Southwest Symposium presentations, Gaylord College Colloquium, October 29, 2003.

"The Path to Madness: New York Post Editor James A. Wechsler, the American Society of Newspaper Editors, and Sen. Joseph McCarthy's Anti-Communist Crusade," presented at the Gaylord College Colloquium, December 11, 2002.

"J-Men: Journalists and J. Edgar Hoover's War on Crime and Dissent," presented at the Purdue University Communication Colloquium, October 19, 2001

Invited Teaching Presentations

"Best Practices for Online Programs," (Webcast), SDSU Instructional Design Services, May 2013:
<https://vimeo.com/65070135>

"Methods of Online Student Assessment," Bioenergy and Sustainable Technology Graduate Program Curriculum Meeting, Brookings, S.D., April 18, 2011.

"Teaching with the iPad," SDSU Instructional Design Services Seminar, March 1, 2011.

"The Seven Habits of Highly Effective Teachers," with Laura Diddle-Hildebrant, Christi Garst-Santos, David Cartrette, Chris Schmit, Sally Gillman, Venita Winterboer. Moderated by Dean Jerry Jorgensen, SDSU Fall Faculty Development Conference, August 26, 2008.

Invited Professional Presentations

Luncheon Speaker, Kansas PRSA, Wichita, November 19, 2013.

Keynote Speaker: SDSU Golden Key Honour Society induction ceremony, September 30, 2012.

Keynote Speaker: South Dakota High School Press Convention, 2011, 2012.

Newswriting and Reporting Workshop, South Dakota Newspaper Association Annual Convention, April 8, 2011.

"From Print to Digital: Covering Sports in Your Community," South Dakota Newspaper Association/SDSU Fillbrandt Forum, Sept. 17, 2010.

"Beyond the blog," South Dakota Newspaper Association Annual Convention, April 2010.

“Video Production 101: You Can Add Video to Your Newspaper’s Web Site,” South Dakota Newspaper Association Annual Convention, March 28, 2009.

“Information 2.0: The Internet is Not a Big Truck,” South Dakota Rural Electric Association Editorial Workshop, March 18, 19, 2008.

“Information 2.0: The Internet is Not a Big Truck,” SDSU Foundation staff meeting, Jan. 29, 2008.

“Welcome to Blogistan: Blogs, Vlogs, Podcasts and the Emergence of Citizen Media,” 89th Annual Spring Conference, Oklahoma Scholastic Media, OIPA, April 18, 2005, Norman, Okla.

“Principle, Dissent, and the USA PATRIOT Act,” First Unitarian Church of Oklahoma City, February 8, 2004.

“Exhuming McCarthy: Patriot Act, Terrorism, and the Rhetoric of Fear,” Oklahoma Society of Professional Journalists, Oklahoma City, October 16, 2003.

Sooners for Peace Forum, September 23, 2003. Oklahoma Memorial Union, Scholar’s Room. Topic: The Media and the Iraq War.

“Press, Law and Patriotism: A Discussion of What Patriot Act II Could Mean for America,” Society of Professional Journalists, Region 8 Conference, Oklahoma Memorial Union, Heritage Room, April 5, 2003.

“Through the Looking Glass Darkly: The Changing American Perspective,” McMahon Symposium, , February 23, 2003, Gaylord College of Journalism and Mass Communication, The University of Oklahoma.

Outside Reviews of Scholarly Work

“Hoover’s Hidden Wordsmiths,” *Wilson Quarterly* (Autumn 2011): 67-68

Consulting/Program Review

South Dakota Newspaper Association, online news and advertising consultant, 2009-2013

External reviewer, Department of Mass Communication, University of Central Oklahoma, January 2015

External Reviewer, Department of English (Mass Communication program), Colorado Mesa State University, April 2016

Internal Grants*

South Dakota State University, Graduate School Research Grant, for FBI research, Fall 2012, \$1,500.

South Dakota State University, College of Arts & Sciences, Active Learning Cloud grant for development of an iPhone/iPad application, Fall 2010, \$1,000

South Dakota State University Academic and Scholarly Excellence Program, ACEJMC Accreditation Proposal (with Dr. Mary Arnold), Fall 2010, \$7,000.

South Dakota State University, Distance and Extended Education Course Development Grant, Summer 2010, \$3,000.

South Dakota State University Academic and Scholarly Excellence Program, planning for Media Production Suite remodel (with Dr. Mary Arnold), Fall 2009, \$6,000.

University of Oklahoma, Vice President for Research, Junior Faculty Research Program Grant, for summer research, 2004 (\$6,000)

University of Oklahoma, Vice President for Research, Faculty Grant Fund, Fall 2003: for research travel to Knoxville, Tenn. (\$910)

University of Oklahoma, Gaylord College Junior Faculty Grant, Summer 2003; for research on a book project (\$3,200)

University of Oklahoma, Vice President for Research, Faculty Grant Fund, Fall 2002: for research travel to Madison, Wisconsin (\$906)

Purdue University, School of Liberal Arts, Summer Faculty Grant, for research resulting in a published paper, Summer 2002 (\$6,000)

Purdue University, School of Liberal Arts, Dean's Incentive Grant, Fall 2001: for research in FBI files (\$705)

Purdue University, School of Liberal Arts, Dean's Incentive Grant, Spring 2001: For research in FBI files (\$585)

Purdue University, School of Liberal Arts, Dean's Special Library Purchases Grant, Spring 2001: For the purchase of previously-released FBI files (\$1,200)

Purdue University, Library Scholars Program Award, Fall 2000: For purchase of books related to research program (\$150)

External Grants*

With Roxanne Lucchesi, Principal Investigator, South Dakota Department of Health, QuitLine study, 2009-2010 (\$30,000).

Ward Neff Internship, Society of Professional Journalists, 2007-2009. Provided grant funding for one graduate student each year for two years, plus a stipend for the supervising professor and travel funds for the national SPJ Convention. (\$78,000)

2006 Native American Media Symposium grant, Ethics & Excellence in Journalism Foundation, Oklahoma City, Okla., to stage a symposium in Brookings in October 2006 (\$40,000)

With Fred Blevens: Ward Neff Internship, Society of Professional Journalists, 2004-2006. (\$39,000)

State Historical Society of Iowa Research Grants, May 2000: For the completion of a manuscript based on FBI research (\$1,500)

*Total internal and external grant funding, 2000 to present: \$220,656

Professional Development

Executive Leadership Development Program, Minnesota State Colleges & Universities, year-long program, 2018 to 2019.

Seminar for New Deans of Arts & Sciences, Council of Colleges of Arts & Sciences, Chicago, Ill., July 24-27, 2016.

Department Chairs/Heads Seminar, Council of Colleges of Arts & Sciences, San Diego, Cal., October 5-7, 2014.

Fellow, WSU Leadership Academy, 2014 to 2015

Professional Fundraising Workshop for Deans, Department Chairs and Aspiring Academic Leaders, presented by Advancement Resources and sponsored by the WSU Foundation, April 1, 2014.

Leadership Elite Certificate, Center for Management Development, W. Frank Barton School of Business, Wichita State University, Fall 2013

Master Online Teaching Certification, SDSU Instructional Development, Spring 2013.

SDSU Active Learning Cloud Development Seminar – Large Lecture Courses, June 2011

First Cohort, SDSU Online Teaching Certification Program, Fall 2010 to 2012 (Master certification, April 2013)

SDSU Active Learning Cloud Development Seminar, Summer 2010

2007 Scripps-Howard Academic Leadership Academy, Louisiana State University, Baton Rouge, La., June 4-8, 2007

Awards and Honors, Research

2015 History Book Award, Association for Education in Journalism and Mass Communication for *Hoover's FBI and the Fourth Estate*

2015 Kappa Tau Alpha Frank Luther Mott Research Award, runner-up

Thomas A. Daschle Research Fellowship, South Dakota State University, College of Arts & Sciences, January to May, 2011.

American Journalism Historians Association Nafziger Dissertation Award, runner-up, 2001

Carl J. Nelson Award for Research, School of Journalism and Mass Communication, The University of Iowa, 2000 (\$500)

Journal of Communication Inquiry Editor's Fellowship, School of Journalism and Mass Communication, The University of Iowa, 1999 (\$500)

J.Y Bryan Prize for Published Research, School of Journalism and Mass Communication, The University of Iowa, 1998 (\$500)

Herbert S. Schell Award, South Dakota Governor's Awards for History, South Dakota State Historical Society, 1997 (\$500)

Schultz-Werth Award for Research, South Dakota State University, 1995 (\$2,000)

Awards and Honors, Other

Service Award, SDSU Foundation, 2009.

TOP Award, SDSU Athletic Department, 2008, faculty teaching award, winner selected by SDSU student athletes.

Outstanding Doctoral Student, Teaching, School of Journalism and Mass Communication, The University of Iowa, 1998

Member, Phi Alpha Theta (History honor society), 1997-present.

Member, Kappa Tau Alpha (Journalism honor society), 2001-present

Honorary Member, Golden Key Honour Society (Honors program), 2012-present.

Teaching

Courses Taught

Wichita State University

Comm 306: Introduction to Multimedia, Spring 2014, 64 students.

Comm 130: Communication in Society, Fall 2014, Spring 2015, Fall 2015, Spring 2016 (120-150 students per semester)

South Dakota State University

MCOM 151, Introduction to Mass Communication, Fall 2005, Spring 2006, Fall 2006, Spring 2007, Fall 2007, Spring 2008, Fall 2008, Fall 2009, Fall 2010, Spring 2011, Fall 2011, Spring 2012, Fall 2012, Spring 2013 (210 students per semester)

MCOM 225, Introduction to Digital Production, Fall 2005, Fall 2006, Fall 2007, Fall 2008, Fall 2009 (45 students per semester in lecture and three labs)

MCOM 225, Introduction to Digital Production, Fall 2010, Spring 2011, Online/Face-to-face Hybrid course (45 students per semester in lecture and three labs)

MCOM 220, Introduction to Digital Media, Spring 2006, Spring 2007, Spring 2008, Spring 2009, Fall 2012, Spring 2012, Spring 2013 (45 students per semester in lecture and three labs)

MCOM 311, News Editing, Spring 2006 (15 students in lecture and lab)

MCOM 417/517 (617), History of Journalism, Summer 2009, Summer 2010, Summer 2011, Summer 2012, Summer 2013, Online (25 students per semester)

MCOM 492/592, Mass Communication Theory, Fall 2006 (10 students)

MCOM 492/592, Mass Communication Research Methods, Spring 2007 (8 students)

MCOM 492/592, Public Relations Strategies, Fall 2009 (20 students)

MCOM 492/592, Public Relations Strategies, Fall 2010 (20 students)

POLS 436, Politics and the Mass Media, Spring 2008 (25 students)

MCOM 693: Video Production Workshop, Summer 2010, Summer 2011, Online, Summer 2012, Summer 2013, Online (8-15 students per semester)

University of Oklahoma

JMC 4803: History of Journalism, Fall 2002, Spring 2003, Fall 2003, Spring 2004, Fall 2004, Spring 2005 (250 students per semester)

JMC 4453: Public Relations Research, Spring 2003 (25 students)

JMC 4053/5053: Advanced Reporting, Spring 2005 (15 students)

JMC 4013: Public Affairs Reporting, Fall 2003, Fall 2004 (15 students per semester in lecture and lab)

JMC 3813: Typography and Design, May Intersession 2004, December Intersession 2004; May Intersession 2005; Spring 2005, May Intersession 2005 (16 students per semester in lecture and lab)

JMC 3343: Public Relations Publications, Fall 2002 (32 students in lecture and two labs)

JMC 3423: Public Relations Writing, Spring 2004 (32 students in lecture and two labs)

Purdue University

COM 684: Critical and Historical Communication Research Methods (Doctoral-level graduate seminar), Spring 2002 (15 students)

COM 353: Problems in Public Relations, Fall 2000, Fall 2001, Spring 2002 (20 students)

COM 253: Introduction to Public Relations, Fall 2001 (150 students)

COM 491: History of Public Relations, Fall 2000 (20 students)

University of Iowa

019:162: Introduction to Public Relations, Summer 1999, Fall 1998 (45 students per semester)

019:135: Public Relations Workshop, Summer 1999 (20 students)

019:115: Journalistic Reporting and Writing, Spring 1998, Fall 1998, Spring 1999 (15 students per semester)

Graduate Education

Member of the Purdue University Graduate Faculty, 2000 to 2002

Member of the University of Oklahoma Graduate Faculty, 2002 to 2005

Member of the SDSU Graduate Faculty, 2005 to 2013

Member of the WSU Graduate Faculty, 2013-2016

Ph.D. Committee Member, Purdue University: Sarah Bonewits (Ph.D., August 2002); Tricia Ryden (Ph.D., August 2002); Katerina Tsetsura (Ph.D., August 2002); South Dakota State University, Samuel Claster (Ph.D., Sociology, December 2010);

M.A. Committee Chair, University of Oklahoma: Jeffrey Salmon (M.A., May 2005)

M.A. Committee Member, Purdue University: Susan Brockus (M.A., May 2002); Kristen Lucas (M.A., May 2002); Erin Sacco (M.A., May 2002); Jeremy Thompson (M.A., May 2001)

M.A. Committee Member, University of Oklahoma: Richard Crane (M.A. 2004), Leslie Buford (M.A. 2004), Evan Jensen (M.A. 2004), Jessica Johnson (M.A., May 2005), Robert Greene (M.A. Summer 2005)

M.S. Committee Chair, South Dakota State University: Brandi Diederich (M.S. 2007); Katie Wiles (M.S. 2010)

M.S. Committee Member, South Dakota State University: Loretta Sorensen (M.S. 2006); Lance Nixon (M.S. 2006); Holly Huber (M.S. 2006); Alaina Burt (M.S. 2006); Matt Hoover (M.S. 2007); Anakananda Mookerjee (M.S., 2007); Curt Nickisch (M.S., 2009); David Stoltz (M.S., 2011); Tara Trask (M.S., 2011); Chelsey Schrupp (M.S., 2011); Savannah Tranchell (M.S., 2011); David Thompson (M.S., 2011); Jim Helland (M.S., 2012); Scott Larsen (M.S., 2012); Susan Smith (M.S., 2012); Jane Utecht (M.S., 2013); Danielle Ducheneaux (M.S., 2013);

M.A. Committee Member, Wichita State University: Courtney Looney (M.A., December 2013)

M.Ed. Graduate Faculty Representative, South Dakota State University: Kimberly Huffmann (M.Ed., Counseling, 2006), Kelly Hansen (M.Ed., Educational Administration, 2008)

M.S. Graduate Faculty Representative, South Dakota State University: Shelly Selland (M.S., Nursing, 2007), Brenda Rick (M.S., Nursing, 2007), Jesse Hankins (M.S. Wildlife and Fisheries, 2007); ; Andrew Carlson (M.S., Agricultural Engineering 2010)

Advising

Minnesota State University, Mankato

Supervise two full-time employees in the College of Arts & Humanities Advising Center and handle all student complaints and petitions

Wichita State University

Supervise full-time ESC Advising Center and handle all student complaints and petitions

South Dakota State University

Advised 30 to 45 first- and second-year undergraduates per semester, 2005 to 2011

University of Oklahoma

Advised approximately 25 undergraduate students per semester, 2002 to 2005

Curriculum Development (SDSU, OU, Purdue)

South Dakota State University

Along with Dean Jerry Jorgensen, restructured SDSU MCOM curriculum, creating separate majors in Journalism and Advertising, 2010

Along with Dr. Jennifer Tiernan, Instructor Jessica Jensen, revised two 16-week core courses required of all MCOM majors, creating two 8-week hybrid courses running back-to-back. The revisions required addition of substantive online components, 2010.

Created MCOM 492/592: Public Relations Strategies course. This service-learning course engages students in the creation of a public relations campaign for a Brookings-area non-profit or SDSU organization, 2009-2010.

Contributor, with Dr. Mary Arnold and Dr. Lyle Olson (primary authors), SDSU Online Master's in Journalism program. (Only online master's program accredited by the Accrediting Council for Education in Journalism and Mass Communication, 2012), 2009. More than 80 students have completed the program as of 2020.

With Professor Roxanne Lucchesi, created MCOM 492/592: Online Public Relations: Service-learning course engaging students in the creation of a social media campaign for an SDSU organization, 2008.

Overhauled the curriculum for the Media Studies specialization move from the Department of Communication Studies and Theater to the Department of Journalism and Mass Communication, South Dakota State University, 2006-2007. The changes took effect in Fall 2007.

Authored the Media Production site plan for offering the program at the South Dakota University Center campus in Sioux Falls, 2006-2007. Courses in Sioux Falls began in Fall 2007.

Assisted in the development of the department's student laptop requirement policy by authoring the original plan and consulting with the CITO's office on the details of the plan, and coordinating the implementation of the laptop program, 2006-2007.

Created the MCOM 225: Introduction to Digital Production course, a core requirement for all majors, Department of Journalism and Mass Communication, South Dakota State University, 2005.

Created a 200-level MCOM course, Newsgathering, as a news-editorial sequence practicum, South Dakota State University, 2005. The course was first offered in Fall 2006.

University of Oklahoma

Co-authored the initial draft of the Ph.D. in Mass Communication program as a member of the Graduate Committee of the Gaylord College of Journalism and Mass Communication. Assisted Graduate Director Assoc. Professor David Craig and Graduate Committee Chair Assoc. Professor Meta Carstarphen in revising and editing the draft to produce the final proposal, University of Oklahoma, 2003 and 2004.

Purdue University

Created an undergraduate/graduate course, Public Relations History.

Service

Northern Kentucky University

- President's Executive Leadership Team
- President's Cabinet

- President’s Council
- University Council
- Athletics Advisory Board
- Academic Affairs Council
- Deans Council
- Budget Executive Committee
- COVID-19 Committee

Minnesota State University, Mankato (Interim Provost)

- President’s Cabinet
- University Council
- Academic Affairs Council
- Deans Council
- COVID-19 Committee

Minnesota State University, Mankato (Dean)

- President’s Cabinet
- Council of Deans
- President’s Expanded Cabinet
- Budget Sub-Meet and Confer
- Extended Education Sub-Meet and Confer
- Planning, Assessment and Evaluation Sub-Meet and Confer
- Joint Budget, Planning, Assessment & Evaluation Sub-Meet and Confer
- Common Curriculum Sub-Meet and Confer
- Strategic Budget Planning Academic Program Workgroup
- College Celebrations Committee
- Center for English Language Programs Advisory Board
- Academic Affairs Council, Minnesota State Colleges & Universities
- Enhancing Student Success & Completion Task Force

Wichita State University

- Member, Collaborative Design Degree Task Force, 2014-2015
- Chair, Marketing Subcommittee, Fairmount College of Liberal Arts and Sciences, 2013-2014;
Member, 2014-2016
- Member, University Grievance Pool, 2013-2016
- Member, Editorial Board, University Press of Kansas, 2013-2016

South Dakota State University

- SDSU Library and Archives Committee, 2010 to 2013
- SDSU Intercollegiate Athletics Board, 2010 to 2013
- Yeager Media Center television studio fundraising and upgrades, 2009-2011.
- Committee to evaluate Arts & Sciences Dean Jerry Jorgensen, 2010
- Member, Search Committee, Advertising, 2010.
- Arts & Sciences Representative, Graduate Council, 2007 to 2009
- S.D. Board of Regents Mobile Computing Initiative Study Group, 2007
- NCA-HLC Accreditation, Future Oriented Organization Committee, 2007 to 2009
- Technology Consultant, University Center Broadcast Studio Project, 2008
- Author, with Jim Paulson and Lowell Haag, “The Case for the Pugsley Studio,” report for Dean Jerry Jorgensen, July 2008
- Strategic Planning Technology Subcommittee, Department of Journalism and Mass Communication, 2008.

- Program Coordinator, Media Production specialization, Department of Journalism and Mass Communication, 2008 to 2011
- Technical Consultant, SDSU Football Program (assist graduate assistant coaches in producing highlight videos weekly), 2007-2012.
- Alternate member, SDSU Graduate Council, 2006 to 2007
- SDSU Media Council, 2007 to 2008
- Coordinator, Lusk Fellowship, 2005 to 2011
- Department of Journalism and Mass Communication, technology support, 2005 to 2010.

University of Oklahoma

- Member, Student Publications Board (elected Gaylord College faculty representative), 2004 to 2005
- Member, Technology Committee, 2004
- Member, Search Committee, 2002-2003; 2003-2004
- Member, Endowed Professor Search Committee, 2002-2003; 2003-2004
- Member, Graduate Committee, 2003-2004
- Member, The Wire Advisory Committee, 2003-2004
- Faculty Advisor, Sooners 4 Clark, student advocacy group, Wesley K. Clark for President, 2003-2004.
- Chair, Diversity Committee, 2002-2003
- Faculty Marshal, May 2004 Commencement

Purdue University

- Member, Undergraduate Committee, 2001-2002
- Member, Search Committee, 2000-2001
- Member, Search Committee, 2001-2002
- Member, Internship Evaluation Committee, 2000-2002
- Member, Public Relations/Rhetoric Merger Committee, 2000-2002
- Member, Space Management Communication Advisory Committee, 2001-2002

University of Iowa

- Graduate Student Member, Search Committee, 1999-2000
- Graduate Student Member, Search Committee, 1998-1999
- Graduate Student Member, Curriculum Committee, 1998-1999

General

- Manuscript reviewer, *The Historian*, journal, 2017-present
- External Program Reviewer, Colorado Mesa University, Department of English, Mass Communication Program, 2016
- External Program Reviewer, University of Central Oklahoma Department of Mass Communication, School of Communication Exploratory Committee, 2014-2015.
- Manuscript reviewer, *AJHA*, 2014, 2015
- Manuscript Reviewer, *Journalism and Mass Communication Quarterly*, Fall 2003-present
- Manuscript Reviewer, AEJMC/AJHA Joint Journalism Historians Meeting, 2002
- Manuscript Reviewer, AEJMC History Division, Southeast Colloquium, 2002
- Manuscript Reviewer, AEJMC Critical and Cultural Studies Division, 2001, 2003, 2004
- Manuscript Reviewer, AEJMC History Division, 2001, 2005, 2009, 2014
- Manuscript Reviewer, *American Journalism*, 2001 to present
- Editorial Advisory Committee, *Journal of Communication Inquiry*, 2000 to present
- Editor, *Journal of Communication Inquiry*, 1999-2000
- Manuscript Reviewer, *Journal of Communication Inquiry*, 1997 to present

- Judge, Broadcast Education Association Student Documentary Competition, 2009, 2010.
- Mentor, Native American Journalism Career Conference, Crazy Horse Memorial, 2007, 2009.
- Webmaster, South Dakotans for Open Government, 2006 to 2007
- Organizer, with Mary Arnold and Doris Giago, The 2006 Native American Media Symposium held at SDSU, October 2006
- Newsletter Editor, Cultural and Critical Studies Division, AEJMC, 2003 to 2004
- Editor, PressNotes, national SPJ daily media news briefing, 2004 to 2005, May to August 2006
- Webmaster, oklahomaspj.org, Oklahoma Pro Chapter, Society of Professional Journalists, 2003 to 2005

Memberships

- Member, South Dakotans for Open Government, 2005 to 2013
- Member, Kansas Sunshine Coalition, 2013-present
- Member, American Journalism Historians Association, 2000 to 2004, 2014-present
- Member, Organization of American Historians, 1997 to 2003
- Member, AEJMC Critical and Cultural Studies Division, 2000 to 2004
- Member, AEJMC History Division, 2000 to present
- Member, American Historical Association, 2002 to 2004
- Member, Phi Alpha Theta, History honor society, 1997 to present
- Member, Kappa Tau Alpha, Journalism honor society, 1999 to present
- Honorary member, Golden Key Honour Society, 2012 to present
- Member, Society of Professional Journalists, 2003 to 2007

Professional Experience

Graduate Assistant/Archivist, Southern Minnesota Historical Archives, Mankato, Minnesota, 1995-1997.

Marketing and Sales Support, Daktronics Inc., Brookings, South Dakota, 1994-1996
Coordinated media relations activities for the company during the 1996 Olympic Games in Atlanta

Capital Reporter and Sunday Opinion Page Columnist, *The Forum*, Fargo, North Dakota, 1992-1993
Covered North Dakota politics and government, including the 1992 biennial Legislative Session, from the capitol bureau in Bismarck

Political Reporter, *The Argus Leader*, Sioux Falls, South Dakota, 1990-1992
Covered South Dakota politics and government, including two sessions of the South Dakota Legislature and multiple statewide political campaigns

Editor, *Dell Rapids Tribune*, *Baltic Beacon*, Dell Rapids, South Dakota, 1988-1990
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