Traci L. Austin, Ph.D.

Assistant Professor of Business Administration
Department of General Business and Finance
Sam Houston State University
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EDUCATION

University of Nebraska-Lincoln, Lincoln, NE
Ph.D. in English, 2003
Areas of Specialization: Linguistics, Composition & Rhetoric, ESL, Medieval Literature

The Ohio State University, Columbus, OH
M.A. in Linguistics, 1992

University of Nebraska-Lincoln, Lincoln, NE
B.A in English and Latin, with High Honors, 1991
Minor: Anthropology

PUBLICATIONS AND PROCEEDINGS

Wesner, B., Smith, A., & Austin, T. Ready for action: Developing classroom teams to prepare students for the business world. *Administrative Issues Journal*. Under review.

Austin, T., Sigmar, L.S. & Shirk, J.L. (2018). The impact of web-assisted instruction on student writing outcomes in business communication. *Journal of Instructional Pedagogies*, 20, 1-11.

Austin, T. L., Sigmar, L.S. & Smith, A. B. (2016). Bug Busters corporate tattoo initiative: Kicking the hornet's nest without getting stung. *Journal of the International Academy for Case Studies, 22*(3), 1-3.

Austin, T. L., Sigmar, L.S. & Smith, A. B. (2016). Bug Busters corporate tattoo initiative: Kicking the hornet's nest without getting stung. *Journal of the International Academy for Case Studies Instructors' Notes, 22*(4), 1-3.

Austin, T., Kimmons, J.V., & Sigmar, L. (2015). Technologies for Building Immediacy in Asynchronous Online Environments. *Journal of Organizational Culture, Communications, and Conflict, 19*(Special Issue).

Sigmar, L. & Austin, T. (2015). Bearkat Games' Corporate Tattoo Initiative: A Feasibility Report. *Business Studies Journal, 7*(Special Issue).

Janson, M., Austin, T., & Hynes, G. (2014). Groupware Design, Implementation, and Use: A Case Study. *Academy of Information and Management Sciences Journal, 17*(2).

Austin, T., Kimmons, J. & Sigmar, L. (2014). Lost in space: The case for (or against) the open office. *Business Studies Journal, 6*(2).

Austin, T. & Sigmar, L. (2014). BearKat Games' Corporate Tattoo: A Case for Persuasion. *Journal of the International Academy for Case Studies, 20*(5).

Austin, T. & Sigmar, L. (2014). BearKat Games' Corporate Tattoo: A Case for Persuasion. *Journal of the International Academy for Case Studies Instructors' Notes, 20*(6).

Sigmar, L. & Austin, T. (2013) New lessons from the Old Masters: Making Memorable Masterpieces with PowerPoint. *Texas Business and Technology Educators Journal (13)*1.

Austin, T. & Kimmons, J. (2012) Territory and privacy in academic workspaces. *Business Studies Journal (4)*1, 59-70.

Austin, T., Kimmons, J.V., & Wilson, S.A., (2011). Office Appearance: How Many Beanie Babies is Too Many? *Texas Business and Technology Educators' Association Journal, 12*(1), 1-7.

Austin, T., Biss, J. L., & Wright, C. S. (2011). Student use of online study tools in business Communication Courses. *Journal of Strategic Innovation and Sustainability, 6*(4), 85-95.

Austin, T., & Bayless, M. (2010). 75th Anniversary Commemorative Publication - Association for Business Communication. Nacogdoches, TX: Association for Business Communication.

Austin, T., Biss, J. L., & Wright, C. (2010, April). "Student Use of Online Study Tools in Business Communication Courses." Proceedings of the 2010 General Business Conference, Sam Houston State University College of Business, Huntsville, TX.

Austin, T. (2002). Economic Development Funding and Research. Kansas City: Business Research and Information Development Group.

PUBLICATIONS IN PROGRESS

Austin, T., Clark, L. & Sigmar, L. (2018). A revisionist history of AIDA: How persuasive is it?

Smith, A. & Austin, T. (2018). Improving professional presentation skills: Self-assessment and peer feedback with video recordings.

Sigmar, L., Austin, T., & Mehta, G. (2018). The professionals' guide to relevant grammar.

PRESENTATIONS

Austin, T., Clark, L. & Sigmar, L. (2018). A revisionist history of AIDA: How persuasive is it? Accepted for presentation at the Association for Business Communication 83rd Annual International Conference, October 2018, Miami, FL.

Smith, A. & Austin, T. (2018). Improving professional presentation skills: Self-assessment and peer feedback with video recordings. Accepted for presentation at the Association for Business Communication 83rd Annual International Conference, October 2018, Miami, FL.

Austin, T. & Sigmar, L. An Examination of the Effect of Collaborative Technologies on Team Development and Function. Presented at the 2018 Association for Business Communication-Southwest U.S., March 2018, Albuquerque, N.M.

Austin, T., Sigmar, L.S. & Shirk, J.L. (2017). The impact of web-assisted instruction on student writing outcomes in business communication. Presented at the Academic and Business Research Institute conference, October 2017, St. Louis, MO.

Austin, T., Sigmar, L.S., & Shirk, J.L. (2017). Do online study tools really work? An analysis of the impact of McGraw-Hill's Connect™ LearnSmart Achieve on student writing outcomes. Presented at the 2017 General Business Conference, Sam Houston State University College of Business, Huntsville, TX, April 2017.

Austin, T. & Sigmar, L.S. (2017). An examination of the impact of McGraw-Hill's Connect™. Presented at the Association for Business Communication-Southwest Region Annual Conference, Little Rock, AR.

Kimmons, J. & Austin, T. (2016) Communicating professionalism: The evolution of women's workwear, 1895 to 2015. Accepted for presentation at the Association for Business Communication-Southwest Region Annual Conference, Oklahoma City, OK.

Austin, T. & Sigmar, L. (2015). Online course development and assessment: The perils

and possibilities of creating a master course. Paper presented at the 79th Annual International Convention of the Association for Business Communication, Seattle, WA.

Austin, T. & Sigmar, L. (2015). It's a jungle out there: A survival guide for online teachers. Presented at the 2015 General Business Conference, Sam Houston State University College of Business, Huntsville, TX, April 2015.

Austin, T., Kimmons, J. & Sigmar, L. (2015). Technologies for building immediacy in online courses. Presented at the 2015 General Business Conference, Sam Houston State University College of Business, Huntsville, TX, April 2015.

Austin, T. & Sigmar, L. (2015). Creating a Master Course: Successes and Challenges. 4th Annual SHSU Online Teaching and Learning Conference, March 2015.

Sigmar, L. & Austin, T. (2015). The professionals' guide to relevant grammar: The sequel. Presented at the Association for Business Communication-Southwest Region Annual Conference, Houston, TX.

Austin, T. (2014). The Association for Business Communication Student Writing Contest. Paper presented at the 78th Annual International Convention of the Association for Business Communication, Philadelphia, PA.

Austin, T. & Sigmar, L. (2014). BearKat Games' Corporate Tattoo: A Case for Persuasion. Presented at the 2010 General Business Conference, Sam Houston State University College of Business, Huntsville, TX.

Sigmar, L. & Austin, T. (2013). Impression management: The professionals' guide to relevant grammar. Paper presented at the 78th Annual International Convention of the Association for Business Communication, New Orleans, LA.

Austin, T. & Sigmar, L. (2013). Building relatedness in online courses: Developing your e-persona. Presented at the Association for Business Communication-Southwest Region Annual Conference, Albuquerque, NM.

Austin, T. & Straatmann, M. (2012). A tale of two Facebooks: Pseudonyms and the construction of online professional identity. Paper presented at the 77th Annual International Convention of the Association for Business Communication, Honolulu, HI.

Austin, T. (2012). Engaging your students in the ABC student writing contest. Paper presented at the 77th Annual International Convention of the Association for Business Communication, Honolulu, HI.

Austin, T., Biss, J.L. & Wright, C.W. (2012) Measuring writing anxiety among

undergraduate business students. Paper presented at the Association for Business Communication - Southwest Region/Federation of Business Disciplines, New Orleans, LA

Austin, T. (2011). Putting persuasion to the test: Assessing AIDA as an effective fundraising strategy. Paper presented at the 76th Association for Business Communication, Montreal, Canada.

Austin, T. (2011, April). What's in a code? The elements and origins of workspace appearance codes. Paper presented at the Association for Business Communication - Southeast Region, Charleston, SC.

Austin, T. (2011, March). Attitude is everything: Measuring attitudes toward writing among business graduate students. Paper presented at the Association for Business Communication - Southwest Region/Federation of Business Disciplines, Houston, TX.

Austin, T. & Bayless, M. L. (2010, October). Refresh Your APA knowledge with the 6th Edition. Paper presented at the Association for Business Communication 75th Annual Convention, Chicago, IL.

Austin, T. & Wilson, S.A. (2010, October). Beautification committees and credenza violations: The construction and communication of workspace appearance codes. Paper presented at the Association for Business Communication 75th Annual Conference, Chicago, IL.

Austin, T., Biss, J., & Wright, C. (2010, April). Student use of online study tools in business communication courses. Paper presented at the General Business Conference, Sam Houston State University, Huntsville, TX.

Austin, T., & Bayless, M. (2010, April). Teaching team skills in ten minutes. Poster Session, Bright Ideas Conference, Stephen F. Austin State University. Nacogdoches, TX.

Austin, T. (2010, March). "Who? Meeting the needs of basic writers in a graduate business communication course." Panel Presentation, The 5W's of Graduate Business Communication. Association for Business Communication - Southwest Region Annual Convention, Dallas, TX.

Austin, T. (2009, November). What do you do when you make a misteak? Managing and avoiding errors in written communication. Paper presented at the Association for Business Communication 74th Annual Conference, Portsmouth, VA.

GRANT PROPOSALS

Smith, A. & Austin, T. Approved. Impact of Self-Review on Student Oral Presentation Skills. Sam Houston State University Assessment Mini-Grant, January 2018.

Past Successful Grants (Selected List):

Infrastructure Grant, Fort Atkins State Historical Park, Fort Calhoun, Nebraska, $1,000, 2014

Faculty Development Grant, Nelson Rusche College of Business, $2,000 per year, 2009, 2010, 2011

J.E. and L.E. Mabee Foundation, $800,000, 2004

U.S. Small Business Administration, $142,000, 2003

Ewing Marion Kauffman Foundation, $300,000 per year, 2002 and 2003

National Science Foundation, $450,000, 2003

Direct Federal Appropriations, $250,000, 2001

U.S. Department of Agriculture Rural Utilities Services, $250,000, 2000-1

TEACHING AND PROFESSIONAL EXPERIENCE

Assistant Professor of Business Administration, Summer 2012 to present Department of General Business and Finance, Sam Houston State University, Huntsville, TX. Courses Taught: Business Communications, Managerial Communication, Design and Presentation of Business Projects

Assistant Professor of Business Communication, Fall 2009 to Spring 2012 Department of General Business, Stephen F. Austin State University, Nacogdoches, TX. Courses Taught: Business Communication (undergraduate); Managerial Communication (graduate)

Associate Director of Donor Relations, 2007 to 2009
Iowa State University Foundation, Ames, IA
• Chief writer, editor, and project manager for ACCESS Iowa State (a quarterly publication for major donors)
• Wrote, designed, and edited documents in both traditional and new media, such as impact and evaluation reports, procedural manuals, DVD scripts, and web copy
• Using Convio, an e-mail and newsletter software, managed all e-communications for the ISUF Department of Donor Relations

Research Coordinator, 2005 to 2007
Mosaic, Omaha, NE
• Writer, editor, and project manager of articles for Mosaic magazine and the Mosaic website, direct mail appeals, reports, fundraising DVDs, and other communications pieces
• Directed the most successful employee giving campaign to date

- Researched trends in donor demographics and giving habits before, during, and after a major corporate merger
- Assisted in creating annual giving and major gift strategies to engage new donors and re-engage lapsed donors

Grant Writer, Prospect Research Coordinator, and Instructor, 2004 to 2005
Office of Advancement, William Jewell College, Liberty, MO
- Managed all aspects of Jewell's grant-seeking process
- Wrote articles for alumni magazine and other university publications
- Raised over $1.4 million in external funding
- Taught independent study courses for the university's nonprofit management minor
- Courses Taught: Proposal-Writing and Grant Seeking

Grant Writer, Publications Manager, and Instructor, 2002 to 2004
Business Research and Information Development Group (BRIDG) and the Entrepreneurial Growth Resource Center (EGRC), Henry W. Bloch School of Management, University of Missouri- Kansas City, Kansas City, MO
- Wrote, edited, and solicited articles, visuals and material for The Portal, BRIDG's quarterly journal of business-related research and information
- Managed all phases of the grant-seeking process for BRIDG and EGRC
- Conducted workshops for community members through EGRC's iStrategy
- Studio
- Raised over $2.4 million in external funding
- Workshops Taught: Finding Funding for Small Nonprofits, Proposal Writing for Small Nonprofits

Grant Writer, Madonna Foundation, Lincoln, NE, 2000 to 2002
- Wrote and edited grant proposals, reports, executive correspondence, and
- marketing copy
- Project manager for all efforts to seek external funding for the Foundation
- Received grants totaling $1.1 million from government and private sources, including direct federal appropriations

Instructor, 1998 to 2000
Department of English, Southeast Community College, Beatrice, NE Courses Taught: Technical Writing, Composition I, Composition II

Teaching Assistant and Writing Assistance Center Tutor, 1993 to 1998
Department of English, University of Nebraska-Lincoln, Lincoln, NE
Courses Taught: Composition I, Composition II, Introduction to Literature

Mortgage Processor, 1992 to 1993
Commercial Federal Mortgage Corporation. Lincoln, NE,

PROFESSIONAL AND COMMUNITY SERVICE

Reviewer, Association for Business Communication-Southwestern U.S./Federation of Business Disciplines Conference, 2012 to present.

Reviewer, Peter Cardon's *Business Communication: Developing Leader for a Networked World*, 2e, McGraw-Hill, 2015

Reviewer, Locker & Kienzler's *Business and Administrative Communication*, 10e, McGraw-Hill, 2013

Mentor for faculty at SHSU and other institutions in initial delivery of online and flipped courses in fields including business communication, finance, electronic communications technology, retail buying, retail merchandising, English composition, chemistry, and library science, 2013 to present.

Board Member-at-Large, Association for Business Communication, 2012 to 2016.

Past President, Association for Business Communication-Southwestern U.S., March 2015 to present.

President, Association for Business Communication-Southwestern U.S., March 2014 to March 2015.

Chair, Student Competition Committee, Association for Business Communication, October 2011 to October 2014

Member, Student Competition Committee, Association for Business Communication, October 2014 to present

Member, Technology Board, Association for Business Communication International, May 2011 – October 2015

Fundraising Consultant (volunteer), Fort Atkins State Historical Park, Fort Calhoun, Nebraska, 2014 (Contact: Heather Blazicevich).

Vice President/Program Chair, Association for Business Communication-Southwestern U.S., March 2013 to present.

Secretary-Treasurer, Association for Business Communication-Southwestern U.S., March 2012 to March 2013

Historian, Association for Business Communication-Southwestern U.S., March 2011-March 2012

Editor/Graphic Designer, Association for Business Communication, August to October 2010

United Way of Story County (Iowa), Ames, IA. Loaned Executive, June 2008 to July 2009

UNIVERSITY SERVICE

University-Level

Participant, College of Business Administration Writing Initiative, 2014. Assisted in research identifying most impactful writing errors.

Member, University Teaching Excellence Committee, Stephen F. Austin State University, August 2011 to 2012

College

Assessment coordinator for business communication courses (BUAD 3335 and BUAD 2321) in preparation for SACS accreditation, 2017 to present.

Assisted assessment coordinator with COBA's ongoing comparative assessment of online and face-to-face business communication courses in preparation for AACSB accreditation, 2014 to 2016

Member, College of Business Scholarship Committee, 2014 to 2015

Participant, College of Business Administration Communication Initiative, 2014. Designed and created instructional videos.

Participant, University Writing Assessment Initiative, Sam Houston State University, May 2013. Evaluated outcomes of writing-enhanced courses.

Participant, college-wide assessment of writing skills, 2013. Designed rubric and evaluated student work.

Member, Recruitment and Marketing Committee, Nelson Rusche College of Business, Stephen F. Austin State University, August 2011 to 2012

Member, Research Excellence Committee, Nelson Rusche College of Business, Stephen F. Austin State University, August 2010 to 2012

Member, Strategic Planning Committee, Nelson Rusche College of Business, Stephen F. Austin State University, August 2010 to 2012

Member, Service Learning Committee, Nelson Rusche College of Business, Stephen F. Austin State University, August 2010 to August 2011

Department

Mentor other faculty initial delivery of online and flipped courses in fields including business communication, managerial communication, and electronic communications technology, Department of General Business and Finance, Sam Houston State University, 2014 to present.

Member, Search Committee (Business Communication), Department of General Business and Finance, Sam Houston State University, 2015-6.

Member, Business Communication Committee, Department of General Business and Finance, Sam Houston State University. Updated master syllabus, selected textbooks, evaluated and redesigned rubrics for BUAD 3335 and 2321, 2012 to Present.

Member, Search Committee (Law), Department of General Business and Finance, Sam Houston State University 2013-14

Session chair for GBA Conference, SHSU Department of General Business and Finance, 2013 and 2014

Member, Publication Committee (Editor/Writer/Graphic Designer), Department of General Business, Stephen F. Austin State University, August 2009 to 2012

Member, Core Course Committee (Business Communication 247), Department of General Business, Stephen F. Austin State University, August 2009 to 2012

Member, Social Committee, Department of General Business, Stephen F. Austin State University, August 2009 to 2012

PROFESSIONAL DEVELOPMENT

Participant, Powerful Tools for Teaching and Learning: Digital Storytelling (Online class), University of Houston, January – March 2016

Participant, Adobe InDesign CC: Essentials, Talent Management, Sam Houston State University, 2016

Participant, Photoshop: Intermediate, Talent Management, Sam Houston

State University, 2016

Participant, Adobe Captivate Training Session, Talent Management, Sam Houston State University, 2015

Participant, Photoshop: Basics Training Session, Talent Management, Sam Houston State University, 2015

Self-Study Participant, CodeAcademy: HTML5, 2014-17

Attendee, BbWorld®, an education technology training, networking, and professional development event for Blackboard users, Washington, D.C., 2015

Case Writing Development Workshop, International Academy for Case Studies, Asheville, NC, August 2013

Online Instruction Certification, Office of Instructional Technology, Stephen F. Austin State University, January 2010 - May 2010. Successfully completed the course of study in web-based course development and online delivery.

Participant, "Art of Authoring and Publishing," Teaching Excellence Center, Stephen F. Austin State University, Nacogdoches, TX, March 2011

New Faculty Development Series, Teaching Excellence Center, Stephen F. Austin State University, Nacogdoches, TX, September 2009 - December 2009

Participant, Grantsmanship Training Program, The Grantsmanship Center. Des Moines, IA, 2002

PROFESSIONAL MEMBERSHIPS

Association for Business Communication (May 2009 – to Present)

Conference on College Composition and Communication (2010-2015)

PUBLICATIONS EDITED AND MANAGED

ACCESS Iowa State, Iowa State University Foundation, Managing Editor, 2007-2009.

Connections, Iowa State University Foundation, Editorial Team, 2007-2009.

The Portal, Business Research and Information Development Group

(BRIDG), Managing Editor, 2002-2004.

HONORS/AWARDS/RECOGNITIONS

Nominated for ABC Rising Star Award, Summer 2013

Gold Medal - Fundraising Communication, Council on Advancement in Support of Education (CASE), January 2010. Award given for "Growing Mercy and Tending Love: A Partnership Between Pamela Harris and Iowa State University." Produced for the Iowa State University Foundation.

Bronze Medal - Fundraising Communication, Council on Advancement in Support of Education (CASE), January 2010. Award given for "Alvin Edgar Fund for the Performing Arts: A Report for Doris Riehm." Produced for the Iowa State University Foundation.

Gold Medal - Fundraising DVD/Booklet, Council on Advancement in Support of Education (CASE) Region VI, Scholarship/Research, January 25, 2009. Award given for the fundraising video, "No Ivory Tower: The Life and Legacy of Jim Hoover." Produced for the Iowa State University Foundation.