

Staci M. Zavattaro, Ph.D.

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University of Central Florida
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Education

- 2010 Ph.D., Public Administration, Florida Atlantic University
Chair: Dr. Arthur Sementelli
Title: A Baudrillardian Examination of Municipalities as Public Relations and Marketing Firms.
- 2005 BS, Journalism, University of Florida
- 2005 BA, Political Science, University of Florida

Academic Appointments and Professional Experience

2015- present Associate Professor (with tenure) and Research Associate, School of Public Administration, University of Central Florida

- Responsibilities include teaching doctoral, masters, and undergraduate courses in the public administration program (3/3 teaching load with release for being a journal editor). Serve on dissertation committees. Created a graduate certificate in social justice for public service. Maintaining an active research agenda in core focus areas. Engaging in school, college, university, and disciplinary service. UCF's Master's in Public Administration program is currently ranked #53 among the best public affairs schools by U.S. News & World Report.

2012-2015 Assistant Professor (tenure earning), Mississippi State University Department of Political Science and Public Administration

- Responsibilities included teaching, research, and service (2/2 teaching load). Served on various departmental committees and dissertation committees. Founded a junior faculty mentoring club. Mississippi State is a research intensive (R1) institution, and the Political Science and Public Administration program ranks #74 by U.S. News & World Report.

2010-2012 Assistant Professor (tenure earning), University of Texas at Brownsville Department of Public Administration

- Responsibilities included teaching, research, and service (4/4 teaching load; mostly large undergraduate lectures). Participated in school service, including hiring committees. Maintained an active research agenda. Note: UT-Brownsville no longer exists, replaced by UT Rio Grande Valley.

International Leadership Appointments¹

- 2018-2023 Editor-in-Chief, *Administrative Theory & Praxis* – Responsible for overseeing all journal operations, including content creation, editing, production, and calls for papers. I am the first woman to have this position.
- 2018-2021 Social Media Editor, *Public Administration Review* – Oversee a team of graduate students updating content for the journal’s Facebook, Twitter, and LinkedIn presence.
- 2019-2021 Chair, American Society for Public Administration LGBT Advocacy Alliance – Responsible for overall section operations.
- Present Editorial board member, *Government Information Quarterly*, *Public Personnel Management*, *Public Integrity*
- 2013-2017 Managing Editor, *Administrative Theory & Praxis* – Responsible for recruiting papers to the journal, helping the editor with project development.
- 2013-2016 Social media coordinator, *Public Personnel Management* – Responsible for posting journal updates to various social media platforms.

Academic Affiliations

2017-2020 – Fulbright Specialist Roster – *Selected given my expertise in public branding and administrative theory. The program is “Fulbright on call” where researchers are selected for special, short-term projects.*

May-June 2016 – Visiting scholar, Social Media Lab, Ryerson University, Toronto, Canada – *Worked with scholars at the lab on a project about university social media branding.*

Professional Development and Certifications

American Society for Public Administration Social Equity and Inclusion Workshop

ASPA meeting, Washington, D.C., March 2019

Participated in a social justice training workshop focusing on integrating difficult conversations into the classroom, developing an equitable syllabus, and creating safe spaces for students.

Resulted in a certificate of training completion.

Associate Professor Mentoring Community (2017/2018 and 2018/2019)

University of Central Florida, Faculty Excellence, Orlando, Florida

Participated in two years of the mentoring community. The community consisted of monthly

¹ Per the School of Public Administration guidelines for promotion to full professor, “faculty must have a strong record of excellence and leadership” as demonstrated by disciplinary service as an editorial board member, or professional service through active section leadership. I serve as editor-in-chief of an international journal, as chair of an ASPA section, and on various editorial boards, in addition to School and University committees.

whole-community, workshop-oriented meetings guided by specific topics and tasks, followed by small group activities. Topics included developing a career map, path to full, impact statements, and more.

Center for Success of Women Faculty Mentoring Community (2018)

University of Central Florida, Faculty Excellence, Orlando, Florida

Participated in the semester-long mentoring community, focusing on topics about professional development, communication, and team building. The community helped establish a campus-wide network of other women interested in career development.

SafeZone Certification

University of Central Florida, Office of Diversity and Inclusion, Orlando, Florida

Completed SafeZone training to promote a safe and welcoming environment across campus. Sticker designates my office as a safe space for LGBTQIA-identifying individuals.

Inclusion Champion

University of Central Florida, Office of Diversity and Inclusion, Orlando, Florida

The program consists of 9 hours of core workshops, plus 6 hours of training on elective topics. Courses completed included: ABCs of Diversity, Inclusive Communication, and Understanding Power and Privilege.

Online Instructional Designer Certification (IDL 6543)

University of Central Florida, Center for Distributed Learning, Orlando, Florida

Mixed mode course covering how to teach online using a combination of seminars, labs, consultations, and web-based instruction and culminates in a showcase requiring presentation of a new online course developed as part of this certification process. Completion of this certification allows faculty to develop new courses delivered fully online or via mixed mode. Time commitment for certification completion is approximately 80 hours.

Online Instruction Certification (ADL 5000)

University of Central Florida, Center for Distributed Learning, Orlando, Florida

Self-paced Webcourse addressing important pedagogical, logistical, and technological issues involved in delivering effective online courses that have already been developed for online modality. Time commitment for certification completion is approximately 35 hours.

COHPA Research Mentoring Group (Spring 2016)

University of Central Florida, College of Health and Public Affairs, Orlando, Florida

Participated in a mentoring group aimed at helping faculty prepare grant proposals.

Research and Scholarly Activities

Areas of Expertise

Public branding and marketing; administrative theory; social media in government; qualitative methods

Research Interests and Foci

1. Branding and marketing efforts in U.S. cities

2. Social media use in U.S. cities
3. Administrative theory to unravel patterns of administrative behavior
4. Applied qualitative inquiry

*Denotes graduate students as co-authors; ^Denotes tenure-track, pre-tenured faculty as co-authors

Peer-Reviewed Academic Books²

- 10) Bryer, T., *Prysmakova, S., *Santis, E. & **Zavattaro, S.M.** (under contract; authors listed alphabetically). *Administrative Responses to Mass Shootings - Lessons from the Pulse Nightclub in Orlando*. New York: Palgrave Macmillan.
- 9) **Zavattaro, S.M. (editor)**. *Global Place Branding: A Practice-Academic Exchange*. Springer Nature, Under Contract
- 8) **Zavattaro, S.M.** (In Press; 2020) *City Sextons: Tales from Municipal Leaders*. New York: Routledge.
- 7) **Zavattaro, S.M.** (2019) *Place Brand Formation and Local Identities*. London: Routledge.
- 6) **Zavattaro, S.M.** (2019). *Neighborhood branding, identity, and tourism*. London: Routledge.
Reviewed in *Administrative Theory & Praxis* (Stevens, 2019)
- 5) **Zavattaro, S.M.**, Peterson, G. & Davis, A. (2019). *Property Rights in Contemporary Governance*. Albany, NY: SUNY Press.
- 4) **Zavattaro, S.M.** & Orr, S.K. (2017) *Reflections on Academic Lives: Identities, Struggles and Triumphs in Graduate School and Beyond*. Palgrave Macmillan (Edited volume)
Reviewed in *Journal of Public and Nonprofit Affairs* (Decker, 2018)
Referenced in *Journal of Public Affairs Education* (Brainard, 2017)
- 3) **Zavattaro, S.M.** & Bryer, T.A. (2016). *Social media and government: Theory and Practice*, NY: Routledge. (Edited volume)
Reviewed in *Journal of Applied Communications* (Bowman, 2019)
- 2) **Zavattaro, S.M.** (2014). *Place Branding Through Phases of the Image: Balancing Image and Substance*, NY: Palgrave Macmillan
Referenced in the *SAGE Handbook of International and Corporate Affairs*
- 1) **Zavattaro, S.M.** (2013). *Cities for sale: Municipalities as public relations and marketing firms*. Albany, NY: SUNY Press

Refereed Journal Articles (Note: Journal rankings available from: <https://www.scimagojr.com/>)

² Per the School of Public Administration guidelines for promotion to full professor, “faculty must demonstrate substantial successful productivity” including an average of 2 peer-reviewed articles per year or academic book(s). Given this, I have published 15 articles since promotion to associate professor and written or have in progress 8 academic books.

- 39) **Zavattaro, S.M.** (Forthcoming). “We’ve cared for the dead since we started caring”: COVID-19 and our relationship with public and private deathcare. *Public Administration Review*.
- 38) **Zavattaro, S.M.** (Forthcoming). Taking the social justice fight to the cloud: Social media and body positivity. *Public Integrity*.
- 37) **Zavattaro, S.M.** (Forthcoming). Why is this so hard?: An autoethnography of qualitative interviewing. *Public Performance and Management Review*. (Impact factor: 1.600; SJR Ranking: 18 in Public Administration)
- 36) **Zavattaro, S.M.** (2019). Using feminist geography to understand feelings of safety and neighborhood image. *Journal of Health and Human Services Administration*, 42(2), 167-205. <https://tinyurl.com/qp94w3b>
- 35) *Santis, E. & **Zavattaro, S.M.** (2019). Performative ethics in the Trump era: A postmodern examination. *Public Integrity*, 21(5), 503-511. (NOTE: Co-author is a PhD student). DOI: <https://doi.org/10.1080/10999922.2019.1600351>.
- 34) **Zavattaro, S.M.** & Brainard, L. (2019). Social media as micro-encounters: Millennial preferences as moderators of digital value creation. *International Journal of Public Sector Management*, 32(5), 562-580. (NOTE: Invited article.) DOI: <https://doi.org/10.1108/IJPSM-02-2018-0059>. (CiteScore: 2.42 ESCI)
- 33) ^Fay, D.L. & **Zavattaro, S.M.** (2019). Contracting, ethics, and policy adoption: The case of Florida municipalities. *Public Integrity*, 21(3), 301-319. DOI: <https://doi.org/10.1080/10999922.2018.1472975>
- 32) **Zavattaro, S.M.** & ^Fay, D.L. (2018). Brand USA: A natural quasi-experiment evaluating the success of a national marketing campaign. *Tourism Management*, 70, 42-48. DOI: <https://doi.org/10.1016/j.tourman.2018.07.013> (Impact factor: 6.012)
- 31) **Zavattaro, S.M.**, *Kus, K., *Lademan, J., & *Peeples-Briggs, E. (2018). A view from the inside: Collaborating with students to flip the classroom in real time. *College Teaching*, 66(2), 88-97. (NOTE: The three co-authors are MPA students.) DOI: <https://doi.org/10.1080/87567555.2017.1423460>
- 30) **Zavattaro, S.M.** (2018) What’s in a symbol?: Big questions for place branding in public administration. *Public Administration Quarterly*, 42(1), 90-119. <https://tinyurl.com/w98fcq8>
- 29) **Zavattaro, S.M.** (2017). In defense of bullshit: Administrative utility of the politically ephemeral. *Public Voices*. 15, 47-62. <https://tinyurl.com/s6mlxfz>
- 28) Kagarise, W. & **Zavattaro, S.M.** (2017). Social media: How once city opens the evidence black box. *Public Administration Review*, 77(4), 486-488. (Authors listed alphabetically; co-author is practitioner). DOI: <https://doi.org/10.1111/puar.12696> (Impact factor: 4.659; SJR Ranking: 3rd in Public Administration)
- 27) **Zavattaro, S.M.** & ^Fay, D.L. (2017). Social media in state lotteries: Exploring the role

of technology in program marketing. *International Journal of Organization Theory & Behavior*, 20(1), 100-122. <https://DOI:10.1108/IJOTB-20-01-2017-B004>

26) ^Fay, D.L. & **Zavattaro, S.M.** (2016). Branding and isomorphism: The case of higher education. *Public Administration Review*, 76(5), 805-815. DOI: <https://doi.org/10.1111/puar.12626> (Impact factor: 4.659; SJR Ranking: 3rd in Public Administration)

25) **Zavattaro, S.M.** & ^Daspit, J.J. (2016). A grounded theoretical approach to understanding innovation in destination marketing organizations. *Journal of Vacation Marketing*, 22(4) 349-364. DOI: <https://doi.org/10.1108/IJCTHR-05-2015-0036>. (CiteScore: 1.38 ESCI)

24) **Zavattaro, S.M.** (2016). Exploring managerial perceptions of place brand associations in the U.S. Deep South. *International Journal of Culture, Tourism, and Hospitality Research*, 10(1), 53-69. DOI: <https://doi.org/10.1108/IJCTHR-05-2015-0036> (CiteScore: 1.38 ESCI)

23) **Zavattaro, S.M.** & Adams, F.G. (2016). Bridging the gap: An exploration of how DMO managers use education to overcome challenges. *Urban Studies*, 53(4), 669-688. DOI: <https://doi.org/10.1177%2F0042098014568069> (Impact factor: 3.272)

22) **Zavattaro, S.M.** (2015). Place brand identity: An exploratory analysis of three Deep South states. *International Journal of Organization Theory and Behavior*, 18(4), 405-431. DOI: <https://DOI:10.1108/IJOTB-18-04-2015-B002>

21) Daspit, J.J., Mims, T.C., & **Zavattaro, S.M.** (2015). The role of positive psychological states in online learning: Integrating psychological capital into the community of inquiry framework. *Journal of Management Education*, 39(5), 626-649. DOI: <https://doi.org/10.1177%2F1052562914564980>.

20) **Zavattaro, S.M.**, French, P.E. & Mohanty, S. (2015). A sentiment analysis of U.S. local government tweets: The Connection between tone and citizen involvement. *Government Information Quarterly*, 32(3), 333-341. DOI: <https://doi.org/10.1016/j.giq.2015.03.003>. (Impact factor: 4.311)

19) **Zavattaro, S.M.**, Daspit, J.J. & Adams, F.A. (2015). Assessing managerial methods for measuring place brand equity: A qualitative investigation. *Tourism Management*, 47, 11-21. DOI: <https://doi.org/10.1016/j.tourman.2014.08.018> (Impact factor: 6.012)

18) **Zavattaro, S.M.** (2014). Organizational implosion: A case study of Detroit, Michigan. *Administration & Society*, 46(9), 1071-1091. DOI: <https://doi.org/10.1177/0095399714554681> (Impact factor: 1.698; SJR Ranking: 27 in Public Administration)

17) **Zavattaro, S.M.** (2014). Re-imagining the sustainability narrative in U.S. cities. *Journal of Place Management and Development*, 7(3), 189-205. DOI: <https://doi.org/10.1108/JPMD-03-2014-0005> (CiteScore: 1.55 ESCI; 2015 Best Paper Award)

16) Daspit, J.J. & **Zavattaro, S.M.** (2014). Integrating innovation and absorptive capacity into

the place branding process: A capability-based perspective. *Journal of Place Management and Development*, 7(3), 206-224. (Authors listed alphabetically). DOI: <https://doi.org/10.1108/JPMD-02-2013-0003> (CiteScore: 1.55 ESCI)

15) **Zavattaro, S.M.** (2014). Athletic identity – Or an autoethnography of almost losing a leg. *Qualitative Research Journal*, 14(3), 272-288. <https://doi.org/10.1108/QRJ-11-2012-0027> (CiteScore: 0.58 ESCI)

14) **Zavattaro, S.M.** & Sementelli, A.J. (2014). A critical examination of social media adoption in government: Introducing Omnipresence. *Government Information Quarterly*, 31(2), 257-264. DOI: <https://doi.org/10.1016/j.giq.2013.10.007>. (Impact factor: 4.311)

13) **Zavattaro, S.M.** (2014). Critical imagination: Expanding consensual decision-making processes in public administration. *Administrative Theory & Praxis*, 36(1), 7-24. DOI: <https://doi.org/10.2753/ATP1084-1806360101>

12) **Zavattaro, S.M.** & Garrett, T.M. (2013). “Reinventing” higher education: Symbolism, sloganeering and subjectivity in the Lone Star State. *Public Voices*, 13(1), 100-119. <https://tinyurl.com/v5qsey5>

11) **Zavattaro, S.M.** (2013). Expanding Goffman’s theatre metaphor to an identity-based view of place branding. *Administrative Theory & Praxis*, 35(4), 511-529. <https://doi.org/10.2753/ATP1084-1806350403>

10) Daspit, J.J. & **Zavattaro, S.M.** (2013). Introducing the Institutional (D)Evolution Framework to examine policies and practices regarding sexual orientation. *Administrative Theory & Praxis*, 35(3), 441-447. DOI: <https://doi.org/10.1080/10841806.2013.11029926>

9) **Zavattaro, S.M.** (2013). Social media in public administration’s future: A response to Farazmand. *Administration & Society*, 45(2), 241-254. DOI: <https://doi.org/10.1177/0095399713481602> (Impact factor: 1.698; SJR Ranking: 27 in Public Administration).

8) **Zavattaro, S.M.** (2013). Exploring how U.S. cities use budget documents as marketing and public relations tools. *Place Branding and Public Diplomacy*, 9(1), 31-47. DOI: <https://doi.org/10.1057/pb.2012.26>

7) **Zavattaro, S.M.** (2013). Management movements and phases of the image: Potential for closing the loop. *Administration & Society*, 45(1), 97-118. DOI: <https://doi.org/10.1177/0095399711433406> (Impact factor: 1.698)

6) **Zavattaro, S.M.** (2012). Place marketing and phases of the image: A conceptual framework. *Journal of Place Management and Development*, 5(3), 212-222. DOI: <https://doi.org/10.1108/17538331211269620> (CiteScore: 1.55 ESCI)

5) Bryer, T.A. & **Zavattaro, S.M.** (2011). Social media and public administration: Theoretical dimensions and introduction to symposium. *Administrative Theory & Praxis*, 33(3), 325-340. (Authors listed alphabetically). DOI: <https://doi.org/10.2753/ATP1084-1806330301>

4) **Zavattaro, S.M.** (2011). A critical theoretical exploration of municipal budgets as marketing tools. *Business Research Yearbook*, 18(1), 36-41. <https://tinyurl.com/vca94cx>

3) **Zavattaro, S.M.** (2011). An autoethnographic tale of image-generation tactics on employees. *Employee Responsibilities and Rights Journal*, 23(1), 1-16. DOI: <https://doi.org/10.1007/s10672-010-9157-8>

2) **Zavattaro, S.M.** (2010). Brand Obama: The implications of a branded president. *Administrative Theory & Praxis*, 32(1), 123-128. DOI: <https://doi.org/10.2753/ATP1084-1806320108>

1) **Zavattaro, S.M.** (2010.) Municipalities as public relations and marketing firms. *Administrative Theory & Praxis*, 32(2), 191-211. DOI: <https://doi.org/10.2753/ATP1084-1806320202>

Grant-Funded Reports

1) Bryer, T., Zavattaro, S.M., *Prysmakova, S. & *Santis, E. (2018). ImPulse: The story of a lessons learned from the City of Orlando's response to the Pulse nightclub shooting. Retrieved from: <https://ccie.ucf.edu/wp-content/uploads/sites/12/2018/09/exec-summary.pdf>

Book Reviews and Book Chapters

3) **Zavattaro, S.M.** & Fay, D. (2018). A branding stranglehold: The case of Florida's orange tie. In *Inclusive Place Branding*. (Peer-reviewed book chapter)

2) **Zavattaro, S.M.** (2014). Using legitimacy as an organizing lens for public administration. *Public Administration Review*, 74(4), 535-539. (Book review)
<https://www.jstor.org/stable/24029441>

1) **Zavattaro, S.M.** (2012). Records management, privacy and social media: An overview. In *Citizen 2.0: Public and Governmental Interaction Through Web 2.0 Technologies*. (K. Kloby & M. D'Agostino, Eds). IGI Global. (Peer-reviewed book chapter)

Invited International Presentations

4) **Invited International Talk** – Renmin University Symposium on Methodological Pluralism, Beijing, China, October 2018 – *Select mini-conference on methodological pluralism in the field; led to publication #37 above.*

3) **Invited International Talk** – Collaborative Governance, Tianjin University, Tianjin, China

2) Invited guest speaker (via Skype), 2016, Dr. Jolita Sinkiene's (Kaunas University of Technology, Lithuania) Place Branding and Marketing class

1) Invited Guest Speaker (via Skype), 2015, Dr. Raul Pacheco-Vega's (CIDE Mexico City, Mexico) State and Local Government class

Invited National Presentations

- 11) Editors' Panel, University of Illinois – Springfield Doctoral Seminar (via Skype) – February 2020; spoke to students about academic publishing
- 10) Invited Presentation – Rosen College of Hospitality Management Monthly Colloquium, March 2020 – *Invited as collaborative effort based on my branding expertise between SPA and Rosen to present my work on neighborhood branding.*
- 9) **Invited Keynote** – Florida Atlantic University Doctoral Student Colloquium, February 2020 - *Invited to keynote the annual doctoral research presentation forum. Presented new research about local government cemetery management.*
- 8) **Invited Talk** – University of Kansas, Research Presentation, March 2019 – *Invited as distinguished scholar to present work on neighborhood branding.*
- 7) **Invited Talk** – Florida State University Doctoral Symposium, Surviving Academia, February 2019
- 6) Invited guest speaker (via Skype), 2016, Dr. Lauren Edwards (University of Maryland Baltimore County), Doctoral Public Administration Theory seminar
- 5) Invited guest speaker, 2016, 100 Women Strong (Central Florida), presentation on using social media
- 4) Invited guest speaker (via Skype), 2016, Dr. Alicia Schatteman's (Northern Illinois University) Strategic Communications class
- 3) City of Laurel, MS, 2014, Place Branding in Rural Mississippi presentation
- 2) Keynote speaker, 2013, Mississippi Tourism Association regional meeting, Greenwood, MS
- 1) Place branding consultant, City of Brandon, MS, 2013, Worked with three MPPA students to develop a place branding campaign for Brandon (August 2013 to December 2013)

International, National, and Regional Conference Presentations

- 29) Public Administration Theory Network, Denver, June 2019
Presenter: Doctoral student colloquium
- 28) Public Management Research Conference, Chapel Hill, NC, June 2019
Presentation (with Daniel Fay): University Partnerships: An Exploratory Study
Presenter: Editor's Panel
- 27) American Society for Public Administration, Washington, DC, March 2019
Panel convener: Public Branding and Local Government
- 26) UCF Winter Faculty Development Conference, Transparency in Doctoral Education,

December 2018

25) European Group of Public Administration (EGPA), Lausanne, Switzerland, September 2018
Paper presentation: The Branding Era in Public Administration

24) American Society for Public Administration, Denver 2018
Paper presentation: ImPulse: Disaster Branding after Orlando's Pulse incident

23) Public Management Research Association, Washington DC, June 2017
Paper presentation: Social Media and Public Value (with Lori Brainard, George Washington University)

22) American Society for Public Administration, Atlanta, GA., March 2017 Paper presentation: Brand USA (with Daniel Fay, Florida State University)

21) Public Management Research Conference, Aarhus, Denmark. Invited panel moderator: How to Publish Your Work, June 2017

20) Public Administration Theory Network, San Antonio, TX.
Paper Presentation: Public Administration in a Reputation Management Era, May 2016

19) University of Central Florida Public Administration Research Conference, April 2016
Paper Presentation: Diffusion of Social Media Technologies for State Lotteries

18) American Association of Public Administration, Seattle, WA.
Panel Moderator: Big Questions About Social Media, March 2016

17) International Crisis and Risk Communication Conference, Orlando, FL.
Paper Presentation: Public Administration in the Reputation Management Era, March 2016

16) University of Central Florida Winter Teaching Conference, Orlando, FL.
Presentation: Developing Service Learning in a Communications Course, December 2016

15) National Association of Schools of Public Affairs and Administration, Brooklyn, NY.
Presentation: Stakeholder Engagement Through a University Center, October 2015

14) Public Management Research Conference, Minneapolis, MN.
Paper presentation: An Exploratory Analysis of Developing Place Brand Identities in the U.S. Deep South, June 2015

13) Public Administration Theory Network, Vancouver, BC.
Paper presentation: Visual rhetoric: Recuperating (city) branding for public administration, May 2015 (with Melanie Loehwing)

12) Fifth International Destination Branding and Marketing Conference, Macau, China, December 2015
Paper presentation: Brand Associations in the U.S. Deep South: Balancing a "Feast for the Senses" with being "Rural, Uneducated, and Culturally Barren"

- 11) Midwest Political Science Association, Chicago, IL, March 2014
Paper Presentation – Understanding the Role of an Innovation Capability in Place Branding: An Exploratory Analysis (with Joshua J. Daspit)
- 10) American Society for Public Administration Conference, Washington. DC., March 2014
Paper Presentation: Introducing the Institutional (D)Evolution Framework to Examine Policies and Practices Regarding Sexual Orientation (with Joshua J. Daspit)
- 9) Public Administration Theory Network Conference (Planning committee member), San Francisco, CA, May 2013
Paper presentation – In defense of bullshit: Administrative utility of the philosophically ephemeral
- 8) American Society for Public Administration Conference, New Orleans, LA., March 2013
Discussion circle presentation – Organizational Implosion: The Case of Detroit
- 7) Public Administration Theory Network Conference, South Padre Island, TX, May 2012
(Site and planning committees member). Paper presentation (with Arthur J. Sementelli): Borders of the individual: Communication, identity and public administration
- 6) Public Administration Theory Network Conference, Norfolk, VA, May 2011
Paper presentation: The myth of consensus in public administration.
- 5) Association of Marketing Theory and Practice Conference, March 2011
Paper presentation: A critical theoretical exploration of municipal marketing of sustainability.
- 4) American Society for Public Administration Conference, March 2011
Paper presentation (with Paul Pope): Punctuated-equilibrium and border policy.
- 3) Public Administration Theory Network Conference, May 2010
Paper presentation: Baudrillard and the new democratic discourse
- 2) Public Administration Theory Network Conference, May 2009
Paper presentation: Public organizations as public relations firms
- 1) American Society for Public Administration Conference, March 2009
Poster session: Public organizations as public relations firms: A new image

Grants and Contracts (Funded and Applied)

External Awards

- 1) **Awarded**, National Hazards Center; TV Meteorologists and Brand Communication (\$2,000; Co-PI with Drs. Kelly Stevens and Christopher Emrich, 2020)
- 2) **Awarded**, Fulbright Specialist, 2017-2020 (The Specialist program essentially is Fulbright on call. Can be asked to travel for my expertise in branding, social media, or

doctoral mentoring.)

- 3) **Awarded**, Co-Principal Investigator (with Dr. Thomas Bryer, 2018), City of Orlando Pulse shooting response study (Total: \$76,000; **personal responsibility: \$27,260**)
- 4) Applicant, PI, 2016, IBM Center for the Business of Government research stipend (Unfunded, \$20,000)
- 5) Applicant, Co-PI (with Dr. Thomas Bryer and Dr. Lori Brainard), Corporation for National and Community Service, “Using social media behaviors to predict individual civic engagement” (Unfunded, \$100,000)
- 6) **Awarded**, 2015, Co-PI, Southern Risk Management Education Center outreach grant, “Improving Agritourism Branding and Marketing in Mississippi” (Funded for \$49,144; **Note:** The funding agency designates money to states rather than individuals, so changing positions effective August 2015 meant I could no longer be involved with the project.)
- 7) **Awarded**, 2015, National Endowment for the Humanities (**NEH**) Summer Institute Stipend - \$3,900; attended Meanings of Property Institute at Marist College
- 8) **Awarded**, 2014, Mississippi Tourism Association research gift, 2014, \$1,000

Internal UCF Awards

- 9) Recipient, Brinson Funding (\$600) for course development
- 10) Recipient, UCF OPS Student Support grant (undergraduate research), \$2,500, Spring/Summer 2017
- 11) Recipient, UCF OPS Student Support grant (graduate research), \$2,500, Spring/Summer 2016
- 12) Recipient, 2017 Center for Success of Women Faculty Fellow, \$350
- 13) Recipient, 2016 UCF Faculty Travel Award, \$1,000 for international travel
- 14) Applicant, 2016 UCF Study Abroad Development Grant, unfunded \$2,500

Other Research Activities

Editorial Experience

- 1) Recipient, UCF 2020 Research Incentive Award – Recognizes select researchers across the university for outstanding research performance.
- 2) Editor-in-Chief (2018-present), *Administrative Theory & Praxis* – First woman to have the position. Responsible for overall journal direction and operations.

- 3) Invited member, *Government Information Quarterly* Editorial Board – Premier journal for government communication. Impact factor: 4.311; CiteScore: 7.10; SJR Ranking: 1.408
- 4) Invited member, *Public Personnel Management* Editorial Board – International journal related to public sector personnel management. Relates to my teaching experience. Impact factor: 0.789; SJR Ranking: 42 in Public Administration
- 5) Invited member, *Public Integrity* Editorial Board – International journal focusing on ethics in public administration. Indexed in Scopus.

External Tenure Reviewer

- 1) Mariglynn Edlins, University of Baltimore
- 2) Nicole Rishel Elias, John Jay College of Criminal Justice
- 3) Clayton Wukich, Cleveland State University
- 4) Laura Hand, North Dakota State University
- 5) Alexnadre Couture Gagnon, University of Texas Rio Grande Valley

Journal Peer Reviewer

Public Administration Review; Journal of Asian Public Policy; Government Information Quarterly; Public Personnel Management; Public Integrity; Journal of Destination Marketing and Management; Place Management and Public Diplomacy; Cogent Psychology; Journal of Public Administration Research and Theory; Australian Journal of Public Administration; International Journal of Organization Theory & Behavior; Journal of Public and Nonprofit Affairs; Leadership Quarterly; Journal of Travel and Tourism Marketing; Public Administration Quarterly; Administration & Society; Review of Public Personnel Administration; Studies in Higher Education; Teaching Public Administration

Book Peer Reviewer

SUNY Press; Routledge

Honors and Awards

Internal UCF Awards/Recognition

- 1) 2020 Recipient, Research Incentive Award – recognizes select researchers throughout the university for outstanding research performance
- 2) Awardee, UCF Faculty Authors Celebration
- 3) Nominee, 2017 UCF Faculty Partnerships Award
- 4) Nominee, 2017 Reach for the Stars Award
- 5) Awardee, 2017 UCF Women Making History, Center for Success of Women Faculty
- 6) Selected participant, 2016 UCF COHPA Faculty Research Fellow

External Awards/Recognition

- 1) **Best Paper Award**, 2015, *Journal of Place Management & Development* (Chosen from all submissions in 2014 to the journal by independent editorial voters.)

- 2) Awardee, 2011, National Institute for Staff and Organizational Development (NISOD) Excellence Award recipient (Recognizes outstanding teaching efforts nationally.)
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Teaching and Mentoring Experience³

Certificate Created: Graduate certificate in social justice for public service (launching Fall 2020). First graduate certificate in Florida on this topic. Created with help from MPA students. Created two new electives for SPA as part of certificate.

UCF Courses Taught

Human Resource Management (PAD6417) – *Graduate course explaining the role of human resources management in the public sector. Focus on organizational behavior aspects of HRM.*

- Spring 2020 (In-person modality; 3 credit hours; 26 students)
- Fall 2019 (Online modality; 3 credit hours; 31 students)
- Summer 2019 (Online modality; 3 credit hours, 32 students)
- Spring 2019 (In-person modality, 3 credit hours, 18 students)
- Fall 2018 (In-person modality, 3 credit hours, 11 students)
- Spring 2018 (In-person modality, 3 credit hours, 19 students)
- Fall 2017 (In-person modality, 3 credit hours, 30 students)
- Summer 2018 (Online modality, 3 credit hours, 30 students)
- Summer 2016 (Online modality, 3 credit hours, 29 students)

Public Sector Communication (PAD6705) – *Elective I created for the School of Public Administration focusing on the role of communication in governance processes.*

- Spring 2020 (Online modality; 3 credit hours; 30 students)
- Spring 2019 (Online modality, 3 credit hours, 29 students)
- Spring 2018 (Online modality, 3 credit hours, 30 students)
- Spring 2017 (In-person modality, 3 credit hours, 15 students)
- Summer 2017 (Online modality, 3 credit hours, 29 students)
- Spring 2017 (In-person modality, 3 credit hours, 3 students; NOTE: Was special topics at this time before I created the formal elective)

Advanced Seminar in Public Administration (PAD7026) – *Introductory course for public administration track students in interdisciplinary PhD in public affairs. Focus on historical aspects of the administrative state to contemporary issues in the field.*

- Fall 2019 (In-person modality; 3 credit hours; 8 students)
- Fall 2018 (In-person modality, 3 credit hours, 7 students)
- Fall 2017 (In-person modality, 3 credit hours, 4 students)
- Fall 2016 (In-person modality, 3 credit hours, 4 students)

Nonprofit Organizations (PAD6142) – *Covers foundations of nonprofit management. Tasks included developing a nonprofit from scratch and learning the basics of forming an organization.*

- Spring 2016 (Online modality, 3 credit hours, 23 students)

³ Per the School of Public Administration guidelines for promotion to full professor, “teaching must be of sustained high quality as demonstrated by annual performance evaluation.” I consistently rank as “outstanding” for teaching, and have exceeded the requirement by creating a graduate certificate for the School, along with a new elective.

- Spring 2016 (Online modality, 3 credit hours, 29 students)
- Fall 2015 (Online modality, 3 credit hours, 30 students)
- Fall 2015 (Online modality, 3 credit hours, 13 students)

Human Resource Administration (PAD4414) – *Undergraduate course examining introductory elements of human resource management. Focused on service-learning projects.*

- Fall 2016 (In-person modality, 3 credit hours, 34 students)

Dissertation Hours

- Fall 2019 (supervising 1 student)
- Spring 2019 (supervising 1 student)

Independent Study

- Summer 2018 (1 student)
- Summer 2017 (1 student)

Professional Development and Teaching Enhancement Activities

- 1) Spring 2019, UCF Downtown Active Learning Spaces Course Innovation Project
- 2) Spring 2017, UCF Center for Teaching and Learning conference presenter
- 3) Spring 2017, UCF Center for Success of Women Faculty Fellow
- 4) Fall 2016, UCF Center for Success of Women Faculty mentoring cohort
- 5) Fall 2016, Selected cohort member, UCF Faculty Center for Teaching and Learning SoTL group
- 6) Graduate, 2016, University of Central Florida IDL (online pedagogy course)
- 7) Spring 2016, Cohort member, UCF Faculty Center for Teaching and Learning Course Innovation group

Doctoral Dissertation Committees

External Institutions

Invited member, Laura Ripoll-Gonzalez, University of Tasmania (Invited because of my international expertise in place branding)

UCF Students

Chair, Esteban Santis, UCF, graduation anticipated 2020

Member, Meldin Graziani, UCF, graduation anticipated 2020

Member, Wanzhu Shi, UCF, completed Spring 2017

Professional Service

Disciplinary/International Service

- Editor-in-Chief, *Administrative Theory & Praxis*
- Chair, American Society for Public Administration LGBT Advocacy Alliance Section
- Invited member, editorial board (*Government Information Quarterly, Public Personnel*)

Management, Public Integrity)

- Social media editor, *Public Administration Review*
- Member, 2020 American Society for Public Administration Program Review Committee
- Member, 2019 Public Management Research Conference Program Review Committee
- Member, (2017, 2018), ASPA Section on Women in Public Administration Scholarship Review Committee
- Promotion and tenure external reviewer (John Jay College of Criminal Justice, University of North Dakota, University of Texas Rio Grande Valley, Cleveland State University)
- Board Member (2015-2017), ASPA Section on Teaching and Learning

Community Service

- Member, Florida League of Cities Research Center for Municipal Research
- Presenter (2017), Central Florida 100 Women Strong
- Expert, *Baltimore Sun* article (<https://www.baltimoresun.com/maryland/baltimore-city/bs-md-baltimore-image-amazon-20180118-story.html>)
- Contributor, *Quality Cities* (Florida League of Cities magazine; <http://publications.flcities.com/qc/201609/viewer/desktop/#page/22>)

University Service

- Member (2018-present), Faculty Excellence Advisory Committee
- Member, 2020 Women's History Month Award Committee
- Member (2019-2020), Faculty Excellence Advisory Subcommittee on Faculty Engagement
- Member (2018-2019), Faculty Excellence Advisory Subcommittee on Associate Professors
- Member (2017), UCF Faculty Senate Travel Awards Committee

College Service

- Member (2018), Downtown Naming Committee
- Member (2018), COHPA Instructor/Lecturer Promotion Committee
- Member (2017), COHPA Faculty Council
- Member (2017), COHPA Core Health Committee

School Service

- Member (co-founder), SPA Student Engagement Committee
- Member (current), SPA Promotion and Tenure Committee
- Member, search committees
- Member (current), PhD Admission Committee
- Member (2018/2019), PhD Curriculum Committee
- Member (2017/2018), Center for Public and Nonprofit Management Oversight Committee
- Member (2017/2018), Center for Public and Nonprofit Management Strategic Planning Committee
- Member (2017/2018), SPA AESP Revision Committee
- Member (2015, 2016), Research Conference planning committee
- Member (2015-2017), PA Advisory Board

Professional Affiliations

Member, Public Administration Theory Network

Member, American Society for Public Administration (Chair-elect, ASPA LGBT Advocacy Alliance section)

Member, Public Management Research Association

Member, Pi Alpha Alpha Honor Society

For External Review