

# CORY B. CUNNINGHAM, Ph.D.

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ASSOCIATE TEACHING PROFESSOR - LEEDS SCHOOL OF BUSINESS  
THE UNIVERSITY OF COLORADO  
BOULDER, CO

## **ACADEMIC/PROFESSIONAL BACKGROUND**

### **Educational Background**

- Ph.D.                      Communication Studies, December 2009  
University of Oklahoma  
Advisors: Dr. Dan O'Hair and Dr. Kevin Wright  
Dissertation: *Crisis and Emergency Risk Communication on a  
College Campus: Using School Spirit and Fear Appeals to  
Achieve Student Safety*
- M. A.                      Communication Studies, December 2004  
Texas State University-San Marcos  
Advisor: Dr. Timothy P. Mottet
- Elementary              Education, December 1999  
Teaching                University of Texas at Austin  
Certification
- B.A.                        Psychology, May 1998  
University of Colorado, Boulder

### **Professional Experience**

- Fall 2016 – Present                      University of Colorado – Boulder, Leeds School of  
Business  
Associate Teaching Professor
- Fall 2012 – July 2016                      University of Texas – Rio Grande Valley, Department  
of Communication  
Assistant Professor/Basic Course Director
- Spring 2010 – Spring 2012                      University of Texas – Pan American, Department of  
Communication  
Graduate Faculty, Emergency Hire
- Fall 2011 – Spring 2015                      South Texas College, Medical Health Services  
Management  
Adjunct Instructor
- Fall 2009 – Spring 2011                      South Texas College, Department of  
Communication Arts  
Adjunct Instructor

Fall 2005 – Fall 2008	University of Oklahoma, Department of Communication Graduate Teaching Assistant
Fall 2005 – Fall 2007	University of Oklahoma, Center for Applied Social Research (CASR) Principle Investigators: Dr. Michael Mumford, Dr. Shane Connelly, and Dr. Dan O'Hair Research Assistant
Summer 2006	University of Oklahoma, Department of Communication Research Assistant for Dr. Dan O'Hair
August 2006	University of Oklahoma, Department of Communication
(Intersession)	Graduate Teaching Assistant
Spring 2005	University of Central Oklahoma, Communication Department Adjunct Instructor
Summer 2005	University of Oklahoma, Department of Communication Research Assistant for Dr. Dan O'Hair
Fall 2004	Texas State University – San Marcos, Communication Studies Department Adjunct Instructor
Fall 2003-Spring 2004	Texas State University-San Marcos, Communication Studies Department Co-Director, basic communication course
Spring 2003-Spring 2004	Texas State University-San Marcos, Communication Studies Department Graduate Lab Instructor
August 2000 – July 2002	Wyndham International, Dallas, Texas Investor Relations Specialist
December 1999—August 2000	Mills Elementary School, Austin, Texas Kindergarten Teacher

**ACADEMIC EXPERIENCE (\*indicates course creation & development)**

**Undergraduate Courses Taught**

BCOR 1030 - Communication Strategy\*  
 BCOR 2202 - Organizational Behavior  
 ORGN 3025 – Essential Management Skills\*  
 BADM 4030 – Crisis Communication\*

Public Speaking  
Principals of Communication/Introduction to Communication\*  
Business and Professional Communication\*  
Organizational Communication\*  
Interpersonal Communication\*  
Small Group Communication\*  
Communication Theory\*  
Communication Research Methods\*  
Training and Development\*  
Health Communication\*  
Interviewing\*

### **Graduate Courses Taught**

MBAC 6096 – Managerial Communication\*  
Organizational Communication\*  
Crisis Communication\*  
Applied Research Methods\*  
Research Methods\*  
Interpersonal Communication\*  
Persuasive Campaigns\*  
Training and Development\*  
Communication Education\*  
Communication Theory (Guest Lecture)

### **THESES & RESEARCH PROJECTS**

#### **Graduate Theses Advisor**

Nina Ciric (Fall 2012 – Spring 2013)  
Danielle Reed (Fall 2011 – Spring 2012)

#### **Graduate Thesis Committees**

Carly Pedan (Fall 2013 – Spring 2015)  
Cameron Sitler (Fall 2012 – Spring 2013)  
Monica Mercado (Summer 2011 – Spring 2012)  
Kelli Owen (Fall 2010 – Spring 2012)  
Alyssa Cerroni (Fall 2010 – Spring 2011)  
Tanzeer Ahmed (Fall 2010 – Spring 2011)

#### **Graduate Comprehensive Exams Chair**

21 Graduate Students (Spring 2012 – Spring 2016)

#### **Graduate Comprehensive Exam Committees**

30 Graduate Students (Spring 2011 – Spring 2016)

## **Undergraduate Thesis Committee**

Deborah Duenes (Fall 2012 – Spring 2013)

## **SCHOLARSHIP**

### **Book Chapters**

O'Hair, D., Cunningham, C. B., & Bruce, M. (2009). Approaching risk and crisis from a strategic communication perspective. In D. O'Hair & R. Heath (Eds.), *Handbook of risk and crisis communication*. Mahwah, NJ: Erlbaum.

O'Hair, H. D., Heath, R., Williams, K., & Cunningham, C. (2009). Community-based risk communication infrastructure model. In R. Heath, & D. O'Hair (Eds.), *Handbook of risk and crisis communication*. Mahwah, NJ: Erlbaum.

### **Published Articles In Refereed Academic Journals**

McQuillen, J., Cunningham, C.B., & Rutigliano, D.I. (2017). A study of Hispanic students' perceptions of homophily and immediacy and their relationships to perceived affective learning and content relevance. *International Journal of Humanities & Social Studies*, 5(4), 25-29.

McQuillen, J., Cunningham, C.B., & Vera, A. (under 2<sup>nd</sup> review). Who am I? Who are we?: Expanding the Johari windows to describe interpersonal communication. *Communication Teacher*

Angie, A. D., Davis, J. L., Allen, M. T., Byrne, C. L., Ruark, G., Cunningham, C. B., et al., (2010). Studying ideological groups online: Identification and assessment of risk factors for violence. *Journal of Applied Social Psychology*.

Mottet, T. M., Parker-Raley, J. A., Beebe, S. A., & Cunningham, C. (2007). Instructors who resist "college-lite": The neutralizing effect of instructor immediacy on students' course workload violations and perceptions of instructor credibility and affective learning. *Communication Education*, 56, 145-167.

Sparks, L., Villagran, M., Parker-Raley, J. A., & Cunningham, C. (2007). A patient-centered approach to breaking bad news: Communication guidelines for health care providers. *Journal of Applied Communication Research*, 35, 177-196.

Mottet, T., Parker-Raley, J. A., Cunningham, C., & Beebe, S. (2006). Testing the neutralizing effect of instructor immediacy on student course workload expectancy violations and tolerance for instructor unavailability. *Communication Education*, 55, 147-166.

Mottet, T., Parker-Raley, J. A., Cunningham, C., & Beebe, S. (2005). The relationship between teacher nonverbal immediacy and student course workload and teacher availability expectations. *Communication Research Reports*, 22, 275-282.

### **Articles In Progress**

Cunningham, C.B. *The role of verbal and nonverbal immediacy in business*

Cunningham, C.B. *The use of virtual reality to decrease communication apprehension among business students*

Cunningham, C.B. *Organizational attachment: A new understanding of employees' relationship with organization*

Newell, K., Cunningham, C.B., Cantu, I., & Flores, A. *Organizational culture of a new university: A content analysis of UTRGV*

Cunningham, C. B., & Ciric, N. *Work-life balance: Single women without children*

### **Scholarly Awards and Honors**

Top Paper Award, Eastern Communication Association Instructional Communication Division, 2007

Top Paper Award, Southern Communication Association Health Communication Division, 2006

Golden Key National Honor Society, 1999-2010

National Honor Society, 2006-2010

Outstanding Graduate Teaching Assistant, award sponsored by the Instructional Communication Division of the International Communication Association, 2004

Muir Mentoring Committee, 2003, only student chosen at Texas State University to serve with faculty

Outstanding Student Teacher, University of Texas at Austin, 1999

### **Competitive Conference Papers**

McQuillen, J., Cunningham, C.B., & Chavez, C. (2015). *An investigation of Hispanic daughters' risky behavior: Determining the relationship between mother-daughter openness and father-involvement*. NAAAS Conference, South Padre Island, TX.

Newell, K., Cunningham, C.B., Cantu, I., & Flores, A. (2015). *An analysis of the communication surrounding the new university in South Texas*. NAAAS Conference, South Padre Island, TX.

Reed, D., Cunningham, C. B., Saavedra, D., & Lemanski, J. (2012). *Family members' support approaches toward veterans exhibiting symptoms of PTSD: A first step toward validating the inconsistent nurturing as control theory (INCT) scale*. National Communication Association Conference, Miami, FL.

Wright, K. B., Craig, E. A., Cunningham, C. B., Igiel, M., & Ploeger, N. A. (2008). *Will You (Still) Be My Friend? Computer-Mediated Relational Maintenance on Facebook.com*. National Communication Association Conference, San Diego, CA.

Wright, K. B., Craig, E. A., Cunningham, C. B., & Igiel, M. (2007). *Emotional support and perceived stress among college students using Facebook.com: An exploration of the relationship between source perceptions and emotional support*. National Communication Association Conference, Chicago, IL.

Craig, E. A., Igiel, M., Wright, K. B., Cunningham, C. B., & Ploeger, N. (2007). *Will you be my friend?: Computer-mediated relational development on Facebook.com*. International Communication Association Conference, San Francisco, CA.

Cunningham, C. B. (2007, April). *Media and terrorism: The role of media in post terrorist attacks*. National Broadcast Association (BEA) meeting in Las Vegas, NV.

Mottet, T. P., Parker-Raley, J. A., Beebe, S. A., & Cunningham, C. (2007, April). *Instructors who resist "college light": The neutralizing effect of instructor immediacy on students' course workload violations and perceptions of instructor credibility and affective learning*. Eastern Communication Association Annual Conference, Providence, RI. **Top Paper Award in Instructional Communication**

- Sims, J. D., Gilchrist, E. S., Siriko, T., Cunningham, C., & Falsarella, V. (2006, April). *Sick and tired: Employee expectations of job satisfaction, organizational climate, and coping behavior in assisted living centers*. Central States Communication Association Conference, Indianapolis, MN. **Top Student Paper Award in Health Communication Division**
- Sparks, L., Villagran, M., Parker-Raley, J. A., & Cunningham, C. (2006, April) *A patient-centered approach to breaking bad news: Communication guidelines for health care providers*. Eastern Communication Association (ECA) meeting, Philadelphia, PA.
- Mottet, T., Parker-Raley, J. A., Cunningham, C., & Beebe, S. (2005, November) *The relationship between teacher nonverbal immediacy and student course workload and teacher availability expectations*. National Communication Association (NCA) meeting, Boston, MA.
- Cunningham, C. B. (2004, February). *Substance abuse and social support*. Western States Communication Association (WSCA) meeting, Albuquerque, NM.

## **PROFESSIONAL SERVICE**

### **To the Department**

- P/E Faculty Teaching Mentor (Fall 2021 – Present)
- Member (Fall 2021 – Present), Leeds Emergency Management Team
- Co-Chair, Final Challenge Case Competition Committee (Summer 2017 – Spring 2021), University of Colorado – Boulder, Boulder, CO
- Lead, Grading Policy for Professional Effectiveness Division (Summer 2018 – Fall 2020), University of Colorado – Boulder, Boulder, CO
- Co-Chair/Member, Curriculum Committee (Summer 2018; Fall 2019 – Fall 2020), University of Colorado – Boulder, Boulder, CO
- Member, Hiring Committee (Fall 2017 & Summer 2019), University of Colorado – Boulder, Boulder, CO
- Member, Curriculum Committee (Summer 2017), University of Colorado – Boulder, Boulder, CO
- Co-Facilitator & Attendee, Speak By Design Workshop for MBA Students (November 2017), University of Colorado – Boulder, Boulder, CO
- Basic Course Director (Summer 2013 – Present), University of Texas – Rio Grande Valley, Edinburg, TX
- Chair, Tenure-Track Search Committees (2), (Fall 2014 – Fall 2016), University of Texas – Rio Grande Valley, Edinburg, TX
- Chair, Annual Review Committee, (Fall 2014 – Spring 2015), University of Texas – Pan American, Edinburg, TX
- Member, Annual Review Committee, (Fall 2013 – Spring 2014), University of Texas – Pan American, Edinburg, TX
- Member, Tenure-Track Search Committees (3), (Fall 2012 – Spring 2013), University of Texas – Pan American, Edinburg, TX
- Recruitment, Graduate Faculty (Fall 2012) at National Communication Association Conference, Miami, FL

Member, Budget Committee, (2010 – 2013), University of Texas – Pan American, Edinburg, TX

Member, Graduation “Boomerang” Committee, (2010 – 2013), University of Texas – Pan American, Edinburg, TX

Member, FESTIBA Planning Committee, (2010 – 2012), University of Texas – Pan American, Edinburg, TX

Member, Communication Festival Committee, (2009-2010), South Texas College, McAllen, TX

Volunteer Judge, Josh Lee Public Speaking Competition (2005, 2006, 2007, 2008), University of Oklahoma, Norman, OK

Volunteer Coach and Judge, University of Oklahoma Forensics (2005, 2006), University of Oklahoma, Norman, OK

### **To the University**

Panel Presenter, “Mental Health & Wellness in Service Industry” (March 2022), to Service Council Board of Directors

Panel Presenter, “Mental Health & Wellness in Service Industry” (March 2022), to Service Council Members

Presented “Emotional Intelligence Workshop” (April 2019, April 2020, April 2022), to MBA Women’s Business Leadership Program, University of Colorado, Boulder, CO

Presented “Crisis Communication” (May 2022), to President’s Leadership Council, University of Colorado, Boulder, CO

Presented “Risk & Crisis Communication: Leveraging Pre-Crisis in the Banking Industry”, (July 2022) to Graduate School of Banking – Colorado, University of Colorado, Boulder, CO

Co-Chair/Faculty Lead (Fall 2021 – Present), Leeds Ignite Presentations, University of Colorado, Boulder, CO

Member (Fall 2021 – Present), Leeds Emergency Management Team

Diverse Scholars Mentor (Fall 2017 – Spring 2021), University of Colorado, Boulder, CO

Member (Fall 2018 – Spring 2021), Undergraduate Curriculum Policy Committee (UCPC), University of Colorado, Boulder, CO

Created & Led, Peer Coaching Cohort (Fall 2019), to 2<sup>nd</sup> year MBA students, University of Colorado, Boulder, CO

Presented “Emotional Intelligence Workshop” (September 2019), to 2<sup>nd</sup> year MBA students, University of Colorado, Boulder, CO

Presented “Presentation Skills Workshop” (June 2019), to participants in Women in Business Case Competition (WIBCC), University of Colorado. Boulder, CO

Presented “Executive Presence Workshop” (February 2019), to MBA Students, University of Colorado, Boulder, CO

Presented “Image & PowerPoint Tactics Workshop” (January 2019), to MBA Students, University of Colorado, Boulder, CO

Lead in P/E Division (Fall 2016 – Fall 2020), Incorporation of Mental Health into Curriculum at Leeds School of Business, University of Colorado, Boulder, CO

Consultant/Presenter (Summer 2018), Commercialization Academy out of Tech Transfer Office, University of Colorado, Boulder, CO

Member (Spring 2018), Masters Curriculum Policy Committee (MCPC), University of Colorado, Boulder, CO

Curriculum Reviewer (Fall 2017 – Summer 2018), Master of Science – Organizational Leadership Program, University of Colorado, Boulder, CO

Co-Presented “Managing Conflict and Crisis Effectively” (February 2018), to MBA Students, University of Colorado – Boulder, Boulder, CO

Presented “Crisis Management Workshop” (Fall 2017), to Executive MBA Program at University of Denver, Denver, CO

Presented “Listening & Communication Workshop” (Fall 2013), to Sophomore Academic Mentoring Program at University of Texas – Pan American, Edinburg, TX

Presented “Creating an Effective Syllabus Workshop” (Fall 2013) to Teaching Boot Camp at University of Texas – Pan American, Edinburg, TX

Presented “Department of Communication – Information Session”, (Spring 2012), to Graduate students at University of Texas – Pan American, Edinburg, TX

Presented “Presentational Speaking Skills Workshop”, (Fall 2011), to Graduate students at University of Texas – Pan American, Edinburg, TX

Presented “Department of Communication – Information Session”, (Fall 2011), to Graduate students at University of Texas – Pan American, Edinburg, TX

### **To the Field**

Panel Member (Crisis Communication) – “Redesigning the Future with CSR in the Center: The Role of CSR in Designing Business Responses to the Pandemic and Urgent Calls for Racial Justice” (July 16, 2020)

Consulting for Password Ping (2017-2018)

Consulting for McAllen Economic Development Corporation (2013 – 2015)

Consulting for Rio South Texas Economic Corporation (Summer 2015)

Presented “*Small Group Decision-Making Workshop*” (Fall 2012, Fall 2013, Fall 2014) to Certified Public Manager – Continuing Education, Hidalgo County

Reviewer, Journal of Computer Mediated Communication (2007, 2008, 2010)

Panel Chair, The 2008 Sooner Communication Conference, University of Oklahoma, Norman, OK

Panel Chair, The 2007 Sooner Communication Conference, University of Oklahoma, Norman, OK

Fundraiser (Assistant to Committee Chair), The 2006 Sooner Communication Conference, University of Oklahoma, Norman, OK

Panel Chair, The 2006 Sooner Communication Conference, University of Oklahoma, Norman, OK

Assistant, NCA's (then) 1<sup>st</sup> Vice-president, Dan O'Hair, Planning 2005 NCA convention

### **Workshops Attended**

“Why We Must Inclusify” – Dr. Amy Johnson (July 13, 2020)



"Inclusive Pedagogy Panel" – Teresa Wroe, Becca Ciancanelli, Alaina Beaver (July 28, 2020)

Leeds Summer Series: Workshop #1 – "Making Videos" (June 5, 2020)

Leeds Summer Series: Workshop #2 – "Engaging Students" (June 11, 2020)

Leeds Summer Series: Workshop #3 – "Zoom Engagement" (June 16, 2020)

Leeds Summer Series: Workshop #8 – "Advanced Zoom Training" (July 29, 2020)