

ABBREVIATED VITA
KASIE ROBERSON, PH.D.
MAY 2024

Education

- Ph.D. 2005 *Purdue University*
Major Area: Public Relations and Issues Management
Minor Areas: Political Communication and Political Science
Dissertation: *Political Campaign Trail Apologia: A Case Study of the 2004 Presidential Campaign*
Major Professor: Charles J. Stewart
- M.A. 2001 *Texas Tech University*
Master of Arts in Mass Communications
Emphasis: Public Relations
Master's Thesis: *Anti-drinking and Driving PSAs: A Content Analysis of Persuasive Appeals and Images Portrayed in PSAs*
Major Professor: Roger Saathoff
- B.A. 1999 *Texas Tech University*
Bachelor of Arts in Public Relations
Minor Area: Political Science

Academic Appointments

Clinical Assistant Professor	Purdue University	August 2020 – Present
Assistant Professor	Miami University	August 2005 – May 2010
Graduate Teaching Assistant	Purdue University	August 2002 – May 2005
Limited-Term Lecturer	Purdue University	August 2001 – May 2002
Graduate Teaching Assistant	Texas Tech University	August 2000 – May 2001

Administrative Appointments

Associate Director – Outreach and Coaching	Center for Working Well (CWW)	January 2024 – Present
Associate Director – Communication Planning	Brock-Wilson Center for Women in Business	August 2023 – December 2023
Course Coordinator	MGMT 335 Strategic Business Writing	August 2022 – Present

Certifications

Gallup Global Strengths Coach	Gallup Organization	Completed Training: May 2024
Executive Coaching for Performance and Leadership	Brown University/ ACT Leadership	6-month Program Completed: June 2022

Industry Experience

June 2022 - Present	<i>Founder and Lead Coach</i> , LGS Coaching Lafayette, Indiana (www.lgscoaching.com) Executive Coach to clients in a range of industries located across the U.S.
February 2018 – August 2020	<i>Marketing and Communications Strategist</i> , Certificate in Entrepreneurship and Innovation, Purdue University West Lafayette, Indiana Managed all marketing and communications for the program to reach various stakeholders. This included the full development of all promotional materials, social media planning and management as well as leading all strategic communication planning for the program. Contributed to award applications, including two which led to the program being ranked twice by Princeton Review and one with the program being named a national Top Model Program by USASBE.
May 2010 – February 2018	<i>Freelance Communications Consultant</i> Lafayette, Indiana Worked on communication consulting projects locally for nonprofits and businesses.
August 1999 – August 2000	<i>Creative Director</i> , Philip Payne Advertising & Marketing, Lubbock, Texas Developed & designed concepts for print and media advertisements, headed public relations campaigns, wrote and edited copy, dealt extensively with clients and vendors, as well as handled all estimation bids for the agency.
November 1998 – April 1999	<i>Intern</i> , Texas Tech Athletic Media Relations, Lubbock, Texas Worked at Division I collegiate basketball games, helped in organizing press conferences, wrote articles that dealt with various sports for the school's official web site.
May 1998 – July 1998	<i>Intern</i> , Senator Robert L. Duncan, Lubbock, Texas Coordinated a summation of all city and county officials in the Senator's district into one directory.
Summer 1994	<i>Congressional Page</i> , U.S. House of Representatives, Washington, D.C. Worked on the House Floor, part-time page to the Speaker of the House.

Teaching

Primary Instructor

Purdue University Daniels School of Business – Management Department – Law, Communication & Ethics Area

- Strategic Business Writing (Purdue University MGMT 33500) (I developed)
- Managerial Business Writing (Purdue University MGMT 59000) (I developed)
- Ph.D. Communication Skills (Purdue University MGMT 69000) (I developed)
- Managerial Communication Skills (Purdue University MGMT 69200)
- Persuasive Communication (Purdue University MGMT 53700)
- Executive Presence and Influence (Purdue University MGMT 39000) (I developed)
- Executive Presence and Influence (Purdue University MGMT 29130) (I developed for IBE)
- Executive Presence and Influence (Purdue University MGMT 590) (I developed)
- Executive Presence and Influence (Purdue University MGMT 690 EMBA) (I developed)

Miami University College of Arts & Sciences – Department of Communication

- Public Expression and Critical Inquiry (Miami University COM 135)
- Strategic Communications Planning (Miami University COM 359)
- Political Communication (Miami University COM 438)
- Capstone in Public Relations/Strategic Communication (Miami University COM 459)
- Rhetorical Seminar: Apologetic Rhetoric (Miami University COM 636)

Purdue University College of Liberal Arts – Department of Communication (now the Lamb School of Communication)

- Fundamentals of Speech Communication (Purdue University COM 114)
- Advanced Public Speaking (Purdue University COM 314)
- Principles of Persuasion (Purdue University COM 318)
- Interviewing Principles and Practices (Purdue University COM 325)

Large Lecture Teaching Assistant

- Introduction to Public Relations (Purdue University COM 253)
- Principles of Persuasion (Purdue University COM 318)

Texas Tech University College of Arts & Sciences – Department of Mass Communications (now College of Mass Communications)

- Research/Teaching Assistant

Books

Roberson, K. (2024). *Strategic Business Writing: A People-First Approach*. Dubuque, Iowa: Kendall Hunt.

Publications/ Conference Presentations

For a list of publications and conference presentations, please contact Dr. Roberson.

Invited Lectures/Research Presentations

University of Kansas
Southern Methodist University
Baylor University
Pepperdine University

Professional Academic Awards & Honors

- Nominated for the Miami University Associated Student Government Outstanding Professor Award, 2008
- Top Competitive Paper Award from the Political Communication Division of the Central States Communication Association Convention, 2006
- Purdue University Department of Communication Alan H. Monroe Graduate Scholar, 2005
- Purdue University Graduate Student Award for Outstanding Teaching, 2005
- Purdue University Department of Communication Bruce Kendall Award for Excellence in Teaching, 2005
- Recipient of a Graduate Teaching Certificate from the Purdue University Center for Instructional Excellence, 2004
- Top Competitive Paper Award from the Public Relations Division of the Southern States Communication Association Convention, 2003

Service

Professional

- Central States Communication Association
 - Political Communication Division
 - Chair, 2008 – 2009
 - Chair-Elect and Program Planner for 2008 convention, 2007 – 2008
 - Vice-Chair & Newsletter Editor, 2006 - 2007
 - Secretary, 2005 – 2006
 - Secretary-Elect, 2004 – 2005
 - Political Communication Division Paper and Panel Reviewer, 2006, 2008 & 2009
- National Communication Association
 - Political Communication Division Paper and Panel Reviewer, 2004 & 2007
- *Western Journal of Communication*
 - Referee, 2008

University

- Purdue University
 - Horizons Mentor, 2020 - 2021
 - United Way Community Champion - Certificate in Entrepreneurship and Innovation Program, 2019 – 2020
- Purdue University Daniels School of Business
 - Business Communication Lecturer Search Chair, 2021-2022; 2023-2024
 - Search Committee Member, Brock-Wilson Center for Women in Business Assistant Director, Fall 2023
 - Search Committee Member, Director of Teaching and Learning, Fall 2022

- MBA Committee, Member October 2022 – 2023
- Communication Education Committee, Member 2020 – present
- Women in Business Workshop Facilitator, Spring 2021 – present
- KDSA Workshop Facilitator – Presenting Virtually, Fall 2020, 2021, Spring 2023
- Blake Ethics Grant – co-awarded a \$30,000 two-year grant to co-create and run an ethics and crisis case competition in Spring 2023 & 2024
- Miami University
 - Miami Access Initiative Mentor Program, 2007 – 2008
 - Assigned 4 freshmen to mentor
 - Gamma Nu Chapter of Kappa Delta Advisory Board, 2005 – 2007
 - Standards Advisor
 - Scholarship Advisor
- Miami University College of Arts & Sciences
 - Inside Washington Committee, Spring 2006 – 2010
 - College Divisional Appeals Committee, 2007 – 2008
- Miami University Department of Communication
 - Advised 90+ undergraduate students each semester, 2005 – 2010
 - Administrative Committee, 2008 – 2009
 - Faculty Social Committee, 2008
 - NICE Committee, 2007
 - Undergraduate Committee, 2006 – 2007; 2009 – 2010
 - Ad Hoc Graduate Committee, 2005 – 2006
 - Internship Committee, 2005 – 2007
 - Mentor to a Graduate Teaching Assistant, 2005 – 2007
 - Directed an Independent Study in Political Speechwriting with *two* undergraduate seniors, Fall 2007
 - Directed an Independent Study in Apologetic Rhetoric with *two* second year graduate students, Fall 2006
 - Directed an Independent Study in Public Relations with *three* graduating seniors, Spring 2006
- Purdue University Communication Graduate Student Association
 - *Executive Board Member & Ph.D. Representative to the Graduate Committee*, 2003 – 2004
 - Developed the proposal for recognizing outstanding graduate faculty in the Department of Communication
 - Selection Committee Member for the Department of Communication Outstanding Graduate Faculty Award
 - *Orientation Buddy Coordinator*, 2003
 - *Member*, 2002 – 2005
- Texas Tech Mass Communication Graduate Society, 2001