

AMANDA JO RATCLIFF

CURRICULUM VITAE

EDUCATION

Ph.D., Strategic Communication, Regent University; Virginia Beach, VA;
May 2017.

Dissertation Title: *The Influence of the Medium: An Examination of Faculty and Student Experiences with Online Public Speaking Courses.*

M.S., Communication Studies, University of North Texas; Denton, TX;
May 2002.

Specialization: *Rhetoric, Public Speaking, Persuasion.*

B.S., Speech Communication, University of Texas at Tyler; Tyler, TX
May 2000.

Minor: *Marketing and Management.*

RESEARCH INTERESTS

- Professional and Organizational Communication
- Media Ecology and Online Education
- Rhetoric, Public Speaking, and Communication Apprehension

PUBLICATIONS

Ratcliff, A.J. (2021). *Speaking of disruption: Experiences of speech faculty in transitioning face-to-face courses to remote instruction.* Journal of Advancing Education Practice, 2(1), 1-14.

Willis, K. and **Ratcliff, A.J.** (2020). *Promoting Student Success in uncertain times: Five practical strategies for academic leadership during the pandemic.* Academic Leadership.

Ratcliff, A. J., McCarty, J., Ritter, M. (2017). *Religion and new media: A uses and gratifications approach.* Journal of Media and Religion, 16(1), 15-26.

Ratcliff, A.J. (2017). *The influence of the medium: An examination of faculty and student experiences with online public speaking courses.* Regent University.

CONFERENCE PRESENTATIONS

Ratcliff, A.J. (2021). Update on Texas Speech Communication Association. Tyler Junior College Department of Communication Studies Professional Development, Tyler, TX.

Blacklock, J., Jones, M., **Ratcliff, A.J.**, Jones, A. (2021). Quality and Compliance: Maintaining High Standards in an Online/Remote Environment. Texas Speech Communication Association Conference, San Antonio, TX.

Ratcliff, A. J., Wade, K., Prince, K., & Ippolito, A. (2021). Kindness in the Classroom: Strategies for Increasing Immediacy and Student Performance. Tyler Junior College Fall 2021 Professional Development, Tyler, TX.

Ratcliff, A. J., Tracey, T., Cavillo, J., Curry, E., & Killaby, M. (2021). Using Media Comments to Improve Communication in an Online Course. Tyler Junior College Distance Education Conference, Virtual.

Welker, J., **Ratcliff, A. J.,** & Ritchie, S. (2020). Transitioning to an Online Classroom: A Round Table Discussion on the Experience of Teaching Public Speaking During the Covid-19 Pandemic. Texas Speech Communication Association Conference, Virtual.

Ratcliff, A. J., Wade, K., Prince, K., & Ippolito, A. (2020). Kindness in the Classroom: Strategies for Increasing Immediacy and Student Performance. Texas Speech Communication Association Conference, Virtual.

Ratcliff, A.J. (2019). Reflections of a Course Redesign: Strategies Learned to Better Reach and Teach Online Students. Tyler Junior College Fall 2019 Professional Development, Tyler, TX.

Ratcliff, A.J. (2018). Teamwork in an Online Speech Course: The Tyler Junior College Team Presentation Assignment. Tyler Junior College Distance Education Conference, Tyler, TX.

Ratcliff, A.J. (2017). The Influence of the Medium: An Examination of Student Experiences with Online Public Speaking Courses. National Communication Association Conference, Dallas, TX.

Ratcliff, A.J. & Matthias, T. (2017). Get it ON(line): A GIFTS session for Online and Hybrid Speech Teachers. Texas Speech Communication Association Conference, San Antonio, TX.

Ratcliff, A.J. (2017). The Day a Generation Died: An Examination of the New London School Explosion Through a Framework of Crisis Communication Theory. Texas Speech Communication Association Conference, San Antonio, TX.

Ratcliff, A.J. (2016). Texas Campus Carry: The Faculty Perspective. Texas Speech Communication Association Conference, San Antonio, TX.

Ratcliff, A.J. (2013). G.I.F.T.S. Presentation: Your John Hancock - An Exercise in Confidence Building and Class Participation. Southern States Communication Association Conference, Louisville, KY.

Ratcliff, A.J., Zenor, M., & Gallegos, L. (2010). Frightening or Fairytale? A QEP's Journey from Implementation to the QEP Impact Report. Southern Association of Colleges and Schools Annual Meeting, Louisville, KY.

Ratcliff, A.J. & Potter, D. (2007). If at First You Don't Succeed...The Lon Morris College QEP Journey. Southern Association of Colleges and Schools Annual Meeting, Orlando, FL.

TEACHING EXPERIENCE

Adjunct Instructor – East Texas Baptist University

Fall 2020 - Present

Master of Arts in Strategic Communication Program
COMM 5305 Advanced Organizational Communication
COMM 5306 Pop Culture and Worldview
COMM 5309 Advanced Persuasion
COMM 5310 Crisis Communication

Professor – Tyler Junior College

Fall 2015 – Present

SPCH 1311 Introduction to Speech Communication, Lead Instructor
SPCH 1315 Public Speaking
SPCH 1321 Business and Professional Speaking
Online and Hybrid Modalities

Adjunct Professor – Jacksonville College

Summer 2019- Fall 2019

SPCH 1315 Public Speaking
SPCH 1321 Business and Professional Speaking
Online

Adjunct Professor – The University of Texas at Tyler

Fall 2015 – Spring 2019

SPCM 1315 Fundamentals of Speech
SPCM 4326 Advanced Public Speaking

Adjunct Professor – University of Central Oklahoma (Edmond, OK)

Fall 2014 – Spring 2015

MCOM 1113 Fundamentals of Speech

Adjunct Professor – Oklahoma Christian University (Edmond, OK)

Fall 2014

COMM 1111 Introduction to Communication

Visiting Professor – East Texas Baptist University (Marshall, TX)

Fall 2012 – Spring 2013

SPCH 1311 Fundamentals of Communication
SPCH 3311 Professional Communication
SPCH 4306 Seminar in Instructional Communication
SPCH 2303 Listening
SPCH 3308 Nonverbal Communication
Yearbook Advisor

Assistant Professor – Lon Morris College (Jacksonville, TX)

Fall 2004 – Spring 2012

SPCH 1311 Introduction to Speech Communication

SPCH 1321 Business and Professional Communication

SPCH 1315 Public Speaking

SPCH 2304 Argumentation and Debate

Yearbook Advisor

PROFESSIONAL EXPERIENCE

Editor

Texas Speech Communication Journal

Oct. 2020 – Oct. 2023

Assessment Coordinator,

Division of Academic Affairs, Lon Morris College; Jacksonville, TX.

Aug. 2010 – May 2012

Quality Enhancement Plan Director,

Division of Academic Affairs, Lon Morris College; Jacksonville, TX.

Aug. 2005 – May 2012

HONORS & AWARDS

Endowed Chair for Teaching Excellence Nominee, Tyler Junior College, Tyler, TX; Nov. 2021

Educator of the Year, Community College, Texas Speech Communication Association, San Antonio, TX; Oct. 2021

Mattie Alice Scroggins Baker Excellence in Teaching Nominee, Tyler Junior College, Tyler, TX; Apr. 2020

Certificate of Excellence, Tyler Junior College Student Support Services TRIO Program, Tyler Junior College, Tyler, TX; Apr. 2017

Rotarian of the Year, Rotary District 5830, Gilmer, TX; 2011

Exemplary Teacher of the Year, Lon Morris College, Jacksonville, TX; Apr. 2009

Who's Who Among American College Teachers, Lon Morris College, Jacksonville, TX; May 2007

I.T. Shotwell Award for Outstanding Faculty Member, Lon Morris College, Jacksonville, TX; May 2006

Lambda Pi Eta National Communication Association Honor Society, University of North Texas, Denton TX; 2002

Phi Kappa Phi National Honor Society, University of North Texas, Denton TX; **2002**

Graduate Student Service Award in Communication Studies, University of North Texas, Denton TX; **2002**

Alpha Chi National College Honor Society, University of Texas at Tyler, Tyler, TX; **2000**

Phi Theta Kappa Honor Society, Tyler Junior College, Tyler, TX; **1998**

Gamma Beta Phi Honor Society, Texas Womans University, Denton, TX; **1997**

SERVICE TO UNIVERSITY

Turning Point USA, Faculty Sponsor
Tyler Junior College, **Oct. 2021- Present**

Review Board for Online Course Certification, Distance Education
Tyler Junior College, **July 2020 – Present**

Faculty Mentor for Online Teaching, Department of Communication Studies
Tyler Junior College, **Jan. 2020 – Present**

Textbook Selection Committee, Department of Communication Studies
Tyler Junior College, **Fall 2018**

Curriculum and Instruction Committee
Tyler Junior College; **Sep. 2018 – Present**, Member; **Aug. 2019- May 2021**, Chair

Program Assessment Committee, Member
Tyler Junior College; **Sep. 2015 – Present**

Retention Intensive Success Experiences (RISE) Mentor
Tyler Junior College, **Sept. 2016 – May 2021**

Department of Communication Studies Assessment Committee, Member
University of Texas at Tyler; **Sep. 2017 – Dec. 2018**

Graduate School Workshop & Tutorial Series, *The Power of Public Speaking*
University of Texas at Tyler; **Dec. 2018**

Graduate School Workshop & Tutorial Series, *How to Give a Speech*
University of Texas at Tyler; **Dec. 2018**

Digital Toolbox, Video and Content Contributor
University of Texas at Tyler; **May 2018**

Faculty Senate, Senator

Tyler Junior College; Sep. 2017 – May 2018

Faculty Senate, Alternate

Tyler Junior College; Sep. 2016 – May 2017

Assistant Debate Coach

East Texas Baptist University; Aug. 2012 – May 2013

Rotaract Club of Lon Morris College, Faculty Advisor

Lon Morris College; Sep. 2009 – May 2012

Fifth Year Accreditation Report Committee, Member

Lon Morris College; Sep. 2010 – May 2011

Faculty Development Planning Committee, Chair

Lon Morris College; Sep. 2008 – May 2009

Strategic Planning Committee, Member

Lon Morris College; Sep. 2008 – May 2009

Academic Standards and Admissions Committee, Chair

Lon Morris College; Sep. 2007 – May 2008

PROFESSIONAL AFFILIATIONS

Texas Speech Communication Association (TSCA), **2015 – Present**

Executive Council, 2019 - Present

Chair of Rhetoric and Communication Theory Interest Group, 2017-2018

Vice-Chair of Rhetoric and Communication Theory Interest Group, 2016-2017

National Communication Association (NCA), **2017 – 2018**

COMMUNITY INVOLVEMENT

Church of Christ, Member, **1991 – Present**

Highway 15 Church of Christ, Secretary/Treasurer, 2016-Present

Rotary International, Member, **Jan. 2009- May 2013**

District 5830 Youth Exchange Co-Leader, 2012

District 5830 Group Study Exchange Co-Trainer, 2010 – 2012

Bullard Rotary President, 2011

Paul Harris Fellow, 2011