

# JENNIFER ROBINETTE

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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	<b>Marist College IRB CITI Training Certification</b> Social and Behavioral Research, and Responsible Conduct of Research.
2014	<b>Concord University HSRB CITI Training Certification</b> Conflicts of Interest and Responsible Conduct of Research for Human Subjects Review Board Members.
2013	<b>Quality Matters</b> in Higher Education Online Learning Certification

<b>SKILLS</b>	Microsoft Office 365/Teams/Forms • MS SharePoint • Canva • WordPress Adobe Creative Suite/Dreamweaver/Acrobat Pro • Hootsuite • Brightspace • Sakai Blackboard • SPSS • Qualtrics • SurveyMonkey • Google Forms/Analytics/Docs
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## COURSES

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

- communication campaign management (a Community-Based Learning class)
- North Road Communications student-run PR firm experiential learning course
- crisis communication and deceptive communication special topics classes
- applied research and analytics, communication research methods
- introduction to PR, PR writing, and PR cases
- integrated strategic communication
- persuasion, public speaking, and advanced public presentation
- leadership, business and professional communication
- small group communication, interpersonal communication, intro. to communication
- senior capstone course for PR, advertising, journalism, and sports communication majors

## INTERESTS

public speaking across the curriculum • crisis communication • spokesperson training • interactive technology • online learning • community-based learning • applied research and analytics • public relations history • deceptive communication • science communication

## ACADEMIC EXPERIENCE

### **2015-Present Senior Professional Lecturer**-Marist College, Poughkeepsie, NY

Transitioned to a professional lecturer position in 2020 to focus on my passion for teaching and service. Promoted to senior professional lecturer in 2022. Teach communication campaign management (a Community-Based Learning class), crisis communication, applied research and analytics, PR cases, introduction to PR, public presentation, advanced public presentation, and the North Road Communications student-run PR firm experiential learning course.

**Public Speaking Across the Curriculum Coordinator 2015-Present** - Serve as Director of the **Power Presenting Workshops** for all First-Year students. Review Public Presentation Intensive Course Proposals for the Core Committee. Developed and conduct discipline-specific presentation workshops for fashion, science, business, and psychology seniors enrolled in capstone courses.

**Assistant Professor 2015-2020** - Began teaching communication campaign management in Fall '18, taught PR cases, and introduction to PR. Brought crisis communication to Marist for the first time as a special topics class in Spring 2017. Taught applied research and analytics, PR writing, introduction to communication, and the senior capstone course for students concentrating in PR, advertising, journalism, and sports communication. Built Marist's first online public speaking class.

**Summer Discovery & Spring Ambassador Internships Faculty Supervisor 2017-2020** - Have worked with 135-160 students each year completing internships for college credit in New York City, Boston, London, and Singapore.

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

Taught introduction to PR (online and in-person), PR writing (online and in-person), 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 Adjunct Instructor**-Bluegrass Community & Technical College, Lexington, KY

Taught public speaking, interpersonal communication, and introduction to communication (online and in-person).

### **2005-2009 Graduate Assistantship Instructor**-University of Kentucky, Lexington, KY

Taught integrated strategic communication and interpersonal communication.

### **2004-2005 Adjunct Instructor**-Marshall University, Huntington, WV

Taught public speaking and small group communication.

- 1997-1998**     **Faculty Member & Administrator**-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**     **Adjunct Instructor**-University of Central Florida, Orlando, FL  
Taught public speaking.
- 1996-1997**     **Adjunct Instructor**-Central Florida Community Colleges, Orlando, FL  
Taught public speaking at Sanford and Valencia Community Colleges.
- 1994-1996**     **Graduate Assistantship 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

- Public Relations Society of America (PRSA)
- Association for Education in Journalism & Mass Communication (AEJMC)

## PROFESSIONAL ACTIVITIES

**2024**      Successfully proposed two new permanent courses that were added to the communication curriculum: Crisis communication and the **North Road Communications** student-run PR firm experiential learning course.

**2024**      Met with external reviewers for the Communication Department Self-Study site visit and the Core Program Self-Study.

**2023**      Successfully proposed and am building a new course for the marketing communications online master's degree: Crisis Management and Leadership.

**2023**      Founded **North Road Communications Global** in Florence, Italy – the first global branch of any student-run PR firm.

**2023**      Researched and wrote the entire External Relationships section of the Communication Department Self-Study document.

**2022**      **DBS-Marist Global Classrooms Project** - Pilot collaboration with Dublin Business School was so successful that I was asked to conduct the global project again with my Spring 2022 crisis communication class.

**2021-Present**      **North Road Communications Faculty Advisor** - Work with the directors of Marist's student-run PR firm weekly. Take students on agency tours in New York City. NRC has grown from 64 students serving 14 community clients to 130 students, including our first graduate student members, serving 25 community clients in Spring 2024. <https://www.marist.edu/-/north-road-communications-expands>

**2021**      **Piloted Marist Global Classrooms Project** - Worked with International Programs to launch a global online learning collaboration with Dublin Business School faculty and students in Ireland and Europe during the pandemic.

**2021**      **Marist Honors Thesis Supervisor** - Senior communication major concentrating in PR and Advertising Jennamichelle Merolla.

**2021**      **Marist Honors by Contract Project Supervisor** - Junior communication major concentrating in PR Alyssa Yarem.

- 2021**      **Marist Honors Thesis Supervisor** - Senior communication major concentrating in PR and Advertising Aliyah Wilson.
- 2020**      **Marist Honors by Contract Project Supervisor** - Junior communication major concentrating in PR Emily Edwards.
- 2020**      **Power Presenting Workshop Videos & Interactive Quizzes** - Recorded Workshop videos and developed interactive quizzes to help First-Year Seminar professors teach public presentation skills during the pandemic.
- 2019**      **School of Communication & the Arts NYC Employer Trek** - Accompanied a group of PR students for a day of PR events in the City. Arranged tours of Ketchum PR agency and an in-house PR Department at Scotch & Soda fashion. Recruited Marist PR alumni to participate in a networking event and panel discussion with students following our tours.
- 2019**      **Piloted Digital Education Online Badges** - One of the first faculty members to award online digital badges to Communication Campaigns students on Teams ranked first, second, or third at mid-term and the end of the semester.
- 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.
- 2016-2018**      **Faculty Sponsor** - Marist Her Campus and Spoon University student clubs.
- 2016-2017**      **Faculty Advisor** - Marist Public Relations Student Society of America.
- 2015-Present**      **Public Speaking Across the Curriculum Coordinator** - Consult with the Marist 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.
- 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.
  - Worked with Library and Media Center colleagues to establish a **Power Presenting Library Pathfinder** and a 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**

- 2023**            **Media Studies Professional Lecturer Review & Promotion Committee**  
Communication Department, Marist School of Communication and the Arts.
- 2023**            **Public Relations Professional Lecturer/Professor Search Committee**  
Communication Department, Marist School of Communication and the Arts.
- 2021**            **Visiting Public Relations Professional Lecturer Search Committee**  
Communication Department, Marist School of Communication and the Arts.
- 2018-2021**      **Marist College Common Core Committee**  
School of Communication and the Arts Representative.
- 2020**            **SCA Faculty Toolbox Committee** - To help School of Communication and the Arts colleagues with novel challenges teaching online during the pandemic, developed the SCA Faculty Toolbox iLearn site and chaired the committee of SCA faculty who contributed to it.
- 2019**            **Media Center Manager of Technical Services Search Committee**  
Marist College School of Communication and the Arts.
- 2019**            **Sports Communication Tenure-Track Position Search Committee**  
Communication Department, Marist School of Communication and the Arts.
- 2015-Present**   **Marist Science Communication Initiative Founding Committee Member**
- 2015**            **Diwali Diversity Celebration Committee**, Marist School of Communication and the Arts.

### **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.

## INVITED PRESENTATIONS

- Robinette, J. (2024, February 21). Perfect your pitch: Power pitching persuasive presentations Zoom workshop. Keynote speaker for the *Marist School of Computer Science and Math*. Poughkeepsie, NY. Mid-Hudson Regional Business Plan Competition.
- Robinette, J. (2023, March 23). Uncommon Kahoot!s: Have you ever...? *Kahoot! Higher Ed Meetup*. <https://www.youtube.com/watch?v=8AQ10a1DD94&t=9s>
- Robinette, J. (2023, February 1). Perfect your pitch: Power pitching persuasive presentations Zoom workshop. Keynote speaker for the *Marist School of Computer Science and Math*. Poughkeepsie, NY. Mid-Hudson Regional Business Plan Competition.
- Robinette, J. (2022, March 15). Best practices for employee relations during a crisis Zoom presentation. *Dublin Business School*. Dublin, Ireland. Master of Science in Human Resource Management (HRM) Contemporary Issues in HRM Course.
- Robinette, J. (2022, February 9). Perfect your pitch: Power pitching persuasive presentations Zoom workshop. Keynote speaker for the *Marist School of Computer Science and Math*. Poughkeepsie, NY. Mid-Hudson Regional Business Plan Competition.
- Robinette, J. (2020, November 11). Perfect your pitch: Power pitching persuasive presentations Zoom workshop. Keynote speaker for the *Marist School of Computer Science and Math*. Poughkeepsie, NY. Mid-Hudson Regional Business Plan Competition.
- Robinette, J. (2020, February 24). Perfect your pitch: Power pitching persuasive presentations workshop. Keynote speaker for the *Marist School of Computer Science and Math*. Poughkeepsie, NY. Mid-Hudson Regional Business Plan Competition.
- Robinette, J. (2019, May 29). Keynote Speaker: Power presenting skills. Hopewell Junction, NY: Unshattered Non-profit Organization.
- Robinette, J. (2019, March 14). iLearn paths less traveled. Poughkeepsie, NY: Marist College Digital Education Faculty Showcase.
- Robinette, J. (2019, February 26). Perfect your pitch: Power Pitching persuasive presentations workshop. Keynote speaker for the *Marist School of Computer Science and Math*. Poughkeepsie, NY. Mid-Hudson Regional Business Plan Competition.
- 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.
- 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. Philadelphia, PA: International Open Apereo 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.



## REFEREED PRESENTATIONS

- Robinette, J. (2020, March 14). Changing the course of history by manipulating social discourse in democracies: Comparing past and present disruptive disinformation campaigns. New York, NY: Joint Journalism and Communication History Conference.
- Robinette, J. (2019, March 9). Was Nikola Tesla targeted by a smear campaign orchestrated by public relations founding father Ivy Lee?: Tracing the historical roots of industrial scientific countercampaigns. New York, NY: Joint Journalism and Communication History Conference.
- 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: 5<sup>th</sup> 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. (2008, May 23). Fast forward into the future: Trends in the interactivity of online news publications. Montréal, Canada: 58<sup>th</sup> Annual International Communication Association Conference.

## PANELS

- Advising Week Panel Discussion. (2022, February 22). Marist College Center for Advising and Academic Services. Poughkeepsie, NY: Murray Student Center Cabaret. **Panelists:** Gates, A., Cusano, R., **Robinette, J.**, Ruiz-Grech, I., Guardino, M., and Tejada, A.
- COM 211L-Introduction to PR Faculty Panel. (2020, March 10). Marist College. **Panelists:** Greenan, L-B., **Robinette, J.**, and Damiano, A.
- Teaching online master's courses in IMC: Fun and games and then some. (2019, April 6). New Jersey Communication Association Conference Thematic Panel. Montclair, NJ: Moderator: Bakelaar, P., Montclair State University, **Panelists:** Boyle-LaBarbera, K., Damiano, A., Greenan, L-B., **Robinette, J.**, and Xie, W., Marist College.

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: Scepaniski, 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. (2021). Cultivating analytics proficiency in communication undergraduates: A sequence of social media active learning experiences in an applied research class. In *The Golden Age of Data: Media Analytics in Study and Practice*, Don A. Grady (ed.). New York: Routledge Taylor & Francis Group.

Robinette, J. (2020). *Power Presenting Tips for Virtual Presentations*. Poughkeepsie, NY: Marist College.

Robinette, J. (2015-2020). *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/](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. *58<sup>th</sup> Annual International Communication Association Conference Proceedings*, Montréal, Quebec, Canada.  
[http://citation.allacademic.com/meta/p233413\\_index.html](http://citation.allacademic.com/meta/p233413_index.html)

## REVIEWS

Luttrell, R., & Capizzo, L. *Public Relations Campaigns: An Integrated Approach* 2<sup>nd</sup> edition **textbook review**. SAGE Publishing, May 2023.

Wallace, A., Luttrell, R., Walden, J., & Tyree, T. *Strategic communication: A diversity, inclusion, & ethics first approach* **textbook proposal and chapter**. SAGE Publishing, November 2019.

Freberg, K. *Discovering public relations* **textbook chapters**. SAGE Publishing, October 2019.

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

Wahl, S. *Persuasion in Your Life*. Allyn & Bacon 1<sup>st</sup> 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**            **3<sup>rd</sup> 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**            **1<sup>st</sup> 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**            **Judith A. Herndon Fellowship** - WV State Senate and the WV State  
Supreme Court of Appeals Administrative Office  
West Virginia Legislature, Charleston, WV