

CURRICULUM VITAE

Jennifer Robinette
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EDUCATION

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|------------------|---|------------------------|
| 2005-2011 | Ph.D.
College of Communication and Information Studies
Cognitive Psychology Cognate
University of Kentucky, Lexington, Kentucky | CGPA: 3.55/4.00 |
| 1994-1996 | Master of Arts
Department of Communication Studies
Marshall University, Huntington, West Virginia | CGPA: 4.00/4.00 |
| 1990-1993 | Bachelor of Arts, <i>summa cum laude</i>
Major: Political Science
Minor: Communication Studies
Marshall University, Huntington, West Virginia | CGPA: 3.95/4.00 |

CERTIFICATIONS

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| 2016 | Marist College IRB CITI Training Certification
Social and Behavioral Research, and Responsible Conduct of Research. |
| 2014 | Concord University HSRB CITI Training Certification
Conflicts of Interest and Responsible Conduct of Research for Human Subjects Review Board Members. |
| 2013 | Quality Matters (QM) in Higher Education Online Learning Certifications
Peer Reviewer, and Applying the QM Rubric. |

SKILLS Sakai; Blackboard; Qualtrics; SurveyMonkey; SPSS; Adobe Creative Suite.

COURSES Have taught college courses since 1994 and online classes since 2010: Applied research and analytics; communication research methods; crisis communication; deceptive communication; integrated strategic communication; PR fundamentals; PR writing; PR cases; persuasion; public speaking; leadership; business and professional communication; small group communication; interpersonal communication; introduction to communication; and senior capping class for PR, advertising, journalism, and sports communication majors.

RESEARCH INTERESTS

Deceptive communication, social media and teaching analytics, survey response rates and non-response bias, interactivity and online learning, communication history archival research, public speaking across the curriculum, and science communication.

ACADEMIC EXPERIENCE

- 2015-Present** **Assistant Professor and Speaking Across the Curriculum Coordinator-** Teach applied research and analytics, communication capping, PR cases, PR fundamentals, and introduction to communication online. Taught a crisis communication special topics course offered for the first time at Marist. Director of the public presentation workshops for all first-year students. Communication Department, School of Communication and the Arts Marist College, Poughkeepsie, New York
- 2017** **Summer Discovery Internships Faculty Supervisor** - Worked with 160 students completing internships for academic credit in New York, Boston, and London. Marist College, Poughkeepsie, New York
- 2015** **Adjunct Professor-**Taught an online communication course for WVROCKS, the West Virginia Remote Online Collaborative Knowledge System. WV Higher Education Policy Commission, Morgantown, West Virginia
- 2010-2015** **Assistant Professor-**Taught introduction to PR (online and classroom), PR writing (online and classroom), integrated strategic communication (online), research methods, PR cases, deceptive communication, crisis communication, persuasion, and public speaking. Director of Communication Internships and PR Workshop 2010-2011. Director of Satellite Campuses 2012-2013. Concord University, Athens, West Virginia
- 2005-2010** **Adjunct Instructor-**Taught public speaking, interpersonal communication, and introduction to communication (online and classroom). Bluegrass Community & Technical College, Lexington, Kentucky
- 2005-2009** **Graduate Assistant Instructor-**Taught integrated strategic communication and interpersonal communication for the College of Communications. University of Kentucky, Lexington, Kentucky
- 2004-2005** **Adjunct Instructor-**Taught public speaking and small group communication for the Dept. of Communication Studies. Marshall University, Huntington, West Virginia
- 1997-1998** **Faculty Member-**Taught public speaking, leadership, interpersonal communication, and the capstone internship course. Director of Student Services and the Writing Center. Interim Director of the Internship Program. Beacon College, Leesburg, Florida

ACADEMIC EXPERIENCE (cont.)

- 1996-1997** **Adjunct Instructor**-Taught public speaking for the Dept. of Communication.
Seminole Community College, Sanford, Florida
- 1996-1997** **Adjunct Instructor**-Taught public speaking for the Dept. of Communication.
Valencia Community College, Orlando, Florida
- 1996-1997** **Adjunct Instructor**-Taught public speaking for the Dept. of Communication.
University of Central Florida, Orlando, Florida
- 1994-1996** **Graduate Assistant Instructor**-Taught public speaking and business and
professional communication for the Dept. of Communication Studies.
Marshall University, Huntington, West Virginia

PROFESSIONAL EXPERIENCE

- 2002-2004** **Account Executive**
West Virginia/Southeastern Ohio/Southwestern Pennsylvania Territory
Toshiba America Medical Systems, Tustin, California
- 2000-2002** **Pharmaceutical Sales Representative**
Central and Southern West Virginia Territory
Bayer Pharmaceuticals, West Haven, Connecticut
- 2000** **Campaign Manager**
Southern West Virginia
Mike Oliverio for Secretary of State, Morgantown, West Virginia
- 1999** **Research Analyst**
Political, Government, Public Relations, Marketing, Advertising Clients
Ryan-McGinn-Samples Research, Charleston, West Virginia
- 1998-1999** **Program Coordinator**
Inside Washington '99 Seminar
Washington Center-Internships & Academic Seminars, Washington, DC
- 1996** **Lobbyist & Political Consultant**
The Greenbrier, Nat'l Assoc. Independent Insurers, WV Softdrink Assoc.
Larry Swann Government Relations, Charleston, West Virginia
- 1995** **Legislative Liaison**
Supreme Court Administrative Office
West Virginia Supreme Court of Appeals, Charleston, West Virginia

PROFESSIONAL ACTIVITIES

SERVICE

- 2018** **Marist Honors Thesis Supervisor** - Senior communication and business management major Steven Rizzo.
- 2017-2018** **Piloted Predictive Learning Analytics Tool** - One of three faculty members chosen to work with the Marist Data Science and Analytics team on a MUSE predictive learning analytics pilot before rolling it out to 22 faculty members then all faculty.
- 2017** **Piloted Online Course Evaluation Tool** - Worked with the Office of Institutional Research to pilot Marist's online course evaluation tool before rolling it out to 100 faculty members then all faculty.
- 2017** **Marist Teaching with iLearn Innovation Awards Judge** - Judged faculty entries as previous year's winner.
- 2016-2017** **Faculty Advisor** - Marist Public Relations Student Society of America.
- 2016-Present** **Faculty Sponsor** - Marist Her Campus and Spoon University student clubs.
- 2015-Present** **Public Speaking Across the Curriculum Coordinator** - Consult with the Marist Common Core Committee; review proposals for public presentation intensive course designations in every major.
- 2015-Present** **Power Presenting Workshop Director** - Developed the Workshops and all resource materials for Marist First Year Seminar students. Workshops are now also utilized by science for seniors in their capping course and the Academic Learning Center for their transfer student seminars.
- Built **Power-Presenting.com**, and handle scheduling for all Workshops.
 - Built an **iLearn Workshop site** for all Marist students and an **iLearn Power Presenting Faculty Lounge** as a resource for all Marist faculty members who want to incorporate presentation skills into their classes.
 - Worked with Library and Media Center colleagues to establish a Power Presenting Pathfinder and a Power Presenting Practice Suite in the Library where students can video themselves delivering speeches with visual aids.
- 2015-2016** **Assistant Faculty Advisor** - Marist Public Relations Student Society of America (PRSSA).
- 2015** **Marist Honors by Contract Project Supervisor** - Senior communication and Spanish major Mackenzie Cloutier.

COMMITTEE WORK

- 2017-2018** **Chair, Master's Thesis Committee for Laura Dunlow**
Graduate Program, Marist School of Communication and the Arts.
- 2016-2017** **Faculty Search Committees**
Communication Department, Marist School of Communication and the Arts.
- 2016-Present** **Communication Research Courses Revision Committee**
Communication Department, Marist School of Communication and the Arts.
- 2015-Present** **Founding Committee Member - Marist Science Communication Initiative (MSCI).**
- 2015** **Diwali Diversity Celebration Committee,** Marist School of Communication and the Arts.
- 2015** **Mass Communication Faculty Search Committee,** Concord University, Athens, WV.
- 2010-2015** **Concord University** Human Subjects Review Board, University Research Committee, Academic Policy Committee, UNIV 100 Course Committee, Faculty Nominating Committee, and the Regents Bachelor of Arts Committee, Athens, WV.

GRANT PROJECTS

- 2014-2015** **WV Foster & Adoptive Care Promotional Campaign**
Worked with Concord University Social Work faculty and staff, graphic arts faculty, and two senior PR majors.
- Conducted focus groups and an online survey in Fall 2014 to collect data for development of persuasive messages and earned media strategies.
 - Established the WVCares4Kids.com website and a social media presence on Facebook, Twitter, and YouTube.
 - Developed the website, public service announcements for TV and radio, and a viral video campaign.
- 2011** **WV Campus-Community LINK Grant Project**
Earned \$5,000 of equipment for the PR, newspaper, and radio workshops.

AFFILIATIONS

- Association for Education in Journalism & Mass Communication (AEJMC)
- Broadcast Education Association (BEA)
- Public Relations Society of America (PRSA)
- National Communication Association (NCA)
- International Communication Association (ICA)

PRESENTATIONS

Robinette, J. (2018, July). The future of online magazine readership research: Surveys v. analytics. *AEJMC Magazine Media Division*. Chicago, IL: 5th Mapping the Magazine Conference.

Robinette, J. (2018, April 8). Cultivating analytics proficiency in communication undergraduates: A sequence of social media active learning experiences in an applied research class. *Research Symposium Curriculum and Instruction: Teaching Legacy and Social Media Session*. Las Vegas, NV: Broadcast Education Association Conference.

Robinette, J. (2018, March 10). Journalist Lorena Hickock's letters to Eleanor Roosevelt documenting destitution in Depression-era West Virginia: The ethnographic research behind America's first New Deal Community. New York, NY: Joint Journalism and Communication History Conference.

Robinette, J. (2018, February 7). Power pitching: Developing persuasive entrepreneurial pitches. *Marist IDEA Center for Innovation, Development and Entrepreneurial Advancement, School of Management*. Poughkeepsie, NY. Mid-Hudson Regional Business Plan Competition. <https://youtu.be/gXENryFpwyg>

Robinette, J. (2017, July 19). ATLAS award winner: Bringing communication theory to life through iLearn interactive experiences. Presented at the Apereo Teaching and Learning Big Blue Button Meeting.

Robinette, J. (2017, June 6). Bringing communication theory to life through iLearn interactive experiences. Presented at the International Open Apereo Conference, Philadelphia, PA.

First Year Seminar Faculty Retreat presentations about the Power Presenting Workshops and developing public presentation skills in students - January 2016 and 2017.

Keynote Speaker on public presentation skills for the Poughkeepsie Chamber Foundation's Youth Leadership Conference for 100 high school students and their mentors in Poughkeepsie, NY - October 2016.

Keynote Speaker on public presentation skills for the Girls' Leadership Worldwide Conference at the Eleanor Roosevelt Center at Val-Kill, NY - July 2016.

Academic Technology Faculty Showcase on "Crafting Digital Learning Quests" in iLearn - a Workshop taught for faculty at the request of Marist Academic Technology, Poughkeepsie, NY - March 2016.

Guest Lecturer on Lobbying for Dr. Nadine Hoffmann's Fundamentals of PR class at Marist College, Poughkeepsie, NY - February 2016.

PRESENTATIONS (cont.)

WV Foster & Adoptive Care Promotional Campaign Grant Work presented at Homefinder Quarterly Meetings in Athens, WV - December 2014, March 2015, and June 2015.

WV Campus-Community LINK Grant Project presented at a statewide Collegiate Presidents' Advisory Committee Meeting in Charleston, WV - December 2011.

Dissertation Research presented at the first Concord University Faculty Colloquium in Athens, WV - September 2011.

Concord University's Summer Academy of Excellence presentation on communication skills for high school students in Athens, WV - June 2011.

Our Mountain State Grant Work presented at the WV Campus-Community LINK Statewide Conference in Fairmont, WV - May 2011.

Robinette, J. (2008, May 23). *Fast forward into the future: Trends in the interactivity of online news publications*. Paper presented at the 58th Annual International Communication Association Conference, Montréal, Canada.

PANELS

Focusing on B.S. in broadcast news: Can we stop the spread of viral deception? (2018, April 8). Broadcast Education Association Conference News Division Power Panel on Media Literacy & Fake News. Las Vegas, NV: **Moderator: Robinette, J.** Panelists: Scepanski, P., Marist College; Swindell, C., Marshall University; Rogers, R., Butler University. Respondent: Stoker, K., UNLV.

FYS Workshop Directors' Panel. (2018, January 11). First Year Seminar 2018 Faculty Retreat, Poughkeepsie, NY: Marist College. **Panelists: Robinette, J.,** Hines, D., Clarke, E., and Ruiz-Grech, I.

PUBLICATIONS

Robinette, J. (2015-2018). *Power Presenting Resource Manual*. Poughkeepsie, NY: Marist College.

Robinette, J. (2011). *Understanding interactive experiences: Perceived interactivity and presence with and without other avatars in the online Virtual World Second Life*. University of Kentucky Doctoral Dissertations. Paper 145.
http://uknowledge.uky.edu/gradschool_diss/145/

Chung, D., & **Robinette, J.** (2008). Fast forward into the future: Trends in the interactivity of online news publications. *58th Annual International Communication Association Conference Proceedings*, Montréal, Quebec, Canada.
http://citation.allacademic.com/meta/p233413_index.html

REVIEWS

International Communication Association 2018 Conference Theme Sessions Paper Submissions, December, 2017.

Wahl, S. *Persuasion in Your Life*. Allyn & Bacon 1st edition Textbook, November, 2010.

HONORS & AWARDS

- 2018** **Innovative Use of Technology Award**
Marist College Tech IDEAs award for COM 401-Capping class iLearn site.
- 2017** **Apereo Teaching and Learning Awards (ATLAS)**
International award for COM 102-Intro. to Communication online class.
- 2016** **Teaching with iLearn Innovation Award**
Marist College Academic Technology and eLearning award for my Power Presenting Workshop iLearn site designed for all First Year Seminar students.
- 2015** **West Virginia PRSA Crystal Awards**
Best Integrated Communications Campaign, Best Research, and Best Website.
Public Relations Society of America, Charleston, West Virginia
- 2001** **Cipro MVP: Market Share=40% v. Nat'l Average of less than 30%**
Central and Southern West Virginia Territory
Bayer Pharmaceuticals, West Haven, Connecticut
- 2001** **3rd in Nation for Territories outselling Tequin by 1.0:0.6 Script Ratio**
Central and Southern West Virginia Territory
Bayer Pharmaceuticals, West Haven, Connecticut
- 2001** **1st in Charlotte Sales Area/Top 25 Nationally** for Avelox Sales Growth
Central and Southern West Virginia Territory
Bayer Pharmaceuticals, West Haven, Connecticut
- 1996** **Catherine Cummings Graduate Award for Communication Pedagogy**
Department of Communication Studies
Marshall University, Huntington, West Virginia
- 1993** **Pi Sigma Alpha Award - Highest CGPA of Political Science Graduates**
Department of Political Science
Marshall University, Huntington, West Virginia
- 1993** **Judith A. Herndon Fellowship - WV State Senate and the WV State Supreme Court of Appeals Administrative Office**
West Virginia Legislature, Charleston, West Virginia