

Steven M. Ralston

## Education

- Ph.D., Communication Theory and Research, Indiana University, 1986. Minor:  
Organizational Behavior.
- M.A., Speech Communication, University of Tennessee, 1981.
- B.A., Speech and Theatre, Old Dominion University, 1978.

## Administrative Experience Summary

- 2014- present Provost and Vice President for Academic Affairs, Morehead State University, Morehead, KY.
- 2008-2014 Dean, School of Communication and the Arts, Marist College, Poughkeepsie, NY.
- 2005-2008 Chair, Department of Communication, Northern Illinois University, DeKalb, IL.
- 2001-2005 Chair, Department of Communication and Visual Arts, University of Michigan-Flint, Flint, MI.
- 1992-2001 Director, Oral Communication Proficiency Program and Assistant/Interim Director of the Teaching and Learning Center, East Tennessee State University, Johnson City, TN.

## Administrative Experience and Accomplishments

*Provost and Vice President for Academic Affairs, Morehead State University, 2014-present*

### University and Academic Affairs Profile

Public comprehensive, 4 regional campuses, approximately 11,000 undergraduate and graduate students. 144 undergraduate and 73 graduate degree programs. Approximately 350 full time faculty. Grants and contracts for research, service and academic/student support projects generate approximately \$17 million annually. Academic Affairs includes stewardship of approximately \$60,000,000 budget (including personnel), 4 academic colleges (College of Arts, Humanities and Social Sciences, College of Business and Technology, College of Education, College of Science), Student Success, Institutional Research, Center for Regional Engagement, Center for Adult Education and College Access, Center for

Leadership and Professional Development, Registrar, Research and Graduate Programs, Honors, Distance Education, Office of Assessment and Testing, Craft Academy for Excellence in Science and Mathematics (2 year residential high school), Camden Library, University Studies, Office of Military Initiatives, 4 regional campuses. I am the primary spokesperson for Academic Affairs and liaison to the Board of Regents.

### **Selected Accomplishments**

#### *Academic program development*

- Established a process by which proposed and potential new academic programs are subject to rigorous market analysis and business planning. Working with Eduventures, proposals that yield a positive market and intelligence analysis can move forward to the creation of a 5-year business plan. The business plan ensures that new programs are appropriately resourced and marketed for optimum success. Recent examples of using the market-based protocol is the soon to be launched Family Nurse Practitioner graduate degree, the baccalaureate in actuarial sciences, the Geospatial B.S. and the addition of a spring term cohort of 60 students to the BSN program. In collaboration with our regional hospital partner, St. Claire, plans are underway to offer a Doctor of Physical Therapy degree. Toward that effort the Kentucky Hospital Association provided a \$150,000 grant to begin planning for the new program. Offering an MFA in Fine Art is presently under review.
- Instituted a pilot program whereby our online MBA program is Quality Matters (QM) certified. The QM/MBA is the only such program in our tri-state service region, providing a competitive advantage with an emphasis on quality.
- Created a new initiative in which faculty submit competitive summer grants proposals to produce a feasibility study for new academic programs. Successful feasibility studies are subject to review and market analysis to determine viability to generate new enrollment and student success.
- Issued an RFP, reviewed vendor proposals and am now with my team prepared to announce the company selected to help us brand and better market our graduate programs. I am also working with internal stakeholders to ensure our programs are priced competitively.

#### *Structural Reorganization*

- Following a yearlong self-study, the College of Business was renamed the College of Business and Technology, with a new School of Engineering and Information Systems formed. The new school captures the synergy and basic application of business

principles to specific technology-focused disciplines, and includes the new Department of Computer Science and Information Systems and the Department of Technology and Engineering Management.

- As a result of the self-study, the new department of History, Philosophy, International Studies and Legal Studies was created in the College of Arts, Humanities and Social Sciences. The new department focuses more sharply on the interdisciplinary nature of the program and offers improved support for the growing MA degree.
- Working with the Director of the Space Science Center (only 5 such Centers exist) and the college dean, the Center was separated from the host department, Earth and Space Sciences. The separation enhanced mission focus for both units and increased funding opportunities for the Center. The Center is the only exclusive R & D program among the Commonwealth of Kentucky's regional campuses (excluding Louisville and UK). The talented faculty, staff and students of the Space Science Center generate and service multi-million dollar contracts, particularly in Nano-Satellite technology, with NASA and other public and private institutions.
- Recently added to the Space Science Center is the Exomedicine Center for Applied Technology, funded by a \$600,000 seed grant from the state legislature.
- Redirected resources nested in other units to establish the new Center for Student Success. The Center is responsible for ensuring our efforts to enroll, retain and graduate students are successful. One new program launched toward that effort is the creation of our three-week long Summer Success Academy and the establishment of a corequisite math program for at risk students. The Kentucky Center for Postsecondary Education provided a \$20,000 grant to pilot the new program.

#### *Administrative oversight*

- Working with Human Resources I created clear expectations for department chairs in which they are contracted as 12-month administrators holding faculty rank and tenure. Before my arrival there was considerable confusion as to the status of department chairs.
- Working with Human Resources and senior administration, I established new faculty contracts that provide clarity regarding the nature of appointments and compensation.
- Established MSU's new department chair and college dean mentor programs.

- In collaboration with the President's Cabinet I created the new Associate Vice President for Student Success position and put in place appropriate support resources.
- Co-chaired the search committee to appoint the Vice President for Student Success.
- Guided successful national searches to appoint a new Dean of the College of Science, two department chairs (Biology/Chemistry and Agriculture), Associate Vice President for Academic Affairs, Registrar and the Director of Military Initiatives. I am now beginning the process of staffing a new position, Assistant Vice President for Academic Affairs.

#### *Cost-saving and revenue generation*

- Collaborating with the administration, faculty, staff and students, I conducted a yearlong (2014-2015) self-study of Academic Affairs. The comprehensive and transparent study addressed issues of access, quality and efficiency. Among the many outcomes of the study was saving 1.5 million in recurring dollars without harming academic program integrity. In addition, new directions for enhancing standing academic programs were identified and enacted.
- Collaborating with the Academic Affairs team, I identified approximately 3 millions dollars of recurring savings and revenue enhancement as part of the 2015-2016 budget reduction initiative.
- Together, between fall 2014 and spring 2016 Academic Affairs identified over 4.5 million dollars in recurring funding to help offset the budget shortfall.
- During the same time frame, I worked to create opportunities for new and greatly revised undergraduate and graduate degree programs that better position MSU for success moving forward. For instance, MSU's first 4+1 program Biology curriculum was created and later approved. The market-based approach to adding new programs was also instituted.
- Working with a team of faculty and staff, I created MSU's Winter intersession. The winter session provides increased opportunities for students, faculty and staff, and MSU with a new revenue source. In its first year the Winter intersession generated \$203,000 net profit. This past Winter intersession nearly doubled in student enrollment and credit hours, generating a net profit of \$520,000. I have proposed that a portion of Winter net profit be allocated annually to establish a faculty development fund.

#### *Other initiatives and activities*

- The President and I commissioned a Blue Ribbon Task Force to study and make recommendations regarding Morehead State University's regional engagement plan to include but not limited to

effective use of the 4 regional campus centers and the Center for Regional Engagement. The Task Force report is due spring 2017.

- I Serve as the Convener of the Kentucky Council of Chief Academic Officers. The council serves an integral role in the Kentucky Center for Postsecondary Education (CPE), which is the governing body of the four-year and community college institutions in the Commonwealth. In collaboration with CPE's Chief Academic Officer I work to identify key issues for review and discussion, establish yearlong meeting dates and develop meeting agendas.
- Established a process for increased fundraising through a review of existing and the creation of new academic advisory boards. New board members are selected using three primary criteria, which are access, influence and affluence. Although serving other important functions, such as generating employment opportunities for students, advisory boards' primary directive in generating funding opportunities. Establishing a culture of philanthropy at MSU is a priority for Academic Affairs and the Office of Advancement.
- I Serve on the Ohio Valley Conference Chief Academic Officer committee. The committee is responsible for assisting campus Presidents and other stakeholders with OVC and NCAA academic issues, such as student athlete eligibility.
- Working with the Director of the Career Center and the AVP for Student Success, I established the College to Career (C2C) task force. The goal of the task force is to submit a written report with recommendations based on current and best practice by the end of the spring term.
- Collaborating with deans, chairs and program directors I worked to eliminate the use of the outdated ITV (Instructional Technology) while moving quickly toward more technologically and pedagogically robust alternatives. We are presently under contract with CISCO to incorporate advanced WebEx teaching and learning technology in three renovated classrooms.
- Working with numerous offices and stakeholders, including Institutional Research, I am presently overseeing a process to examine closely our course scheduling process and curriculum management. The effort is particularly timely because we will bring on board soon new modeling software for predicting course demand.
- Presently overseeing a leadership team that includes faculty and staff to

to ensure a successful SACSCOC 5

year review. I will also serve on Western Carolina's SACSCOC reaffirmation committee spring 17.

- Created MSU’s first “look book” that featured outstanding research and creative work of selected faculty. The look book was distributed to important stakeholders electronically and in print. The second edition was produced and distributed this past August.
- Working with faculty, staff, and the Kentucky Center for Post Secondary Education to create more pathways for transfer students from our community college partners. New programs to be in place fall 17.
- Initiated and chaired the committee that selected our new vendor (Boston-based, FuseIdeas) to rebrand the institution and to create the new outward facing web page.
- Fall 16 began work on revising MSU’s General Education Program. Collaborating with multiple stakeholders, I am overseeing a transparent process to complete the project by the 2018 spring term.

*Dean, School of Communication and the Arts, Marist College, 2008-2014.*

#### College and School Profile

Private, primarily residential campus, approximately 4,600 traditional undergraduate students, 570 adult students, 800 graduate students. School consisted of 4 academic and 1 nonacademic units (Art & Art History, Communication, Fashion, Media Arts, Media Center, & Music), 8 baccalaureate majors, 15 minors, 1 certificate, 3 graduate programs, 1 Center, 4 pre-college institutes, 2 advisory boards, 45 full time faculty, 12 administrative employees, 4 full time academic advisors, 1,350 undergraduate, 200 graduate students.

#### **Selected Accomplishments**

- *Undergraduate and graduate program development*
  - Guided significant expansion of the undergraduate program portfolio.
    - Introduced B.S. in Digital Media and B.A. in Media Studies and Production. B.S. and B.F.A. in Fashion Merchandising and Design, respectively, launched fall 2014.
  - Guided significant growth in undergraduate online and blended courses.
    - Added two graduate programs, including the online M.A. in Integrated Marketing Communication (IMC) and the Florence M.A. in Museum Studies.
- *Evidence-based learning outcomes, program assessment, and strategic planning*
  - Ensured evidence-based student learning outcomes plan was established and followed for all academic programs.
    - Conducted successful 5 year reviews of all School programs.
    - Responsible for review and assessment of School academic and nonacademic units’ strategic plans.

- *Study abroad and professional certification programs*
  - Led effort to collaborate with Mod'Spé Paris, a premier fashion merchandising school, and Hong Kong Polytechnic University to provide a semester-long study abroad opportunity for students.
    - Coordinated with Marist Study Abroad to establish a faculty/student exchange program with North Glasgow College.
    - Established Marist College as an Avid Authorized Training Center.
  
- *Signature programs established*
  - Established the Marist Media Leaders Program (MMLP). MMLP produced numerous thought-leadership and professional engagement activities funded privately, including the Marist/Committee of Concerned Journalists Gala and the Media Industry Leader Strategies Series, both held annually at New York's Harvard Club. Funding sources included the Ford Foundation, the Hearst Company, and Bain & Company.
    - Established the Marist College Center for Sports Communication. The Center served as the hub of educational, service, and thought leadership initiatives with ties to industry leaders such as ESPN and NBC. Among its many notable accomplishments the Center established the first of its kind on-campus ESPN affiliate radio show, "On Campus."
    - Established the Marist in Manhattan program. Marist in Manhattan provides School of Communication and the Arts students with full-time residential internships in New York City.
      - Established the summer institute in digital film making to complement the already successful summer sports communication and fashion institutes.
  
- *Administrative oversight and faculty appointments*
  - Established highly successful faculty mentoring program that paired together senior and new faculty members in yearlong interactions.
    - Established the School's administrative Senate that brought together department chairs and program directors in monthly meetings.
    - Created and filled the School's first Assistant Dean position.
    - Created new and filled existing faculty appointments in all School programs.
  
- *Service appointments*
  - Appointed by the Marist College President to serve on the 2011-2012 Strategic Planning Steering Committee.
  - Selected by the Marist's VPAA and Executive Vice President to serve as chair of a Middle States working committee that wrote the institution's reflective statements on mission, values, and integrity (Standards 1 & 6).
  - Chaired Dean Council Fellows Program Steering Committee.
  - Served on the President's Cabinet and the VPAA/Dean of Faculty Deans Council.
  - Other key committee memberships included the Marist College Integrated Communication Steering Committee and chair of the Digital Copyright Advisory Committee.

- *Positive revenue growth* ○ Established signature programs that generated net revenue including Marist in Manhattan and the Marist Media Leadership Program.
  - Established revenue generating graduate programs. Credit hour production in IMC's first year nearly tripled what was forecast. By year two IMC's net profit totaled over \$1,000,000.
  - Solicited \$30,000 from Communication Advisory Board fall 2012-2013.
  
- *Physical plant improvements* ○ Provided oversight for renovations to the Lowell Thomas building which housed communication, media arts, the media center, and School offices. Renovations included a new state-of-the-art broadcast studio and practice facility, digital toolbox laboratory, media suite for the Center for Sports Communication, office suite for the Marist in Manhattan program, technologically advanced 70 seat film screening room, 3 state-of-the-art computer laboratories, and multiple faculty office and meeting suites.

*Chair, Department of Communication, Northern Illinois University, 2005-2008.*

#### University and Department Profile

Public, largely residential campus, approximately 24,424 students. Department consisted of 4 academic and 1 nonacademic units (Communication, Film, Journalism, Northern Television Center, & Rhetoric), 1 graduate program, 25 full time faculty and numerous part time faculty, 1,200 undergraduate and 70 graduate students. **Selected**

#### **Accomplishments**

- Led the department through significant revisions of the governance document, including tenure, promotion, and merit review procedures.
- Guided the department through the development and implementation of a comprehensive evidence-based student learning assessment plan.
- Oversaw department's program review update.
- Created a five-year rotation of department administration appointments.
- Established the first department research review board.
- Instituted a new faculty mentor plan.
- Created the department's first full time public relations staff.
- Added several new technical support positions.
- Managed Scripps endowment.
- Oversaw the hiring and merit review of professorial faculty.
- Ensured timely appointment of instructors to comply with union and institutional procedures.
- Evaluated instructors, service and professional staff, and secretarial employees.
- Worked with alumni office to reach out to influential alumni, particularly in the greater Chicago area public relations industry to increase funding for annual public relations gala.
- Successfully collaborated with Northeast Illinois Newspaper Association (NINA) to establish joint programs at annual NINA conference.



*Chair, Department of Communication and Visual Art, University of Michigan at Flint, 2001-2005.*

University and Department Profile

Public, approximately 6,000 students. Department consisted of 2 academic units (Communication and Visual Art), 300 undergraduate students.

**Selected Accomplishments**

- Led the joining together of the art and communication programs into a single academic unit.
- Guided new department through significant revisions of the governance document.
- Facilitated revisions to the tenure/promotion and annual review procedures.
- Led the department in the development and implementation of the evidence-based student learning assessment plan.
- Collaborated with faculty to adopt communication-intensive technology in the classroom (i.e., blackboard).
- Established new campus studio space for art faculty.
- Appointed by Provost to serve on a yearlong, university-wide team (including representatives from Ann Arbor and Dearborn) to negotiate the first union contact with instructors (Lecturers Employment Organization).
- Introduced three annual new student art awards: Chancellors' Choice, Dean's Choice, and Chair's Choice.
- Managed the hiring and merit review of professorial faculty.
- Ensured timely appointment and merit review of instructors to comply with union and institutional procedures.
- Increased department operating budget by recouping revenue from online teaching.
- Grew department revenue by carefully instituting and managing necessary fees.

*Director, Oral Communication Proficiency Program, Academic Affairs, East Tennessee State University, 1992-2001.*

**Selected Accomplishments**

- Collaborated with the Director of the Across the Curriculum Program to create, test, and implement an oral communication proficiency program.
- Guided the approval of new oral intensive courses.
- Worked with the Writing and Communication Center Director to create oral communication training modules.
- Created and implemented faculty training in oral communication pedagogy.

*Assistant & Interim Director, Teaching and Learning Center, East Tennessee State University, 1997-2001.*

**Selected Accomplishments**

- Assisted the Director in the creation of a university-wide faculty continuing education program.
- Produce and managed a university-wide new faculty orientation.
- Established new faculty mentoring program.

**Faculty Appointments**

2005-2008	Chair and Professor, Department of Communication, Northern Illinois University.
2001-2005	Chair and Professor, Department of Communication and Visual Arts, University of Michigan-Flint.
1992-2001	Assistant/Associate Professor, Department of Communication, East Tennessee State University, University, Johnson City, TN.

- 1987-1991 Assistant Professor, Department of Speech Communication, Iowa State University, Ames, IA. Associate Faculty, Industrial Relations Graduate Program, College of Business, Iowa State University.
- 1986-1987 Assistant Professor, Department of English and Speech, Creighton University, Omaha, NE.
- 1982-1986 Associate Instructor, Department of Speech Communication, Indiana University, Bloomington, IN.
- 1979-1982 Instructor, Department of Communication, University of Arkansas, Fayetteville, AR.

### Scholarship

#### Refereed Publications

- Ralston, S.M., & Kirkwood, W.G. (2003). Helping interviewees tell their stories. *Business Communication Quarterly*, 66, 8-22.
- Ralston, S.M., & Kinser, A. (2001). "The intersection of gender and employment interviewing" (pp. 185-211). In D. Borisoff & W. Rawlins *Women and Men Communicating: Challenges and Changes* (2nd ed.). Prospect Hts., IL: Waveland Press.
- Ralston, S.M. (2000). Using the 'Veil of ignorance' exercise to examine ethical standards for employment interviewing. *Business Communication Quarterly*, 63, 50-52.
- Ralston, S.M., & Kirkwood, W.G. (1999). The trouble with applicant impression management. *The Journal of Business and Technical Communication*, 13, 190-207.
- Kirkwood, W.G., & Ralston, S.M. (1999). Inviting meaningful applicant performances in employment interviews. *Journal of Business Communication*, 36, 55-76.
- Ralston, S.M., & Thomason, W.R. (1997). Employment interviewing and postbureaucracy. *Journal of Business and Technical Communication*, 11, 83-94.
- Kirkwood, W.G., & Ralston, S.M. (1996). Ethics and teaching employment interviewing. *Communication Education*, 45, 167-179.
- Ralston, S.M. (1995). Teaching interviewee employment interviewing skills: A test of two alternatives. *The Journal of Business and Technical Communication*, 9, 362-369.
- Ralston, S.M., & Kirkwood, W.G. (1995). Overcoming managerial bias in employment interviewing. *Journal of Applied Communication Research*, 23, 75-92.
- Ralston, S.M., & Brady, R.M. (1994). The relative influence of interview communication satisfaction on applicants' recruitment interview decisions. *Journal of Business Communication*, 31, 61-77.
- Ralston, S.M., Redmond, M.V., & Pickett, T.A. (1993). An exploratory study on recruiters' self-ratings of interpersonal communication on applicants' decisions about employment. *Perceptual and Motor Skills*, 77, 135-142.

- Ralston, S.M. (1993). Applicant communication satisfaction, intent to accept second interview offers, and recruiter communication style. *Journal of Applied Communication Research*, 21, 53-65.
- Ralston, S.M., & Decker, E.A. (1992). Criteria college students use to select employment referents. *Journal of Employment Counseling*, 29, 5-13.
- Ralston, S.M., Ambler, R., & Scudder, J. (1991). Reconsidering the impact of racial differences in the college public speaking classroom on minority student communication anxiety. *Communication Reports*, 4, 41-50.
- Ralston, S.M. (1989). College students' reactions to the criteria used for selecting employment referents. *Journal of Employment Counseling*, 26, 153-160.
- Ralston, S.M., & Yoder, D. (1989). Effect of a reference's status on evaluations of job applicants. *Journal of Employment Counseling*, 26, 84-89.
- Ralston, S.M. (1989). An exploratory test of the contingency approach to recruitment interview decisions. *Journal of Business Communication*, 26, 347-362.
- Ralston, S.M. (1988). Teaching effective employment interviewing. *The Bulletin of the Association for Business Communication*, 1(4), 32-33.
- Ralston, S.M. (1988). The effect of applicant race upon personnel selection decisions: A review with recommendations. *The Employee Responsibilities and Rights Journal*, 3, 215-226.
- Scudder, J.N., & Ralston, S.M. (1988). Research note on racially based audience centered anxiety. *Psychological Reports*, 63, 305-306.
- Ralston, S.M., & Thamel, C.L. (1988). Effect of vividness of language on information value of reference letters and job applicants' recommendations. *Psychological Reports*, 62, 867-870.
- Ralston, S.M. (1986). Accounting for interviewer bias toward unfavorable information in the employment interview. *World Communication*, 15(1), 1-9.
- Ralston, S.M. (1986). A response to "teaching resume writing the functional way." *The Bulletin of the Association for Business Communication*, 19(1), 18-20.

#### Other Publications

- Ralston, S.M. (1999). Fundamentals of Interviewing. In M.E. Guffey *Business Communication: Process and Product* (internet chapter).
- Ralston, S.M. (1997). 8 points to prepare you for successful Q & A sessions. *Presentations*, 11, 30.
- Ralston, S.M. (1997). Examining ethical standards in business communication. The *Journal of Business Communication*, 34, 147-148. Introduction to a special issue for which I served as Guest Editor.
- Ralston, S.M. (1992). A review of The Past and Future of Affirmative Action. *The Employee Responsibilities and Rights Journal*, 5, 163-165.

#### Convention Papers and Presentations

National

- Campbell, K.S., & Ralston, SM (2009, October). *Levels of analysis in business communication research*. Paper presented at the annual fall convention of the Association for Business Communication, Plymouth, VA.
- Ralston, S.M. (2004, October). *Using qualitative interviewing in business communication research*. Paper presented at the annual fall convention of the Association for Business Communication, Boston
- Ralston, S.M. (2003, October). *Helping applicants tell their stories in the employment interview*. Paper presented at the annual fall convention of the Association for Business Communication, Albuquerque.
- Ralston, S.M. (2002, October). *Advances in oral communication and management*. Presentation at the annual convention of the Association for Business Communication, Cincinnati.
- Ralston, S.M., Kirkwood, W., & Burant, P. (2001, November). *Applicant use of storytelling in the employment interview*. Paper presented at the annual conference of the National Communication Association, Atlanta.
- Ralston, S.M. (2000, October). *Teaching parliamentary procedure in business communication courses*. Paper presented at the annual convention of the Association for Business Communication, Atlanta.
- Ralston, S.M. (2000, April). *Beginning a university-wide new faculty mentor program: A report from the firing line*. Paper accepted for presentation at the International Conference on Teaching and Learning, Jacksonville.
- Ralston, S.M. (1999, November). *Innovations in employment interview research: Panel response*. Response presented at the annual conference of the National Communication Association, Chicago.
- Ralston, S.M. (1998, November). *Top ten reasons why manuscripts submitted to JBC are rejected*. Presentation at the annual convention of the Association for Business Communication, San Antonio.
- Ralston, S.M., & Emmel, D. (1997, November). *Employers' use of technology in employee search and selection: A national survey report*. Paper presented at the annual convention of the Association for Business Communication, Washington, DC.
- Ralston, S.M., & Kirkwood, W.R. (1997, November). *The consequences of applicant impression management for employment interviewing: Toward a research agenda*. Paper presented at the annual convention of the National Communication Association, Chicago.
- Kirkwood, W.R., & Ralston, S.M. (1997, November). *From strategy to transparency in employment interviewing*. Paper presented at the annual convention of the National Communication Association, Chicago.
- Ralston, S.M., & Thomason, W.R. (1996, November). *Employment interviewing in the postmodern organization*. Paper presented at the annual convention of the Association for Business Communication, Chicago.

- Kirkwood, W.G., & Ralston, S.M. (1995, November) *Ethical issues in teaching employment interviewing*. Paper presented at the annual convention of the Speech Communication Association, New Orleans.
- Ralston, S.M., Kirkwood, W.G., & Pickett, T.A. (1992, October). *A radical humanist critique of the employment interview*. Paper presented at the annual convention of the Speech Communication Association, Chicago.
- Ralston, S.M., Ambler, R., & Scudder, J. (1991, April). *Reconsidering the impact of racial differences in the college public speaking classroom on minority student communication anxiety*. Paper presented at the annual convention of the Central States Communication Association, Chicago
- Ralston, S.M., Redmond, M., & Pickett, T. (1990, November). *Recruiter interpersonal communication and interviewee propensity to accept second interview offers*. Paper presented at the annual convention of the Speech Communication Association, Chicago.
- Ralston, S.M. (1987, November). *The effect of racial bias on employment interview decisions*. Paper presented at the annual convention of the Speech Communication Association, Boston.
- Yoder, D., & Ralston, S.M. (1987, November). *The effect of recommender status on job candidate evaluation*. Paper presented at the annual convention of the Speech Communication Association, Boston.
- Ralston, S.M., & Yoder, D. (1987, April). *The influence of recommender status and information favorableness on evaluations of job applicants*. Paper presented at the annual convention of the Association for Business Communication, Kansas City.
- Ralston, S.M. (1986, April). *Increasing the reliability and validity of the employee recruitment process: The importance of providing recruiters with detailed job description information*. Paper presented at the Organizational Policy and Development Conference, Louisville.
- Ralston, S.M. (1986, October). *Contingent social anxiety and small group process: Implications for business communication*. Paper presented at the annual convention of the Association for Business Communication, Chicago.
- Ralston, S.M. (1985, May). *Employment Interviewing and contingent social anxiety*. Paper presented at the Organizational Policy and Development Conference, Louisville.
- Scudder, J., & Ralston, S.M. (1984, November). *Public speaking anxiety and race: Black students in a predominately white university*. Paper presented at the annual convention of the Speech Communication Association, Chicago.
- Ralston, S.M. (1984, October). *Social-communicative anxiety and the personnel selection process: A review and synthesis*. Paper presented at the annual convention of the Association for Business Communication, Chicago. Brady, R.M., & Ralston, S.M. (1982, November). *The efficacy of modeling in the treatment of public speaking anxiety*. Paper presented at the annual convention of the Speech Communication Association, Louisville.

### Regional

- Ralston, S.M. (1998, May). *Integrating group activities into class assignments*. Presentation at the Lilly Conference on College and University Teaching-South, Athens, GA.
- Ralston, S.M., & Thomason, R.W. (1996, May). *The post-bureaucratic function of employment interviewing*. Paper presented at the annual Southeast Regional conference of the Association for Business Communication, Kiawah Island, SC.
- Ralston, S.M. (1995, July). *Video-Interviewing*. Paper presented at The Ohio State University annual conference on emerging technologies for teaching business communication, Columbus.
- Ralston, S.M., & Kirkwood, W.G. (1994, April). *Overcoming managerial bias in the employment interview*. Paper presented at the annual convention of the Southern States Communication Association, Norfolk.
- Ralston, S.M., & Brady, R. (1993, April). *The relative influence of interview communication satisfaction on applicant vacancy attraction and intent to pursue employment*. Paper presented at the combined annual conventions of the Central States Communication Association and the Southern States Communication Association, Lexington.
- Ralston, S.M. (1992, April). *Applicant communication satisfaction, intent to accept second interview offers, and recruiter communication style*. Paper presented as part of the Top Three Papers in Applied Communication at the annual convention of the Southern States Communication Association, San Antonio. A version of the paper was also presented at the 1992 annual convention of the International Communication Association, Miami.
- Ralston, S.M., Purcell, W., & Scudder, J. (1987, April). *The measurement of small group cohesion: A consideration of the group solidarity scale*. Paper presented at the annual convention of the Central States Communication Association, St. Louis.
- Ralston, S.M. (1986, April). *The influence of negative information on interviewer decision-making*. Paper presented as part of the Top Three Papers in Organizational Communication at the annual convention of the Central States Communication Association, Indianapolis.
- Ralston, S.M., & Brady, R.M. (1992, April). *Social modeling in the remediation of public speaking anxiety*. Paper presented at the annual convention of the Southern States Communication Association, Hot Springs.

### **Grants & Awards**

- John Ben Snow Grant, Marist College. 2010. Received \$48,000 to upgrade Avid laboratories and to become an Avid Certified Training Partner.
- ITS Grant, University of Michigan-Flint. 2004. Received \$6,800 to purchase digital recording equipment for the Communication Department and the Art Program.
- Research Grant, 2002. Received \$2,000 from the University of Michigan Development Office to conduct research on narrative and employment interviewing.

Grant-In-Aid, 2001. Received \$1,000 from the Research and Development Committee of East Tennessee State University to conduct research on applicant storytelling in employment interviews.

Grant-In-Aid, 1996. Received \$1,000 from the Research and Development Committee of East Tennessee State University to conduct research on employers' use of technology in personnel selection.

Grant-In-Aid, 1994. Received \$500.00 from the Research and Development Committee of East Tennessee State University to continue work on the MAP project.

Research and Development Grant, 1993. Received a combined \$10, 810 from the Speech Communication Association and East Tennessee State University to conduct research on the Speech Communication Association MAP project.

Charles Roberts, co-investigator.

Grant-In-Aid, 1992. Received \$500.00 from the Research and Development Committee at East Tennessee State University to complete a research project on recruitment interviewing.

Professional Advancement Grant, 1990. Received \$1,500 from Iowa State University to conduct research on recruitment interviewing.

Scholarly Achievement Award, 1985. Department of Speech Communication, Indiana University.

Grant-In-Aid Fellowship Award, 1985. Presented by the Graduate School, Indiana University.

Award of Excellence, 1979 & 1981. Presented by the Department of Communication, University of Arkansas.

### **Student Learning Expertise**

#### Undergraduate

Senior seminar, interviewing; business and professional communication; communication training and development; organizational leadership; organizational communication, business and professional writing, conflict and negotiation, communication theory, research methods; small group communication; interpersonal communication; human relations; general speech; public speaking; public speaking for the apprehensive student; communication internship; independent study.

#### Graduate

Advanced business communication strategies; interviewing practices; communication training and development; research methods; organizational communication; and communication theory.

### **Service**

#### State, University and College

Ohio Valley Conference Provost Committee member.

SACSCOC On-Site Reaffirmation Committee Member, Western Carolina.



Convener, Kentucky Council of Chief Academic Officers.  
Member, Kentucky Center for Post Secondary Task Force on Dual Enrollment.  
President's Budget Reduction Task Force, Morehead State University.  
President's Cabinet, Morehead State University.  
President's Cabinet, Marist.  
Dean's Council, Marist.  
Middle States Review Sub-Committee, Marist.  
Strategic Planning Steering Committee, Marist.  
Digital Copyright Advisory Committee, Marist.  
Integrated Marketing Committee, Marist.  
Center for Student-Athlete Enhancement Assessment Committee, Marist.  
Chief Public Affairs Officer Search, Marist IT Advisory Committee,  
Marist.  
College Senate, NIU.  
Workshop facilitator for the UMF Thompson Teaching and Learning Center, *Promoting  
Civil Discourse in the Classroom*.  
Appointed by the UMF CAS Dean and Provost to serve on collective bargaining  
negotiating team.  
Member, Communications Advisory Committee of the Senate Assembly, University of  
Michigan-Ann Arbor.  
Member, Information Systems Steering Committee, UMF.  
Assistant Director, Teaching and Learning Center, ETSU.  
Director, Oral Communication Proficiency Program, ETSU.  
Member, Cultural diversity oversight committee, ETSU.  
Member, Committee on part-time faculty, ETSU.  
Member, Part-time faculty web page and handbook development team, ETSU Member,  
Committee to improve faculty development and assessment, ETSU.  
Program facilitator, Kellogg Grant program, ETSU.  
Sub-committee chair, Faculty development and evaluation, ETSU.  
Program facilitator, Oral Communication Intensive Course Training, ETSU  
Member and parliamentarian, Faculty Senate, ETSU  
Chairperson, Research Committee for the Faculty Senate, ETSU.  
Member, Graduate Council, ETSU.  
Member, Advisory Committee to the Vice President of Academic Affairs, ETSU. .  
Planner and Participant, "Job Strategies Workshops," College of Business, ETSU.  
Invited speaker, "Fundamentals of Parliamentary Procedure." Alpha Delta, sorority,  
ETSU.  
Invited speaker, "Essentials of Effective Interviewing." Public Relations Student Society  
of America, ETSU.  
Invited speaker, "Fundamentals of Organizational Communication." College of Family  
and Consumer Sciences, ISU.  
Program co-facilitator, "How to Communicate with Power and Confidence." University  
Training and Development Office, ISU.

Department

Department Council, Department of Communication, Northern Illinois University (NIU).

Graduate Studies Committee, Department of Communication, NIU.

Dean's designee at two doctoral dissertation defenses, NIU.

Graduate Council, Department of Communication, East Tennessee State University (ETSU).

Director, Speech Division, Department of Communication, ETSU.

Founder and Faculty Advisor, Student Speech Communication Association, ETSU.

Multiple instances serving as Search Committee Chair, Department of Communication, ETSU.

Director, multiple section general speech course, ETSU.

Director, multiple section interviewing course, ISU.

Chair, central office improvement committee, ISU.

Member, departmental governance document ad hoc committee, ISU.

Member, faculty leave approval ad hoc committee, ISU.

Graduate Student Committees

Graduate Student Committee, Andy Brennand, Department of Communication, NIU.

Graduate Student Committee, Kate McNichols, Department of Communication, NIU.

Graduate Student Committee, Chris Birks, Department of Communication, NIU.

Committee Chair, Kelly Odom, ETSU.

Committee Member, "Professional Communication in PR Firms," ETSU. Committee

Member, "Corporate Executives, Impression Management, and the News Media," ETSU.

Committee Member, "Training Managers to Write and Conduct Performance Evaluations," ISU.

Committee Member, "Industrial Relations in the 21st Century," ISU.

Committee Member, "Corporate Culture of Small Apparel Retail Firms," ISU.'

Discipline

Publication Board, Association for Business Communication, 2008-2012.

Research Committee, Association for Business Communication, 2008-2011.

Editorial Review Board, *Journal of Applied Communication Research*, 2001-2010.

Editorial Review Board, *Journal of Business Communication*, 1995-2001.

Editor, *Journal of Business Communication*. 2001-2005.

Ad hoc reviewer, *Business Communication Quarterly*, 1994-2011.

Reviewer, School of Hotel Administration, Cornell College. Served as an outsider reviewer for a faculty promotion case, spring 2010.

Reviewer, Weissman School of the Art and Sciences, Baruch College. Served as an outside reviewer for a faculty promotion case, winter 2005.

Reviewer, Department of Management, College of Business, Colorado State University. Served as an outside reviewer for two faculty promotion cases, 2001 & 2002.

- Associate Editor, *Journal of Business Communication*, 1997-2001.  
Reviewer, *Management Communication Quarterly*, 1997-2001.  
Reviewer, *Journal of Business and Technical Communication*, 1995-2001.  
Reviewer, *Journal of Business Communication*, 1994-1997.  
Guest Editor, *Journal of Business Communication*, 34, 1997.  
Chair, NCA's Gerald M. Phillips Award for Distinguished Applied Communication Scholarship, 1997.  
Co-Chair, Nomination Committee of the Applied Communication Section of the Southern States Communication Association, 1994-1995.  
Reviewer, Applied Communication Division of the Southern States Communication Association, 1993 & 1994.  
Respondent, New Directions in Health Communication. Panel presented as part of the 1994 Annual Convention of the Southern States Communication Association, Norfolk.  
Reviewer, Andrews, P. H. (1997). *Organizational Communication in a Technological Society*. Boston: Houghton Mifflin.  
Reviewer, Neher, W. W. (1996). *Organizational Communication*. Needham Heights, MA: Allyn and Bacon.  
Reviewer, Kreps, G.L. (1994). *Organizational Communication* (3rd ed.). New York: Longman.  
Reviewer, Wilson, G., & Goodall, H. (1991). *Interviewing in Context*. New York: McGraw-Hill.  
Reviewer, Stewart, C., & Cash, W. (1991). *Interviewing: Principles and Practices* (6th ed.). Dubuque: Wm. C. Brown.  
  
Reviewer, Hamilton, C., & Parker, C. (1990). *Communicating for Results: A Guide for Business and the Professions* (3rd ed.). Belmont: Wadsworth.

#### Civic

- Board member, Arts Mid-Hudson  
Chair, marketing committee, Arts Mid-Hudson.  
Past-President, East Tennessee Chapter of the American Society for Training and Development.  
President, East Tennessee Chapter of the American Society for Training and Development.  
Vice-President for Membership, East Tennessee Chapter of the American Society for Training and Development.

#### Practitioner

- Trainer, "First-Line Supervisory Skills." Ad Mat International, Johnson City, TN, & Siemens, Inc.,  
Trainer, "Communication Skills for the Administrative Assistant." School of Continuing Studies and Office of Professional Development, ETSU.

Trainer, "First Line Supervisory Skills," Service Merchandise, Johnson City, TN.

Trainer, 'The Professional Communication Series,' School of Continuing Studies and Office of Professional Development, ETSU.

Trainer, Supervisory communication skills training. Quebecor Inc., Kingsport, TN.

Trainer, Employment interviewing skills. Personnel Department, City of Ames, Ames Iowa.

Invited speaker, Professional Staff Association, ETSU.

Invited Speaker, Northeast State Technical Community College.

Invited speaker, Jonesborough Tennessee Business League.

Invited speaker, Johnson City, Tennessee Chapter of the Medical Managers Association.

Invited speaker, Kingsport, Tennessee Chapter of the Medical Managers Association.

Invited speaker, Professional Secretaries International.

Invited speaker, Iowa Public Employees Labor Relations.