Erin L. Lionberger, Ph.D.

Curriculum Vitae

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EDUCATION

Duquesne University, Pittsburgh, PA
Ph.D. – Communication and Rhetorical Studies, August 2021
Emphasis Areas: Integrated Marketing Communication, Rhetoric of Technology, Communication Ethics
Dissertation: "The Construction of Identity through Tattoos: A Semiotic and Performative Exploration of Trauma"
Dissertation Advisor: Erik Garrett, Ph.D.

South Dakota State University, Brookings, SD
M.S. – Communication Studies, May 2017
Emphasis: Political Communication & Research Methods
Thesis: "The Syrian Refugee Crisis: A Rhetorical Analysis of President Barack Obama, Hillary Clinton, and President Donald J. Trump's Political Discourse About Syrian Refugees"
Thesis Advisor: Rebecca Kuehl, Ph.D.

University of Colorado Boulder, Boulder, CO
B.A. – Communication, December 2012

Boise State University, Boise, ID
Two years of coursework in Communication and Global Studies Departments – 2008-2010
Scholarship athlete on the Swimming and Diving Division I Program

TEACHING & RESEARCH EXPERIENCE

University of Colorado Boulder | Jun. 2021 – Present | Boulder, CO
Assistant Teaching Professor, Leeds School of Business
Courses Taught: BCOR 1030: Communication Strategy
BASE 2104: BCOR Applied Semester Experience
BCOR 2202: Organizational Behavior
ORGN-CESR 3025: Essential Management Skills

University of Colorado Boulder | Aug. 2020 – Jun. 2021 | Boulder, CO
Lecturer, Leeds School of Business
Courses Taught: BCOR 1030 Communication Strategy

Duquesne University | Aug. 2017 – May 2020 | Pittsburgh, PA
Ph.D. Graduate Teaching Assistant, McAnulty College and Graduate School of Liberal Arts
Courses Taught or Assisted: COMM 101: Debate and Argumentation
COMM 102: Public Speaking
COMM 202W: Business and Professional Communication
COMM 203W: Communication and Professional Civility
COMM 204W: Professional Communication in Integrated Marketing
COMM 301W: History of Communication

COMM 406/506: Political Communication
COMM 421: Communication and Gender
COMM 436: Integrated Marketing Communication: Advertising and PR
COMM 459: Philosophy of Communication
COMM 611: Rhetoric and Hermeneutics
COMM 618: Rhetoric and Philosophy of Humanities in the Marketplace

Duquesne University | Aug. 2017 – May 2020 | Pittsburgh, PA
Ph.D. Graduate Research Assistant, McAnulty College and Graduate School of Liberal Arts
Assisted various tenured professors with research for books, book chapters, articles, and conference papers. Provided copy editing services for final revisions before submissions.

ACADEMIC SERVICE

University of Colorado Boulder

- Ad Hoc Team for PE Division (*Fall 2023*)
  - Short-term committee to provide division specific information and goals for Dean
  - Included meeting with other members to:"
    - Create themes our discipline excels at within Leeds
    - Develop a statement of division goals for the next 10 years
    - Identify thought leaders (outside of Leeds) for business communication
- Classroom Diversity & Inclusion Committee (*Nov. 2023 – Present*)
- Business Communication (BCOM) Faculty Lead for BASE 2104 (*Jan. 2022 – Aug. 2023)*
  - Revamping and re-recording BCOM lectures for department use (8 total)
  - Revamping PowerPoint/slides for BCOM lectures department wide (10+ total)
  - Organizing and updating BCOM Canvas page for all instructors to reference/use
  - Attend weekly BASE meetings and report relevant information to BCOM team
- Introduced Richard Maxfield (Area Managing Director of Omni Hotels & resorts) to the BCOR 1030 Final Case Competition committee for sponsorship of final project for the FA22 and SP23 semesters
- UCPC Committee Member (Fall 2022)
  - Filled in for a colleague on maternity leave on the UCPC Committee
- ORGN-CESR 3025: Essential Management Skills
  - Curriculum committee for AY 21-22
  - Completed all exam keys for instructor use
  - Created new exam questions and layout (multiple-choice and short answer) for general use
    - Tested out new exam layout and point scheme in SP23
  - Created new assignments for general use
    - Established a panel of young professionals with differing business degrees and careers for an open Q&A session with students during two class periods
- General Department Service
  - Create PlayPosits for departmental use
  - Help cover colleagues class/grading while out due to personal reasons
  - Help various colleagues adapt to technological changes necessary for remote teaching
  - Shared PowerPoints/lecture material to various colleagues

    - Continuously teach overloads to help department staff all necessary courses
    - Audit classes to expand variety of courses I am able to teach to fill scheduling gaps both in the PE department and other departments within Leeds

Duquesne University (2017-2020)

- Serve as Assistant Debate Coach during 2018/2019 academic year
    - Help students construct sound arguments for set resolutions
    - Schedule and organize travel plans to tournaments 3+ times per semester
    - Schedule and organize debate tournaments and events both on and off campus
    - Provide assistance to team members and head coach as needed
    - Hosting international debate teams
    - Serve as judge during various home and away debate tournaments
- Provide general departmental service as needed, including:
    - Setting up and cleaning departmental events and activities
    - Hosting potential Ph.D. students
    - Mentoring Masters students
    - Administrative assistance
- Volunteer diving judge for Duquesne Swimming and Diving team

Other Service:

- Reviewer for the Pennsylvania Communication Association (*Fall 2023*)
- Reviewer for the Communication Ethics Division for the National Communication Association (Fall 2022 – present)
- Reviewer for *Discourse: The Journal of Speech Communication Association of South Dakota* (Fall 2021 – Present)
- Reviewer for the Applied Communication Division for the Eastern Communication Association (Fall 2020 – Present)

PROFESSIONAL DEVELOPMENT & WORKSHOPS

- Enrolled in online course "Book Proposal Shortcut for Busy Scholars" to develop Ph.D. dissertation into a book proposal – *Fall 2023*
- Attended workshop on new AI 'ChatGPT' to see impact on academic institutions – *Spring 2023*
- Attended National Communication Association Conference as presenter and researcher – *Fall 2022*
- Auditing BCOR 2022: Principles of Organizational Behavior to add to FA22 teaching schedule
- Learning Assistant Seminar – *Aug. 2021*
- PlayPosit Live Workshop – *Aug. 13, 2020*
- PlayPosit Recorded Workshop – *Aug. 14, 2020*
- Clicker Webinar – *Aug. 14, 2020*
- Proctorio Webinar – *Aug. 17, 2020*
- OIT RCC Training – *Aug. 18, 2020*
- 'Engaging Students with Zoom' Webinar via Duquesne University – *Oct. 13, 2020*
- 'Keys to Success in Online Teaching and Learning' via Duquesne University – *Oct. 21, 2020*

- 'Cultivating Inclusion in Classroom Diversity' Summit Session – *Nov. 10, 2020*

ACADEMIC RESEARCH

Co-Authored Publications:

Hunter, Karla; Lionberger, Erin; Phillips, Ashley; Luebbert, Kaitlyn; and Briggs, Andrea N. (2022) "Listen Up!: Measuring and Mitigating College Students' Most Commonly-Reported Listening Challenges," *Discourse: The Journal of the SCASD*: Vol. 7, Article 2. Available at: https://openprairie.sdstate.edu/discoursejournal/vol7/iss1/2

Ph.D. Dissertation:

Lionberger, E. (2021). The Construction of Identity through Tattoos: A Semiotic and Performative Exploration of Trauma (Doctoral dissertation, Duquesne University). Retrieved from https://dsc.duq.edu/etd/2018

- Analysis of the signification and performative aspects of Auschwitz concentration camp tattoos and 9/11 memorial tattoos, while considering the changes in meaning and interpretation that occur within and throughout space and time. In 6 chapters I explore differing semiotic and performative aspects of tattoos through various trauma theories. Ultimately, explores the relationship between tattoos and identity grounded in trauma, as a form of visual narratology within the communication and rhetoric field, guided by the semiotic tradition and the field of performance studies.

Master's Thesis:

Lionberger, E. (2017). The Syrian refugee crisis: A rhetorical analysis of president Barack Obama, Hillary Clinton, and President Donald J. Trump's political discourse about Syrian refugees. (2017). *Electronic Theses and Dissertations*. https://openprairie.sdstate.edu/etd/1179

- Analysis of political discourse using framing theory as well as metaphorical and ideological criticism surrounding Syrian refugee crisis. Specifically, research focused on the different rhetorical styles and discourse tactics of three prominent U.S. politicians via social media. Analyzed discourse via use of metaphors and ideographs in relation to Syrian refugees.

CONFERENCE PARTICIPATION

Lionberger, E (2022). "In Saban we trust": The religiosity and sensorium of college football in the South. *National Communication Association Convention, Paper Panel*

Lionberger, E. (2019). Don't worry, it's worth the risk! Political rhetoric and the future of nuclear energy. *National Communication Association Convention*, 1-21.

Lionberger, E. (2018). We were just a number: Phenomenology of trauma and tattooing. *Pennsylvania Communication Association Convention*, 1-21.

Lionberger, E. (2017). No human is illegal: An exploration of communication ethics and the DACA program. *Eastern Communication Association Convention*, 1-23.

Hunter, K., Barahona, A., Lionberger, E., Malterud, A., Phillips, A. & Voges, K. (2016). Create motivation for enhanced listening competence: Content analysis of students' listening log assignments. *Central States Communication Association Annual Convention*, 1-31.

PROFESSIONAL AWARDS AND SOCIEITES

- *2019:* Communication Law & Ethics Interest Group Top Paper at the Eastern Communication Association Annual Conference
- *2010:* Academic All-Conference in the Western Athletic Conference
- *2010:* All-America Member for top 100 student-athletes in diving
- Golden Key International Honour Society with 4.0 GPA
- Honor Society of Phi Kappa Phi
- Eastern Communication Association
- Pennsylvania Communication Association
- National Communication Association
- Duquesne University Alumni Association
- University of Colorado Alumni Association
- South Dakota State University Alumni Association

NON-ACADEMIC WORK EXPERIENCE

St. Vrain Valley School District | Nov. 2022 – Present
Assistant Diving Coach for Girls Diving
Head Coach for Boys Diving

South Dakota State University | Aug. 2015 – May. 2017
Head Diving Coach

- Serve as Head Diving Coach for Men and Women's Division I Program
- Responsible for conducting and organizing all practices, home meets and recruiting activities
    - Writing individual weekly workouts for 10 divers, emphasizing different aspects to achieve success
- Focus on adapting coaching style to each individual diver, learning different motivation tactics and language to ensure success by each individual diver and setting and discussing monthly and yearly goals both in the pool and academically

Stonewood Property Management | Feb. 2013 – Aug. 2015
Head Property Manager

- Record and collect rents from 100+ apartment units as the sole manager
- Create invoices and bill-backs for utilities
- Manage all fiscal duties that include budgeting for repairs, upgrades, increasing or decreasing rental amount due to a fluctuating economy
- Schedule and advertise apartments; create and design advertisements for variety of platforms
- Arrange showings for potential tenants
- Build, write and sign leases, 3-day notices evictions, and monthly newsletters.
- Schedule maintenance requests, reply promptly to all emails and phone calls.
- Prepare and execute plans (cleaning, maintenance, painting etc.) for the move-in and move-out period of August

Longmont Community Foundation | May – Aug. 2012
Assist Executive Director as Communication and Marketing Intern

- Help publish and re-work Annual Report
- Revise social media sites (Facebook, Twitter) to amplify community awareness and garner support for the organization.
- Re-publish 2012 Fact Sheets for clientele, including updating statistics as well as rewriting stories and organizational specific information.
- Emphasize use of various online and social media sites to effectively gain support from community in both a written and oral manner.
- Tasks included writing press releases, meeting with donors and managing/planning fundraising and scholarship events.

KEY SKILLS

- Public Speaking and presentations
- Research and analysis
- Leadership and teaching
- Canvas 5/5
- Photoshop CC: 3/5
- WordPress*:* 4/5
- Microsoft Office Suite: 4.5/5
- InDesign: 3/5

References available upon request