

Emily B. Rhoades

CAMPUS

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EDUCATION

University of Florida, Gainesville, FL, Graduation August 2006

Ph.D. in Agricultural Communication

Chair- Tracy Irani, Ph.D.

Dissertation: "The Effect of Cognitive Problem Solving Style and Level of Interactivity on Attitudes toward and Recall of Web-based Information"

Specialty: new media, visual communications, distance education, and rural magazines

University of Florida, Gainesville, FL, 2004

M.S. in Agricultural Communication

Thesis: "An examination of the adoption of the Internet by agricultural magazines"

Ohio State University, Columbus, OH, 2002

B.S. in Agricultural Communication

Top 10 Senior in the College of Agricultural and Life Sciences

Minor: Animal Sciences

Prague College of Agriculture in the Czech Republic, study abroad for six weeks. 2001

TEACHING EXPERIENCE

At The Ohio State University, Columbus, OH.

- Agr Comm 200- Introduction to Agricultural Communication
- Agr Comm 300- Publication Layout and Design
- Agr Comm 350- Advanced Agricultural Communication Technology
- Agr Comm 489- Agricultural Communication Internship
- Agr Comm 500- Agriculture Feature Writing (Magazine Production)

- Agr Comm 600- Legal and Ethical Issues in Agricultural Communication (Team Taught)
- Agr Educ 999- Research (Instructor of Record)
- Agr Educ 993- Individual Studies (Instructor of Record)
- Agr Comm H683- Honors Project (Instructor of Record)

At the University of Florida, Gainesville, FL:

- AEE 3033-Writing for Agriculture and Natural Resources
- AEE 4036- Advanced Agricultural Communication Production
- AEE 4035-Advanced Agricultural Communication Writing (Team Taught)
- AEE 4052-Communications Campaigns Strategies (Team Taught)
- AEE 6767 Research Methods (Distance Taught, Teaching Assistant)

PROFESSIONAL EXPERIENCE

Assistant Professor, Agricultural Communications

Human and Community Resource Development at The Ohio State University

Taught courses in the agricultural communication program, advised undergraduate and graduate students. Sat on master's thesis and doctoral dissertation committees. I advised the Agricultural Communicators of Tomorrow club at the university, and set up a mentoring program between OSU and the Ohio Agriculture Communicators Association. Developed recruiting plans and materials. I conducted research in agriculture's use of new media technologies and the media's coverage of agriculture topics. October 2006- present.

Graduate Research Assistant University of Florida

Completed research in the use of the Internet in newsrooms, distance education, agricultural magazines, critical thinking, and visual communication. Served as designer & webmaster for spageag.org, editor/graphic designer of the 2004 *CALS Connections* publication for the College of Agricultural and Life Sciences, helped in the development of the College of Agricultural and Life Sciences Web page. Taught courses in Web and print production, technical communication, news writing, public relations campaigns strategies, as well as guest lectured on Photoshop and verbal communication. Worked on two Higher Education Challenge Grants and a NASA/USDA grant helping with data collection, implementation, and evaluation. August 2002-August 2006.

Rustic Star Designs Freelance Web and Graphic Design

Contracted employee with The Market Place, Inc. in The Villages, Florida, as a web designer. Developed themarketplace.net as well as several other sites. Developed marketing brochures for the College of Agricultural and Life Sciences at the University of Florida. Designed advertisements for local equine farms. June 2004-August 2006.

Webmaster for Seminole Feed

Managed the Seminolefeed.com Website as well as all site redesigns. Managed and designed the ecmagazine.com Website. July 2003- August 2005.

National FFA Convention Newsroom

Worked with different AP photographers, scanning and editing photos, so they could be sent to different print and electronic news sources. Worked through the numerous photos shot each day sorting them and selecting those that would effectively communicate the FFA mission. November 2000, October 2001, 2003-2007 .

Communication Intern/ Webmaster

Served as feature writer for *ec Magazine*, designed PR pieces, photographer, and designer for the company's two websites, maintained an Online database and magazine website. May 2003-July 2003.

Editing and Public Relations Intern for Ohio Quarter Horse Association

Wrote and edited articles and helped layout the Ohio Quarter Horse News, and the All-American Quarter Horse Congress program. Designed and made media packets for the All-American Quarter Horse Congress. April 2002- August 2002.

Editorial Intern for OSU Communications and Technology

Laid out and edited text for OSU Extension fact sheets and 4-H publications using AP and Chicago style guides. March 2001 through August 2002.

Exhibit Design Intern for OSU Communications and Technology

Designed large exhibits consisting of photos and copy for clients. Worked with clients during the development process as well as in billing. June 2000 through March 2001, January 2002 through July 2002.

Free-lance Writer for *Off Road magazine*

Submitted an article printed in October 2000.

Consignment Organizer— Ohio Sheep Improvement Association

Organized and managed a consignment booth for sheep producers at the Ohio State Fair. August 1999.

Secretary— Ohio Sheep Improvement Association

Prepared information packets for all state meetings. Held registration duties at the Ohio State Sheep Improvement Association annual conference. Wrote articles for the association newsletter and answered phones and faxes. February 1999 through May 1999.

REFEREED JOURNAL PUBLICATIONS (N=18 INCLUDING IN-REVIEW)

Rhoades, E., Friedel, C, & Irani, T. (In Review). Classroom 2.0: Student's Feelings on New Technology in the Classroom. *NAC TA Journal*.

Hall, K., Rhoades, E., & Agunga, R. (In review). Student Publications' Place in Agricultural

Communication Curriculum. *Journal of Applied Communication*.

Rhoades, E.B., Irani, T., Telg, R., & Myers, B. (In Review). Reaching Online Audiences Successfully: The Affect of Cognitive Problem-Solving Style, Internet Usage, and Level of Interactivity on recall of Web-Based Information. *Journal of Computer-Mediated Communication*.

Rhoades, E.B., Irani, T., Tingor, M., Wilson, S., Kubota, C., Giacomelli, G., McMahon, P. (In Review). A Case Study of Agriscience Education in a Virtual World: A Web-based Multimedia Approach. . *Journal of Agricultural Education*.

Rhoades, E.B., Meyers, C.A., (In Review). Covering canker: A framing analysis of citrus canker coverage in Florida newspapers. *Journal of Extension*.

Rhoades, E.B., & Hall, K. (In Press). The Agricultural Blogosphere: A Snapshot of New Agricultural Communicators Online. *Journal of Applied Communications*.

Friedel, C., Irani, T., Rhoades, E. B., Fuhrman, N., and Gallo, M. (In Press). It's in the Genes: Exploring Relationships between Critical Thinking and Problem Solving in Undergraduate Agri-science Students' Solutions to Problems in Mendelian Genetics. *Journal of Agricultural Education*

Rhoades, E., & Irani, T. (In Press). "The stuff you need out here:" A semiotic analysis case study of an agricultural company's advertisements. *Journal of Applied Communications*.

Irani, T., Roberts, G., Wilson, S., & Rhoades, E. (In Press). Evaluation of the effect of multi-site distance education on knowledge gained in a plant propagation course. *Quarterly Review of Distance Education* .

Rhoades, E.B., Irani, T., Telg, R., & Myers, B. (2008). Internet as an Information Source: Attitudes and Usage of Students Enrolled in a College of Agriculture Course. *Journal of Agricultural Education*, 49 (2).

Rhoades, E. B., and Chodil, K. (2007). Effective First Impressions Online: A Case Study of Working with Industry Professionals to Analyze Web site Usability. *Journal of Applied Communications*, 91(1&2).

Tignor, M. E., Wilson, S.B., Giacomelli, G.A., Kubota, C., Fitz-Rodriguez, E., Irani, T.A., Rhoades, E.B., & McMahon, M.J. (2007). Multi-institutional Cooperation to Develop Digital Media for Interactive Greenhouse Education. *HortTechnology* 17: 397-399.

Rhoades, E., Brain, R., Telg, R., Irani, T., & Roberts, O. (2006). Bridging borders: Organizing short-term agricultural communication study abroad programs. *Journal of Applied Communications*, 90(2).

Tignor, M.E., Irani, T.A., Rhoades, E., Giacomelli, G.A., Kubota, C., Fitz, E., McMahon, M.J. and Wilson, S.B. (2006). Development of a Web-based multi-media resource for environmental control modeling and greenhouse education. *Acta Hort. (ISHS)* 719:303-310.

Rhoades, E., Ricketts, J., Irani, T., Lundy, L. & Telg, R. (2005). An assessment of the critical thinking disposition of agricultural communication students *Journal of Applied Communications*. 89(1).

Tignor, M.E., S.B. Wilson, L. Hightower, E. Fitz, G. Giacomelli, C. Kubota, E. Rhoades, T. Irani, M. McMahon, A. Laing, D. Heleba, and S. Greenleaf. (2005). Integrating video, interactive animations, images, and assessment towards an expandable instructor resource. *HortScience* 40(4):1044

Ortiz-Rodríguez, M., Telg, R.W., Irani, T., Roberts, T.G., & Rhoades, E. (2005). College students' perceptions of quality in distance education: The importance of communication. *Quarterly Review of Distance Education*. 6(2).

Bisdorf-Rhoades E., Irani, T. & Telg, R. (2005). Assessing Internet use in Florida news rooms. *Journal of Applied Communications*. 89(2).

REFERRED PAPER PRESENTATIONS IN PROCEEDINGS (N=22)

Rhoades, E., Ricketts, J., & Friedel, C. (In Review). Major Comparison of Cognitive Ability: Are Agriculture Students Different?. North Central Region American Association of Agricultural Educators Research conference, Ithica, NY.

Kaufman, E.K., Rhoades, E.B., Brain, R.G., & Jones, D.W.W. (2008). Retaining the Best: Exploring the Influence of Communication Apprehension. Proceedings of the North American College Teachers of Agriculture Conference, Park City, UT.

Rhoades, E., and Ellis, J. (2008). Food Tube: Coverage of Food Safety Online. Proceedings of The Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Traverse City, MI.

Hall, K., Rhoades, E., and Agunga, R. (2008). Student Publications' Place in Agricultural Communication Curriculum. Proceedings of The Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Traverse City, MI.

Rhoades, E., Friedel., C., Ricketts, J., Stedman, N., and Irani, T. (2008). Relationships between Critical Thinking Disposition and Need for Cognition among Undergraduate Students Enrolled in Leadership Courses. Proceedings of the Annual National Agricultural Education Research Conference, Reno, NV.

Rhoades, E., Friedel, C., and Irani, T. (2008). Classroom 2.0: Student's Feelings on New Technology in the Classroom. Proceedings of the Annual National Agricultural Education Research Conference, Reno, NV.

Hall, K., and Rhoades, E.B. (2007). Coverage of Corn-based Ethanol: A Comparison of Objectivity in U.S. National Newspapers. Proceedings of the North Central Region American Association of Agriculture Educators Research Conference. Columbia, MO.

- Rhoades, E.B., Irani, T., Telg, R., and Myers, B. (2007). Reaching Online Audiences Successfully: The Effect of Cognitive Problem-Solving Style, Internet Usage, and Level of Interactivity on recall of Web-Based Information. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference. Albuquerque, NM.
- Rhoades, E.B., and Hall, K. (2007). New Agricultural Communicators: A Content Analysis of the Current State of Agriculture Blogging. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference. Albuquerque, NM. **First Place Outstanding Faculty Paper**
- Rhoades, E. B., and Irani, T. (2007). Agricultural Education in a Virtual World: Assessing a Web-based Multimedia Approach to Greenhouse Education. Proceedings of the Annual National Agricultural Education Research Conference. Minneapolis, MN.
- Friedel, C., Irani, T., Rhoades, E. B., Fuhrman, N., and Gallo-Meaghar, M. (2007). It's in the Genes: Exploring Relationships between Critical Thinking and Problem Solving in Undergraduate Agri-science Students' Solutions to Problems in Mendelian Genetics. Proceedings of the Annual National Agricultural Education Research Conference. Minneapolis, MN.
- Rhoades, E. B., Irani, T., Telg, R., and Myers, B. (2007). Internet as an Information Source: Attitudes and Usage of Students Enrolled in College of Agriculture Courses Proceedings of the Annual National Agricultural Education Research Conference. Minneapolis, MN.
- Rhoades, E. B., and Chodil, K. (2007). Putting a good foot forward Online: Working with industry professionals to analyze Website usability. Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Mobile, AL.
- Meyers, C.A., Rhoades, E.B. (2006). Covering canker: A framing analysis of citrus canker coverage in Florida newspapers. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference. Quebec City, Canada.
- Rhoades, E., Brain, R., Telg, R., Irani, T, & Roberts, O. (2006). Bridging borders: Organizing short-term agricultural communication study abroad programs. Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Orlando, FL. **First Runner-Up Graduate Research Presentation**
- Rhoades, E. (2006). The stuff you need out here: A semiotic analysis of agricultural magazine advertisements. Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Orlando, FL.
- Rhoades, E., & Hurst, A. (2005). Interactivity and two-way communication options on livestock publication websites: A content analysis. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference. San Antonio, TX.

Rhoades, E. & Irani, T. (2005, March). *An analysis of agricultural livestock magazines in the 21st Century*. Paper presented at the AEJMC Southeast Colloquium, Athens, GA.

Rhoades, E. (2005). Distance education in the agricultural communications realm: A synthesis of research. Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Little Rock, AK.

Rhoades, E. (2004, June). Scaling the rural-urban digital divide: Agricultural trade magazine publications' usage of the Internet to reach rural audiences. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference. Lake Tahoe, NV.

Third Place Outstanding Graduate Student Research Paper

Rhoades, E., Ricketts, J., Irani, T., Lundy, L. & Telg, R. (2003, June). An assessment of the critical thinking disposition of agricultural communication students. Proceedings of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference. Kansas City, MO.

Bisdorf-Rhoades, E., Irani, T. & Telg, R. (2003). Assessing Internet use in Florida news rooms. Proceedings of the Annual Meeting of the Southern Association of Agricultural Scientists. Mobile, AL.

REFEREED POSTERS IN PROCEEDINGS (N=10)

Minihan, D.J., Harvey, L.M., Meyers, C.A., Rhoades, E.B., & Sitton, S.R. (2008, June). Connect Develop. Achieve. The Essence of NACTA. Poster Proceedings of the North American College Teachers of Agriculture Conference, Park City, UT.

Morgan, C., Friedel, C., Ricketts, K., Park, T., & Rhoades, E. (2008, May). *Creating Camaraderie Among New Faculty Members: The Book Club*. Poster Proceedings of the Annual National Agricultural Education Research Conference. Reno, NV.

Rhoades, E., Meyers, C. (2006, May). *Real Experiences, Real Learning: Using Clients To Teach Communication Skills*. Poster Proceedings of the Annual National Agricultural Education Research Conference. Charlotte, N.C.

Rhoades, E., Meyers, C. (2006, February). *Real Experiences, Real Learning: Using Clients To Teach Communication Skills*. Poster Proceedings of the Southern Region National Agricultural Education Research Conference. Orlando, FL. **First Place Poster Presentation**

Rhoades, E. (2005, May). *Creating Online training materials that are effective for everyone*. Poster session presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, San Antonio, TX.

Bellah, Osborne, Washburn, Dyer, Israel, Rhoades. (2004, March). "Houston... We have a program! *Space agriculture in the classroom 6th grade curriculum*, Biological Systems Simulation Conference Poster Session; Gainesville, FL.

Bellah, Osborne, Washburn, Dyer, Israel, Rhoades. (2004, February). "Space odyssey: 2004 - *Space agriculture in the classroom 7th grade curriculum*. Poster Proceedings of the Annual National Agricultural Education Research Conference. Tulsa, OK.
First Runner-up Poster

Bellah, Osborne, Washburn, Dyer, Israel, Rhoades. (2004, January). "Houston... We have a program! *Space agriculture in the classroom 6th grade curriculum*, Habitation 2004 Conference; American Institute of Aeronautics and Astronautics; Poster Session; Orlando, FL.

Bellah, Osborne, Washburn, Dyer, Israel, Rhoades. (2003, December). "Houston... We have a program! *Space agriculture in the classroom 6th grade curriculum*, Poster Proceedings of the Annual National Agricultural Education Research Conference. Orlando, FL.
Outstanding Poster Presentation

Lundy, L.K., Roberts, T.G., Irani, T.A., Telg, R. & Bisdorf, E. (2002, November). *Distance education certificate and minor at the University of Florida: A partnership between the Department of Agricultural Education and Communication and the School of Teaching and Learning*. Poster Proceedings of the Annual National Agricultural Education Research Conference. Las Vegas, NV.

ABSTRACTS PUBLISHED IN REFEREED JOURNALS (N=6)

Rhoades, E.B., & Irani, T. (2007). Effect of cognitive problem-solving style, Internet usage, and level of interactivity on attitudes toward and recall of web based information. [Online Abstract] *Journalism and Communication Abstracts*.

Rhoades, E.B., Meyers, C. A., & Irani, T.A. (2007). Bringing the real world into the classroom: Utilizing clients to teach skills. [Abstract] *NACTA Journal*, 51(2), 90.

McMahon, M., Tingor, M., Wilson, S., Fitz-Rodrigues, E., Giacomelli, G., Kubota, C., Rhoades, E., & Irani, T. (2006). Up and running: The worldwide greenhouse education website- an instructor resource. [Abstract] *NACTA Journal*, 50(2), 89-90.

Irani, T.A., Roberts, G., Wilson, E., & Rhoades, E.B. (2005). Evaluation of the effect of multi-site distance education on knowledge gained in a plant propagation course. [Abstract] *NACTA Journal*, 49 (2), 78.

Rhoades, E.B, Irani, T.A., Tingor, M., Wilson, S., Hightower, L., Fitz, E., Giacomelli, G.A., Kubota, C., McMahon, M.J., Laing, A., Heleba, D.A., & Greenleaf, S. (2005). Evaluating an interactive instructional resource approach to greenhouse education. [Abstract] *NACTA Journal*, 49 (2), 78.

Rhoades, E., Friedel, C., Irani, T.A., Rudd, R.D., & Gallo-Meaghar, M. (2004). A critical thinking instructional model for food biotechnology. [Abstract] *NACTA Journal*, 48(4), 80.

PUBLISHED MANUALS

Irani, T., Rudd, R., Gallo, M., Ricketts, J., Friedel, C., & Rhoades, E. (2007) Critical thinking instrumentation manual. http://step.ufl.edu/resources/critical_thinking/ctmanual.pdf

ONLINE PRESENCE

<http://www.emilyrhoades.com>
<http://agrcomm.wordpress.com/>
<http://del.icio.us/erhoades>
<http://twitter.com/erhoades>

Student Driven Sites I monitored and contributed to

<http://agrcomm350.wordpress.com/>
<http://agrcomm200.blogspot.com/>
www.ag.ohio-state.edu/~agrnaturalist

UNPUBLISHED PROFESSIONAL PRESENTATIONS

National and Regional Presentations

Rhoades, E., & Chodil, K. (2008). YouTube, Blogger, Delicious, Oh My! Professional Workshop delivered at the annual Association for Communication Excellence in Agriculture and Natural Resources, Traverse City, MI.

Rhoades, E. (2006). So You Want to go to Graduate School. Professional Workshop delivered at the annual Association for Communication Excellence in Agriculture and Natural Resources conference, Quebec City, Canada.

Bellah, K., Rhoades, E., & Fuhrman, N. (2005). "The Sky's the Limit" Space Agriculture in the Classroom 6th Grade Curriculum workshop. Florida Agriculture in the Classroom, Maitland, FL.

Bellah, K., Rhoades, E., & Fuhrman, N. (2005). "The Sky's the Limit" Space Agriculture in the Classroom 6th Grade Curriculum workshop. Texas Agriculture in the Classroom, Harlingen, TX.

Bellah, K., Rhoades, E., & Fuhrman, N. (2005). "The Sky's the Limit" Space Agriculture in the Classroom 6th Grade Curriculum workshop. Illinois Agriculture in the Classroom, Bloomington, IL.

State and In House Presentations

Rhoades, E. (2008). Develop a Web site: It is easy! Two day workshop presented to 12 Small Business professionals in Coshocton, Ohio.

Rhoades, E., & Meyers, C. (2006). Preparing an Ag Communications CDE Team. Florida Agricultural Educators Tech Update Workshop, Gainesville, FL.

Rhoades, E., & Meyers, C. (2006). Basic Website Design. Florida Agricultural Educators Tech Update Workshop, Gainesville, FL.

Rhoades, E. (2006). A thorough analysis of the Florida Agricultural Institute's Web Presence Presented to the Agricultural Institute of Florida board, Orlando, FL.

Invited Presentations

Rhoades, E. (2007). Successful Speeches. Presented to the Ohio State FFA Officer Team, Westerville, Oh.

Rhoades, E. (2007). Say What: Successful Banquet Speeches. Presented to the Ohio State FFA Officer Team, Columbus, Oh.

Rhoades, E., Hermel, S., & McLean, T. (2006). AP Style Book Review. Presented to the Livestock Publication Council's Regional conference, Louisville, Ky.

Rhoades, E. (2005). Preparing a Professional Website. Alpha Tau Alpha Professional Development Workshop, Gainesville, FL.

GUEST LECTURES IN COLLEGE CLASSROOMS

Rhoades, E. (2008). Writing for the Web. Presented to AEE 4035- Advanced Agricultural Communication Writing. The University of Florida.

Rhoades, E. (2007). Research paper presentations and publications. Presented to HCRD Graduate Seminar, The Ohio State University.

Rhoades, E. (2007) Surviving your first year. Presented via teleconference to AEE 6905- Graduate Seminar on New Faculty Strategies, The University of Florida.

Rhoades, E. (2006). Making the most of your graduate experience. Presented to HCRD

Graduate Seminar, The Ohio State University.

Rhoades, E. (2004, 2005) PhotoTouchup. Presented to AEE 3070-Electronic Media Production in Agriculture and Natural Resources, The University of Florida.

Rhoades, E. (2004, 2005) PhotoShop Enhancement. Presented to AEE 3070-Electronic Media Production in Agriculture and Natural Resources, The University of Florida.

Rhoades, E. (2005). Nonverbal Communication Skills. Presented to AEE 3030-Public Speaking in Agriculture and Natural Resources, The University of Florida.

Rhoades, E. (2004). Basic Data Analysis. Presented to AEE 3033- Writing for Agriculture and Natural Resources, University of Florida.

Rhoades, E. (2004). Visual Layout for Research Reports. Presented to AEE 3033- Writing for Agriculture and Natural Resources, University of Florida.

RESEARCH AND PROGRAM GRANTS

Proposed and under construction

Hall, D., Rhoades, E., & Rhodus, T. (2008). Communications for Soy-Products Commercialization. \$50,000. Ohio Soybean Association Grant Program

Ling, P., McMahan, P., Rhoades, E., Bean, T., Both, A.J., Kubota, C., Kacira, M., & Giacomelli, G. (2008). Controlled Environment Plant Production Technology/Engineering Introductory Course Development. \$416,989. USDA Higher Education Challenge Grant Program.

Funded (Total= \$ 140,224)

Rhoades, E. (Funded). What Does Agriculture Have to Do With It? Critical Thinking Skills of Agricultural Communication Trained Versus Journalism Trained Media. \$50,000. OARDC SEED Grant.

Rhoades, E., Whittington, S., Sheer, S., Agunga, R., & Connors, J. (2007) A Professional Development Proposal to Enhance Teaching through Technology in Agricultural Communication and Agricultural Extension and Education. \$10,433. Price Chair Small Grants Program.

Friedel, C., Ricketts, J., Rhoades, E., Rudd, R., Irani, T., Stedman, N. (2007). Factors of Student Engagement in Agricultural Education Programs. \$79,791. National FFA Research Grant.

Submitted but not funded

Stone, A., Herms, D., Boggs, J., Shetlar, D., Chatfield, J., Rhoades, E., Smith, K., Draper, E., Sydnor, D., Ellsworth, D., & Conglose, J.(2007). Engaging Ohio's Diverse Communities to Manage the Social, Economic, and Ecological Impacts of the Emerald Ash Borer.\$120,000 Excellence in Engagement Grant.

Rhoades, E. (2006). Communicating Emerald Ash Borer to the General Public: Assessing the Awareness and Engagement of the Public. \$49,510. OARDC SEED Grant.

Rhoades, E., & Flinn, B. (2006). Knowledge Assessment & Lessons Learned by Urban Foresters for Use in Educating Municipalities and the General Public about Emerald Ash Borer. \$122,113. NUCFAC Challenge Cost-Share Program

Cardina, J., Vadrevu, K. , Hoy, C. , & Rhoades, E. (2006). Emerald ash borer and exotic plant invasions: Increasing public awareness of ecological crises to aid resource management. \$100,000. OARDC Interdisciplinary Grant.

SUPERVISION OF UNDERGRADUATE & GRADUATE STUDENTS

Summary	Current	Completed
Doctoral Students (dissertation committee member).	2	0
Masters Students (thesis advisor).	4	1
Masters Students (thesis committee member).	0	0
Undergraduate Students	35	8
Honors Students (thesis/examination committee chair).	0	1

Advisee Awards

- Hall, K.- 2008 Outstanding Graduate Research Proposal. ACE Research SIG, Traverse City, MI.
- Specht, A.- 2008 First Place Social Science Poster at the College of Food, Agricultural, and Environmental Sciences Undergraduate Research Forum
- Specht, A.- 2008 University Fellowship
- Agricultural Communicators of Tomorrow- 2008 CFAES Outstanding New Activity Award

CURRICULUM DEVELOPMENT

2008 * Taught Agr. Comm 350 for the first time. Developed materials and assignments to help students use new technology including websites, blogs, web 2.0, and podcasts to critically look at and develop communication messages.
 * Taught Agr Comm 500 for a second time and continued to adjust the course to ensure a real-world magazine environment. I added more industry speakers, a web version of the

magazine, and a salesmanship component. I advised students to reach an all-time high of advertising sales of \$9,000.

- 2007
- * Proposed New Agricultural Communication Minor.
 - * Developed Agr. Comm 350, Advanced Agricultural Communication Production. The course will teach students how to effectively use new technologies (including websites, podcast, etc.) to communicate agricultural messages. Theories and skills are included in the course content. Took course through course review and acceptance process.
 - * Taught Agr Comm 300 for the first time and heavily revised the course content. The course was also changed from 3 to 5 credit hours.
 - * Taught Agr Comm 500 for the first time. I added a book to the course, and changed lecture content to include more magazine industry background and design development. Advised students on raising an all-time high of \$6,000 in advertisements.
 - * Taught Agr Comm 489 for the first time. I deleted the paper requirement for the course and integrated an online journaling component to the course.
- 2006
- * Taught AGR Comm 200 for the first time and adjusted curriculum content and teaching methods. I added new speakers and new assignments including new technology like blogging.

OUTREACH AND SERVICE

Professional

- Journal/Proceedings/Poster Reviewer
 - AAAE National Agricultural Education Research Conference
 - Southern Association of Agricultural Scientists, agricultural communication section
 - Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Research SIG Paper Competition
 - Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Graduate Thesis Paper Competition
 - *Journal of Applied Communication*

Professional Organization Offices (elected)

- Vice-Chair for Research SIG for the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (2008)
- AAAE Membership (Communication) Committee Secretary (2008)
- Vice-Chair Elect for Research SIG for the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (2007)

Professional Organization Service

- *Journal of Applied Communication* Editorial Board
- AAAE North Central Region- Membership Committee

- NACTA Public Relations and New Branding Committee
- *National FFA Organization*- Work in newsroom during National Convention with photographers, 2001-present
- *Ohio Agricultural Communicators Association*- Mentorship Committee Co-chair

Departmental & Campus Activities

University

- *Member*, The Ohio State University Alumni

College

- *Judge*, First-year Buckeye Book Community Essays
- *Advisor*, Photography Committee for the CFAES Ag and Natural Resources Recognition Banquet. (2007)- Awarded outstanding committee

Department

- *Program Leader*, Agricultural Communication in the Department of Human and Community Resource Development, 2007- present
- *Member*, Department of Human and Community Resource Development Graduate Committee, 2007-present
- *Member*, Department of Human and Community Resource Development Graduate Faculty, 2006-present
- *Member*, Agricultural Communication Scholarship Selections Committee, 2006-present
- *Adviser*, Agricultural Communicators of Tomorrow Undergraduate Organization, 2006-present
- *Recruiter*, Farm Science Review booth, 2006- present

Outreach

The Ohio State University:

- Judge Ohio FFA State Officer Interviews, 2008
- Judge Ohio FFA State Prepared Speaking Contest, 2007
- Judge Ohio FFA Agricultural Communication CDE Contest, Web design portion 2007-present
- Agricultural Communication CDE Bootcamp, 2007 (50 participants)
- Judge Ohio 4-H Health and Safety Speaking Contest , 2007
- Judged Ohio 4-H Senior Demonstrations and Multi-media presentations, 2007
- Co-Organizer of Ohio FFA Ag Communication CDE Contest, 2006- present

University of Florida:

- Assisted with the University of Florida New Extension Faculty Training, 2006
- College of Agricultural and Life Sciences Curriculum Committee, 2005-2006
- Graduate student member of the Florida Agricultural Institute Board, 2005-2006
- Served on planning committee for UF/ University of Guelph international exchange trip, 2005
- Served as graduate student representative on the Department of Agricultural Education and Communication Technology Advisory Council, 2005-2006
- Served as graduate student advisor for the UF Agricultural Communicators of Tomorrow, 2004-2006
- Served as graduate student representative on the Department of Agricultural Education and Communication Advisory Council, 2004-2006
- Served as a judge for the Florida FFA State Agricultural Communications Skill Development Contest, 2004-2005
- Served as a judge for the National Young Farmer Educational Association Spokesperson for Agriculture Competition, 2004

AWARDS AND HONORS

- First Place Faculty Paper, 2007 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Research SIG Paper Competition
- NACTA Graduate Student Teaching award, 2006
- Outstanding Doctoral Student in the Department of Ag Education and Communication at the University of Florida, 2006
- First Place Poster Presentation, SAREC, February 2006.
- First Runner-up Graduate Paper Presentation, Agricultural Communications Section, SASS, February 2006.
- 2005 Outstanding Master's Thesis presented by the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences
- Outstanding University of Florida ACT member, 2005
- Department of Agricultural Education and Communication Thesis Award, 2004
- Second Place Outstanding Graduate Student Research Proposal, 2004 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Research SIG Paper Competition, June 22, 2004
- Third Place Outstanding Graduate Student Research Paper, 2004 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Research SIG Paper Competition, June 22, 2004
- Outstanding Poster Presentation, The American Association of Agricultural Education, December 11, 2003
- First Runner-up Poster, SAREC, February 14, 2004
- Top 10 Senior in the College of Food, Agriculture and Environmental Sciences at OSU.

EDUCATIONAL AND PROFESSIONAL ACTIVITIES

- Association of American Agriculture Educators (2006- Present)
- Ohio Association of Agriculture Communicators (2006- Present)
- Association for Educators in Journalism and Mass Communication (2004- Present)
- Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (2003- Present)
- North American College Teachers of Agriculture (2004- Present)
- American Horse Publications Council (2001- Present)
- Ag Education and Communications Graduate Student Association- Secretary, Vice President, President (2003-Present)
- Agricultural Communicators of Tomorrow – Vice President, Treasurer (1999-2002) graduate student advisor (2004-Present)
- American Appaloosa Horse Society (2004- 2007)
- Florida Farm Bureau (2003- 2006)
- Alpha Tau Alpha Honorary (2003- 2006)
- Gamma Sigma Delta Honorary (2000- 2002)
- American Quarter Horse Association (2000- Present)
- OSU Intercollegiate Horse Judging Team (2001-2)
- Tower’s Agricultural Honorary- Reporter (2000)
- Ohio State University Horseman’s Association- Secretary, President (1998-2002)
- Editor of *AgriNaturalist* (2001)
- Ohio State FFA Treasurer (1998)

COMPUTER SKILLS

Proficient in Mac OS 10 and Windows platforms. Proficient in the following software programs:

Adobe Illustrator	Adobe Acrobat (PDF)	Dreamweaver
Adobe PhotoShop	Freehand	Microsoft Office
Adobe InDesign	Fireworks	SPSS
Quark	Flash	