

Christina L. McDowell, Ph.D.
Cornell University
SC Johnson College of Business
The Peter and Stephanie Nolan School of Hotel Administration
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EDUCATION

Duquesne University, McAnulty College of Liberal Arts: Pittsburgh, PA
Doctorate of Philosophy, Rhetoric, 2012
Concentrations: Communication Ethics, and Interpersonal and Organizational Communication
Dissertation: St. Catherine of Siena: Engaged Communication Scholarship as Vocation

Duquesne University, McAnulty College of Liberal Arts: Pittsburgh, PA
Masters of Arts, Communication, 2005
Concentration: Corporate Communication

Duquesne University, McAnulty College of Liberal Arts: Pittsburgh, PA
Bachelor of Arts, Communication, 2004
Minor: Business Certificate
Concentration: Integrated Marketing Communication (Advertising and Public Relations)

ADMINISTRATIVE EXPERIENCE AND ACCOMPLISHMENTS

SC Johnson College of Business 2024 AACSB Executive Team Member 2023 – present

- **Scope and responsibility:**
 - Providing consultation on upcoming 2024 AACSB Continuous Improvement Review process, including guiding strategic direction, identifying gaps in information, assisting with Assurance of Learning (AoL) across three schools, reviewing drafts and final report, and preparing for Peer Review Team site visit
 - Guiding program directors and faculty on the development of AoL plans, including updating competencies/learning goals, curriculum mapping, and assessment 5-year cycle for closing the loop on competencies/learning goals
 - Supervising collection of AoL materials for 21 programs, across three schools

University of Alaska Anchorage, College of Business and Public Policy: Anchorage, AK 2013 - 2020
Associate Dean (2018 – 2020)

- **Scope and responsibility:**
 - Supervised academic program management for undergraduate and graduate curriculum, including course schedule, availability, projections, capacity, academic policy and procedures, and supervising and evaluating a team responsible for academic and professional advising, communication, and college website
 - Managed college business school accreditation (AACSB) requirements and processes, including supervising college program evaluation and student learning outcomes assessment
 - Provided administrative leadership for undergraduate and graduate curriculum, academic policy and procedures, and regulations

- Led faculty and academic advisors in the development and improvement of academic programs with a focus on community needs and opportunities for recruitment and retention
- Produced and disseminated communication to internal and external stakeholders
- **Specialized skills utilized:** College-level strategic planning, specialization accreditation assessment (coordinating, conducting, and analyzing), project management, engaged learning initiatives, internal and external communication, recruitment and retention, outreach, and supervision of direct and indirect reports.
- **Key accomplishments:** Budget driven program review, business school accreditation continued improvement review, developed college strategic communication plan and hired/trained new staff to execute. Led marketing study for college graduate curriculum. Reduced undergraduate core curriculum from 17 to 12 courses to improve program efficiency and align with strategic initiatives. Implemented and oversaw community engaged learning efforts.

University of Alaska Anchorage, College of Business and Public Policy: Anchorage, AK 2013 - 2020
Interim Associate Dean of Assessment and Accreditation (2017 – 2018)

- **Scope and responsibility:**
 - Maintained AACSB Accreditation in the College of Business and Public Policy
 - Provided ongoing support for assessment activities to faculty and staff
 - Assisted with the analysis of assessment methods and results and reported results annually to “close the loop”
 - Worked with college curriculum committees to continue to monitor assessment plans (Undergraduate, Associate, and Graduate Programs) and student learning outcomes (SLOs)
- **Specialized skills utilized:** Development and implementation of a comprehensive program of assessment for the purpose of institution improvements in accordance with specialized accrediting body as well as the University-level regional accrediting body.
- **Key accomplishments:** Facilitate development, implementation, and revision of a College-wide, assessment efforts that spanned four departments (seven disciplines) and complied with the specialized accrediting body as well as the University-level regional accrediting body. This included the updated of assessment plans, review of student learning outcomes, mapping curriculum and developing an annual calendar of assessment activities/deliverables.

ACADEMIC OUTREACH

Cornell SC Johnson College of Business

The Charles H. Dyson School of Applied Economics and Management: Ithaca, NY 2022 – 2023
Student Multidisciplinary Applied Research Team (SMART) Project, Faculty/Project Co-leader

- **Scope and responsibility:**
 - Facilitated design and implementation of an international interdisciplinary applied research project in Kenya, Africa
 - Guided students in the development and implementation of their field safety plans and research protocols
 - Supported the development of various curricula activities that promote multidisciplinary team development (e.g., team cohesion, learning, data collection, analysis, and reporting.)
 - Served as a program liaison between community stakeholders and the university community

The Charles H. Dyson School of Applied Economics and Management: Ithaca, NY
Student Multidisciplinary Applied Research Team (SMART) Project, Faculty Advisor 2023 – present

- **Scope and responsibility:**
 - Serve as a communication consultant for projects
 - Deliver workshop on team presentation preparation and developing slide decks

ACADEMIC APPOINTMENTS

Cornell SC Johnson College of Business
The Peter and Stephanie Nolan School of Hotel Administration: Ithaca, NY 2020 – present
Senior Lecturer, Marketing and Management Communication

Course Instructor

HADM 1650	Business Writing for Hospitality Professionals
HADM 3650	Persuasive Business Communication for Hospitality Leaders
HADM 3640	Corporate Communication
AEM 4000	Student Project Course (Dyson School Grand Challenges Program)

University of Alaska Anchorage College of Business and Public Policy: Anchorage, AK 2013 - 2020
Associate Professor of Business Communications and Marketing (Tenured) (2017 – 2020)
Assistant Professor of Business Communications and Marketing (2013 – 2017)

Course Instructor

BA A280	Managerial Communications
BA A305	Managerial Presentations
BA A343	Principles of Marketing
BA A381	Consumer Behavior and Relationship Management (Community Engaged Experiential Learning)
BA A463/682	Branding and Content Marketing Strategies (Community Engaged Experiential Learning)
BA A483	Marketing Campaign Practicum and Portfolio

Duquesne University, Department of Communication & Rhetorical Studies: Pittsburgh, PA 2010-2013
Visiting Assistant Professor of Communication (2012-2013)
Adjunct Instructor (2011-2012)
Visiting Instructor (2010-2011)

Course Instructor

COMM 103L	Exploring Interpersonal Communication (Freshmen Learning Community)
COMM 103	Exploring Interpersonal Communication (In-person and online)
COMM 101	Debate
COMM 205	Argument in the Public Sphere
COMM 208	Advanced Public Speaking
COMM 330	Integrated Marketing Communication Functions I: Public Relations (Community Engaged Experiential Learning)
COMM 4/530	Integrated Marketing Communication Strategies I: Public Relations (Community Engaged Experiential Learning)
COMM 4/536	Integrated Marketing Communication: Coordinating Ad. & P.R.

COMM 4/533 Integrated Marketing Communication Strategies II: Advertising
COMM 498/601 Communication Internship/Practicum

University of Pittsburgh, College of Business Administration: Pittsburgh, PA
Adjunct Instructor

Spring 2012

Course Instructor

BUSORG 1101 Fundamentals of Business Communication (2 Sections)

Duquesne University Italian Campus, International Programs: Rome, Italy
Adjunct Instructor

Fall 2009

Course Instructor

COMM 102 Communication Public Speaking
COMM 114 Exploring Intercultural Communication
(Community Engaged Experiential Learning)

St. Vincent College Department of Communication: Latrobe, PA
Adjunct Interpersonal/Organizational Communication Instructor

Spring 2009

Course Instructor

CA 140 Interpersonal/Organizational Communication

Duquesne University, Department of Communication & Rhetorical Studies: Pittsburgh, PA
Graduate Assistant

2006-2009

Courses taught from 2006 – 2009

COMM 202 Business & Professional Communication
COMM 102 Communication Public Speaking (In-person and Online)
COMM 103 Exploring Interpersonal Communication

Assisted in course development and teaching assistant for the following:

COMM 102 Communication Public Speaking
COMM 103 Exploring Interpersonal Communication
COMM 114 Exploring Intercultural Communication
COMM 206 Communication in the Marketplace
COMM 201 Human Communication and a Technological Society
COMM 202 Business & Professional Communication
COMM 463 Strategic Corporate Communication
COMM 494W Communication Ethics
COMM 4/527 Communication Management
COMM 4/518 Conflict and Communication
COMM 500 Professional Communication
COMM 586 Organizational Consulting
COMM 604 Rhetoric & Philosophy of Communication Ethics (Ph.D. Seminar)
COMM 602 Communication Pedagogy
COMM 632 Hermeneutic Phenomenology
COMM 636 Rhetoric & Philosophy of IMC (Ph.D. Seminar)
COMM 622 Communication Scholarship (Preparing Future Faculty)

TEACHING HONORS AND AWARDS

- Cornell University Faculty Fellow in Engage Learning Faculty Co-lead, 2021-2022
- Cornell University Faculty Fellow in Engaged Learning, 2020-2021
- Nolan School of Hotel Administration, Cornell SC Johnson College of Business Faculty Teaching Award – Junior/Senior Core, 2021
- University of Alaska Anchorage Chancellor’s Award for Teaching Excellence, 2016
- Duquesne University’s Center for Teaching Excellence Graduate Student Teaching Award, 2009

SELECTED ACADEMIC SERVICE

Cornell University SC Johnson College of Business

SC Johnson College of Business

- SC Johnson College of Business Engaged College Advisory Council 2022 – present
- SC Johnson College of Business Faculty Mentor 2022 – 2023
- SC Johnson College of Business Marketing Case Competition Feedback Provider 2022, 2023

Nolan School of Hotel Administration

- Nolan School Faculty Re-appointment Chair (1 Committee) and Member (2 Committees) Spring 2024
- Nolan School Admissions Committee Member 2021 – present
- Nolan School Academic Integrity Committee Member 2021 – present
- Nolan School Assurance of Learning Student Learning Committee 2021 – present
- Nolan School Undergraduate Student Faculty Advisor 2021 – present
- Nolan School Commanderie de Bordeaux Education Award Committee Member Spring 2023
- Nolan New Student Orientation, Communicating with Faculty Session 2021; 2022

University of Alaska Anchorage

- College of Business and Public Policy Assurance of Learning Chair and Committee Member
- College of Business and Public Policy Structure & Curriculum/Programs Review Committee
- College of Business and Public Policy AACSB Continuous Improvement Review (CIR) Committee
- College of Business and Public Policy Strategic Planning Committee
- College of Business and Public Policy Standards Committee
- College of Business and Public Policy Graduate Programs Strategies Committee
- College of Business and Public Policy International Programs and Initiatives Committee
- College of Business and Public Policy Dean’s Search Committee
- College of Business and Public Policy Marketing Program Coordinator
- College of Business and Public Policy Marketing Community Strategy Coordinator
- College of Business and Public Policy Faculty Academic Advisor, Marketing Majors
- College of Business and Public Policy Community Engaged and Service Learning College Liaison
- University of Alaska Anchorage Marketing and Recruitment Council Member
- University of Alaska Anchorage Management and Marketing Club Faculty Advisor
- University of Alaska Anchorage Faculty Senate Academic Assessment Committee Member
- University of Alaska Anchorage Center for Community Engaged Learning Advisory Council
- University of Alaska Anchorage Center for Community Engaged Learning Council Chair/Member

Professional Memberships and Service

Association for Business Communication, international professional association
Board of Directors, Director-at-Large, January 2023 – current
Business and Professional Communication Quarterly, Reviewer, 2023 – current
Association member, 2020 – current

National Communication Association, Association for Communication Administration, national professional association
Association President, 2020 – 2021
Board of Directors, Director-at-Large, October 2023 – current
Member 2016 – current

National Communication Association, national professional association
Member, 2006 – current
Communication Ethics Interest Group Reviewer
Association for Communication Administration Reviewer

Eastern Communication Association, regional professional association
2024 Short Courses Director, 2023-present
Member, 2006 – current

Journal of Communication and Religion
Reviewer, 2012 – current

Journal of Dialogic Ethics
Reviewer, 2023 – current

Journal of Service Learning and Community-Based Research Faculty Mentor
Editorial Board Member, 2019 – current

American Marketing Association (AMA) Alaska Chapter
Board of Directors, VP of Collegiate Relations, 2015-2017

JOURNAL EDITORSHIP

Journal of Association for Communication Administration (JACA)
Editor, November 2022 – January 2024
Editorial Board, 2024 – current

Undergraduate Journal of Service Learning and Community-Based Research
Guest Editor (Special Issue), 2020
Journal Editor, 2017 – 2019

SERVICE HONORS

Anchorage (Alaska) ATHENA Society Inductee, 2018

INTELLECTUAL CONTRIBUTIONS

(Note: As of 2009, publications are under my married and maiden name, "McDowell Marinchak")

Working Papers

McDowell Marinchak, C. & Holba, A. (under review). *The importance of topoi in the business communication classroom*. Business and Professional Communication Quarterly.

Co-Author Book

McDowell Marinchak, C. & Deluliis, S. (2023). *Integrated marketing communication and corporate communication: Audience beyond stakeholders in a technological age*. Lanham, MD: Lexington Books.

Edited Books

Burk, J. & McDowell Marinchak, C. (under contract). *The civically engaged woman: The rhetoric and activism of the silenced voice and edited volume*. Lanham, MD: Lexington Books.

Persuit, J. M. & McDowell Marinchak, C. (2016). *Integrated marketing communication: Creating spaces for engagement*. Lanham, MD: Lexington Books.

Book Chapters

McDowell, C. (in progress). Catherine "Kitty" Hershey (title TBA). In Burk, J. & McDowell Marinchak, C. (Eds.). *The civically engaged woman: The rhetoric and activism of the silenced voice and edited volume*. Lanham, MD: Lexington Books.

McDowell, C. (forthcoming). St. Catherine of Siena's Semioethics-responsive Communication. In Petrilli, S. and Mancino, S. (Eds.). *Communication, dialogue, and responsibility: Semioethic approaches*. New York: Routledge.

McDowell Marinchak, C. & Stewart-Harris, T. (2022). With great power comes ethical communication: Technology, superheroes, and family conversations in communication ethics. In M. Roberts McGinley, J. Burk, and J. Ward (Eds.), *Communicating with our families: Continuity and integration*. Lanham, MD: Lexington Books.

McDowell Marinchak, C. (2018). Communication ethics: Iris Murdoch. In R. Arnett, A. Holba, & S. Mancino (Eds.), *An Encyclopedia of Communication Ethics*. New York, NY: Peter Lang Publishing.

McDowell Marinchak, C. & Burk, J. (2016). IMC campaigns: Generating a space for civic engagement. In J. Persuit and C. McDowell Marinchak (Eds.), *Integrated marketing communication: Creating spaces for engagement*. Lanham, MD: Lexington Books.

Articles

McDowell Marinchak, C. (2023). St. Catherine of Siena's dialogue: Enacting semioethics-responsive communication. *Journal of Communication and Religion*, 46(1), 100-118.

McDowell Marinchak, C., Forrest, E. & Hoanca, B. (2021). The next marketing landscape: A voice access Internet of intelligent things. *IGI Global, Encyclopedia of Organizational Knowledge, Administration, and Technology*.

McDowell Marinchak, C., Forrest, E. & Hoanca, B. (2018). Artificial intelligence: Redefining marketing management and the customer experience. *Journal of E-Entrepreneurship and Innovation*.

Troup, C. L. & McDowell Marinchak, C. (2017). Niceness, flattery, and deceit. *Western Communication Journal*, 82(1), 59-74.

McDowell Marinchak, C., Flinko, S., & Deluliis, D. (Spring, 2017). Finding clarity: Professional civility and the art of listening in effective business communication. *Listening/Journal of Communication, Religion, and Culture*. 52(2), 66-84.

McDowell Marinchak, C., Forrest, E. & Hoanca, B. (2017). The impact of artificial intelligence and the virtual personal assistants on marketing. *IGI Global, Encyclopedia of Information Science and Technology*, 4th Edition.

McKendree, A. & McDowell Marinchak, C. (2014). From the voice of the president: Advancing the discipline through communication leadership. *Journal of the Association for Communication Administration*, 33(2), 49-54.

McDowell Marinchak, C. (2014). Students connecting with the university community: The learning community as bridge. *Journal of Learning Community Research and Practice*, 2(2), Article 1.

McDowell Marinchak, C. & Deluliis, D. (2013). The learning community experience: Cultivating a residual worldview. *Journal of Learning Community Research and Practice*, 1(3), Article 8.

Arnett, R.C., Grayson, C., & McDowell, C. (2008). Dialogue as an “Enlarged communicative mentality”: Review, assessment, and ongoing difference. *Communication Research Trends*, 27(3), 3-25.

Pedagogical Publication

McDowell, C. (forthcoming). *AI as peer reviewer*, in “My Favorite Assignment: Sections for the 2023 ABC Annual Conference, Denver, Co,” in *Business and Professional Communication Quarterly*.

External Research Grants

NCA Initiative Grant: Advancing the Discipline through Communication Leadership. Sponsor: National Communication Association, June 2008, Awarded \$2,000. McKendree, A. (40%), McDowell, C. (40%), & Harden Fritz, J. (20%).

Trade Journal Publication

McDowell, C., McKendree, A., & Fritz, J.H. (2009). Advancing the Discipline through Communication Leadership. *Spectra*, 44(9), 6-7.

Workshops

Newman, A. McDowell, C., Patriarca, A., & Seijts, J (2022, October). “Assignments for teaching ethics, values, and character.” Co-leader and co-designer for workshop at the Association for Business Communication Annual International Conference, Tampa, FL.

Newman, A. McDowell, C., Patriarca, A., & Seijts, J (2022, April). “Teaching leadership character and assignment design.” Co-leader and co-designer for the Association for Business Communication Eastern Region. Virtual workshop.

McDowell Marinchak, C. & Ehrlich Mathiesen, S. (2015, March). "Implementing 'scaffold' learning into the business communication classroom: The team report." Co-Leader and Co-designer for Team Based Learning Workshop, Team Based Learning Collaborative Annual Meeting, St. Petersburg, FL, United States.

McDowell Marinchak, C. & Jones, J. (2011, April). "Empowering students through pedagogical praxis: Communication activities in the classroom." Co-leader and co-designer for Interpersonal Communication Short Course, Eastern Communication Association Annual Convention, Arlington, VA, United States.

Conference Presentations

McDowell, C. & Newman, A. (2023). *AI as peer reviewer*. Presented at the Association for Business Communication Annual International Conference, Denver, CO.

Anders, A., Cummings, L., McDowell, C., Newman, A., & Owens, R. (2023). *How to use artificial intelligence (AI) tools in your business communication course*. Presented at the Association for Business Communication Annual International Conference, Denver, CO.

McDowell Marinchak, C. (2022, November). *Welcoming, semioethics, and the hospitality industry: A seat at and host of the table*. Paper presented at the National Communication Association Annual Conference. New Orleans, LA.

Newman, A. McDowell, C. Lennox, D. (2022, October). *Tattoos, pronouns, and other dilemmas: How to guide students through self-representation during the job*. Paper presented at the Association for Business Communication Annual International Conference. Tampa, FL.

Newman, A. McDowell, C., Patriarca, A., & Seijts, J. (2021, October). *Connecting self-reflection to students' careers*. Association for Business Communication Annual International Conference. (Virtual conference).

McDowell Marinchak, C. & Markel, K. (2021, July). *Earthquake readiness: Preparing to lead and communication in a natural disaster crisis*. Society for Case Study Research 2021 Summer Case Writer's Workshop. (Virtual conference).

McDowell Marinchak, C. (2021, June). *GIFTS: Great ideas for teaching students (Presented an infographic assignment for communicating learning goals and outcomes)*. Integrated Marketing Communication Conference. (Virtual conference.)

McDowell Marinchak, C. (2021, March). *Rethinking College Career Plans in a Disrupted Industry: Lessons From Hotel Administration Students*. Eastern Communication Association. (Virtual conference).

McDowell Marinchak, C. (2020, November). *Crisis leadership at the crossroads: Administrative perspective*. National Communication Association Conference (Virtual conference).

McDowell Marinchak, C. (2020, April). *Strategic ambiguity and family communication*. Eastern Communication Association Conference, Baltimore, MD, United States. (Conferenced canceled)

- McDowell Marinchak, C. (2019, November). *St. Catherine of Siena: Undivided effort to respond to others*. Religious Communication Association at National Communication Association Conference, Baltimore, MD.
- McDowell Marinchak, C. & Burk, J. (2019, June). *Telling the story of data: The IMC additive*. Integrated Marketing Communication Conference, Wilmington, NC.
- Hoanca, B., McDowell Marinchak, C., & Forrest, E. (2018, December). *Ethical Implications of the general data protection directive for virtual personal marketing assistants*. International Workshop on Big Data for Marketing Intelligence and Operation Management, Seattle, WA.
- Persuit, J. & McDowell Marinchak, C. (2018, June). *Attending to organizational goods: Communication ethics and crisis preparedness in higher education*. National Communication Ethics Conference, Pittsburgh, PA.
- Persuit, J. & McDowell Marinchak, C. (2017, June). *Branding of saints in popular culture*. Integrated Marketing Communication Conference, Wilmington, NC.
- McDowell Marinchak, C. and Burk, J. (2017, June). *Who's courting whom: The relationship between IMC and pop culture*. Integrated Marketing Communication Conference, Wilmington, NC.
- McDowell Marinchak, C. (2017, November). *Communicating the mentor legacy: A millennial teaching millennials*. National Communication Association Conference, Dallas, TX.
- McDowell Marinchak, C. (2016, November). *Learning outcomes for experiential learning: Embedding in a "common" assignment*. National Communication Association Conference, Philadelphia, PA.
- McDowell Marinchak, C. & Burk, J. (2015, May). *IMC campaigns: Generating civic engagement*. Integrated Marketing Communication Conference, Wilmington, NC.
- McDowell Marinchak, C. (2015, November). *Embracing local design constraints: An opportunity for natural elements to share and transmit corporate communication*. National Communication Association Conference, Las Vegas, NV.
- McDowell Marinchak, C. (2015, November). *Embracing an opportunity to provide success inside and out: Engaged scholarship, community engagement, and a correctional facility*. National Communication Association Conference, Las Vegas, NV.
- Troup, C. L. & McDowell Marinchak, C. (2014, June). *Niceness, flattery, and deceit*. National Communication Ethics Conference, Pittsburgh PA.
- McDowell Marinchak, C. (2014, November). *"Place and placelessness" and the responsibility of the Alaska Native Regional Corporations*. National Communication Association Conference, Chicago, IL.
- McDowell Marinchak, C. (2014, November). *Teaching communication in the business school classroom: Maintaining relevance and preserving ideas*. National Communication Association Conference, Chicago, IL.

- McDowell Marinchak, C. & Flinko, S. (2014, November). *Machiavellianism alive and well in organization decision-making: The case of Highmark and UPMC*. National Communication Association Conference, Chicago, IL.
- McDowell Marinchak, C. (2013, November). *Students connecting with the university community: The learning community as bridge*. National Communication Association Conference, Washington, D.C.
- McDowell Marinchak, C. (2013, June). *Christine de Pizan's cities of ladies: A medieval brand counter narrative exposed*. Integrated Marketing Communication Conference, Wilmington, NC
- McDowell Marinchak, C. (2013, April). *Identifying ethical ground: The public relations practitioners ethical or unethical choice*. Southern Communication Association Conference, Louisville, KY.
- McDowell Marinchak, C. (2012, November). *St. Catherine of Siena: Care and communicative responsiveness for the community*. National Communication Association Conference, Orlando, FL.
- McDowell Marinchak, C. & Arnett, R. (2012, October). *Mission-centered universities: Helping the "other" answer a vocational call*. Pennsylvania Communication Association Conference, Collegeville, PA.
- McDowell Marinchak, C. (2012, June). *The loss of the sacred sector: The non-profit organization's call to attend to the other*. National Communication Ethics Conference, Pittsburgh, PA.
- McDowell Marinchak, C. (2012, April). *Mentoring across the transitions: Exploring the mentor/student relationship from undergraduate to Ph.D.* Eastern Communication Association Conference, Boston, MA.
- McKendree, A., McDowell Marinchak, C. & Harden Fritz, J.M. (2011, June). *The role of CMM and IMC in shaping disciplinary identity*. Integrated Marketing Communication Conference, Wilmington, NC.
- McDowell Marinchak, C. (2011, November). *The internship: Cultivating the student's professional voice*. National Communication Association Conference, New Orleans, LA.
- McDowell Marinchak, C. (2011, June). *Great ideas for teaching IMC*. Integrated Marketing Communication Conference, Wilmington, NC.
- McDowell Marinchak, C. (2011, April). *Strategic corporate communication and communication ethics: Foundational grounding*. Communication Association Conference, Arlington, VA.
- McDowell Marinchak, C. (2010, October). *The 'advancement of learning:' A baconian approach to student learning*. Pennsylvania Communication Association Conference, East Stroudsburg University, PA.
- Harden Fritz, J.M., McDowell, C., & Arnett, R.C. (2008, October). *Public speaking and the development of public discourse through worldviews*. Pennsylvania Communication Association Conference, Lehigh, PA.
- Bell, L. & McDowell, C. (2008, May). *Communication ethics literacy*. Eastern Communication Association Conference, Pittsburgh, PA.

Garrett, E., McDowell, C., Cesareo, F., & Harden Fritz, J. M. (2008, May) *Learning communities as embodied mission praxis: The case of Duquesne University*. Eastern Communication Association Conference, Pittsburgh, PA.

McDowell, C. (2008, May). *Gadamer on language and understanding: An intercultural experience of participating in a French immersion program*. Eastern Communication Association Conference, Pittsburgh, PA.

McDowell, C. (2007, April). *Nietzsche's übermensch: Understanding identity in relation to being*. Eastern Communication Association Conference, Providence, RI.

McDowell, C. & Pursuit, J. M. (2007, November). *Dialogic civility: Victor Hugo's communication ethics*. Notre Dame Conference, South Bend, IL.

Bell, L., Cole, R., McDowell, C. & Pursuit, J. M. (2007, April). *Intersections of learning and leadership: Academic recruiting philosophy and strategies*. Eastern Communication Association Conference, Providence, RI.

McDowell, C. (2006, October). *A review of organizational loyalty literature: Complementary facets identified within the development of organizational loyalty*. Pennsylvania Communication Association Conference, Beaver, PA.

Competitively Selected Panel Presentations

McDowell, C. (2023, November). *A personal journey: Gendered freedom and the academy*. National Communication Association Conference, National Harbor, MD.

Bell McManus, L., McDowell Marinchak, C., Corbo, A., McKendree, A., Smulowitz, S., & Pursuit, J. (2023). *Freedom: The application of communication ethics*. National Communication Association Conference, National Harbor, MD.

McDowell Marinchak, C. (2023, November). *Navigating the major and urgent issues of Chat GPT*. Department Chairs' Forum Sponsored by the National Communication Association of Communication Administration at the National Communication Annual Conference. New Orleans, LA.

Bell McManus, L., McDowell Marinchak, C., Corbo, A., McKendree, A. & Pursuit, J. (2023, June). *IMC agility: Engaging students and university colleagues*. Integrated Marketing Communication Conference, Wilmington, NC.

McDowell Marinchak, C. (2022, November). *The place and the communication department*. Department Chairs' Forum Sponsored by the National Communication Association of Communication Administration at the National Communication Annual Conference. New Orleans, LA.

McDowell Marinchak, C. (2020, November). *Administration responsiveness: Facilitators of dialogue at the crossroads*. National Communication Association Conference. (Virtual conference).

INVITED BUSINESS PRESENTATIONS AND WORKSHOPS

McDowell Marinchak, C. (2023, June) *Pro-seminar: Corporate communication & IMC*. Integrated Marketing Communication Conference, Wilmington, NC.

Anders, A., Cummings, L., McDowell, C., Newman, A., & Owens, R. (2023, February) *Chat about ChatGPT*. Association for Business Communication (ABC) Regional Discussion. ABC Series on Tech Tools and Issues in our Business Communication Classroom. (Virtual series).

McDowell Marinchak, C. & Stone Watt, S. (2021, June). *Developing a socially-distant departmental community*. National Communication Association Department Chairs' Summer Institute.

McDowell Marinchak, C. (2017, October). *Communicating in the workplace: Generational differences workplace*. Alaska Society of Professional Engineers.

McDowell Marinchak, C. (2017, May). *Communication matters: Generational differences in the workplace*. Holland America Line – Tour Director Training.

McDowell Marinchak, C. (2016, November). *Communication matters: Generational differences in the workplace*. Society of Women Engineers – Greatland Chapter.

McDowell Marinchak, C. (2016, April). *Communication matters: Generational differences in the workplace*. Alaska Young Professionals Summit.

McDowell Marinchak, C. and Rhodes, K. (2016, February). *Social media strategy*. American Society of Interior Designers.

McDowell Marinchak, C. (2015, November). *Clarifying your message: The client's perspective*. Society of Women Engineers – Greatland Chapter.

McDowell Marinchak, C. (2015, May). *Breaking barriers: Basic workplace communication principles*. Association of Records Managers & Administrators.

McDowell Marinchak, C. (2014, November). *Clarifying your message: The client's perspective*. Project Management Institute Alaska Chapter.

McDowell Marinchak, C. (2014, July). *Clarifying your message: The client's perspective*. AACE International – Alaska Chapter.

PROFESSIONAL WORK AND CONSULTING

University of North Carolina Wilmington, Department of Communication: Wilmington, NC Summer 2022
Programmatic Assessment and Evaluation

Overview: Consulting on programmatic assessment process and procedures

UAA Center for Corporate and Professional Development: Anchorage, AK 2017 – 2019
Course Instructor

Overview: Designed and delivered professional development courses and training sessions for business communication series on topics relate to workplace communication and generational communication differences in the workplace

Spoke 'n' Words: Anchorage, AK

2015 – 2016

Marketing and Branding Consultant

Overview: Coached brand ambassadors to effectively communicate a company's message by engaging with a target audience

Kröme Communications: Pittsburgh, PA

2003 – 2005

Marketing Intern to Account Manager/Services

Overview: Managed client relations, market research and database development, account management, event planning, copy-editing, marketing surveys, and collateral development