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**MITZI (MARY) LEWIS**

**Midwestern State University  
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Wichita Falls, Texas 76308**

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**CURRICULUM VITAE**

**Education**

- Ph.D.** Educational Research December 2010  
University of North Texas  
Committee Chair: Robin K. Henson, Ph.D.  
*Minor:* Applied Technology, Training, and Development  
*Dissertation:* A Hierarchical Regression Analysis of the Relationship  
Between Blog Reading, Online Political Activity, and Voting  
During the 2008 Presidential Campaign
- The Pennsylvania State University  
9 credit hours, 4.0 GPA, toward the Graduate Certificate in  
Institutional Research
- M.A.** Communication May 1998  
University of New Mexico  
Committee Chair: Everett M. Rogers, Ph.D.  
*Emphases:* Diffusion of Innovations, Intercultural Communication
- B.U.S.** University Studies December 1991  
University of New Mexico  
*Emphasis:* Communication
- Embodied Teaching at Unified Mindfulness 2021  
Pathways Program for Teaching Mindfulness 2020  
Foundations of Unified Mindfulness 2020

**Professional Experience**

- Professor** 2022 - Present  
Midwestern State University  
Mass Communication Department
- Professor and Interim Chair** 2021 - 2022  
Midwestern State University  
Mass Communication Department

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<b>Associate Professor</b> Midwestern State University Mass Communication Department	2015 - 2021
<b>Assistant Professor</b> Midwestern State University Mass Communication Department	2010 - 2015
<b>Instructor</b> Midwestern State University Mass Communication Department	2008 - 2010
<b>Assistant to Vice President of Institutional Effectiveness/ Director of Institutional Research and Planning</b> Midwestern State University Office of Institutional Research and Planning	2007 - 2008
<b>Assistant Director of Institutional Research and Planning</b> Midwestern State University Office of Institutional Research and Planning	2005 - 2007
<b>Activity Director/Retention Specialist</b> Vernon College U.S. Department of Education Title III Program Strengthening Institutions	2003 - 2005
<b>Adjunct Instructor</b> Vernon College Communications Division Speech Department Child Development Department	2002 - 2003
<b>Allied Health Services Coordinator</b> Vernon College Continuing Education	2001 - 2003
<b>PASS (Proactive Assistance for Student Success) Center Coordinator</b> Vernon College Special Services	2001
<b>Supervisor</b> Blue Cross & Blue Shield of Texas, Inc.	1998 - 2001
<b>Research Assistant</b> University of New Mexico Center on Alcohol, Substance Abuse, and Addictions	1997 - 1999
<b>Rapporteur</b> National Institutes of Health Task Force on the NIH Women's Health Research Agenda for the 21 <sup>st</sup> Century	1997
<b>Trainer</b> Intel Corporation Intel New Mexico Manufacturing Site	1993 - 1998

## Teaching Responsibilities

### **Undergraduate Courses Developed and Taught at Northwestern State University**

- Data for Communicators
- Multimedia
- Emerging Media
- Publication Design
- Social Media
- The Internet and Society (also taught as an honors course)
- Web Site Design

### **Undergraduate Courses Taught at Northwestern State University**

- MSU Client Services Practicum I
- MSU Client Services Practicum II
- Introduction to Mass Communication (also taught as a learning community course and as an academic seminar course)
- Foundations of Public Speaking

### **Undergraduate Courses Taught as Adjunct Instructor at Vernon College**

- Public Speaking
- Health, Nutrition, and Safety

### **Undergraduate Course Discussion Leader at University of New Mexico**

- Introduction to Communication

## **Invited Lectures**

**Lewis, M.** (2022). *Survey Research: Asking Questions, Finding Answers*. Invited lecture presented for the Creative Inquiry: Interdisciplinary Thinking course, Northwestern State University.

**Lewis, M.** (2018). *Inquire, Discover, and Create with EURECA*. Invited lecture presented for the Honors Leadership course, Northwestern State University.

**Lewis, M.** (2015). *How To Organize and Analyze Unstructured (Non-numerical) Data Using NVivo*. Invited lecture presented for the Creative Inquiry: Interdisciplinary Thinking course, Northwestern State University.

Henschel, S. & **Lewis, M.** (2014). *Adapting Communication Curriculum to Meet the New Texas Core: Tracking Trends, 2013-2015*. Invited lecture presented for the Creative Inquiry: Interdisciplinary Thinking course, Northwestern State University.

**Lewis, M.** (2008). *How to Conduct Effective Interviews: Perspectives from Research Conducted as a Graduate Research Assistant*. Invited lecture presented at Honors Brown Bag Program, Northwestern State University.

**Lewis, M.** (2007). *How to Conduct Effective Interviews: Perspectives from Research Conducted as a Graduate Research Assistant*. Invited lecture presented at Sociology Course in Special Topics: Research in HIV, Northwestern State University.

**Lewis, M.** (2004 – 2005). *How to Study Effectively and Efficiently: Strategies for Success*. Lectures presented at multiple courses. Vernon College.

### Invited Panel

Coenen, H., Hilton, S., Judie, E., **Lewis, M.**, Lopez, M. (2022). *Hot Topics with Faculty*. Invited panel member for the MOSAIC Cross-Cultural Center, Midwestern State University.

### Research and Scholarly Activity

#### Book Chapters

**Lewis, M.**, & Neely, J. (2023). Stories, students, and social justice: Literary journalism as a teaching tool for change. In R. Alexander & W. McDonald (Eds.), *Social justice and literary journalism*. Palgrave Macmillan.

Neely, J., & **Lewis, M.** (2020). Literary journalism and the pedagogy of liberal education. In W. Dow, R. Maguire, & Y. Nakamura (Eds.), *The Routledge companion to American literary journalism* (pp. 449-464). Routledge, Taylor & Francis Group.

#### Refereed Journals (\*indicates project included collaboration with students)

Martinez, M., & **Lewis, M.** (2024). Educators' Experiences Teaching Literary Journalism in Brazil: A Comparative Study with International Community. *Intercom: Revista Brasileira de Ciências da Comunicação*, 47(e2024115), 1-15. (available in English and Portuguese)

**Lewis, M.**, & Hanc., J. (2018). Educators' experiences teaching literary journalism: Insights gained from five years of web-based surveys. *Brazilian Journalism Research: Journalism Theory, Research and Criticism*, 14(3), 740-773.

\*Neely, J., **Lewis, M.**, Hanc., J., & Reid, R. (2018). The write stuff: Opportunities and obstacles in the classroom. *Literary Journalism Studies*, 10(1), 140-159.

\*Henschel, S., **Lewis, M.**, Wade, K., & Schwertner, D. (2018). Trends in undergraduate general education in the U.S., the Texas Core Curriculum, and communication course requirements. *Texas Education Review*, 6(1), 84-101.

Sernoe, J., & **Lewis, M.** (2014). Would you say the process was contentious or smooth sailing? Administrators' views on revising the mass communication curriculum. *Southwestern Mass Communication Journal*, 29(2).

**Lewis, M.** & Farris, M. (2014). Internet and society: A hybrid honors course. *Learning and Performance Quarterly*, 2(2), 11-27.

**Lewis, M.**, McDonald, D., Owen, J., Rincón-Zachary, M., & Smith, B. (2013). We grow UGROW: A model for undergraduate research at a public liberal arts university. *Perspectives on Undergraduate Research and Mentoring*, 2(2), 1-11.

**Lewis, M.**, & Hanc, J. (2012). Encouraging students to be readers: Survey results of successful practices. *Teaching Journalism and Mass Communication*, 2(1), 12-20.

\***Lewis, M.**, & Donnellan, L. (2011). Using Web 2.0 technologies to facilitate student learning: A collaboration between universities. *International Journal of Technology, Knowledge and Society*, 7(3), 17-30.

- Lewis, M.** (2011). An analysis of the relationship between political blog reading, online political activity, and voting during the 2008 presidential campaign. *International Journal of Interdisciplinary Social Sciences*, 6(3), 11-28.
- Nimon, K., **Lewis, M.**, Kane, R., & Haynes, R. (2008). An R package to compute commonality coefficients in the multiple regression case: An introduction to the package and a practical example. *Behavior Research Methods*, 40(2), 457 – 466.
- Dodds, P., Allen, J., Philibert, N., Elleven, R., & **Lewis, M.** (2006). Efficacy of learning communities at four North Texas community colleges. *Workforce Education Forum*, 33(1), 1 - 20.

### Invited Articles

- Lewis, M.** (2020). "What is the nature of human nature?" *Literary Journalism*, 14(2), 18-19.
- Hanc, J. & **Lewis, M.** (2018). Essentials of the craft: Providing effective feedback. *Literary Journalism*, 12(3), 20, 13.
- Hanc, J. & **Lewis, M.** (2012). How to get your students to read: Ten suggestions culled from a survey of IALJS and AEJMC members. *Literary Journalism*, 6(2), 30, 26.
- Lewis, M.** (2011). "The Balancing Act: Time Management for New Professors." *Teaching Journalism and Mass Communication*, 1(1), 54-55.

### Refereed Abstract Publications

- Wheeler, D., **Lewis, M.**, Saltz, R., & Woodall, W. (2000). Mandated server training: Barriers to effectiveness as reported by servers. *T 2000 Alcohol, Drugs and Traffic Safety ABSTRACTS*.
- Wheeler, D., **Lewis, M.**, Woodall, W., Saltz, R. (1999). Mandated server training in New Mexico: A qualitative evaluation. *Alcoholism: Clinical and Experimental Research*, 23 (5, Supplement), 88A. (Abstract).

### Book Reviews

- Lewis, M.** (2013). Book review: Privacy. *Journalism & Mass Communication Educator*, 68(3), 288-289.
- Lewis, M.** (2012). Book review: Writing for others, writing for ourselves: Telling stories in an age of blogging. *Journalism & Mass Communication Quarterly*, 89(1), 171-173.

### Report

- Coultas, D., Finnegan, L., & **Lewis, M.** Postmenopausal Years. In U.S. Department of Health and Human Services, Public Health Service, National Institutes of Health. *Agenda for Research on Women's Health for the 21<sup>st</sup> Century. A Report of the Task Force on the NIH Women's Health Research Agenda for the 21<sup>st</sup> Century, Volume 6. Differences Among Populations of Women*. Bethesda, MD. NIH Publication No. 99-4390. 1999.

**Refereed Paper Presentations** (\*indicates project included collaboration with students)

**Lewis, M.,** Hanc, J., Martinez, M., & Neely, J. (2020, February). *Educators' thoughts: Literary/ long form/ narrative journalism as a catalyst for promoting conversations with and among students about social change*. Paper presented at the 41<sup>st</sup> Annual Southwest Popular/American Culture Association Conference, Albuquerque.

Sernoe, J., & **Lewis, M.** (2019, October). *College media, social media and building your brand*. Paper presented at the Broadcast Education Association Conference, Boulder.

**Lewis, M.** (2017, February). *Teaching YouTube best practices*. Paper presented at the 38<sup>th</sup> Annual Southwest Popular/American Culture Association Conference, Albuquerque.

**Lewis, M.** (2016, November). *How to make the most of your YouTube channel*. Annual Texas Social Media Conference, Fort Worth.

\*Henschel, S., **Lewis, M.,** Calame, K., & Schwertner, D. (2015, February). *Applying undergraduate research: The Texas General Education Communication Core Curriculum: Tracking trends, 2013-2015*. Paper presented at the annual meeting of the Southwest Educational Research Association, San Antonio.

**Lewis, M.,** & Morgan, P. (2014, February). *Toward a new understanding of MOOCs: An exploration of massive open online course adoption using the diffusion of innovation theory*. Paper presented at the 35<sup>th</sup> Annual Southwest Popular/American Culture Association Conference, Albuquerque.

**Lewis, M.** (2013, November). *Transformation from bobby to small business: A case study of Internet and social media utilization*. Paper presented at the 3<sup>rd</sup> Annual Social Media Conference, Fort Worth.

Sernoe, J., & **Lewis, M.** (2013, November). *Would you say the process was contentious or smooth sailing? Administrators' views on revising the mass communication curriculum*. Paper presented at the 2013 Southwest Education Council for Journalism & Mass Communication Southwest Symposium, Tulsa.

**Lewis, M.** (2011, April). *Blogs consumption and political engagement – does age matter?* Paper presented at the 2011 Joint Conference of the National Popular Culture and American Culture Associations, San Antonio.

Sernoe, J., & **Lewis, M.** (2011, March). *Trends in mass communication curriculum: A survey of current degree plans*. Paper presented at the 2011 Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK.

**Lewis, M.** (2010, April). *Blogs and the 2008 presidential campaign*. Paper presented at the 2010 Joint Conference of the National Popular Culture and American Culture Associations, St. Louis.

\***Lewis, M.,** & Donnellan, L. (2009, August). *Using Web 2.0 technologies to facilitate learning: A student collaboration project between Florida A&M University and Midwestern State University*. Paper presented at the 2009 Association for Education in Journalism and Mass Communication Annual Conference, Boston.

Nimon, K., **Lewis, M.,** Kane, R., & Haynes, R. (2008, March). *An R package to compute commonality coefficients in the multiple regression case: An introduction to the package and a practical example*. Paper presented at the annual meeting of the American Educational Research Association, New York.

**Lewis, M.** (2007, February). *Stepwise versus hierarchical regression: Pros and cons*. Paper presented at the annual meeting of the Southwest Educational Research Association, Austin. (ERIC Document Reproduction Service No. ED534385).

Wheeler, D., Saltz, R., Woodall, W., Stanghetta, P., & **Lewis, M.** (2003, June). *Project S.I.R.V.E. An evaluation of the NM Alcohol Server Education Act: Some preliminary findings*. Paper presented at DWI Researcher Speaker Series, Albuquerque.

Wheeler, D., **Lewis, M.**, Saltz, R., & Woodall, W. (2000, May). *Mandated server training: Barriers to effectiveness as reported by servers*. Paper presented at the 15th International Conference on Alcohol, Drugs, and Traffic Safety. Stockholm.

Wheeler, D., **Lewis, M.**, Woodall, W., & Saltz, R. (1999, June). *Mandated server training in New Mexico: A qualitative evaluation*. Presented at the 1999 Scientific Meeting of The Research Society on Alcoholism, Santa Barbara.

### Refereed Panels (\*indicates project included collaboration with students)

\*Aguilar, M., Copeland, E., Hanc, J., **Lewis, M.**, Martinez, M., Neely, J., & Phillips, L. (2022, May). *“Who’s Included? Examining Diversity in Teaching Literary Journalism.”* Panel member at the International Conference for Literary Journalism Studies, Universidad Alberto Hurtado, Santiago, Chile, hybrid.

**Lewis, M.** (2021, August). “Building Community with Bright Spots.” Panel member at the 2021 Association for Education in Journalism and Mass Communication Annual Conference, virtual.

\***Lewis, M.**, Hanc, J., Martinez, M., & Alvarado, C. (2021, May). “Teaching Sourcing, Interviewing and Observation of Literary Journalism Subjects: Analysis of Survey Responses from Literary Journalism Educators.” Panel member at the International Conference for Literary Journalism Studies, University of Copenhagen, Copenhagen, Denmark, virtual.

**Lewis, M.** (2020, August). “Building community in Zoom.” Invited panel member at the 2020 Association for Education in Journalism and Mass Communication Annual Conference, virtual (originally scheduled for San Francisco before COVID-19 emerged).

**Lewis, M.**, & Hanc, J. (2019, May). “Inspiration and Practical Takeaways from the Best of Educators’ Toolkits: Survey Results.” Panel member at the International Conference for Literary Journalism Studies, Stony Brook University, Stony Brook, New York.

\***Lewis, M.**, Hanc, J., Reid, R., & Gonzalez, L. (2018, May). “Writing Their Wrongs: Educator Survey Results on Effective Grading Methods for Journalism Students.” Panel member at the International Conference for Literary Journalism Studies, Austrian Academy of Sciences, Vienna, Austria.

\***Lewis, M.**, Duncan, D., Gonzalez, L., Maiato, Z., Reid, R., & Vaughn, S. (2018, April). “Work in Progress: Reflections on a First-time Social Media Course.” Panel member at the 6<sup>th</sup> Annual Texas Social Media Conference, Fort Worth.

\***Lewis, M.**, Hanc, J. & Reid, R. (2017, August). “The Challenges of Writing 101: A pedagogical Research Panel.” Panel member at the 2017 Association for Education in Journalism and Mass Communication Annual Conference, Chicago.

- \***Lewis, M.**, Hanc, J. & Reid, R. (2017, May). "Analysis of Survey Responses from Writing Educators." Panel member at the International Conference for Literary Journalism Studies, Halifax, Nova Scotia, Canada.
- Sernoe, J., & **Lewis, M.** (2016, August). "Take A Peak Inside One of the Nation's Most Beautiful and High-Tech Student Radio Stations': College Media, YouTube and Building Your Brand (or maybe not)." Invited panel member at the 2016 Association for Education in Journalism and Mass Communication Annual Conference, Minneapolis.
- \***Lewis, M.**, Hanc, J., & Reid, R. (2016, August). "Establishing Long-Form Journalism in the Curriculum." Panel member at the 2016 Association for Education in Journalism and Mass Communication Annual Conference, Minneapolis.
- \*Sernoe, J., & **Lewis, M.** (2015, August). "Make People Understand Why They Should Spend Money On It: Journalism Project Creators Discuss How They Won The Kickstarter Game." Invited panel member at the 2015 Association for Education in Journalism and Mass Communication Annual Conference, San Francisco.
- Lewis, M.**, Hanc, J. (2015, May). "The State of the Art: Analysis of Survey Responses from Literary Journalism Educators." Panel member at the International Conference for Literary Journalism Studies, Minneapolis.
- \***Lewis, M.**, Hanc, J., Ramsey, S., & Hall, C. (2014, August). "Teaching Literary Journalism in a Multi-Platform World: Survey Results of Educators." Panel member at the 2014 Association for Education in Journalism and Mass Communication Annual Conference, Montreal.
- Sernoe, J., & **Lewis, M.** (2014, August). "Elements of Successful Kickstarter Journalism Campaigns." Invited panel member at the 2014 Association for Education in Journalism and Mass Communication Annual Conference, Montreal.
- \***Lewis, M.**, Hanc, J., & Ramsey, S. (2014, May). "Engaging with the *New* New Journalism: Survey Results of Educators and Best Practices." Panel member at the International Conference for Literary Journalism Studies, Paris.
- Sernoe, J., & **Lewis, M.** (2013, August). "Would you say the process was contentious or smooth sailing? Administrators' views on revising the mass communication curriculum." Invited panel member at the 2013 Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.
- Lewis, M.** (2012, August). "DYI disruption: Reinventing journalism through experimentation: Some examples from NICAR 2012." Invited panel member at the 2012 Association for Education in Journalism and Mass Communication Annual Conference, Chicago.
- \*Hanc, J., **Lewis, M.**, & Hofmann, H. (2012, May). "Engaging Students with Literary Journalism Readings: Words that Work." Panel member at the International Conference for Literary Journalism Studies, Toronto.
- Lewis, M.** (2011, August). "Geeks – The New Journalists." Invited panel member at the 2011 Association for Education in Journalism and Mass Communication Annual Conference, St. Louis.
- Lewis, M.** (2011, August). "Blogs and Wikis and Blackboard, Oh My: A Look at the Options of On-Line Delivery." Panel member at the 2011 Association for Education in Journalism and Mass Communication Annual Conference, St. Louis.



Hanc, J., & Lewis, M. (2011, May). "But Will They Read It? Students' Problematic Engagement with Literary Journalism." Panel member at the International Conference for Literary Journalism Studies, Brussels, Belgium.

Lewis, M. (2010, August). "Using Technology Tools to Make Your Story Better." Invited panel member at the 2010 Association for Education in Journalism and Mass Communication Annual Conference, Denver.

### Refereed Presentation

Lewis, M. (2015, June). "Civic Engagement and Student Learning: Forging Local Community Partnerships with Realistic Expectations." Presentation at the 2015 Council of Public Liberal Arts Colleges Annual Meeting, Willimantic, CT.

### Faculty Forums

Lewis, M. (2023, March). "Taking the *tension* out of attention: A journey." Invited presentation for the March 2023 Faculty Forum, Midwestern State University, Wichita Falls, Texas.

Button, A., Cartwright, A., Giles, T., Lewis, M., McDonald, D., San Miguel, P., Shipley, M., & Williamson, K. (2017, January). "Implementing a Liberal Arts Education: Moving from Concept to Practice." Invited panel member at the February 2017 Faculty Forum, Midwestern State University, Wichita Falls, Texas.

### Invited Research Moderator/Discussant

Lewis, M. (2018, May). "Across Time and Space: Comparative Views on Literary Journalism." Invited moderator at the International Conference for Literary Journalism Studies, Austrian Academy of Sciences, Vienna, Austria.

Lewis, M. (2017, May). "Teaching and Telling Stories in the 21st Century." Invited moderator at the International Conference for Literary Journalism Studies, Halifax, Nova Scotia, Canada.

Lewis, M. (2015, August). "Approaches to Social Media Assignments Based on the Ethical Considerations and Legal Limits Every Faculty Member Should Know." Invited moderator/discussant at the 2015 Association for Education in Journalism and Mass Communication Annual Conference, San Francisco.

### Invited Workshops

Lewis, M., & Rincón-Zachary, M. (multiple years). "Preparing effective oral and poster presentations workshop." Invited sessions to support undergraduate research and creative activities, Midwestern State University.

Lewis, M. (multiple years). "Social Media." Invited workshop as part of A Day in Mass Communication, Midwestern State University.

Lewis, M. (2019, August). "Teaching the art of the interview: The academic approach: Qualitative research." Invited workshop moderator at the 2019 Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada.

- Lewis, M.** & D'Amico, C. (2017, May). "Different assignments for each course: Citizenfour: Patriot, traitor, or TBD?" Invited presentation at the Learning Community Planning Workshop, Midwestern State University.
- Lewis, M.** (2016, September). Co-facilitate "Mentoring for Mentors: Best Practices for Undergraduate Research and Creative Activities Mentors" workshop. Midwestern State University.
- Lewis, M.** (2015, November). Co-conduct "Nuts and bolts of writing and submitting EURECA proposals" workshop. Midwestern State University.
- Lewis, M.** (2013, August). "Enhancing portfolios through creative research projects: Scholarship of application roundtable." Invited workshop presented at the 2013 Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.
- Lewis, M.** (2011, February). "Mock grant review: Dalquest Desert Research Station proposal to NSF." Invited mock proposal reviewer for the External Funding Workshop. Midwestern State University.

### Other Presentations

- Lewis, M.** (2016, December). *Engaging Students and Faculty through Learning Communities*. Invited panel member at Teaching and Learning Resource Center, Midwestern State University, Wichita Falls, Texas.
- Morrison, G., Henschel, S., Martin, L., **Lewis, M.**, & Griffin, T. (2012, October). "What's so great about D2L?" Invited panel member at Teaching and Learning Resource Center, Midwestern State University, Wichita Falls, Texas.
- Lewis, M.** (2012, June). *Small Business and Social Media*. Invited presentation at Refresh Wichita Falls (a community of web professionals interested in design, technology, and usability), Midwestern State University, Wichita Falls, Texas.
- Lewis, M.** (2009, April). *Using a Wiki Needn't Be Tricky: Some Suggestions and Lessons Learned*. Round Table Discussion presented at Teaching and Learning Resource Center, Midwestern State University, Wichita Falls, Texas.

### Grants

- Lewis, M.** *Who's Included? Examining Diversity in Teaching Literary Journalism*. Enhancing Undergraduate Research and Creative Activities Grant. 2022. \$1,525.
- Lewis, M.** *Teaching Sourcing, Interviewing and Observation of Literary Journalism Subjects*. Lamar D. Fain College of Fine Arts Research/Creative Projects Grant. 2019-2020. \$436.
- Lewis, M.** *The Challenges of Providing Effective Feedback and Grading*. Lamar D. Fain College of Fine Arts Research/Creative Projects Grant. 2017-2018. \$604.
- Lewis, M.** *Teaching Students to Write: What Works?* Midwestern State University Faculty Research Grant. 2016-2017, \$2,968.
- Reid, R. *Teaching Students to Write: What Works?* Enhancing Undergraduate Research and Creative Activities Grant. 2017. \$3,057. (I mentored Robin Reid through the grant application process and the research project. She presented the research at a national conference.)

- Lewis, M.** *Establishing Long-Form Journalism in the Curriculum*. Enhancing Undergraduate Research and Creative Activities Grant. 2016. \$3,862.
- Sernoe, J., & **Lewis, M.** *Dispatches From Libya, Women's Snowboarding Gear and Documenting What Americans Throw Out: An Examination of Kickstarter.com Journalism Projects*. Midwestern State University Faculty Research Grant. 2014-2015, \$5,000.
- Sernoe, J., & **Lewis, M.** *Dispatches From Libya, Women's Snowboarding Gear and Documenting What Americans Throw Out: An Examination of Kickstarter.com Journalism Projects*. Lamar D. Fain College of Fine Arts Research/Creativity Projects Grant. 2014-2015, \$1,357.
- Henschel, S., & **Lewis, M.** *Adapting Communication Curriculum to Meet the New Texas Core: Tracking Trends, 2013-2015*. Enhancing Undergraduate Research and Creative Activities Grant. 2014-2015. \$6,046.
- Henschel, S., & **Lewis, M.** *Adapting Communication Curriculum to Meet the New Texas Core: Tracking Trends, 2013-2015*. Enhancing Undergraduate Research and Creative Activities Grant. 2013-2014. \$5,393.
- Lewis, M.,** & Hanc, J. *Engaging with the New New Journalism: Survey Results of Educators and Best Practices*. Lamar D. Fain College of Fine Arts Research/ Creative Projects Grant. 2013-2014, \$800.
- Sernoe, J., & **Lewis, M.** *Trends in Mass Communication Curriculum: A Survey of Current Degree Plans*. Midwestern State University Faculty Research Grant. 2012-2013, \$4,350.
- Lewis, M.,** & Hanc, J. *Encouraging our Students to be Readers: Survey Results of Engaging Reading Materials*. Lamar D. Fain College of Fine Arts Research/ Creative Projects Grant. 2011-2012, \$500.
- Lewis, M.,** & Donnellan, L. *Political Beliefs and Attitudes of College Students: Using an Internet Survey Developed with Midwestern State University and Florida A&M University Student Collaboration*. Midwestern State University Research Grant. 2008-2009, \$2,494.
- Lewis, M.,** & Donnellan, L. *Political Beliefs and Attitudes of College Students: Using and Internet Survey Developed with Midwestern State University and Florida A&M University Student Collaboration*. Midwestern State University. Lamar D. Fain College of Fine Arts Research/Creative Projects Grant. 2008-2009, \$270.
- Bailey, B., & **Lewis, M.** *Efficacy of Online Simulations: Enhancing Content Knowledge and Knowledge Seeking Behaviors*. Midwestern State University. Faculty Award Grant. 2006-2007, \$1,127. (Bailey, PI).

### Fellowships and Related Work

- Lewis, M.** *Texas Social Media Research Institute Fellow*, 2014-2015.
- Lewis, M.** *Lillian Lodge Kopenbaver Center for the Advancement of Women in Communication Fellow*. 2013-2014.
- Lewis, M.** *Fellow for the 2008 National Summer Data Policy Institute on the National Center for Education Statistics (NCES) and National Science Foundation (NSF) Databases*. June 8-15, 2008.
- Lewis, M.** *Association for Institutional Research/Institute of Education Sciences-National Center for Education Statistics Fellowship for Graduate Study*. Fall 2007 – Summer 2010. \$9,000.

### Photojournalism

Photojournalist for *Boston Globe* article, “Prague’s Museum of Communism offers a sober (and sometimes light) look into a dark time” (September 5, 2018)

### Applied Research

**Lewis, M.** Coordinate assessment activities for the Midwestern State University Department of Mass Communication. 2010-present.

### Consultations

Public Education Builds Community. 2024. Kate Schneider. Communication strategy, design, and copy.

Center for Contemplative Enrichment. 2024. Louis Wilde. Nonprofit compliance consulting.

Lamar D. Fain College of Fine Arts. 2024. Worked with MSU Client Services Practicum I & II classes to plan and execute The Take Part Donor and Alumni Appreciation Event.

Brightmind. Fall 2017-present. App beta testing and upgrade testing.

July 2021. Book chapter review for *The Journalist as Naturalist*, a part of the Palgrave series *Literary Journalism Around the Globe: Traditions, Theories and Concerns*.

Lewis Razors. 2011–2020. Charlie Lewis. Website and social media.

Unified Mindfulness. 2020. Dave Dennis. Online course promotion.

Redwine Honors Program. 2020. Kristen Longo. Logo development.

Dan Stroud, MSU Assessment Specialist. 2019. Review and provide feedback for QEP Impact Report.

Dan Stroud, MSU Assessment Specialist. 2018. NVivo tutorial.

Senior Citizens Activity Center. Fall 2018. Social media.

Cabrini University. 2017. Invited external evaluator for the Department of Communication Program Review.

Unified Mindfulness. 2016-2017. Julianna Raye, Dave Dennis, & Don McCormick. Foundations Program beta testing.

Unified Mindfulness. 2016. Todd Mertz. YouTube.

Mindfulness Arts. 2016. Stephanie Nash. YouTube.

ExpandContract. 2016. Har-Prakash Khalsa. YouTube.

The Forum. 2016. Jana Schmader, Director. YouTube.

Routledge. 2016. Review new textbook, *Writing for Multimedia and the Web*.

- Wichita Falls Youth Symphony Orchestra. 2014. Website consultation and update.
- Vernon College Student Services Department. 2014. Kristin Harris, Associate Dean of Student Services. Multimedia.
- Interfaith Ministries. 2011–2014. Jean Payne, Executive Director. Provided social media, website, and printed material information via individual and student class consultations and internships.
- Wichita Falls Youth Symphony Orchestra. 2008–2009, 2012, 2014. Worked with Publication Design class to design a promotional poster. Coordinated and participated in meeting to address website and logo redesign needs and a process for filling them; provided support for mass communication student intern to redesign WFYSO website. Provided individual consultations.
- Lillian Lodge Kopenhaver Center. 2013. Lillian Kopenhaver, Founder. Assisted with assessment of workshop to provide guidance for (a) activities throughout the year and (b) the following year's workshop.
- Backdoor Theater. 2012. Dr. Jim Sernoe. Assisted with update of recurring newspaper ad to include a format that the agency can more easily maintain.
- Nonprofit Center. 2012. Stewart Harvey, Executive Director. Worked with Publication Design class to complete two printed publication redesigns.
- Wichita Adult Literacy Council. 2012. Sarah Long, Student Intern. Dr. Jim Sernoe. Provided support for website updates.
- Kemp Center for the Arts. 2011. Carol Sales. Helped determine equipment needs for front stage presentations, acquire equipment, and set up equipment; assisted with presentation development; provided on-site support during presentations.
- Vernon College Student Services Department. 2011. Kristin Harris, Associate Dean of Student Services. Facilitated planning sessions and conducted website usability analysis over a one-month period.
- Lunce, L. 2007. Doctoral Student. *An investigation of the use of instructional simulations in the classroom as a methodology for promoting transfer, engagement and motivation*. Unpublished doctoral dissertation, University of North Texas. Facilitated data analysis and interpretation of results.
- Morgan, P. 2007. Doctoral Student. *Adult learner satisfaction with web-based non-credit work force training*. Unpublished doctoral dissertation, University of North Texas. Facilitated data analysis and interpretation of results.
- Piano Technician's Guild. 2007. Dale Probst, Board President. Provided data analysis of annual convention evaluations.
- Greenwood, J. 2006. Doctoral Student. *Faculty training and professional development programs designed to impact web-based instruction in higher education: A faculty perspective*. Unpublished doctoral dissertation, University of North Texas. Facilitated data analysis.

Service**University**

Mass Communication Dept. Faculty Representative for Mustang's Rally	multiple years, ongoing
"A Day in Mass Comm" Recruiting Visits	multiple years, ongoing
Mass Communication Dept. High School Advisers Meetings/Tours	multiple years, ongoing
College of Fine Arts New Student Orientations	multiple years, ongoing
Saturday Fine Arts Showcase/Campus Tours	multiple years, ongoing
Lamar D. Fain College of Fine Arts Tenure and Promotion Committee, Member	multiple years
New Faculty Mentor	multiple years
Undergraduate Research and Creative Activities Forum Evaluator, Reviewer, and Moderator	multiple years
Partner with Career Management Center for workshops with mass communication alumnus	multiple years
University Assessment Committee, Member	2021-Present
University Assessment Committee, Alternate Member	2008-2010, 2011-2021
Lamar D. Fain College of Fine Arts Tenure and Promotion Committee, Member	2022-Present
Lamar D. Fain College of Fine Arts Tenure and Promotion Committee, Chair	2018-2020
Represent Dept. of Mass Communication on WFISD Advisory Board, Member	2017-Present
Fain Fine Arts College Research and Creative Works Committee, Member	2023-2024
Fain Fine Arts College Research and Creative Works Committee, Chair	2010-2011
Mass Communication Dept. Library Liaison	2014-2023
Mass Communication Dept. Faculty Search Committee, Member	2023
Student Allocations Committee, Member	2021-2023
SACSCOC Compliance Document Contributor	2022
College of Fine Arts Discovery Day	2022
Lamar D. Fain Fine Arts College Council	2021-2022
Lamar D. Fain Fine Arts Distinguished Alumni Committee, Member	2021-2022
Music Dept. Faculty Search Committee, Member	2021
VIP Counselor Day 2021 - Fain Fine Arts Showcase	2021
FCOFA Mustangs Roundup and Welcome for New Students	2021
Marketing/Mass Communication Minor Development	2021
Enhancing Undergraduate Research and Creative Activities Advisory Committee, Member	2013-2021
Discover MSU	2015-2021
Social Media Day Workshop	2017-2019
Mass Communication Department Awards Dinner Committee	2012-2019
Mass Communication Department Faculty Representative for Junior Day	2019
Mass Communication Dept. Faculty Search Committee, Chair	2018-2019
	2017-2018
	2014-2015
Mass Communication Department Faculty Representative for M.O.R.E. Orientation	2017, 2018
Living Learning Program: <i>House Calls!</i>	2018
Honnewell Journalism Lab Dedication Ceremony Coordinator	2017

Speed-Mentoring panel as part of Mentoring for Mentors: Best Practices for Undergraduate Research and Creative Activities Mentors event	2017
Student Conduct Committee, Member	2011-2017
Vice President for University Advancement and Public Affairs Search Committee, Member	2015-2016
Nuts and Bolts of Writing and Submitting EURECA Proposals Panel	2016
Midwestern State University faculty representative at the Texas Women in Higher Education Annual Conference	2016
Theatre Dept. Faculty Search Committee, Member	2014-2015
Fain Fine Arts College 2014 State Employee Charitable Campaign (SECC Campaign) Representative	2014
Foreign Film Series Presenter: "The Intouchables"	2013
Mass Communication Department Faculty Representative for Spirit Days	2010, 2011, 2013
Quality Enhancement Plan Proposal Committee, Member	2012-2013
Quality Enhancement Plan Best Practices Subcommittee, Member	2012-2013
Student Success Committee, Member	2008-2012
First-Year Focus Group Sub-Committee	2009
Mass Communication Department Faculty Representative for Majors Fair	2008-2011
Mass Communication Department Relay for Life, Team Member	2009-2011
Academic Advising Committee, Member	2009-2011
Online Course Evaluation Ad-Hoc Committee, Member	2010-2011
External Grant Workshop Mock Proposal Reviewer	2011
Fain Fine Arts College Research and Creative Works Committee, Member	2009-2010
Health Sciences and Human Services Interdisciplinary Committee Participant	2009-2010
Podcasting Focus Group, Participant	2008
Mass Communication Department Faculty Representative for Family Day	2008
University Assessment Committee, Chair	2007-2008
Data Standards/Security Committee, Chair	2007-2008
National Survey for Student Engagement (NSSE) Project Manager	2007-2008
Academic Technology Committee, Member	2007-2008
Administrative Council, Resource Member	2007-2008
Enrollment Management Council, Member	2007-2008
Fringe Benefits Committee, Member	2007-2008
Information Technology Advisory Committee, Member	2007-2008
Strategic Planning Committee, Member	2007-2008
Uniform Recruitment and Retention Committee, Member	2007-2008
Student Success Committee, Member	2006-2008
Foundations of Excellence First Year Experience Committee (Ad-hoc), Member	2006-2007
Conference for the Advancement of Science Teaching, Volunteer	2006

**Professional**

## Editorial and Review Board Appointments:

*Teaching Journalism and Mass Communication*

Advisory Board	2022 - Present
Review Board Member	2019 - Present
Web Designer	2018 - Present
Design Director and Production Co-editor	2017
Design Director and Production Editor	2012 - 2017
Co-founding Editor-in-Chief	2011 - 2012

*Journal of Social Media in Society*

Review Board Member	2013 - Present
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*Journalism and Mass Communication Educator*

Review Board Member	2014 - 2015
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*Educational and Psychological Measurement*

Ad-hoc Reviewer	2007 - 2008
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**Organizations**

## Council on Undergraduate Research

Member	2012 - Present
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## Association for Education in Journalism and Mass Communication

Member	2008 - Present
Member, Small Programs Interest Group	2008 - Present
Co-Webmaster, Small Programs Interest Group	2023 - Present
Webmaster, Small Programs Interest Group	2009 - 2022
Member, Commission on the Status of Women	2013 - Present
Member, Magazine Media	2017 - Present
Teaching Co-chair, Small Programs Interest Group	2010 - 2012

## Investigative Reporters and Editors

Member	2011 - Present
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## International Association for Literary Journalism Studies

Member	2011 - Present
Secretary/Membership	2018 - Present
Secretary/Membership, Understudy	2017
Strategic Services Committee, Co-chair	2017 - Present
Programming Committee, Co-chair	2018 - Present
Programming Committee, Member	2017

## Texas Association of College Teachers

Member	2008 - Present
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## Paper Reviewer:

International Association for Literary Journalism Studies	2017 - 2019
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Association for Education in Journalism and Mass Communication Annual Conference  
Communication Technology Division 2009 - 2012

Panel Moderator:

Association for Education in Journalism and Mass Communication Annual Conference  
High Density Refereed Paper Research Session: "Effects of Social  
Media on Society." August 2013

High Density Refereed Paper Research Session: "Thoughts, Words,  
and Actions in Networked Relationships." August 2011

Conference Volunteer:  
WordCamp August 2011

### **Community**

The Burkburnett Senior Citizen's Activity Center

Board member

Social media consultant, workshop provider, and promotions

The Kemp at the Forum Cowboy True Committee

Positions held: Member, volunteer

Clay County Animal Shelter

Social media consultant

Interfaith Ministries

Social media consultant; brochure development via Publication Design service-learning  
project; website design and implementation via Web Site Design service-learning project and  
assistance to student intern

Kemp Center for the Arts

Position held: Board Member

MSU College of Education

Logo development via student team and MSU TV-2 director

Region 9 P-16 Council

Logo development via student team

Wichita Falls Youth Symphony Orchestra

Website consultation and update; poster and brochure development via Publication Design  
service-learning project

National Federation of Business and Professional Women's Clubs, Inc.

Positions held: Member, First Vice President, Finance Committee Chair, Recording Secretary,  
Individual Development Training Facilitator, Young Careerist Committee Member,  
Scholarship Application Reviewer

Teen Court Board

Positions held: Member, Secretary

The Place Board

Positions held: Member, Secretary

Burkburnett Study Club

Positions held: Member, Treasurer

Wichita Falls Citizens' Police Academy Graduate and Invocation Speaker

Burkburnett Development Corporation Quality of Life Focus Group Documenter

Family Violence Coalition, Member

Partners in Education Mentor

Editorial Staff of "Best Student Essays" Publication at the University of New Mexico

The Association of Women in Communication  
 Positions held: Member, Treasurer  
 Communication Graduation and Professional Student Association, Member  
 Community Conversation on Confronting Violence Facilitator  
 Public Dialog Consortium  
 Vanguard Award Committee, Member  
 Service Corps of Retired Executives Association Volunteer Counselor  
 Science Fair Judge

### **Awards and Honors**

Midwestern State University Hardin Professor	2021
Lamar D. Fain College of Fine Arts Excellence in Teaching	2020
Dalton-Landon Foundation Award for Service to the Small Programs Interest Group of the Association for Education in Journalism and Mass Communication	2018
Midwestern State University Faculty Award	2013
Southwest Education Council for Journalism & Mass Communication Top 6 Paper, SWECJMC Southwest Symposium	2013
Association for Education in Journalism and Mass Communication Small Programs Interest Group Ginger Rudeseal Carter Miller Teacher of the Year	2013
Midwestern State University Library, READ Poster Campaign	2010
University of North Texas Dean's Award, Outstanding Paper Southwest Educational Research Association 30 <sup>th</sup> Annual Conference	2007
Texas Rising Star Award Texas Federation of Business and Professional Women's Clubs	2004
Woman on the Move Award YWCA	1998