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CURRICULUM VITAE

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PROFESSIONAL BACKGROUND

Education

- Ph.D. Michigan State University, Communication, June 1986. Cognate areas: Social influence; Philosophy of Science; Mass Media Effects. Dissertation: The effects of cognitive elaboration, valid arguments, evidence, and message style in persuasive discourse.
- M.A. Arizona State University, Communication, February 1978. Thesis: The impact of defendant race, defendant characteristics, and inadmissible testimony upon results of a simulated jury trial.
- B.A. California Polytechnic State University, San Luis Obispo, Speech Communication, June 1975. Senior thesis: The effects of inadmissible testimony on jury behavior.

Experience

California Lutheran University

Director, Educational Effectiveness and Institutional Research. Accreditation Liaison Officer. 2011 - present. Led campus through reaccreditation for max. possible years. Academic Leadership Council. Strategic Planning Committee. Graduate and Professional Education Committee. General Education Committee Major administration projects: Revision of the Program Review Handbook, Program Review Template, Program Review Schedule; Creation of the Program Review Checklist of month-to-month progress for program reviews; Survey Research Policies and Guidelines; Direct evidence of Student Learning Outcome Proficiencies; Appraisal of the Program Review process.

Azusa Pacific University

Professor, 2006 - 2011. Executive Director, Institutional Research and Assessment, 2009-2011. Director of Institutional Research, 2008 - 2009. Major administration projects: Reconciliation of data reports; Survey Research Policies and Guidelines; Measurement of the faculty engagement with assessment. Courses: Communication Research Methods, Survey Research Methods (Grad.), Interpersonal Communication, Persuasion and Attitude Change, Senior Seminar.

Pepperdine University

Graduate Chair, 2002 - 2006. Professor, 2002 - 2006. Visiting Professor, 2001 - 2002. Graduate advising; 2006-2009; Courses: Graduate - Pro-seminar, Advanced Communication Theory, Advanced Quantitative Research Methods, Advanced Theories of Persuasion. Undergraduate -- Research Methods, Communication Theory, Communication and Conflict, Message Creation (Persuasion), Communication Ethics, Public Speaking.

Regent University

Professor, 1994 - 2002. Doctoral faculty. Courses: Graduate -- Introduction to Research Methods, Statistics and Computer applications, Advanced Methods and Statistics, Seminar on Communication Theory, Seminars on Interpersonal Communication, Political Communication, and Persuasion. Communication Studies Chair, 1996 to 2000. Acting Chair, Spring, 1995. Director of MA Studies, 1995-1996; Representative to University Academic Council, 1995-1996.

University of Hawaii, Mānoa

Associate Professor, 1991-1994. Assistant Professor, 1989 to 1991. Visiting Assistant Professor, 1988-89. Director of Graduate Studies, 1992-1994. Courses: Graduate -- Persuasion, Research methods (through multivariate). Undergraduate -- Persuasion, Interpersonal Communication, Small Group Decision-Making, Introduction to Research, Communication and Conflict, Communication and Culture. Acting Dept. Chair, July and August, 1990, 1991, 1992, 1993.

San Jose State University

Associate Professor, 1988 - 1989. Assistant Professor, 1984-1988. Courses: Graduate and undergraduate courses on Persuasion and Interpersonal Communication. Undergraduate courses on Introduction of Communication Inquiry, Small Group Communication, Communication Theory, Research Methods.

California Polytechnic State University, San Luis Obispo

Full-time lecturer and Debate coach, 1977-1980. Courses: Debate, Argumentation, Introduction to Communication (public speaking).

I have also taken various adjunct positions – a complete list is available

PUBLICATIONS

- Reynolds, R. A. (expected 2017). Begin with the end in mind: Conducting post training evaluations. In Camara, S. K. (ed). *Communication training and development: Exploring the cutting edge*. Dubuque, Iowa: Kendall/Hunt Publishing Co.
- Bocarnea, M. C., Reynolds, R. A., & Baker, J. D. (2012). *Handbook of research on online instruments, data collection and electronic measurements: Organizational advancements*. Hershey, PA: Idea Group Reference. doi: 10.4018/978-1-4666-2172-5
- Kaak, P., Reynolds, R. A., & Whyte, M. (2012). Followership measure. In M. C. Bocarnea, R. A. Reynolds, & J. D. Baker (Eds.). *Handbook of research on online instruments, data collection and electronic measurements: Organizational advancements*. Hershey, PA: Idea Group Reference. doi: 10.4018/978-1-4666-2172-5
- Waisanen, D. J., & Reynolds, R. A. (2008). Side-coaching the public speech: Toward improvisational delivery adjustments in the moment. *Communication Teacher*, 22(1), 18-21. doi: 10.1080/17404620801926917
- Reynolds, R. A., Woods, R., & Baker, J. D. (2007). *Handbook of research on electronic surveys and measurements*. Hershey, PA: Idea Group Reference. doi: 10.4018/978-1-59140-792-8
- Reynolds, R. A. (2007). *The measurement of end-user computing satisfaction*. In R. A. Reynolds, R. Woods, & J. D. Baker (Eds.). *Handbook of Research on Electronic Surveys and Measurements* (pp. 291 - 293). Hershey, PA: Idea Group Reference. Also reprinted in Clarke, S. (2008). *End-user computing: Concepts, methodologies, tools, and applications. Section 3. Tools and Technologies*. Hershey, PA: Idea Group Reference. doi: 10.4018/978-1-59140-792-8
- Reynolds, R. A. (2007). *Web credibility measurement*. In R. A. Reynolds, R. Woods, & J. D. Baker (Eds.). *Handbook of Research on Electronic Surveys and Measurements* (pp. 294 - 296). Hershey, PA: Idea Group Reference. doi: 10.4018/978-1-59140-792-8

PUBLICATIONS (cont.)

- Reynolds, R. A. (2006). Discouraging messages. *Communication Reports*, 19, 16–30. doi: 0.1080/08934210600586472
- Reynolds, J. L. & Reynolds, R. A. (2003). The use of evidence in interpersonal relationships. In Frans H. van Eemeren, J. Anthony Blair, Charles A. Willard (Eds.), *Proceedings of the Fifth International Conference of the International Society for the Study of Argumentation (ISSA'02)*. Amsterdam: SIC SAT. ASIN: B001S0CX9M
- Reynolds, R. A. & Reynolds, J. L. (2002). Evidence. In J. P. Dillard and M. Pfau (Eds.), *The persuasion handbook: Developments in theory and practice* (pp. 427-444). Thousand Oaks, CA: Sage. doi: 10.4135/9781412976046.n22
- Reynolds, J. L. & Reynolds, R. A. (1999). Ecumenical Promise-Keepers: Oxymoron or fidelity. In D. Claussen (Ed.), *The Promise Keepers: Essays on Masculinity and Christianity*: Jefferson, NC: McFarland & Co. Press. ISBN 978-0-7864-0700-2
- Olsen, R. & Reynolds R. (1999). Exploring the relationship between perceived narrativity and persuasiveness. *Carolinas Communication Annual*, 15, 41-54. ED436797
- Reynolds, R. A. (1997). A validation test of a message elaboration measure. *Communication Research Reports*, 14, 269-278. doi: 10.1080/08824099709388670
- Aune, R. K. & Reynolds, R. A. (1994). The empirical development of the Normative Message Processing Scale. *Communication Monographs*, 61, 135-160. doi:10.1080/03637759409376329
- Allen, M. R. & Reynolds, R. A. (1993). The elaboration likelihood model and the sleeper effect: an assessment of attitude change over time. *Communication Theory*, 3, 73-82. doi: 10.1111/j.1468-2885.1993.tb00058.x
- Kellermann, K., Reynolds, R. A., & Chen, J. B. (1991). Parting is not sweet sorrow: Strategies for conversational retreat. *Communication Monographs*, 58, 362-383. doi: 10.1080/03637759109376236
- Reynolds, R. A. (1991). Conversation abandonment: I do, you don't, but we will. *Journal of Language and Social Psychology*, 10, 61-70. doi: 10.1177/0261927X91101004
- Kellermann, K., & Reynolds, R. A. (1990). When ignorance is bliss: The role of motivation to reduce uncertainty in uncertainty reduction theory. *Human Communication Research*, 17, 5-75. doi: 10.1111/j.1468-2958.1990.tb00226.x
- Ray, J. L., Reynolds, R. A., & Carranza, E. (1989). Understanding choice utterances. *Quarterly Journal of Experimental Psychology*, 41A, 829-848. doi:10.1080/14640748908402395
- Miller, M. D., Reynolds, R. A., & Cambra, R. E. (1987). The influence of gender and culture on language intensity. *Communication Monographs*, 54, 101-105. doi: 10.1080/03637758709390218. Reprinted in Jacklin, C. N. (Ed.). (1991). *Gender*. Cheltenham, Glos., U.K.: Edward Elgar Publishing LTD.
- Boster, F. J., Stiff, J. F., & Reynolds, R. A. (1985). Do persons respond differently to inductively-derived and deductively-derived lists of compliance gaining message strategies? A reply to Wiseman and Schenck-Hamlin. *Western Journal of Speech Communication*, 49, 177-187. doi: 10.1080/10570318509374193
- Reynolds, R. A. & Burgoon, M. (1983). Belief processing, reasoning, and evidence. In R. Bostrom (Ed.), *Communication Yearbook 7* (pp. 83-104). Beverly Hills: Sage. ISSN:0147-4642
- Ellis, D. G., Burgoon, M., Slater, T., Reynolds, R. A., Burgoon, J. K., Greenberg, B. S., & Korzenny, F. (1983). Stylistic analysis of newspaper portrayals of Hispanic Americans in six Western U. S. communities. In B. S. Greenberg, M. Burgoon, J. K. Burgoon, and F. Korzenny (Eds.), *Mexican Americans and the mass media*. Norwood, NJ: Ablex. ISBN: 0-89391-126-7
- Reynolds, R. A., Koper, R. J., & Burgoon, M. (1982). The effects of communication context, source credibility, and message valence as predictors of perceived compliance gaining message appropriateness and social influence. *Communication: The Journal of the Communication Association of the Pacific*, 11, 58-77. ISSN:0882-4088

PUBLICATIONS (cont.)

Reinard, J. C., & Reynolds, R. A. (1978). The effects of inadmissible testimony in simulated jury trials. *The Journal of the American Forensic Association*, 15, 91-109. ISSN:1051-1431

OVER 100 CONVENTION PAPERS AND PRESENTATIONS. A complete list is available

Editorial Boards and Reviewing

Journals

Argumentation and Advocacy, Editorial Board, 1992-1995; 2008-2011
Communication Monographs
Communication Reports, Editor, 2013-2015.
Communication Studies
Human Communication Research
Journal of Applied Communication Research
Journal of Business Communication, Editorial Board, 1991-1994.
Journal of Communication
Journal of Social and Personal Relationships
Western Journal of Speech Communication

Publishers

Guilford Publishing
 Roxbury Publishing Co.
 Sage Publications:
 Wadsworth Publishing

Paper Reader / Reviewer

Communication & Social Cognition Division; National Communication Association
 Communication Theory Division; Southern States Communication Association
 Health Communication Division; International Communication Association
 Information Systems Division; International Communication Association
 Intercultural Communication Division; International Communication Association
 Interpersonal Communication Division; Southern States Communication Association
 Interpersonal Communication Interest Group; International Communication Association
 Interpersonal Communication Interest Group; National Communication Association
 Interpersonal Communication Interest Group; Western States Communication Association
 Language Behavior Interest Group; Western States Communication Association
 Religious Communication Association

Graduate Student Advising

Dissertation or Thesis/Portfolio Committees

44 (Chair of 25)

Professional Memberships

American Forensics Association
 Association for Institutional Research
 California Association for Institutional Research
 International Communication Association
 National Communication Association
 Religious Communication Association
 Western Communication Association

Professional Activities: National or Regional Professional Associations

Spectra (National Communication Association News Magazine) advisory committee 2015-present.
 Editor, *Communication Reports*, Western States Communication Association, Editor-elect: 2011. Editorship term: 2012-2015.
 Western States Communication Association, Executive Council, 2012-2015
 Publications Board, Western States Communication Association, 2012-2015
 Finance Committee, Western States Communication Association, 2010-2013.

President, Religious Communication Association, 2010-2011
 1st Vice-President, Religious Communication Association, 2009-2010
 Chair, Freedom of Expression and Legal Communication Interest Group, Western States Communication Association, 2009-2010.
 2nd Vice-President, Religious Communication Association, 2008-2009
 Golden Anniversary Monograph awards committee, National Communication Association, 2008 – 2009.

Professional Activities: National or Regional Professional Associations (cont.)

Vice-Chair, Freedom of Expression and Legal Communication Interest Group, Western States Communication Association, 2008-2009.
 Chair, Communication Theory and Research Interest Group, Western States Communication Association, 2006-2007.
 Chair, Interpersonal Division. Southern States Communication Association, 2003-2004.
 Ad hoc Committee on minority recruitment. Southern States Communication Association, 1998-1999.
 Chair, Committee on Research Issues, National Communication Association task force on Technology in the Discipline, 1997-1999.
 Nomination Committee Member, Communication Theory Division, Southern States Communication Association, 1997-1998.
 Secretary, Interpersonal Communication Interest Group, Western Speech Communication Association, 1993-94.
 Chair, Communication and Law Interest Group, Western States Communication Association, 1992-1993; 1993-1994.
 Chair, Language Behavior Interest Group, Western States Communication Association, 1990-1991.
 Vice-Chair, Language Behavior Interest Group, Western Speech Communication Association, 1989-90.
 Secretary, Language Behavior Interest Group, Western Speech Communication Association, 1988-89.
 Constitutional revision committee. California Speech Communication Association Convention, San Luis Obispo, 1986.
 Delegate at the Western Speech Communication Association Legislative Assembly, 1980; 1985; 1986; 1988; 1989; 1990; 1991; 1992; 1993; 1994; 1995; 2007; 2010

Professional Activities: University or School

Accreditation Executive Committee (Chair; led the campus through reaccreditation for max. possible years), California Lutheran University, 2011-present.
 Academic Leadership Council, California Lutheran University, on-going
 Graduate and Professional Education Committee (GPEC), California Lutheran University, 2013-present.
 Educational Effectiveness Committee, California Lutheran University, 2011-present
 General Education subcommittee of the Educational Policies and Planning Committee, California Lutheran University, 2011-present
 Accreditation Steering Committee, Azusa Pacific University, 2009-2011.
 Certification in Institutional Research, Association for Institutional Research, 2010.
 Represented Azusa Pacific University at the California Association for Institutional Research, 2008; 2009; 2010.
 Represented Azusa Pacific University at the Association for Institutional Research Forum, 2009; 2010.
 Represented Azusa Pacific University at Western Association of Schools and Colleges Accrediting Commission Academic Research Conference, 2009, 2010; 2011. Attended WASC assessment conferences, 2008; 2009.
 University Data Policy Taskforce, Azusa Pacific University, 2010-2011.
 Business Intelligence Advisory Committee, Azusa Pacific University, 2009-2010.
 Delegate to the EIRO project for adoption of a new web-based administrative system, Azusa Pacific University, 2008-2009.
 Institutional Review Board, Seaver College, Pepperdine University, 2004-2005; 2005-2006
 Teaching and Learning committee, Seaver College, Pepperdine University, 2003-2004
 University Fulbright Program Advisor, Regent University. 1994-2000
 College of Communication and the Arts representative to University Academic council, Regent University, 1995-1996.
 College of Arts & Humanities telecommunication and computer committee, The University of Hawaii at Mānoa, 1989-1994.

College of Arts & Humanities curriculum council. The University of Hawaii at Mānoa, 1993-1994.
 University articulation advisory panel. The University of Hawaii at Mānoa, 1992.
 University Information Systems -- access committee, The University of Hawaii at Mānoa, 1990-1991.
 School of Social Science Computer Committee, San Jose State University, 1987-1988.
 University Communication (Public Relations) Board, San Jose State University, 1985- 1987.
 School of Social Science Research Grant Committee, San Jose State University, 1985-1986.

Professional Activities: Department

Director of the David C. Bicker Communication Ethics Conference, Azusa Pacific University, 2006-2008.
 Program Review coordinator, Department of Communication Studies, Azusa Pacific University, 2007
 Chair of the Graduate Program Development Committee, Azusa Pacific University, 2006-present.
 Graduate Chair, Division of Communication, Pepperdine University, 2002-2006
 Curriculum Committee, Division of Communication Pepperdine University, 2002-2005
 Ad hoc committee on distance education, Regent University. 1999-2000
 Graduate committee, Regent University, 1995-1997. The University of Hawaii at Mānoa, 1989-1991; 1991-1994
 (Chair). San Jose State University, 1986-1988.
 Personnel committee, The University of Hawaii at Mānoa, 1991-1992; 1992-1994 (Chair).
 Search committee: Regent University, 1996-1997 (Chair); The University of Hawaii at Mānoa, 1989-1990;
 1990-1992 (Chair); 1992-93.
 Curriculum Committee, Department of Communication Studies, San Jose State University, 1984-1986. Chair,
 1985-86.
 Computer and Equipment committee, Dept. of Speech, The University of Hawaii at Mānoa, 1989-1992 (Chair).
 Advising and awards committee, Dept. of Speech, The University of Hawaii at Mānoa, 1990-1991.
 Dept. Newsletter co-publisher, Dept. of Speech, The University of Hawaii at Mānoa, 1990-1991.
 Faculty evaluations committee, Dept. of Speech, University of Hawaii, 1988-89.
 Forensic evaluation and steering committee, Dept. of Speech, University of Hawaii, 1988-1994 (Chair).
 Coordinator, Senior Internships, Dep. of Communication Studies, San Jose State University, 1986-1988.

Professional Activities: Public Service and Consulting

A complete list is available