# VINITA AGARWAL

**Salisbury University**                                                **CV | December 2016**

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http://www.salisbury.edu/faculty/vxagarwal/          https://www.drvinitaagarwal.com

## EDUCATION

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|---|---|
| Ph.D. (2009). | Brian Lamb School of Communication. Purdue University, USA |
| M. A. (2004). | University of Illinois at Chicago, Dept. of Communication, USA |
| M. A. (1991). | Mass Communication Research Center. New Delhi, India. |
| B. Sc. Physics (Hons.) (1989). | Physics, Delhi University. India. |

## PROFESSIONAL DEVELOPMENT CERTIFICATES

2017. STRUCTURAL EQUATION MODELING WINTER INSTITUTE, CENTER FOR INTEGRATED LATENT VARIABLE RESEARCH, UNIVERSITY OF MARYLAND
1) **Introduction to Structural Equation Modeling**, Jan 3–4, 2017. Offered by the Center for Integrated Latent Variable Research, University of Maryland, College Park. Instructor Gregory R. Hancock.
2) **Advanced Topics in Structural Equation Modeling**, Jan 5–6, 2017. Offered by the Center for Integrated Latent Variable Research, University of Maryland, College Park. Instructor Gregory R. Hancock.

2016. AYURVEDA WELLNESS EDUCATOR CERTIFICATE, CENTER FOR INTEGRATIVE MEDICINE, UNIVERSITY OF MARYLAND
1) **Ayurveda Wellness Educator Training for Health Professionals Co-Sponsored by the Center for Integrative Medicine, University of Maryland**
Fall 2016:   66-hour hybrid course co-sponsored by the Academy of Integrative Health and Medicine, University of Maryland Center for Integrative Medicine, Atlantic Integrative Medicine, Guarneri Integrative Health, and the Maharishi AyurVeda Association of America.

2016. COUNCIL OF UNDERGRADUATE RESEARCH INSTITUTE & WEBINARS
1) **Initiating and Sustaining Undergraduate Research Programs.** Council on Undergraduate Research (CUR) Institute, Oct. 27–29, 2016, Ottawa, Ontario, Canada.
2) **Ronald E. McNair Postbaccalaureate Achievement Program (McNair Program).** U.S. Department of Education, Sept 20th, 2016.
3) **How to Open the Door to a Culture of Diversity: A Productive Conversation Among Decision-Makers**. Council on Undergraduate Research. Webinar, Aug. 25, 2016.
4) **Achieving an Institution-Wide Culture and Practice in Undergraduate Research: Best Practices of AURA 2015 Awardees**. CUR. Webinar, May 10, 2016.

2012–2015. ONLINE AND DIGITAL TEACHING CERTIFICATES, SLOAN-C ONLINE
**Certificates for Completing Training Workshops Offered by Sloan-C Online**
1) MOOCs—Exploring Learning in Open Courses.

2) Assessments with Social Media.
3) Multimodal Design.
4) New to Online: Quality Matters Rubric.
5) Mobile Apps: Learning Environments.

## ACADEMIC APPOINTMENTS

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| 2015—Present | Associate Professor, Dept. of Communication Arts, Salisbury University. |
| 2010—2015 | Assistant Professor, Dept. of Communication Arts, Salisbury University. |
| 2009—2010 | Assistant Professor (Term), Dept. of Communication, Univ of Louisville. |
| 2006—2009 | Graduate Teaching Assistant and Lecturer, Purdue University. |
| 2004—2006 | Graduate Research Assistant and Instructor, Purdue University. |
| 2002—2004 | Graduate Teaching Asst, Teaching Asst and Research Asst, UIC. |

## PROFESSIONAL APPOINTMENTS

- Education Policy Board Member
  National Communication Association, Washington D.C., Jan 1, 2017—Dec. 31, 2019.
- Review Editor
  Frontiers in Health Communication, 2016—present
- Editorial Board Member
  Western Journal of Communication, Vol 77, 2013

## SPECIAL APPOINTMENTS

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| Fall 2016–Present | **Director, Office of Undergraduate Research and Creative Activities (OURCA), Salisbury University, Maryland USA** |

**Director Responsibilities**: To launch the OURCA as a hub for research and creative experiences for undergraduate students. To provide a focus on undergraduate research initiatives at Salisbury University (SU) while helping to form the vision and mission of the office for future expansion. To serve students and faculty from all disciplines and majors: from the sciences, to the social sciences, to the arts and humanities. To lead efforts to establish a cadre of like-minded faculty and/or staff and build opportunities for brain-storming and collaboration. To build common goals and synergies with other SU activities such as National Competitive Scholarship efforts, the Honors College, and Office of Innovation in Teaching and Learning.  By providing a focus on existing and emerging strength in undergraduate student engagement, to provide an opportunity to help bolster recruiting and admission of high-quality students.

**Fall 2016 OURCA Outcomes Completed**:
As Director or OURCA, the following dimensions of the OURCA establishment were initiated, designed, and completed by me during Fall 2016 as the first semester of OURCA's operations at Salisbury University.
1) Organizational Identity Conceptualization & Implementation:
    a. OURCA Website: Conceived, designed, developed undergraduate research resources, written content, and launched OURCA website (please visit: http://www.salisbury.edu/ourca/) to provide focus on opportunities and resources to strengthen undergraduate research at SU
    b. SU Foundation: Integrated "Give Now" button for donors on OURCA website.

     c.   <u>OURCA "Give Now" Corp Page</u>:  Established page, created content, and worked on donor group categories (STEM in women, Freshmen researchers, and more at: https://salisburyu.givecorps.com/causes/6694-undergraduate-research-and-creative-activities ).

2)  <u>Created Strategic Plan</u>: First complete OURCA SU Strategic Plan Document draft conceptualized mission, vision, goals, and objectives, environmental research completed, submitted and gathered input from stakeholders (Deans Council members).

3)  <u>Organizational Structure</u>: OURCA Faculty Advisory Group (first meeting Fall, 2016)

4)  <u>OURCA Initiatives</u>:
     a.  Teaching Learning Conference panel "Integrating Undergraduate Research in the Curriculum" (Feb 8, 2017).
     b.  Conceived and developed Spring 2017 1-credit pass/fail course, IDIS 280-152 "Research and Discovery"

5)  <u>Institutional Identity-Building/Resource/Need Analysis (Fall 2016)</u>:
     a.  Conducted meetings for resource gathering/needs analysis from: James Buss (Dean, Honors College); Deborah Matthews (Director, Office of Innovation in Teaching); Brian Stiegler (Associate Provost, Center for International Education); Kristen Walton (Director, Office of National Competitive Scholarships Program); Bea Hardy (Dean, Blackwell Library); Heather Holmes (Director, Center for Student Achievement), Vivian Shannon-Ramsey (Director, TRiO), Kelly Fiala (Dean, Seidel School of Education), Karen Olmstead (Dean, Henson School of Sciences), Robert Joyner (Chair, IRB), Diane Allen (Provost, Salisbury University), Jason Curtin (SU Foundation), Admissions Office.
     b.  Seidel New Faculty meeting presentation
     c.  Admissions Office presentation
     d.  Deans Council presentation
     e.  Sophomore Year Initiative students presentation
     f.  Webinar participation: McNair grant; Diversity in research; best practices award winners

6)  <u>Database Building/UR Institutional Audit</u>
     a.  Conducted baseline assessment of independent research definitions, guidelines, and evaluation across departments at SU
     b.  Developed a faculty mentor database network—clearinghouse model
     c.  Created funding database
     d.  Created database of all undergraduate courses at SU including research in their course description

7)  <u>National/International Identity-Building/Training</u>
     a.  Participated in Council of Undergraduate Research, "Initiating and Sustaining an Undergraduate Research Program," ISURP 2016, Ottowa Canada

8)  <u>Data Gathering Departmental and Faculty Audit</u>
     a.  Departmental chair survey completed
     b.  Faculty qualitative response study design completed, protocol approved by IRB
     c.  Student survey on UR needs study design completed, protocol approved by IRB

9)  <u>Institutional Support of CUR</u>
     a.  Providing support to undergraduate students at SU through funding, organizing, participating in and attending student presentations at national and university-based scholarly undergraduate conferences (NCUR and SUSRC)
     b.  Faculty mentor support—e.g., supporting nomination call applications for CUR Fellows and others as need arises.

<u>Winter 2017 OURCA Outcomes Timeline:</u>

1. Submit proposal to the Undergraduate Research Program directors conference, CUR, Flagstaff AZ, June 2017

## AWARDS AND HONORS

2014. Top Paper Award. Organizational & Professional Communication Division, Central States Communication Association.

2014. Top Two Paper Award. Health Communication Division. Eastern Communication Association.

2011. Top Three Paper Award. Health Communication Division, Eastern Communication Association.

2010. University System of Maryland Women's Foundation Faculty Research Award.

2008. Summer Dissertation Research Grant, Brian Lamb School of Communication, Purdue University

2008, Alan H. Monroe Scholar. Research by graduate student. Brian Lamb School of Communication, Purdue University

2005. Top Four Paper Award. Human Communication and Technology Division, National Communication Association.

## PUBLICATIONS AND PAPERS

### PEER-REVIEWED JOURNAL ARTICLES

1) **Agarwal, V.** (Accept). Mainstreaming disaster-relief service-learning in communication departments: Integrating pedagogy, praxis, and engagement. *Journal of the Association for Communication Administration.*

2) **Agarwal, V.** (in press). Taking care, bringing life: A poststructuralist feminist analysis of maternal discourses of mothers and *dai*'s in India. *Health Communication.*

3) **Agarwal, V.,** & Buzzanell, P.M. (2015). Communicative re-construction of resilience labor: Identity/identification in disaster-relief workers. *Journal of Applied Communication Research*, *43*, 408–428. doi:10.1080/00909882.2015.1083602.

4) **Agarwal, V.** (2014). A/H1N1 Vaccine intentions in college students: An application of the theory of planned behavior. *Journal of American College Health, 62,* 416–424. doi:10.1080/07448481.2014.917650.

5) **Agarwal, V.** (2013). Investigating the construct validity of organizational trust. *Journal of Communication Management*, *17*, 24-39. doi:10.1108/13632541311300133.

6) **Agarwal, V.** (2011). Investigating the contribution of benefits and barriers on mammography intentions of middle class urban Indian women: An exploratory study. *Communication*

*Research Reports, 28,* 1–9. doi:11080/08824096.2011.586254.

7) D'Silva, M.U., Leichty, G.B., & **Agarwal, V.** (2011). Cultural representations of HIV/AIDS in Indian print media. *Intercultural Communication Studies, 20*, 75–88.

8) **Agarwal, V.,** & Buzzanell, P.M. (2008, Lead article). Trialectics of migrant and global representation: Real, imaginary, and online spaces of empowerment in Cyber*mohalla. WesternJournalofCommunication,72,* 331–348. doi:10.1080/10570310802445975.

## BOOK CHAPTERS

1) **Agarwal,V.** (2014). Investigating the convergent validity of organizational trust. In R.L. Heath & A.Gregory (Eds.), *Strategic communication*, *Vol.III. Discursive and dialogic organizations and the stakeholder view: Social Constructionism and Functional Perspectives.* Sage.

2) D'Silva, M.U., **Agarwal, V.,** Sohn, S.H., & Sharma, V. (2014). Urbanization and strategic health communication in India. In C.C.Okigbo (Ed.), "*Strategic urban health communication*" (pp. 159-172). New York: Springer Science+Business Media. Doi:10.10007/978-1-4614-9335-8_13.

3) **Agarwal, V.,** & Shenoy, S. (2013). *On the evolution of togetherness and living with two hearts*. In S. Murrow and D. Leoutsakas (Eds.), *More than blood: Today's reality and tomorrow's vision of family* (pp. 164-173). Dubuque, IA: Kendall Hunt.

4) **Agarwal, V.,** D'Silva, M.U., & Leichty, G.B. (2013). Disease, representation, and public relations: A discourse analysis of HIV/AIDS websites. In R. Ahmed and B. R. Bates (Ed.), *Health communication and mass media: An integrated approach to policy and practice* (pp. 51-65). Surrey, England: Gower Publishing Ltd.

5) **Agarwal, V.,** & Buzzanell, P.M. (2008). Spatial narratives of the local: Bringing the *basti* center-stage. In R. Gajjala & V. Gajjala (Eds.), *South Asian Technospaces* (pp. 123-134). New York: Peter Lang.

6) **Agarwal, V**., & Stewart, C.J. (2007). A frame analysis of privacy regulation in an international arena: Understanding interdependency in a globalized world. In K. St. Amant (Ed.), *Linguistic and cultural online issues in the global age* (pp. 214-237). Hershey, PA: Ideas Press.

## TRANSLATIONAL ONLINE PUBLICATIONS

1) **Agarwal, V.,** & Buzzanell, P.M. (2016, February). Performing resilience labor to reintegrate after disaster. *Communication Currents, 11, 1*. Retrieved from: http://www.natcom.org/CommCurrentsArticle.aspx?id=6910

## GRANT APPLICATIONS AND FUNDING

### EXTERNAL GRANTS
1) National Multiple Sclerosis Society. Reseearch Grant. (Feb. 2016). Integrating mindfulness practice to improve quality of life for relapsing-remitting multiple sclerosis patients ($212,267.00; Not funded)

2) Susan G. Komen. Small Grant Proposal. (Sept. 2015). "Onward, Together." ($31,271 requested—Not funded)

**INTERNAL GRANTS**
1) Faculty Development Grants
   2011—Present, received annually; all funded.
2) Fulton Faculty Grant
   2011—Present, received Spring, Summer, Fall; all funded.
3) SU Faculty Research Mini-Grant
   2011, 2013, 2014
4) SU Foundation Grant
   2014; funded.

## UNDERGRADUATE MENTORING

### HONORS THESIS ADVISOR
Darby Dicks (2016—2017). Social media and conspiracy theories.

### INDEPENDENT RESEARCH SUPERVISED
1) Summer 2011. Faculty advisor for independent study research paper titled, "*The Marines, Social Media, and Public Representation,*" for Mitsuko Towns.
2) SURF (Summer Undergraduate Research Fellowship), 2007, Purdue University, West Lafayette

### UPCOMING CONFERENCE PRESENTATIONS
**Agarwal, V.** (Fall, 2016). *Intention, faith, and struggles: Complementary and alternative medicine (CAM) practitioner embodiment of experience in modality*. Paper accepted for presentation to the Eastern Communication Association 2017 convention, health communication division, Boston MA.

### JOURNALS

### MANUSCRIPTS UNDER PEER-REVIEW
**Agarwal, V.** (Dec. 2016). *Healing in and through the body: Complementary and alternative medicine (CAM) providers' embodiment of care*. Under review.

**Agarwal, V.** (Nov. 2016). *Complementary and alternative medicine practitioners' framing of alternative medicine in preventive care: Implications for integrative medicine*. Under review.

### MANUSCRIPTS UNDER REVISE AND RESUBMIT

### MANUSCRIPTS IN PROGRESS*
*\*Unless otherwise mentioned data collection, transcription, and analysis is complete for all the below studies*.

**Agarwal, V.** (in progress). Complementary and alternative medicine: Healing and quality of life in conceptualization of health and wellness in clients. (*Sabbatical Research, Fall 2016, data gathering completed, analysis and write-up in progress*).

**Agarwal, V.** (in progress). Patient resilience in chronic conditions: Relapsing-remitting multiple sclerosis patients' medication adherence and quality of life.

**Agarwal, V.** (in progress). Designing indoor tanning bed usage messages to promote melanoma protective behavior among young adult females.

**Agarwal, V.** (in progress). An application of the HBM model to at-risk African-American women's breast cancer self-protective motivations.

## CONFERENCE PRESENTATIONS

### REFEREED

1) **Agarwal, V.** (2016). *Constituting Expertise: Constructing Holistic Health in Complementary and Alternative Medicine.* Research paper presented at the Health Communication Division, 66th Annual International Communication Association, Fukuoka, Japan.

2) **Agarwal, V.** (2016). *Taking care, bringing life: A poststructuralist feminist analysis of knowledge and power discourses in maternal health in an urban basti in India.* Paper presented at the Feminist Communication Division, 66th Annual International Communication Association, Fukuoka, Japan.

3) **Agarwal, V**. (2016). *Bridging breast-cancer disparities in African-American women: Media processing factors and self-protective motivations.* Paper presented at the Health Communication division, 107th Annual Eastern Communication Association, Baltimore, Md.

4) **Agarwal, V.** (2016). *Communicative Negotiation of Resilience Labor to Manage Uncertainty in Chronic Health Conditions.* Paper presented as part of panel submission by Norbert Mundorf entitled, "Global sustainability and resilience: A communication ®evolution" for the 107th Annual Eastern Communication Association, Baltimore, Md.

5) **Agarwal, V.** (2016). *Disaster-relief service-learning in communication: Furthering translational goals of civic engagement.* Paper to be presented to the Instructional Communication division, 107th Annual Eastern Communication Association, Baltimore, Md.

6) **Agarwal, V.** (2015). *"I am not willing to gamble": Relapsing-remitting multiple sclerosis patients' communicative framing of treatment uncertainty and provider relationship.* Health Communication Division, National Communication Association 101 Convention Meeting, Nov. 19—22, Las Vegas, NV.

7) **Agarwal, V.** (2015). *"You're not goint to be that way": Patient framing of disability and support in the multiple sclerosis disease domain.* Disability Caucus, National Communication Association 101 Convention Meeting, Nov. 19—22, Las Vegas, NV.

8) **Agarwal, V.** (April 2015). *Deadly and preventable: Comparative risk perception in female adults melanoma incidence.* Central States Communication Association, Madison, WI

9) **Agarwal, V.,** & Buzzanell, P.M. (2014). *Communicative Re-construction of Resilience Labor: Identity/Identification in Disaster-Relief Workers.* Organizational Communication Division of the 100th Annual Meeting of the National Communication Association, November 19—21, Chicago, Il.

10) **Agarwal, V.** (2014). *Breast-Cancer Self-Protective Motivations of African-American Women: Assessing Comparative Risk, Benefits, Barriers, and Subjective Norms.* Centers for Disease Control and Prevention, National Conference on Health Communication, Marketing, and Media, August 19—21. Atlanta, GA, 2014.

11) **Agarwal, V.** (2014, April). "*Maternal Mortality and the Gendered Urban Migrant Community Identity: In Our Own We Trust.*" **Top Two Paper Award**, Eastern States Association, Health Communication Division, RI.

12) **Agarwal, V.** (2014, April). *For Whom the Bell Tolls: Disaster-Relief Volunteer Work.* **Top Paper Award.** Paper presented to the Central States Communication Association,

Organizational and Professional Communication Division, MN.

13) **Agarwal, V.** (2013). *Dai or Doctor: Framing Tensions between the Traditional and the Biomedical Orientation in Maternal Health in an Urban Resettlement Neighborhood in India.* National Communication Association, Nov. 17th—21st, Washington DC.

*14)* **Agarwal, V.** (2012). *Trust and Betrayal: (Dis)Identification and Satisfaction in a Nonprofit Organization*. National Communication Association, Nov. 15th–Nov. 18th, Orlando, FL.

*15)* **Agarwal, V.** (2012). *Comparative Perceptions of Risk in the Pandemic Influenza A (H1N1) 2009 Virus*. Eastern Communication Association, April 26th-April 29th, Cambridge, MA.

16) **Agarwal, V.** (2011). *The 2009 H1N1 pandemic: Understanding threat perception, information, and source factors in emerging health risks.* Paper to be presented at the Health Communication Division of the 97th Annual National Communication Association Conference, New Orleans, LA. Nov. 17th—20th, 2011.

17) **Agarwal, V.** (2011). *Predictors of mammography usage for South Asian women: Examining constructs from uncertainty reduction and health belief model.* **Top Three Paper** presented at the Health Communication Division of the 102nd Annual Eastern Communication Association Conference, Arlington, VA. April 13—17, 2011.

18) **Agarwal, V.,** & Sypher, H. E. (2010). *Trust in the relational organization: Examining organizational trust, personal need-fulfillment, and identification*. Paper presented to the Organizational Communication Division of 96th Annual Meeting of the National Communication Association, Nov. 14-Nov. 17, 2010, San Francisco, CA.

19) **Agarwal, V.,** D'Silva, M. U., & Leichty, G. B. (2010). *Issue legitimization in international public relations: An ideological/feminist critique of the local and the global in online public health discourse on INGOs*. Public Relations Division, 96th National Communication Association, Nov. 14-Nov. 17,2010, San Francisco, CA.

20) **Agarwal, V.** (2010). *"I'd like to help but I have no time!"*: *Individual and organizational motivational factors influencing service behavior*. Paper presented at Organizational Communication Division Meeting of the International Communication Association, Political, Cultural, and Technological Challenges, June 22- June 26, 2010, Singapore

21) **Agarwal, V.** (2010). *Intent in decision making processes to obtain the H1N1 vaccine: Understanding trust in channel, source, and message factors in communicating emerging health risks.* Paper presented at 11th Biennial Kentucky Conference in Health Communication, April 22—April 24, 2010, Lexington, KY.

22) D'Silva, M. U., Leichty, G. B., & **Agarwal, V.** (2010). *Cultural representations of HIV/AIDS in print media in India*. Presented at IAICS conference, Guangzou, China.

23) **Agarwal, V.,** Yehya, N. A., Rao, R., & Sypher, H. E. (2010). *A frame analysis of construction of emerging health risks in the print media coverage of MRSA.* Paper presented at Mass Communication Division of the Central States Communication Association Convention, April 14—18, 2010, Cincinnati, OH

24) **Agarwal, V.,** Dutta, M. J., & Sypher, H. E. (2009). *Reconceptualizing trust: A theoretical framework of macro-level relational trust in health care organizations*. Paper presented at the Health Communication Division of the International Communication Association, Keywords in Communication, Chicago, IL, May 21-25, 2009.

25) **Agarwal, V**., Sypher, H. E., & Dutta, M. J. (2009). *Proposing a modified framework for the Health Belief Model in healthcare settings: Knowledge, benefits/barriers, and cues to action on preventive staff behaviors.* Paper presented at the Health Communication Division of the International Communication Association, Chicago, IL, May 21-25, 2009.

26) **Agarwal, V.,** & Sypher, H. E. (non-presenter, 2009). *Process implementation in healthcare organizations: Investigating organizational commitment and climate during organizational change.* Health Communication Interest Division of the Western States Communication Association, February 12-18, 2009, Phoenix/Mesa, AZ.

27) **Agarwal, V.**, Sypher, H. E., Dexter, P., Kho, A., Doebbeling, B. N, Woodward, H., Hoke,

S. et al. (2008). *Foregrounding trust in climate change in hospital units: Exploring the effect of information resource availability and organizational support for change on participatory decision making among hospital staff.* The American Association of Communication in Healthcare, Translating Communications Research: Bench to Bedside to Community, University of Wisconsin-Madison, WI, October 17-19, 2008.

28) **Agarwal, V.** (2006). *Medical communication discourse in the Human Genome Project: Toward a typology of difference in genetic privacy.* National Communication Association (NCA), Health Communication Division, San Antonio, TX.

29) Whitten, P., & **Agarwal, V.** (2006). *Privacy and health care: The role and impact of communication.* Communication and Technology Division, International Communication Association conference Dresden, Germany.

30) Whitten, P., Gabor, E., Bergman, A., & **Agarwal, V.** (2006). *Communication technologies and health care: Diagnosis of theoretical contributions to the study of health care.* Poster presented at the International Communication Association, Health Communication Division. Dresden International Congress Centre, Dresden, Germany, June 16, 2006. Retrieved October 4, 2007, from http://www.allacademic.com/meta/p91584_index.html

31) **Agarwal, V.** (2005). *Unambiguous consent: Proposal for a communicative framework.* **Top Four Paper Award.** National Communication Association, HCTD, Boston.

32) **Agarwal, V.** (2005). *Strategies of governance in online social movements: The case study of Indymedia.* Association of Internet Researchers conference. Chicago, IL.

33) **Agarwal, V.** (2005). *A pentadic analysis of the EU Data Protection Directive hearing before the Subcommittee of Commerce, Trade, and Commerce Protection of the Committee of Energy and Commerce House of Representatives, 107th Congress, First Session.* International Communication Association, HCTD, New York.

34) **Agarwal, V.** (2004). A *tale of two nations: The case for the shadow war.* Mass Communication Division of the Central States Communication Conference, Cleveland.

35) **Agarwal, V.** (2004). *Silent songs from a quiet place: Voices from Cybermohalla.* Association of Internet Researchers Conference 5.0. Sussex, UK.

**INVITED**

1) University System of Maryland Women's Forum Conference, University of Maryland at Baltimore, November 11, 2011. Attending as an invited participant awarded a grant by the USMWF toward my research project titled, *Psycho-social and Cultural Factors in Breast Cancer Screening Behaviors among Minority Women in the US."* Award information available online at: http://usmwf.usmd.edu/faculty.html

**POSTER PRESENTATIONS**

1) Agarwal, V. (2014). *Breast-Cancer Self-Protective Motivations of African-American Women: Assessing Comparative Risk, Benefits, Barriers, and Subjective Norms.* CDC, National Conference on Health Communication, Marketing, and Media, August 19—21. Atlanta, GA.

2) Agarwal, V. (2013). *Recreating home in a new land: Themes of maternal health practices of women migrants in a temporary urban resettlement community (basti).* Presented at the DC Health Communication Conference, March 28th—30th, 2013, Fairfax, Virginia.

3) Agarwal, V. (2011). *Shadows and Mirrors: A Qualitative Study of Trust, Risk, and Behavior Change in an Online Depression and Mental Health Community Support Group.* Poster presented at the D.C. Health Communication Conference, Fairfax, VA (April30th, 2011).

4) Sypher, H. E., & Agarwal, V. (2008). *An Application of the Health Belief Model to Staff MRSA Preventive Behaviors.* Regenstrief Center for Healthcare Engineering (RCHE) Fall Conference, September 16-18, Purdue University, Indiana.

5) Whitten, P., Gabor, E., Agarwal, V., & Kopach, R. (2006). *Telemedicine: A solution for Indiana.* Center for Education for Research in Information Assurance and Security (CERIAS)

Spring Conference, Purdue University, Indiana.

## SPECIAL INTEREST GROUP PRESENTATIONS

1) Agarwal, V. (2008). *MRSA process implementation in health care settings: Role of trust and media selection in organizational change*. Organizational Communication Mini Conference, Purdue University, IN, September 27-29, 2008.

## RESEARCH REPORTS

1) *Telemedicine in Indiana: Policy report*. (Spring, 2006). Dr. P. Whitten, Elena Gabor, Vinita Agarwal & Renata Kopach, for Regenstrief Center for Healthcare Engineering. Available online at:  http://www.purdue.edu/dp/rche/pdf/IndianaTelemedicineWhitePaper.pdf

## SPECIAL RESEARCH SESSION PARTICIPANT

1) Agarwal, V., & Sypher, H.E. (2009). Breast cancer preventive behaviors among urban Indian middle class women: Locating trust in the transtheoretical model of change. Research in Progress, National Communication Association, 95th Annual Convention,Nov.12—15, IL.
2) Agarwal, V., & Sypher, H.E. (2009). Individual and Organizational Motivational Factors Influencing Service Behavior in Institutional Contexts. Research in Progress, National Communication Association, 95[th]Convention, Nov. 12—Nov.15th, Chicago, IL.
3) Agarwal, V., & Sypher, H.E. (2009). Investigating Mass Mediated and Interpersonal Channels in Decision Making Processes for Breast Cancer Health Disparities among Low Income African American Women. Moving into Grant Funded Research in the Social Sciences, NCA, 95[th]Convention, Nov.12—Nov.15, Chicago, IL.

## HEALTHCARE WORKSHOPS PARTICIPANT

1) Health Communication Pre-Conference Early Faculty Development Workshop (2009). NCA.
2) Plexus Institute Conference (July 22-24, 2007). Lawrence, Kansas.
3) Indiana Hospital and Health Association Leadership Conference (May 31-June 1, 2007).
4) Veterans Affairs HSR&D (May 21st, 2007). Implementation Research and Systems Redesign Workshop. Indiana University School of Medicine.
5) Regenstrief Center of Healthcare Engineering Annual Conference (Feb 23-24, 2007). Purdue University, West Lafayette, IN.
6) Indiana Hospital and Health Association Conference (Oct 10, 2006). Patient Safety Center Educational Briefing.

## CONFERENCE SUBMISSIONS UNDER REVIEW

1) Agarwal, V. (2017). *How CAM practitioners frame alternative medicine in preventive care: Implications for integrative medicine.* Paper submitted to the Health Communication division of the International Communication Association.
2) Agarwal, V. (2017). *Patient self-management of health conditions: Feminist approaches to envisioning CAM as a healing modality*. Extended proposal submitted to the Feminist Communication division of the International Communication Association.

## RESEARCH ASSISTANTSHIPS

1) *Summer 2006- Fall 2006* Research team (Purdue University). Discovery Learning Center Seed Grant, Co-PI's Erina MacGeorge (Communication) and Stephen Durbin (Physics).
2) *Summer 2005- Spring 2006* Research team (Purdue University). White paper; Lance Armstrong grant, IU-PU Cancer center grant, and PHS R 21 cancer grant. Dr. P. Whitten
3) *Fall 2002- Summer 2004*  Editorial Assistant (University of Illinois at Chicago). New Media and Society. Editor: Dr. Steve Jones.
4) *Summer 2003* Research Team (University of Illinois at Chicago). Observations of internet use in Chicago public libraries. Under Dr. Steve Jones

## UNDERGRADUATE TEACHING

**Course Websites Developed**
1) Communication and Technology: https://communicationandtechnology.wordpress.com/
2) Digital PR: http://drvinitaagarwal.com/ (follow links on menu and page)
3) International PR: https://prva.wordpress.com/
4) Writing for the Professions: https://writingpr.wordpress.com/

**New Courses Designed, Developed, & Offered: Curriculum Development**
1) CMAT 447: International Public Relations. In SU catalog for first offering Fall, 2013.
2) CMAT 445: Digital Public Relations. In SU course catalog for first offering, Fall 2015.

**New Course Offerings for Honors and Inter-Disciplinary Students**
1) HONS 311/CMAT465: Communication and Technology, Spring 2017.
2) IDIS 280: Research to Discovery (one-credit, Spring 2017, half-semester)

**Online Curriculum Development**
1) CMAT 240: Intro to JPR. Online course | Course Developed, Summer 2011.

**COURSES OFFERED**
**Salisbury University, Associate–Assistant Professor**
1) International Public Relations* (Hybrid course developed, Fall 2016)
2) Writing for the Professions (online* and face-to-face offerings)
3) Digital Public Relations*
4) Communication and Technology
5) Advanced Strategic Digital Communications* (Spring 2015 first offering—Senior Seminar
6) Digital Crisis Communications* (Fall 2014 first offering—Studies in JPR)
7) Social Media in Public Relations* (Fall 2013 first offering—Senior Seminar)
8) Interviewing
9) Research Methods
10) Introduction to Mass Media

**University of Louisville, Assistant Professor**
11) Writing for Public Relations
12) Introduction to Journalism and PR
*Courses I have conceived and designed and offered in the communication department as special topics courses.*

**Purdue University, TA/Graduate Lecturer**
1) Quantitative Methods for Communication Research (TA)
2) Mass Communication and Society (TA)
3) Small Group Communication
4) Advertising Copywriting
5) Presentation Speaking

**University of Illinois at Chicago, TA**
1) Presentational Speaking

## WORKSHOPS AND TEACHING ENHANCEMENT COURSES

**Salisbury University Workshops**
1) Civic Engagement Across the Curriculum. Fall 2015. PACE Workshop.
2) Soaring with Online Learning Workshop. Summer 2011.

**Salisbury University Faculty Development Colloquia**
1) Faculty Development Workshop participant, August, 2010—2012.
2) Fulton Faculty Colloquium attended titled, "*Grants 101*" Nov. 30th, 2010.
3) Fulton Faculty Colloquium, 2010

## ENGAGEMENT

**DISCIPLINE**
**Peer Reviewer—Academic Journals**
1) International Journal of Disaster Risk Reduction, 2016
2) Health Education and Research, 2016 (2)
3) Health Communication, 2016
4) Frontiers in Health Communication, 2016
5) American Journal of Public Health, 2015 (4 in 2015), 2016
6) Communication Studies, 2015
7) Management Communication Quarterly, 2014, 2016 (2)
8) Journal of Applied Communication Research, 2014 (2), 2015
9) Communication Monographs, 2009
10) Health Education and Behavior, 2009—2014 [3 in 2011], 2016 (2)
11) Journal of Computer-Mediated Communication, 2009—2010, 2012 (2), 2013
12) Communication Quarterly, 2012, 2013, 2014

**Discipline Association Review Committee Member**
1) 2016 NCA, Applied Communication Division Awards Committee, Special Journal Issue Awards Committee

**Paper Reviewer, Panel Chair, Respondent—International (ICA), National (NCA), and Regional Communication Conferences (CSCA & ECA)**
1) Top 4 paper panel chair. ECA. Health Communication Division (2017).
2) Paper reviewer. ECA. Health Communication Division (2015, 2016)
3) Paper reviewer. CSCA. Organizational and Professional Communication Division (2015)
4) Paper reviewer. NCA. Applied Communication Division (2016); Feminist Communication Division (2016); Health Communication Division (2014, 2013, 2008); Human Communication and Technology Division (2008, 2007, 2006)
5) Panel Chair. NCA. Health Communication Division (2011, 2008)
6) Respondent. NCA. Human Communication and Technology Division (2008, 2006)
7) Paper reviewer. ICA. Health Communication Division (2008)
8) Panel Chair. Association of Internet Researchers Conference (2005)

**UNIVERSITY**
1) General Education Freshman Year Experience Stratgic Planning Working Group, Phase 2 member 2016—present
2) University Research Council member, 2016—Present
3) Teaching Learning Conference (2016). Presentation entitled, "Integrating Digital Resources

in     the     Classroom"     Workshop,     Salisbury     University.     Online     at:
https://webapps.salisbury.edu/OITL/conference/proposals

4) Salisbury University Undergraduate Student Research Conference (SUSRC) organizing board member. 2011—2016.
5) Research Day and Innovation Showcase participant, September 27, 2013, Information online at:                 http://www.salisbury.edu/ResearchDay/showcase.html                 and http://www.salisbury.edu/researchday/archive/2013/
6) Invited panelist for Conflict Resolution and Organizational Development, October 25, 2013, SU. http://www.umes.edu/cms300uploadedFiles/Conflict%20Resolution.pdf
7) IRB committee member (Ad hoc appointment). Spring 2012. Salisbury University.
8) Moderator, panel titled, "*For your eyes only*," Salisbury University Undergraduate Student Research Conference (SUSRC), April 29th, 2011.

**DEPARTMENT STUDENT MENTOR**
1) Savannah Isner and Devon Clark (2013, seniors, Research assistants on SU Faculty Mini-Grant funded study on Tanning behaviors.
2) Chavis, D. & Nolan, R. (2013, seniors). Mentored paper and presentation from my Research Methods course for the 2013 Salisbury Undergraduate Student Research Conference.
3) Jordan, J. (2012, senior). Mentored paper and presentation from my Senior Seminar in International PR for the Salisbury Undergraduate Student Research Conference.

**FULTON SCHOOL OF LIBERAL ARTS**
1) Fulton Sustainability Committee (Fall 2014—present).

**DEPARTMENT**
1) Philosophy Department Medical/Ethics Search Committee Member (2016—2017)
2) Tenure and Promotion Committee Member, 2015—2016, SU.
3) Journalism and Broadcast Media Search Committee (2015—2016).
4) Communication Senior Seminar Reconceptualization. (Ad Hoc Committee Member, CMAT curriculum reform). Fall 2015. Revised team-taught hybrid course offered Spring 2016.
5) Track Reform Ad Hoc Committee Member (Track Curriculum Reform and Online Course Reform), Department of Communication Arts, SU, Fall 2013—Summer 2015.
6) Curriculum Committee Member, Department of Communication Arts, SU, 2013—Spr., 2014.
7) Invited panelist for PR, Living Learning Community, CMAT102, 2013 & 2014, SU
8) Sophomore Year Experience Planning Committee, SU, 2013
9) Open House Planning Committee, SU, 2013.
10) J/PR Search Committee (2013—2014). Department Search Committee Member, SU.
11) Open House (2010—2013). Department of Communication Arts, Salisbury University
12) J/PR Search Committee (Fall, 2010). Department Search Committee Member., SU
13) Invited panelist, "*Intercultural Communication*," CMAT 101, Oct. 22, 2010, SU.

**COMMUNITY**
**Speaking Engagements.**
1) Sept. 21, 2015. Wesley Temple Church Council member meeting (7:00 p.m.), Salisbury Md.
2) May 9, 2012: Research findings presentation to the members of the ARC, Lower Shore.
3) Breast cancer preventative behaviors health enrichment talk for women in the congregation of the Korean Presbyterian Church on Jan 8th, 2012 by Katherine Layton, MD.
4) Prepared educational materials for breast cancer detection low-cost community resources for at-risk members of the United Methodist Church, Princess Anne, MD community.
5) Invited speaker, Academic Lunch and Learn Partnership. March 1, 2011. Pittsville, MD.
6) American Red Cross of Lower Shore: Research recruitment talk at their Feb. 2011 meeting.

**Professional Activity**

November, 2005. Participant in inter-disciplinary collaboration panel titled, *NCA SpecialPanel linking Groups and Communication Technology*. Group CommunicationDivision of National Communication Association. NCA, Boston, MA.

**Professional and Institutional Memberships**

NCA, PRSA, ICA, ECA, CSCA

**Inter-Department Presentations**
1) Sari's of India (Fall, 2014). Presentation for Costume Design (Dept. of Theater) students, SU.
2) Agarwal, V. (May 5, 2010). *Trust, cognition, and anticipatory emotion in vaccine decision making*. Research presentation, University of Louisville, KY.
3) Agarwal, V., & Stewart, C. J. (2006, October 20th). *A frame analysis of privacy regulation in an international arena: Understanding interdependency in a globalized world*. Brown bag presentation to the Political Communication Group, Purdue.
4) Greene, J., Boyd, J., Frye, J., & Agarwal, V. (2006, January). *Manuscript process from class paper to journal submission*. Invited panelist at presentation organized by the Communication Graduate Student Association. Purdue Universitty.
5) Poster, Graduate Recruitment, Brian Lamb School of Communication (BSLC), Purdue University, March 2009.
6) Poster, Undergraduate Recruitment, BSLC, Purdue University, October 2008.
7) Volunteer, Organizational Communication Mini Conference, Purdue University, Sept. 2008.

**COMMUNITY ENGAGEMENT TEACHING INITIATIVES**
**International and National Guest Speakers (Skype) and Nonprofit Student Project Partners**
1) Barbara Rubim, Greenpeace Brazil, International PR, Fall 2015.
2) Jonathan Bernstein, President, and Erik Bernstein, Social Media Manager, Bernstein Crisis Management, Digital Crisis Communications, Fall 2014.
3) Ernest DelBuono, Senior VP, Integrated Services Chair, Crisis Management, Levick Crisis Management, Digital Crisis Communications, Fall 2014
4) Gwen Garland, Community Relations, PRMC, Digital Crisis Communications, Fall 2014
5) Robert Culver, SU PR, Brian Waller, SUPD. Digital Crisis Communications, Fall '14
6) Steve Dahllof, President and Regional CEO, Ogilvy Mather Public Relations Worldwide, Asia Pacific, International PR, Fall 2013.
7) Liz Ritonia, Assistant Account Executive and Aaron Motsinger, Account Executive, Waggener Edstrom, International PR, Fall 2013.
8) Assateague Coastal Trust and United Needs and Abilities for Digital PR.
9) Robert Holdheim, Managing Director, Edelman India, International PR, Fall 2011.
10) Stalin K. Padma, Co-founder Video Volunteers and India Unheard for (Intro to Journalism and Public Relations)—CMAT 240, Spring 2011.
11) Executive director, American Red Cross of Lower Shore, John Culp for CMAT 240, Spring 2011 (one group proposal accepted at PACE).

**Media Mention: Reports**
*Breaking the Barrier, Digitally: VV Director Uses Video To Teach Salisbury University Students Community Media* (Video Volunteers, Stella Paul, March 30, 2011).

**Industry**
1) Speech Consultant (July 15th, 2013). Peninsula Psychology and Psychiatry.
2) Freelanced 1991—1998 broadcast journalist, assoc. producer, director, N. Delhi, India.