

Denise Sevick Bortree
Assistant Professor of Communication
College of Communication
Penn State University
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University Park, PA 16802
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Education

Doctorate of Philosophy, Mass Communications

University of Florida, College of Journalism and Communications, Gainesville, Fla.

Dissertation title: Relationship building with adolescent publics: An exploration of online maintenance strategies for organization-public relationships between nonprofit organizations and adolescents

Dissertation committee: Dr. Mary Ann Ferguson (chair), Dr. Kim Walsh-Childers, Dr. Spiro Kiouisis, Dr. Jennifer Robinson, Dr. Bridget Franks (educational psychology)

Masters in Education, Educational Psychology

University of Florida, College of Education, Gainesville, Fla.

Final project title: Characteristics of children's websites: the use of hypertext, interactivity and multimedia in nonprofit websites for children

Advisor: Dr. Bridget Franks

Masters of Arts in Mass Communications

University of Florida, College of Journalism and Communications, Gainesville, Fla.

Thesis title: Effects of format and frame on readers' perceptions of online news

Thesis Committee: Dr. Mary Ann Ferguson (chair), Prof. Melinda McAdams (co-chair), Dr. Kim Walsh-Childers, Dr. Linda Perry

Bachelors of Arts, Writing and English

Geneva College, Beaver Falls, Pa.

Academic Appointments

PENNSYLVANIA STATE UNIVERSITY, State College, PA

- ***Assistant Professor of Communication*** (Fall 2007 to current)
Department of Advertising/Public Relations. Courses taught: Comm 420 Research in Advertising and Public Relations; Comm 473 Public Relations Campaigns; Comm 471 Public Relations Methods (Writing); and Comm 597C Public Relations Theory.
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Teaching Experience

UNIVERSITY OF FLORIDA, Gainesville, FL

- ***Instructor for Public Relations Campaigns*** (Spring 2005)
 - ***Teaching Assistant for Public Relations Campaigns class*** (Spring and Fall 2004)
 - ***Instructor for Media Literacy class*** (Fall 2003)
 - ***Instructor for Online Journalism class*** (Fall 2003)
 - ***Instructor for Public Relations Writing class*** (Fall 2001)
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Peer-Reviewed Journal Articles

Accepted for publication

Ahern, L., Bortree, D.S. & Nutter-Smith, A. (accepted). Changing shades of green: 30 years of environmental advertisements in National Geographic Magazine. *Public Understanding of Science* (submitted August 2011).

Nutter-Smith, A. & Bortree, D.S. (accepted). Buying Green or Being Green: Environmental Consciousness Frames in Teen Girl Magazines. *Journal of Children and Media* (submitted July 2010).

Bortree, D.S., Ahern L.A., Nutter-Smith, A., Dou, X. (accepted). Framing environmental responsibility: 30 years of CSR advertising in National Geographic Magazine. *Public Relations Review* (Submitted August 2011).

Published

Bortree, D.S., Ahern, L., Dou, X. Smith, A.N. (2012). Framing the environmental movement: A study of advocacy messages. *International Journal of Nonprofit and Voluntary Sector Quarterly*, 17(2), 77-99. [lead article]

Waters, R.D. & Bortree, D.S. (2012). Improving Volunteer Retention Efforts with Communication: How Inclusive Behaviors Impact Female and Male Volunteers Differently. *International Journal of Nonprofit and Voluntary Sector Marketing*, 17(2), 92-107.

Waters, R.D. & Bortree, D.S. (2012). Advancing relationship management theory through relationship comparison: Mapping the continuum of relationship types. *Public Relations Review*, 38(1), 123-127.

DiStaso, M. W., & Bortree, D. S. (2012). Multi-method analysis of transparency in social media practices: Survey, interviews and content analysis. *Public Relations Review*, 38(3), 1-10.

Bortree, D.S. (2011). The state of environmental communication: A survey of PRSA members. *Public Relations Journal* 5(1), 1-17, http://www.prsa.org/SearchResults/download/6D-050106/0/The_State_of_Environmental_Communication_A_Survey

Waters, R.D. & Bortree, D.S. (2011). Exploring the Impact of New Media on Out-of-Class Communication in Public Relations Education. *Teaching Public Relations Monographs*, 80, 1-4: <http://www.aejmc.net/PR/TPR80sp11.pdf>.

Bortree, D.S. (2011). Mediating the power of antecedents in public relationships: A pilot study. *Public Relations Review*, 37 (1), 44-49.

Bortree, D.S. (2010). Exploring adolescent-organization relationships: A study of effective relationship strategies with adolescent volunteers. *Journal of Public Relations Research*. 21(1), 1-25. [lead article]

Waters, R.D. & Bortree, D.S. (2010). Building a Better Workplace for Teen Volunteers through Inclusive Behaviors. *Nonprofit Management and Leadership*, 20(3), 337-355.

Bortree, D. S. & Waters, R.D. (2010). The impact of involvement in the organisation-public relationship: Measuring the mediating role of involvement between organisation behavior and perceived relationship quality. *PRism* 7(2): http://praxis.massey.ac.nz/prism_on-line_journ.html

Waters, R.D. & Bortree, D.S. (2010). Preparing for the Expanding Role of Cybervolunteerism in the New Millennium: An Application of the ROPES Model of Public Relations. *International Journal of Volunteer Administration*, 28 (1). Retrieved from http://www.ijova.org/PDF/VOL27_NO1/WatersBortree.pdf.

Connolly-Ahern, C., Ahern, L.A. & Bortree, D.S. (2009). The effectiveness of stratified constructed week sampling for content analysis of electronic news source archives: AP Newswire, Business Wire and PR Newswire. *Journalism and Mass Communication Quarterly*, 86(4), 862-883.

Bortree, D.S. & Seltzer, T. (2009). Dialogic strategies and outcomes: A review of environmental advocacy groups' Facebook profiles. *Public Relations Review* 35(3), 317-319.

Bortree, D.S. (2009). The impact of green initiatives on environmental legitimacy and admiration of the organization. *Public Relations Review*. 35(2), 133-135.

Bortree, D.S. & Waters, R.D. (2008). Admiring the organization: A study of the relational quality outcomes of the volunteer-nonprofit organization relationship. *Public Relations Journal*, 2(3), 1-17.

*Bortree, D.S. & Waters, R.D. (2008). The value of feeling included: The impact of inclusion on teen volunteers' organizational satisfaction. *International Journal of Volunteer Administration*, 15(1), 27-39.

*Winner of the 2008 Mary Merrill Memorial Awards for Outstanding Feature Article

*Waters, R.D. & Bortree, D.S. (2007). Measuring the Volunteer-Nonprofit Organization Relationship: An Application of Public Relations Theory. *International Journal of Volunteer Administration*, 25(6), 57-67.

*Winner of the 2007 Mary Merrill Memorial Awards for Outstanding Feature Article

Ruth, A., Bortree, D., Ford, R., Braun, S., & Flowers, K. (2005). Web Site Media Relations: A new direction for agricultural public relations professionals. *Journal of Applied Communications*, 89(1), 9-23.

Bortree, D.S. (2005). Presentation of self on the Web: An ethnographic study of teenage girls' weblogs. *Education, Communication and Information (ECi)*, 5(1), 25-39.

Conference Papers and Presentations

Bortree, D.S., Ahern L.A., Nutter-Smith, A., Dou, X. (2011). Framing corporate environmental responsibility: A study of 30 years of CSR messages. Presented at the National Communication Association, Public Relations Division, New Orleans, La., November 2011.

Waters, R.D., Bortree, D.S. (2011). The Impact of Responsiveness and Conflict on Millennials' Relationship with Religious Institutions. Presented at the Association for Education in Journalism and Mass Communication conference, St. Louis, Mo., August 2011.

Bortree, D.S. (2010). Relationship building in 140 characters: The use of Twitter among local advocacy groups. Presented at the Association for Research on Nonprofit Organizations and Voluntary Action, Alexandria, Va., November 2010.

Bortree, D.S., Ahern L.A., Nutter-Smith, A. (2010). Framing the environmental movement: A study of 30 years of environmental advocacy messages. Presented at the Association for Research on Nonprofit Organizations and Voluntary Action, Alexandria, Va., November 2010.

Bortree, D.S. (2010). Mediating the power of relationship antecedents: The role of involvement and relationship quality in the adolescent-organization relationship. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Denver, August 2010.

Ahern, L.A., Bortree, D.S., & Nutter-Smith, A. (2010). Changing shades of green: Thirty years of environmental advertising in National Geographic Magazine. Presented at the Association for Education in Journalism and Mass Communication Conference, Advertising Division, Denver, August 2010.

Bortree, D.S. (2010). Buy, Buy, Baby: Advertising to Children and its Ethical, Developmental, and Health Implications. Panelist for session in joint Advertising and Public Relations Divisions, at the Association for Education in Journalism and Mass Communication Conference, Denver, August 2010.

Bortree, D.S. (2010). Transparency in environmental communication: A survey of PRSA members. Presented at the International Public Relations Research Conference, Miami, March 2010.

Bortree, D.S. & Waters, R.D. (2009). The Impact of Inclusive Behaviors on Adult Volunteer Retention: An Exploratory Study using Organizational Communication. Presented at the Association for Research on Nonprofit Organizations and Voluntary Action, Cleveland, November 2009.

Bortree, D.S. (2009). The impact of environmental disclosure on environmental legitimacy and the organization-public relationship. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Boston, August 2009.

*Bortree, D.S. & Waters, R.D. (2009). New Dimensions in Relationship Management: Exploring Gender and Inclusion in the Nonprofit Organization-Volunteer Relationship. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Boston, August 2009.

**Presented in Top Paper Session: Second Place Research Paper for Public Relations Division*

Nutter-Smith, A. & Bortree, D.S. (2009). Buying Green or Being Green: Environmental Consciousness Frames in Teen Girl Magazines. Presented at the Association for Education in Journalism and Mass Communication Conference, Science Communication Division, Boston, August 2009.

*Bortree, D.S. (2008). Exploring adolescent-organization relationships: A study of effective maintenance strategies with adolescent volunteers. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Chicago, August 2008.

**Presented in Top Paper Session: Second Place Research Paper for Public Relations Division*

Bortree, D.S. (2008). Environmental legitimacy: Developing reliable and valid measures of perceived organizational environmental performance. Presented at the Association for Education in Journalism and Mass Communication Conference, Science Communication Division, Chicago, August 2008.

*Waters, R.D. & Bortree, D.S. (2008). Communicating Outside the Classroom with Millennials: Preparing for the next generation of public relations students. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Chicago, August 2008.

**Second Place Teaching Paper for Public Relations Division*

Bortree, D.S. & Waters, R.D. (2008). Rethinking the Organization-Public Relationship: Comparing Students' Relationships with Religious and University-Sponsored Organization. Presented at International Communication Association, Public Relations Division, Montreal, May 2008.

Bortree, D.S. (2008) Blogging the Organization-Employee Relationship: Corporate Consequences. Presented at Eastern Communication Association, Organizational Communication Division, Pittsburgh, PA, May, 2008.

Bortree, D.S. & Waters, R.D. (2008). Toward the theory of relationship management: An examination of quality, conflict and support in four organization types. Presented at International Public Relations Research Conference, Miami, March, 2008.

Robinson J.A., Bortree D.S., Waters R.D., & Shipka, D. (2007). The Portrayal of Government Agencies on Terrorism-Related Entertainment Television. Presented at the Society for Risk Analysis in San Antonio, TX in December, 2007.

Bortree, D.S. (2007). Adolescent volunteer-nonprofit relationship: Impact of relational quality on attitude and intended behavior. Presented at Pennsylvania Communication Association, State College, PA, October, 2007.

Bortree, D.S. (2007). Identity and intimacy in online social networking: A qualitative study of young women's experiences on MySpace. Presented at Association for Education in Journalism and Mass Communication, Washington DC, August, 2007.

Bortree, D.S. (2007). Admiring the organization: A study of the relational quality outcomes of the volunteer-nonprofit organization. Presented at Association for Education in Journalism and Mass Communication, Washington, DC, August, 2007.

Bortree, D.S. (2006). Characteristics of children's websites: Content analysis of the use of hypertext, interactivity and multimedia on nonprofit websites for children. Presented at the Carolina Communication Association conference, September 2006.

Bortree, D.S. (2005). Building relationships with child publics: Study of the content of nutrition websites for children. Paper presented at Association for Education in Journalism and Mass Communication in August, 2005.

Bortree, D.S. (2005). Effects of format and frame on readers' perceptions of online news. Paper presented at Association for Education in Journalism and Mass Communication Southeast Colloquium, Athens, GA, March, 2005.

Bortree, D.S. (2004). Presentation of self on the Web: An ethnographic study of teenage girls' weblogs. Paper presented at the Association for Education in Journalism and Mass Communication, Toronto, August, 2004.

*Ruth, A., Bortree, D., Ford, R., Braun, S., Flowers, K. (2004). A new direction for agricultural media relations: Meeting journalists' information needs through the web. Paper presented at the Agriculture Communicator's Association, Lake Tahoe, June, 2004.

**Top student paper*

Williams, A.P., Trammell, K.D., Wu, X., Parker, B.T., Bortree, D., Valois, J., & Flowers, K. (2003). The State of the Union in 2003: Primed for war and peace. Paper presented in the Political Communication Division, National Communication Association, Miami, FL, November, 2003.

Bortree, D.S. (2003). Human subjects in Internet research: Ethical concerns with the study of human communication on the Internet. Paper presented at International Communication Association, San Diego, CA, May, 2003.

Bortree, D.S. (2002). Toward a theory of web writing: A review of research on developing electronic text. Paper presented at Florida Communication Association Conference, St. Petersburg, FL, October 2002.

Bortree, D.S. (2001). Internet as an issues management tool. Paper presented at Florida Communication Association Conference, Fort Lauderdale, FL, October, 2001.

Book Chapters and Other Publications

Bortree D.S. (2011). Communicating with volunteers and staff. In Connors, T.D. (Ed), *Volunteer Management Handbook*, Wiley

Bortree, D.S. (2010). The state of environmental communication: A survey of PRSA members. In proceedings from International Public Relations Research Conference, 47-61.

Bortree, D.S. (forthcoming). Talking pink and green: Exploring teen girls' online discussions of environmental issues. In Mazzarella, S. (Ed.) *Girl Wide Web 2.0: Revisiting Girls, the Internet, and the Negotiation of Identity*, New York: Peter Lang Publishing.

Bortree, D.S. & Water, R.D. (2008). Toward the theory of relationship management: An examination of quality and conflict in organization relationships. In proceedings from International Public Relations Research Conference, 23-36.

Bortree, D.S. (2007). Relationship management and online communication with children. In Duhe, S.C. (Ed.) *New Media and Public Relations*. Peter Lang Publishing: New York, 371-383.

Bortree, D.S. (2007). Video news releases: When is news really news? In Sullivan, S. & Christel, M. (Eds.) *Making Media Matter: Lessons for Literacy*,

Bortree, D.S. (2006). Book review: Girl wide web: Girls, the Internet, and the negotiation of identity, *New media & Society* 8(5), 851-853.

Edited Volumes

Ahern, L. & Bortree, D.S. (Eds.). *Talking green: Exploring current issues in environmental communication*. New York: Peter Lang. Due out 2012.

DiStaso, M. W., & Bortree, D. S. (Eds.). (in progress). *Social media ethics for public relations*.

Honors and Awards

RESEARCH AWARDS

- **Top 5 research article - 2011**
Public Relations Journal
Annual award given to top articles
- **Dean's Award for Excellence in Research and Creative Activities – 2009-2010**
College of Communication, Penn State University
- **Second Place Research Paper Award - 2009**
Association for Education in Journalism and Mass Communication, Public Relations Division, August 2009
- **George C. Hines Memorial Award - 2009**
PRism journal
Awarded to one outstanding proposal to produce a special issue of the refereed journal *PRism* on a topic at the leading edge of current communication scholarship.
- **Mary Merrill Award - 2008**
International Journal of Volunteer Administration
Awarded to one research article per year for outstanding contribution to the discipline.
- **Second Place Research Paper Award - 2008**
Association for Education in Journalism and Mass Communication, Public Relations Division, August 2008
- **Second Place Teaching Paper Award - 2008**
Association for Education in Journalism and Mass Communication, Public Relations Division, August 2008
- **Mary Merrill Award - 2007**
International Journal of Volunteer Administration
Awarded to one research article per year for outstanding contribution to the discipline.

GRANTS/FUNDING/CONTRACTS

- **Contributor, State of the World's Volunteerism report (2010-2011)**
United Nations Volunteers, \$4500
- **President's Fund for Research Fund (2007-2008)**
College of Communication, Penn State University, \$600
- **President's Fund for Research Fund (2009-2010)**

College of Communication, Penn State University, \$600

- **Page Legacy Scholar Grant**
Arthur W. Page Center, Grant title, "Corporate social responsibility as an image repair strategy: A case study of BP's response to the Deepwater Horizon crisis" (2011-present), \$4000.
- **Page Legacy Scholar Grant**
Arthur W. Page Center. Grant title, "Study of 30 years of Environmental Advertising in National Geographic Magazine" (2009-present), \$2400.
- **Johnson Legacy Scholar Grant**
Arthur W. Page Center. Grant title, "Ethical environmental communication: the impact of transparent and comprehensive communication on environmental legitimacy and the organization-public relationship" (2007-2009), \$4500.
- **Named Presidential Fellowship: J. Hillis Miller, Fourth President**
University of Florida
Four-year fellowship given annually to one entering doctoral student at the University of Florida.
- **Leadership Award**
BellSouth Mobility
Award for leadership in implementing creative ideas in the workplace
- **Geneva College Writing Award**
Geneva College
Given to one graduating senior who demonstrates excellent writing ability in a number of genres.

Professional Experience

MODIS PROFESSIONAL SERVICES, Jacksonville, FL

Manager – Public Relations (2000 – 2001)

Managed media relations and community relations for \$1 billion information technology division of Fortune 1000 company. Developed public relations strategies for 19 markets and directed three local public relations/marketing specialists. Worked with national media, including Wall Street Journal, Business Week, New York Times, and Washington Post, as well as many national industry publications. Identified media opportunities, drafted news releases, established rapport with national media, and served as spokesperson. Responsible for content of company internal and external Web sites. Managed relationship with public relations agency. Provided communications counsel to operations management.

ALLTEL COMMUNICATIONS, Jacksonville, FL/Columbia, SC

Manager – Communications (1999 – 2000)

Managed community relations, media relations, sports marketing, and special events activities for Florida and Alabama region. Developed public relations strategies and directed team of five marketing specialists in implementation of strategies. Identified media opportunities, drafted news releases, established rapport with local media, and served as local spokesperson. Developed and managed major sponsorships (Jacksonville Jaguars, Florida State University, University of Florida, etc.). Worked with agency to develop advertising leveraging sponsorships. Generated and submitted articles for company newsletter and managed the distribution process of employee communications materials. Managed content of internal Web site. Provided communication counsel to operations management.

Manager – Advertising/Promotions (1998 – 1999)

Managed two marketing professionals responsible for promotional advertising, base marketing, and retail promotions. Managed an advertising budget of \$12M, maintained all external/internal Web communication, coordinated creation and implementation of in-store signage and collateral, and managed proactive customer retention programs including anniversary mailings and customer rate migrations.

Advertising Supervisor (1998)

Acted as liaison to the advertising agency to maximize advertising dollars through effective media planning and placement. Worked with agency to develop accurate, motivating and traffic building advertising programs. Implemented promotional messaging in all appropriate mediums, including copy points, script layouts, media mix, and media schedules. Worked with agency on media strategies, planning, and placement. Negotiated trade accounts and trade agreements.

Marketing/Public Relations Analyst (1997 – 1998)

Acted as coordinator for advertising, public relations, and retail promotions during roll out of new ALLTEL market in Jacksonville, FL. Acted as liaison between corporate headquarters and Florida and Georgia markets for advertising creative and placement. Planned PR events in conjunction with new market launch. Attended local functions as needed. Ensured that retail promotions functioned properly in billing system.

Commissions Specialist/Newsletter Editor (1995-1997)

Implemented commissions compensation strategy during market transition from BellSouth to ALLTEL. Designed compensation calculation system using Microsoft Excel software. Trained sales employees on compensation plans. Tracked and reported market performance on a daily basis. Wrote, edited and designed newsletter for markets in South Carolina.

BELLSOUTH MOBILITY, Columbia, SC

Commissions Specialist/Newsletter Editor (1992-1995)

Implemented commissions compensation strategy for statewide market. Trained sales employees on compensation plans. Wrote, edited and designed newsletters for markets in South Carolina. Directed team of eight volunteer writers.

COLUMBIA INTERNATIONAL UNIVERSITY, Columbia, SC

Publications Writer/Editor (1991-1992)

Wrote, edited and designed academic and recruitment brochures for university. Created advertising to promote the university in national publications. Managed printing and distribution of materials.

PRNEWSWIRE, Pittsburgh, PA

Assistant Editor (1990-1991)

Edited, proofread, and typed news releases for national news service. Maintained relationships with local media. Supervised newsroom.

BEAVER COUNTY TIMES, Beaver Falls, PA

Feature Writer (1990)

Wrote feature articles as assigned by feature editor. Researched historical and local information to support columnist.

Service

ADVISING

- Chair, Doctoral Committee – Melanie Formentin
- Dissertation advisor, Doctoral Committee – Rachel Ruben
- Dissertation Advisor, Doctoral Committee, Justin Walden
- Member, Doctoral Committee – Eun Go
- Member, Master's Thesis Committee – Virginia Harrison
- Member, Master's Thesis Committee, Laura Drews
- Supervisor, Graduate Independent Study, Alex Nutter Smith
- Supervisor, Graduate Independent Study, Justin Walden
- Supervisor, Graduate Independent Study, Melanie Formentin
- Honor's thesis advisor – Brenna Thorpe
- Supervisor, Undergraduate independent study, Courtney Bradley
- Co-supervisor, Independent Study, Undergraduate Research, Jessica Chen
- Supervisor, Undergraduate Independent Study, Debbie Lloyd (Spring 2008)

PROFESSION

- Secretary, Public Relations Division, AEJMC (2011-2012)
- Research Chair, Public Relations Division, AEJMC (2010-2011)
- Editor, Special issue on nonprofit public relations, Journal of Public Relations Research (2012-2013)
- Special call editor, Environmental communication, Page Center
- Special call editor, Social media & ethics, Page Center
- Secretary/Treasurer, Association/Nonprofit Division, Public Relations Society of America (2012)
- Member, Executive Committee, Environmental Communication Division, PRSA
- Conference paper reviewer: National Communication Association (2010)
- Guest editor for PRism Journal on nonprofit relationship building (2009)
- PF&R Chair: Public Relations Division of AEJMC (2009-2010)
- Journal Reviewer: Communication Theory
- Journal Reviewer: Nonprofit and Voluntary Sector Quarterly
- Journal Reviewer: Journal of Public Relations Research
- Conference reviewers: Public Relations Society of America
- Journal Reviewer: Journal of Communication Management
- Associate Membership Chair, Public Relations Division, Association for Education in Journalism and Mass Communication, (2008-present)
- Journal Reviewer, Journalism & Mass Communication Quarterly (August-Sept 2008)
- Journal Reviewer, International Journal of Nonprofit and Voluntary Sector Marketing (August-Sept 2008)
- Paper Reviewer, Public Relations Division, AEJMC (April-May 2008)
- Paper Discussant, Eastern Communication Association (May 2008)
- Grant Reviewer, Economic and Social Research Council (August 2008)

UNIVERSITY

- Affiliate Member, Marketing Committee, Commission for Women, Penn State University
- Affiliate Member, Assessment Committee, Commission for Women, Penn State University
- Committee Member, AD-14 Committee 2009-2010

COLLEGE

- Committee Member, Graduate Committee (2009-2011)
- Committee Member, Student Learning Assessment Committee (2008-2010)

- Co-director, Page Center Project for the Environment (2008-present)
- Speaker, New Faculty Orientation 2008-2009 (Aug 2008, Aug 2009)
- Presenter, Board of Visitors, Penn State University (Fall 2007)
- Participant, College of Communication, 10-year Strategic Planning Committee (Fall 2007)
- Grant Reviewer, Arthur Page Center grant proposals (April 2008)
- Participant, Angel Technology Focus Group (Jan 2008)

PUBLIC

- Guest Editor of public relations journal PRism for issue on nonprofit relationship building
 - Invited speaker on topic of teen volunteerism, Jacksonville Public Library, (June 2008)
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Memberships

Public Relations Society of America

Association for Education in Journalism and Mass Communication

International Communications Association

Society for Research on Adolescence

Association for Research on Nonprofit Organizations and Voluntary Action

Classes/training/seminars

Course in analysis of qualitative data with NVivo software (May 2010)

Course in College Teaching – 16 hour course (summer 2009)

Course in structural equation modeling – 40 hour course (May 2009)

Writing across the Curriculum (May 2009)

Getting Started with Blogs at Penn State (March 2009)

Using Blogs in the Classroom (March 2009)

Getting Started with Wikis (February 2009)