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Ph.D., University of Massachusetts, Amherst

Field: Communication Studies

Dissertation: "Continuity and Change in the Rhetoric of the Moral Majority"

M.A., University of Massachusetts, Amherst

B.A., University of Pittsburgh

Major Appointments, Augustana College, Rock Island, Illinois

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| 2002 - | Professor <ul style="list-style-type: none">• Serve as the department's senior faculty member• Responsible for courses in propaganda, persuasion, research methods and Senior Inquiry• Teach sections of our freshman seminar, Rhetoric and the Liberal Arts |
| 2010-2011 | Sabbatical |
| 2006-2010 | Senior Policy Research Associate <ul style="list-style-type: none">• Reported to the president and Dean of the College• Developed strategic responses and provided supporting research to address emerging challenges: revised faculty recruiting strategies, created a prospective faculty website, generated options to address <i>US News</i> ranking, developed strategic plan for addressing region-wide demographic decline, and proposed initiatives to strengthen transfer student retention, community college outreach, work-life balance• Designed and edited presentation materials for senior administrators• Presented the analyses to the Board of Trustees, senior administrators, faculty leadership groups• Designed and edited follow-on media presentations (National Public Radio, <i>Chronicle of Higher Education</i>)• Designed and oversaw a successful program which dramatically strengthened faculty recruitment |
| 1999-2006 | Director, Institute for Leadership and Service <ul style="list-style-type: none">• Built a major community engagement program• Arranged 39 on-campus roundtable discussions between students and locally- or nationally-recognized figures in politics, business and the arts• Arranged broadcast interviews, substantial media coverage and meetings between presenters and local residents.• Worked with alumni donor to shape and fund the program |
| 1997-98 | Acting Dean of the College, Chief Academic Officer <ul style="list-style-type: none">• Cleared a 3-year backlog of policy changes begun in committee but never finalized through the governance process• Resolved a three year deficit, balanced \$20 million academic budget• Launched three major academic initiatives (gen ed, course evals, calendar)• Represented the college to its board and alumni• Oversaw 20 successful faculty searches and 45 pre- through post-tenure reviews |

- 1987-1992
1995-2005
- Chair, Department of Communication Studies
- Won National Communication Association “National Program of Excellence” recognition for curricular innovation
 - Achieved a 96% grad school acceptance rate
 - Spun off Theatre and Communication Sciences & Disorders into independent departments
 - Created separate Civic Engagement and Traditional Research tracks for senior capstone projects
 - Helped create majors in Multimedia Journalism and Graphic Design
- 1994-96
- Chair, North Central Association Accreditation Self-Study Review
- Coordinated a two-year data collection effort
 - Educated and engaged faculty on accreditation requirements
 - Drafted and revised a 150-page report
 - Acted as liaison to the accreditors
- 1990-96
- Chair, Division of Fine and Performing Arts
- Acted as “dean” for Communication Studies, Theatre, Communication Sciences and Disorders, Studio Art, Art History, Music and Music Education
 - Participated in 200+ personnel reviews
 - Oversaw 30 successful faculty searches
 - Guided a 50% growth in the division
 - Wrote the college’s pre- and post-tenure review policies
- 1984-96
- Director of Debate
- Returned a once-famous program to national prominence
 - Recruited debaters from 23 states
 - Won 28 tournaments, qualified 10 teams to Nationals

Faculty Appointments, Augustana College, Rock Island, Illinois

- 2002- Professor
1994-02 Associate Professor
1986-94 Assistant Professor
1984-86 Instructor

Awards and Honors

- 2005-07, 11 Center for the Study of Teaching & Learning New Faculty Mentor
2004 Harold & Violet Jaeke Outstanding College Service Award
2001 Order of Omega Outstanding Faculty Award, student selected
1994 Debate Coach of the Year Award, presented at Indiana University
1991 Sears Foundation Teaching Excellence & Campus Leadership Award
1984 University of Massachusetts Distinguished Teaching Award
1983 International Communication Association Outstanding Graduate Teaching Award

Recent Elections and Assignments

- 2013- HLC Reaccreditation Task Force: Planning, Resources, Effectiveness
2013 - President’s Strategic Plan Task Force, Competitive Position Group
2012 - Chair, Institutional Review Board
2012- Retirement Plan Redesign Task Force
2000 - Senate and Faculty Parliamentarian
1998 - Faculty Senate, all eligible years

Recent Committee Elections and Assignments, continued

2011 -	President's Community Revitalization Task Force
2010 -11	President's Strategic Plan Revision Task Force, Design Team Four: Communication and Marketing
2007-10	Faculty Lead, Sustainability Committee
2005-10	President's Working Group on Retention Issues
2005-06	Chair, Associate Dean Search
2004-06	Integrated Marketing Plan Task Force
2004-06	Higher Learning Commission Self-Study Review Steering Committee; Contributing editor, <i>Tradition and Transformation</i> report. Also in 1994-96.
2004-05	Chair, Vice President for Enrollment Management Search
2003-04	Chair, Dean of the College Search
2000-01	Faculty/Board Committee on Retirement Policy

RECENT PROFESSIONAL ENGAGEMENT / DEVELOPMENT

"How to Create Successful Foundation Grant" *Chronicle of Philanthropy* webinar, March 2012

"Universities as Economic Drivers: Measuring and Building Success," SUNY Conference, Buffalo NY, September 2011.

"Avoiding a Midcareer Crisis: Helping Faculty Manage Their Careers," *Chronicle of Higher Education* webinar, September 2011.

"Social Media and the Talent Economy" and other sessions, Internet World, London, May 2011.

"Presenting Data and Information," a one-day course by Edward Tufte, Chicago IL, October 2010

SELECTED PUBLICATIONS

"Robert Cialdini and the Lessons of Practical Persuasion." *Advisor Perspectives*, forthcoming.

With Ellen Hay, Wendy Hilton-Morrow, Sharon Varallo, and Stephen Klien. "Methods Modules: Preparing Students for their Capstone in Communication Studies," *Council on Undergraduate Research Quarterly*, under review, Summer 2014 issue.

"The Einstein of Money: The Life and Timeless Financial Wisdom of Benjamin Graham (book review)," *Business History Review*, forthcoming, Autumn 2013.

"Persuasion and Misrepresentation: 'The Assassination of Miss Edith Cavell: A German Crime that Outrages the Conscience of Humanity,'" in *Liberal Arts Through the AGES*, ed. Catherine C. Goebel, Augustana College: Rock Island, IL, 2011. This was a commissioned piece, the anchor in a series in the first-year reader on the rhetorical strategies in visual images.

"The Holocaust's Great Questions: Historical Contexts for *The Sunflower*," in *Liberal Arts Through the AGES*, ed. Catherine C. Goebel, Augustana College: Rock Island, IL, 2007. This was a commissioned piece which provided one historical lens through which to view arguments posed by a text required of all first year students, Simon Wiesenthal's *The Sunflower*.

"Controlling Degenerate Music: Jazz in the Third Reich," in *Jazz and the Germans: Essays on the Influence of 'Hot' American Idioms on 20th Century German Music*, ed. Michael J. Budds, Pendragon Press: Hillsdale NY, 2002.

"Style," in the *Encyclopedia of Rhetoric*, ed., Teresa Lee Enos, Garland Publishing: New York, 1995. With William M. Purcell. The essay is being used by graduate level classes at CSU-Bakersfield, Penn State, Syracuse and elsewhere.

Theory and Practice in Academic Debate: A Reference Guide, Third Edition. Printed at The Copy Shop: Davenport, 1994. Re-issued by Texas Debate Briefs (2009). This was a grant-funded project, written on behalf of the National Forensic League's outreach program, which seeks to start debate programs in inner city and poor rural high schools.

"Rhetorical Constraints on Presidential Commissions," in *Government Commission Communication*, ed.,

Christine Miller and Bruce McKinney. Praeger Publishing: New York, 1993.

Continuity and Change in the Rhetoric of the Moral Majority, Praeger Studies in Political Communication, Robert E. Denton, series editor. Praeger Publishing: New York, 1991. I've been cited in recent scholarly articles including "Religion, Divorce and the Missing Culture War in America" (*Political Science Quarterly*, 2010) and *Culture Wars: An Encyclopedia of Issues* (2009).

CURRENT PROJECTS

"The fabrication of atrocity: Media coverage of the Bryce Committee Report, 1915 – 1924." Working title of a project being pursued here and at the Bodleian Library, Oxford, in conjunction with my 2010-11 sabbatical.

A critical anthology of propaganda. I have been gathering, from archives and via inter-library loan, a significant collection of propaganda artifacts. Those form the core readings in my Propaganda course. I'm setting them in a standard format: critical headnote, artifact, annotated bibliography.

RECENT PRESENTATIONS AND MEDIA APPEARANCES

My public profile is driven primarily by three activities. The first is my work as a policy analyst for the college. A partial but representative set of presentations flowing from that work include:

"Truths, trends and touchstones: An analysis of challenges to Augustana's future," presentation to the Board of Trustees, May 2013. This followed a series of on-campus focus group sessions.

"Economic futurism: Strategies for addressing the high tuition/high discount trap," discussion with the Board of Trustees and senior administrators, January 2012.

"Writing a successful grant proposal," presentation to faculty, Augustana Center for Teaching and Learning, January 2011.

"Faculty stress, workload changes and the challenge of maintaining market share," briefing for the faculty committee assessing the desirability of reducing the faculty's base teaching load to six courses/year from seven, March 2010.

"Responses to changing demographics: Reaching out to and retaining new populations of students," presentation to the Board of Trustees' Winter Retreat, January 2010.

"Strategic majors initiative: Rationale, recommendations, supporting documents," report to the Dean of the College, 2009.

"Like watching a slow motion train wreck: Demographic shifts and the survival of small midwestern colleges," keynote presentation to (and subsequent breakout sessions for) the annual faculty retreat, August 2007. I made a comparable presentation to the Dean of Student Services staff, October 2007.

"Interpreting the *U.S. News* college rankings," three separate presentations on the same theme, presented to the President's cabinet, the Board of Trustees and senior faculty, October 2006.

A second set of presentations are occasioned by my work in investor education. For five years I penned the "Highlights and Commentary," a monthly investing column for the website FundAlarm. I used the column as a way to raise Augustana's profile with an elite readership. I publish and write for the Mutual Fund Observer, a successor to FundAlarm, with about 11,000 readers. Our Communication & Marketing group estimates the economic benefit to the college of 2012 coverage to be over \$200,000. In 2012 and 2013, I was quoted by, or profiled in, a number of national publications including:

"Investing: Some new funds worth considering," *USA Today*, October 17, 2013

Featured guest, *Money Life with Chuck Jaffe*, September 5 and February 28, 2013, July 23, 2012

"What to make of Bill Miller's comeback," *WSJ MarketWatch*, July 15, 2013

"In Brazil, a Reminder of Emerging-Market Risks," *The New York Times*, July 7, 2013

"Simple Yet Hard, Public Market Investing Edition," Ben Casnocha: A blog about

entrepreneurship, ideas, current affairs, and intellectual life, June 19, 2013.

"If Stocks Are Bad, Why Are Junk Bonds Good?," *Rekenthaler Report*, Morningstar.com, June 5, 2013.

"Consider bear market funds," BottomLine Personal, May 15, 2013

"More mutual funds shut doors to new investors" and "Promising new mutual funds from old hands," both *Wall Street Journal*, April 7, 2013.

"Don't just do something. Stand there" (March 2013) and "Trees do not grow to the sky" (December 2012). Invited guest columns at Amazon.com's Money and Markets feature.

"Augustana professor attracts international attention with investment site," *Rock Island Argus* and *Moline Dispatch*, August 20, 2012. This was a fairly wide-ranging article written by a young local reporter about the Observer and me.

"What to do when your fund manager quits," *US News*, August 6, 2012.

"Recipe for success: Pick 30 stocks, then just sit back for the next 77 years," *Wall Street Journal*, July 9, 2012.

"Winning at *The Loser's Game*: behavioral finance and the small investor," presentation to the East Moline Rotary, May 21, 2012.

"Fundline: You may want to avoid the top 1Q fund winners," *USA Today*, April 4, 2012.

"Be wary of predictive mutual-fund ratings," *WSJ MarketWatch*, February 26, 2012.

"Professor's advice: It's best to be bored," *The Wall Street Journal*, February 2, 2012. This was an extensive profile, which then generated secondary commentary such "Dull stocks are best for small cap investors, says professor," *SmallCap World*, February 7, 2012.

"When to give your fund manager the axe," *WSJ MarketWatch*, January 8, 2012.

A third set of appearances, mostly local, have been occasioned by my teaching and scholarship in propaganda and computer-mediated communication. These include:

"The art of the propagandist in the Third Reich," guest lecture in Art History 367: Twentieth Century Art, April 2013. I had presented similar guest lectures ten times.

"Social media and community," presentation to the Quad Cities Computer Society, March 2013.

Interviewed by WHBF-TV on social effects of texting. December 2012.

"Cyber-propaganda and public perceptions after 9/11," at *Memory, Vision, Community: A Symposium on the 10th Anniversary of 9-11*, Augustana College, September 2011.

"Social media and the generation gap," Quad Cities Computer Society presentation, May 2011.

Expert source for a story on social media use in the workplace and employer expectations, *Quad Cities Business Journal*, November 2010. Wrote a sidebar story, "Internet survival: A quick guide."

Interviewed at length by WQAD-TV on how emerging technologies and classroom culture affect cheating in college, May 2010.

Interviewed on classroom-level effects of social networking. "Facebook: How much is too much?" *Augustana Observer*, May 6 2010.

Expert source for a story on social media and social isolation. "Decade in review: Social networking," *Quad City Times*, December 27, 2009.

"Respondent, "The 'other' among us: News coverage, images and cultural discourses about Muslims and Arabs," a panel of four papers presented to the National Communication Association, Chicago IL, November 2007.

"How did we get here? Historical roots of animosity between the West and Islam," Community Convocation presentation, April 2006.

REFERENCES

Jeff Abernathy, President, Alma College, Alma, Michigan. 989.463.7146. Abernathyj@alma.edu

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