

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.*

TEACHING EXPERIENCE

Adjunct Instructor – East Texas Baptist University

Fall 2020 - Present

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

Professor – Tyler Junior College

Fall 2015 – Present

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

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

PUBLICATIONS

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., Tracey, T., Cavillo, J., Curry, E., & Killaby, M. (2021, May). *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.

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

Educator of the Year Nominee, *Texas Speech Communication Association*; Aug. 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

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

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

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

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

Department of Communication 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