

# REBECCA L. COONEY

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## EDUCATION

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<b>Eastern Washington University</b> Master of Science, Communications <i>Thesis: Brand Identity Guide for Eastern Washington University</i>	Cheney, Wash. 2003
<b>California State University Sacramento</b> Bachelor of Arts, Organizational Communications	Sacramento, Calif. 1996
<b>Sacramento Metropolitan Chamber of Commerce</b> Leadership Sacramento Certificate	Sacramento, Calif. 1995
<b>Google Analytics</b> Professional certification	Virtual 2020-2021

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## WORK EXPERIENCE

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<b>Washington State University</b> The Edward R. Murrow College of Communication <i>Clinical Associate Professor</i> Areas of emphasis: user experience design, integrated communication, brand strategy, and digital communications and metrics.	Pullman, Wash. 2012 to present
<b>Washington State University</b> The Edward R. Murrow College of Communication <i>Director of Murrow Online Programs</i> As Director of Murrow Online programs, I provide long-term and day-to-day management of the College's online degree programs and certificates. It is my responsibility to ensure the quality of curriculum design and delivery, personalized attention in advising and mentoring, faculty training and orientation in development and execution of content in the digital space, and ensuring the College provides online undergraduate and graduate students with valuable content, instruction, counsel, and experience. I also oversee recruitment, retention, and outreach efforts, coordinates program review, assessment, and accreditation activities, and facilitate the success of managed growth and revenue objectives, resource management, and creating a culture of research, learning, and advancement. Murrow Online Programs include MA Strategic Communication, MA Health	Pullman, Wash. June 2018-present

Communication and Promotion, BA Integrated Strategic Communication, and two graduate certificates in strategic communication and health communication and promotion.

**Washington State University**

Pullman, Wash.

The Edward R. Murrow College of Communication

Sep 2014-May 2018

*Director of Online MA Strategic Communication*

In my role as Director, Online MA Strategic Communication I was tasked with several critical deliverables including progressive planning, curriculum maps, and program assessment and review. I also oversaw recruitment, new student orientation activities, the creation of marketing materials and videos, delivering monthly webinars, growth management, and website management.

**Center for Advanced Studies in Adaptive Systems (CASAS)**

Pullman, Wash.

*Brand Identity Consultant*

Summer 2013

Washington State University Voiland College of Engineering and Architecture, School of Electrical Engineering and Computer Science. CASAS serves to meet research needs around testing of the technologies using real data through the use of smart homes environment located on the WSU Pullman campus. My role was to give them a brand overhaul including logo and messaging, website, public relations, social media engagement, publications, and templates.

**University of Colorado**

Boulder, Colo.

Lockheed Martin Engineering Management Program

2010-2012

*Director of Marketing and Business Development*

Developed and generate awareness of the engineering management degree with prospective students, corporations, and associations through earned, owned and paid marketing methods, digital campaigns, customer relations management, and metrics. Launched sustainable recruitment and retention campaigns.

**University of Idaho**

Moscow, Idaho

University Communications

2007-2010

*Director of Regional Marketing & Web Coordinator*

Managed marketing, outreach and web initiatives for three regional university centers, served as interim Director of Web Communications managing staff and training web authors and managed special outreach assignments for leadership.

**Whitworth University & Eastern Washington University**

Spokane, Wash.

Communication Studies Departments

2005-2008

*Adjunct Professor*

Designed and delivered multiple courses focused on public relations, transitioning graphic designers into the workplace and integrated campaigns.

**People to People Ambassador Programs**

Spokane, Wash.

Marketing & Outreach

2003-2005

*Director of Marketing*

Managed all aspects of the marketing development and execution of the organization including all publications, public relations, website development and maintenance, marketing plans, merchandise

and fulfillment, testing plans and project management. Managed staff of 10 creative and technical personnel.

**Eastern Washington University**

Spokane, Wash.

University Relations

1997-2003

*Associate Director of University Relations*

Managed staff of 16 to execute university marketing, web marketing, event promotions, publications development, strategic planning, creative concept development, branding and image development. Served as a brand ambassador and project manager and served on multiple committees within and outside EWU.

**C.W. Crocker Communications**

Sacramento, Calif.

Senior Account Manager

1994-1997

Managed project supervision, quality control, copywriting, production coordination, marketing management, event coordination, and implementation, PR project development and advertising management.

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**FELLOWSHIPS**

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**LIFT Fellows**

Pullman, Wash.

Faculty Fellow

Spr-Fall 2018

2018 LIFT Faculty Fellows- program focuses on the implementation of pedagogical and behavioral innovations and implementations across the undergraduate curriculum with goals to support students' academic success, increase their life skills and resilience, and transform their experience at WSU. LIFT Fellows are part of the university-wide Transformational Change Initiative, a project funded by the 2016 strategic reallocation grants.

**Scripps Howard Foundation**

Sacramento, Calif.

Visiting Professor in Social Media

Summer 2015

*Educator Fellow*

Scripps Howard Foundation Visiting Professor in Social Media positions are awarded annually to six educators across the country who are partnered with select radio, TV and print media outlets for an intensive two-week experience. The goal is for educators to experience how news and information delivery is being transformed by digital media and to integrate that knowledge back into the classroom. I was partnered with The Sacramento Bee where I was immersed in a vibrant, active newsroom and learned firsthand how print journalism is evolving and adapting to new technology. My biggest takeaway was learning that journalism is not just about reporting on the news of the day, getting the sensational story, selling papers or securing new subscribers. They are leaders in research, experts in consumer behavior and fearless about learning new skills and pushing the barriers of comfort zones.

**The Betsy Plank Center**

Milwaukee, Wis.

Educator Fellows

Summer 2014

*Plank Center Educator Fellow*

Plank Center Educator Fellowships are awarded annually to six educators across the country who are partnered with select corporations for an intensive two-week experience. The goal of the fellowship is to create a forum for mutual exchange and bridge the gap between classroom teaching and real-world application. I was partnered with the employee communications division at Harley-Davidson Motor Company in Milwaukee, WI. The fellowship provided me with an invaluable experience exposing me to the inner-workings of a progressive and integrated internal communications team.

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## ADVISING & MENTORSHIP

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### **Independent Study Faculty Advising**

*Faculty Advisor*

Pullman, Wash.

Jan 2013 to present

Serve as faculty advisor to 1-3 students each semester for special, independent study projects related to public relations, social media, blogging, web development, campaign design and implementation, and other integrated strategic communication activities.

### **Alpha Kappa Psi – Beta Lambda Chapter**

*Faculty Advisor*

Pullman, Wash.

Oct 2017 to May 2020

Serve as faculty advisor to “Alpha Kappa Psi, the largest and longest standing business fraternity in the United States, develops its members into principled business leaders. Washington State University’s chapter, known as Beta Lambda, unites students, professors, and professionals who share a passion for business and a commitment to their communities.” - *WSU Alpha Kappa Psi*

### **Washington Consortium for the Liberal Arts (WaCLA)**

PR Campaign Implementation Team

*Faculty Advisor*

Pullman, Wash.

Fall 2015 to Jan 2020

Washington Consortium for the Liberal Arts PR Campaign (WaCLA) \$10,000 award. Serve as a faculty advisor on design and implementation of the #ifeelinspired PR campaign that encourages the re-envisioning of liberal arts through the discovery of one’s own creativity, driving a grassroots initiative that combines an interactive web microsite, social hashtag conversation, videos, and engagement between WaCLA ambassadors and students state-wide.

### **Murrow Innovation Internship**

*Faculty Advisor*

Pullman, Wash.

Jan – May 2018

The Murrow Innovation Internship is a 1-2 semester paid internship for students seeking to expand their skills in digital media, apply them to practical real-world projects, and teach those skills to other students.

### **Amazon Catalyst at WSU**

*Faculty Advisor*

Pullman, Wash.

Oct 2017 to June 2018

Served as one of four faculty advisors and two senior staff members leading the promotion, training, and administration of the Amazon Catalyst initiative at WSU. The project included representatives from the WSU Office of Research, the WSU Office of Corporate Relations, and the WSU colleges of Communication, Engineering and Architecture, CAHNRS, and Education. The initiative was based on a partnership with Amazon, Inc. to identify entrepreneurial concepts that address global issues and solve problems in local communities. In 2018, the project funded 10 teams for a total of \$300,000.

**Public Relations Student Society of America (PRSSA)** Pullman, Wash. Fall 2012 to Spr 2017  
*Faculty Advisor, Jay Rockey Chapter*  
Served as faculty advisor to executive board and mentor to student members; oversee activities of the student-run PR firm Murrow Public Relations; facilitate professional development opportunities, workshops, and meetings.

**Boeing Scholars** Pullman, Wash.  
*Faculty Advisor* 2013-2015  
Scholarship program designed to bridge gaps and create alliances between engineering, science, business, and communications. Role: Faculty mentor to two students/year.

**Harold Frank Entrepreneurship Institute** Pullman, Wash.  
*Faculty Advisor* 2013-2015  
A cross-disciplinary group of engineering and business students interested in technological entrepreneurship – providing a competitive forum to pursue ideas. Role: Faculty mentor to two students/year

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## TEACHING

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*Washington State University 2012-present*

**Online MA Strategic Communication Capstone (COMSTRAT 701)**

The curriculum demonstrates a student's mastery of core MA Strategic Communication concepts through a comprehensive exam and professional online portfolio. We assess three core attributes: critical thinking, written communication, and creativity. The comprehensive exam includes prompts for students to respond to five (5) questions, case study reviews/analysis or creative activities. With these five questions, students are asked to demonstrate their understanding and proficiency in research methods, crisis communications, professional ethics, persuasion, brand and consumer behavior, multimedia content creation, storytelling across channels and integrated campaign strategy.

**Media Strategies and Techniques for PR (COMSTRAT 383)**

The core objective of this course is for students to exhibit proficiencies in various writing skills expected of a public relations professional across multiple industries from agency to nonprofit organization; healthcare to high-tech. The goal is that successful students will enter their internship and job search process in confidence with the ability to showcase their newfound skills, speak intelligently about strategy and tactical aspects of the field and illustrate job preparedness through writing samples and portfolio-worthy work.

**Digital Content Promotion (COMSTRAT 310)**

The main goal of this course is to introduce students to key ideas, principles, and tactics for writing for digital content, creating and executing a digital campaign and understanding core concepts in tracking and measuring the effectiveness of digital communications. Students are introduced to digital campaign planning and project management – challenged on how to establish purposeful and measurable outcomes and trained on the setup, design, delivery, and measurement of various online tools used by practitioners for web development, email outreach, social media engagement and online advertising.

**Professional Digital Content Promotion (COMSTRAT 563)**

This master’s level course is designed to help students apply writing, critical thinking, and persuasion skills to the practice and promotion of PR and advertising, in both digital and social media outlets. Students will explore various digital promotion technologies, as well as the use of emerging social media to study their ethical application in both advertising and PR.

**Advanced Media Strategies and Techniques (COMSTRAT 562)**

Master’s level course focuses on the process of creating effective marketing communications materials for business with an emphasis on advertising. Students learn the strategies, processes, procedures, and steps involved in creating marketing communications materials for a variety of different media.

**PR Seminar (COMSTRAT 475)**

Throughout the five weeks students created, managed and measure effectiveness of brand, message, online newsroom and content (i.e. features, talking points, product features), blog posts, social media engagement, photography, and video + actively engage in fulfilling a content message strategy with the use of Google alerts + sharing of industry blog content, Twitter feeds and articles.

**Creative Media Strategies and Techniques (COMSTRAT 381)**

The online undergraduate-level course focuses on the process of creating effective marketing communications materials for business with an emphasis on advertising. Students learn the strategies, processes, procedures, and steps involved in creating marketing communications materials for a variety of different media.

**Consumer Insights & Branding (COMSTRAT 476)**

Washington State University - The course is designed to guide students through the development of an integrated communications plan while providing instruction on the role and expectations placed upon account planners. The curriculum focuses on the value of research, the process of creative concept development and best practices in media buying, communication analysis and project management.

**Internet Marketing Campaign via PR Campaigns (COMSTRAT 475)**

The course focused on Internet Marketing and a campaign’s four primary components: foundation, focus, assets, and metrics. The course centered on the strategy, development, execution, and measurement of a comprehensive Internet Marketing Campaign in support of the launch of the new Edward R. Murrow College of Communication line of merchandise over five weeks.

**Study of the U.S. Institutes (SUSI)**

Pullman, Wash.

*Lecturer, Arab Journalism Project*

Summer 2013

Taught “New Media and Journalism.” Served as one of three core faculty, my five-week intensive course included orienting and teaching students foundational skills in digital technologies and techniques, providing hands-on experience in blogging, web development, social media engagement, journalistic content, search engine optimization and metrics, as well as introducing and demonstrating practical application in the intersection of journalism and marketing in digital platforms and online tools.

*Prior to 2012*

Public Relations (introductory, advanced, special projects) - Whitworth University Adjunct Professor (2008-2010)

Practical Business Integrations (graphic design) – Eastern Washington University Adjunct Professor (2007-2008)

Web Coordinator Training and Orientation, University of Idaho (10+ individuals 2008-2010)

Web Author Training, University of Idaho (250+ individuals trained 2008-2010)

Identity Standards Manual Training and Orientation, Eastern Washington University (1999-2000)  
and University of Colorado Lockheed Martin Engineering Management Program (2009)

Co-Chair and Trainer for Integrated Marketing Communications Initiative (1997-1998)

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## GRANTS

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### **Center of Excellence for Natural Drug Interaction Research (NaPDI)**

Pullman, Wash.

NCCIH/NIH-funded

Fall 2015 to present

*Research Associate*

The NaPDI grant is for years 2015-2020, \$2.4M. Grant is a joint project with UW College of Pharmacy, WSU College of Pharmacy, the University of North Carolina at Greensboro and Murrow College faculty. The total value of grant application, \$10.5M. As part of the Informatics Core, Dr. Bruce Pinkleton and I are responsible for the planning, design, creation, and evaluation metrics of the public portal that will provide access to the organized raw data housed in a repository.

### **Miller Coors/Alcoholic Beverage Medical Research Foundation**

Pullman, Wash.

*Consultant: Web Development, Analytics & Reporting*

Dec 2013-Dec 2014

The goal of this study was to test targeted e-zine messages with either descriptive or injunctive norms in terms of their ability to contribute to alcohol-abuse reduction among members of a college Greek system. I was brought on to the team to provide support and expertise in HTML email setup and distribution, as well as web development and analytics. Together we created an eight-week series of e-newsletters (ZZU News) that were sent to the WSU Greek community and embedded with substance abuse prevention messages. I mentored students as part of this process – providing instruction as we designed and distributed emails, set up the analytics framework and maintained the related website.

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## AWARDS & RECOGNITION

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2021: President's Distinguished Teaching Award for Career-Track Faculty

2020: Panel proposal acceptance: Community Engagement Institute, Partners in Campus and Community Engagement (PICCE) (conference postponed due to COVID-19). Title [“Integrating community engagement projects in the classroom”](#)

2020 AEJMC Scholastic Division: Remote Teaching Panel... “We’ve Got This: Best Practices in Online Teaching, & How Teaching Journalism & Mass Comm Prepares Us for the Big Pivot Online”

2020 AEJMC VisCom Teaching Innovation Panel (Teaching Marathon)... “Canva in 5 and the Elation of Creation”

2019 Provost Featured Faculty Member, Provost Slinker

2019 Muriel Oaks Award recipient for innovation in teaching: The Oaks award, named in honor of visionary innovator Dr. Muriel Oaks, WSU Dean Emeritus, recognizes a faculty member's innovative application of an existing technology to transform teaching and learning in their classroom. Award entry title: *Integrated Communication Systems in the Classroom: Application of Google Drive in Group Projects*

2016 Washington Consortium for the Liberal Arts PR Campaign (WaCLA) #ifeelinspired \$10,000 award. Serve as faculty advisor on proposal, design, and implementation of the campaign in 2017-18

2015 Scripps Howard Visiting Professor in Social Media partnered with The Sacramento Bee for two weeks in Sacramento, CA to learn first-hand how news and information delivery is being transformed by digital media.

2014 Plank Center Educator Fellow Harley Davidson Motor Co.

2010 Bronze Council for the Advancement and Support of Education (CASE) Award (University of Idaho Presidential Launch Campaign 2009)

2008 Spark Awards Award of Excellence in the Student Category for Spokane MarComm Association (Whitworth University integrated communications work for Young Life)

2007 Adjunct Faculty Member of the Year (Whitworth University)

1998-2003 Eastern Washington University - University Relations was honored with several awards from CASE, the "Admissions Report" magazine awards, the Spokane Advertising Federation Addy awards and the Spokane PRSA SPARC awards for various publications

2003 Spark Awards Award of Excellence for Spokane MarComm Association (EWU Identity Standards Manual)

1997 Silver Cappie Award - Sacramento PRSA (Expo/160 connection project for the City of Sacramento)

1997: Silver Cappie Award - Sacramento PRSA (PR campaign promoting CA Concrete Masonry Association)

1996 Gold Cappie Award - Sacramento PRSA (Green Planet Juicery feature story)

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## **SPECIAL PROJECTS, PROFESSIONAL DEVELOPMENT & WORKSHOPS**

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### *Service to the Washington State University*

(Mar and Nov 2020) Adobe Creative Jam coaching of 12 teams for UNIV 104

(2018-2020) Faculty Lead, Center for Civic Engagement project in partnership with Whitman County Public Health: In fall 2018, 41 students across 10 teams completed public relations strategies and concepts for Whitman County Public Health. The focus of the course project was to bring awareness to locally significant public health issues. As a result, strategies for seven awareness campaigns and three special projects were generated by students of this course. Deanna Claybaugh, WCHD Community Health Nurse, provided the students with current statistics and research regarding prevalent health-related issues within Whitman County including vaccination administration (Flu, Tdap and HPV), the benefits of breastfeeding, and the dramatic rise of Sexually Transmitted Diseases. Work continued on the project in spring 2019 with 20-25 students broken out into teams focused on campaign implementation through public relations, social media



engagement, web development and metrics, grassroots outreach, blog curation, and digital storytelling. In spring 2020, we partnered with multiple organizations including food insecurity groups on campus, Pullman Regional Hospital, Whitman County Public Health, and Latah Alliance on Mental Health. Students were assigned to one of three teams that are led by three past 383 students: Casie Lynch, Kate Thomas, and Sam Schmitke. Each group was assigned various tasks in public relations, social media engagement, event promotions, grassroots outreach, and digital communication. Murrow College student Megan O'Brien continued the professional communications and outreach work with WCPH through December 2020.

Peer observations as part of 2018 LIFT Fellows program:

- Observed peer LIFT Fellow Sammy Perone on Aug 29 – HD 200 Intro to the Field of Human Development. He conducted a values exercise using verbal prompts supported by slides. Included a mix of student and faculty interaction with a mix of personal values and social belonging interventions. I really appreciated Sammy's approach with the students and applied his model in my own class the following week. I teach in a computer lab environment and have the benefit of getting students to break out and work – teaching in a lecture hall seems far more daunting to me and it was great to see Sammy in action and how he was able to engage with the students.
- Observed former LIFT Fellow Allyson Beall King on Sep 18 in her SEO 444/544 Environmental Assessment course. She conducted a self belonging intervention using PowerPoint slides, Q&A, and interactive case study reviews. I really appreciated Allyson's perspective and enthusiasm. She offered a lot of valuable insights and it was informative to see another instructor's style – especially in a non-computer lab setting.

Workshop as part of AOI Innovative Teaching Series: “Strategies for Enhancing Student Success” - Provided an overview of active learning, just in time teaching techniques, and peer instruction. (Sep 18, 2018)

Training for Murrow faculty teaching online courses: Panopto led by two AOI specialists - focused on best practices, efficiencies, and techniques for creating video lectures for use in online or in-person courses. (Nov 7, 2018)

Faculty-led workshop: “Goals and Outcomes, and the Creation of Effective Rubrics” - Provided an overview, support materials, and discussion around creating effective rubrics. (Nov 13, 2018)

Faculty Mentor and Chaperone, *Harold Frank Scholars Silicon Valley Entrepreneurship Experience* (May 14-20, 2018). Joined 12 students and five faculty and staff on this weeklong professional experience. Students visited some of the world's largest and most innovative companies and startups including Tesla, Google, Facebook, Zoex, and Intel.

Faculty Mentor & Chaperone, Harold Frank Entrepreneurship Institute *#FrankFellows Silicon Valley 2017* (May 14-20, 2017) and *#FrankScholars Silicon Valley 2018* (May 13-19, 2018). Accompanied 15 students from Murrow College of Communication, Voiland College of Engineering, Carson College of Business, and the Center for Entrepreneurial Studies. Each year, throughout the week students, travel the region for meetups, tours and private mentoring from more than 50 representatives from 15 companies in 8 cities – some entrepreneurial startups, others larger and more established. The experience is invaluable to the students and empowering for alumni with a desire to give back. The Harold Frank Entrepreneurship Institute Fellows program exemplifies the value of interdisciplinary partnerships and collaboration.

Co-Lead Murrow Innovation Community (MIC) Phase 1 integrated a system of collaborative spaces, curriculum and training, and experiential learning opportunities at WSU (July 2017-May 2018)

Faculty representative and volunteer, Adobe Creative Jam - an inspiring two-part design experience that demonstrates and celebrates creativity and interdisciplinary collaboration. (2018 and 2019)

Participant, Workshop “*Designing Effective Capstone Assignments: Strengthening Learning, Improving Success*” sponsored by the Office of Assessment of Teaching and Learning (May 2017)

Training completion: Collaborative Institutional Training Initiative (CITI Program) “*Social and Behavioral Responsible Conduct of Research*” exam and “*Social/Behavior Research Course.*” [CITI ID: #5395012] (Feb 2016)

Training completion: *Mental Health First Aid* sponsored by WSU Health & Wellness Services (Jan 2016)

Host of two-part webinar series for WSU Global Campus Global Connections program #BrandYou: 1) Personal brand profile development and creating a content strategy in the digital space; 2) Taking your personal brand and implementing it with digital and social media platforms with an emphasis on social channels, LinkedIn profile and online portfolio (April 2016)

12-week series completion: *M-Course Brown Bag Series* sponsored and led by Lisa Johnson, associate director of the WSU Writing Program (fall 2016)

Training completion: “*Cultural Competency Training*” sponsored by the Office of the Provost (July 2015)

Training completion: “*Wordpress*” sponsored by University Web Services (July 2015)

### *Service to Murrow College*

Continuing education completion with three courses from General Assembly in San Francisco, CA (summer 2019) as part of professional development for the NaPDI grant:

- Visual Design 101
- Intro to User Research
- Branding in the Digital Age

Web course completion through Society of Technical Communication - “*Picture Perfect - Turn Words and Data into Powerful Graphics*” (June 2019)

Faculty administrator in support of the launch of Online MA Health Communication and Promotion and two online graduate certificates: Strategic Communication and Health Communication and Promotion (spring 2018)

Mentor, semester-long mentor to Will Ulbricht, new faculty in Vancouver with bi-weekly meetings focused on the development of COMSTRAT 310 (Spring 2017)

Co-host, visiting professional Corey duBrowa, Senior VP Global Communications for Starbucks (Feb 2017)

Co-Author, Murrow College Strategic Plan development and project management working in partnership with Professor Chris S. Cooney and reporting to Dr. Jeff Peterson, Director of Undergraduate Affairs for the college. The 5-year plan will serve as a blueprint for curriculum

development, integration of branch campus programs, international programming, infrastructure strategies and technology innovations in the ongoing development of online programs. (2015-2017)

Online MA representative, Dean's Council: The Dean's Council is comprised of Murrow administrative leadership, department chairs and other representatives from the business office, Murrow registrar, junior faculty liaison, clinical faculty liaison, and other college faculty and personnel from Pullman, Everett, and Vancouver. (2015-2017)

## **COMMITTEE MEMBERSHIP**

### *Service to Washington State University*

External member (temporary appointment): Faculty Status Sub-Committee (spring 2020)

Member At-Large – LMS Governance Committee (fall 2019-present)

Voting member - Graduate Studies Committee (fall 2019-present)

Murrow Online Programs representative - Global Campus Academic Council (fall 2018-present)

Faculty advisor – Alpha Kappa Psi Beta Lambda Chapter (Oct 2017-present)

Faculty representative, Entrepreneurship Faculty Ambassadors – led by Brian Kraft (fall 2018-present)

Faculty representative, Creative Corridor – Academic Outreach and Innovation (spring 2018-spring 2019)

Faculty representative, The Commons partnership in entrepreneurship and innovation with Carson College and Voiland College (fall 2018-spring 2019)

Participant in a study for American University School of Communication: “Understanding the current status of online master’s programs in the field of strategic communication for AEJMC.” (March 2017)

Clinical Faculty Representative, Academic Integrity Task Force with emphasis on online education (2014-16)

Online Faculty Representative, Digital Instruction Building Committee (2015-16)

Online Faculty Representative, Blackboard Learn Early Adopters group (2015)

Online Faculty Representative, Global Campus Technology Test Kitchen (2014-15)

### *Service to Murrow College*

Committee member, Murrow Online Programs Leadership Team (2019-present)

Committee member, Murrow Teaching Standards (2018-present)

Served as faculty mentor and advisor for #CougsGiveDay for Murrow College social media led by Kai Amos. Also volunteered as a Global Campus Ambassador. (Mar 2018)

Faculty administrator in support of the launch of Online MA Health Communication and Promotion and two online graduate certificates: Strategic Communication and Health Communication and Promotion (spring 2018)

Committee member, Ad hoc committee to make recommendations for Clinical Faculty promotion, Ben Shors, lead (Spring 2017)

Committee member, Ad hoc committee to make recommendations for Dean's Council structure, Beth Hindman, lead (Feb 2017)

Committee member, Ad hoc committee for the Muriel Oaks Award for Academic Technology, Rebecca Van de Vord, lead (Feb 2017)

Committee member, Backpack Journalism/Global Expeditions Advisory Committee (2016-17)

Search committee member, Clinical Assistant Professor of Strategic Communication (fall 2015). Hired: Cara Salazar

Search committee member, Associate Dean (spring 2015). Failed search.

Search committee member, Clinical Assistant Professor of Journalism (fall 2013). Hired: Laura Dubowski

#### *Prior to 2012*

Board President and Member, Idaho Drug-Free Youth (IDFY) (2007-2010)

Sr. Advisor – Idaho Drug-Free Youth Summit (June 2009 and June 2011)

Faculty Advisor, Student Marketing Association, Eastern Washington University (2001-2003)

Editor in Chief, Eastern Washington University Alumni Magazine 1997-2003

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## **PRESENTATIONS, TRAINING & GUEST LECTURES**

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### *Service to Washington State University*

Study Panelist: Delphi Study on Online Journalism and Mass Communication Education led. By Brian Delaney, Co-Investigator from Drexel University School of Education and Dr. Kristen Betts, Principal Investigator from Drexel University School of Education (Oct 2020 – early 2021)

Coach: Adobe Creative Jam – Coached 12 teams for UNIV 104 (March and November 2020)

Panelist: GivePulse *e-Service Learning: Best Practices and Shared Experiences* (July 2020)

Keynote Speaker, WSU Global Campus Leadership Certificate Program: *Effective Online Communication: Integrity and Professionalism in the Virtual Space* (Oct 2020)

Faculty-Led Workshop for Academic Outreach and Innovation *Produce. Learn. Achieve. Network.* – *focus on the Oaks Academic Technology Award* (Feb 2020)

Campus Community Forum panel presentation for Center for Civic Engagement partnership with Whitman County Public Health. (April 18, 2019)

Led workshop at Global Campus 2019 Rendezvous in Seattle, WA. Title: “Shaping Your Identity: An Exercise in Personal Branding” (March 2019)

Training coordinator, Panopto with WSU Academic Outreach and Innovation (Nov 7, 2018)

Panelist, *LinkedIn Advice Panel*, WSU Alumni Association and Global Campus partnership – (April 26, 2017)

Panelist and presenter, *Provost Academic Innovation and Expansion* as part of Chairs and Directors Forum (April 4, 2017)

Emcee, *Three Minute Thesis* (Mar 28, 2017)

Fall Faculty Academic Technology Forum, *Using Blackboard in the Hybrid Class* (Nov 9, 2016)

Guest lecture, *Online ImpaAct: Optimization and Driving Web Traffic*, College of Business Entrepreneurial Center for Entrepreneurial Studies Resource Night (Feb 2015)

Panelist, *Social Media & Your Career: Advice Panel* hosted by WSU Alumni Association & Global Connections (May 28, 2015)

Faculty Moderator, *Designing Online Courses: Global Campus Faculty-Led Workshop Series* (Dec 2014)

Guest Lecture, ENTR 496 Entrepreneurship- *Brand & Message Platforms* with Dr. Howard Davis (Mar 2014)

Guest Lecture, ENTR 496 Entrepreneurship- *Best Practices in Presentation Design*: with Dr. Howard Davis (Mar 2014)

Guest Speaker, Keynote Presenter, *Building Your Personal Brand - Your Digital Footprint: Residential Life In-Service* (Feb 2014)

Faculty Host, *Emerging Professionals Dinner: WSU Counseling & Career Development*, (March 2013)

#### *Service to Murrow College*

Murrow Minutes Appearances including:

1. Murrow Transitions (Apr 2020)
2. Online Programs (June 2020)
3. Murrow Online Graduate Program (June 2020)
4. Experiential Learning (July 2020)
5. Online MA Health (Aug 2020)

Panelist: Murrow Webinar *Career Adaptability: Embrace the Change* (July 2020)

Portfolio Reviewer: VCU Robertson School of Media and Culture “VCU Portfolio Show” (Apr 2020)

Panel Moderator: Coug Virtual Career Panel “Coug Media Team Career Happy Hour” (Apr 2020)

Judge: AEJMC Logo Contest for AEJMC Annual Conference (Apr 2020)

Panelist, AEJMC Southeast Panel *We pivot together: How are we making the online conversion in light of COVID-19* (Mar 2020)

Guest Speaker, Association of Women in Communication *Personal Brand Workshop* (Feb 2020)

Guest lecture, COM 138 presentation representing Strategic Communication (2012-present)  
Presenter & Moderator, *Online MA Strategic Communications: Global Campus Online Info Sessions*, 2x/mo in fall and spring semesters (2014-2018)

Moderator, panel for *If I knew then what I know now: Life as a Strategic Communication Professional* (Murrow Symposium 2017)

Panelist, *Jay Rockey Legacy in Action* (Murrow Symposium 2017)

Panelist, *Event Marketing as a Career* hosted by PRSSA (Jan 26, 2016)

Panelist, *PR Playbook: How to Land and Keep your First Job* panel (Murrow Symposium 2016)

Guest Lecture, COM 102 *Your Brand Story* with Dr. Mark Wadleigh (Six sessions between Nov 2014 – April 2016)

Session Presenter, TechEd Conference: *The Digital Classroom: Web-Based Tools Integration in the Classroom. Motivate. Excite. Inspire.* (Sep 2014)

Guest Lecture, *Role of Social Media in Journalism*: Washington State University Professor Lucrezia Paxson (May 2013)

Guest Speaker, *Selling Yourself: Success in Interviews*: Washington State University Public Relations Student Society of America (Apr 2013)

LinkedIn Workshop for students: Sessions in Feb, June and Oct 2013

#### *Other presentations and guest lectures*

Presenter: *Cross-Discipline Synergistic Approaches in Integrated Communications*: University of Colorado Engineering Communications Committee, Mar 2012

Presenter, *Social Media: Friend or Foe*: Colorado Adult Education Professional Association (CAEPA) Annual Conference, Jan 2012

Moderator and Presenter, *MA Engineering vs. MBA* video conference: University of Colorado Lockheed Martin Engineering Management Program, Dec 2011

Presenter & Moderator, *Women in Engineering Technology digital workshop on leadership and self-promotion*: Denver Chapter of Women in Engineering, Oct 2011

Moderator, *Online Focus Group on the Center for Advanced Engineering and Technology Education* (CAETE) Brand and Messaging: University of Colorado, Oct. 2011

Guest Lecture, *Public Relations, and Integrated Communications*: Whitworth University Dr. Ginny Whitehouse, Dec 2005

Guest Lecture, *Success in Communications*: Eastern Washington University Dr. Jeff Stafford, April 2005

Guest Lecture, *New Role of Strategic Communications*: Eastern Washington University Professor Michelle Galey, Jan 2004

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## PROFESSIONAL AFFILIATIONS

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Member, Society for Technical Communication (2019-present)

Member, Association for Education in Journalism & Mass Communication (AEJMC) – Visual Communication Division (2013-present)

Member, University Professional and Continuing Education Association (UPCEA) (2018-present)

Member, EDUCAUSE (2018-2019)

Member, Public Relations Society of America national chapter and Spokane Regional Chapter (2012-2018)

Member, Spokane MarComm Association (2012-2018)

Project Management Association (2010-2012)

Past Memberships of regional and national chapters (1995-2010) – American Marketing Association (AMA), International Association of Business Communications (IABC), Center for Advancement and Support of Education (CASE) + Chambers of Commerce in Sacramento, Spokane, and Spokane Valley

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## PUBLISHED WORKS

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### In Process (Sep 2020)

(Recommended approach) Paine M, Pinkleton B, **Cooney R**, et al. *How to Make Natural Product – Drug Interaction Study Data Findable, Accessible, Interoperable And Reusable (FAIR)*. The W3C Semantic Web in Health Care and Life Sciences Community Group; <https://w3id.org/hclscg/npdi>.

### Refereed Book Chapters and Conference Proceedings

Boyce, RD., Ragueneau-Majlessi, I., Yu, J., Tay-Sontheimer, J., Kinsella, C., Chou, E., Brochhausen, M., Judkins, J., Gufford, BT., Pinkleton, BE., **Cooney, R.**, Paine, MF., McCune, JS. Developing User Personas to Aid in the Design of a User-Centered Natural Product-Drug Interaction Information Resource for Researchers. Proceedings of the 2018 Conference of the American Medical Informatics Association. Washington DC. 2018. 279-287. PubMed Central PMCID: PMC6371317.

### Refereed Presentations

Boyce, R. D., Ragueneau-Majlessi, I., Yu, J., Sontheimer, J., Kinsella, K., Chou, E., Brochhausen, M., Judkins, J., Gufford, B. T., Pinkleton, B. E., **Cooney, R.**, Paine, M. F., McCune, J. S. (2018, November). Developing user personas to aid in the design of a user-centered natural product-drug interaction information resource for researchers. Poster presented to the Annual Symposium of the American Medical Informatics Association, San Francisco, CA.

Boyce, R. D., Ragueneau-Majlessi, I., Yu, J., Sontheimer, J., Kinsella, K., Brochhausen, M., Judkins, J., Pinkleton, B. E., **Cooney, R.**, Paine, M. F., McCune, J. S. (2017, November). Toward a reliable and interoperable public repository for natural product-drug interaction study data. Poster presented to the Annual Symposium of the American Medical Informatics Association, Washington, D.C.

### Conference Posters

Cooney, R.L. (2019, May). “A partnership in public health awareness” Poster presentation presented

at the Campus Community Forum, Pullman, WA. <https://cce.wsu.edu/events/campus-community-forum/>

Cooney, C. Cooney, R.L. (2018, October). "A Student-focused approach to cultivating a creative innovation ecosystem" Poster session presented at the EDUCAUSE Conference, Denver, CO. <https://events.educause.edu/annual-conference/2018/agenda/a-student-focused-approach-to-cultivating-a-creative-innovation-ecosystem-1>

### **Textbook**

Cooney, R. L. (2018). "Integrated Digital Marketing Campaigns," 2nd ed. Dubuque, IA: Great River Learning. ISBN #9781680757965, 2<sup>nd</sup> Edition

### **Blog Series**

Online Teaching Tips (launched spring 2020): <https://rebecca-cooney.com/category/online-teaching-tips/>

Professional Pathways Series (launched spring 2020): <https://rebecca-cooney.com/2020/05/13/professional-pathways/>

### **Articles**

Oct 2020 (Vol 54, No. 1): Contributor to AEJMC News article "[As New Academic Year Begins, Members Share Tips for Teaching and Researching during Pandemic](#)"

Cooney, R.L. (2020, Jun 22). "Connecting with Students from a Distance: 10 Ways to Stay Engaged Inside and Outside the Learning Environment." *Evolution*: <https://evolution.com/technology/tech-tools-and-resources/connecting-with-students-from-a-distance-10-ways-to-stay-engaged-inside-and-outside-the-learning-environment/>

Cooney, R.L. (2020, Mar 9). "In-person to online: A few practical tips for the transfer of course content." AOI Learning Innovations. Retrieved from <https://li.wsu.edu/2020/03/09/in-person-to-online-a-few-practical-tips-for-the-transfer-of-course-content/>

Cooney, R.L. (2019, Oct 17). "Conscious Onboarding: 10 Ways to Support New Online Instructors." *Evolution*: <https://evolution.com/programming/teaching-and-learning/conscious-onboarding-10-ways-to-support-new-online-instructors/>

Cooney, R.L., Curtis, C. (2018). Interview with Rebecca L. Cooney, M.S. and Christine Curtis, M.A. - MA in Communication and Online MA in Strategic Communication Programs at Washington State University. *Master's in Communication*. Retrieved from <https://www.mastersincommunications.com/school-interviews/rebecca-cooney-christine-curtis-washington-state-university>



## Media Coverage

Miller, R.H. (2014, May 2). "Expert professors share favorite classroom tools." *WSU Insider*: <https://news.wsu.edu/2014/05/02/expert-professors-share-favorite-classroom-tools/>

(2015, May 13). "Scripps Howard selects visiting professor from Murrow." *WSU Insider* <https://news.wsu.edu/2015/05/13/scripps-howard-selects-murrow-college-clinical-assistant-as-visiting-professor/>

Miller, R.H. (2016, Apr 4). "WSU offers free branding webinars for job-seekers" *WSU Insider*: <https://news.wsu.edu/2016/04/04/wsu-offers-free-personal-branding-webinars-job-seekers/> (2020, Jan 28). "Nominations open for Oaks Academic Technology Award." *WSU Insider*: <https://news.wsu.edu/announcement/nominations-open-oaks-academic-technology-award/>

Watkins, D. (2016, June 20). "Online master's in strategic communication among the best." *WSU Insider*: <https://news.wsu.edu/2016/06/20/online-masters-strategic-communication-among-best/>

Maricle, L. (2018, Nov 5). "Centering on supplement's safety." *Washington State Magazine*: <https://magazine.wsu.edu/2018/11/05/centering-on-supplements-safety/#fullstory>

(2018, May 22). "Tenure and promotions for 2018 announced." *WSU Insider*: <https://news.wsu.edu/2018/05/22/tenure-promotions-2018-announced/>

Willadsen, J. (2019, Apr 11). "WSU announces winner of Oaks Academic Technology Award" *WSU Insider*: <https://news.wsu.edu/2019/04/11/wsu-announces-winner-oaks-academic-technology-award/>

Willadsen, J. (2019, June 24). "Former Seattle news anchor reflects on WSU Global Campus journey." *WSU Insider*: <https://news.wsu.edu/2019/06/24/former-seattle-news-anchor-reflects-wsu-global-campus-journey/>

Willadsen, J. (2019, Sep 26). "WSU announces plan to grow Canvas LMS pilot" *WSU Insider*: <https://news.wsu.edu/2019/09/26/wsu-announces-plan-grow-canvas-lms-pilot/>

Jackson, S. (2019, Nov 14). "WSU students lend their expertise to health partnership: After success of partnership with Whitman County Public Health, WSU plans on adding more clients." *Moscow-Pullman Daily News*: [https://dnews.com/local/wsu-students-lend-their-expertise-to-health-partnership/article\\_75d4d3b8-b98f-589f-9116-221e78c591bb.html](https://dnews.com/local/wsu-students-lend-their-expertise-to-health-partnership/article_75d4d3b8-b98f-589f-9116-221e78c591bb.html)

Office of the Provost (2019, Nov 16). "Provost Featured Faculty Member Recognition." <https://provost.wsu.edu/featured-faculty/>

WSU Insider (2020, Feb 13). "Nominations open for Oaks academic technology award." <https://news.wsu.edu/announcement/nominations-open-oaks-academic-technology-award-2/>

Colby, K. (2020, Feb 13). “Murrow College helps launch #iFeelInspired campaign for Washington Consortium for Liberal Arts.” <https://news.wsu.edu/2020/02/13/murrow-college-helps-launch-ifeelinspired-campaign-washington-consortium-liberal-arts/>

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