

Curriculum Vita

Kelsey L. Hall

March 4, 2019

School of Applied Sciences, Technology and Education
College of Agriculture and Applied Sciences
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Education

Edd, Texas Tech University

Aug. 2011

Major: Agricultural Education

Supporting Area of Emphasis: Agricultural Communications

Dissertation: *Marketing Community Supported Agriculture in Texas: A Dual-Method Case Study*

Advisor: Dr. Courtney Meyers

MS, The Ohio State University

June 2008

Agricultural and Extension Education

Supporting Area of Emphasis: Agricultural Communications

Thesis: *Ohio Grain Farmers' Perception of Organic Farming: An Application of the Theory of Planned Behavior*

Advisor: Dr. Emily Rhoades

BS, The Ohio State University

June 2004

Major: Agricultural Communications

Minors: Agribusiness and French Language and Culture

Honors Thesis: *Newspaper Coverage of Large-Scale Livestock Production: A Content Analysis of The Columbus Dispatch, 1992-2002*

Graduated magna cum laude with distinction

Jean d'Arc High School, Millau, France

French Literature diploma, August 1999-July 2000

- Studied 11 months at private, catholic high school as a Rotary International Student Ambassador
- Spoke to community organizations about differences in culture, education and lifestyles

Professional Employment

Utah State University, Logan, UT

Associate Professor, Agricultural Communication

Apr. 2018–Present

35% teaching, 30% research, 30% extension, 5% service

Duties: Coordinate the agricultural communication and journalism program; teach undergraduate courses in agricultural communication & online master's degree programs; serve as an

undergraduate and graduate advisor/committee member; serve as co-advisor to the Utah State chapter of the Agricultural Communicators of Tomorrow; contribute to Extension activities related to the local food movement; conduct research.

Assistant Professor, Agricultural Communication and Journalism Jan. 2012–Present
65% teaching, 30% research, 5% service

Duties: Coordinate the agricultural communication and journalism program; teach undergraduate courses in agricultural communications & journalism and in public relations; serve as an undergraduate and graduate advisor/committee member; serve as advisor to the Agricultural Communication Club; conduct research.

Lecturer, Agricultural Communication and Journalism Aug. 2011–Jan. 2012

Duties: Coordinate the agricultural communication and journalism program; teach undergraduate courses in agricultural communications & journalism and in public relations; serve as an undergraduate and graduate advisor/committee member; serve as advisor to the Agricultural Communication Club; conduct research.

Texas Tech University, Lubbock, TX

Graduate Assistant Aug. 2008–Aug. 2011

Duties: Conducted research in the usability of research databases, scholarship of teaching & learning, recruitment & marketing of academic programs, critical thinking, media's coverage of agricultural topics, & marketing strategies for local food movement; served as instructor for courses in agricultural campaigns and technical communication; supervised undergraduate teaching assistant; guest lectured; and assisted faculty in writing grant applications.

The Ohio State University

Graduate Assistant Aug. 2006–June 2008

Duties: Conducted research in the scholarship of teaching & learning, recruitment & marketing of academic programs, media's coverage of agricultural topics, adoption of farming practices by Ohio corn and wheat farmers; served as teaching assistant for technical communication course.

BLF Management, Ltd.

Managing Editor Sept. 2004–Sept. 2006

Duties: Determined and edited content and advertising for six quarterly serial publications; fulfilled advertising campaigns and contracts for websites, publications, and events; wrote, edited, designed and sent monthly electronic newsletters, broadcast faxes, brochures and proceeding manuals for clients.

Buckeye Bound, a publication of The Lantern

Editor June 2003–Aug. 2003

Duties: Designed 48-page magazine sent to incoming freshmen and transfer students at Ohio State; assigned stories and photos to reporters and photographers; completed copy editing and headline writing for all articles.

OFA – an Association of Floriculture Professionals

Communications Intern

April 2003–Aug. 2003

Duties: Wrote 32 press releases for Short Course and OFA activities; developed press kits and handout notebooks for media attending OFA Short Course; tabulated advertising and public relations coverage to determine exposure; collected & wrote Short Course daily information for hotels and industry publications.

Ohio Harness Horseman’s Association

Communication Intern

June 2001–Oct. 2003

Duties: Promoted harness racing at 73 county & independent fairs in Ohio by writing press releases to more than 317 county and town newspapers.

The Ohio State University Makio Yearbook

Photographer

Jan. 2001–June 2001

Duties: Volunteered as staff photographer during winter and spring quarters; Selected photos for both Sports and Student Life sections and verified all photo credits.

Teaching, Advising, and Other Assignments

Courses Taught at Utah State University

ASTE 1710: Introduction to Agricultural Communication, 3 Credit Hours

Provides students with an introduction to the field of agricultural communications and journalism by providing an overview of the history, importance to society, and role media plays in agriculture. Students will specifically investigate historical and contemporary media including newspapers, magazines, radio, television, movies, public relations, Internet, and social media.

ASTE 2830: Agribusiness Sales and Marketing, 3 Credit Hours

Provides students with the basic principles of agribusiness sales and marketing. After completing a series of self-assessments relating to sales, learning, and personality preferences, students learn to complete each major step of the sales process.

ASTE/JCOM 3050: Technical and Professional Communication Principles

Students learn technical communication principles and practices used in the agricultural industry. An emphasis is placed on technical writing of reports and correspondence using electronic information retrieval and presentation.

ASTE/JCOM 3090: Graphic Communication in Agriculture, 3 Credit Hours

Prepares students to be proficient in elements of design, graphic art production, photo editing, and image composition techniques used in the agricultural communications and journalism field.

ASTE 4250: Occupational Experiences in Agriculture, 3 Credit Hours

Supervises students in occupational experience for technical and professional preparation in the agricultural communications and journalism field.

ASTE 4900: Senior Project Research and Creative Opportunities

Mentors seniors in agricultural communications on projects that strengthen their experience in areas of graphic design and web design.

ASTE 6100: Research Design & Academic Writing

Mentors students as they prepare a graduate research proposal in the human and social sciences. In consultation with the student's committee chair, this research proposal may become the basis for either the master's thesis or dissertation. Students are encouraged to discuss this course with their committee chair and the instructor to fully understand how the course fits into their graduate course of study.

ASTE 6120: Data Analysis

Explores the use of descriptive statistics, contingency tables, differential statistics, and correlational statistics. Discussion of syntax, procedure options, and interpretation of output.

JCOM 3320: Strategic Research Methods in Public Relations, 3 Credit Hours

Students use sound and effective social science research methods (e.g. content analysis, intensive interviews, focus groups, field observations, and surveys) to identify and recommend solutions a client's problem in public relations.

Non-Credit Instruction

Hall, K. (2019, January). *7 Best Practices for Delivering Presentations*. Dairy Club, Logan, UT. 7 participants

Hall, K. (2018, March). *Marketing your CSA & communicating with social media*. PSC 4900 – Student Organic Farm, Logan, UT. 10 participants

Hall, K. (2018, February). *Media relations: Working with journalists*. Communication of Current Topics in Nutrition, Logan, UT. 40 participants

Hall, K. (2017, February). *Media relations: Working with journalists*. Communication of Current Topics in Nutrition, Logan, UT. 33 participants

Hall, K. (2016, November). *Delivering an elevator pitch*. Utah State University Graduate Training Series, Logan, UT. 45 participants

Hall, K. (2016, March). *Marketing your CSA & communicating with social media*. PSC 4900 – Student Organic Farm, Logan, UT. 13 participants

Hall, K. (2016, February). *Media relations: Working with journalists*. Communication of Current Topics in Nutrition, Logan, UT. 25 participants

Hall, K. (2015, March). *Marketing your CSA & communicating with social media*. PSC 4900 – Student Organic Farm, Logan, UT. 11 participants

- Hall, K. (2015, February). *Media relations: Working with journalists*. Communication of Current Topics in Nutrition, Logan, UT. 25 participants
- Hall, K. (2014, October). *Developing & administering marketing surveys*. ASTE 2830: Agribusiness Sales and Marketing, Logan, UT. 36 participants
- Hall, K. (2014, September). *PEST analysis and SWOT analysis*. ASTE 2830: Agribusiness Sales and Marketing, Logan, UT. 36 participants
- Hall, K. (2014, September). *Chapter 5: How people buy*. ASTE 2830: Agribusiness Sales and Marketing, Logan, UT. 36 participants
- Hall, K. (2014, April). *Using websites and social media for promotion*. Beginning Farmer & Rancher Workshop, Salt Lake City, UT. 67 participants
- Hall, K. (2014, March). *Using social media & marketing your CSA*. PSC Special Topics: Student Organic Farm, Logan, UT. 6 participants
- Hall, K. (2014, February). *Media relations – working with journalists*. NDFS 5230: Communication of Current Topics in Nutrition, Logan, UT. 21 participants
- Hall, K. (2013, April). *Using websites and social media for promotion*. Beginning Farmer & Rancher Workshop, Logan, UT. 18 participants
- Hall, K. (2013, April). *Marketing your CSA*. PSC Special Topics: Student Organic Farm, Logan, UT. 10 participants
- Hall, K. (2012, November). *Web marketing & social media for Utah farmers*. Utah Building Farmers Program, Ogden, UT. 15 participants
- Hall, K. (2012, September). *Using social media as a communication tool for being advocates for agriculture*. Workshop presented at Achieving Success in Agriculture Conference, Logan, UT. 9 participants
- Hall, K. (2012, March). *Graphic design principles*. Student Chapter of the American Society of Landscape Architects at Utah State University, Logan, UT. 16 participants
- Brain, R., & Hall, K. (2012, February). *Effective marketing strategies for establishing and sustaining a CSA*. Workshop presented at Diversified Agriculture Conference, Layton, UT. 30 participants
- Hall, K. (2012, February). *Marketing your business and product*. Workshop presented at Artisan Dairy Day, Logan, UT. 20 participants
- Hall, K. (2011, December). *Web marketing & social media for Utah farmers*. Utah Building Farmers Program, Logan, UT. 15 participants

Advising at Utah State University

Undergraduate Student Mentoring

College & University Valedictorian
Spring 2018 – Kenna McMurray

Undergraduate Teaching Fellows

Fall 2018 – Allie Wallentine, ASTE 2830
Fall 2017 – Aubree Thomas, ASTE 2830
Fall 2016 – Hailee Garrett, ASTE 2830

Undergraduate Independent Curriculum Projects

Spring 2018 – 1 student
Spring 2017 – 1 student
Fall 2016 – 1 student
Spring 2016 – 7 students
Spring 2015 – 3 students
Spring 2014 – 1 student
Spring 2013 – 1 student

Internship Credit in JCOM Department

Fall 2015 – 3 students
Fall 2014 – 3 students
Spring 2013 – 2 students
Fall 2012 – 1 student

Internship Credit in ASTE School

Fall 2018 – 3 students
Fall 2016 – 1 student
Spring 2016 – 1 student
Fall 2015 – 4 students
Fall 2013 – 2 students
Summer 2013 – 1 student
Spring 2013 – 4 students
Fall 2012 – 1 student
Summer 2012 – 2 students
Spring 2012 – 1 student

Faculty Mentor for Measuring Impact of Food \$ense Booth at Farmers' Markets

May 2014–August 2014: 2 students
August 2013–October 2013: 2 students
August 2012–October 2012: 6 students

AmeriCorp interns develop promotional materials and website for USU Student Organic

- Mariana Felix, April 2015-May 2016
- Sara Simmons, April 2014-May 2015

- Tracey Munson, April 2013–Sept. 2013
- Andy Croft, April 2013-Sept. 2013
- Heidi King, May 2012-April 2013
- Cami Lowder, May 2012–April 2013

Undergraduate Honors Project
Sustainability in Scandinavia: A closer look at sustainable food and beverage practices in Norway, Denmark, and Sweden
Advised: Shandrea Hickok

Determining Western Newspapers' Coverage of eminent domain. (Sept. 2011-Feb. 2012).
Advised: Stephanie Lewis

Graduate Student Mentoring

Graduate Students in Progress
Committee Chair: 3
Committee Member: 4

Graduate Students Completed
Committee Chair: 3
Committee Member: 1

Other Assignments at Utah State University

Co-Curricular Advising

Utah State chapter of Agricultural Communicators of Tomorrow

Advisor, August 2013–Present

Co-Advisor, August 2011–August 2013

Student Membership

2016-2017: 9 Members

2015-2016: 12 Members

2014-2015: 8 Members

2013–2014: 8 Members

2012–2013: 6 Members

2011–2012: 7 Members

Major Activities:

Attended Professional Development Conferences:

- National Association of Farm Broadcasting Convention in Kansas City, MO
 - 2018 (2 students)
 - 2017 (6 students)
 - 2016 (5 students)
 - 2015 (4 students)
 - 2014 (3 students)
 - 2013 (3 students)

- Ag Media Summit
 - 2018 – Scottsdale, AZ (3 students)
 - 2017 – Snowbird, UT (6 students)
 - 2016 – St. Louis, MO (3 students)
 - 2015 – Scottsdale, AZ (5 students)
 - 2014 – Indianapolis, IN (advisor)
 - 2013 – Buffalo, NY (1 student)
- National Agricultural Communicators of Tomorrow’s Professional Development Conference
 - 2018 – Kansas City, MO (1 student)
 - 2016 – Stillwater, OK (2 students)
 - 2015 – Orlando, FL (3 students)
 - 2014 – Manhattan, KS (4 students)

Awards

- Yamaha ACT Scholarship: \$2,250 in 2018
- Chapter of the Year for Educational Activities, 2017
- Bronson Teichert, member, won 1st place in the News Story Division
- Bronson Teichert, member, won 3rd place for short video package in the Electronics Division
- Kenna McMurray, member, won 4th place for short video package in the Electronics Division
- Yamaha ACT Scholarship of \$2,000 in 2017
- Chapter of the Year for Educational Activities, 2016
- Jamie Keyes, member, won overall writing category at National Agricultural Communicators of Tomorrow Critique & Contest in 2016
- Jamie Keyes, member, won 1st place for long feature story at National Agricultural Communicators of Tomorrow Critique & Contest in 2016
- Yamaha ACT Scholarship of \$1,500 in 2016
- Cassidy Woolsey, member, won 2nd place for long feature story at National Agricultural Communicators of Tomorrow Critique & Contest in 2015
- Yamaha ACT Scholarship of \$1,000 in 2015
- Jamie Keyes, member, won 2nd place for video at National Agricultural Communicators of Tomorrow Critique & Contest in 2014

Club Activities

- Utah FFA Association Agricultural Communication Career Development Event, 2013-present
- Booth at Day on the Patio during CAAS Week in 2011-present
- Float for Tractor Parade during CAAS Week in 2011-present
- Hosted *Social Media Plan Training*, March 26, 2017, 6 participants
- Hosted *Optimizing Your LinkedIn Profile* Workshop, March 23, 2017, 6 participants
- Shooting Night at Rendezvous Gun Range, February 23, 2017, 6 participants
- Participated in ASTE SOUPer Activity, January 2017, 46 participants
- Holiday Party, December 12, 2016, 7 participants

- Hosted *Writing a News Release* Workshop, November 16, 2016, 12 participants
- Pumpkin Carving Party, October 26, 2016, 6 participants
- Hosted Opening Social, September 14, 2016, 14 participants
- Organized 5 bake sales to earn money for attending the National Agricultural Communicators of Tomorrow's Professional Development Conferences, Ag Media Summit and for paying chapter dues to the National Agricultural Communicators of Tomorrow
- Hosted *Creating with Canva* Workshop, March 15, 2016, 9 participants
- Farmland movie night & food drive for Cache Valley Food Pantry, April 19, 2016
- Completed service project with Utah Agriculture in the Classroom, 2014-2017
- Wrote articles for College of Agriculture and Applied Sciences alumni publication from fall 2011–fall 2013 semesters
- Conducted *Associated Press Editing* Workshop in fall semester 2013
- Delivered *Designing Your E-portfolio* Workshops in fall semester 2013
- Conducted digital photography workshops in spring 2012
- Conducted video production workshops in fall 2011
- Developing materials to promote Utah State's Food Day on October 24, 2012

Scholarship

(Note: * indicates undergraduate student author, ** indicates graduate student author)

Refereed Journal Articles

Hawley, J. L.**, **Hall, K.**, & Chowdhury, A. (2018). Agricultural communicators' use of mobile devices and social media in the USA. *Rural Extension and Innovation Systems Journal*, *14*(1), 101-109.

Hawley, J. L.**, **Hall, K.**, & Pate, M. (2017). Exploring the outcomes of using problem-based learning in an agribusiness sales course. *NACTA Journal*, *61*(3), 197-201. Retrieved from <https://www.nactateachers.org/>

Hall, K., Lawver, R., Hawley, J. L.**, & McMurray, K.* (2017). Students' perceptions of using a course management system to supplement traditional advising. *NACTA Journal*, *61*(2), 97-101. Retrieved from <https://www.nactateachers.org/>

Pate, M., Beard, F., & **Hall, K.** (2017). Utah Regional Differences in Respirator Use and Fitting Among Pesticide Applicators. *Journal of Agricultural Safety and Health/American Society of Agricultural and Biological Engineers*, *23*(1), 55-66.

Hall, K. (2016). Addressing marketing issues for community supported agriculture using community-based social marketing. *Journal of Mass Communication & Journalism*, *6*(9). doi: 10.4172/2165-7912.1000322

Savoie, M.**, **Hall, K.**, Lambright, T.*, Preedy, C.*, & LeBlanc, H. (2015). Evaluating the impact of SNAP-Ed educational materials at farmers' markets. *Journal of the National Extension Association of Family & Consumer Sciences*, 10, 17-24. Retrieved from <http://www.neafcs.org/journal-of-neafcs>

Brain, R., Curtis, K., & **Hall, K.** (2015). Utah Farm-Chef-Fork: Building Sustainable Local Food Connections. *Journal of Food Distribution Research*, 46(1), 1-10. Retrieved from: <http://www.fdrsinc.org/wp---content/uploads/2015/03/JFDR---461---Complete.pdf>

Reeve, J., **Hall, K.**, & Kalkman, C.* (2014). Student outcomes from experiential learning at a student run certified organic farm. *Natural Sciences Education*, 43(1), 16-24. doi: 10.4195/nse2013.08.0025

Hall, K., Meyers, C., Doerfert, D., Akers, C., & Johnson, P. (2013). Recruiting and retaining shareholders for community supported agriculture in Texas. *Journal of Applied Communications*, 97(4), 33-46. <https://dx.doi.org/10.4148/1051-0834.1126>

Hall, K., & Rhoades, E. (2010). Influence of subjective norms and communication preferences on grain farmers' attitudes toward organic and non-organic farming. *Journal of Applied Communications*, 94(3), 51-64. <https://dx.doi.org/10.4148/1051-0834.1192>

Hall, K., & Rhoades, E., & Agunga, R. (2009). Student publications' place in agricultural communication curriculum. *Journal of Applied Communications*, 93(1), 35-44. <https://dx.doi.org/10.4148/1051-0834.1202>

Rhoades, E., & **Hall, K.** (2008). The agricultural blogosphere: A snapshot of new agricultural communicators online. *Journal of Applied Communications*, 91(3), 37-55. <https://dx.doi.org/10.4148/1051-0834.1247>

Book Review

Hall, K. (2012). The new community of rules: Marketing on the social web. [Review of the book The new community of rules: Marketing on the social web]. *Journal of Applied Communications*, 96(2), 11-13.

Bulletin

Saravanan, R., Suchiradipta, B., Chowdhury, A., **Hall, K.**, & Hambly Odame, H. (2015). Social media for rural advisory services. *Global Good Practices Note for Extension and Advisory Services*, Note 15, 1-4. Retrieved from: <http://www.g-fras.org/en/download.html>

Refereed Conference Proceedings

Cromer, A.**, Sorensen, T., & **Hall, K.** (2018, May). Examining intentions of educational professions to integrate unmanned aerial vehicles (UAVs) within the classroom. *Poster Proceedings of the American Association for Agricultural Education*, Charleston, SC.

- Cromer, A.**, Sorensen, T., & **Hall, K.** (2018, May). Providing professional development to educational professionals for unmanned aerial vehicles (UAVs) in agriculture. *Poster Proceedings of the American Association for Agricultural Education*, Charleston, SC.
- Hall, K.**, Cromer, A.**, & Sorensen, T. (2018, May). Utah agriculture teachers' perceptions of teaching urban and non-traditional agriculture content. *Poster Proceedings of the American Association for Agricultural Education*, Charleston, SC.
- Cromer, A.**, **Hall, K.**, & Sorensen, T. (2018, May). Utah agriculture teachers' perceptions of urban and non-traditional agriculture curriculum & SAE: Application of the theory of planned behavior. *Poster Proceedings of the American Association for Agricultural Education*, Charleston, SC.
- Hawley, J. L.**, **Hall, K.**, Lawver, R., & Brain, R. (2017, September). Predicting farmers' involvement in farm to school programming. *Poster Proceedings of the Western Region American Association for Agricultural Education Conference*, Fort Collins, CO.
- LaRue, C.*, & **Hall, K.** (2017). Predicting consumers' likelihood to scan QR codes to identify bioengineered food ingredients. *Poster Proceedings of the Western Region American Association for Agricultural Education Conference*, Fort Collins, CO.
- Perkins, D.*, Sorensen, T., **Hall, K.**, Dallin, J., & Francis, D. (2017, May). Engaging educational professionals and students on the viability of AFNR careers. *Poster Proceedings of the American Association for Agricultural Education Conference*, San Luis Obispo, CA, 53-56. Retrieved from <http://aaaeonline.org/>
- Perkins, D.*, **Hall, K.**, Sorensen, T., Dallin, J., & Francis, D. (2017, May). Identifying professional development needs of secondary education professionals. *Poster Proceedings of the American Association for Agricultural Education Conference*, San Luis Obispo, CA, 273-276. Retrieved from <http://aaaeonline.org/>
- Hawley, J. L.**, **Hall, K.**, & Pate, M. (2017, May). Exploring the outcomes of using problem-based learning in an agribusiness sales course. *Poster Proceedings of the American Association for Agricultural Education Conference*, San Luis Obispo, CA, 241-244. Retrieved from <http://aaaeonline.org/>
- Hawley, J. L.**, **Hall, K.**, & Pate, M. (2016, September). Exploring the outcomes of using problem-based learning in an agribusiness sales course. *Poster Proceedings of the Western Region American Association for Agricultural Education Conference*, Tucson, AZ. Retrieved from <http://aaaeonline.org/>
- Pate, M., Beard, F., Miller, B., Miller, R. L., Hatch, R., & **Hall, K.** (2015). *Project Based Learning: Integration Across Agricultural Systems Technology Courses*. St. Joseph, MI: American Society of Agricultural and Biological Engineers. doi: 10.13031/aim.20152156630

Pate, M. L., Beard, F. R., & **Hall, K.** (2014). Pesticide label versus safety data sheet: Selection and fitting the right respirator. *Proceedings of the ISASH Annual Meeting*, Omaha, NE.

Hall, K., Meyers, C., Doerfert, D., Akers, C., & Johnson, P. (2012, April). Factors influencing membership in community supported agriculture in Texas. *Proceedings of the Western Region American Association for Agricultural Education Research Conference*, Bellingham, WA, 31. Retrieved from <http://aaaeonline.org/>.

Hall, K., Doerfert, D., Meyers, C., Ulmer, J., & Wilkinson, J. (2011, February). An examination of trust-related behaviors important to agricultural stakeholders. *Proceedings of the Southern Region Conference of the American Association for Agricultural Education Conference*, Corpus Christi, TX, 389-401. Retrieved from <http://aaaeonline.org/>

Refereed Paper & Oral Presentations

Hickok, S., & Hall, K. (2019, February). *Sustainability in Scandinavia: A closer look at sustainable food and beverage practices in Norway, Denmark, and Sweden*. Oral presentation at the Utah Conference on Undergraduate Research, Weber State University, Ogden, UT.

Hall, K., & LaRue, C.* (2018, June). *Predicting Consumers' Likelihood to Scan QR Codes to Identify Bioengineered Food Products*. Poster presented at Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Phoenix, AZ.

Sorensen, T., Francis, D. W., Dallin, J., & **Hall, K.** (2018, February). *STEP Grant-Technology Training, Technology in the Classroom and in Extension*. USU Annual Extension Conference, USU Extension Botanical Center, Kaysville, UT.

Beard, F. R., Pate, M. L., **Hall, K.**, Miller, R. L., & Miller, B. (2016, June). *Assessing compliance issues associated with implementation of revised agricultural worker protection regulations*. Paper presented at the Annual International Meeting of the American Society of Agricultural and Biological Engineers, Orlando, FL.
doi:10.13031/aim.20162460344

Pate, M. L., Beard, F. R., Miller, B., Miller, R., Hatch, R., & **Hall, K.** (2015, June). *Project based learning: Integration across agricultural systems technology courses*. Paper presented at the Annual International Meeting of the American Society of Agricultural and Biological Engineers, St. Joseph, MI. doi:10.13031/aim.20152156630

Beard, F. R., Pate, M. L., & **Hall, K.** (2014, July). *Appropriate personal protective equipment: Pesticide label requirements or safety data sheet requirements*. Paper presented at the ASABE and CSBE/SCGAB Annual International Meeting, Montreal, Quebec Canada.
doi: 10.13031/aim.20141901542

- Hall, K., & Adams, T.**** (2014, June). *Students' perceptions of using a course management system to supplement face-to-face advising*. Oral presentation at the North American Colleges and Teachers of Agriculture Conference, Bozeman, MT.
- Hall, K.** (2014, June). *Learning by pinning: Assessing higher-level thinking through Pinterest*. Oral presentation during the Speeding with Technology Workshop at the North American Colleges and Teachers of Agriculture Conference, Bozeman, MT.
- Adams, T.**, & **Hall, K.** (2014, May). *Using Students' Perspectives to Improve or Implement an Online Advising Tool*. Oral presentation at the NACADA Region 10 Conference, Jackson, WY.
- Reeve, J., **Hall, K.**, & Steinitz, T. (2013, June). *The development of a student run organic farm*. Oral presentation at the Association for Environmental Studies and Sciences Conference, Pittsburgh, PA.
- Hall, K.**, Meyers, C., Doerfert, D., Akers, C., & Johnson, P. (2013, June). *Recruiting and retaining shareholders for community supported agriculture in Texas*. Paper presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Indianapolis, IN.
- Hall, K.**, Lawver, B. G., & Kalkman, C.* (2013, June). *Seeking out perceptions of college stakeholders to help write a mission statement*. Poster presented at the North American Colleges and Teachers of Agriculture Conference, Blacksburg, VA.
- Hall, K.**, Meyers, C., Doerfert, D., Akers, C., & Johnson, P. (2012, April). *Factors influencing membership in community supported agriculture in Texas*. Paper presented at the Western Region American Association for Agricultural Education Conference, Bellingham, WA.
- Meyers, C. A., **Hall, K.**, & Allen, K. (2011, June). *Identified issues: Helping the world feed itself, ethanol, animal welfare*. Paper presented at the Issues Management Building Capacity in the Land-Grant System National Symposium, Denver, CO.
- Hall, K.**, Meyers, C., & Vaught, L. (2011, February). *Evaluating the usability of the Texas Agricultural Research Database website*. Paper presented at the Southern Association of Agricultural Scientists Agricultural Communication Session, Corpus Christi, TX.
- Settle, Q., Akers, C. L., Doerfert, D. L., Irlbeck, E. G., **Hall, K.**, & Martinez, L. (2010, June). *The effect of an agricultural communications workshop on urban high school students: Comparison between agriculture and non-agriculture students*. Oral presentation at the North American Colleges and Teachers of Agriculture Conference, State College, PA.

Redwine, T., Akers, C. L., Brashears, T., Burris, S., Dudley, L., Bobbitt, R., & **Hall, K.** (2010, June). *Utilization of career service by undergraduate students in a college of agriculture*. Oral presentation at the North American Colleges and Teachers of Agriculture Conference, State College, PA.

Hall, K., Bonner, S., Dudley, L., & Mitchell, M. (2009, June). *Developing recruitment strategies: Student evaluations of integrated marketing communications materials*. Oral presentation at the North American Colleges and Teachers of Agriculture Conference, Stillwater, OK.

Hall, K., & Rhoades, E. (2009, June). *Influence of subjective norms and communication preferences on grain farmers' attitudes toward organic and non-organic farming*. Paper presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Des Moines, IA.

Hall, K., & Rhoades, E. (2009, February). *Ohio grain farmers' attitudes toward organic and non-organic farming methods*. Paper presented at the Southern Association of Agricultural Scientists Agricultural Communication Session, Atlanta, GA.

Hall, K., Rhoades, E., & Agunga, R. (2008, June). *Student publications' place in agricultural communication curriculum*. Paper presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Traverse City, MI.

Hall, K. (2008, April). *The development of the AgriNaturalist: An historical case study of how using experiential learning enhanced one agricultural communication program*. Presented at Annual HCRD Graduate Student Research Conference, Columbus, OH.

Hall, K., & Rhoades, E. B. (2007, September). *Coverage of corn-based ethanol: A comparison of objectivity in U.S. national newspapers*. Paper presented at the North Central Region American Association for Agricultural Education Research Conference, Columbia, MO.

Rhoades, E. & **Hall, K.** (2007, June). *New agricultural communicators: A content analysis of the current state of agriculture blogging*. Paper presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Albuquerque, NM.

Hall, K. (2007, April). *Newspaper coverage of large-scale livestock production: A content analysis of The Columbus Dispatch, 1992-2002*. Presented at the Annual HCRD Graduate Student Research Conference, Columbus, OH.

Refereed Poster Presentations

Hawley, J. L.** & **Hall, K.** (2017, June). *Agricultural Communicators' Use of Social Media Tools*. Poster presented at Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, New Orleans, LA.

- Hall, K., & Hawley, J. L.**** (2016, June). *Incorporating problem-based learning to develop employability skills in agriculture undergraduates*. Poster presented at Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Memphis, TN.
- Hall, K.** (2016, February). *Using Pinterest as a pedagogical tool*. Poster presented at Southern Association of Agricultural Scientists Agricultural Communications Section, San Antonio, TX.
- Hall, K., & McMurray, K.*** (2015, June). *Discovering barriers & benefits of accepting SNAP benefits at Utah farmers' markets*. Poster presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Charleston, SC.
- Hall, K., & McMurray, K.*** (2015, June). *Discovering communication channels used to advertise SNAP benefits at Utah farmers' markets*. Poster presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Charleston, SC.
- Hall, K., & Meyers, C.** (2014, May). *Utilizing Morae as a tool for conducting usability testing*. Poster presented at the American Association for Agricultural Education Annual Research Conference, Salt Lake City, UT.
- Hall, K., & Lawver, B. G.** (2013, June). *Developing a new college name through faculty and stakeholder input*. Poster presented at the North American Colleges and Teachers of Agriculture Conference, Blacksburg, VA.
- Hall, K., Reeve, J., & Steinitz, T.** (2013, June). *Mentoring student interns in farm-to-fork opportunities*. Poster presented at the North American Colleges and Teachers of Agriculture Conference, Blacksburg, VA.
- Hall, K., Meyers, C., Doerfert, D., Akers, C., & Johnson, P.** (2013, May). *Recruiting shareholders for community supported agriculture enterprises in Texas*. Poster presented at the American Association for Agricultural Education Annual Research Conference, American Association for Agricultural Education, Columbus, OH.
- Hall, K., Maher, C.*, Bigelow, K.*, Lambright, T.*, LeBlanc, H., & Christofferson, D.** (2013, March). *Measuring the impact of food sampling at the Cache Valley Gardeners' Market*. Poster presented at the Utah State University Extension Annual Conference, Utah State University Extension, Logan, UT.
- Hall, K., & Adams, T.**** (2012, June). *Exploring the use of a course management system for online academic advising*. Poster presented at the North American Colleges and Teachers of Agriculture Conference, River Falls, WI.

Hall, K., & Ulmer, J. (2012, April). *Using peer review experiences to improve critical thinking in writing*. Poster presented at the Western Region American Association for Agricultural Education Conference, Bellingham, WA. **2nd Place Research Poster**

Lewis, S. *, & **Hall, K.** (2012, March). *A qualitative framing analysis of eminent domain issues in Mountain West newspapers*. Poster presented at College of Humanities and Social Sciences Research Symposium, Logan, UT.

Street, C., Akers, C., Frazee, S., Dudley, L., Bobbitt, R., & **Hall, K.** (2010, June). *A description of factors effecting student retention within a college of agricultural sciences and natural resources*. Poster presented at the North American Colleges and Teachers of Agriculture Conference, State College, PA.

Hall, K., & Meyers, C. (2010, June). *Identifying how educators prefer to learn about technologies for the classroom*. Poster presented at the North American Colleges and Teachers of Agriculture Conference, State College, PA.

Hall, K., & Meyers, C. (2010, May). *Tips from the trenches: Teaching advice for beginning academics*. Poster presented at the American Association for Agricultural Education Annual Research Conference, Omaha, NE.

Hall, K., & Meyers, C. (2010, February). *Tips from the trenches: Teaching advice for beginning academics*. Poster presented at the Southern Region Conference of the American Association for Agricultural Education, Orlando, FL.

Other Intellectual Contributions

Refereed Fact Sheets

McMurray, K. *, **Hall, K., & Brain, R.** (2017). *Community Supported Agriculture: Pricing (Paper 1776)*. Logan, UT: USU Extension. Retrieved from http://digitalcommons.usu.edu/extension_curall/1776/

McMurray, K. *, **Hall, K., & Brain, R.** (2017). *Community Supported Agriculture: Legal Concerns (Paper 1759)*. Logan, UT: USU Extension. Retrieved from http://digitalcommons.usu.edu/extension_curall/1759

McMurray, K. *, **Hall, K., & Brain, R.** (2017). *Community Supported Agriculture: Participating in a Share (Paper 1760)*. Logan, UT: USU Extension. Retrieved from http://digitalcommons.usu.edu/extension_curall/1760

McMurray, K. *, **Hall, K., & Brain, R.** (2017). *Community Supported Agriculture: Definition, Benefits, Barriers, and Resources for Growers (Paper 1746)*. Logan, UT: USU Extension. Retrieved from http://digitalcommons.usu.edu/extension_curall/1746

McMurray, K. *, **Hall, K., & Brain, R.** (2017). *Community Supported Agriculture: Marketing & Outreach Strategies to Encourage Membership (Paper 1662)*. Logan, UT: USU Extension. Retrieved from http://digitalcommons.usu.edu/extension_curall/1662

McMurray, K.*, **Hall, K.**, & Brain, R. (2017). *Community Supported Agriculture: Crop Planning* (Paper 1744). Logan, UT: USU Extension. Retrieved from http://digitalcommons.usu.edu/extension_curall/1744

McMurray, K.*, **Hall, K.**, & Brain, R. (2017). *Community Supported Agriculture: Starting and Managing Operation* (Paper 1745). Logan, UT: USU Extension. Retrieved from http://digitalcommons.usu.edu/extension_curall/1745/

Multi-Media-Web-Based

Beard, F., **Hall, K.**, & Black, C. (2016). *EPA Risk Assessments and PPE Requirements for Pesticide Labeling* (pp. 1 to 99). Pesticide Safety Education Program: Improvement and Modernization Initiative. Retrieved from <http://psep.us/PasswordProtectedWebsiteLandingPage.pdf>

Beard, F., **Hall, K.**, & Ramirez, R. (2016). *Insecticide Application Strategies to Manage Pesticide Resistance* (pp. 1 to 98). Pesticide Safety Education Program: Improvement and Modernization Initiative. Retrieved from <http://psep.us/PasswordProtectedWebsiteLandingPage.pdf>

Beard, F., **Hall, K.**, & Nagamine, C. (2016). *Pesticide Labeling: Understanding and Safety* (pp. 1 to 260). Pesticide Safety Education Program: Improvement and Modernization Initiative. Retrieved from <http://psep.us/PasswordProtectedWebsiteLandingPage.pdf>

Beard, F., & **Hall, K.** (2016). *Pesticide Sprayer Calibration* (pp. 1 to 132). Pesticide Safety Education Program: Improvement and Modernization Initiative. Retrieved from <http://psep.us/PasswordProtectedWebsiteLandingPage.pdf>

Beard, F., **Hall, K.**, Tharp, C., & Hirnyck, R. (2016). *Water Quality and Pesticide Performance* (pp. 1 to 95). Pesticide Safety Education Program: Improvement and Modernization Initiative. Retrieved from <http://psep.us/PasswordProtectedWebsiteLandingPage.pdf>

Peer Reviewed Extension Curricula

Hall, K., & Brain, R., McMurray, K.*, Dauk, B.*, & Tuckett, A.* (2017). Fostering community supported agriculture: A guide for growers and Extension educators. Curricula published by USU Extension. Retrieved from http://digitalcommons.usu.edu/extension_curall/1775

Grants and Contracts

External Funding Awarded to Date (\$767,177.24)

Brain, R., Hall, K., LaCee, J., Durward, C., Savoie Roskos, M., & Wille, C. (2018-2021). Connecting Low-Income/At-Risk and Ethnic Minority Populations to Utah Direct Market Farmers and Farmers Markets. Funded for \$494,292.24. Co-Investigator. Funding Agency: USDA-NIFA. September 30, 2018-Sept. 29, 2021.

Hall, K. (2017). Fostering Preparedness: Practical Strategies for Communicating About Animal Agriculture Crises. Funded for \$5,000. Principal Investigator. Funding Agency: Agricultural Safety and Health Council of America. January 1, 2017 – June 30, 2017.

Sorensen, T., Francis, D. W., Dallin, J., & Hall, K. (2016–2019). Engaging Educational Professionals Towards Training The Next Generation Within The Food, Agricultural, and Natural Resources Career Areas for \$144,138. Co-Investigator. Funding Agency: USDA-NIFA-AFRI. October 1, 2016 – September 30, 2019.

Hall, K., & Brain, R. (2015–2017). Fostering Utah Community Supported Agriculture Opportunities. Funded for \$46,651. Principal Investigator. Funding Agency: United States Department of Agriculture. September 1, 2015 – September 29, 2017.

Beard, R., & Hall, K. (2014–2015). Western States Proposal to Develop Online Training Modules for Pesticide Applicator Recertification. Funded for \$48,000. Co-Investigator. Funding Agency: CropLife Foundation. April 2014 – October 21, 2015.

Brain, R., Hall, K., & Curtis, K. (2012–2014). Farm-Chef-Fork: Establishing Enhanced Farm to Restaurant Communication and Sourcing Across Utah. Funded for \$29,096.00. Co-Investigator. Funding Agency: Utah Department of Agriculture and Food. October 1, 2012 – October 1, 2014.

External Funding Not Awarded to Date (\$1,420,910.62)

Hall, K., Chumbley, S. G., Sorensen, T. (2018–2021). Fostering the Next Generation of Agricultural Communicators, Educators, and Scientists through Research and Extension Experiences. Requested \$291,365.31. Principal Investigator. Funding Agency: U.S. Department of Agriculture. November 2018–October 2021. Current Status: Not Funded

Hall, K., Chumbley, S. G., Sorensen, T. (2017–2020). Fostering the Next Generation of Agricultural Communicators through Research and Extension Experiences. Requested \$291,365.31. Principal Investigator. Funding Agency: U.S. Department of Agriculture. November 2017–October 2020. Current Status: Not Funded

Dick, R. S., Quigley, H., Dick, C., & Hall, K. (2017–2018). Utah Farmers' Perceptions Towards Direct to Consumer E-Commerce. Funding Requested: \$99,933. Co-Principal. Funding Agency: U.S. Department of Agriculture. June 2017–February 2018. Current Status: Not Funded

Hall, K., Sorensen, T., Francis, D. W., & Dallin, J. (2016–2017). Engaging Beginning Agricultural Producers and Educators in Sustainable, Small Acreage, Food Production Systems in Urban Utah. Funding Requested: \$93,063. Principal. Funding Agency: U.S. Department of Agriculture Farm Services Agency. September 2016–September 2017. Current Status: Not Funded

- Hall, K., Hunt, K. P., & Sun, Y. (2016–2017). Influence of Local Food Environment, Food Access Dimensions, & Household Characteristics on Diet & Health of SNAP & SNAP Eligible Households. Funding Requested: \$49,999. Principal. Funding Agency: University of Kentucky Center for Poverty Research. July 1, 2016–December 31, 2017. Current Status: Not Funded
- Francis, D., Curtis, K., Dallin, J., Hall, K., Sorensen, T., & Ward, R. A. (2016–2018). Small Farm Professional Development Experiences for Educators. Funding Requested: \$74,600. Funding Agency: Western SARE. July 1, 2016–June 30, 2018. Current Status: Not Funded
- Wigdahl, B., Francis, D., & Hall, K. (2015–2018). Growing Ag Professionals: Analyzing the Impact of Informal Education on Degree and Career Choice in Agriculture, Natural Resources, and STEM. Funding Requested: \$149,376. Evaluator. Funding Agency: United States Department of Agriculture Secondary Education, Two-Year Postsecondary Education, and Agriculture in the K-12 Classroom Challenge Grants Program (SPECA). July 1, 2015 – June 31, 2018. Current Status: Not Funded
- Wigdahl, B., Francis, D., & Hall, K. (2014–2017). Growing Ag Professionals: Analyzing the Impact of Informal Education on Degree and Career Choice in Agriculture, Natural Resources, and STEM. Funding Requested: \$100,000. Evaluator. Funding Agency: United States Department of Agriculture Secondary Education, Two-Year Postsecondary Education, and Agriculture in the K-12 Classroom Challenge Grants Program (SPECA). July 1, 2014 – June 31, 2017. Current Status: Not Funded
- LeBlanc, H., Scott, P., Christofferson, D., & Hall, K. (2012–2013). Aligning and Elevating University-Based Low-Income Nutrition Education: EFNEP and SNAP-Ed. Requested funding for \$50,000. Co-Investigator. Funding Agency: U.S. Department of Agriculture, National Institute of Food & Agriculture. October 1, 2012–September 30, 2013. Current Status: Not Funded
- Pate, M., & Hall, K. (2012–2014). Developing Food Safety Management Plans for Specialty Crop Producers Who Engage in Direct Marketing: A Feasibility Study for Enhancing Food Safety and Improve Marketing Strategies. Requested funding for \$41,931. Co-Investigator. Funding Agency: Utah Department of Agriculture and Food. October 1, 2012–October 1, 2014. Current Status: Not Funded
- Norton, J., MacAdams, J., Hipps, L., Dorwood, J., & Davies, R. (2013–2018). Sustainable Land-Plant-Climate Systems: A New Major at Utah State University. Requested funding for \$149,991. Consultant. Funding Agency: United States Department of Agriculture Higher Education Challenge Grants Program (HEC). July 1, 2013–June 30, 2018. Current Status: Not Funded

Brain, R., & Hall, K. (2012–2014). Fostering Utah Community Supported Agriculture Opportunities", Requested funding for \$29,287. Co-Investigator. Funding Agency: Western Sustainable Agriculture Research and Education. September 1, 2012–November 30, 2014. Current Status: Not Funded

Internal Funding Awarded to Date (\$79,689.55)

Hall, K. (2018–2019). A Cross-Sectoral Framework for Developing and Evaluating Farm to School Programming. Funded for \$6,000. Principal Investigator. Funding Agency: Utah Agricultural Experiment Station. July 1, 2018–June 30, 2019.

Hall, K. (2017–2018). A Cross-Sectoral Framework for Developing and Evaluating Farm to School Programming. Funded for \$6,000. Principal Investigator. Funding Agency: Utah Agricultural Experiment Station. July 1, 2017–June 30, 2018.

La Rue, C.*, & Hall, K. (2016–2017). The effects of knowledge, perceptions, and attitudes on consumers' acceptance of genetically modified (GM) food labels & their purchasing intentions. \$1,420.85. Faculty Mentor. Funding Agency: Undergraduate Research and Creative Opportunities Program. September 2016–September 2017.

Harrison, K.*, & Hall, K. (2016–2017). Training High School Students to Engage in Face-to-Face and Social Media Conversations about Animal Welfare. \$1,427.00. Faculty Mentor. Funding Agency: Undergraduate Research and Creative Opportunities Program. September 2016–September 2017.

Hall, K. (2016–2017). A Cross-Sectoral Framework for Developing and Evaluating Farm to School Programming. Funding Requested: \$6,000. Principal Investigator. Funding Agency: Utah Agricultural Experiment Station. July 1, 2016–June 30, 2017.

Hall, K. (2015–2016). A Cross-Sectoral Framework for Developing and Evaluating Farm to School Programming. Funding Requested: \$6,000. Principal Investigator. Funding Agency: Utah Agricultural Experiment Station. July 1, 2015–June 30, 2016.

Hall, K. (2015–2016). Establishing Enhanced Farm-to-School Training and Sourcing Across Utah. Funding Requested: \$18,000. Principal Investigator. Funding Agency: USU Office for Research and Graduate Studies. September 1, 2015–August 31, 2016.

Hall, K., & Pate, M. (2014–2016). A Needs Assessment & Workshop for Developing On-Farm Food Safety Management Plans for Fresh Fruit and Vegetable Producers who Engage in Direct Marketing. Funding Requested: \$10,866.70. Principal Investigator. Funding Agency: Utah Agricultural Experiment Station Grants Program. August 1, 2014–April 2016.

Hall, K., Allen, K., Murray, M., & Olsen, S. (2014–2015). Improving Access to Information for Small Farmers in Utah. Funded for \$9,974.00. Primary Investigator. Funding Agency: Utah State University Extension. June 1, 2014–May 30, 2015.

McMurray, K.*, & Hall, K. (2014). Exploring Farmers' Markets as a Strategy to Improve Access to Food for Utah's Low-Income Residents. Funded for \$2,000.00. Faculty Mentor. Funding Agency: Summer Undergraduate Research and Creative Opportunities Program. May 5, 2014–September 15, 2014.

Hall, K. (2012–2015). Developing Local Food Strategies for Low-Income Residents in Utah. Funded for \$18,000. Primary Investigator. Funding Agency: Utah Agricultural Experiment Station. June 14, 2012–June 30, 2015.

Service

University Service

Committee Member, Undergraduate Research Advisory Board, Oct. 2018–Present

Judge, Society for the Advancement of Ethical Leadership (SAEL) Ethics Bowl, February 2016

Communications Subcommittee of the General Education Committee, June 2014–Present

Panelist, Connections Course, August 2012–August 2015

Chair, Small Farm Group, April 2012–April 2016

College Service

Volunteer, Utah Ag Products BBQ, 2011–Present

Department Service

Committee Chair, Lecturer in Agricultural Communications Search Committee, Oct. 2018–Present

Committee Member, Assistant or Associate Professor in Agricultural Systems Technology Search Committee, Oct. 2018–Present

Committee Chair, Assistant or Associate Professor in Agricultural Communications Search Committee, Jan. 2018–May 2018

Committee Member, Assistant or Associate Professor in Family and Consumer Sciences Education Search Committee, Fall 2015 semester

Committee Member, Assistant Professor in Agricultural Education Search Committee, Fall 2014 semester

Committee Member, Lecturer in Agricultural Communication & Journalism Search Committee, December 13, 2013–April 15, 2014

Co-Faculty Supervisor, Mountain West Communications Conference, JCOM Department, September 2012–July 2013

Committee Member, Assistant Professor/Utah Agriculture in the Classroom Search Committee, February 2013–June 2013

Committee Member, JCOM Generalist Search Committee, January 2013–April 2013

Committee Member, JCOM PR Search Committee, Spring 2012 semester, Fall 2012 semester, Spring 2013 semester

Committee Member, JCOM Broadcast Search Committee, Spring 2012 semester

President, Human and Community Resource Development Graduate Student Association, The Ohio State University, June 2007–June 2008

Service to the Profession

National Service

Advisor-Elect, National Agricultural Communicators of Tomorrow, August 2018–Present

Committee Member, ACE & Ag Media Summit Conference Planning Committee, Association for Communication Excellence (ACE) in Agriculture, Natural Resources, and Life and Human Sciences, June 2017–August 2018

Chair, Academic Programs and Research Learning Community, Association for Communication Excellence (ACE) in Agriculture, Natural Resources, and Life and Human Sciences, June 2017–August 2018

Vice Chair, Academic Programs and Research Learning Community, Association for Communication Excellence (ACE) in Agriculture, Natural Resources, and Life and Human Sciences, June 2015–2017

Vice Chair Elect, Academic Programs Special Interest Group, Association for Communication Excellence (ACE) in Agriculture, Natural Resources, and Life and Human Sciences, June 2014–June 2015

Poster Abstract Reviewer, Association for Communication Excellence (ACE) in Agriculture, Natural Resources, and Life and Human Sciences, March 2014 & March 2017
Journal Reviewer, *Journal of Applied Communications*, 2013–Present

Conference Paper Reviewer, Association for Communication Excellence (ACE) in Agriculture, Natural Resources, and Life and Human Sciences, March 2012–Present

Conference Paper Reviewer, American Association for Agricultural Education National Research Conference, February 2011–Present

Editorial Review Board Member, *Journal of Mass Communication and Journalism*, December 2011–Present

Room Moderator, American Association for Agricultural Education National Research Conference, May 2010

Regional Service

Poster Reviewer, Western Region Conference of the American Association for Agricultural Education, May 2016

Research Paper Reviewer, Western Region Conference of the American Association for Agricultural Education, May 2014

Conference Paper Reviewer, North Central Region Conference of the American Association for Agricultural Education, June 2012–June 2014

Grant Proposal Reviewer, Western Sustainable Agriculture Research and Education, January 2012

Conference Paper Reviewer, Southern Association of Agricultural Scientists Agricultural Communications Section, November 2011 & November 2016

State Service

Member, Local Food Advisory Board, Utah Department of Agriculture and Food, 2017–Present

Committee Member, Farm to Fork Program, Utah State Board of Education, 2017–Present

State Supervisor, Utah FFA Agricultural Communications Career Development Event State Contest, 2014–Present

Volunteer and Judge, Utah FFA Agricultural Communications Career Development Event State Contest, 2013

Volunteer, Texas FFA Agricultural Communications Career Development Event State Contest, 2010

Co-Supervisor, Texas FFA Agricultural Communications Career Development Event State Contest, 2009

Volunteer, Texas FFA Agricultural Mechanics Career Development Event Region Contest, 2009

Co-Supervisor, Texas FFA Agricultural Communications Career Development Event Practice, 2009

Volunteer, Texas FFA Regional Leadership Development Event, Public Relations, 2008

Judge, Ohio FFA Agricultural Communications Career Development Event State Contest, 2007

Volunteer, Ohio FFA Agricultural Communications Career Development Event Bootcamp, 2007

Media Contributions

Internet

ATV & SxS Illustrated, Yamaha Announces Ag Communicators of Tomorrow Scholarship Winners, <http://atvillustrated.com/content/yamaha-announces-ag-communicators-tomorrow-scholarship-winners> (August 1, 2017)

Ag Daily, Yamaha Gives \$8,500 to Promote Safety through College Ag Organization, <https://www.agdaily.com/news/yamaha-gives-8500-promote-safety-college-ag-organization/> (July 27, 2017)

UTV Scene, Yamaha Grants \$8,500 to ACT Chapters Promoting OHV Awareness, <http://utvscene.com/yamaha-grants-8500-act-chapters-promoting-ohv-awareness/> (July 25, 2017)

Professional Outdoor Media Association, Yamaha Outdoor Access Initiative Awards More Than \$100,000 in First Quarter, <http://professionaloutdoormedia.org/story/yamaha-outdoor-access-initiative-awards-more-than-100000-in-first-quarter/>, (May 30, 2017)

The Shooting Wire, Yamaha Outdoor Access Initiative Awards More than \$100,000 in First Quarter, <http://www.shootingwire.com/story/404784>, (May 26, 2017)

American Motorcyclist Association, Yamaha Outdoor Access Initiative Awards More Than \$100,000 in First Quarter, <https://www.americanmotorcyclist.com/Home/News-Story/yamaha-outdoor-access-initiative-awards-more-than-100000-in-first-quarter>, (May 25, 2017)

Center for Women & Gender Blog. USU Leading Ladies: Kelsey Hall, (March 21, 2017)

ATV Scene, Yamaha Announces Ag Communicators of Tomorrow Scholarship Winners, <http://atvscene.com/yamaha-announces-ag-communicators-of-tomorrow-scholarship-winners/>, (August 1, 2016)

Utah State University Extension YouTube Channel, Community Supported Agriculture and Direct Marketing, (February 28, 2014).

Newspaper

The Herald Journal, USU professor talks appointment to local food council , (September 22, 2017)

The Herald Journal, USU Agricultural Communication Club president talks 'true passion', (August 9, 2017)

The Herald Journal, USU study finds benefits to community supported agriculture, (July 12, 2016).

Utah State University's Statesman newspaper, Ag comm and journalism students grab national spotlight, (October 23, 2015).

The Herald Journal, USDA and USU Extension conduct beginning agricultural workshop for farming, ranching hopefuls. (April 13, 2013).

Membership in Professional Organizations

American Association for Agricultural Education (AAAE), August 2009–Present

North American Colleges and Teachers of Agriculture (NACTA), August 2008–Present

Association for Education in Journalism & Mass Communication (AEJMC), August 2007–2011, 2015

Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE), September 2006–Present

National Agricultural Communicators of Tomorrow (ACT), September 2000–2004; August 2011–Present

Special Honors and Awards

Outstanding Student Research Proposal, Association for Communication Excellence Conference, August 2018

Undergraduate Research Mentor of the Year, College of Agriculture and Applied Sciences, Utah State University, April 2017–May 2018

Nominated, Association for Communication Excellence Award of Excellence for Academic Programming, Teaching, and Student Mentoring, March 2017

Distinguished Research Poster, Western Region Conference of the American Association for Agricultural Education, September 2016

NIFA Partnership Awards Nomination, United States Department of Agriculture, 2013

Outstanding Research Paper, Association for Communication Excellence Conference, June 2013

1st place Research Poster, Western Region Conference of the American Association for Agricultural Education, April 2012

Who's Who in Agriculture Higher Education, Academic Keys, 2011

Graduate Student Teaching Award, North American Colleges and Teachers of Agriculture, June 2010

2nd Place Research Poster, Southern Region Conference of the American Association for Agricultural Education, February 2010

Top Thesis Award, Association for Communication Excellence Conference, June 2009

Top Research Paper Award, Association for Communication Excellence Conference, June 2009

Research Article of the Year, *Journal of Applied Communications*, volume 91(3&4), 2009

Outstanding Research Proposal, Association for Communication Excellence Conference, June 2008

1st Place Outstanding Faculty Research Paper, Association for Communication Excellence Conference, June 2007

Gamma Sigma Delta Agriculture Honorary, The Ohio State University, 2004-present

Top 10 Outstanding Senior Activities Award, The Ohio State University, College of Food, Agricultural, and Environmental Sciences, 2004

President's Salute to Undergraduate Academic Excellence, The Ohio State University, 2004

Professional Development

- National Association of Farm Broadcasting & National Agricultural Communicators of Tomorrow Professional Development Conference, Kansas City, MO, November 2018
- Agricultural Media Summit, Scottsdale, AZ, August 2018
- National Association of Farm Broadcasting, Kansas City, MO, November 2018
- Agricultural Media Summit, Snowbird, UT, July 2017
- National Association of Farm Broadcasting, Kansas City, MO, November 2016
- Alan Alda Communicating about Science Workshop, Utah State University, October 2016
- USU Empowering Teaching Excellence Conference, August 2016
- Agricultural Media Summit, St. Louis, MO, July 2016
- National Association of Farm Broadcasting, Kansas City, MO, November 2015
- USU Empowering Teaching Excellence Conference, August 2015
- Agricultural Media Summit, Scottsdale, AZ, July 2015
- National Association of Farm Broadcasting, Kansas City, MO, November 2014

- USU Empowering Teaching Excellence Conference, August 2014
- Agricultural Media Summit, Indianapolis, IN, July 2014
- USU Teaching Portfolio Workshop, May 2014
- Institute for E-Learning Excellence, June 2013
- Writing Winning Grants, Utah State University, December 2011
- Agricultural Communications Proposal Writing Workshop, Texas Tech University, November 2011
- Active and Engaging Lectures, Texas Tech University, October 2010
- Classroom Management: Tips from the Trenches, Texas Tech University, September 2010
- Confrontation in the Classroom: Managing Difficult Situations, TEACH Lunch Series Workshop, September 2010
- 4 Important Lessons to Remember While Teaching, Texas Tech University, September 2010
- Easy Voiceovers for PowerPoint Presentations, Texas Tech University, September 2010
- Secrets to My Success, TEACH Lunch Series Workshop, Texas Tech University, September 2010
- Talking on the Tweet: Incorporating Twitter into Your Classroom, Texas Tech University, September 2010
- Communicating Your Expectations with Rubrics, Texas Tech University, September 2010
- Conducting Collaborative Research, Texas Tech University, March 2010
- The Myth of Multitasking, Texas Tech University, February 2010
- Instructional Strategies, Teaching Style, and Your Online Course, JUMPSTART, Texas Tech University, August 2009
- Excellence in Teaching: Student Perspectives, JUMPSTART, Texas Tech University, August 2009
- Small Strategies for Large Classes, JUMPSTART, Texas Tech University, August 2009
- The Old Ways: Energizing Your Students with Participatory Learning, JUMPSTART, Texas Tech University, August 2009
- The Myths of Multitasking, JUMPSTART, Texas Tech University, August 2009
- Learning from Mistakes Teaching Academy Panel Discussion, JUMPSTART, Texas Tech University, August 2009
- Breaking Bad Lecture Habits by Using Cooperative Learning, JUMPSTART, Texas Tech University, August 2009
- Blackboard Fundamentals Training, Texas Tech University, May 2009
- Starting on the Right Foot: Building Rapport with Your Students, Texas Tech University, January 2009
- Using Respondus to Manage WebCT and Face-to-Face Assessments, Texas Tech University, November 2008
- Teaching with Flair, John M. Burns, Conference, Texas Tech University, October 2008
- Classrooms: Your Database for Publishing the Scholarship of Teaching and Learning, John M. Burns Conference, Texas Tech University, October 2008