

TAYLOR K. APPLE

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EDUCATION

Texas A&M University, College Station, TX

Ph.D., Agricultural Leadership, Education, and Communications

Exp. August 2026

Dissertation: *Bridging agricultural literacy and employability:*

Identifying essential agricultural competencies for agricultural communications graduates

Committee: Shannon Norris-Parish (Chair), Theresa P. Murphrey, Kim E. Dooley, Joyce Juntune

Doctoral candidacy status earned October 2025

Oklahoma State University, Stillwater, OK

M.S., Agricultural Communications

December 2018

Thesis: *Updating agricultural communications curriculum: A national Delphi study*

Committee: Shelly R. Legg (Chair), Ruth B. Inman, D. Dwayne Cartmell II, and J. Shane Robinson

Tarleton State University, Stephenville, TX

B.S., Agricultural Services and Development – Agricultural Communication

May 2016

Minor: Communication Studies

TEACHING EXPERIENCE*

**all course descriptions in appendices.*

My teaching centers on helping students find belonging, meaning, and purpose as communicators in agriculture. I design applied, project-based learning experiences that connect classroom concepts to real-world communication challenges, helping students build professional confidence and industry-relevant skills.

Texas A&M University

Instructor of Record

Department of Agricultural Leadership, Education, and Communications

College Station, TX

May 2024 – Current

Course	Credits	N	Times Taught	Format
AGCJ 281 Media Concepts in Agriculture and Life Sciences	3	100	2	F
AGCJ 307 Design for Agricultural Media (5-week summer short course)	3	10	1	F

Note. F: face to face; O: online; H: hybrid

Texas A&M University

Graduate Teaching Assistant

Department of Agricultural Leadership, Education, and Communications

College Station, TX

May 2023 – Current

Course	Credits	N	Times Taught	Format
AGCJ 306 Theory and Practice of Public Relations in Agriculture and Life Sciences	3	33	1	O
AGCJ 307 Design for Agricultural Media	3	34	1	O
AGCJ 313 Media Writing in Agriculture and Life Sciences I	3	40	1	F
AGCJ 314 Media Writing in Agriculture and Life Sciences II	3	146	4	F
ALED 340 Survey of Leadership Theory Learning Lab	3	50	2	F
ALED 340 Survey of Leadership Theory	3	128	2	O

Note. F: face to face; O: online; H: hybrid

Tarleton State University

Instructor of Agricultural Communication

Department of Agricultural Education and Communication

Stephenville, TX

Aug. 2022 – May 2024

Course	Credits	N	Times Taught	Format
ACOM 1110 Intro to Agricultural Communication	1	92	2	F
ACOM 2301 Digital Photography Techniques for Agriculture	3	110	3	F
ACOM 2307 Graphic Design in Agricultural Communication	3	51	2	F
ACOM 2309 Scientific Communication in Agriculture and Natural Resources	3	48	2	F
ACOM 3310 Agricultural Podcasting	3	84	3	F
ACOM 4305 Publication Development in Agricultural Communication	3	86	3	F
ACOM 4320 Advanced Technology in Agricultural Communication	3	50	2	F/O
ACOM 4341 Agricultural Communication Study Away	3	10	1	F
ACOM 4350 Electronic Field Production for Agricultural Communication	3	48	2	F
ACOM 4390-210 Issues in Agriculture and Natural Resources	3	24	1	O
ACOM 4390-220 Digital Media in Agricultural Communication	3	24	1	O
ACOM 4390-221 Online Media Management in Agriculture and Natural Resources	3	24	1	O
ACOM 4684: Internship	6	20	2	F

Note. F: face to face; O: online; H: hybrid

Tarleton State University
Adjunct Instructor of Agricultural Communication
Department of Agricultural Education and Communication

Stephenville, TX
 Aug. 2021 – Aug. 2022

Course	Credits	N	Times Taught	Format
ACOM 4390-210 Issues in Agriculture and Natural Resources	3	22	1	O
ACOM 4390-221 Online Media Management in Agriculture and Natural Resources	3	25	1	O
ACOM 4320 Advanced Technology in Agricultural Communication	3	24	1	O

Note. F: face to face; O: online; H: hybrid

Oklahoma State University
Graduate Assistant
Department of Agricultural Education, Communications & Leadership

Stillwater, OK
 Jan. 2017 – Dec. 2017

Course	Credits	N	Times Taught	Format
AGCM 3123 New Media in Agricultural Communications	3	-	2	F
AGCM 3223 Web Design for Agricultural Organizations	3	-	1	F

Note. F: face to face; O: online; H: hybrid

RESEARCH AREAS

Agricultural Communication, Literacy, and Workforce Competencies
 Innovative Teaching and Pedagogy in Agricultural Communications
 Media Framing and Agricultural Issues Communication
 Emerging Media and Communication Technologies
 Science Communication and Public Understanding of Agriculture

PUBLICATIONS

Published Refereed Journal Articles

- 1) Palmer, K., Landaverde, R., Benitez, J. A., **Apple, T. K.**, Norris-Parish, S., Leggette, H. R., & Dooley, K. (Accepted, in production). Gauging student perceptions of artificial intelligence in agricultural leadership, education, and communications. *Natural Sciences Education*. <https://doi.org/10.1002/nse2.70054>

Published Refereed Popular Press Articles

- 1) **Apple, T. K.**, Murphrey, T. P., & Opat, K. (2025, October) “Is this thing on?” an innovative approach to teaching microphone etiquette and vocal technique. *The Agricultural Education Magazine*, 98(1), 14-16.

Refereed Journal Articles in Review

- 1) **Apple, T. K.**, Palmer, K., McCrary, A., Berthold, A., & Leggette, H. (Submitted). From mailbox to maintenance: Evaluating the effectiveness of educational mailers for septic system owners in the Attoyac Bayou Watershed. *Journal of Applied Communications* (Research in Brief).

Scholarship in Development

Manuscripts in Advanced Preparation (near submission)

- 1) **Apple, T. K.**, Browning, H., & Norris-Parish, S. (In internal review). The first 24 hours: A situational crisis communication theory analysis of early messaging during a Texas Equine Herpesvirus outbreak. *Journal of Applied Communications* (Research in brief). Planned submission in Spring 2026.
- 2) **Apple, T. K.**, Ma, S., Norris-Parish, S. & Leggette, H. (In internal revision). *Engaging the public in science: Theories, models, and future directions*. *Journal of Applied Communications* (Commentary). Planned submission in Summer 2026.
- 3) **Apple, T. K.**, Ma, S., Murphrey, T. P. & Leggette, H. (In internal revision). *Science vs. sensationalism: a case study of science communication in raw milk mass media coverage*. *Journal of Applied Communications* (Research in brief). Planned submission in Summer 2026.
- 4) **Apple, T. K.**, & Norris-Parish, S., (Drafting). Even a scrub daddy has its limits: Using object lessons to build leadership language, communication, and team culture in student organizations. *Journal of Leadership Education*. Planned submission in Summer 2026.

Ongoing Research Projects (in data collection and development)

- 1) **Apple, T. K.**, Craddock, C. & Norris-Parish, S. (In data collection). Do We Walk the Talk?: Cultivating Student Confidence in Translating Agricultural Science for Everyday Audiences. *Journal of Applied Communications* (Research in brief). Planned submission in Winter 2026.
- 2) Craddock, C., **Apple, T. K.**, & Norris-Parish, S. (In data collection). Politics and Parasites: Framing the New World Screwworm Outbreak by Mass Media in the United States. *Journal of Applied Communications* (Research in brief). Planned submission in Winter 2026.
- 3) Palmer, K., **Apple, T. K.**, McCord, S., Norris-Parish, S., Wingenbach, G., Landaverde, R., Leggette, H., Engels, J., & Usanga, A. (In internal revision). Assessing community

awareness, satisfaction, and needs in mental health and crisis services in Fort Bend and Harris counties, Texas. *Journal pending*. Planned submission in Fall 2026.

Manuscripts in Early Development

- 1) **Apple, T. K.** & Murphrey, T. P. (Drafting). Student-centered by design: Integrating universal design for learning and hypothetical learning trajectories for holistic student development in project-based learning Courses. *NACTA Teaching Tips*. Planned submission in Summer 2026.
- 2) **Apple, T. K.** & Norris-Parish, S. (In internal revision). Confidence in progress: A real-time feedback strategy grounded in self-efficacy and self-determination theory. *NACTA Journal*. Planned submission in Summer 2026.
- 3) **Apple, T. K.,** & Norris-Parish, S., (Drafting). Even a scrub daddy has its limits: Using object lessons to build leadership language, communication, and team culture in student organizations. *Journal of Leadership Education*. Planned submission in Summer 2026.

PRESENTATIONS

* Award winner

National Poster Presentations

- 1) Alderson, H., Norris-Parish, S. & **Apple, T. K.** (2026). *Risk Communication in Action: Applying the Situational Crisis Communication Theory to African Swine Fever in the U.S. Swine Industry*. [Poster Presentation]. National Agricultural Communications Symposium. Louisville, KY.
- 2) **Apple, T. K.,** Beck, M., Norris-Parish, S., Landaverde, R. & Murphrey, T. P. (2026). *Picture this: Exploring career identify through narrative reflection and gen-AI*. [Poster Presentation]. National American Association of Agricultural Education Conference. St. Petersburg, FL.
- 3) **Apple, T. K.,** Beck, M., Saunders, C., Norris-Parish, S., & Murphrey, T. P. (2026). *Prompted Perspectives: Exploring Student Views on Gen-AI in Agricultural Storytelling*. [Poster Presentation]. National Agricultural Communications Symposium. Louisville, KY.*
- 4) **Apple, T. K.,** Norris-Parish, S. & Browning, H., (2026). The First 24 Hours: A Situational Crisis Communication Theory Analysis of Early Messaging During a Texas Equine Herpesvirus Outbreak. [Poster presentation]. 2026 Texas & Southwestern Cattle Raisers Association Cattle Raisers Convention and Expo Graduate Student Research Poster Showcase.

- 5) **Apple, T.K.** & Landaverde, R. (2026). *Ask Chat!: Integrating AI into Social and Behavioral AgriFood Systems Research*. [Poster Presentation] National Agricultural Communications Symposium, Louisville, KY.
- 6) **Apple, T. K.**, & Norris-Parish, S. (2026). *Even a Scrub Daddy Has Its Limits: Using Object Lessons to Build Leadership Language, Communication, and Team Culture in Student Organizations*. [Poster Presentation]. National Agricultural Communications Symposium. Louisville, KY.
- 7) Palmer, K., Benitez, A., **Apple, T.K.**, McCord, S., Norris-Parish, S., Leggette, H., & Wingenbach, G. (2026, February 1–2). *Agriculture in entertainment media: How Taylor Sheridan portrays the agricultural industry in the Landman series* [Poster presentation]. National Agricultural Communications Symposium, Louisville, KY, United States.
- 8) **Apple, T. K.**, Palmer, K., McCord, S., Norris-Parish, S., Wingenbach, G., Landaverde, R., Leggette, H., Engels, J., & Usanga, A. (2026, April 27–29). *Assessing community awareness, satisfaction, and needs in mental health and crisis services in Fort Bend and Harris counties, Texas* [Poster Presentation]. National Council for Mental Wellbeing (NATCON) Conference. Denver, CO.
- 9) **Apple, T. K.**, Ma, S., Murphrey, T. P. & Leggette, H. (2025). *Science vs. sensationalism: a case study of science communication in raw milk mass media coverage* [Poster presentation]. National American Association of Agricultural Education Conference, Lubbock, Texas.*
- 10) **Apple, T. K.**, Saunders, C., & Murphrey, T. P. (2025). *It's a PowerPoint party!: Leveraging social media trends to inspire creativity and productivity in Gen-Z agricultural communications students* [Poster presentation]. National American Association of Agricultural Education Conference, Lubbock, Texas.
- 11) **Apple, T. K.**, Murphrey, T. P., & Opat, K. (2025). *"Is this thing on?" an innovative approach to teaching microphone etiquette and vocal technique* [Poster presentation]. National American Association of Agricultural Education Conference, Lubbock, Texas.
- 12) **Kennedy, T.**, Sitton, S., Inman, R., Cartmell, D. D., Robinson, J.S. (2019). *Updating agricultural communications curriculum: A Delphi study*. [Poster presentation]. Association for Communications Excellence, San Antonio, TX.
<https://doi.org/10.13140/RG.2.2.34547.91689>*

National Oral Presentations

- 1) **Kennedy, T.**, Sitton, S., Inman, R., Cartmell, D. D., Robinson, J.S. (2018). *Updating agricultural communications curriculum: A Delphi study*. [Oral presentation]. North American Colleges and Teachers of Agriculture Conference, Iowa State University, Ames, IA.

Regional Poster Presentations

- 1) **Apple, T. K.**, Beck, M., Norris-Parish, S., Landaverde, R. & Murphrey, T. P. (2026). *Picture this: Exploring career identify through narrative reflection and gen-AI*. [Poster Presentation]. Southern Region American Association of Agricultural Education Conference. Louisville, KY.
- 2) Benitez, A., Chivvis, J., **Apple, T.K.**, McCord, S., Palmer, K., Stirling, R., Norris-Parish, S., Leggette, H., Landaverde, R., & Wingenbach, G. (2025, September 15–17). *Science on air: Podeos as a tool for practicing science communication, telling stories, and Strengthening Communities of Practice*. [Poster presentation]. Western Region American Association for Agricultural Education Conference, San Marcos, TX, United States.
- 3) **Kennedy, T.**, Murphrey, T. P., & Opat, K. (2024). *“Is this thing on?” an innovative approach to teaching microphone etiquette and vocal technique*. [Poster presentation]. Western Region American Association of Agricultural Education Conference, Chico, California.
- 4) Palmer, K., Benitez, J. A., **Apple, T.K.**, Landaverde, R., & Leggette, H. (2025, March 17-21). *AI in ag: What students really think about the future of agriculture leadership and education at Texas A&M University*. [Paper Presentation]. Texas A&M University Student Research Week, College Station, TX, United States.
- 5) Todd, K., **Kennedy, T.**, & Irlbeck, E. (2024). *“Activate Agriculture” a social media content analysis of a national Agricultural Communications collegiate organization* [Poster presentation]. Western Region American Association of Agricultural Education Conference, Chico, California.

Industry Poster Presentations

- 1) **Apple, T. K.**, Norris-Parish, S. & Browning, H. (2026). The first 24 hours: A situational crisis communication theory analysis of early messaging during a Texas Equine Herpesvirus outbreak. [Poster presentation]. Texas and Southwestern Cattle Raisers Association Annual Conference. Fort Worth, TX.

University Poster Presentations

- 1) **Apple, T. K.**, Beck, M., Saunders, C., Norris-Parish, S., & Murphrey, T. P. (2026). *Prompted Perspectives: Exploring Student Views on Gen-AI in Agricultural Storytelling*. [Poster Presentation]. Texas A&M University Student Research Week. College Station, TX.

University Oral Presentations

- 1) **Apple, T. K.**, Norris-Parish, S. & Browning, H. (2026). The first 24 hours: A situational crisis communication theory analysis of early messaging during a Texas Equine Herpesvirus outbreak. [Oral presentation]. Texas A&M University College of Agriculture and Life Sciences Student Research Symposium. College Station, TX.

SELECTED SEMINARS, INVITED LECTURES & MEDIA

40+ Seminars; 12+ Invited Lectures; 5+ Media Interviews

Seminars

Apple, T.K. (2026, January 22). *Overcoming Imposter Syndrome* [Virtual seminar presentation]. Research and Extension Experiences for Undergraduates (REEU) in the Food, Agriculture, Natural Resources, and Human (FANH) Network Seminar Series, College Station, TX, United States.
https://www.youtube.com/watch?v=h73FQR8cE_c

Apple, T. K. & Murphrey, T. P. (2025). *Student-centered by design: Integrating universal design for learning and hypothetical learning trajectories for holistic student development in project-based learning courses* [Professional development presentation]. Transformational Teaching & Learning Conference (TTLC) Conference, Texas A&M University, College Station, Texas.

Apple, T.K. (2025). *Even a Scrub Daddy Has Its Limits: Leadership, Climate, and Teamwork* [Leadership workshop]. National Agricultural Communicators of Tomorrow. United States.

Apple, T.K. & Palmer, K. (2025, February 27). *Navigating conferences in a professional and academic landscape* [Virtual seminar presentation]. Research and Extension Experiences for Undergraduates (REEU) in the Food, Agriculture, Natural Resources, and Human (FANH) Network Seminar Series, College Station, TX, United States.
https://www.youtube.com/watch?v=HZY_LcPIPDl

Kennedy, T., (2023). *Know your audience: A hands-on activity in learning how to tailor technical communication to your intended audience*. [Workshop facilitator]. National Agricultural Communicators of Tomorrow 2023 Professional Development Conference, Missouri State University. Springfield, MO.

Invited Lectures

Apple, T.K. (2026). *Youth Program Flyer and Brochure Design Workshop*. [Invited lecture and workshop for two sections] ALEC 370: Principles of Youth Development, Texas A&M University, College Station, TX.

Apple, T.K. (2026). *Communicating on Behalf of a Brand and Creating Shareable Content*. [Invited lecturer] Spring Media Writing II, Texas A&M University, College Station, TX.

Apple, T.K. (2025). *Agricultural Communications Theory and Media Bias*. [Invited lecturer] Fall Media Writing I, Texas A&M University, College Station, TX.

Apple, T.K. (2025). *Agricultural Communications Theory and Media Bias*. [Invited lecturer] Spring Media Writing I, Texas A&M University, College Station, TX.

Apple, T.K. (2024). *Understanding Your Agricultural Literacy*. [Invited lecturer] Senior Agricultural Communications Seminar Course, Texas A&M University, Texas A&M University, College Station, TX.

Media Interviews

Apple, T.K. (2026, March). Studying abroad as a graduate student [Podcast episode]. Research and Extension Experiences for Undergraduates (REEU) in the Food, Agriculture, Natural Resources, and Human (FANH) Network Podedo Series. <https://www.reeu.org/reeu-ecn-podedo-series/>

HONORS & AWARDS

National

NACTA Doctoral Student Teaching Award 2026
Recipient of the NACTA Doctoral Student Teaching Award, a competitive, criterion-based national award recognizing excellence in teaching, instructional effectiveness, and engagement in agricultural education. *North American Colleges and Teachers of Agriculture*.

Outstanding Research Poster 2026
Prompted Perspectives: Exploring Student Views on Gen-AI in Agricultural Storytelling. National Agricultural Communications Symposium.

Outstanding Research Poster: 3rd Place 2025
Science vs. sensationalism: a case study of science communication in raw milk mass media coverage. National American Association for Agricultural Educators.

1st Runner-Up National Adviser of the Year 2022
National Sigma Alpha Professional Agricultural Sorority

Outstanding Research Poster 2019
Updating agricultural communications curriculum: A Delphi study. Association for Communications Excellence.

State/Regional

Houston Livestock Show and Rodeo (HLSR) Graduate Assistantship Funding 2026

Selected recipient of external funding supporting a graduate assistantship, including tuition and mandatory fees, awarded through departmental nomination and eligibility criteria. *Houston Livestock Show and Rodeo and the Texas A&M University, Department of Agricultural Leadership, Education and Communications*. Amount: Spring and Summer 2026 Full Tuition and Mandatory Fees.

University

Nominee, ALEC Outstanding Graduate Student Teaching Award <i>Texas A&M University, Department of Agricultural Leadership, Education and Communications.</i>	2026
Graduate Student Travel Scholarship Awarded travel funds to attend the 2026 North American Colleges and Teachers of Agriculture annual conference. <i>Texas A&M University, Department of Agricultural Leadership, Education and Communications</i> . Amount: \$750.	2026
Graduate Student Travel Scholarship Awarded travel funds to present research the National Council for Mental Health and Wellbeing Annual National Conference (NATCON). <i>Texas A&M University, Department of Agricultural Leadership, Education and Communications</i> . Amount: \$750.	2026
GRAD Aggies Mastery Certificate in Instruction & Assessment <i>Center for the Integration of Research, Teaching, and Learning (CIRTL@TAMU), Center for Teaching Excellence & Office of Graduate and Professional Studies, Texas A&M University.</i>	2026
CIRTL Associate Fellow <i>Academy of Future Faculty Center for the Integration of Research, Teaching, and Learning (CIRTL@TAMU), Center for Teaching Excellence & Office of Graduate and Professional Studies, Texas A&M University.</i>	2026
Graduate & Professional School Travel Award Awarded to attend the “Culture in Agriculture” Costa Rica Study Abroad. <i>Texas A&M University, Graduate and Professional School</i> . Amount: \$1,000.	2025
ALEC Graduate Student Travel Scholarship Awarded to attend The “Culture in Agriculture” Costa Rica Study Abroad. <i>Texas A&M University, Department of Agricultural Leadership, Education and Communications</i> . Amount: \$3,350.	2025
ALEC Graduate Student Travel Scholarship	2025

Awarded to attend the Western Region American Association of Agricultural Education Conference in San Marcos, TX. *Texas A&M University, Department of Agricultural Leadership, Education and Communications*. Amount: \$750.

ALEC Graduate Student Travel Scholarship 2025

Awarded to attend the Agricultural Media Summit in Rogers, AR. *Texas A&M University, Department of Agricultural Leadership, Education and Communications*. Amount: \$788.37.

ALEC Graduate Student Travel Scholarship 2024

Awarded to attend the Western Region American Association of Agricultural Education Conference in Chico, CA. *Texas A&M University, Department of Agricultural Leadership, Education and Communications*. Amount: \$750.

ALEC Graduate Student Travel Scholarship 2024

Awarded to attend the Agricultural Media Summit in Kansas City, MO. *Texas A&M University, Department of Agricultural Leadership, Education and Communications*. Amount: \$500.

Jill of all Trades Award 2023

Agricultural Communicators of Tomorrow, Tarleton State University.

GRANTS

Extramural Funding Awarded:

- 1) **Apple, T. K.** (2025–2026). *Sustaining student excellence: Funding the National ACT Critique & Contest*. Professional Improvement Foundation — Agricultural Communicators Network (AAEA). Submitted a small grant request for \$5,000 to support the national student contest. 2025
 - a. **Role:** Grant writer and project coordinator; submitted on behalf of the National
- 2) Lonie, J., **Apple, T. K.** & Andrew, C. Specialty Crop Block Grant. United States Department of Agriculture. \$100,000 to develop a podcast promoting Texas specialty crops. 2023
 - a. **Role (Former):** Co–Principal Investigator; contributed to grant proposal development; served as media technology and budget consultant, podcast co-producer, and podcast host prior to departure from institution.

Intramural Funding Awarded:

- 1) **Apple, T. K.** & Saunders, C. Innovative Teaching Micro Grant. Texas A&M University, Department of Agricultural Leadership, Education, and 2025

Communications. \$500 to host an innovative professional development etiquette training for sophomore- and senior-level agricultural communications students enrolled in media concepts and seminar coursework.

- a. Role: Project Director; Primary author on the proposal development, event program coordinator.

Extramural Funding (not funded):

- 1) **Apple, T. K.** (2025–2026). *Funding the National Agricultural Communicators of Tomorrow Professional Development Conference hosted by Texas A&M University ACT chapter*. Professional Improvement Foundation — Agricultural Communicators Network (AAEA). Submitted a small grant request for \$5,000 to support the national student contest.
 - a. **Role:** Grant writer and member of the conference planning committee; submitted on behalf of the Texas A&M University Agricultural Communicators of Tomorrow Chapter.

SELECT SERVICE ACTIVITIES

To the Department

Agrileader Magazine Editor, 4 Issues Fall 2024 – Spring 2026
Dept. of Agricultural Leadership, Education and Communications, Texas A&M University

Graduate Student Appreciation Week Planning Committee Spring 2026
Dept. of Agricultural Leadership, Education and Communications, Texas A&M University

ACT Professional Development Conference Planning Committee Sept. 2025 – Jan. 2026
Agricultural Communicators of Tomorrow, Texas A&M University

Graduate Junior Chapter Adviser Aug. 2024 – Current
Agricultural Communicators of Tomorrow, Texas A&M University

Chapter Adviser Aug. 2022 – May 2024
Agricultural Communicators of Tomorrow, Tarleton State University

Agricultural Communications Associate Professor Search Committee Aug. 2023 – Feb. 2024
Dept. of Agricultural Education and Communication, Tarleton State University

Agricultural Communication Curriculum Planning Committee Aug. 2023 – Feb. 2024
Dept. of Agricultural Education and Communication, Tarleton State University

Producer/Director of Agriculture Today Radio Program Search Committee 2021
Communications Solutions Group, Kansas State University

Marketing Officer of K-State Research and Extension Search Committee 2019

Communications Solutions Group, Kansas State University

To the College

Senior Chapter Conducting Judge FFA Leadership Development Event Oct. 2025
Aggiefest, Texas A&M University

Radio Contest Technology Coordinator – College of Agriculture FFA LDEs Aug. 2023
College of Agriculture and Natural Resources, Tarleton State University

Interviewing Coach – National FFA National Officer Prep. Academy Aug. 2022 – May 2024
College of Agriculture and Natural Resources, Tarleton State University

Event Photographer – College of Agriculture FFA CDE Events Aug. 2022 – May 2024
College of Agriculture and Natural Resources, Tarleton State University

Faculty Mentor, College of Ag Student Organizational Council Aug. 2022 – May 2024
College of Agriculture and Natural Resources, Tarleton State University

To the University

Chapter Adviser Jan. 2023 – Jan. 2024
FarmHouse Fraternity, Tarleton State University

Chapter Adviser Jan. 2020 – May 2022
Sigma Alpha Professional Agricultural Sorority, Kansas State University

To the Profession

Reviewer Oct. 2025 – Current
Journal of Applied Communications

National Adviser (Elected to 4-year term) Aug. 2023 – Current
National Agricultural Communicators of Tomorrow

Annual Communications Contest Judge 2023, 2024, 2025
Agricultural Communicators Network

Poster Reviewer Oct. 2025
National Agricultural Communications Symposium

Poster Reviewer Oct. 2025
Western Region American Association for Agricultural Education

National ACT President, Elected 2015 – 2016
National Agricultural Communicators of Tomorrow

National ACT Secretary/Treasurer, Elected <i>National Agricultural Communicators of Tomorrow</i>	2014 – 2015
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To the Community

Advisory Board Member <i>Crowley FFA, Crowley, TX</i>	Aug. 2022 – May 2024
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Judge for Light the Night Chili Cookoff and Fundraiser <i>FarmHouse Fraternity, Tarleton State University</i>	March 2023
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Engage Committee Member <i>Manhattan Young Professionals, Manhattan, KS</i>	2020 – 2022
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Connect Committee Member <i>Manhattan Young Professionals, Manhattan, KS</i>	2020 – 2022
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Service Organization Member <i>Tarleton Serves</i>	2014-2016
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Local Service: *Stephenville Humane Society, Erath County Habitat for Humanity, highway cleanup, community food pantry, etc.*

National Service: *“Alternative Spring Break:” Albany, Georgia with Habitat for Humanity; Greeley, Colorado mudslide relief*

PROFESSIONAL AFFILIATIONS

Current

North American Colleges and Teachers of Agriculture	2025 – 2026
Gamma Sigma Delta – The Honor Society of Agriculture	2023 – 2026
American Association of Agricultural Education	2023 – 2026
Agricultural Communicators Network	2012 – 2016; 2023 – 2026

Former

American Agri-Women	2022 – 2024
Livestock Publications Council	2013 – 2016
National Association of Farm Broadcasters	2013 – 2016
Agricultural Communicators of Tomorrow	2012 – 2016
Sigma Alpha Professional Agricultural Sorority	2012 – 2016

CURRENT CERTIFICATIONS & TRAININGS

Academy for Future Faculty Associate Certificate, *Center for the Integration of Research, Teaching and Learning at Texas A&M University*

Social-Behavioral-Educational Researchers Certificate, Human Subjects Research, *CITI Program*

Effective Communication Certificate, *FEMA National Disaster and Emergency Management University*

GRAD Aggies Mastery Certificate in Instruction & Assessment, *Center for the Integration of Research, Teaching and Learning at Texas A&M University*

PROFESSIONAL EXPERIENCE

Non-Academic Full-Time Employment

K-State Extension/Kansas State University College of Agriculture Manhattan, KS
Digital Media Specialist, Kansas State University (June 2019 – July 2022)

- Led digital media strategy for K-State Research and Extension communicating the impact of (KSRE) programs and research
- Designed and delivered digital media training for faculty, staff, and students through workshops, Canvas modules, and applied projects
- Increased organizational social media reach by more than 4,000 followers across platforms within two years
- Supervised student employees supporting digital media production and outreach

Oklahoma State University College of Human Sciences Stillwater, OK
Social Media Communications Specialist (Jan. 2018 – June 2019)

- Developed and implemented a comprehensive digital content plan to promote the College of Human Sciences at Oklahoma State University via social media to prospective students, alumni, and donors

Other Relevant Internship, Full-time, and Part-time Experiences

Texas A&M University College Station, TX
Marketing Assistant, USDA-funded Science Influencers Program, (Sept. 2025 – May 2026)
Department of Agricultural Leadership, Education, and Communications

Texas A&M University College Station, TX
Grading Assistant, Department of Agricultural Leadership, Education, (Jan. 2024 – May 2024)
and Communications

- Assisted the instructor of an online course titled “Foundations of Leadership Theory” with grading and student feedback.

Freelance Creative OK, KS, TX
Self Employed (March 2015 – Current)

- Photography, résumé and cover letter critique and design, mock interviews, videography, graphic design, and more

AgGrad Nationwide
Ultimate Ag Intern, Full-time Internship (May 2017 – Aug. 2017)

- Traveled the country capturing the story and the opportunities existing within agribusiness and agricultural operations through a weekly vlog edited with Adobe Premiere, blogging, design, and daily social media posts for AgGrad accounts.

Texas 4-H Conference Center Brownwood, TX
Communications Coordinator, Full-time Internship (May 2016 – Aug. 2016)

- A Captured the camper experience through photography, videography and other promotional mediums while serving as staff during 4-H youth summer camps.

Texas A&M AgriLife Extension, Wise County Decatur, TX
Communications and Programming Intern, Full-time Internship (May 2015 – Aug. 2015)

- 4-H and Family Consumer Sciences program assistant, planned summer day camps for local youth, assisted in planning of local agriculture events, created a newsletter, developed press releases

Texan News Service Stephenville, TX
Associate News Producer, Part time, Tarleton State University (Aug. 2014 – Dec. 2015)

- Created, produced, and wrote stories for a cable television program titled *Texan Ag Weekly* to share news in Agriculture from across the United States. Assisted with production of other student-ran television programs and creative pursuits.

Texas Social Media Research Institute - TSMRI Stephenville, TX
Conference Account Coordinator, Part time, Tarleton State University (Aug. 2013 – Dec. 2013)

- Provided research and training focused on social media for K-12 education, higher education, businesses and non-profit organizations. Promoted for and coordinated the 2013 Social Media Conference held in Fort Worth, TX

INTERNATIONAL EDUCATION EXPERIENCE

Costa Rica – “Culture in Agriculture” Study Abroad Dec 2025 – Jan 2026
England, France – Student Leadership University June – July 2013

COMMUNICATIONS SKILLS & PROFICIENCIES

Adobe CC Suite	Storytelling
Web Design	Strategic Communications
Various Web Content Management Systems	Client Relations
Photography	Podcasting
Brand Management	AP Style (News and Feature Writing)
Video Production	Independent and Group Travel Coordination
Digital Design	Instructional Design & Online Learning
Layout and Design	Digital Asset Management

SELECT PROFESSIONAL DEVELOPMENT

Teaching & Pedagogical Development

- Academy for Future Faculty Associate, *Center for the Integration of Research, Teaching and Learning at Texas A&M University (CIRTL@Texas A&M)*, *Center for Teaching Excellence & Office of Graduate and Professional Studies*, 2025
 - **Select topics:** Microteaching, Creating and Engaged Classroom, Syllabus Design, Integrating Accessibility into the Classroom, and more.

Research & Academic Career Development

- ComSciCon Houston 2026, Rice University, Houston, TX, 2026
- Student Research Week, Texas A&M University, 2026
- College of Agriculture and Life Sciences Student Research Symposium, 2026
- National Agricultural Communications Symposium, 2026
- National American Association of Agricultural Education Conference, 2025, 2026
Western Region, 2024-2025
Southern Region, 2026
- Transformational Teaching & Learning Conference, Texas A&M University, 2025
- Sage Against the Machine: Exploring GenAI's Potential as a Tool for Writing Instruction, Texas A&M University, 2024
- Preparing for Academic Job Interviews, Texas A&M University, 2025
- Finding Funding as New Faculty, Texas A&M University, 2025
- Curriculum Vitae Development Workshop, Texas A&M University, 2025

Professional & Industry Engagement

- Texas and Southwestern Cattle Raisers Association Annual Conference, 2026
- National Agricultural Communicators of Tomorrow Professional Development Conference, Various locations, 2012-2016; 2022-2026
- Agricultural Media Summit, Various locations, 2012-2019; 2023-2026
- Adobe Max, Virtual, 2022-2024
- Social Media Marketing World, San Diego, 2020

APPENDICES

COURSE DESCRIPTIONS

AGCM 3223 Web Design for Agricultural Organizations (3 credits)

Oklahoma State University

Development and management of websites for organizations and businesses in agriculture, food and natural resources. Practical application of theory and skills related to graphic design, computer software, writing, editing and project management.

AGCM 3123 New Media in Agricultural Communications (3 credits)

Oklahoma State University

Exploration and application of emerging media technologies for agricultural communicators as used in promoting, marketing and communicating about agriculture, food, natural resources and the environment.

ACOM 1110 Intro to Agricultural Communication (1 credit)

Tarleton State University

Focuses on the fundamentals of agricultural news writing and other communication methods. Students will learn about the history and practice of agricultural communication, the role of the media in agriculture and related fields, and careers.

ACOM 2301 Digital Photography Techniques for Agriculture (3 credits)

Tarleton State University

This course focuses on the fundamentals of Digital Photography and image editing in an agricultural setting. Topics will include livestock, wildlife, event, and portrait photography as they relate to the field of agriculture.

ACOM 2307 Graphic Design in Agricultural Communication (3 credits)

Tarleton State University

Fundamentals of layout and design as applied to agricultural publications, such as brochures, newsletters, magazine and advertising layouts, and social media. Practical application of design principles, typography, desktop-publishing software and printing practices.

ACOM 2309 Scientific Communication in Agriculture and Natural Resources (3 credits)

Tarleton State University

Concepts of writing scientific information for various audiences about agriculture and natural resources. Course will introduce the fundamentals of issue identification, research skills, and storytelling of topics in agriculture and natural resources using print and digital formats. Development of expert and research sources, press releases, feature stories, and other written documents needed to share information about agriculture and natural resources.

ACOM 3310 Agricultural Podcasting (3 credits)

Tarleton State University

Development and production of a podcast for audiences interested in agriculture and natural resources. Includes storytelling, topic identification, sound gathering using sound gear in a studio or in the field, interviewing, script writing, audio editing, and developing their “voice” as students create an informative podcast episode regarding a topic in agriculture and natural resources.

ACOM 4305 Publication Development in Agricultural Communication (3 credits)

Tarleton State University

This course provides directed experience in the development of a commercial agriculture and publication. Students will master public relations writing style, interviewing and photography skills, and sponsorship sales techniques in an agricultural context. Students will produce magazine stories and layouts using Livestock Publications Council guidelines as well as Associated Press Style Guides. Students will gain experience in interviewing and photographing subjects through this course. It is hoped students will become more comfortable with and gain an appreciation for news writing in an agricultural context.

ACOM 4320 Advanced Technology in Agricultural Communication (3 credits)

Tarleton State University

A survey of various topics, trends, technologies, and best practices in the field of Agricultural Communication. Students will work both independently and in teams to apply critical thinking and creative problem-solving skills to address real-world challenges.

ACOM 4341 Agricultural Communication Study Away (3 credits)

Tarleton State University

Agriculture and natural resources study away with exposure to a wide array of agricultural production operations and crops, professional networking opportunities, and real-world exposure to changes occurring in the industry by attending a professional conference dedicated to agricultural and natural resources communication.

ACOM 4350 Electronic Field Production for Agricultural Communication (3 credits)

Tarleton State University

This course provides directed experience in agricultural television field production and electronic news gathering. Students will master video production skills such as script writing, storyboarding, camera operation, and video editing in an agricultural setting.

ACOM 4390-210 Issues in Agriculture and Natural Resources (3 credits)

Tarleton State University

Selected topics in Agricultural Communication. Section specific: Discussion, reflection and analysis of viewpoints, issues and ethics related to agriculture and natural resources on a local, regional, national and/or global scale. Ethical theory and current research are used to critique contemporary issues in agriculture.

ACOM 4390-220 Digital Media in Agricultural Communication (3 credits)

Tarleton State University

Selected topics in Agricultural Communication. Section specific: Fundamentals of using digital online media for agriculture and natural resources — including but not limited to: social media, customer relationship management software, digital asset management software and email marketing. Practical application of theory and skills related to design, management and evaluation of digital and online media

ACOM 4390-221 Online Media Management in Agriculture and Natural Resources (3 credits)

Tarleton State University

Selected topics in Agricultural Communication. Section specific: Fundamentals of using digital online media for agriculture and natural resources—including but not limited to: social media, customer relationship management software, digital asset management software and email marketing. Practical application of theory and skills related to design, management and evaluation of digital media.

ACOM 4684: Internship (6 credits)

Tarleton State University

Pre-approved and supervised work experience in an administrative systems-related position with a public or private business organization.

AGCJ 306 Theory and Practice of Public Relations in Agriculture and Life Sciences (3 credits)

Texas A&M University

Exploration of the unique relationships among agricultural stakeholders; topics include writing public relations objectives, strategies, tactics, and evaluation of public relations plans and strategies.

AGCJ 307 Design for Agricultural Media (3 credits)

Texas A&M University

Principles and practices of agricultural media design, including design and production of printed publications and graphics; computer assisted design and production of media pieces.

AGCJ 313 Media Writing in Agriculture and Life Sciences I (3 credits)

Texas A&M University

Newsgathering, writing, editing and ethics for all types of media used in agriculture and life sciences communications.

AGCJ 314 Media Writing in Agriculture and Life Sciences II (3 credits)

Texas A&M University

Examination of interpretative news gathering and writing for all types of media; basic media law and ethics, interviewing skills with assigned practice writing about agriculture; science and technology topics.

ALED 340 Survey of Leadership Theory Learning Lab (3 credits)

Texas A&M University

Exploration of leadership as a scholarly discipline; critical analysis of and evolution of multiple leadership models and theories; synthesis of leadership theory through experiential learning; integration of course content with personal experiences.

AGCJ 281 Media Concepts in Agriculture and Life Sciences (3 credits)

Texas A&M University

Preparation for the job and internship search process, practicing interview skills, and identification of the skills necessary to grow in and contribute to the agricultural communications and journalism profession; identification of challenges and opportunities facing professional agricultural communicators and journalists; identification and analysis of industry-wide issues; learning how to think critically about the news.