

JENNIFER ROBINETTE

| EDUCATION | | | CGPA |
|-----------|-----------------------------|--|-----------|
| 2005-2011 | Ph.D. | University of Kentucky, Lexington, KY Communication & Information Studies - Cognate: Cognitive Psychology | 3.55/4.00 |
| 1994-1996 | M.A. | Marshall University, Huntington, WV Communication Studies | 4.00/4.00 |
| 1990-1993 | B.A. <i>summa cum laude</i> | Marshall University, Huntington, WV Major: Political Science - Minor: Communication | 3.95/4.00 |

CERTIFICATIONS

- 2015-Present** 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 in Higher Education Online Learning Certification

SKILLS Salesforce Social Studio • SPSS • Qualtrics • SurveyMonkey • Google Analytics Sakai • Blackboard • Adobe Creative Suite & Acrobat Pro • Microsoft Office

COURSES

I have been teaching college classes since 1994 and online classes since 2010, including:

- communication campaign management (a Community-Based Learning class)
- applied research and analytics, communication research methods
- crisis communication and deceptive communication special topics classes
- integrated strategic communication
- PR fundamentals, PR writing, PR cases
- persuasion, public speaking
- leadership, business and professional communication
- small group communication, interpersonal communication, intro. to communication
- senior capstone course for PR, advertising, journalism, and sports communication majors

RESEARCH INTERESTS

Interactive technology • analytics • online learning • crisis communication • deceptive communication • social media • survey response rates and non-response bias • public speaking across the curriculum • science communication

ACADEMIC EXPERIENCE

2015-Present Assistant Professor-Marist College, Poughkeepsie, NY

Teach communication campaign management (a Community-Based Learning class) and PR fundamentals. Brought crisis communication to Marist as a special topics class. Have also taught PR cases, applied research and analytics, and the senior capstone course for PR, advertising, journalism, and sports communication majors. Teach PR fundamentals and intro. to communication online for Professional Programs.

Speaking Across the Curriculum Coordinator - Director of the **Power Presenting Workshops** for all first-year students. Have conducted **Power Pitching Workshops** for students from the School of Management and West Point.

Summer Discovery 2017 & 2018 Internships Faculty Supervisor - Worked with 135-160 students doing internships for college credit in New York City, Boston, and London.

2010-2015 Assistant Professor-Concord University, Athens, WV

Taught intro. to PR (online & classroom), PR writing (online & classroom), integrated strategic communication (online), persuasion, public speaking, research methods, PR cases, deceptive communication and crisis communication special topics classes.

Director of Communication Internships and the PR Workshop 2010-2011.
Director of Satellite Campuses 2012-2013.

2005-2010 Instructor-Bluegrass Community & Technical College, Lexington, KY
Taught public speaking, interpersonal communication, and introduction to communication (online and classroom) for

2005-2009 Instructor-University of Kentucky, Lexington, KY
Taught integrated strategic communication and interpersonal communication.

2004-2005 Instructor-Marshall University, Huntington, WV
Taught public speaking and small group communication.

1997-1998 Faculty Member-Beacon College, Leesburg, FL
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.**

1996-1997 Instructor-Central Florida, Orlando, FL
Taught public speaking at two Community Colleges and the Univ. of Central FL.

1994-1996 Instructor-Marshall University, Huntington, WV
Taught public speaking and business and professional communication.

PROFESSIONAL EXPERIENCE

- 2002-2004** **Account Executive**-Toshiba America Medical Systems, Tustin, CA
Marketed MRI machines, CT scanners, and X-ray equipment to hospitals, physicians, and imaging centers in the WV/Southeastern Ohio/Southwestern Pennsylvania Territory.
- 2000-2002** **Sales Representative**-Bayer Pharmaceuticals, West Haven, CT
Marketed antibiotics to primary care and emergency physicians and surgeons in the Central/Southern WV Territory. Developed advocates and planned speaking events.
- 2000** **Campaign Manager**-Mike Oliverio for Secretary of State, Morgantown, WV
Established a Southern WV Campaign Headquarters, coordinated volunteers, and spoke at political events. Created and distributed press releases and print ads.
- 1999** **Research Analyst**-Ryan-McGinn-Samples Research, Charleston, WV
Constructed questionnaires, coordinated focus groups, managed data collection, analyzed data, presented research results, and completed spokesperson training.
- 1998-1999** **Program Coordinator**-Inside Washington '99 Seminar, Washington, DC
Planned events and designed print materials for the Washington Center for Internships & Academic Seminars. Arranged speaking engagements, receptions, site visits to government agencies and tours of DC for 200 college students.
- 1996** **Lobbyist/Political Consultant**-Larry Swann Gov't Relations, Charleston, WV
Lobbied legislators for The Greenbrier Resort Hotel, WV Soft Drink Assoc., and National Assoc. of Independent Insurers. Planned events, organized fundraisers, developed campaign slogans, press releases, and radio spots.
- 1995** **Legislative Liaison**-WV Supreme Court of Appeals, Charleston, WV
Second graduate student hired by the WV Supreme Court of Appeals Administrative Office to track bills affecting the state judicial system. Presented weekly staff briefings and wrote the bimonthly *Legislative Update*. Help plan the Annual Judges Conference.

PROFESSIONAL AFFILIATIONS

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

PROFESSIONAL ACTIVITIES

- 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 capstone 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

- 2018-Present** **Marist College Common Core Committee**
School of Communication and the Arts Representative.

- 2015-Present** **Marist Science Communication Initiative Founding Committee Member**
- 2015** **Diwali Diversity Celebration Committee**, Marist School of Communication and the Arts.
- 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.

PRESENTATIONS

- Robinette, J. (2018, November 7). Getting to the heart of interactive course design: Strategies for efficiently building dynamic course content through uncommon uses of Sakai features. International Sakai Virtual Conference.
- Robinette, J. (2018, November 2). Quality paths less traveled in online learning: Innovative approaches to highly interactive classes. St. Louis, MO: Quality Matters Conference.
- 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 Aperio Teaching and Learning Big Blue Button Meeting.
- Robinette, J. (2017, June 6). Bringing communication theory to life through iLearn interactive experiences. Philadelphia, PA: International Open Aperio Conference.
- Robinette, J. (2017, January). Building blocks of freshmen public presentation skills. Poughkeepsie, NY: Marist College First Year Seminar Faculty Retreat.
- Robinette, J. (2016, October). Keynote Speaker: Power presenting skills for high school students. Poughkeepsie, NY: Poughkeepsie Chamber Foundation Youth Leadership Conference.
- Robinette, J. (2016, July). Keynote Speaker: Power presenting skills. Val-Kill, NY: Eleanor Roosevelt Center Girls' Leadership Worldwide Conference.
- Robinette, J. (2016, March). Crafting digital learning quests. Poughkeepsie, NY: Marist College Academic Technology Faculty Showcase.
- Robinette, J. (2016, February). Guest Lecturer: Lobbying. Poughkeepsie, NY: Marist College Fundamentals of PR Class.
- Robinette, J. (2016, January). New Power Presenting resources for developing freshmen public presentation skills. Poughkeepsie, NY: Marist First Year Seminar Faculty Retreat.
- Robinette, J. (2015, June). WV Foster & Adoptive Care Promotional Campaign Grant project results. Athens, WV: West Virginia State Homefinder Quarterly Meeting.
- Robinette, J. (2015, March). WV Foster & Adoptive Care Promotional Campaign Grant project progress. Athens, WV: West Virginia State Homefinder Quarterly Meeting.
- Robinette, J. (2014, December). WV Foster & Adoptive Care Promotional Campaign Grant proposal. Athens, WV: West Virginia State Homefinder Quarterly Meeting.
- Robinette, J. (2011, December). WV Campus-Community LINK Grant project results. Charleston, WV: West Virginia Collegiate Presidents' Advisory Committee Meeting.
- Robinette, J. (2011, September). Understanding interactive experiences: Perceived interactivity and presence with and without other avatars in the online Virtual World Second Life. Athens, WV: First Concord University Faculty Colloquium.

Robinette, J. (2011, June). Communication skills for high school students. Athens, WV: Concord University Summer Academy of Excellence.

Robinette, J. (2011, May). Our Mountain State Grant project results. Fairmont, WV: Campus-Community LINK Statewide Conference.

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

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. (Under Contract 2018). Cultivating analytics proficiency in communication undergraduates: A sequence of social media active learning experiences in an applied research class. Chapter manuscript submitted for publication in C. A. Hollifield & A. J. Coffey, *Media Analytics: Understanding Media, Audiences, & Consumers in the 21st Century*. New York, NY: Routledge/Taylor & Francis.

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, WV
- 2001** **Cipro MVP: Market Share=40% v. Nat'l Average of less than 30%**
Central and Southern West Virginia Territory
Bayer Pharmaceuticals, West Haven, CT
- 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, CT
- 2001** **1st in Charlotte Sales Area/Top 25 Nationally** for Avelox Sales Growth
Central and Southern West Virginia Territory
Bayer Pharmaceuticals, West Haven, CT
- 1996** **Catherine Cummings Graduate Award for Communication Pedagogy**
Department of Communication Studies
Marshall University, Huntington, WV
- 1993** **Pi Sigma Alpha Award** - Highest CGPA of Political Science Graduates
Department of Political Science
Marshall University, Huntington, WV
- 1993** **Judith A. Herndon Fellowship** - WV State Senate and the WV State
Supreme Court of Appeals Administrative Office
West Virginia Legislature, Charleston, WV