

# Sharmila Pixy Ferris

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## EDUCATION

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Ph.D. The Pennsylvania State University (Communication, 1995)

M.A. Eastern Kentucky University (English, 1989)

B.A. Berea College (English and Psychology Honors, 1986)

### Certificates

Leadership Coaching for Organizational Performance Certificate, Rutgers University (In progress)

Education for Ministry, Sewanee University School of Theology (2018-2022)

Master Gardener, Rutgers University Agricultural Extension (2013)

Domestic Violence Response, State of New Jersey, Passaic County (2006)

## ACADEMIC APPOINTMENTS

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**William Paterson University** Wayne, New Jersey, 1995-present

Professor, Department of Communication, currently

Director, Social Justice Project, 2013-2017

Co-Director, M. A. in Professional Communication, 2012-2014

Director, Center for Teaching Excellence, 2006-2011

Director, M. A. in Media Studies, 2000-2006

**University of Alberta** Edmonton, Canada, Summers 2008-2013

Associate Faculty

**Royal Road University** Victoria, Canada, 2006-2008

Associate Faculty

**Pennsylvania State University** State College, Pennsylvania, 1990-1994,

Graduate Teaching Assistant

**University of Kentucky** Lexington, Kentucky, 1988-1989

Adjunct Faculty

**Eastern Kentucky University** Richmond, Kentucky, 1988-1989

Graduate Teaching Assistant

## PUBLICATIONS

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### Books

**Ferris, S. P.,** & Waldron, K. (forthcoming, Oct 2023). *Thriving in Academic Leadership*. Bingley, UK: Emerald Publishing.

**Ferris, S. P.,** & Waldron, K. (2021). *Higher Education Leadership: Pathways and Insights*. Bingley, UK: Emerald Publishing.

**Ferris, S. P.,** & Wilder, H. A. (Eds.) (2017). *Unplugging the Classroom: Teaching with Technologies to Promote Students' Lifelong Learning*. Cambridge, MA: Chandos, an Elsevier Imprint.

**Ferris, S. P.,** & Wilder, H. A. (Eds.) (2013). *The Plugged-In Professor: Tips and Techniques for Teaching with Social Media*. Oxford, UK: Woodhead, an Elsevier Imprint.

**Ferris, S. P.** (Ed). (2011). *Teaching, Learning, and the Net Generation: Concepts and Tools for Reaching Digital Learners*. Hershey, PA: IGI Global.

Zheng, R. & **Ferris, S. P.** (Eds.) (2007). *Online Instructional Modeling: Theories and Practices*. Hershey, PA: IGI Global.

**Ferris, S. P.,** & Godar, S. H. (Eds.) (2005). *Teaching and Learning with Virtual Teams*. Hershey, PA: Idea Group.

Godar, S., & **Ferris, S. P.** (Eds.) (2004). *Virtual and Collaborative Teams: Theory, Process and Practice*. Hershey, PA: Idea Group.

**Ferris, S. P.,** Minielli, M., Phillips, K., & Mallard, J. (2003). *Beyond Survival in the academy: A Practical Guide for Beginning Academics*. New Jersey: Hampton Press.

### Articles and Book Chapters

**Ferris, S. P.,** & Waldron, K. (2023, March 1). *SMART Practices for Centers in Communicating with Faculty*. Axis: The Praxis Blog. <http://www.praxisuwc.com/praxis-blog>. University Writing Center at the University of Texas at Austin.

**Ferris, S. P.,** Peck, D., & Smith, K. (Forthcoming, Nov 2023). Co-Mentoring Across Academic Generations. In J. Pauly, L. H. Hernández & S. Munz, Eds., *Feminist Mentoring in Academia*. Lexington Books.

Williams, S., & **Ferris, S. P.** (Forthcoming, date TBA). From theory to practice: Social media and misinformation. In G. Hummel & A. R. Hall, Eds., *Perspectives on Communication*. Kendall Hunt.

Waldron, K., & **Ferris, S. P.** (2023). Effective leadership through change: A case study of President William Harris, Alabama State University and Knight v. Alabama. *The Alabama Review*, 76(1), 47-64. DOI 10.1353/ala.2023.0003

**Ferris, S. P., & Waldron, K.** (2022). Learning from senior women leaders. In B. Cozza, C. Parnter and T. Gyles (Eds.), *Women in Higher Education Leadership*. New York, NY: Routledge.

**Ferris, S. P.** (2022). The affordances of secondary orality for online teaching and learning. In G. Jones (Ed.), *Solutions for Distance Learning in Higher Education*, pp. 108-117. Newcastle-upon-Tyne, UK: Cambridge Scholars Publishing.

**Ferris, S. P.** (2018). Faculty as leaders in the 21st century university. In Y. Inoue-Smith (Ed.), *Faculty Roles and Changing Expectations in the New Age*, pp. 248-266. Hershey, PA: IGI-Global.

**Ferris, S. P.** (2017). Transformational leadership in teams: BBC's *New Tricks*. In C. R. Murray (Ed.), *Leadership through the lens: Interrogating production, presentation, and power*, pp. 115-130. New York, NY: Lexington Books.

Smith, K. J., & **Ferris, S. P.** (2017). Using restaurant reviews to teach how to write literature reviews. *Communication Teacher*, 31(3), 161-171.

Barnet, C., & **Ferris, S. P.** (2016). Brand loyalty and online brand communities: Is brand loyalty being strengthened through social media? *International Journal of Online Marketing*, 6(3), 50-61.

Anderson, J. S., & **Ferris, S. P.** (2016). Gender stereotyping and 'The Jersey Shore': A content analysis. *Kome Journal*, 4(1), 1-19.

De Souza, I., & **Ferris, S. P.** (2015). Social media marketing in luxury retail. *International Journal of Online Marketing*, 5(2), pp. 37-57.

Soto, R., & **Ferris, S. P.** (2015). Ethnographic analysis of US Culture and Caribbean food practices. In T. M. Cassidy & F. Guignard (Eds.), *What's Cooking, Mom? Narratives about food and family*, pp 173-184. Toronto, Canada: Demeter Press.

Smith, K. J. K., & **Ferris, S. P.** (2014). Social Penetration Theory and relationship formation in Harry Potter. In K. Roberts (Ed.), *Communication Basics for Millennials – Essays on Communication Theory and Culture*, pp. 235-245. New York, NY: Peter Lang.

McLoughlin-Vignier, L., & **Ferris, S. P.** (2013). Comparing cell phone to traditional test taking: A pilot study. *Proceedings of the 2013 Lilly East conference*, Lilly Conferences on Teaching, [lillyconferences.com](http://lillyconferences.com)

Asino, T. I., Wilder, H., & **Ferris, S. P.** (2011). Innovative use of ICT in Namibia for nationhood: Special emphasis on the Namibian Newspaper. In R. Nthogo Lekoko and L. M. Semali (Eds.), *Cases on Developing Countries and ICT Integration: Rural Community Development*, pp. 53-61. Hershey, PA: IGI Press.

**Ferris, S. P., & Minielli, M. C.** (2011). Using electronic courseware: Lessons for educators. In S. J. Hoffman (Ed.), *Teaching the Humanities Online: A Practical Guide to the Virtual Classroom*. pp. 26-45. Armonk, NY: M. E. Sharpe.

**Ferris, S. P.** (2010). Assessing service learning activities. In B. Hugenberg, D. Worley, L. Hugenberg and D. Worley (Eds.) *Best Practices in Experiential and Service Learning in Communication*, pp. 30-40. Dubuque, IA: Kendall/Hunt.

Wilder, H., **Ferris, S. P.**, & An, H. (2010). Exploring international multicultural field experiences in educational technology. *Multicultural Education & Technology Journal*, 4(1), pp. 30-42  
[This was a Highly Commended Award Winner at the 2011 Literati Network Awards for Excellence. Further information regarding these awards can be found at [www.emeraldinsight.com/literati](http://www.emeraldinsight.com/literati)]

**Ferris, S. P.** (2009). Social networking and social responsibility. In R. Zheng, J. Burrow-Sanchez & C. Drew (Eds.). *Adolescent Online Social Communication and Behavior: Relationship Formation on the Internet*, pp. 167-182. Hershey, PA: IGI Global.

**Ferris, S. P.** & Ciliberti, A. (2009). Assessing learning literacies at William Paterson University. In T. Banta, B. Jones and K. Black (Eds.) *Profiles of Good Practice in Assessment*, pp. 66-75. San Francisco, CA: Jossey-Bass.

Wilder, H., & **Ferris, S. P.** (2007). Communication technology and the evolution of Knowledge. In N. M. Abdallaoui (Ed.), *Academic Reading Course for Information Science Students*. Ecole des Sciences de l'Information, Morocco.

Minielli, M. C., & **Ferris, S. P.** (2008). More than a historian – Herman Cohen: Incomparable teacher, exemplary scholar. *The Pennsylvania Scholars Series*. The Pennsylvania Communication Association.

Wilder, H., & **Ferris, S. P.** (2007). Using a wiki to write about wikis. *Journal of Electronic Publishing*, 10(2). Available online <http://hdl.handle.net/2027/spo.3336451.0010.210>

Barnes, K., Marateo, R., & **Ferris, S. P.** (2007, April/May). Teaching and learning with the Net Generation. *Innovate*, 3(4). Available online [www.innovateonline.info/](http://www.innovateonline.info/)

Wilder, H., & **Ferris, S. P.** (2006, summer). Communication technology and the evolution of knowledge. *The Journal of Electronic Publishing*, 9(2). University of Michigan Press. Available on line <http://www.hti.umich.edu/j/jep/>

**Ferris, S. P.** & Wilder, H. (2006, June/July). Uses and potentials of wikis in education. *Innovate*, 2(5), Available on line [www.innovateonline.info/](http://www.innovateonline.info/)

----- Spanish translation of the above article is available from *Associació Espiral, Educació i Tecnologia* at [http://ciberespiral.net/index.php?option=com\\_content&task=view&id=85&Itemid=61](http://ciberespiral.net/index.php?option=com_content&task=view&id=85&Itemid=61)

Minielli, M. C. & **Ferris, S. P.** (2005). Electronic courseware in higher education. *First Monday*, 10 (9). Available online [http://www.firstmonday.org/issues/issue10\\_9/minielli/index.html](http://www.firstmonday.org/issues/issue10_9/minielli/index.html)

Roper, S. & **Ferris, S. P.** (2005). MOOs as virtual communities: A case study of the DragonWings MOO. In S. Dasgupta (Ed.). *Encyclopedia of Virtual Communities and Technologies*, Hershey, PA: Idea Group.

**Ferris, S. P.** & Minielli, M. (2005). Teams and electronic technologies. In M. Khosrow-Pour (Ed.). *Encyclopedia of Information Science and Technology, Vol. I-V*, pp. 234-241. Hershey, PA: Idea Group.

**Ferris, S. P.**, & Overdorf, V. (2004, Oct-Nov). Incorporating assessment into the culture of a university. The American Association of Higher Education's *Assessment Update*, pp. 7-9.

**Ferris, S. P.** (2004). Women in the internet culture. In V. Mclean & C. Wells (Eds.) *Racism and sexism: A collaborative study*, pp. 127-138. Dubuque, Iowa: Kendall/Hunt.

**Ferris, S. P.** & Minielli, M. C. (2004). Technology and virtual teams. In S. P. Ferris & S. H. Godar (Eds.), *Virtual and Collaborative Teams: Theory, Process and Practice*, pp. 193-211. Hershey, PA: Idea Group

**Ferris, S. P.** (2004). What is CMC? A scholarly review of definitions. In *CIOS Supplemental Reader, Indiana University-Purdue University at Indianapolis*, Plymouth, MI: Hayden McNeil.

Overdorf, V., & **Ferris, S. P.** (2003, Fall). Developing a culture of assessment at a comprehensive university. *Assessment Matters*. William Paterson University.

**Ferris, S. P.**, & Roper, S. (2003). Same and cross-gender intimacy in a virtual environment. *Qualitative Research Reports*, 39 (1), 47-55.

**Ferris, S. P.** (2002). Electronic writing: Effects of computers on traditional writing. *The Journal of Electronic Publishing*, 8 (2). University of Michigan Press. Available online <http://www.press.umich.edu/jep/08-01/ferris.html>

Mallia, K. L. & **Ferris, S. P.** (2001). Telework: A review of advantages and disadvantages. *The Electronic Journal of Communication*, 10 (3-4). (Also available online: [www.ciso.org/getfile/MALLIA\\_V10N3400](http://www.ciso.org/getfile/MALLIA_V10N3400))

**Ferris, S. P.** (June 1997). Writing in cyberspace. *Computer Mediated Communication Magazine*. Available on-line: <http://www.december.com/cmc/mag/1997/jun/ferris/htm>

**Ferris, S. P.** (1998, August). Understanding virtual technologies: A review of 'Virtual Realism.' *Computer-Mediated Communication Magazine*. Available on-line: <http://www.december.com/cmc/mag/1998/aug/ferris/htm>

**Ferris, S. P.** (1997). Exploring cyberspace: A review of *Communication and Cyberspace*. *Media Ecology*. Available [http://raven.ubalt.edu/features/media\\_ecology](http://raven.ubalt.edu/features/media_ecology)

**Ferris, S. P.** (1997, January). What is CMC? A scholarly review of definitions. *Computer-Mediated Communication Magazine*. Available on-line: <http://www.http://www.december.com/cmc/mag/1997/jan/ferris/htm>

**Ferris, S. P.**, & Montgomery, M. (1996). The new orality: Oral characteristics of computer-mediated communication. *The New Jersey Journal of Communication*, 4, 55-60.

**Ferris, S. P.** (1996). Cultural and relational aspects of women's communication in on-line discussion groups. *Interpersonal Computing and Technology*, 5, 29-40. (Available on-line: <http://www.helsinki.fi/science/optek/1996/n3/ferris.txt>)

### **Research Under Review and In progress**

**Ferris, S. P.**, and Amune, B. (In progress). Immigrant Foodways in 21<sup>st</sup> Century America.

Freeman, S., & **Ferris, S. P.** (In progress). Gender Roles and Household Chores in Intimate Partner relationships.

Quiles, A., **Ferris, S. P.**, & Owlett, J (In progress). Awareness of Burn Pit Exposure Associated with America's Conflict in Afghanistan And Iraq.

**Ferris, S. P., & Sherman, G.** (Under review). Baking as mindfulness. (*Submitted to Gastronomica.*)

**Ferris, S. P., & Waldron, K.** (In progress). Intersectionality and change leadership.

## CONFERENCE PRESENTATIONS

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**Ferris, S. P.** (Accepted, and to be presented on May 26, 2023). *Global higher ed leaders on leading*. Panel to be presented at the International Communication Association Annual Convention, Toronto, Canada.

**Ferris, S. P., Peck, D., & Smith, K. J.** (Accepted, and to be presented on May 27, 2023). *Navigating the higher education workplace through feminist co-mentoring*. Paper to be presented at the International Communication Association Annual Convention, Toronto, Canada.

**Ferris, S. P., & Owlett, J.** (2023, Mar 31). *Encouraging faculty wellness and wellbeing: Coping through meditative reflection and creative collaboration*. Presentation at the Eastern Communication Association Annual Conference, Baltimore, MD.

Bartle, G., **Ferris, S. P.**, Frierson-Campbell, C., & Mohamad, G. (2023, February). Collaboration across constituencies to assess and improve women's experiences at William Paterson University of New Jersey. Paper presented at the GWGSS Breaking

**Ferris, S. P., and Waldron K.** (2022, Nov). *Effective leadership at a time of unplanned change at Alabama State University*. Paper presented at the National Communication Association Annual Convention, New Orleans, LA.

**Ferris, S. P.** (2022, Nov). *Television cooking shows, cooking practices, and ethnic identity among first generation and second generation immigrants*. Paper presented at the National Communication Association Annual Convention, New Orleans, LA.

**Ferris, S. P., and Waldron K.** (2022, May). *Higher education in the 21<sup>st</sup> Century: Insights from 20 leaders*. International Communication Association Annual Convention, Paris, France.

**Ferris, S. P., and Waldron K.** (2022, April). *Learning from leader's stories*. Eastern Communication Association Annual Convention, Philadelphia, PA.

**Ferris, S. P., Waldron, K., Cozza, B., and Parnter, C.** (November, 2021,). *Women in higher education leadership*. Paper accepted at the National Communication Association Annual Convention, November 2021, Seattle, WA.

**Ferris, S. P., and Waldron, K.** (2021, June) *Meeting the challenges of today and tomorrow: Free speech and student activism on campus*. American Association of University Administrators Leadership Seminar, Virtual.

**Ferris, S. P.** (2020, April). *Orality literacy theory and student writing*. Paper presented virtually at the Lilly Conference for Teaching and Learning, Bethesda, MD.

**Ferris, S. P.** (2019, April). *Higher education leadership: Strategies and advice*. Panel presented at the Eastern Communication Association Conference, Providence, Rhode Island

**Ferris, S. P.** (2018, April). *Building bridges to disciplinary relevance in the 21<sup>st</sup> century university*. Panel presented at the Eastern Communication Association Conference, Pittsburgh, PA.

**Ferris, S. P.** (2017, November). *Learning with technology: Any time, any place, any path, any pace*. Paper presented at the National Communication Association Conference, Dallas, TX.

**Ferris, S. P.** (2017, November). *Communication faculty working in multidisciplinary departments*. Panel presented at the National Communication Association Conference, Dallas, TX.

**Ferris, S. P.** (2016, November). *The publish or perish model: Challenges of cultural values in intercultural teaching or scholarship*. Panel presented National Communication Association Conference, Philadelphia, PA.

**Ferris, S. P.** & Soto, R. (2016, November). *Intersectionality and food choices Among immigrant women*. Paper presented at the National Communication Association Conference, Philadelphia, PA.

**Ferris, S. P.** (2016, April). *Two strategies for bettering online pedagogy*. Paper presented at the Pedagogics and Psychology of the Integrated Area of Research and Practice Conference, Tobolsk Pedagogical Institute of the University of Tyumen, Tobolsk, Russia.

Costantini, R., & **Ferris, S. P.** (2015, October). *Change management, the publishing industry and digital transformation: A communication audit of Wiley*. Paper presented at the New York State Communication Association Conference, Callicoon, New York.

Highsmith, D., Quintero, J., & **Ferris, S. P.** (2015, October). *Communication audit of WP P.R.I.D.E. staff excellence awards program*. Paper presented at the New York State Communication Association Conference, Callicoon, New York.

**Ferris, S. P.** (2014, April). *Social media in the classroom: Putting pedagogy first*. Paper presented at the Communication Association Conference, Rhode Island.

**Ferris, S. P.** (2013, May). *Outcome based teaching with social media*. Paper presented at the 2013 Lilly East conference, Bethesda, D. C.

McLoughlin-Vignier, L., & **Ferris, S. P.** (2013, May). *Comparing cell phone to traditional test taking: A pilot study*. Poster session at the 2013 Lilly East conference, Bethesda, D. C.

**Ferris, S. P.** (2012, June). *Using social media to promote higher order learning*. (Featured presenter). Paper presented at the 2012 Lilly East conference, Bethesda, D. C.

**Ferris, S. P.** (2011, June). *Effectively integrating small groups and teams into the classroom*. (Featured presenter). Paper presented at the 2011 Lilly East conference, Washington D. C.

**Ferris, S. P.** (2011, May). *Problems with social media*. Paper presented at the International Communication Association Conference, Boston

Moore, H., **Ferris, S. P.**, & Adria, M. (2010, June-July). *We are virtually on the same team: The effectiveness of self-managed teams*. Paper presented at the 14<sup>th</sup> World Multi-Conference on Systemics, Cybernetics and Informatics, Orlando, Florida.

**Ferris, S. P.** (2010, December). *Keynote Address*. William Paterson University COE Educational Technology Conference, Wayne, NJ.

**Ferris, S. P.** (2010, June). *Principles for good online education: Some lessons in teaching effectively with CMS technologies*. (Featured presenter). Paper presented at the 2010 Lilly East conference, Washington D. C.

**Ferris, S. P.** (2009). *Teaching and learning with the Net generation*. (Featured presenter). Lilly East conference, Newark, Delaware.

**Ferris, S. P.** (2008). *Are you ready for a 'Second Life'?* Paper presented at the Eastern Communication Association Conference, Pittsburgh, PA.

**Ferris, S. P.** (2008). *Cohen's influence from a social science perspective*. Paper presented at the Eastern Communication Association Conference, Pittsburgh, PA.

Wahrman, M., Weiland, L., **Ferris, S. P.**, and Ciliberti, A. (2008). *Assessing learning literacies in the WPUNJ curriculum by measuring student competencies*. Paper presented at the American Association of Colleges and Universities Conference, Boston, MA.

**Ferris, S. P.**, Ciliberti, A., Wahrman, M. (2007). *Assessing learning literacies: Meeting standards 11 & 12*. Paper presented at the Middle States Commission on Higher Education Conference, Philadelphia, PA.

**Ferris, S. P.** (2007). *Infusing educational pedagogical theory into conversations of communication, instruction and learning*. Paper presented at the National Communication Association Annual Convention, Chicago, IL.

**Ferris, S. P.** (2007). *Diversifying conceptions of the American family*. Paper presented at the Eastern Communication Association Conference, Providence, RI.

Barnes, K, Marateo, R., & **Ferris, S. P.** (2007, April). *Characteristics of the Net generation*. Paper presented at the Eastern Communication Association Conference, Providence, RI.

**Ferris, S. P.** (2005, November). *Effective teaching and learning with virtual teams*. Paper presented at the National Communication Association Annual Convention, Boston, MA.

**Ferris, S. P.** (2005, November). *M. A. only graduate programs*. Panel presented at the National Communication Association Annual Convention, Boston, MA.

Minielli, M., C., & **Ferris, S. P.** (2005, May). *Electronic courseware in higher education*. Paper presented at the International Communication Association, New York, NY.

**Ferris, S. P.** (2005, April). *Pedagogy and cyberspace: A roundtable on the evolving pedagogy of online learning*. Panel at the Eastern Communication Association Conference, Pittsburgh, PA.

**Ferris, S. P.** & Godar, S. H. (2005, March 18). *Keynote address: Assessment of e-learning*. Presented at the NJEDge Conference, Wayne, New Jersey.



**Ferris, S. P.** (2004, November). Panelist, *Developing a consulting practice that supports teaching, research, and service*. Paper presented at the National Communication Association's Annual Convention, Chicago.

**Ferris, S. P.** (2003, November). *Virtual and collaborative teams: Process, technologies and practice*. Paper presented at the National Communication Association's Annual Convention, Miami Beach, FL.

**Ferris, S. P.** (2003, November). Panel creator and Moderator, Town Hall Debate, *The role of online learning in the 21<sup>st</sup> century university*, at the National Communication Association's Annual Convention.

**Ferris, S. P.** (2003, March). *Women in technology careers*. Paper presented at Seton Hall University's Annual Celebration of Women Conference., W. Orange, NJ.

**Ferris, S. P.** (2003, March). *Women online: How women relate to computers and the internet*. Paper presented at the ALANA conference, Bloomfield, NJ.

**Ferris, S. P.** (2002, November). *Maximizing student learning with CMC*. Paper presented at the National Communication Association's Annual Convention, New Orleans, LA.

**Ferris, S. P.** (2002, April). *The role of search and rescue dogs after September 11, 2001*. Paper presented at the Eastern Communication Association, New York.

**Ferris, S. P.** (2001, November). *Women and telework*. Paper presented at the National Communication Association's Annual Convention, Seattle, WA.

**Ferris, S. P.** (2001, November). *The 'electronically engaged' discipline: Exploring the benefits and limitations of instructional technology software in the communication classroom*. Panel presented at the National Communication Association's Annual Convention, Seattle, WA

**Ferris, S. P.** (2001, October). *In the net of life: The human-animal connection*. Paper presented at the New York State Communication Association Annual Conference, Monticello, NY.

**Ferris, S. P.** (2001, November). *Work and family: Toward a communication agenda*. Panel presented at the National Communication Association's Annual Convention, Atlanta, GA.

**Ferris, S. P.** (2001, October). *Communication consulting: Getting started and tapping into current trends*, Panel presented at the New York State Communication Association Annual Conference, Monticello, NY.

**Ferris, S. P.** (2001, May). *Writing visually for the world-wide web*. Paper presented at the International Communication Association, Washington, D. C.

Godar, S. H., **Ferris, S. P.**, & Bliss, J. (2001). *Feedback in cyberspace education; Cybertheory and the dynamics of the changing classroom*. Paper presented at the United States Military Academy's Building Bridges to Learning Conference, Westpoint, NY.

**Ferris, S. P.** (2000, November). *Beyond survival in the academy*. Paper presented at the National Communication Association's Annual Convention, Seattle, WA.

**Ferris, S. P.** (2000, April). *Building assessment for service learning*. Paper presented at the Eastern Communication Association Conference, Pittsburgh, PA

**Ferris, S. P.** (1999, October). *Approaches to volunteerism as a means of connection to communities*. Paper presented at the New York State Communication Association Annual Conference, Monticello, NY.

**Ferris, S. P.** (1999, May). *Computer-mediated communication and task effectiveness in small groups*. Paper presented at the International Communication Association, San Francisco, CA.

**Ferris, S. P.** (1999, April). *Empowering minorities through technology*. Paper presented at the New Jersey Communication Association Inaugural Conference, Rider, NJ.

**Ferris, S. P.** (1999, January). *Re-assessing faculty roles and rewards at the comprehensive public university*. Paper presented at the AAHE Faculty Roles and Rewards Conference, San Diego, California.

**Ferris, S. P.** (1998, October). *Technology and identity in speech communication*. Paper presented at the New York State Communication Association Annual Conference, Monticello, NY.

**Ferris, S. P.** (1998, November). *Technological literacy: Implications for educators*. Paper presented at the Speech Communication Association's Annual Convention, New York, NY.

**Ferris, S. P.** (1998, November). *Same and cross-gender relationships in a virtual environment*. Paper presented at the Speech Communication Association's Annual Convention, New York, NY.

**Ferris, S. P.** (1998, May). Panelist, *Debate on the information highway: The end of education or the beginning of brave new schools?* Paper presented at the Eastern Communication Association Convention Saratoga Springs, NY.

**Ferris, S. P.** (1998, April). *Conversation management in computer-mediated communication*. Paper presented at the Eastern Communication Association Convention, Saratoga Springs, NY.

**Ferris, S. P.** (1997, November). *Gender stereotyping in the 1995 New York Times*. Paper presented at the National Communication Association's Annual Convention, Chicago, IL.

**Ferris, S. P.** (1997, November). *Computer-mediated communication in education: Adoption and usage*. Paper presented at the National Communication Association Convention, Chicago, IL.

Ferris, S. P. (1997, November). Panelist and Chair, *Table talk series on cyber-education in communication*, at the National Communication Association Convention, Chicago, IL.

**Ferris, S. P.** (1997, May). *Education in cyberspace*. Paper presented at the International Communication Association Conference, Montreal, Canada.

**Ferris, S. P.** (1997, April). *Debate on the Communication Decency Act*, Moderator at the Eastern Communication Association Annual Conference, Baltimore, MD.

**Ferris, S. P.** (1997, April). *Cyberspace, the next generation*. Paper presented at the New Jersey Communication Association Inaugural Conference, Montclair, NJ.

**Ferris, S. P.** (1997, April). *Implications for nonverbal communication in computer-mediated communication research*. Paper presented at the Eastern Communication Association Convention, Baltimore, MD.

**Ferris, S. P.** (1996, November). *Formative influences: Woolbert and Winans and the development of speech communication as a discipline*. Paper presented at the Association for Rhetoric of Science Pre-conference at the Speech Communication Association Convention, San Diego, CA.

**Ferris, S. P.** (1996, November). *Moving toward tenure: Developing a tenure portfolio*. Paper presented at the Speech Communication Association Convention, San Diego, CA.

**Ferris, S. P.** (1996, April). *Webgrrls in the internet culture*. Paper presented at the International Communication Association Convention, Chicago, IL.

**Ferris, S. P.** (1996, April). *Gender, technology, and empowerment: Gender stereotyping in the 1995 New York Times*. Paper presented at the Eastern Communication Association Convention, New York, NY.

**Ferris, S. P.** (1996, April). *Cultural and relational aspects of women's communication in on-line discussion groups*. Paper presented at the Eastern Communication Association Convention, New York, NY.

**Ferris, S. P.** (1995, November). *The experimental social scientific model in Speech Communication research: Influences and consequences*. Paper presented at the Speech Communication Association Convention, San Antonio, Texas.

**Ferris, S. P.** (1995, April). *The new orality: Oral characteristics of computer-mediated communication*. Paper presented at the Eastern Communication Association Convention, Pittsburgh, PA.

**Ferris, S. P.** (1995, April). *Individual gender differences in satisfaction with computer-mediated and face-to-face communication in decision-making groups*. Paper presented at the Eastern Communication Association Convention, Pittsburgh, PA.

**Ferris, S. P.** (1994, November). *Computer-mediated communication and organizational choice*. Paper presented at the Speech Communication Association Convention, New Orleans, LA.

**Ferris, S. P.** (1994, May). *Computer-mediated communication in problem-solving groups*. Paper presented at the Conference on Corporate Communication, Hackensack, NJ.

**Ferris, S. P.** (1994, April). *The development and validation of a measure of orality and literacy in computer-mediated communication*. Paper presented at the Eastern Communication Association Convention, Washington D. C.

**Ferris, S. P.** (1992, April). *A critique of symbolic convergence theory*. Paper presented at the Eastern Communication Association Convention, Portland, Maine.

## AWARDS AND GRANTS RECEIVED

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William Paterson University, Assigned Release Time awards for Research, annually, 1995-2020

Interactivity Foundation grant, 2011-2012 & residency in summer 2009

Faculty Excellence Award for Teaching, William Paterson University, 2011

Fulbright Senior Specialists Candidate, 2005-2010.

Faculty Excellence Award for Research, William Paterson University, 2007

William Paterson University, Assessment Grant, 1998

Faculty Development Grant, School of Arts and Communication, 1995

Dissertation Award Grant from the Pennsylvania State University, 1994

### **Grants Declined**

Nominated for NJ Environmental Educator of the Year Award, 2005

National Science Foundation – 2001 (Impact of Communication Technology Enhancements on Collaborative Learning, with co-PI Susan Godar), \$394,425.

Fulbright Application #2419, Spring 2003: Project entitled “Team Teaching and Collaborative Research on Communication and Technology.” Passed review, but circumstances prevented my ability to pursue the award at the Indian Institute of Management, India.

### **INVITED TALKS**

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*Keynote Address*, (2012, October). Lilly Conference, Traverse City, Michigan.

*Chair*, (2011, June), Media Ecology Association Conference, Edmonton, Alberta.

*Keynote Address*, December 2010, William Paterson University’s Education technology Conference.

*Invited speaker*, (2005, March), Keane University.

*Invited speaker*, (2000, March), Bergen Community College.

*Invited speaker* (1997, May), Fordham University's Ong Symposium

*Judge*, International Forensics Tournament, London, England, March 1996.

### **EDITORIAL AND REVIEW BOARDS**

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Editor, Skylands, the New Jersey Botanical Garden quarterly journal, 2020-present

Board, Communication Association of Eurasian Researchers, 2015-2019

Research Associate, Center for Intercultural New Media Research, 2011-present

Editorial Board *International Journal of Cyber Behavior, Psychology and Learning*, 2010-2012

Reviewer, *Lilly International Conference*, 2010-2018

Reviewer, *Vestnik: A Russian Journal of Communication*, 2006-2009

Reviewer, *Critical Studies in Mass Communication*, 2000-2006

Editorial Board, *New Jersey Journal of Communication*, 1996-2003

Reviewer, *Journal of Broadcasting and Electronic Media*, 1997-2001

Reviewer, Eastern Communication Association Human Information Technology Interest Group, 1995-1996 & 1997-1998

### **PROFESSIONAL ASSOCIATIONS**

International Communication Association

National Communication Association

Eastern Communication Association

### **CONSULTING**

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Organizational Development in the areas of Diversity, Leadership, and Teamwork.

Clients have included

- AAA of New Jersey
- AT&T
- BAE Electronics
- Bel-Art
- Maddox
- The New Jersey Botanical Gardens
- RTP Environmental
- Reckitt & Benckiser
- TNT Educational Services
- State Farm

## TEACHING

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### **William Paterson University 1994-present**

#### **Undergraduate courses**

Business and Professional Communication  
 Communicating Food (a diversity and justice course)  
 Communication in Action  
 Communication Research Methods  
 Communication Theory  
 Food and Community (a civic engagement course in the Public Health Department)  
 Intercultural Communication  
 Interpersonal Communication  
 Language, Gender and Communication  
 Mass Communication  
 Oral Interpretation  
 Organizational Communication  
 Public Relations Case Studies  
 Public Speaking  
 Seminar in Groups and Teams  
 Survey of Communication  
 Technology and Society

#### **Graduate courses**

Communication Technology and Social Interaction  
 Communication Theories  
 Introduction to Communication Research  
 Leadership and Group Communication  
 Master Project  
 Organizational Communication

#### **Interdisciplinary and Collaborative teaching**

Cluster courses from 1995-2011, team taught with various disciplines including Economics, English, Environmental Science, Geography, Philosophy and Psychology  
 Ecofeminism (in Women's and Gender Studies)  
 Freshman Seminar  
 Language, Gender and Communication (Team-taught with English)  
 Women's Changing Roles (in Women's and Gender Studies)

**Online courses (prior to Covid-19 pivot)**

Communication Technology and Social Interaction  
Ecofeminism  
Group Discussion  
Leadership and Teamwork  
Organizational Communication  
Women's Changing Roles

**Curriculum Design and Innovation (new courses created independently)**

Communicating Food: Economic, Social, Political and Cultural Perspectives  
Communication in Action Honors  
Communication Technology and Social Interaction  
Ecofeminism  
Feminist Methodologies  
Language, Gender and Communication,  
Leadership and Communication  
Organizational Communication  
Public Speaking Honors  
Seminar in Applied Communication: Animal-Human Communication  
Technology and Society

**University of Alberta, 2008-2013**

Organizational Communication

**Royal Roads University, 2006-2008**

Organizational Communication

**Eastern Kentucky University (*Instructor of Record*) 1986-1989**

English Composition  
Introduction to Literature

**University of Lexington (*Adjunct*) 1988-1989**

English Composition  
Introduction to Literature

**Pennsylvania State University (*Instructor of Record*) 1990-1994**

Group Communication  
Public Speaking

**SERVICE**

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**LEADERSHIP IN SERVICE**

Director, Social Justice Project	2013-2017
Co-Director, M. A. in Professional Communication	2012-2014
Director, Center for Teaching Excellence	2005-2011
Director, M. A. in Media Studies program	2000-2006
Advisory Board, Gandhian Forum for Peace and Justice	2009-present

Middle States PRRA Committee	2014 & 2019
Senate Executive Committee,	2003-2007
Assessment Coordinator, College of Arts and Communication	2000-02
Chair, Graduate Curriculum Committee,	2000-2006
Chair, Senate Assessment Committee	2000-2002
Chair, Institutional Review Board	1999-2001
Chair, Senate Research Council	1997-1999
Advisor, Lambda Pi Eta, the Communication Honor Society	1995-2001

## **SERVICE TO THE UNIVERSITY**

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Women's Task Force, Spring 2022- Feb 1, 2023  
 Senate Covid Impact Task Force, Fall 2022- Spring 2023  
 Asian Studies Committee, 2003-present  
 Department of Communication Graduate Curriculum Committee, 2004-present  
 Gandhian Forum for Peace and Justice Advisory Board, 2009-present  
 Social Justice Project Steering Committee, 2000-2021  
 Multicultural Center Committee, 2018-2019  
 Strategic Enrolment Management Committee, 2012-2018  
 Middle States PRRA Committee, 2014-2016 and 2018-2019  
 Information Technology Advisory Group, 2005-2016  
 Honors Advisory Committee, 2006-2013  
 Learning Communities Committee, 2006-2011  
 Learning Spaces Committee, 2007-2012  
 Learning Literacies Team, 2004-2011  
 Retention Management Committee, 2006-2011  
 Board of Trustees Minority Committee, Faculty representative 2005-2009  
 University Summer Enrolment Committee, 2006-7  
 New Jersey Faculty Development Network, 2005-2007  
 Women's Center Advisory Board, 2001-5  
 Asian Studies Scholarship Committee, 2006-2009  
 University Graduate Director's Council, 2000-02 and 2003-2008  
 Faculty Senator, 2002-2012  
 Search Committee for Provost, 2005-2006  
 University Range Adjustment Committee, 2007-2008  
 University Promotion Committee, 2005  
 Department DAC Committee, 2004-5  
 Department Range Adjustment Committee, 2004-2005, 2009-2012, 2015-2017  
 Academic Standards Task Force of Timely Degree Completion Initiative, 2003-4  
 Department Promotion Committee, 2003, 2004, 2008, 2009  
 University Faculty Range Adjustment Committee, 2001, 2002, 2004  
 WPUNJ Institutional Review Board, 1998-2004  
 First Year Seminar Advisory Committee, 2002-2004  
 Department of Communication Executive Committee, 2001-2002 and 2003-2004  
 Advisor to the Delta Gamma Epsilon sorority, 2002-3  
 Middle States Accreditation Graduate Task Force, 2000-01  
 Career Development Task Force, 2000-02  
 Center for Teaching Excellence Advisory Board, 2000-02  
 University Graduate Director's Council, 2000-2006

Writing Across the Curriculum Team, 2000-01  
Professional Writing Group, W.A.C, 2000-02  
Web Master, Department of Communication, 1999  
Academic Computing Advisory Group, 1999-2002  
Member, Institutional Review Board, 1997-99  
College of the Arts and Communication Curriculum Committee, 1997-98  
Senate Research Council, 1995-97  
Senate Undergraduate Council, 1996-97  
Teaching Learning Technology Roundtable, 1995-96 and 1999-2018  
Advisor to Beta Xi chapter of Lambda Pi Eta Honor Society, 1996-2001  
Communication Department Graduate Curriculum Committee, 1997-2005  
Communication Department Executive Council, 2000-01 and 1996-97  
Co-Chair, Department of Communication Undergraduate Curriculum Committee, 1994-96  
University Search Committees - numerous, including (but not limited to) Director of Instructional Research and Technology; many searches in the Department of Communication; Women's Center Director; Instructional Research and Technology; Director of Sponsored Programs (2 searches), Dean of School of Arts and Communication,(two searches); Dean of Student Services; and Provost  
Department of Communication Search Committees, numerous, 1999-2018  
Reader at University Graduation ceremony, 1997-2010

## **CITIZENSHIP AND OUTREACH**

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Board of Trustees, New Jersey Botanical Gardens, 2020-present  
Red Cross, 2017-present  
Domestic Violence Response Team volunteer, 2006-present  
Master Gardener, Rutgers Cooperative Extension, Passaic County, 2013-present  
Docent, New Jersey Botanical Gardens, 2013-present  
Hawthorne Ecumenical Council, 2019-present  
Board of Trustees, Ramapo-Bergen Animal Refuge Inc., 2010-2012  
Adoption Counselor, Ramapo-Bergen Animal Refuge Inc., 2010-2016  
Dissertation Award Committee, Organization for the Study of Communication, Language & Gender, 2007 & 2008  
Literacy Volunteers of America, 2005-2010  
Outreach and Service, Catholic Campus Ministry, 1995-2010  
Workshops and presentations for the New Jersey Project, 2000-2009  
Judge, Harold Innis Dissertation Awards, 2002  
Judge, International Forensics Tournament (London, England), 1996

## **REFERENCES**

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William Paterson University  
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Bob Rosen  
(Past) Director, Center for Teaching Excellence  
Professor Emeritus, Department of English  
William Paterson University  
[WaldronK@wpunj.edu](mailto:WaldronK@wpunj.edu)