

CURRICULUM VITAE

Gary H. Jones

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Education

University of Southern California, Los Angeles
Ph.D., Communication Theory and Research (1997)
Annenberg School for Communication

University of Michigan, Ann Arbor
Summer Program, Institute for Social Research

University of Southern California, Los Angeles
M.A., Public Relations, School of Journalism (1986)

Bradley University, Peoria, Illinois (1974)
B.S., Liberal Arts and Sciences

Academic Employment

Interim Director of Institutional Research and Planning, WCU (Spring 2009)
Vice Chair of Faculty Assembly, University of North Carolina System (2007/08)
Western Carolina University, Cullowhee, NC 2002-Present
College of Business
Associate Professor of Business Communication

Sadat Academy for Management Sciences, Cairo, Egypt 2006, Summer
Visiting Professor

Westminster College, Fulton, MO 2001-2002
Associate Dean of Faculty

Truman State University, Kirksville, MO 1993-2001
Division of Language and Literature
Associate Professor of Communication

Senior Lecturer 1990-1992
Eastern Kentucky University, College of Business
University of Southern California, School of Journalism
Loyola Marymount University, Communication Arts

Los Angeles Unified School District 1988-1989
Certificated instructor, ESL, adult school

Higher Education Service and Leadership Experience

University of North Carolina 17-Campus System

UNC General Administration

Member, UNC Sustainability Task Force (and sustainable transportation subcommittee)

UNC Faculty Assembly

Vice chair and member of the executive board (2007-08); co-chair, Self-Study Task Force; moderator, committee of faculty senate chairs; chair, Sustainability Task Force; member, Legislative Liaison Task Force; created various web pages for Faculty Assembly, including new delegate orientation, legislative liaison, external influences on curriculum, and response to General Administration's UNC Tomorrow initiative. Prior service on FA Assessment Task Force, Technology Committee, and Faculty Development Committee.

Western Carolina University

University level

Chair, search committee, university Institute for the Economy and the Future director; co-chair, WCU Task Force on Community Engagement, Carnegie application; Chancellor's advisory "Kitchen Cabinet"; member, University Senate; Senate Planning Committee; Scholarship of Teaching and Learning (SoTL) Committee; SoTL Award Committee; WCU Academic Technology Advisory Committee; WCU work group on AASCU American Democracy Project; WCU Environment Work Group (response to UNC Tomorrow); Provost's Task Force on Gifts Affecting Curriculum; attendee, WCU Leadership Retreat, QEP (10/2/07); attendee, WCU Leadership Retreat, Institutional Branding (11/22/07); attendee, Faculty Conversations, sponsored by the Office of the Provost; informal advisor, EcoCats, WCU student organization; participant, Faculty Learning Group, "Educating for Democracy"; created/updated multiple Websites related to civic engagement and community involvement. (Prior service: Search committee, Director of Assessment; undergraduate student computer requirement committee; AACSB assessment workshop, Tampa; WCU University Club, board of directors, treasurer.)

College of Business

Member, College AFE/TPR Committee

Created Website linking to resources related to gifts that affect university curriculum. (Prior service on dean search committee, Dean's Advisory Council, and COB Assessment Committee; COB Faculty Fellow, Educational Technology.)

Department of Business Administration and Law

Primary author of extensive revision of departmental Annual Faculty Evaluation/Tenure & Post-Tenure Review guidelines; member, Departmental AFE/TPR Committee.

Higher Education Service and Leadership Experience (continued)

Westminster College

Associate Dean of Faculty

Principal supervisory responsibility for institutional research (and all related reports), academic advising, academic program assessment.

Institutional research reports included IPEDS, Missouri Coordinating Board for Higher Education, US News, AAUP, College Board, CIRP, HERI (faculty survey), Watson Glaser (critical thinking), freshman and senior surveys, etc.

Additionally, served as Director of the Campus Learning Center; Director of the Reading/Study Skills Program; Director, Early Academic Alert Program; Chair, Retention Council; Chair, Academic Review Board; Chair, Committee on the Prediction of Student Success; member, College Communication Council; member, ex officio, Admissions Committee; member, editorial board of alumni magazine; member, sexual harassment intervention board.

Other responsibilities included assisting with oversight of faculty development, course scheduling, transfer and articulation, oversight of course catalog editing and production, oversight of Faculty Handbook editing and production, transfer-student transcript analysis, new faculty orientation; read/write authority for the Student Information System Advising and Registration modules (Jenzabar), and budget oversight for the office of associate dean.

Truman State University

Co-Convener (discipline co-chair, 2-year rotation). Helped institute major curriculum revision for the communication discipline; coordinated with division head and other discipline conveners; academic course planning and scheduling, 1994-96); Faculty Mentor; Webmaster, Division of Language and Literature Web site; Instructor, University Freshmen Week orientation; Language and Literature division Student Media Board. *Committee Service:* President's Task Force on University Development; University Faculty Development Committee; Chair, Communication discipline Instructional Technology Strategic Planning Committee, 1999-2000; University ad hoc committee concerning institutional and scholarly liaison with the Truman Presidential Library, 1995; Communication discipline Instructional Technologies Committee; Communication discipline Student Internship Review Board. *Other University/Community Service:* Guest lecturer, Government Executive branch, Boys State Program of Missouri, 1994-1996; Regional Recruitment Coordinator, Boys State of Missouri, 1994-1999; Advisor to various student organizations: The Lightkeepers; Ubersportz; The Monitor (alternative newspaper); and International Association of Business Communicators (IABC), student chapter.

Prior Professional / Student Service

USC, Trojan Fourth Estate Board of Directors (School of Journalism); USC, President's Committee on Academic Policies & Procedures, graduate student representative; USC, Student Senate, Academic Affairs Committee evaluation protocols by students.

Consulting

- Truman State University, Office of the Vice President for Academic Affairs; contracted for services related to the compilation of VPAA policies and construction of a VPAA Web page, 2000.
- Truman State University, Computer Services; contracted for promotion of CS technology services; principal author of resulting proposal, 1998.
- Macon County (MO) 1997 Community Health Survey; survey design, data analysis and report.
- Still National Osteopathic Museum (Kirksville, MO) promotion of a project on “Women in Osteopathy;” consultant and member of the planning committee, 1995.
- Los Angeles Department of Water and Power, Public Affairs Division; employee-communications consultant, 1988-90.
- Los Angeles City Administrative Officer; Assistant to the Los Angeles Productivity Commission; principal investigator, city government training survey; authored report on the comparative status and consistency of employee training across city departments, 1988.

Courses taught

Business Communications; Management Information Systems; Information Society at Work (freshman seminar); Managerial Communication (graduate); Business Ethics; Organizational Behavior (Sadat Academy, Cairo); Communication Research Methods; Mass Communication; Comparative Public Relations (International Enrichment Program, London); Communication Theory; Fundamentals of Speech; Public Relations; Seminar in Communication Technologies; Persuasion Theory; New Major Seminar; Senior Seminar Capstone; Introduction to CIS (Eastern Kentucky);

Peer-Reviewed Publications

Peer Reviewed

- Jones, G. H. & Jones, B. H. (2008). Web-based course management software: An empirical study of faculty usage. *International Journal of Instructional Media*, 35 (3).
- Jones, G. H. (2007). Teaching in Cairo. *Business Communication Quarterly*, 70, 349 - 352.
- Jones, G. H. & Jones, B. H. (2005). A comparison of teacher and student attitudes concerning use and effectiveness of Web-based course management software. *Educational Technology And Society*, 8, 125-135.
- Jones, B. H., Jones, G. H., & Banerjee, D. (2005). An empirical analysis of negotiation teaching methodologies using a negotiation support system. *Journal of Educational Technology Systems*, 33, 283-293.
- Jones, G. H. (2004). Message first: Using films to power the point. *Business Communication Quarterly*, 67, 88-91.
- Jones, G. H., Jones, B. & Little, P. (2000). Reputation as reservoir: The value of corporate goodwill as a buffer against loss in times of economic crisis. *Corporate Reputation Review*, 3, 21-29.

Little, P., Jones, B. & Jones, G. H. (1999). An examination of corporate reputation as a factor in explaining variations in PE Ratios, *Journal of Accounting and Financial Studies*, 3, (2) 191-197.

Jones, G. H., Jones, B. and Little, P. (1998). "The benefit of a good reputation: An empirical analysis." *Journal of Managerial Communications*, 2, 26-42.

Proceedings

Jones, B. H. & Jones, G. H. "The case of the diminishing budget." Proceedings of the Allied Academies International Conference, International Academy for Case Studies division, Las Vegas, October 12-15, 2005.

Jones, B. H., Jones, G. H., & Banerjee, D. "Teaching negotiation using a negotiation support system: A proposed study." *Proceedings of the Allied Academies International Conference*, Academy of Educational Leadership division, Maui, Hawaii, October 13-16, 2004, 9, pp. 1-6.

Little, P., Jones, B. H., & Jones, G.H. "An empirical analysis of the value of corporate reputation in explaining variations in price earnings ratios." *Proceedings of the Academy of Accounting and Financial Studies*, Myrtle Beach, SC, April 1999, pp.18-23 (reprinted in corresponding journal).

Little, P., Jones, B. H., & Jones, G. H. "Firm reputation and stock price: A proposed study" *Proceedings of the Academy of Managerial Communications*, Myrtle Beach, SC, April 1998, 3, 1-6. Awarded "Outstanding Paper" of the Managerial Communications Track.

Non-Peer Reviewed

Jones, G. (March 1, 2007). "Systemic Challenges Require Systemic Solutions." *WCU Faculty Forum*, 19, No. 6.

Jones, G. (Nov. 20, 2006). [Review of the book *The Business Guide to Sustainability: Practical Strategies and Tools for Organizations* by Darcy Hitchcock and Marsha Willard]. *Asheville Citizen Times*.

Jones, G. (Feb. 20, 2006). [Review of the book *The power of appreciation in business*]. *Asheville Citizen Times*.

Jones, G. H. (1994, March). Perceived interface and output requirements of potential users of an electronic image database system. Newsletter, The Commission on Preservation and Access, No. 65, 1-4. Washington, D.C. (originally written for the office of Scholarly Technology & Information Systems, University of Southern California).

Beniger, J. R. & Jones, G. H. (1990). Changing technologies, mass media, and control of the pictures in people's heads: A preliminary look at U.S. presidential campaign slogans, 1800-1984. In Sidney Krauss (Ed.), *Mass communication and political information processing* (pp. 149-169). Hillsdale, NJ: Lawrence Erlbaum.

Presentations

Jones, G. H. (2008, March). "Enhancing ABC's Brand Identity." Co-moderator of open discussion at the Southeast conference of the Association for Business Communication, Columbia, SC.

Jones, G. H. with Cruz, L. (2007, December). "Credible or Credulous? Student Perceptions

- of Web Information.” Presented at the annual conference of UNC CAUSE, Asheville, NC.
- Jones, G. H. (2007, October). “Initiating Sustainability in the University of North Carolina System: A Contemporary Case Study.” Presentation at the annual conference of the Association for Business Communication, Washington, D.C.
- Jones, G. H. (2006, December). “Microsoft Office Live: Adapting a Small Business Software Suite for the Non-Profit Environment.” Presented at the WCU COB Research Forum, Cullowhee, NC.
- Jones, G. H. with Raxter, L. & Carroll, B. (2005, August). “Academic Integrity and Technology.” Presented at the WCU New Faculty Orientation Seminar sponsored by the Coulter Faculty Center, Cullowhee, NC.
- Jones, G. H. (2005, February). “Scholarly Support for the Pedagogical Effectiveness of ‘Web-Enhanced’ Courses: A Short Review of Superior Resources.” Presentation at the WCU SoTL Faire, Cullowhee, NC.
- Jones, G. H. with Noel, R. (2004, October) “Integrating the Pedagogical Pieces– Technology and All.” Presentation to the Association for Business Communication, Annual Convention, Boston, MA, with Rita Noel.
- Jones, G. H. (2003, October). “Student evaluation of Website credibility.” Presentation to the Association for Business Communication, Annual Convention, Santa Fe, NM.
- Jones, G. H. (2003, March). “That’s Incredible: A Pilot Study of the Effects of a 40-Minute Instruction Module on Student Evaluation of Web-Source Credibility.” Presentation to the Association for Business Communication, Southern Regional Convention, New Orleans, LA.
- Jones, G. H. with Loges, W. (2000, June). “Values and Parasocial Phenomena.” Presented to the International Communication Association, Acapulco, Mexico (June 2000).
- Jones, G. H. with Jones, B. and Little, P. (1998, April). “Firm Reputation and Stock Price: A Proposed Study.” Presented to the Academy of Managerial Communications, Myrtle Beach, SC.

Unpublished Papers, Proposals, and Reports

- Jones, G. H. (1999). *Five-Year Program Review* of Truman State University’s Communication discipline, for Missouri State Coordinating Board for Higher Education. Unpublished report.
- Jones, G. H. (1997). *Summary of instructional technology issues addressed at Educom ’97, Minneapolis*. Composed for the office of the head of Language and Literature and the office of the Vice President for Academic Affairs.
- Jones, G. H. (1997). *Reputation as reservoir: The value of corporate reputation as a buffer against loss in times of economic crisis*. Unpublished doctoral dissertation, University of Southern California.
- Jones, G. H. (1997). *Macon County community health survey and report*. Unpublished report for Macon County, Mo.
- Contributing writer, Truman State University grant application titled *Humanities Across the Curriculum: Identity, Growth, and Change* (1995) directed to the National Endowment for the Humanities.

Contributor, committee report on oral communication competency and assessment; author of committee proposal for oral skills assessment (1995).

Jones, G. H. (1994). *Five-Year Program Review* of Communication discipline, for Missouri State Coordinating Board for Higher Education.

Jones, G. H. (1989). *Overview of Training Programs in the City of Los Angeles: Present Development and Potential Directions*. Unpublished report for the Los Angeles City Administrative Officer.

Distinctions

Visiting Scholar, American Association of State Colleges and Universities, Washington, D.C., July 2008.

Faculty Fellow for Instructional Technology, sponsored by the Information Technology Division, Western Carolina University, Spring 2005.

Recipient of competitive internal grant for a preliminary assessment of the effectiveness of CourseInfo integration in selected Truman State courses, Fall 2000.

Outstanding Paper Award, Managerial Communications Track, Academy of Managerial Communications Conference, 1998.

USC, School of Journalism, Telford and Robert Work Award for the outstanding graduate student, 1986.

Bradley University, Phi Kappa Phi National Honor Society.