

# Tracy Rutherford

<https://orcid.org/0000-0003-3875-4791>

Virginia Tech, Department of Agricultural, Leadership, and Community Education

214 Litton Reaves Hall, Blacksburg, VA 24061

(540) 231-8187

trutherford@vt.edu

## *Education*

- Ph.D. Agricultural Education Department of Agricultural Education, 1998  
Texas A&M University, College Station, Texas  
Dissertation: A National Survey of FFA Members' Self-Perceived Leadership Skills  
Focus Area: Leadership Studies
- M.A. Speech Communication Department of Speech Communication, 1996  
Texas A&M University, College Station, Texas  
Focus Area: Rhetoric and Public Affairs
- B.S. Animal Science Department of Animal Science, 1994  
Cornell University, Ithaca, New York

## *Relevant Professional Experience*

### **Department Head**

**July 2019-present**

Department of Agricultural, Leadership, and Community Education  
Virginia Tech, Blacksburg, VA

Major responsibilities: Faculty recruiting, hiring, promotion & tenure, and recognition; staff hiring, professional development, and recognition; budgeting, resource allocation, decision making, and oversight for \$2.2M departmental annual budget, ~\$2.3M grant awards and ~\$1.7M endowment; diversity, equity, and inclusion efforts; facilities management; oversight for undergraduate and graduate programs; supervision of tenured/tenure-track faculty, non-tenure-track instructional faculty, administrative/professional faculty, research faculty, administrative staff, strategic planning and performance tracking; department climate and culture; stakeholder relationships, development, and external communication; and representing and advocating for the department to the university community.

### **Faculty Affairs, Faculty Fellow**

**August 2022-present**

Virginia Tech, Blacksburg, VA

Major responsibilities: Evaluation of current university hiring and promotion of Collegiate Faculty positions to create consistency and understanding across colleges and departments, recommend action items for future programming and communication.

### **Associate Department Head, Academic Programs**

**2016-2019**

Major responsibilities: Oversight of graduate and undergraduate programs serving 1500 in four majors, three minors, and five graduate degree programs students; annual program assessment; supervise two academic staff and four academic advisors; resolve student appeals/waivers/problems; budgeting and resource allocation for graduate assistantships, undergraduate experiential education, and instructional support; external stakeholder relationships and advancement; and development of recruitment programming and internship programs; lead external review committee; represent department head when needed at college and university events/meetings; serve as acting department head as needed; chair department curriculum committee and interface with college and university curriculum committees.

### **Associate Department Head, Undergraduate Programs**

**2011-2016**

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Major responsibilities: Implement university and college academic policies and programs; supervise four full-time academic advisors; develop and oversee implementation of advising processes and tools; lead annual program assessment report; lead implementation of undergraduate curriculum requirements; develop student-focused department policies and documents; oversee departmental student recruiting activities; resolve undergraduate student appeals/waivers/problems; chair department curriculum committee and interface with college and university curriculum committees.

|  |                                |                  |
|--|--------------------------------|------------------|
| <b>Professor</b>   | <b>2014-2019</b>               |                  |
| Associate Professor (promoted and tenured September 1, 2008)   | 2008-2014                      |                  |
| Assistant Professor  | 2002-2008                      |                  |
| Department of Agricultural Leadership, Education, and Communications, Agricultural Communications and Journalism Program, Texas A&M University, College Station, Texas |                                |                  |
| <b>Graduate Faculty member</b>   | <b>Texas Tech University</b>   | <b>2004-2019</b> |
| <b>Assistant Professor</b>   | <b>1999-2002</b>               |                  |
| Department of Communications - Agricultural Journalism Program, Kansas State University  |                                |                  |
| <b>Graduate Teaching Assistant</b>   | <b>August 1996-August 1998</b> |                  |
| Department of Agricultural Education, Texas A&M University   |                                |                  |
| <b>Graduate Teaching Assistant</b>   | <b>August 1994-August 1996</b> |                  |
| Department of Speech Communication, Texas A&M University   |                                |                  |
| <b>Legislative Coordinator</b>   | <b>January-May 1999</b>        |                  |
| Texas Dairy Coalition, Austin, Texas   |                                |                  |
| <b>Agriculture and Natural Resource Policy Intern</b>  | <b>August-December 1998</b>    |                  |
| United States Representative Ciro D. Rodriguez, 28 <sup>th</sup> District of Texas   |                                |                  |
| <b>National Association of Agricultural Educators</b>  | <b>August 1998</b>             |                  |
| Agricultural Communications Fellow   |                                |                  |

## *Selected Honors and Awards*

|      |   |
|------|---|
| 2021 | Virginia Tech Office of <b>Faculty Affairs Fellow</b>   |
| 2021 | <b>Food Systems Leadership Institute</b> fellow   |
| 2020 | <b>LEAD 21</b> participant  |
| 2020 | <b>American Association of Agricultural Educators Fellow</b>  |
| 2020 | <b>Distinguished Lecture</b> – American Association of Agricultural Educators Southern Region   |
| 2018 | <b>North American Colleges and Teachers of Agriculture Teaching Scholar</b>   |
| 2016 | <b>VIP Citation</b> , National FFA Association, (The VIP citation honors individuals who have dedicated many years of service to FFA and agricultural education on a national level.) |
| 2014 | <b>Association for International and Agricultural Extension Education Fellow</b>  |
| 2014 | <b>USDA-NIFA Southern Region Excellence in College and University Teaching Award in the Food and Agricultural Sciences</b>  |
| 2012 | <b>NACTA Teacher Fellow Award</b>   |

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- 2010 **ACE Research Award of Excellence**  
2010 AgriLife Advanced Leaders Program participant  
2006 **The Association of Former Students Distinguished Achievement Award for Teaching** (Three awards per college annually)  
2004 Honorary American FFA Degree (Highest honorary degree awarded by the National FFA Organization; individual must have provided exceptional service to agriculture, agricultural education, or the FFA to receive award)  
1998 Groseclose Fellow, National Association of Agricultural Education

## *Current National Leadership Roles*

|   |                |           |
|---|----------------|-----------|
| AAAE Leadership Academy, co-chair   |                | 2023-2025 |
| NACTA Journal Editor-in-Chief   |                | 2022-2025 |
| Journal of Applied Communications, Editorial Board                                    | Member         | 2021-2024 |
| NCAC-24: Agriculture, Food, and Natural Resources Applied Behavioral Sciences         | Chair          | 2024-2026 |
| Experiment Station Committee on Organization and Policy: Social Sciences Subcommittee | Past-Chair     | 2023-2025 |
| AAAE-Southern Region  | Past-President | 2022-2024 |

## *Active Professional Memberships*

|  |  |              |
|--|--|--------------|
| National Communications Association                                |  | 2019–present |
| Association for International Agricultural and Extension Education |  | 2011–present |
| National Association of Colleges and Teachers of Agriculture       |  | 2004–present |
| American Association for Agricultural Education                    |  | 2003–present |
| Association for Communication Excellence                           |  | 1999–present |

## **Research/Grantsmanship Activities**

### *Refereed Journal Articles* (\* denotes graduate student, \*\* denotes undergraduate student)

1. Spence, J. R., Redwine, T., **Rutherford, T.**, & Dooley, K. (2023). Unanticipated unity and independence: A photovoice of Ugandan gender-based agriculture issues. *Advancements in Agricultural Development*. <https://doi.org/10.37433/aad.v4i2.283>
2. Parrella, J., Koswatta, T., Leggette, H., Ramasubramanian, S., & **Rutherford, T.** (2022). Teaching scientists to communicate: Developing science communication training based on scientists' knowledge and self-reflectiveness. *International Journal of Science Education*. <https://doi.org/10.1080/21548455.2022.2068809>
3. Koswatta, T., Parrella, J., Leggette, H., Ramasubramanian, S., & **Rutherford, T.** (2022). Improving public science communication: A case study of scientists' needs when communicating beyond the academy. *International Journal of Science Education*. <https://doi.org/10.1080/21548455.2022.2055191>
4. Wagner, S. & **Rutherford, T.** (2019). Impact of computer-based peer review on college students' performance and perceived self-efficacy in an online graphic design course. *Journal of Applied Communications*. 103(4). <https://doi.org/10.4148/1051-0834.2228>

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5. Costello, L. & **Rutherford, T.** (2019). Expert? What does that mean? Describing the term “Expert” in Agricultural Communications, Education, Extension and Leadership Research. *Journal of Applied Communications*. 103(1). <https://doi.org/10.4148/1051-0834.2211>
6. \*Prather, B., Leggette, H. R., & **Rutherford, T.** (2018). Investigating students' experience at a professional development conference. *NACTA Journal* 62(2) 151-160.
7. Redwine, T., Blackburn, J., Bunch, J. C., Greenhaw, L., **Rutherford, T.**, Wingenbach, G., & Walther, D., (2017) Describing Parents’ perceptions, valuation, and support of study abroad programs at three southern land-grant universities. *Journal of Agricultural Education*, 58(4), 241-254. <https://doi.org/10.5032/jae.2017.04241>
8. Redwine, T., Wagner, S., **Rutherford, T.**, & Wingenbach, G. (2018). Outcomes of Study Abroad in Three Domains of Human Development 1, 2. *NACTA Journal*, 62(1), 77-83.
9. Leggette, H. R., **Rutherford, T.**, Dunsford, D., & Costello, L. (2015). A review and evaluation of prominent theories of writing. *Journal of Applied Communications*, 99(3), 37–80.
10. Specht, A. & Rutherford, T. (2015). The Pastoral Fantasy on the Silver Screens: The Influences of Film on American Cultural Memory of the Agrarian Landscape. *Journal of Applied Communications*, 99(1), 21-37.
11. Leggette, H. R., **Rutherford, T.**, & Dunsford, D. (2015). A model to augment critical thinking and create knowledge through writing in the social sciences of agriculture. *NACTA Journal*, 59(3), 245–252.
12. Murphrey, T., Rutherford, T., Doerfert, D., Edgar, L., & Edgar, D. (2014). An Examination of Usability of a Virtual Environment for Students Enrolled in a College of Agriculture. *Journal of Agricultural Education*, 55 (4), 38-52.
13. Specht, A., McKim, B., & **Rutherford, T.** (2014). A Little Learning in Dangerous: The Influence of Agricultural Literacy and Experience on Young People's Perceptions of Agricultural Imagery. *Journal of Applied Communications*, 98 (3), 63-73.
14. Garrett, R., Balinas, M., Wingenbach, G., **Rutherford, T.**, Fath, K., Alvis, S., Bielecki, C., McGucken, A., & Pratt, O. (2014). Members’ Perceived Benefits and Values of the Association for International Agricultural and Extension Education. *Journal of International Agriculture Extension Education*, 21 (2), 6-16. [doi:10.5191/jiaee.2014.21201](https://doi.org/10.5191/jiaee.2014.21201)
15. Rouse, L., Bielecki\*, C., McGucken, A., Wingenbach, G., **Rutherford, T.**, Pratt\*, O., & Balinas, M. (2014). Eurocentrism and agriculture at a U.S. land grant university. *Journal of Extension Systems*, 30(1), 11-29.
16. \*Specht, A. & **Rutherford, T.** (2013). Agriculture at eleven: Visual rhetoric and news media portrayals of agriculture. *Journal of Applied Communications* 97(4), 96-106.
17. Rouse, L., **Rutherford, T.**, & Wingenbach, G. (2013). Selected college of agriculture students’ attitudes about agriculture: Eurocentric origins. *NACTA Journal* 57(4), 31-37.

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18. \*Chang, C., \*Pratt, O., \*Bielecki, C., \*Balinas, M., \*McGucken, A., **Rutherford, T.**, & Wingenbach, G. (2013). Agriculture students' interests, preferences, barriers, and perceived benefits of international educational experiences. *NACTA Journal* 57 (3a), 97-103.
19. Murphrey, T., **Rutherford, T.**, Doerfert, D., Edgar, L., & Edgar, D. (2013). Chalkboards to virtual environments: The integration of technology into the agricultural communications classroom. *Journal of Applied Communications*, 97 (2), 23-35.
20. \*Glaze, C., Edgar, L., Rhoades, E., & **Rutherford, T.** (2013). Visual communications: An analysis of students' perceptions of rural America based on selected photographs. *Journal of Applied Communications*, 97 (1), 9-24.
21. \*Black, C., Moore, L., Wingenbach, G., & **Rutherford, T.** (2013). Selected students' perspectives on international service-learning: A case study in Chajul, Guatemala. *Journal of International Agriculture Extension Education*, 20 (2), 6-19. doi: 10.5191/jiaee.2013.20201
22. White, J. & **Rutherford, T.** (2012). Impact of newspaper characteristics on reporters' agricultural crisis stories: Productivity, story length, and source selection, *Journal of Applied Communications*, 96(3), 88-104.
23. Edgar, L., Edgar, D., \*McGuire, A., **Rutherford, T.**, Doerfert, D., & Murphrey, T. (2012). Crisis communication needs assessment: A Delphi study to enhance instruction for agricultural communicators and other stakeholders. *NACTA Journal*, 56(4), 71-77.
24. **Rutherford, T.** (2012). Perception meets reality: A case study of faculty and student reflections of participation in the 2011 World (AIAEE) Conference and related activities. *Journal of International Agriculture and Extension Education*, 19(3), 50-62. doi:10.5191/jiaee.2012.19305
25. \*Settle, Q., Doerfert, D. L., Irlbeck, E., Akers, C., Burris, S., Wingenbach, G., & **Rutherford, T.** (2012). The effects of an agricultural communications workshop on self-efficacy and career interest: A comparison between agriculture and non-agriculture students. *NACTA Journal*, 56(4), 71-77.
26. \*Leggette, H., **Rutherford, T.**, \*Sudduth, A., & Murphrey, T. (2012). Using Second Life to educate in agriculture: A review of the literature. *NACTA Journal*, 56(2), 29-37.
27. \*Leggette, H., \*Witt, C., Dooley, K., **Rutherford, T.**, Murphrey, T., Doerfert, D., & Edgar, L. (2012). Experiential learning using Second Life: A content analysis of student reflective writing. *Journal of Agricultural Education*, 53(3), 124-136. doi:10.5032/jae.2012.03124
28. Murphrey, T., **Rutherford, T.**, Doerfert, D., Edgar, L., & Edgar, D. (2012). Technology acceptance related to Second Life, social networking, Twitter, and content management systems: Are agricultural students ready, willing, and able? *Journal of Agricultural Education*, 53(3), 56-70. doi:10.5032/jae.2012.03056
29. \*Settle, Q., Telg, R., Baker, L., Irani, T., Rhoades, E., & **Rutherford, T.** (2012). Social media in education: The relationship between past use and current perceptions. *Journal of Agricultural Education*, 53(3), 137-153. doi:10.5032/jae.2012.03137

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30. Edgar, L., & **Rutherford, T.** (2012). A semiotic analysis of the Texas Cooperative Extension marketing project. *Journal of Applied Communications*, 96(1), 15-28.
31. Edgar, L., & **Rutherford, T.** (2011). Citation structure: An analysis of the literature cited in the *Journal of Applied Communications* from 1997 to 2006. *Journal of Applied Communications*, 95(2), 34-47.
32. \*Witt, C., Doerfert, D., **Rutherford, T.**, Murphrey, T., & Edgar, L. (2011). The contribution of selected instructional methods toward graduate student understanding of crisis communications. *Journal of Applied Communications*, 95(3), 34-44.
33. \*Fraze, L., **Rutherford, T.**, Wingenbach, G., & \*Wolfskill, L. (2011). Urban high school students' perceptions about agricultural careers and general agricultural knowledge. *NACTA Journal*, 55(4), 75-81.
34. \*Long, J., **Rutherford, T.**, & Wingenbach, G. (2011). Opinion leaders influence on college students' perceptions of the national identification system. *The Texas Journal of Agriculture and Natural Resources*, 24, 18-27.
35. \*McGovney-Ingram, R., **Rutherford, T.**, & Larke, A., (2011). The voices of minority students in an agricultural communications and journalism program: A case study. *Journal of Applied Communications*, 95(2), 21-33.
36. \*McKim, B., **Rutherford, T.**, Torres, R., & Murphy, T. (2011). Organizational climate of the American Association for Agricultural Education. *Journal of Agricultural Education*, 53(1), 87-99.
37. \*Settle, Q., Telg, R., Irani, T., Baker, L. M., Rhoades, E., & **Rutherford, T.** (2011). Instructors' social media use and preferences in agriculture classes. *NACTA Journal*, 55(2), 78-83.
38. \*Fraze, L., Wingenbach, G., **Rutherford, T.**, & Wolfskill, L. (2011). Effects of a recruitment workshop on selected urban high school students' attitudes and self-efficacy toward agriculture as a subject, college major, and career. *Journal of Agricultural Education*, 52(4), 123-135. doi:10.5032/jae.2011.04123
39. White, J., & **Rutherford, T.** (2009). Impact of reporter work role identity on news story source selection: Implications for coverage of agricultural crises. *Journal of Applied Communications*, 93(3-4), 15-31.
40. Edgar, L., **Rutherford, T.**, & Briers, G. (2009). Research themes, authors, and methodologies in the *Journal of Applied Communications*: A ten-year overview. *Journal of Applied Communications*, 93(1-2), 21-34.
41. \*Norwood-Tolbert, J., & **Rutherford, T.** (2009). A semiotic analysis of biotechnology and food safety images in *Time*, *Newsweek*, and *U.S. News, & World Report*. *Journal of Applied Communications*, 93(1-2), 6-15.
42. Edgar, L., Boyd, B., **Rutherford, T.**, & Briers, G. (2009). Research themes, authors, and methodologies in the *Journal of Leadership Education*: A five-year look. *Journal of Leadership Education*, 8(2), 138-157.
43. Stedman, N. L. P., **Rutherford, T.**, Rosser, M. H., & Elbert, C. (2009). When leadership counts: Engaging youth through the Washington Leadership Conference. *Journal of Agricultural Education*, 50(1), 92-104.

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44. Rosser, M., Stedman, N., Elbert, C., & **Rutherford, T.** (2009). Making a difference: Two case studies describing the impact of a capstone leadership education experience provided through a national youth leadership program. *Journal of Leadership Education*, 7(3), 83-99.
45. Edgar, L., Edgar, D., Briers, G., & **Rutherford, T.** (2008). Research themes, authors, and methodologies in the *Journal of Agricultural Education: A ten year look*. *Journal of Southern Agricultural Education Research*, 58(4), 44-60.
46. Edgar, L., Briers, G., & **Rutherford, T.** (2008). Research themes in agricultural education: Future gap analysis of the national research agenda. *Journal of Southern Agricultural Education Research*, 58(4), 61-80.
47. Wingenbach, G. J., & **Rutherford, T. A.** (2007) State FFA officers' confidence and trustworthiness of biotechnology information sources. *Journal of Agricultural Education*, 48(4), 43-54.
48. \*Kraatz, C., Wingenbach, G. J., & **Rutherford, T. A.** (2006). Texas organization board members communication methods and the 2002 Farm Bill. *Texas Journal of Agricultural and Natural Resources*, 19, 93-101.
49. Stedman, N. L. P., **Rutherford, T. A.**, & Roberts, T. G. (2006). Does providing feedback to student reflections impact the development of their leadership competence? *Journal of Leadership Education*, 5(3), 177-190.
50. Wingenbach, G. J., & **Rutherford, T. A.** (2006). National agricultural and Texas journalists' attitudes toward and information sources for biotechnology issues. *AgBioForum*, 9(1), 42-50.
51. \*Catchings, C., Wingenbach, G. J., & **Rutherford, T. A.** (2005). Texas agricultural organization board members' knowledge of and information sources for the 2002 Farm Bill. *Journal of Applied Communications*, 89(4), 69-81
52. Wingenbach, G. J., & **Rutherford, T.A.** (2005). Trust, bias, and fairness of information sources for biotechnology issues. *AgBioForum*, 8(4), 213-220.
53. Fritz, S., Hussmann, D., Wingenbach, G. J., **Rutherford, T. A.**, Egger, V., & Wadhwa, P. (2004) Awareness and acceptance of biotechnology issues among youth, undergraduates, and adults. *AgBioForum Journal*, 6(4), 178-184.
54. Wingenbach, G. J., **Rutherford, T. A.**, & Murphy, T. (2004). Boundless science for bountiful agriculture: conducting a national essay contest for middle school youth. *NACTA Journal*, 48(3), 36-40.
55. Wingenbach, G. J., **Rutherford, T. A.**, & Dunsford, D. (2003). Agricultural communications students' awareness and perceptions toward biotechnology issues. *Journal of Agricultural Education*, 44(4), 80-93.
56. Melgares, P., **Rutherford, T. A.**, & \*\*Alexander, L. (2003). How newspapers in Kansas are using news releases from K-State Research and Extension. *Journal of Applied Communications*, 87(3), 15-27.
57. **Rutherford, T. A.**, Townsend, C., Cummins, R., Conrad, C., & Briers, G. (2002). Leadership self-perceptions of WLC participants. *Journal of Agricultural Education*, 43(2), 22-33.

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58. Wingenbach, G. J., **Rutherford, T. A.**, & Dunsford, D. (2002). Selected college student's knowledge and perceptions of biotechnology issues reported in the mass media. *Journal of Applied Communications*, 86(2), 7–23.

### Book Chapters

1. Doerfert, D., Qu, S., & Rutherford, T. (2022). Research Methods in Communications. In R.W. Telg, T. Irani, K. Kent, & L. Lundy (Eds.), *Agricultural and natural resources communications*. <https://anrcommunications.org/>
2. Holt, J., Hill, N., Miller, H., & Rutherford, T. (2022). Visual Communication. In R.W. Telg, T. Irani, K. Kent, & L. Lundy (Eds.), *Agricultural and natural resources communications*. <https://anrcommunications.org/>
3. Telg, R., Rutherford, T., & Specht, A. (2022). Future of Agricultural and Natural Resources Communications. In R.W. Telg, T. Irani, K. Kent, & L. Lundy (Eds.), *Agricultural and natural resources communications*. <https://anrcommunications.org/>

### Peer-Reviewed Abstracts in Refereed Journals (\* denotes graduate student, \*\* denotes undergraduate student)

1. \*Walter, G., \*Roberts, L., & Rutherford, T. (2019). So, you want to be a faculty member: Preparing doctoral students to lead graduate courses. [Special supplement: Abstract]. *NACTA Journal*, 63 (1) 24.
2. \*Parrella, J., \*Wagner, S., \*Walter, G., Leggette, H., Rutherford, T., Ramasubramanian, S., & \*Koswatta, T. (2019). Improving communication between STEM scientists and consumers. [Special supplement: Abstract]. *NACTA Journal*, 63 (1) 87.
3. \*Wagner, S., & Rutherford, T. (2019). A Canon of classics: Foundational Readings for doctoral students in the broad discipline of agricultural education. *Proceedings of the Southern Region AAEA Research Conference*. 457-473.
4. \*\*Deupree, B., \*\*Gartman, K., Wingenbach, G., Redwine, T., & **Rutherford, T.** (2018). Influenced Decisions: Study Abroad Effects on Students' Decision-Making Skills. [Special supplement: Abstract]. *NACTA Journal*, 62 (1) 42.
5. \*Costello, L. & **Rutherford, T.** (2018). Significant Learning in an Agricultural-Integrated Marketing Communications Course. [Special supplement: Abstract]. *NACTA Journal*, 62 (1) 51.
6. \*Norris, S. & **Rutherford, T.** (2018). Snap to the Future: Developing Career Ready Skills in College Graduates. [Special supplement: Abstract]. *NACTA Journal*, 62 (1) 77.
7. \*\*Morrow, B., \*\*Emola, T., Wingenbach, G., Redwine, T., & **Rutherford, T.** (2018). Perceived Changes in Intercultural Knowledge and Competence from Study Abroad. [Special supplement: Abstract]. *NACTA Journal*, 62 (1) 96.



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8. Redwine, T. D., Nielsen, S. N., Roberts, L. N., Rogers, T. J., McKim, B. R., & Rutherford, T. A. (2018). Visualizing visual literacy: Using heat maps to illustrate potential differences in gaze behavior in agricultural communications students. *In A. Thoron & J. C. Bunch (Eds.), American Association for Agricultural Education Proceedings of the Annual National Research Conference* (pp. 456–467). Charleston, SC: American Association for Agricultural Education.
9. Redwine, T., Wingenbach, G., **Rutherford, T.**, & \*Watkins, B. (2017). Enhanced Cross-Cultural Skills Through Purposeful Curriculum and Global Agricultural Experiences. *Proceedings of the 32nd Annual Conference of the Association for International Agricultural and Extension Education, Minneapolis, MN.* 112-115.
10. \*Costello, L. & **Rutherford, T.** (2017). Using Agricultural Stereotypes in the Media to Prepare Students for Careers in Agriculture. [Special supplement: Abstract]. *NACTA Journal, 61* (1) 33.
11. \*Costello, L. & **Rutherford, T.** (2017). Significant Learning in an Agricultural Study Away Experience. [Special supplement: Abstract]. *NACTA Journal, 61* (1) 34.
12. \*Walker, J., Redwine, T., & **Rutherford, T.** (2017). Facebook Live: Advancing the Social Media Toolkit. [Special supplement: Abstract]. *NACTA Journal, 61* (1) 45.
13. Odom, S., \*Dunn, A., \*Walther, D., Strong, R., Rangel Posada, J. & **Rutherford, T.** (2017). Integrating Biomimicry in an Undergraduate Leadership Course. [Special supplement: Abstract]. *NACTA Journal, 61* (1) 52.
14. \*Evans, E., Redwine, T., Wingenbach, G., **Rutherford, T.**, \*Prochaska, A, \*Perkins, S., & Jones, W. (2017). Influence of Reflection and Immersion on Students' Views of Cultural Diversity. [Special supplement: Abstract]. *NACTA Journal, 61* (1) 52.
15. \*Prochaska, A, Redwine, T., Wingenbach, G., **Rutherford, T.**, \*Evans, E., \*Perkins, S., & Jones, W. (2017). Combining Reflection and Peer Review to Enhance Soft-Skills. [Special supplement: Abstract]. *NACTA Journal, 61* (1) 54.
16. \*Perkins, S., Redwine, T., Wingenbach, G., Rutherford, T., \*Evans, E., \*Bost, E., \*Prochaska, A., & Jones, W. (2017). Combining Reflection and Peer Review to Enhance Soft-Skills. [Special supplement: Abstract]. *NACTA Journal, 61* (1) 64.
17. \*Costello, L. & **Rutherford, T.** (2017). Marketing Failures Help Students Realize Cooperative Learning Benefit. [Special supplement: Abstract]. *NACTA Journal, 61* (1) 101.
18. \*Bost, E., Redwine, T., Wingenbach, G., **Rutherford, T.**, \*Evans, E., \*Perkins, S., \*Prochaska, A, & Jones, W. (2017). Impact of Photo Narratives on Reflection and Learning Retention. [Special supplement: Abstract]. *NACTA Journal, 61* (1) 122.
19. \*Walker, J., \*Costello, L., & **Rutherford, T.** (2017). Personal Time Off: Incorporating the Workplace into the Classroom. Special supplement: Abstract]. *NACTA Journal, 61* (1) 130.
20. Lemons, L., Redwine, T., Bunch, J. C., **Rutherford, T.**, Blackburn\*, J., Wingenbach, G., Walther\*, D., & Webb, H. (2016). Hitting the mark: Where do parents prefer students' study abroad? *Proceedings of the 32nd Annual Conference of the Association for International Agricultural and Extension Education, Portland, OR.*

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21. **Rutherford, T.**, Redwine, T., Wingenbach, G., Walther, D., Lemons, L., Webb, H., Bunch, J.C., & Blackburn, J. (2016). What does mom think? Parent opinions of study abroad. *Proceedings of the 32nd Annual Conference of the Association for International Agricultural and Extension Education, Portland, OR.*
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24. Wingenbach, G., Moore W., Martin, A., **Rutherford, T.**, & Redwine, T. (2016). Mission critical: Enhancing students' critical thinking skills through study abroad. [Special supplement: Abstract]. *NACTA Journal*, 60 (1) 48.
25. Martin, A., Moore W., Wingenbach, G., Redwine, T., **Rutherford, T.**, & Jones, W. (2016). The not so "ugly American:" How study abroad enhances students' professionalism skills. [Special supplement: Abstract]. *NACTA Journal*, 60 (1) 48.
26. Mobly, M., Redwine, T., & **Rutherford, T.** (2016). Combining reflective and reflexive journaling as a tool for technical skill development. [Special supplement: Abstract]. *NACTA Journal*, 60 (1) 119.
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32. \*Prather, B., Leggette, H. & Rutherford, T. (June 2015). Investigating students' experiences at a professional development conference. *NACTA Journal*, 59 (1), 84.
33. \*Salazar, V., Rutherford, T., Briers, G., & Lacewell, R. (June 2015). Agricultural policy influencers preferred methods of communication: Helping educators prepare students to impact agricultural policy. *NACTA Journal*, 59 (1),85.
34. Redwine, T., **Rutherford, T. A.**, & Wingenbach, G. J. (2015). Outcomes of a study abroad program: A qualitative approach to three domains of holistic human development. *Journal of International Agricultural and Extension Education*, 22 (2).

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35. Redwine, T., **Rutherford, T. A.**, & Wingenbach, G. J. (2015). Chess with feelings: Using Q Methodology to explain viewpoints of change as a result of study abroad. *Journal of International Agricultural and Extension Education*, 22 (2), 74-76
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40. \*Black, C., Moore, L., Wingenbach, G., & **Rutherford, T.** (2013). International service-learning: A case study in Chajul, Guatemala. *Journal of International Agricultural and Extension Education*, 20 (2), 172-174.
41. \*\*Hardcastle, J., \*\*James, L., Alvis, S., Sandlin, M., **Rutherford, T.**, & Wingenbach, G., (2013). Best practices: Using mobile technologies for data collection in a developing country, *Journal of International Agricultural and Extension Education*.
42. \*Pratt, O., \*McGucken, A., \*Balinas, M., **Rutherford, T.**, & Wingenbach, G., (2013). Examining educators' perceptions of global economic development issues. *Journal of International Agricultural and Extension Education*.
43. \*Alexis, E., \*Van Groll, H., \*Heartfield, A., **Rutherford, T.**, & Wingenbach, G., (2013). Influences of a study abroad program on students of agriculture and life sciences: An ethnographic case study. *Journal of International Agricultural and Extension Education*.
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45. \*Redwine, T., Arnold, C., Lockett, L., & **Rutherford, T.** (2013). Effective communication strategies outside the classroom: A case study [Special supplement: Abstract]. *NACTA Journal*, 57(1).
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48. Edgar, L., Edgar, D. W., \*England, J., **Rutherford, T.**, Doerfert, D., & Murphrey, T. (2013). Assessment of students' crisis communications skill increase based on

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- classroom instruction and Second Life training [Special supplement: Abstract]. *NACTA Journal*, 57(1).
49. Murphrey, T, **Rutherford, T.**, Doerfert, D., Edgar, L., & Edgar, D. W. (2013). Usability of a virtual world for education: Implications for teaching in colleges of agriculture [Special supplement: Abstract]. *NACTA Journal*, 57(1).
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  51. \*Chang, C. W., **Rutherford, T.**, & Wingenbach, G. (2012). College of agriculture students' interests and factors affecting their international education experiences. *Journal of International Agricultural and Extension Education*, 19(2), 158-160.
  52. \*Chang, C. W., **Rutherford, T.**, & Wingenbach, G. (2012). College of agriculture students' perceptions of international education experiences. *Journal of International Agricultural and Extension Education*, 19(2), 95-97.
  53. \*Fath, K., \*Garrett, R., \*Alvis, S., **Rutherford, T.**, & Wingenbach, G. (2012). Perceived benefits of membership in the Association for International Agricultural and Extension Education. *Journal of International Agricultural and Extension Education*, 19(2), 98-100.
  54. \*Leggette, H., **Rutherford, T.**, & \*Redwine, T. (2012). Applying the modified social technographic ladder to education in agriculture [Special supplement: Abstract]. *NACTA Journal*, 56(1), 80
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  57. McGuire, A\*, Edgar, L., Edgar, D., **Rutherford, T.**, Doerfert, D., & Murphrey, T. (2011, June). Crisis communication needs assessment: A Delphi study to enhance instruction for agricultural communicators and other stakeholders [Special supplement: Abstract]. *NACTA Journal*, 55(1), 21.
  58. \*Witt, C., Doerfert, D., **Rutherford, T.**, Murphrey, T., & Edgar, L. (2011). Analysis of pre- and post-assessment items in a graduate-level risk and crisis communication course [Special supplement: Abstract]. *NACTA Journal*, 55(1), 55.
  59. \*Witt, C., Doerfert, D., **Rutherford, T.**, Murphrey, T., & Edgar, L. (2011). The contribution of selected instructional methods toward graduate student understanding of crisis communication [Special supplement: Abstract]. *NACTA Journal*, 55(1), 49.
  60. **Rutherford, T.**, Doerfert, D., Murphrey, T, Edgar, L., \*Leggette, H., & Dooley, K. (2011). Experiential learning, does the medium matter? Traditional case studies vs. Second Life [Special supplement: Abstract]. *NACTA Journal*, 55(1), 78.

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61. Murphrey, T., \*Sudduth, A., **Rutherford, T.**, Leggette, H., Doerfert, D., Edgar, L., & Edgar, D. (2011, June). Student technology acceptance: Implications for teaching in colleges of agriculture [Special supplement: Abstract]. *NACTA Journal*, 55(1), 21.
62. Murphrey, T., **Rutherford, T.**, Doerfert, D., & Edgar, L. (2011, July). Creative immersion using Second Life® for international experiences: Are agricultural students ready, willing, and able? *Journal of International Agricultural and Extension Education*, 18(2), 60. doi:10.5191/jiaee.2011.18204
63. **Rutherford, T.**, Akers, C., Wingenbach, G., & Berry, C. (2010). Collaborating with parents to communicate the importance of agricultural science careers to inner-city youth [Special supplement: Abstract]. *NACTA Journal*, 54(2), 46.
64. **Rutherford, T.**, Akers, C., Wingenbach, G., & Berry, C. (2010). Communicating agricultural science careers to urban high school students. [Special supplement: Abstract]. *NACTA Journal*, 54(2), 46.
65. \*Settle, Q., Telg, R., Irani, T., Rhoades, E., & **Rutherford, T.** (2010). College agriculture instructors' classroom use and preferences for social media [Special supplement: Abstract]. *NACTA Journal*, 54(2), 31.
66. \*Wolfskill, L., \*Rouse, L., \*McCann, E., \*Begashaw, B., Wingenbach, G., Lindner, J., **Rutherford, T.**, & Frazee, L. (2009). Selected urban high school students' perceptions about agricultural careers and general agricultural knowledge [Abstract]. *NACTA Journal*, 53(2), 39.

### *Selected Invited Workshops*

- Kleiber, S. & **Rutherford, T.** (2023) Financial Training for new Department Heads/Chairs. Office of Faculty Affairs, Virginia Tech.
- Rutherford, T.**, Dahl, W., Jayachandran, K., & Karcher, E. (2023). *NACTA Journal Reviewer Certification*. North American Colleges and Teachers of Agriculture Annual Meeting. Las Cruces, NM.
- Rutherford, T.** & Spence, J. (2023). *Appreciative Communication*. Virginia-Maryland College of Veterinary Medicine staff appreciation workshop.
- Rutherford, T.** (2023). *Team Building through Communication*. Virginia-Maryland College of Veterinary Medicine Small Animal Cancer Clinic.
- Rutherford, T.** (2022). *Professional Practice: Using Communication to Create a Great Workplace*. Animal Cancer Care and Research Center, Virginia-Maryland College of Veterinary Medicine.
- Rutherford, T.** (2020). *Communication Strategies for Agricultural Education Teachers*. Hillison Early Career Teachers Conference.
- Rutherford, T.** & Redwine, T. (2014). *Study Away; domestic field trips in education*. AAAE Southern Region Conference Symposium.
- Rutherford, T.** (2012, October). Using Web-based Technologies (Second Life) in Teaching Socio-Cultural Issues. Role of Social Sciences in Feeding the World, College Station, TX.
- Rutherford, T.** (2012, January). *Positively speaking*. Texas Farm Bureau Ag Lead Program.

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- Rutherford, T.** (2011, May). *Professional writing in the Agricultural Sciences*. University of Namibia.
- Murphrey, T. P., **Rutherford, T.**, Doerfert, D., & Edgar, L. D. (2011, October). Technology acceptance related to Second Life™, social networking, Twitter™, and content management systems: Are agricultural students ready, willing, and able? NASAE annual meeting, Indianapolis, IN.
- Rutherford, T.** (2011, February). *Photography: The basics and beyond*. Professional Soil Scientists Association of Texas professional development meeting, College Station, Texas.
- Rutherford, T.** (2011, October) Reactor panel for the National eXtension Virtual Conference. Federal Consortium for Virtual Worlds, the vGov project presented by Paulette Robinson.
- \*Leggette, H., **Rutherford, T.**, \*Sudduth, A., & Murphrey, T. (2011, June). *Educating today's students with tomorrow's technology: Second Life in agriculture*. Association for Communication Excellence in Agriculture, Natural Resources, Health, and Human Sciences, Denver, CO.
- Rutherford, T.**, Doerfert, D., Murphrey, T., & Edgar, L. (2011, June). *AgriCulture Island: Simulating disaster for communication training*. Association for Communication Excellence in Agriculture, Natural Resources, Health, and Human Sciences, Denver, CO.
- Murphrey, T. P., & **Rutherford, T.** (2011, February). *Using Second Life to teach ag communications: Are agriculture students ready, willing, and able?* 2011 Teaching with Technology Conference, College Station, Texas.
- Rutherford, T. A.**, & \*Gregory, E. (2005). *The Texas Community Futures Forum: Strategic planning from the ground up*. ACE, NETC, ACT, & EVP International Conference, San Antonio, TX.
- Rutherford, T. A.**, & Stedman, N. P. (2005). *Putting the pieces together: Developing personal and organizational vision*. ACE, NETC, ACT, & EVP International Conference, San Antonio, TX.

### Grants and Contracts Awarded

#### External Competitive:

- Westfall-Rudd, D., Faircloth, M., & **Rutherford, T.** (Co-PI) (2022-2025). Implementation of an Annual Native Student College Recruitment Program. USDA-NIFA New Beginnings for Tribal Students; \$266,729.
- Leggette, H., **Rutherford, T.** (Co-PI), & Ramasubramanian, S. (2018–2020). *Telling the story of science: Empowering scientists to communicate*. Funded by Texas A&M University T3-Triads for Transformation Program; \$35,000
- Odom, S., Rangel-Posada, J., **Rutherford, T.**, & Strong, R., (2016-2017). Developing critical thinking by implementing concepts from biomimicry into a leadership course. Program for the Enhancement of Scholarly and Creative Activities, Texas A&M University; \$24,998.50.

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- Wingenbach, G., **Rutherford, T. (Co-PI)**, & Redwine, T. (2013-2016). *Broadening students' experiences and expanding their career competencies through international experiential learning opportunities*. USDA Challenge Grants Program; \$292,231 (**35%**; \$105,281). *Role*: Co-Project Director. Lead instruction in digital and print media, assist with other instructional activities, co-direct project evaluations, and participate in the project's dissemination efforts.
- Rutherford, T. (PI)**, Doerfert, D., Edgar, L., & Murphrey, T. (2009-2012). *Educational effectiveness of utilizing second Life (SL) in teaching graduate-level agricultural crisis communications*. USDA Challenge Grants Program, \$460,338 request; \$920,676 (total award), (**50%**; \$230,169). *Role*: Provided leadership and management of all project aspects, including: Coordinated annual project activities; Served as point person and led expert panels and steering committees; Oversaw project's creative efforts in virtual design; Managed day-to-day operations; Developed criteria for selection of crises used as instructional tools; Produced all annual USDA-NIFA reports; Directed the project's research processes; and Coordinated dissemination of project publications.
- Cummings, S., Pope, P., & Degenhart, S. (2010). *Evaluation of HHSC disaster case management*. Texas Health & Human Services Commission, \$550,329. **Rutherford, T., Senior Personnel**, (**5%**; \$5,257). *Role*: Provide expertise and advice on data collection and evaluation of communication from non-profit organizations.
- Cummings, S., Pope, P., & Degenhart, S. (2009). *Evaluation of HHSC disaster case management*. Texas Health & Human Services Commission, \$908,284. **Rutherford, T., Senior Personnel**, (**5%**; \$5,139). *Role*: Provide expertise and advice on data collection and evaluation of communication from non-profit organizations.
- Wingenbach, G. (PI), Davis, C., & Berry, C. (2006–2009). *Big city, big country road show: Recruiting non-traditional and underrepresented students into the food and agricultural sciences workforce*. USDA Challenge Grants Program, \$489,549 requested; \$978,096 (total award), (**15%**; \$73,432). **Rutherford, T., Senior Investigator**. *Role*: Provided lead instruction for digital photography and print media lessons; assisted with all instructional activities; developed promotional materials; and secured other funding.
- Stedman, N., Rosser, M., **Rutherford, T. (Co-PI)**, & Elbert, C. (2006). *Washington leadership conference impact study*. National FFA Organization; \$30,000 (**25%**; \$7,500). *Role*: Contributed to writing the grant and represented the researchers as a member of WLC Task Force in Washington, D.C.
- Irani, T., Doerfert, D., Akers, C., **Rutherford, T. (Co-PI)**, & Whiting, L. (2004). *The agricultural communications summit*. Agricultural Communicators in Education Professional Development Grant Program; \$1,500 (**25%**; \$375). *Role*: Coordinated collection of research materials, designed program logo, and facilitated workshop discussions.
- Rutherford, T. (PI)**, Wingenbach, G., & Dunsford, D. (2003) *Master of Science in Agricultural Communications: Making the vision a reality*. Agricultural Communicators in Education Professional Development Grant Program; \$1,500 (**100%**; \$1,500). *Role*: Initiated and wrote grant proposal; Served as project coordinator.

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### Internal Competitive (\*\* indicates undergraduate student):

- Rutherford, T.**, Crowder, L., Parella, J. & Tedesco, J. (2024). *Collaboration with Ghana's University of Media, Arts & Communication (UniMAC) and University of Cape Coast (UCC)* Virginia Tech College of Agriculture and Life Sciences Global Program Small Grant Program; \$12,000.
- Leggette, H., **Rutherford, T.** (Co-PI), & Ramasubramanian, S. (2018–2020). *Telling the story of science: Empowering scientists to communicate*. Funded by Texas A&M University T3-Triads for Transformation Program; \$35,000 (34%; \$11,900).
- Odom, S., Rangel-Posada, J., **Rutherford, T.**, & Strong, R., (2016-2017). Developing critical thinking by implementing concepts from biomimicry into a leadership course. Program for the Enhancement of Scholarly and Creative Activities, Texas A&M University; \$24,998.50.
- Wingenbach, G., **Rutherford, T.**, McKim, B. (2014-2015). Alternate Reality Game (ARG) for global social justice issues in agriculture. Vice President & Associate Provost Information Technology, Texas A&M University; \$74,981.
- Wingenbach, G., Bielecki, C., Curs, S., & **Rutherford, T.** (2013-2014). Applying international development theories in agriculture. Innovation Fund for Global Education, Provost and Executive Vice President for Academic Affairs, Texas A&M University; \$5,000.
- Wingenbach, G., McKim, B., & **Rutherford, T.** (Co-PI) (2013-2014). *Assessment of global learning through cultural awareness*. Office of the Provost and Executive Vice President for Academic Affairs; \$9,500 (50%; \$4,750).
- Wingenbach, G., McKim, B., & **Rutherford, T.** (Co-PI) (2013-2014). *Developing students' intercultural sensitivities and critical thinking skills through synthetic-based, cross-cultural experiences*. Program for the Enhancement of Scholarly and Creative Activities, Texas A&M University; \$25,000 (33%; \$8,334).
- Rutherford, T.** (PI), Murphrey, T., & Alvis, S. (2012). *Using mobile technology for data collection*. Texas A&M University Summer Program for Undergraduate Research; \$5,000 (33%; \$1,667).
- Rutherford, T.** (PI), Wingenbach, G., Murphrey, T., McKim, B., & Dunsford, D. (2012). *Matching teaching medium to students' preferred media use*. Texas A&M University Program to Enhance Scholarly and Creative Activities; \$24,998 (100%; \$24,998).
- Rutherford, T.** (PI) (2011). *Experiential learning for undergraduates*. Texas A&M University College of Agriculture and Life Sciences; \$5,000 (100%; \$5,000).

### Teaching/Advising Activities

I teach courses in the Graduate Teaching Scholars program at Virginia Tech. This program provides support for doctoral students in the College of Agriculture and Life Sciences to develop future faculty teaching skills in preparation for academic faculty positions.



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### *Summary of Teaching Effectiveness - Virginia Tech*

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| Year | Term | Course #  | Course title                      | Enrolled/Response | Overall Effectiveness | Dept Avg | College Avg |
|------|------|-----------|-----------------------------------|-------------------|-----------------------|----------|-------------|
| 2020 | S    | ALCE 6435 | Engagement in University Teaching | 10/7              | 5.57/6                | 5.35/6   | 5.47/6      |
| 2020 | F    | ALCE 6415 | Intro to Grad Teaching Scholar    | 6/5               | 5.80/6                | 5.35/6   | 5.47/6      |
| 2021 | S    | ALCE 6436 | Engagement in University Teaching | 9/8               | 5.88/6                | 5.44/6   | 5.37/6      |
| 2021 | F    | ALCE 6425 | University Teaching Development   | 10/6              | 5.33/6                | 5.20/6   | 5.47/6      |
| 2022 | S    | ALCE 6416 | Intro to Grad Teaching Scholar    | 6/3               | 5.33/6                | 5.18/6   | 5.45/6      |
| 2022 | F    | ALCE 6415 | Intro to Grad Teaching Scholar    | 6/4               | 6.00/6                | 5.39/6   | 5.48/6      |
| 2023 | S    | ALCE 6416 | Intro to Grad Teaching Scholar    | 6/3               | 6.00/6                | 5.44/6   | 5.45/6      |

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As a faculty member at Texas A&M University, I taught a minimum of 9 credit hours per semester in undergraduate and graduate coursework. A compiled summary of teaching is provided.

### *Summary of Teaching Effectiveness Texas A&M University*

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| Courses  | Title   | Credits | <i>n</i> | Times Taught | Avg. Eval. |
|----------|---|---------|----------|--------------|------------|
| AGCJ 105 | Introduction to Agricultural Communications                         | 2       | 246      | 3            | 4.74/5     |
| AGCJ 203 | Media Writing, I  | 3       | 17       | 1            | 4.91/5     |
| AGCJ 306 | Theory & Practice of Ag Public Relations (online)                   | 3       | 78       | 2            | 4.21/5     |
| AGCJ 307 | Design for Ag Media   | 3       | 370      | 17           | 4.82/5     |
| AGCJ 308 | Agricultural Digital Photography                                    | 3       | 212      | 15           | 4.89/5     |
| AGCJ 380 | Workshop: Event Planning  | 3       | 35       | 1            | 4.90/5     |
| AGCJ 404 | Communicating Agricultural Information to the Public (study abroad) | 3       | 6        | 1            | 4.80/5     |
| AGCJ 405 | Agricultural Publication Production                                 | 3       | 660      | 30           | 4.86/5     |
| AGCJ 481 | Senior Seminar  | 2       | 73       | 5            | 4.84/5     |
| AGCJ 485 | Directed studies  | var.    | 102      | 33           |            |
| AGCJ 491 | Research  | var.    | 2        | 2            |            |
| AGCJ 494 | Internship  | var.    | 135      | 27           |            |
| ALEC 604 | Writing for Professional Publication                                | 3       | 42       | 5            | 4.53/5     |
| ALEC 652 | Images of Agriculture: Visual Communication                         | 3       | 26       | 4            | 4.73/5     |
| ALEC 681 | Seminar   | 1       | 78       | 4            |            |
| ALEC 684 | Internship  | var.    | 22       | 7            |            |
| ALEC 685 | Directed Studies  | var.    | 75       | 26           |            |
| ALEC 689 | Special Topics: Ethics & Agriculture                                | 2       | 20       | 1            | 4.35/5     |
| ALEC 691 | Research  | var.    | 127      | 38           |            |
| ALEC 693 | Professional Study  | var.    | 2        | 1            |            |
| ALED 485 | Directed Studies  | var.    | 8        | 3            |            |
| Totals   |   |         | 2,394    | 225          | 4.71/5     |

### *Graduate Advising/Service on Student Committees*

I have **chaired 55** graduate student committees and served on an additional 24 committees. Eight of the Ph.D. students I chaired hold or held faculty positions at various universities. My masters' students are contributing to the communications industry in publications, public relations, and development. Several master's students are currently pursuing Ph.D. in agricultural fields. I am currently chair of two doctoral committees and serve on two additional doctoral committees at Virginia Tech

### *Record of Graduate Student Committee Service Virginia Tech and Texas A&M University*

| Status  | PhD |    | EdD |    | MS |    | MA |    | MED |    | MAG |    | Ch | Mm | Total |
|---------|-----|----|-----|----|----|----|----|----|-----|----|-----|----|----|----|-------|
|         | Ch  | Mm | Ch  | Mm | Ch | Mm | Ch | Mm | Ch  | Mm | Ch  | Mm |    |    |       |
| Current | 2   | 2  | 0   | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0   | 0  | 2  | 2  | 4     |

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|-----------|----|---|---|---|----|----|---|---|---|---|----|---|----|----|----|
| Graduated | 10 | 5 | 0 | 2 | 32 | 11 | 0 | 1 | 2 | 3 | 11 | 2 | 55 | 24 | 79 |
| Totals    | 12 | 7 | 0 | 2 | 32 | 11 | 0 | 1 | 2 | 3 | 11 | 2 | 57 | 26 | 83 |

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*Note.* Ch = Chair/Co-chair of Graduate Student Committee; Mm = Member of Graduate Student Committee.

## *Record of Graduate Students' Theses/Dissertations and Degrees*

- Walther, D. (2021). A Qualitative Study of the Mass Media Reports about Honey Bee Decline and Beekeeper Practices. Unpublished doctoral dissertation, Texas A&M University, College Station.
- Wagner, S. (2021). Consumer Attitudes toward Milk and Plant-based Dairy Alternative Beverages. Unpublished doctoral dissertation, Texas A&M University, College Station. Assistant Professor, Abraham Baldwin Agricultural College
- Vidrine, M. (2018). The Adoption of Unmanned Aerial Systems by Farmers in Texas. Unpublished master's thesis, Texas A&M University, College Station. Project Manager, Soil Health Institute, College Station, TX.
- Costello, L. (2018). An Analysis of Expertise in Agricultural Communications, Education, Extension, and Leadership Research. Unpublished Doctoral Dissertation. College Station, TX. Assistant Professor, University of South Dakota.
- Wagner, S. (2017). Exploring communication strategies to propagate meat consumption ideologies. Unpublished master's thesis, Texas A&M University, College Station. Doctoral student, Texas A&M University
- Clendenin, A. (2017). The value of source credibility and trust during emergencies and disasters. Unpublished doctoral dissertation, Texas A&M University, College Station. Instructional Assistant Professor, Texas A&M University School of Public Health
- Anderson Jenkins, M (2016). Increasing floral design coursework offerings through integration in university art departments and identifying floral design education backgrounds for floral studio owners. Unpublished doctoral dissertation, Texas A&M University, College Station.
- Eberts, C. (2016). A content analysis of the Dallas Farmers Market Instagram. Unpublished master's thesis, Texas A&M University, College Station. Senior Account Executive, The PM Group, Boerne, TX.
- Gowan, C. (2016). Influence of Agri-Palooza on participant perceptions of agriculture. Unpublished master's thesis, Texas A&M University, College Station. Agricultural Science Teacher, Nimitz, TX
- Prather, B (2016). College students' perceptions of fresh produce advertisements. Unpublished master's thesis, Texas A&M University, College Station. Marketing Manager, England Cattle Co, Houston, TX
- Heartfield, A. (2015). An evaluation of equid welfare perceptions and knowledge discrepancies. Unpublished master's thesis, Texas A&M University, College Station. Marketing Manager, Legacy Ag Credit Aca, Sulphur Springs, TX.

## Tracy Rutherford

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- Salazar, V. (2105). Communication among agricultural policy makers: A Delphi study. Unpublished master's thesis, Texas A&M University, College Station. Completed Law School at Texas Tech University, 2023.
- Redwine, T. (2015). A model of global learning: How students change through International High Impact Experiences. Unpublished doctoral dissertation, Texas A&M University, College Station. Functional Leader, Vivayic and Instructional Assistant Professor, Agricultural Leadership, Education, and Communications, Texas A&M University.
- Atkins, C. (2014). Utilizing A.R.I.E.L., agricultural resources intelligent educational lecturer, in the formational study of understanding before and after perceptions of agricultural industry leaders and representational consumers in an applied convenience sampling. Unpublished master's thesis, Texas A&M University, College Station. Assistant Professor, West Texas A&M University, Canyon, TX
- Lewis, L. (2014). Texas County Extension Agents Perceptions of the Effectiveness of Using Facebook to Communicate with Constituents. Master's thesis, Texas A & M University.
- Pannone, A. (2013). Bloggers as citizen journalists: The 2012 Pink Slime incident. Unpublished master's thesis, Texas A&M University, College Station.
- Smith, L. (2013). Students' perceptions of food and factors that influence purchasing decisions. Unpublished master's thesis, Texas A&M University, College Station. Territory Manager, Eli Lilly and Company, Ardmore, OK
- Leggette, H. (2013). A model to augment critical thinking and create knowledge through writing in the social sciences of agriculture. Unpublished doctoral dissertation, Texas A&M University, College Station. Associate Professor, Agricultural Leadership, Education, and Communications, Texas A&M University.
- Leventini, A. (2013). Elementary school teachers' perception of agricultural-related literature. Unpublished master's thesis, Texas A&M University, College Station. May Pay Farms, Lubbock, TX
- Specht, A. (2013). A social semiotic discourse analysis of film and television portrayals of agriculture: Implications for American cultural memory. Unpublished doctoral dissertation, Texas A&M University, College Station. Associate Professor, University of Nebraska-Lincoln.
- Black Lewallen, C. (2013). Twitter: Students' perceptions of tweet credibility. Unpublished master's thesis, Texas A&M University, College Station. Agritourism & Marketing Coordinator, JaeMor Farms, Alto, GA; TeXGa Farms co-owner
- Bergin, L. (2013). Perceptions of cattle producers' preparedness when dealing with animal activism events. Unpublished master's thesis, Texas A&M University, College Station. Account Manager, Zoetis, San Angelo, TX
- Gonzales, N. (2012). Factors associated with recruitment and retention rates of minority youth 4-H members as perceived by adult club leaders and county extension agents in Texas. Unpublished master's thesis, Texas A&M University, College Station. Animal Health Technician, USDA

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- Langford, A. (2012). *Stakeholder and grantee perceptions of the Kenedy County Agricultural Conservation Education Center*. Unpublished master's thesis, Texas A&M University, College Station. Independent Landman, Mitchell Petroleum Land Services, Gonzales, TX.
- Dromgoole, A. (2012). *Influence of newspaper images on student perceptions of agricultural issues*. Unpublished master's thesis, Texas A&M University, College Station. Owner, Small Town Socials, Lecturer, Stephen F. Austin State University, Nacogdoches, TX
- Shepperd, C. (2012). *Student users' perceptions of Second Life as an educational tool*. Unpublished master's thesis, Texas A&M University, College Station. College Minister, Brazos Fellowship, College Station, TX.
- Chang, C. (2011). *Selected agriculture students' perceptions of international educational experience*. Unpublished master's thesis, Texas A&M University, College Station. Doctoral student, Department of Agricultural Leadership, Education, and Communications, Texas A&M University, College Station, TX.
- Miller, K. (2011). *Students' perceptions of international agriculture after an international agricultural experience*. Unpublished master's thesis, Texas A&M University, College Station. Content Manager, Filament
- Schroeder, C. (2011). *Evaluating news bias in agriculture: The Salmonella outbreak of 2008*. Unpublished master's thesis, Texas A&M University, College Station. Risk and compliance coordinator, Texas A&M AgriLife Research, College Station, TX.
- Sudduth, A. (2011). *The forgotten storm: The implications of agenda setting on Hurricane Ike's national relevance*. Unpublished master's thesis, Texas A&M University, College Station. Marketing Advisor, Compass
- Kines, B. (2010). *Documentation of influential stallions in the Appaloosa industry since 1960*. Unpublished master's thesis, Texas A&M University, College Station. Director of development, College of Agriculture & Life Sciences, Texas A&M
- Corte-Steffen, M. (2009). *The effects of individual and routine forces in gatekeeping on student journalists and editors of university newspaper publications*. Unpublished master's thesis, Texas A&M University, College Station. Marketing and Communications Professional, Marketwave, Katy, TX.
- Rouse, L. (2009). *Selected students' Eurocentric attitudes about agriculture*. Unpublished master's thesis, Texas A&M University, College Station. Marketing & Communications Manager, Texas A&M Engineering Communications
- Chenault, E. (2008). *Factors influencing agricultural journalists and agricultural communicators*. Unpublished doctoral dissertation, Texas A&M University, College Station. English teacher in Astoria.
- Fraze, L. (2008). *Effects of an innovative recruitment workshop on selected Texas urban high school students' knowledge and perceptions of agriculture*. Unpublished master's thesis, Texas A&M University, College Station. Executive Director, American Museum of Agriculture, Lubbock, TX.
- Sandlin, D. (2008). *A comparison of the perceived credibility and usefulness of beef cattle magazine articles with and without photographs*. Unpublished master's thesis, Texas

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- A&M University, College Station. Executive Vice President, Georgia Cattlemen's Association
- Sullivan Haynes, E. (2008). *Channels and sources used to gather equine-related information by college-age horse owners and enthusiasts*. Unpublished master's thesis, Texas A&M University, College Station. Bookkeeper, Texas Arcworks; Associate Editor, Quarter Horse News (2008-2012).
- Dubois McDaniel, J. (2007). *Texas Public Relations Association member's perceptions of an academic major in agricultural communications and journalism*. Unpublished master's thesis, Texas A&M University, College Station. Director of Development II, Office of Foundation Relations, Emory University, Atlanta, GA.
- Long, J. (2007). *College students' perceptions of the National Animal Identification System*. Unpublished master's thesis, Texas A&M University, College Station. Program Manager, Financial Planning Program, Texas A&M University, College Station.
- Edgar, L. (2007). *A 10-year content analysis to assess research topics in agricultural education: Future GAP analysis for the discipline*. Unpublished doctoral dissertation, Texas A&M University, College Station. Professor, Associate Dean of Research and Director of the Agricultural Research Center, College of Agricultural, Human and Natural Resource Sciences, Washington State University.
- White, J. (2006). *Source choice in agricultural news coverage: Impacts of reporter specialization and newspaper location, ownership, and circulation*. Unpublished doctoral dissertation, Texas A&M University, College Station. Associate Professor, Department of Journalism, University of New Mexico.
- Tolbert-Norwood, J. (2005). *A semiotic analysis of biotechnology and food safety photographs in Time, Newsweek, and U.S. News & World Report*. Unpublished master's thesis, Texas A&M University, College Station. Owner & Founder, Seeds & Sycamores, Woodlands, TX
- Wright, K. (2004). *Authenticated writing assessments of agricultural education graduate students*. Unpublished master's thesis, Texas A&M University, College Station. Former Marketing Director for Lone Star Ag Credit overseeing all communications, advertising, and public relations work. She was also the cattle industry reporter for *The American Rancher*, a weekly news program on RFD-TV.

### *Experiential Learning advisement*

In addition to competitive grants and contracts that supported my research and teaching efforts, I directed undergraduates' successful external funding generation to support 41 editions of the *AgriLeader* magazine at Texas A&M University. The *AgriLeader* revenue stream supports the student-produced magazine printing costs as well as students' technological needs. Total *AgriLeader* revenues generated from advertisement sales averaged \$5,500/semester, resulting in more than **\$220,000**

### Service Activities

# Tracy Rutherford

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## *College*

- Virginia Cooperative Extension Director and Associate Dean Search Committee, 2022
- Andy Swiger Land-Grant Award Committee, 2022,
- Agricultural Communications CDE Superintendent, 2022-present
- Community Viability Grant Award Reviewer (2019-present)
- Vice-Chancellor's Awards in Excellence Selection Advisory Committee (2012-2015, TAMU)

## *University*

- VT School of Communication, external review committee, 2023
- Faculty Affairs, New Department Head training planning committee, 2023
- Virginia Tech Department Heads Council, 2020-2022
- VT Vice-President for Student Affairs search committee, 2019
- University Disciplinary Appeals Panel, Texas A&M University, 2014-2019

## *National*

- USDA- NIFA Review panel member
- Texas Tech University, Department of Agricultural Education and Communications, Graduate Program external review Committee
- Ohio State University, Department of Agricultural Communication, Education, and Leadership external review committee
- American Association of Agricultural Educators, member
  - Leadership Academy Co-Chair (2023-2025)
  - Audit and Finance Committee (2022-2027)
  - AAAE Fellows Selection Committee (2021-2023)
  - Southern Region President (National VP) 2020-2022
  - Southern Region Vice-President, 2018-2020; secretary, 2016-2018
  - Research Committee, Chair 2018, Chair-elect 2017, secretary 2013-2015
- National Communications Association, Member
- North American Colleges and Teachers Association, member
  - NACTA Journal Editor in Chief, 2022-present
  - Journal Transition Editor, 2021-2022
  - Experiential Education Committee Co-Chair 2016-2019
  - NACTA Campus Ambassador, 2013-2024
- National FFA Agricultural Communications CDE, 1999–2016
  - Superintendent, 2001–2004
  - Washington Leadership Conference Task Force member, 2005
- Southern Association Agricultural Scientists (SAAS), Ag Communications section
  - Reviewer, 2004-2024
  - Secretary, SAAS, Agricultural Communications section, 2005
  - Vice President, SAAS, Agricultural Communications section, 2006
  - President, SAAS, Agricultural Communications section, 2007-2008

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### *International*

- International Association for Agricultural and Extension Education
  - Member, 2011-present
  - 2017 Communications Committee
  - 2014-2015, Chair, AIAEE Scholarly Activities Committee
  - 2013-2014, Associate Chair – Abstracts, AIAEE Scholarly Activities Committee
  - 2012-2013, Associate Chair – Posters, AIAEE Scholarly Activities Committee
- Association for Communication Excellence in Agriculture, Natural Resources and Human and Life Sciences, (formerly Agricultural Communicators in Education)
  - Member, 1999-present
  - Journal of Applied Communication Editorial Board 2021-present
  - Reviewer, Journal of Applied Communications 2004–present
  - Finance committee 2012-2019
  - Reviewer, ACE Conference Research section
  - Vice-Chair, Academic Programs Special Interest Group, 2002–2003
  - Chair, Academic Programs Special Interest Group, 2003–2004
  - Co-Chair, Agricultural Communications Summit: June 2004
    - Workshop facilitator, 2004 ACE International Meeting, Lake Tahoe, NV,
  - Co-Chair Hospitality Committee, 2005 ACE International Meeting