

Curriculum Vita
Billy Wooten, PhD

Executive Director of Averett University's Center for Community Engagement and Career Competitiveness
Associate Professor of Communication

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EDUCATION

Ph.D., Mass Communication, 2006, University of Kentucky, Lexington, Kentucky
M.A., Mass Communication & Gender Communication, 2002, Georgia State University, Atlanta, Georgia
B.A., English, 1998, Berea College, Berea, Kentucky

Racial Equity Training, 2019 – Racial Equity Institute, Greensboro, NC
Certificate in Women's Studies and Multicultural Studies, 2002 – University of Kentucky

ADMINISTRATIVE EXPERIENCE

Executive Director of the Center for Community Engagement and Career Competitiveness at Averett University; Danville, VA – Fall 2018 to Present

Supervising five full-time Center staff; working with 200+ for-profit and non-profit community partners and 65+ teaching faculty on project development, advising, course development, and professional development, my position responsibilities include:

- Oversight and management of a \$1.7 million Center budget
- Grant writing and management of grants that fund career development, Bonner Leadership Program, service-learning, volunteerism, and study abroad
- Implementing and assessing Averett's 33+ service-learning courses per semester
- Developing course content for, managing, and assessing Averett's first-year experience course as well as staffing and supervising FYE instructors
- Implementing student-centered initiatives that build career readiness (internships, field experiences, etc.)
- Co-chairing and developing programs for Averett's Diversity, Equity, and Inclusion Task Force
- Overseeing and managing the CCECC's marketing and public relations efforts
- Collaborating with 200+ for-profit and non-profit community-based organizations to expand volunteer, career, and experiential learning opportunities to assist students, faculty, and

administrators to build a framework for community engagement & career competitiveness at the university

- Work with the Dan River Region's two community college administrations and faculty on developing service-learning projects, career development opportunities, professional development opportunities, and volunteerism experiences
- Developing and implementing a systematic long-term strategic plan for institutionalizing service-learning and community engagement across the curriculum and throughout the Dan River Region
- Working with senior leadership on developing and implementing university-wide strategic plans and QEPs
- Supervising data tracking and measurement processes for all of the Center's initiatives, including service-learning courses, placements and volunteer hours, internships, community engagement efforts, and career-readiness initiatives
- Co-directing Averett's National Bonner Leadership Program, with 32 student Bonner Leaders
- Helping achieve the University's third party endorsements (First Generation College of Distinction, Carnegie Classification for Community Engagement, etc.)
- Working with financial aid to manage the University's work-study program that we branded as Averett Corps
- Co-managing Averett's Summer Success Academy for at-promise students
- Co-managing Averett's AHEC (Area Health Education Centers) career development program in nursing
- Creating and implementing three summer faculty fellowship series in service-learning, career development, and volunteerism (30+ faculty per summer)
- Creating and directing Averett's TRUTH Talks Convocation Series each academic year
- Serving as a Title IX compliance officer for the University (2018-2019)
- Co-directing Averett's Cougar Cares Program, designed to provide at-promise students access to emergency food supplies, hygiene products, professional clothing, textbook assistance, medical assistance, and emergency housing

Division Chair of the Humanities and Visual and Performing Arts at Berea College in Berea, KY – Fall 2014 to Spring 2018

Supervising 45+ faculty and staff in English, Theatre, Communication, Foreign Language, and Music, my responsibilities included:

- Providing service to the institution and to the Vice-President of Academic Affairs as a member of the Division Council
- Working regularly with Department Chairs and convening divisional meetings as necessary to ensure effective communication between the college administration, Division Council, and division faculty

- Maintaining high academic standards within the division, including regular assessment of academic departments within the division, developing and reviewing curriculum proposals, approving courses, and assisting departments in strategic planning and curriculum development
- Evaluating all faculty in the division, including adjuncts, including annual review of Faculty Activity Reports and review of Instructor Evaluation Questionnaires each term
- Coordinating probationary and tenure reviews, and initiating recommendations for promotion and contract extension or conversion
- Providing orientation and guidance to new faculty, including the creation of a mentoring and tenure teams and encouraging professional growth of all members of the division
- Recruiting faculty for open faculty positions, including chairing and managing all divisional searches
- Fostering an equitable distribution of total workload for faculty within the division
- Coordinating and reviewing teaching schedules
- Managing divisional budgets (\$200K+)
- Writing grant proposals to support departmental and faculty work
- Fostering good relations within the division (faculty, staff, and students) and working, when necessary, to manage conflict

Department Chair of Communication at Berea College in Berea, KY – Fall 2010 to Fall 2014

Managing and supervising the department, my responsibilities included:

- Collaborating with the Division Chair to ensure the quality of the academic program(s), to develop position proposals, to recruit, mentor, and evaluate departmental faculty, and to foster good relations within the department, including service on search committees
- Assisting the Division Chair with recommendations for continuation, tenure, and promotion
- Overseeing the quality of the major(s) and/or minor(s) as well as curriculum development and review, in collaboration with other departmental faculty, divisional colleagues, and the Division Chair. This included regularly reviewing the department's student learning outcomes, coordinating annual assessment reports of student learning, and convening department meetings
- Developing teaching schedules for faculty, in consultation with other Department Chairs, the Associate Vice President and Dean of Curriculum and Student Success for general studies' contributions, and the Division Chair
- Reviewing with due diligence Instructor Evaluation Questionnaires each term for all faculty teaching in the department
- Administering departmental budget and funds, and reviewing capital requests, in consultation and collaboration with the Division Chair (\$80K)
- Serving as the departmental liaison for (1) students—e.g., independent studies, team-initiated studies, directed studies, internships, and other curricular matters; (2) administrative offices—

e.g., annual review of the major and minor description in the college catalog; course substitutions; transfer credit; declaration of major, minor, and exploratory areas; campus visits by prospective students; etc.

- Providing oversight for the coordination of student labor positions and advising assignments in the department
- Providing oversight of the department's website
- Ensuring that the department met state and national accreditation standards and state board and licensure approvals
- Providing oversight of staff and building maintenance (work orders, equipment ordering and maintenance, etc.)

Student Life & Student Success Experience

- Berea College Advising Committee – responsible for developing and implementing tiered advising models over the span of a student's four years; worked with 157 faculty to create individualized advising for 36 academic departments. Also worked to develop the College's inaugural First Year Advising model (2006-2018)
- Labor supervisor for 16 student teaching assistants who mentored and tutored at-risk students across the College's six academic divisions (2002-2018)
- Director of WBER News and Radio (2014-2018) – Founded and directed the College multimedia streaming station that produced video news and radio production. Supervised 15 labor students and one full-time staff member. \$15K annual budget
- Served on the Campus Conduct Hearing Board, in charge of hearing cases involving staff and student misconduct. It was the official sanctioning body of the college for non-faculty related infractions against campus and student life policies (2008-2018)
- Served on the Service-Learning Advisory Committee in charge of training all service-learning faculty and approving coursework centered on community engagement (2011-2018)
- Women's and Gender Studies Center Executive Steering Committee – This ad hoc committee oversaw multicultural programming, curriculum development, and staffing for diversity and inclusion initiatives (2003-2018)
- Worked every Summer Connection Leadership Series for 16 years, a program that oriented new students to the College's First Year Experience
- Worked with the College's Christian organization Chi Alpha on a leadership series called LGBTQ and Evangelism (2013)
- Served as Title VII & IX Compliance Officer for the College (2013-2016)
- Served as an advisor to the College's Student Government Association (2009-2016)
- Faculty director of Berea College's MAARS group (Men Advocating Awareness of Rape and Sexual Assault) (2006-2018)

- Faculty Liaison to the Black Cultural Center – responsible for programming and assessment (2003-2012)
- Served on the Committee on General Education & First Year Experience, the steering committee to develop curriculum and oversee the first year experience sequence of courses (2011-2013)
- Member of the Critical Thinking Advisory Group, a group charged with assessing how the College’s various academic disciplines were addressing critical thinking in the classroom. The committee developed and implemented curricular changes as well as college-wide testing procedures to test student critical thinking capabilities and growth (2007-2008)

TEACHING EXPERIENCE

Averett University; Danville, VA – Fall 2018 to Present

Associate Professor of Communication and Interdisciplinary Studies

Berea College; Berea, KY – Fall 2002 to Fall 2018

Associate Professor of Communication & Broadcast Journalism

University of Kentucky, Lexington – Fall 2001 – Spring 2004

Graduate teaching assistant responsible for teaching basic public speaking and small group communication classes

Georgia State University, Atlanta – Fall 1999 – Fall 2001

Graduate teaching assistant responsible for teaching introduction to human communication, public speaking, and basic mass communication research methods courses

Courses Taught:

Communication

Public Relations
 Argumentation and Debate
 Mass Communication
 Mass Media Research Methods
 Rhetorical Criticism
 Qualitative Research Methods
 Communication Theory
 Gender Communication
 Gender and Mass Media
 Small Group Communication
 Intercultural Communication
 Organizational Communication
 Political Communication
 Oral Interpretation
 Public Speaking
 Broadcast Journalism I
 Broadcast Journalism II
 Media Ethics

Women’s & Gender Studies

Gender & Advertising
 Feminist Theory (Basic & Advanced)
 Feminist Research Methods
 Third Wave Feminism
 Masculinity in Film
 Women in Film

General Studies

GSTR 100: Stories (Literature Class)
 GSTR 203: U.S. Traditions (Politics & Government)
 GSTR 110: Writing Seminar I: Critical Thinking
 GSTR 210: Writing Seminar II: Identity & Diversity in the U.S.
 GSTR 410: Senior Seminar in Contemporary Global Issues

REFEREED PUBLICATIONS

Wooten, B. Intersecting broadcast journalism pedagogy and service-learning pedagogy to combat the “fake news” trope (2018). *Critical Studies in Media Communication*.

Wooten, B. Historicizing change: A Brechtian & Habermasian review of Robbie McCauley's "Sally's Rape" (2014). *Women and Language*.

Ramona R. Rush, Carol E., Oukrop, Katharine Sarikakis, Julie Andsager, Billy Wooten, & E-K Daufin (Winter 2005). Junior Scholars in Search for Equity for Women and Minorities, *Journalism & Communication Monographs*, 6 (1).

Wooten, B. (2004). Peering through the ceiling of the boy's club: Examining how masculinity affects journalism, in Rush, R.R., Oukrop, C.E., & Creedon, P. (eds.). *The search for equity: Women in journalism and mass communication education*. Mahwah, NJ, Erlbaum, 129-148.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Presented "Black male initiative: a mentorship model for at-risk students." – Virginia Inclusion Summit, November 2020.

Presented "Developing a hybrid work college model across the curriculum." – Ascendium Conference in Minneapolis, August 2019.

Presented "Utilizing faculty fellowships to uplift Bonner Leadership Programs." – Bonner Director's Workshop, July 2019.

Presented "Mainstreaming political discourse across community engagement." – PACE Conference, February 2019.

Presented "From the Dixie Chicks to Lady Gaga: Music as a Breeding Ground for Political Discourse" – Southern States Communication Association, April 2017

Presented "Developing an infant broadcast production curriculum at a traditional liberal arts school" – National Communication Association, November 2016

Presented "A Dying Art: Broadcast Journalism vs. Print Journalism" – Georgia Broadcasting Association in Atlanta, GA, January 2016

Presented "The role of service learning in maintaining student retention across the curriculum" – Debate for Democracy Conference in New York City, March 2015

Presented "Trayvon Martin's Hoodie: Social media's racism and the effects on a nation" – National Communication Association Conference in Chicago, IL, November 2014

Presented "Christian values in fast food: Chick-Fil-A Case Study in Homophobia" – Northeast Public Relations Conference in Erie, PA, October 2014

Presented "Flash mobs as social media marketing: A theatrical approach to web-based public relations" – Social Media Marketing Conference by Skill Paths, October 2014

Presented "A shift toward chaos: The use of graphic imagery in the Boston Massacre coverage" – AEJMC Conference, August 2014

Presented "Diversifying the Forensics Community" – The University of Louisville Communication Conference, October 2013

Presented “Broadcasting Hype: New Program Challenges for Liberal Arts” – Association for the Education of Journalism and Mass Communication, August 2013

Presented “Building solid bridges: The relationship between community partners and service learning faculty and students” – University of North Carolina’s Service Learning Symposium, May 2012

Presented “Hypermasculinity in the classroom: An impetus for furthering the gender gap in higher education” – Butler University’s Annual Undergraduate Research Conference, Indianapolis, IN, April, 2012

Presented a paper titled “Incorporating Civic Engagement through Service-Learning in the Classroom” – Periclean Leadership Conference, April 2011 in New York City

Presented a paper on incorporating civic engagement into debate curricula – Pace University, April 2011

Presented a paper on best practices of service learning and civic engagement in higher education – Elon University, November 2010

Presented “Building Bridges Between Debate and Individual Events: Crafting and Identifying Coaching Techniques and Strategies to Build Squad Cohesion” – National Communication Association November, 2010 in San Francisco, CA

Presented “Bridging the Instructional Divide: Enhancing Communication Courses through the Use of Film Projects” - National Communication Association November, 2010 in San Francisco, CA

Presented “Incorporating Civic Engagement through Service Learning in the Classroom” – Periclean Leadership Conference April, 2010 in New York City

Presented “Partnerships that Prepare Students for Political Engagement and Participation” - Association of American Colleges and Universities October, 2009 in Minneapolis, MN

Presented “Service Learning in the Public Relations Curriculum” – Symposium on PR Education – Cincinnati, OH, May 2009

Presented “Third Wave Praxis: The Power of Personal Narrative” – Southern States Communication Association (Hereafter, SSCA) April, 2008 in Savannah, GA

Presented “Historicizing Change: A Brechtian & Habermasian Review of Robbie McCauley’s *Sally’s Rape*” –SSCA April, 2006 in Dallas, TX

Presented “Drowning the Female Blaze: Examining Gender Inequality in Newspaper Coverage of the September 11, 2001 Attack on America” – SSCA April, 2004 in Tampa, FL

Presented “Testing Masculine Constructs: An Examination of the Portrayals of Males and Masculinity in Men’s Magazine Advertising” - M.A. Thesis, Georgia State University

Presented “Bridging the Activist Gap between Academe and Media” – Central States Communication Association conference March, 2003 in Omaha, NE

Presented “The Female Gaze and Third Wave Feminism” – Purdue University Third Wave Symposium 2002, Lafayette, IN

Presented “Manifesta: The Third Wave” – University of Kentucky Research Symposium 2002, Lexington, KY

Presented “Peering through the Glass Ceiling of the Boy’s Club: Examining the Status of Women and Minorities in Journalism and Mass Communication Education” – Association for the Education of Journalism and Mass Communication, 2002, Miami, FL

Presented “Pleasure & Empowerment: A New Female Narrative in Advertising” – SSCA, 2001, in Lexington, KY

Presented “Transgressing Sociocultural Patriarchy: A New Narrative of Domestic Violence in the Film *Dolores Claiborne*” – Organization for the Study of Communication, Language and Gender, Milwaukee, WI

Presented “Obsession for Men: Capturing Female Identity” – American Communication Association, 2000, Louisville, KY

WORKSHOPS & INVITED LECTURES

• Civic Engagement & Service Learning Workshops & Invited Lectures

January 2019 – Led a faculty workshop on high impact practices for Danville Community College faculty in Danville, VA

August 2018 – Led a professional development workshop series on community engagement for Piedmont Community College faculty in Roxboro, NC

April 2017 – Led a workshop on high-level environmental activism at the annual Debate for Democracy conference in New York City

December 2016 – Led a political communication workshop on the military industrial complex’s communication challenges in the 21st century at Fort Bragg in Fayetteville, NC

February 2013 – Led a workshop on political advocacy and brief writing at the Harvard Model United Nations Assemble in Cambridge, MA

June 2012 – Led Bonner Foundation’s High Impact Learning Conference at Sienna College in New York

August 2011 – Led a workshop for faculty and administration on directing and managing a service-learning curriculum at the University of North Carolina at Pembroke

April 2011 - Led a workshop on “Incorporating Civic Engagement through Service-Learning in the Classroom” at the Periclean Leadership Conference in New York City

November 2010 – Led a workshop on best practices of service-learning and civic engagement in higher education at Elon University

• Education & Pedagogy Workshops & Invited Lectures

July 2018 – Led a symposium on general studies curriculum building for college deans and provosts in Virginia at James Madison University

June 2016 - Participated in Penn State's Academic Leadership Academy for College Deans and Provosts

January 2016 - Keynote speaker at the College Journalism Association Workshop at Georgia State University

October 2014 – Keynote lecturer at Continuing Education Workshop on Video Production and Documentary Editing in Clintwood, VA at the Dickenson Center

September 2013 – Keynote lecturer at the University of Kentucky’s annual Communication Research Symposium

November 2013 – Keynote speaker at the Advertising Association of Cincinnati

August 2011 – Co-presented at Berea College’s new faculty workshop on helping new faculty acclimate to teaching and advising

May 2010 – Led a workshop on nonprofit and organizational leadership at the University of Kentucky

March 2009 – Lectured on research writing and incorporating practicum projects into research curricula – Teaching and Learning Center – Berea College

August 2007 – Conducted a workshop session on evaluating oral communication for the Teaching and Assessing Writing and Speaking Seminar at Berea College

April 2006 – Designed and led a faculty development seminar for General Education courses at Berea College

• **Community Workshops & Lectures**

October 2020 – Conducted a workshop on community policing and social justice reform to the Danville Regional Foundation and Danville Police Department in Virginia

April 2019 – Conducted a workshop on community organizing to the Opportunity Neighborhoods Coalition in Danville, VA

September 2018 – Conducted a workshop on sustainable housing and community engagement for the Danville Rural Housing Authority in Danville, VA

July 2017 – Conducted a workshop on civic engagement and best practices for community development at the Berea Housing Authority in Berea, KY

July 2016 – Conducted a workshop on developing leadership skills and public speaking skills for Partners for Education in Berea, KY

June 2014, 2013, 2012, 2011, 2010 – Conducted a workshop on networking and resume & cover letter writing for the New Opportunity School for Women in Berea, KY

July 2009 – Conducted a leadership training workshop for the Madison County Health Department in Richmond, KY

September 2007 – Organized a week of voter registration workshops in conjunction with the League of Women Voters and Kentuckians for the Commonwealth

September 2007 – Organized a community forum with the League of Women Voters in Richmond, KY about immigration’s effects on the local economy

September 2006 – Plenary Speaker at the Bluegrass Rape Crisis Center’s Men Advocating Awareness of Rape and Sexual Assault training workshop

HONORS, AWARDS

- Virginia Governor's Community Engagement Award for the CCECC – August 2019
- Engaged Community Partner Award, Virginia Neighborhoods Coalition – December 2018
- Kentucky Forensic Association Coach of the Year – February 2017, 2016, 2013, 2011, 2006
- “Broadcast Teacher of the Year” – Southeast Broadcast Journalism Association, 2017
- “Broadcast Teacher of the Year” – Southeast Broadcast Journalism Association, 2016
- “David Carter Outstanding Forensics Coach of the Year” Award – 2016, 2005
- Educator of the Year Award, Berea, KY Chamber of Commerce, 2015
- Top Paper Award, Association for Education in Journalism and Mass Communication Conference, 2013
- Paul C. Hager Excellence in Advising Award at Berea College for 2011
- “Power of One Award” for outstanding mentorship – Berea College Black Cultural Center, 2008
- “Dwight Freshley Outstanding Teacher Award,” Southern Communication Association, 2007
- “Distinguished Volunteer Award” from Madison County Safety Coalition, 2006
- “Dedicated Faculty Member Award,” Senior Class of Berea College 2006
- Outstanding Faculty Member (Black Student Union, Berea College), 2003
- Top Paper Award, Central States Communication Association Conference, 2003
- Top Paper Award, Association for Education in Journalism and Mass Communication Conference (Women's Caucus), 2002
- AIDS Education and Awareness Volunteer of the Year (Atlanta), 2001

GRANTS

- March 2021 - \$25,000 from the Danville Regional Foundation to run multiple COVID clinics in the Dan River Region
- March 2021 - \$5000 from the City of Danville to create and implement a public relations campaign for COVID vaccinations in the Dan River Region
- March 2021 – Working on a substantial grant for Averett's criminal justice program to revise its curriculum to include more social justice foci
- March 2021 – Working on a substantial grant to analyze Pell-eligible student attrition and ways to recapture students we lost during COVID as well as retain those who are enrolled
- January 2021 - \$20,000 from National Bonner Foundation for faculty professional development in civic engagement at Averett University
- December 2020 - \$65,000 from the NIH for community engagement work with 1st generation STEM students in the Dan River Region of Virginia
- October 2019 – \$1.7 million from the Danville Regional Foundation to enhance community engagement and career development work in the Dan River Region of Virginia
- January 2018 - \$5000 from Virginia Humanities for a convocation series at Averett University
- April 2017 –\$4000 grant from Project Pericles to work on water pollution and purification in Louisville, Kentucky

- November 2015 - \$10,000 grant from the City of Berea to work on organ and tissue donation awareness media education
- April 2012 – \$5000 grant from KY Health Cabinet to work on developing strategies to end meth abuse in Madison County Kentucky
- April 2010 – \$3000 grant to work on developing sustainable and revitalized communities as part of the Neighborhood Stabilization Act
- October 2009 – \$10,000 grant from the March of Dimes to develop viral videos and other collateral material for the Madison County Health Department’s preconceptual health campaign
- January 2007 – \$2500 grant from Tobacco Prevention Enhancement Organization to develop a media campaign for tobacco awareness
- August 2003 –\$50,000 grant with Dr. Ramona Rush, University of Kentucky, and Dr. Carol Oukrop, University of Kansas. The focus of the grant was to track the status of women in the field of mass communication and journalism over the past 100 years.

OUTSIDE ELECTED OFFICES

- Board of Trustees at Haven of the Dan River Region – March 2021 – Present
- Co-Chair of Opportunity Neighborhoods Coalition of the Dan River Region, September 2020 – Present
- Board of Trustees at the House of Hope, January 2021 – Present
- President of the Kentucky Forensics Association, February 2017 – February 2018
- Berea, Kentucky City Council, November 2016 – February 2018
- President of the Board of Directors of the New Opportunity School for Women in Berea, Kentucky, January 2012-2016
- Secretary/Treasurer of the Kentucky Forensics Association, February 2007 – February 2016
- President of Kentucky Forensics Association, February 2011 – February 2012
- President-Elect of the New Opportunity School for Women – January 2011 – January 2012
- Vice-President Elect of the Kentucky Forensics Association, February 2010 – February 2011
- Chair of the Personnel Committee of the New Opportunity School for Women, January 2010 – 2015
- Vice-President of the Board of Directors of the New Opportunity School for Women, 2008 –2011
- Project Pericles’ Debate for Democracy Steering Committee in New York City, 2008
- “Dedicated Faculty Member Award,” Senior Class of Berea College 2007
- Secretary of Southern Forensics Division, Southern States Communication Association, 2004-2008

ASSOCIATION MEMBERSHIPS

National Association of Student Personnel Administrators (NASPA)
 Yes We Must Coalition
 Campus Compact of North Carolina
 Campus Compact of Virginia
 Association for the Education of Journalism and Mass Communication
 National Communication Association
 Southern States Communication Association
 Organization for the Study of Communication, Language and Gender
 National Parliamentary Debate Association
 American Forensics Association