

VICKIE RUTLEDGE SHIELDS

Nevada State College

Provost and Executive Vice President
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CAREER

Nevada State College (Public baccalaureate, 7,200 students)	Provost/Executive Vice President Professor of Communication	June 2017-present
Eastern Washington University (Regional Comprehensive, Masters Large, 13,000 students)	Dean, College of Social Sciences Professor of Communication Studies	2005-2017
Bowling Green State University (Doctoral 1, High Research, 17,000 students)	Associate Dean, Arts and Sciences Director, Women's Studies Program	2002-2005 1998-2002
	Assistant, Associate Professor of Telecommunications/Women's Studies	1995-2005
	Visiting Assistant Professor, Telecommunications	1994-1995
Council of Colleges of Arts & Sciences (CCAS) (International organization of Arts and Sciences Deans, 2000 deans, 500 colleges/universities)	President (elected)	2010-2011
	Executive Board	2011-2013
	Board of Directors (elected)	2009-2013

EDUCATION

Ph.D.	The Ohio State University, Communication & Media Studies	1994
	The Ohio State University Presidential Fellowship	1993
M.A.	The Ohio State University, Communication & Media Studies	1988
B.A.	Boise State University, Communication (Magna Cum Laude)	1986

Non-Degree Credentials

Certificate, FEMA Emergency Management Institute	2018
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Executive leaders at Nevada State were provided with the option to complete this course in an effort to be as emergency prepared as possible. I completed over 100 hours of independent study plus 10 hours of emergency table-top exercises, completing the following four courses: ICS 100 - Introduction to Incident Command System; ICS 200 - ICS for Single Resources and Initial Action Incidents; ICS 700 - National Incident Management System (NIMS) An Introduction; and ICS 800 - National Response Framework, An Introduction.

Certificate, Management Development Program, Harvard Institutes for Higher Education, Harvard Graduate School of Education, Cambridge, MA 2005

Sponsored by the Dean of Arts and Sciences, Bowling Green State University, I was accepted in a competitive process. I was in transition between Associate Dean and becoming a first-time Dean. This leading National program is an intensive, two-week training program prepares mid-level managers early in their administrative experience with the skills to succeed in complex roles and shifting institutional and cultural landscapes. Through real-world case studies, small group discussions, interactive presentations, and other immersive experiences, participants learn to think beyond their own administrative area and lead in ways that support larger institutional objectives.

Select Professional Leadership Programs

Executive Leadership Academy (sponsors: AASCU, AALI and Academic Search) 2020-present

I was nominated and sponsored by President Bart Patterson and accepted through a competitive process into this unique leadership development program for senior cabinet officers who are interested in becoming college and university presidents. This yearlong program provides comprehensive presidential preparation, as well as multiple opportunities to compare and contrast leadership and presidential issues at public and private institutions.

Women’s Leadership Conference, Las Vegas 2018 & 2019

I was sponsored by Nevada State College along with other colleagues to participate in this signature program of the MGM Resorts Foundation, a forum designed to promote women’s personal and professional development and advancement. The purpose is to inspire women to seek their highest level of personal and professional growth by presenting participants with role models, varying perspectives and strategies for development. Each Year, WLC attracts over a thousand conference attendees.

American Council on Education (ACE) National Women’s Leadership Forum 2016

I was nominated and sponsored by the Provost of Eastern Washington University and accepted through a competitive process. This national workshop supports the success and persistence of women in senior leadership positions at colleges and universities, including those on the path to the presidency. Program guides and supports current and future women leaders and those positioned to promote their advancement in the higher education leadership pipeline.

Professional Fundraising for Deans and Academic Leaders Seminar, Advancement Resources, San Diego, CA 2016

Designed for deans and other academic leaders to attend along with their development partner, this highly interactive workshop explored the essential roles that deans and academic leaders play in helping donors and potential donors make significant contributions to their institutions. In addition to gaining valuable tools and strategies, participants had the opportunity to practice articulating their funding priorities as compelling “opportunity stories” to donors and potential donors.

Aspen Institute Roundtable for Executives in Higher Education, Association of American Colleges and Universities (AAC&U), San Francisco, CA 2011

By invitation only as CCAS President, the purpose of the seminar was to gather a diverse group of Higher Education leaders/scholars to engage in intellectually rigorous roundtable discussions, to explore great texts stretching from ancient to contemporary times, not merely for artistry of language but for the power of ideas on fundamental issues in our society, and to translate ideas into action suitable to the challenges of our age.

LEADERSHIP EXPERIENCE

Provost and Executive Vice President, Nevada State College, Henderson, NV

June 2017-present

Major areas of Responsibility:

As Chief Academic Officer, I am responsible for establishing the academic vision of the institution and ensuring the quality of academic programs through strategic planning and strategic enrollment management; fostering collaboration between faculty and staff; supporting diversity initiatives, student-centered learning, and creative use of learning technology; collaborating with human resources on hiring, retention of faculty and staff, with emphasis on hiring and retaining diverse and highly qualified faculty; overseeing budget and resource allocation; and working across the College to implement processes that support regional accreditation through the Northwest Commission on Colleges and Universities (NWCCU).

I also oversee student affairs, ensuring that the College has the infrastructure and systems to empower staff to be effective in areas such as student on-boarding and acclimation to competitive college life, retention, and timely graduation based on a student's personal objectives and circumstances. I guide and supervise the quality of these programs, thereby creating a vibrant intellectual community for students while championing and celebrating their successes.

Major Accomplishments:

- Instrumental in the College's initial and on-going response to the COVID-19 pandemic as a member of the Executive Leadership Team, including producing informational town halls and stewarding the CARES ACT funds. Led all responses affecting Academic Affairs and Student Services in particular, including, frequent communications to faculty, staff, and students about the numerous changes in classroom modalities; enhanced faculty development in online teaching by hiring ACUE and utilizing our own CTLE; online proctoring; health accommodations for staff and students; evaluation, promotion, and tenure considerations; policies for re-opening plans for each term.
- Led an 18-month effort to produce the comprehensive [2020-25 NSC Strategic Plan](#) titled, *Delivering on the Promise*. This is our first comprehensive strategic plan since the college's inception. I presented the plan to the Board of Regents for approval. I continue to oversee all strategic planning efforts for Nevada State as the Chair of the Strategic Planning Council. Strategic planning is now directly tied to budgeting and resource allocation in all categories.
- During my tenure, Nevada State has experienced unprecedented growth in enrollment and in faculty hiring. Between 2017 and 2020 headcount enrollment grew from 4,200 to 7,200. Diversity of the student body has grown from 64% to 79%. Retention rates improved from 70% to 79%, and graduation rates are improving steadily. Between 2017 and 2020, I oversaw the hiring of 51 full time Academic Faculty, 82 Administrative Faculty and 30 Classified Staff at Nevada State, including the hire of two permanent Deans and an Interim Dean from the Registry.
- Led the Provost Office's writing of the 7-year regional accreditation self-study for NWCCU and oversaw all aspects of the accreditation visit in October 2019. The College has been successfully reaccredited with the accreditation team offering the campus many compliments and commendations and a limited number of recommendations for improvement.
- Instrumental in developing a shared governance model that is working effectively and includes posting many academic and administrative policies passed in the last three years. Improving the College's governing structure and policies is guided by the best practice of promoting equity for faculty, staff and for students.

- Gained Board of Regents approval for Nevada State's first Master's (MEd) program in Speech Language Pathology in 2018. In collaboration with the School of Education Dean and the Vice Provost for Student Success, proposed and developed the degree. The process involved writing curriculum, consulting with UNR and UNLV, proposing the program to the Board of Regents, receiving ASHA accreditation, hiring a Director and additional graduate faculty, and admitting our first full class of 52 in the fall of 2019.
- Developed fair and equitable pay increases across sectors of faculty and staff who had not had an increase for many years. I led adoption of a career ladder for administrative faculty to gain promotion and pay increases; increased pay floors for part-time instructors; increased summer pay for academic full-time faculty; developed with a task force a policy and process for Lecturers to seek promotion and pay increases at two levels: Senior Lecturer and Distinguished Lecturer.
- Re-organized the Provost Office to best align positions with scope of work in both Academic Affairs and Student Services, by far the largest and most eclectic Division at the College. As a part of the reorganization, I elevated the Marydean Martin Library, Office of Arts and Culture, and Registrar's Office as direct reporting lines to the Provost.
- Implemented with the dean, a reorganization of the School of Liberal Arts of Sciences from three departments to six. In 2018 I made Business a department and hired an external Chair to develop a general business program better serving student and workforce needs.
- Gained Board of Regents approval of these new degrees: (MEd) in Speech Language Pathology, Human Health Sciences, Interdisciplinary Data Science, Early Childhood Education.
- Developed and executed a Provost's Lecture Series inviting nationally or internationally known scholars and public intellectuals to visit each semester and enlighten the Nevada State community on timely topics of national or global concern and engage us as a community in critical dialogue.
- Implemented Nevada State's first Common Read in 2018 with the text, *The Immortal Life of Henrietta Lacks*. Sharing a common read is a high-impact practice for bringing a sense of community to a campus of teachers and learners. It also promotes interdisciplinary thinking by exposing students to various lenses by which to examine the same text across their coursework.
- Improved policies and procedures in these key areas: promotion and tenure; Standards of Academe for the schools; developed a course scheduling grid to improve predictability for students; improved degree pathways; and classroom utilization; overhaul of the Core curriculum.
- As time allows, I have given many interviews to Nevada media, ranging from newspaper articles to radio interviews and television segments. To keep the campus more informed, I've written more than sixty Provost newsletter columns.

College Leadership Roles

- Executive Team
- Leadership Council
- Co-Chair, College Executive Budget Committee with Senior Vice President for Business and Finance (oversees strategic management of \$47M budget).
- Provost Office Council
- Dean's Council
- Chair, Strategic Planning Council
- Member of the Attracting and Retaining Diverse Faculty Subcommittee

Boards:

- Henderson Chamber of Commerce (HCC), Board of Directors, elected July 2019
- Jobs for Nevada's Graduates (J4NG) Board of Directors and Human Resources subcommittee, appointed January 2020

Dean of the College of Social Sciences and Social Work, Eastern Washington University, Cheney and Spokane, WA

August 2005-June 2017

Major areas of Responsibility:

Represented and led the largest college at the university. At the graduate level the Master of Social Work program boasted an enrollment of over 400 students with off-campus programs in numerous locations in the state of Washington. The CSS also offered premier master's degree programs in History, Psychology, Counseling, Communication Studies and Interdisciplinary Studies and an Ed.S. in School Psychology. Other academic units housed in CSS included Archeological and Historical Services, the School Psychology Master's Certificate and School Psychology online re-specialization program.

College of Social Sciences by the Numbers:

- \$21 million annual budget. \$12 million and approximately \$9 million in external funding annually (61% of grants and contracts for the university).
- 8 departments, 7 graduate programs, 10 interdisciplinary programs and 3 BA completion programs at Bellevue College in the Seattle area. Four centers: Aging, NW Politics, ID Child Welfare Research and Training, Women's Studies
- 220 full and part-time faculty and 3,400 FTES.
- 26 reports (2 Associate Deans, 21 Chairs and Directors, College Business Officer, 2 office staff).

Major Accomplishments:

- Cultivated a culture of development in the college that did not exist prior to 2005, increasing private giving by 80% (including two endowed professorships, two endowed graduate fellowships and numerous endowed scholarships). Private giving made it possible to present three Global Lecture Series presentations per year, open to the entire university and community.
- The college brought in over \$350,000 annually. I cultivated a lead gift of \$100,000 from the Daniel and Margaret Carper Foundation. With my stewardship their annual gift has quadrupled since 2005 and they are now the benefactors for an endowed scholarship, graduate student fellowship a named professorship, eight full tuition scholarships, one full-ride scholarship and a national lecture series, for a total of over \$2million.
- Through my high level of involvement with EWU's ROTC alums residing in the Washington DC area, I helped secure gifts to build a new rifle range in Cadet Hall ,and provide scholarships and educational equipment.
- *Grants and contracts:* My college brought in over 60% of EWU's grants and contracts annually primarily through multi-million-dollar grants by the School of Social Work, the College Assistant Migrant Program (CAMP) grant through the Department of Education, and over a \$1million annually in contracts through Archeological and Historical Services.

- *Self-support degree-completion programs at Bellevue College:* I oversaw degree completion programs at Bellevue College in Interdisciplinary Studies, Children's Studies and Psychology. The profits from these programs netted approximately \$2million annually for the college.
- *Running Start in the High Schools:* Social Sciences led EWU in faculty mentoring overseeing college credit classes taught by qualified high school teachers. We had affiliations with over 40 Washington high schools in History, Government, Chicano Education and Africana Studies. Revenue from these programs averaged approximately \$150,000 annually.
- *Online learning and Continuing Education:* We led EWU in teaching online courses for the university. The Children's Studies Program was the first entirely online program at the university. Profits from online, self-support classes were split among the individual faculty members, departments and the college. The School of Social Work ran an extensive summer program and weekend and summer workshops. The revenue from this endeavor totaled \$250,000 to \$300,000 per year and allowed the school and the college to subsidize MSW programs in Everett, Vancouver, Spokane and a hybrid/online program.
- Developed and convened Dean's Faculty Advisory Council (DFAC). It's purpose was to engage top faculty in long-term strategic planning, helping set an intellectual foundation for the college externally and internally. DFAC was composed of innovative individuals with strong institutional memory and/or unique institutional perspective and those who have engaged the larger university community in the past. The DFAC acted on behalf of all Social Sciences faculty in collaboration with the Dean to bring matters of collective interest and concern to the fore.
- Contributed substantially as part of the EWU Labor/Management team putting together a landmark collective bargaining agreement better tying faculty raises to national averages. By September 2013, every faculty member was paid at a minimum 90% of the national average by rank and discipline. In 2014 they were all raised to a minimum of 95% of the national average, and in the third year 100%. Each year of the agreement also included cost-of-living raises.
- Maintained high-quality instruction despite nearly \$700,000 in budget cuts over the AYS 2009-10 and 2010-11. Full-time faculty levels in the college were maintained.
- Gained legislative authority for EWU to offer an Ed.S in School Psychology.
- Fully integrated the three diversity programs of American Indian Studies, Africana Studies and Chicano Education into the mission of the college. Worked with them to launch a new BA in Race and Culture Studies.
- Re-envisioned the media and marketing of the college and individual departments to increase visibility in the community, region, state and nation. I sent out a quarterly e-blast newsletter to thousands of recipients and the college maintained an active Facebook page.
- Developed and implemented a five-year strategic plan for the college that aligned the university, college and departmental missions and goals.
- Increased research funding and created an improved hiring cycle and procedures that yielded successful, high level faculty hires and improved the retention rate of those hires.

University Leadership Roles

- Co-Chair -- President's task force on the development of an Office of Diversity and Inclusion
- Liaison and Advocate -- General Education Reform (Critical Foundations), reporting to the President. Facilitated Critical Foundations Council's presentations to Faculty Senate and President's Executive Council.

Developed working budget for the President and Provost to utilize when making decisions about resources supporting General Education reform

- Designed and Advocated for a First Year Experience that was effective and sustainable
- Head of Research and Student Outreach, Advisory Board member -- *The Lucy Covington Center at EWU*, in affiliation with American Indian Studies
- President's Forum for Critical Thought: Carper International Lecture Series – Oversaw and coordinated a major lecture series for the Spokane community and for EWU students in Cheney. Speakers have included Bart Ehrman, Steven Pinker, Robert Sopalsky, Jared Diamond and Marlene Zuk.

Select Service

- EWU Presidential Search Committee
- Representative at 2+1+2 graduation ceremonies, sponsored by AACSU, Guangzhou, China
- Academic Affairs Council
- President's Cabinet
- University Budget Committee
- Collective Bargaining Team, Labor/Management Committee
- University College Consolidation Task Force
- Strategic Planning Committee
- Program Audit Committee of Graduate Programs
- Freshman block Scheduling Sub-committee
- Presiding over CSBSW Chairs and Directors Council
- President's investiture Committee
- Chair, Merit Criteria Committee and Merit Awards Committee
- University Policy and Procedures Subcommittee
- Campaign Committee for Foundation Board
- Chaired national searches for a Dean of Science, Health and Engineering; Summer School Director; Vice Provost for Diversity

Associate Dean of the College of Arts and Sciences, Bowling Green State University, Bowling Green, OH – July 2002-2005

Major Accomplishments:

- Led a successful reform of General Education including connecting and strengthening existing initiatives relating to General Education such as BG experience, Honors Program, linked courses, Small Classes Initiative and student living learning communities.
- Coordinated all promotion and tenure and faculty evaluation concerns for A&S; oversight for third-year review of A&S faculty and coordinated the development of departmental Retention Plans for new faculty; served as liaison to College Promotion and Tenure Review Committee; coordinated triennial review of Interdisciplinary Programs and annual review of Interdisciplinary Program Directors.
- Supervised and evaluated Director of Student Academic Services, college advisors and classified staff assigned to student affairs; coordinated and supervised department/school/program student advising practices and activities; supervised Associate Director in charge of all freshman and transfer student orientation & registration activities.

- Led and coordinated five separate curriculum committees for the college of Arts and Sciences; coordinated grade appeal committees and A&S Student Advisory Board; oversaw suspension/dismissal process in A&S; coordinated all action related to academic dishonesty cases involving A&S students; responded on the Dean's behalf to reported student problems.
- Coordinated all curriculum development, processes and policies for BGSU's initial online course and program development.

Select Service

- American Culture Studies PhD program Reorganization Committee
- American Culture Studies Policy Committee
- University Strategic Planning Committee
- Representative to the Arts & Sciences Council
- University Council of Chairs and Directors Steering Committee
- Women's Center Advisory Board Member
- Interdisciplinary Council Chair
- Ad-hoc Committee on Policy and Regulations Concerning Graduate Certificate Programs
- Graduate College Representative to Ph.D. Candidates in College of Education, and Theatre Department Planning Committee--national conference, "Feminist Generations"
- Department of Telecommunications Personnel Committee
- Department Chair succession committee
- Faculty Search Committees member: Media Management position, Multimedia position, Women's Studies Lecturer, African Studies position and Radio Production position
- University Preview Days,
- Women's Studies Program Steering Committee
- Graduate Coordinator for Graduate Certificate in Women's Studies
- Women's Studies Advisory Committee
- Women's Studies Assessment Committee Chair

HONORS AND AWARDS

- 2020 The Scorpion Outstanding Unit Trophy. Nevada State's pinnacle honor to the unit or team of employees who best demonstrates their commitment to the College's core values in their work. The Office of the Provost was recognized for our outstanding accomplishments with the NWCCU 7-year self-study and accreditation team visit; and our leadership of the college-wide strategic planning efforts.
- 2019 ICONIC Woman of Distinction Award (WODA) for Education. Presented by the National Association of Women Business Owners (NAWBO), Southern Nevada Chapter.
- 2018 Voted a "Woman to Watch" by Las Vegas Inc. and Greenspun Media Group.
- 2011 Presidential address, "The Dean's Speech: Finding Our Voice through Intentional Communication," Council of Colleges of Arts and Sciences to over 450 Deans. November 4, 2011, Montreal, Quebec, CA.
Video: <http://youtube/Zfpq8vqxaTg>
- 2010 Elected President of the Council of Colleges of Arts and Sciences (CCAS) by the membership on November 12, 2010, CCAS annual meeting, New Orleans, LA.

- 2008 Elected to Board of Directors for Council of Colleges of Arts and Sciences (CCAS).
- 2005 Outstanding Alumna Award, College of Social Sciences and Public Affairs. Boise State University, candidacy sponsored by Department of Communication.
- 2004 Award for Outstanding Research in Visual Communication-book. Awarded by the Visual Communication Division of the National Communication Association, Annual conference in Chicago.
- 2002 Institute for the Study of Culture and Society Scholar-in-Residence Fellowship. Awarded for spring semester 2002 to analyze and present research findings for study: *A Cultural Studies Reception Analysis of How Adolescent Girls and Boys Make Meaning of Idealized Images of Gender in Advertising*.

Top Merit for Chairs and Directors in Arts and Sciences. I was chosen as one of five Chairs and Directors by the Dean of the College of Arts and Sciences to receive merit exceeding all others throughout college for outstanding leadership and accomplishments in 2000-01.

- 2001 Faculty Improvement Leave. Awarded for fall semester, 2001 to collect research data for study: *A Cultural Studies Reception Analysis of How Adolescent Girls and Boys Make Meaning of Idealized Images of Gender in Advertising*
- 2000 Friends of the Libraries and Learning Resources Recognition Award. Awarded for scholarly quality of two journal articles published in 1999 that also received top paper honors at the National Communication Association Convention in 1998. The articles were published in *European Journal of Cultural Studies*, and *Text and Performance Quarterly*, respectively.

Advisor of Distinguished Doctoral Dissertation Award Winner: Dawn Heinecken. American Culture Studies, Bowling Green State University. Dissertation title: *The Warrior Women of Television: A Feminist Cultural Analysis of the New Female Body in Popular Media*.

- 1999 Department of Telecommunications' Annual Outstanding Teaching Award. Awarded by the Chair of the Department of Telecommunications for outstanding teaching in 1998-99 academic year.
- 1998 Top Paper in Feminist and Women's Studies Division. for V. R. Shields, *The Communicative Performances of Cowgirls and Queens: Clandestine Feminism in Generations of Rodeo Women*. National Communication Association, 84th Annual Meeting in New York City, November 1998.

Top Paper in Visual Communication. for L. Brauer & Shields, V. R. *Reading the Constructed Image of Princess Diana through Photographs: A Semiological Analysis of the Re-production of Diana's Celebrity by Two Mass Mediated Sources*. National Communication Association, 84th Annual Meeting in New York City, November 1998.

- 1993 The Ohio State University Presidential Fellowship. One of 30 full fellowships awarded annually by The Graduate School, The Ohio State University in a university-wide competition. The Presidential Fellowship is the most prestigious award given by the Graduate School to recognize the outstanding scholarly accomplishments and potential of graduate students entering the final phase of their dissertation research or terminal degree project.

The Presidential Fellowship provides financial support so that each Presidential fellow may devote one year of full-time study to the completion of his or her dissertation or degree project unimpeded by other duties. Recipients of this award embody the highest standards of scholarship in the full range of Ohio State's graduate programs.

- 1991 The Walter B. Emery Memorial Scholarship. Award of excellence in scholarly performance by a Graduate Student. Awarded annually by the faculty of the Department of Communication, The Ohio State University. \$1,000 scholarship.
- Department of Communication Ph.D. Student Award for Professional Research. Award of excellence in published research by a Graduate Student. Awarded annually by The Graduate Studies Committee of The Department of Communication, The Ohio State University. \$1,000 cash prize.
- 1990 Top five paper in the Women's Caucus. for V. R. Shields, *Transforming Feminist Method in Communication Research: A Place for Sense-Making.* Speech Communication Association Annual Conference, Chicago, November 1990.
- 1988 Yale National Statesman Summer School Speech Instructor. Selected to teach speech communication and debate to Honors High School studying political science and speech in preparation for careers in public service and leadership. Yale University, New Haven, CT.

NATIONAL ENGAGEMENT

As President of the Council of Colleges of Arts and Sciences (CCAS) in 2010-2011, I represented the nation's Arts and Sciences deans and engaged in forums including *Inside Higher Ed*, AAC&U and the *Lumina Foundation*. I led the successful implementation of a four-year strategic plan that improved member services and utilized technology to develop "The Dean's Knowledge Base" and "Standards of Practice for Colleges of Arts and Sciences" as tools that can be found on the CCAS web site. In November of 2011 I presided over the annual meeting in Montreal where I delivered the Presidential address to 450 colleagues. The address focused on the centrality of communication in all we do as higher education administrators and the importance of embracing the social media our students are immersed in to improve our messaging and our pedagogy.

Administrative tasks included presiding over the annual conference, the business meeting, and quarterly Board of Directors meetings; evaluating and choosing the case studies to be use at the annual meeting; appointing chairs of CCAS standing committees and task forces; evaluating the Executive Director; representing CCAS to the higher education community, federal agencies and policy makers.

CONFERENCE PANELS/PAPERS

Shields, V. R. (October 5, 2018). Why Sex Sells: Images of Gender and Race in Advertising and TV. Panelist with Gwen Sharp and Jasmine Phillips. NSHE Southern Nevada Diversity Summit, Henderson, NV.

Shields, V.R. (November 2016). Mindful Leadership Practices for Deans (repeated). Preconference seminar by request of CCAS Board of Directors with Lori Vermeulen and Dolores Guerrero. CCAS Annual Meeting, San Diego, CA.

Watkins, P.C., Wood, A. & Shields, V.R. (June-July 2016). Institutional Gratitude: Understanding Grateful Responses to Salary Raises. European Conference on Positive Psychology, Angers, France.

Shields, V.R. (November 2015). Mindful Leadership Practices for Deans. Panelist with Lori Vermeulen and Dolores Guerrero. CCAS Annual Meeting, Washington DC.

Shields, V.R. (March 2015). Inclusive Excellence in a Liberal Arts Curriculum. Panelist with Elisabeth A. Say and Matthew C. Moen. AAC&U conference, "Diversity, Learning, and Student Success: Assessing and Advancing Inclusive Excellence," San Diego, CA.

Shields, V.R. (November 2014). Deaning as Seen Through a Gender Lens. Proposer and panelist. With Elisabeth A. Say and Matthew C. Moen. CCAS Annual Meeting. San Antonio, TX.

Shields, V.R. (May 2013). STEM is a Thorny Terrain for Female Faculty Members: A Sense-Making Analysis of Work/Life Balance. With Sanaea Karbhari and Kari Mentzer. Hawaii International Conference on Social Sciences, Waikiki, HI.

Shields, V.R. (November 2012). Ask the Prez: Past CCAS Presidents Reflect on Dean's Job in Contemporary Academy. With Paul Bell and Matthew C. Moen. CCAS Annual Meeting, Seattle, WA.

Shields, P. & Shields, V.R. (May 2012). Border architectures and their metaphors. Hawaii International Conference on Social Sciences, Waikiki, Hawaii.

Shields, V. R. (November, 2010). Feeling the Crunch of College Consolidation, or Reconfiguration in a Time of Shrinking Budgets, CCAS Annual Meeting, New Orleans, LA.

Shields, V. R. (November, 2009). What to do if Your Helicopter Crashes in the Cascades: What You Really can Accomplish with those Team-building Exercises," with Jeff Stafford, CCAS Annual Meeting, Baltimore, MD.

Shields, V. R. (July 2008). From Intervention to Prevention: Changing Girls' Relationship to Idealized Body Images through Media Literacy. International Association of Media and Communication Research: Media and Global Divides, Stockholm, Sweden.

Shields, V. R. (May 2008). Changing Girls' Everyday Relationship with Advertising: Media Education, Media Activism and Self Acceptance. Hawaii International Conference on Social Sciences, Waikiki, Hawaii.

Shields, V. R. (May 2007). The Social Science Curriculum Integration Project at Eastern Washington University: Progress and Sustainability," with Jeff Stafford, Hawaii International Conference on Social Sciences, Waikiki, Hawaii.

Shields, V. R. (November, 2007). Leadership Programs for Deans: Alumni from the 2005 Harvard MDP Program Reflect on the Benefits of Attending a Leadership Program Geared Specifically at Higher Education," with April Massey, James MacDonald, Jin Wang & Jennifer Wagner-Lawlor. CCAS Annual Meeting. Chicago, IL.

Heiligmann, R. & Shields, V. R. (May 2005). Visual Syntax of Magazine Advertisements: The Consumption of Visuals by a Media Literate Audience. Visual Studies Division. International Communication Association Conference, New York.

Shields, V. R. (May, 2005). Sense-Making Methodology and Reception Analysis: Gender Responses to Gender Images in Advertising. For Research Design Workshop: Methodology for Studying Communication Dialogically as the Bridge Between Domains, Terrains, and Methods. International Communication Association Conference, New York.

Heiligmann, R. & V. R. Shields (November, 2004). Selling to the Visually Media Literate: Evolving Elemental Codes and Modes of Representation in the Semiotic Study of Contemporary Print Advertisements. Visual Communication Division. National Communication Association Conference, Chicago, IL.

Shields, V. R. (November 2004). Programmatic Assessment of a College-wide Initiative: The Case of the Q classes. for panel, "Roundtable on Assessment of General Education and the Majors," CCAS Annual Meeting, San Antonio, TX.

Shields, V. R. (May, 2003). Media Education, Media Activism, and Self-acceptance as Strategies for Change: Can Sense-Making Help Us Understand Communication Processes Involved in Early Media Literacy Interventions. '03 Sense-Making Working Seminar. International Communication Association Conference, San Diego, CA.

Shields, V. R. (February, 2002). Media Education, Media Activism and Self-Acceptance as Strategies for Change in Young Girls' Everyday Relationship with Advertising. Youth, Popular Culture, and Everyday Life Conference, Bowling Green, OH.

Shields, V. R. & Heinecken, D. (November, 2001). Radicalizing the Roots of Advertising's Address to Women: While Special K. Gives a Wink, Mode and NARAL Dare to Enter the Sign of Feminism. Feminist and Women's Studies Division. National Communication Association Conference, Atlanta, GA.

Heinecken, D. & Shields, V. R. (June, 2000). The Warrior Women of Television: A Semiotic Cultural Analysis of 'Buffy the Vampire Slayer'. Popular Communication Division. International Communication Association Conference, Acapulco, Mexico.

Shields, V. R. & Coughlin, C. (June, 2000). The Performance of a Lifetime: Competition, Athleticism and Feminine Masquerade in Rodeo Queen Culture. Popular Communication Division. International Communication Association, Acapulco, Mexico.

Shields, V. R. (May, 1999). From Disney to Calvin Klein: The Implications of Sense-Making for Audience Reception of Entertainment and Advertising. '99 Sense-Making Working Seminar. International Communication Association Conference, San Francisco.

Shields, V. R. (November, 1998). The Communicative Performances of Cowgirls and Queens: Clandestine Feminism in Generations of Rodeo Women. Feminist and Women's Studies Division. National Communication Association Conference, New York City. **Top Paper Award**

Brauer, L. & Shields, V. R. (November, 1998). Reading the Constructed Image of Princess Diana through Photographs: A Semiological Analysis of the Re-production of Diana's Celebrity by Two Mass Mediated Sources. Visual Communication Commission. National Communication Association Conference, New York City. **Top Paper Award**

Shields, V. R. (May, 1998). An Ethnography of Rodeo Queen Culture: Clandestine Feminism Expressed through Excessive Feminine Masquerade. Conference on Holidays, Ritual, Festival, Celebration, and Public Display, Bowling Green State University, Bowling Green, Ohio.

Shields, V. R.. (July, 1997). Today Fashion's Master, Tomorrow its Slave: How Women Negotiate the Space of Fashion in Their Lives. Panel: "Interrogating Antagonisms: Feminism's Tenuous Relationship with Fashion." The Style Conference, Bowling Green State University, Bowling Green, OH.

Shields, V. R. (May, 1997). If the Male Gaze is No Longer My Master, Whose Gaze is Disciplining my Body?. Feminist Scholarship Division. International Communication Association Conference, Montreal, Quebec, Canada.

Shields, V. R.. & Mayhew, K. S. (November, 1996). Fashion Slaves and Dissidents: The Negotiated Space of Fashion Advertising in Women's Everyday Lives. Panel: "Feminism and the Fear of Fashion." Speech Communication Association Annual Conference, San Diego.

Shields, V. R. (July, 1996). The In/Out-Of-Body Experiences of Female Spectatorship: Gendered Negotiations with Commodity Texts. Crossroads in Cultural Studies: An International Conference, Tampere, Finland.

Shields, V. R. (May, 1996). The Place of Sense-Making in Critical/Cultural Media Studies. '96 Sense-Making Working Seminar. International Communication Association Conference, Chicago. IL.

Shields, V. R. with Rutledge, J. C. (February, 1996). Mammias Don't Let Your Babies Grow Up To Be Cowgirls?: Clandestine Feminism in Generations of Rodeo Women. Feminist Generations: An Interdisciplinary, International, All-Ages Conference, Bowling Green, Ohio.

Shields, V. R. (November, 1995). Selling Gender in A Jar: Mapping the Evolution of Gender Advertising Research Across the Decades. Speech Communication Association Conference, San Antonio, TX.

Shields, V. R. & Dervin, B. (May, 1991). Making Sense of Methodology: On Feminist Scholarship and Sense-Making Research. International Communication Association Annual Conference, Chicago, IL.

Shields, V. R. (November, 1990). Transforming Feminist Method in Communication Research: A Place for Sense-Making. Speech Communication Association Conference, Chicago, IL. **Top Five Paper**

Shields, V. R. (November, 1990). Rediscovering the Realism of The 'Semiotic': The Semiotics of Meaning from Augustine to Peirce. Speech Communication Association National Conference, Chicago, IL.

Shields, V. R. (October, 1989). Advertising as Cultural Discourse: A Synthesis of Semiotics, Commodity Aesthetics and Feminist Theories of Representation. Conference on Culture and Communication, Philadelphia, PA.

Shields, V. R. (May, 1989). Beyond McRobbie and 'Jackie': American Cultural Studies and the Ideology of Femininity in Teenage Girls' Magazines. International Communication Association Conference, San Francisco.

Shields, V. R. (April, 1989). American Cultural Studies and Teenage Girls' Magazines: The Ideology of Femininity in 'Sassy' And 'TEEN.' Popular Culture Convention National Conference, St. Louis.

Shields, V. R. (November, 1988). Overcoming the Male Perspective in Visual Communication: Implications of a Semiotic Analysis of Magazine Ads. Speech Communication Association Conference, New Orleans, LA.

GRANTS AND PROPOSALS

- NSF ADVANCE grant - \$169,280. "Eastern Washington University ADVANCE Institutional Transformation Catalyst." PI - Dr. Kayleen Islam-Zwart, Co-PIs - Andrea Castillo, Judd A. Case, Vickie Rutledge Shields. 2010-2012.
- Government appropriations: \$190,000 from Senator Patty Murray's Office and \$295,000 from Senator Maria Cantwell's Office. Project: *Developing Economies in Underserved Communities*. Project Manager: Patrick Jones, Director of the Institute for Public Policy and Economic Analysis. Impetus: As Dean, I took a team including Patrick Jones to Washington DC to promote the project and meet with Government officials over a 2-day period in October 2007.
- Strategic Planning Grant- \$30,000. "Launching Integrated Marketing and Recruitment plan for the College of Social and Behavioral Sciences and the College of Arts and Letters." Eastern Washington University. 2008.
- Strategic Planning Grant- \$20,000. "Implementing Integrated Marketing Plan in the College of Social and Behavioral Sciences." Eastern Washington University. 2007.
- Recruitment funds- \$15,000. "Publicity materials for all programs and targeted recruiting visits to High Schools and Community Colleges." Office of the Provost, Eastern Washington University. 2007.
- Partnership Support Grant (BGSU Partnership for Community Action)--\$2,600. Julie Broadwell and Vickie R. Shields. "Can You Walk the Walk?" Project: *A Joint Internship Venture between the SAAFE Program and the Women's Studies Program*. Awarded January, 2001.

RESEARCH

Book

Shields, V. R. with D. Heineken (2002) Measuring Up: How Advertising Affects Self-Image. University of Pennsylvania Press, Philadelphia, PA.

Winner: 2004 Award for Outstanding Research in Visual Communication by the Visual Communication Division of the National Communication Association.

Favorably reviewed in *National Women Studies Association Journal*, *Journal of Communication*, *Journal of Popular Communication*, *Southern Communication Journal*.

Publicity following publication of book:

- *Focus: Boise State University Alumni Magazine*, feature Alumnotes article, "Alum Looks at the Relationship Between Body Image and Media." p. 45, June, 2002.
- Call-in Talk Show featured guest, May 20, 2002. WCTN Cleveland (NPR), Kim Fox, host.
- *Toledo Journal*, April, 2002. "Measuring Up to Media."
- Interview with *Chicago Tribune*, March 24, 2002. P. 7. "Women in Ads Evolve Beyond Laundry."
- *BGSU Magazine*, March, 2002, p. 17. "Measuring Up."
- Interview with *Scholastic*, November, 2001. "Girls Images on TV."
- *Monitor*, November 12, 2001. "Media's Impact on Self-Image Exposed."

Articles/Chapters/Reviews

Shields, V. R. & Heineken, D. (2010). Kellogg's and Virginia Slims offer only a 'Wink' to Women While New Advertising Campaigns Dare to Enter the Sign of Feminism. In Sue Abel, Marjun de Bruin, Anita Nowak, Eds. *Women, Advertising and Representation: Beyond Familiar Paradigms*. Hampton Press.

Heiligmann, R. & Shields, V. R. (Spring 2005). Media Literacy, Visual Syntax, and Magazine Advertisements: Conceptualizing the Consumption of Reading by Media Literate Subjects. *Journal of Visual Literacy* 25 (1), 21-40.

Shields, V. R. (2003). The Less Space We Take, the More Powerful We'll Be: How Advertising uses Gender to Invert Signs of Empowerment and Social Equality. In Angharad Valdivia, Ed., *Blackwell Companion to Media Studies* (pp. 247-271). Blackwell Publishing Ltd.

Shields, V. R. (June 2003). Fashion and its social agendas: Class, Gender, and Identity in Clothing. *Journal of Communication*. 53 (2), 383-384.

Shields, V. R. & Mayhew, K. S. (2000). Face Value: How U.S. Female Identity is Produced In/Through/Against Fashion Ads. In K. Ross, D. Derman, N. Dakovic (Eds), *Media(ted) Identities*. Istanbul: Istanbul Bilgi University Press.

Shields, V. R. & Coughlin, C. (2000). Performing Rodeo Queen Culture: Competition, Athleticism and Excessive Feminine Masquerade. *Text and Performance Quarterly* 20 (2), 182-202.

Shields, V. R. (2000). Advertising. In C. Kramarae & D. Spender (Eds.), *Routledge International Encyclopedia of Women's Studies*. London: Routledge.

Dervin, B. & Shields, V. R. (2000). Communication, Culture and the Media. In C. Kramarae & D. Spender (Eds.), *Routledge International Encyclopedia of Women's Studies*. London: Routledge.

Shields, V. R. (1999). Advertising to the Gendered Audience: Using Sense-Making to Illuminate how Audiences Decode Advertisements of Idealized Female Bodies. *The Electronic Journal of Communication / La Revue Electronique de Communication* 9(3).

Brauer, L. & Shields, V. R. (1999). Princess Diana's Celebrity in Freeze-Frame: Reading the Constructed Image of Diana through Photographs. *European Journal of Cultural Studies* 2(1), 5-26.

Shields, V. R. (1997). Selling the Sex that Sells: Mapping the Evolution of Gender Advertising Research Across Three Decades. In B. Bursleson (Ed.), *Communication Yearbook* 20, 71-109. Thousand Oaks, CA: Sage.

Shields, V. R. & Dervin, B. (1993). Sense-Making in Feminist Social Science Research: A Call to Enlarge Methodological Options of Feminist Studies. *Women's Studies International Forum* 16, 65-81.

Shields, V. R. (Autumn, 1993). Issues of Power and Familiarity in Faculty Mentor/Graduate Student Relationships. *Feminist Con/text: Newsletter of the Feminist Scholarship Interest Group*, International Communication Association

Shields, V. R. (1990). Advertising Visual Images: Gendered Ways of Seeing and Looking. *Journal of Communication Inquiry* 14 (2), 29-35.

SELECT SPEECHES

- Women in Higher Education Administration: A Salon. Seminar talk to the faculty of the Salzburg Academy on Media and Global Change. Salzburg, Austria. July 2019.
- Leaning In or Falling Off?: Why Women are Choosing not to Climb to the very Top. Feminist Research Forum, Women's Center, Eastern Washington University, May 6, 2014.
- The Dean's Speech: Finding our Voice through Intentional Communication, Council of Colleges of Arts and Sciences (CCAS) Presidential address. November 4, 2011, Montreal, Quebec, CA.
Speech text: <http://www.ccas.net>
- Advertising and Body Image Issues, West Plains Chamber of Commerce, May 18, 2006.
- A Discussion of General Education Reform, Provost's Forum Speaker. May 12, 2006, Eastern Washington University.
- Measuring Up: How Advertising Constructs our Gendered Lives, Women's Center Speaker. May 9, 2006, Eastern Washington University.
- Motherhood In/And the Academy. Women's Professional Development Series at Bowling Green State University Women's Center. March 25, 2005.
- Women, Sex and the Media, Television Panelist with Gloria Steinem. filmed February 6, 2003 at WTIU, Indiana University in celebration of the 50th anniversary of the Kinsey Report. Part of a television discussion panel of experts on feminism and Media Studies including Steinem, Angharad Valdivia, Radika Parmewasan and Kathi Krendle.
- Measuring Up: How Advertising Constructs our Gendered Lives. Keynote Speaker, Arts and Sciences Forum. Bowling Green State University, October 14, 2003.
- New Directions in General Education. Arts and Sciences Advocates meeting Bowling Green State University, May 20, 2003.
- How Media Images Affect Body Image. Keynote Speaker. Student Health Service Staff at Bowling Green State University. Presentation to RNs, NPs, MAs and support staff. March 27, 2003.
- The Perils of Publishing: Dissertation to Book, Women's Professional Development Series at the Bowling Green State University Women's Center with Dr. Liette Gidlow and Dr. Katherine Roberts. March 21, 2003.
- Media Education for Women and Girls: Breaking Down Barriers Built by Negative Images. Keynote Speaker and book signing. AAUW State-Wide Conference, Bowling Green State University, April 19, 2002.

- Media Images and Body Image Health, Presented in Wellness Connection course, Exercise Motivation, Nutrition Tips, Sleep Hygiene, Positive Body Image, Stress Management, Judy Miller, RN, Bowling Green State University, October 8, 2002.
- Gender, Media and Culture. Guest Speaker. Maumee High School, Maumee, OH. Julie Johnson, 11th grade teacher, May 9, 2002.
- Women's Studies as an Academic Field: Locally, Regionally and Nationally. Presented in Women and Higher Education graduate seminar, Dr. Ellen Broido, instructor, March 5, 2002.
- Measuring Up: How Advertising Shapes Women's Health in Mind and Body. Keynote Speaker. Union County Health Department, luncheon speaker for Women's Health Month, Marysville, OH, September 28, 2001.
- Feminist Media Studies Today. Featured Researcher. Women's Research Network, Bowling Green State University Women's Center. Panel, with Dawn Heinecken, University of Louisville. November 16, 2001.
- Media Images: Selling Women and Girls their Identities. Keynote Speaker. Butler University to launch Women's History Month 2000. Indianapolis, March 1, 2000.
- Finding Feminism in Rodeo Queen Culture, Brown Bag Luncheon Speaker. Bowling Green State University Women's Center, February 17, 1999.
- Gender and Advertising. Keynote Speaker. St. Cloud State University First Amendment Forum. April 17, 1998.

TEACHING

Communication/Women's Studies Courses:

Feminist Media Studies 780
 Gendered Images and Audiences in the Media 680
 Interpersonal Communication 315
 Introduction to Communication in Culture and Society 260
 Introduction to Speech Communication 105
 Mass Media Effects 366
 Organizational Communication 615
 Persuasive Communication 225
 Public Speaking 201
 Writing for the Electronic Media 260

Interdisciplinary Courses:

Qualitative Research Methods 606
 Perspectives on Inquiry 200
 University Success 100

Ph.D. Dissertation Chair:

- Rodney Heiligmann, Communication Studies Program
 Dissertation title: *The Naturalization of Ideology in Advertising: Mapping the Cultural Codes of late 20th Century Advertising using Semiotic Content Analysis.*
- Dawn Heinecken, American Culture Studies
 Dissertation title: *The Warrior Women of Television: A Feminist Cultural Analysis of the New Female Body in Popular Media.*
Winner of Distinguished Dissertation Award 2000, Bowling Green State University.
- Ann Savage, Mass Communication Program
 Dissertation title: *They're Playing Our Song: A Reception Analysis of Female Artists' Music.*

- Patrick Stearns, Mass Communication Program
Dissertation title: *A Reception Analysis of the Decoding of Post-Civil Rights Era Black Genre Films by African Americans.*

Served on over 25 doctoral committees and chaired and served on over 35 M.A. committees.

ADMINISTRATIVE CONFERENCES/PROFESSIONAL DEVELOPMENT

- Association of American Colleges and Universities (AAC&U) Annual Meeting, Washington D.C., January 2020.
- Women's Leadership Conference, Las Vegas. August 2019.
- Salzburg Academy on Media and Global Change. Salzburg, Austria. July 2019.
- Association of American Colleges and Universities (AAC&U) Annual Meeting, Atlanta. January 2019.
- Women's Leadership Conference, Las Vegas. August 2018.
- American Council on Education (ACE) 100th Annual Meeting. Washington DC, March 2018.
- American Association of State Colleges and Universities (AASCU) Academic Affairs Winter Meeting. Washington DC, February 2018.
- Association of American Colleges and Universities (AAC&U) Annual Meeting, Washington D.C., January 2018.
- National Women's Leadership Conference. Washington DC. June 2016
- Association of American Colleges and Universities (AAC&U) Annual Meeting, Washington D.C., January 2016.
- Association of American Colleges and Universities (AAC&U) Diversity, Learning and Student Success. San Diego, CA, March 2015.
- Association of American Colleges and Universities (AAC&U) Annual Meeting, Washington D.C., January 2015.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, San Antonio, TX, November 2014.
- "Deans and Development," Seminar sponsored by Council of Colleges of Arts and Sciences (CCAS), March 2014, Phoenix, AZ.
- Association of American Colleges and Universities (AAC&U) Annual Meeting, Washington D.C., January 2014.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, Jacksonville, FL, November 2013.
- Co-Director. "MOOCS are the Least of Your Worries: What Deans Should Consider About Distributed Education," Seminar sponsored by Council of Colleges of Arts and Sciences (CCAS), March 2013, Long Beach, CA.
- Association of American Colleges and Universities (AAC&U) Annual Meeting, Atlanta, GA, January 2013.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, Atlanta, GA, November 2012.
- "Finding a Stronger Voice for the Liberal Arts in the State of Washington," conference and founding of professional group *Liberal Arts Washington*, July 19, 2012, Evergreen State College, Olympia, WA.
- Association of American Colleges and Universities (AAC&U) Annual Meeting, Washington DC, January 2012.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, Montreal, Quebec, CA, November 2011.
- "Educating for Personal and Social Responsibility." Meeting of the American Association of Colleges and Universities (AAC&U), Long Beach, CA, October 2011.
- Association of American Colleges and Universities (AAC&U), San Francisco, CA, January 2011. Participant, *the Aspen Institute roundtable* for executives in Higher Education.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, New Orleans, LA, November 2010.
- "The Washington Seminar." Sponsored by Council of Colleges of Arts and Sciences (CCAS), March 2010, Washington, DC.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, Baltimore, MD, November 2009.
- "Educating for Personal and Social Responsibility." Meeting of the American Association of Colleges and Universities (AAC&U), Minneapolis, MN, October 2009.
- "Dean's Seminar on Development." Sponsored by Council of Colleges of Arts and Sciences (CCAS), March 2009, Tampa, FL.
- Association of American Colleges and Universities (AAC&U) Annual Meeting, Seattle, WA, January 2009.

- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, Portland, OR, November 2008.
- “The Washington Program.” Seminar sponsored by Council of Colleges of Arts and Sciences (CCAS), March 2008, Washington, DC.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, Chicago, IL, November 2007.
- “Media and Marketing for Deans of Academic Colleges.” Seminar sponsored by Council of Colleges of Arts and Sciences (CCAS), March 2007, Williamsburg, VA.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, Boston, MA, November 2006.
- International Communication Association Annual Conference, June 16-23, 2006, Dresden, Germany.
- “Fiscal Issues in College Budgeting for Deans.” Seminar sponsored by Council of Colleges of Arts and Sciences (CCAS), March 16-18, 2006, Williamsburg, VA.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, Vancouver, BC, November 2005.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, San Antonio, TX, November, 2004.
- BGSU Professional Development Safari for Chairs and Directors, Toledo Zoo, August 4-5, 2004.
- Association of American Colleges and Universities (AAC&U) and the Council of Administrators for General and Liberal Educations (CAGLS) Meeting, “The Courage to Question: Liberal Education for the 21st Century.” Washington, D.C., January 21-24, 2004.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, Orlando, FL, November, 2003.
- Provost Leadership workshop for Chairs, Directors and Deans, BGSU, September 24, 2003.
- Association of American Colleges and Universities (AAC&U) and the Council of Administrators for General and Liberal Educations (CAGLS) Meeting, “General Education: Goals, Strategies, and Assessments for Powerful Learning.” Philadelphia, PA, February 27-March 2, 2003.
- Council of Colleges of Arts and Sciences (CCAS) Annual Meeting, San Francisco, CA, November 12-16, 2002.
- Association for General and Liberal Studies (AGLS) participant, Louisville, KY, October 17-19, 2002.
- National Women’s Studies Association Conference, Pre-Conference for Chairs and Directors, Las Vegas, NV, June 2002.
- Ohio Women’s Center/Women’s Center Network Third Annual Meeting participant, University of Toledo, Toledo, OH, November 12-13, 1999. Ohio Women’s Center/Women’s Center Network Second Annual Meeting participant, Wright State University, Dayton, OH, November 13-14, 1998.
- Faculty Teaching/Learning Conference participant. Sponsored by The Center for Teaching, Learning and Technology, Bowling Green State University, Nazareth Hall, Grand Rapids, OH, Nov. 7, 1998.

SELECT SERVICE

Profession

- Reviewer for journals: *Sex Roles, Feminist Media Studies, Journal of Broadcasting and Electronic Media, National Women’s Studies Association Journal* and for Routledge, “New Journal Proposals.”
- Reviewer of competitive papers for Visual Communication Division of the International Communication Association, Feminist Scholarship Division of the International Communication Association, Popular Communication Division of the International Communication Association, and the Feminist and Women’s Studies Division of the National Communication Association.
- Reviewer for *Mass Communication & Society*, Special Issue on Advertising Criticism and for Encyclopedia manuscript, “Telecommunications and Popular Culture” for ABC-CLIO Reference publications.

Council for Colleges of Arts and Sciences

- Executive Board member, elected
- President 2010-11, elected
- Past President and member of Executive committee, 2011-13

- Seminar Director, “MOOCS are the Least of Your Worries: What Deans Should Consider About Distributed Education,” March 2013, Long Beach, CA.
- Panel chair and presenter
- Moderator

PROFESSIONAL AFFILIATIONS

- American Association of Colleges and Universities (AAC&U)
- American Association of State Colleges and Universities (AASCU)
- American Council on Education (ACE)
- International Communication Association (ICA)
- National Communication Association (NCA)
- NAWBO Nevada Association of Women Business Owners
- Henderson Chamber of Commerce (HCC)
- Latin Chamber of Commerce, Las Vegas
- J4NG (Jobs for Nevada’s Graduates); JAG (Jobs for American Graduates)
- Complete College America (CCA)