

Jenna Haugen

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University of Louisville
College of Business
110 West Brandeis Avenue
Louisville, KY 40292

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EDUCATION

Ph.D., Communication Studies

May 2015

University of Kansas, Department of Communication Studies
Lawrence, KS

Advisor: Dr. Tracy Russo

Emphasis: Organizational Communication

Dissertation: Stakeholder Voices in Integrating Experiential Education as a Strategic University Initiative

Chair: Dr. Tracy Russo

Committee: Dr. Debra Ford, Dr. Tom Beisecker, Dr. Beth Innocenti, and Dr. Douglas Ward

Comprehensive Exams: Passed April 2013

Chair: Dr. Tracy Russo

Committee: Dr. Debra Ford, Dr. Tom Beisecker, Dr. Suzy D'Enbeau, and Dr. Sara Gregg

M.A., Communication

August 2009

Western Kentucky University, Department of Communication
Bowling Green, KY

Advisor: Dr. Angela Jerome

Emphasis: Organizational Communication

Thesis: Green Employees: Organizational Identification in an Environmentally Friendly Company

Committee: Dr. Angela Jerome, Dr. Jennifer Mize-Smith, and Dr. Blair Thompson

B.A., Corporate and Organizational Communication

May 2007

Western Kentucky University, Department of Communication
Bowling Green, KY

Advisor: Dr. Carl Kell

Minor: Marketing

Central America Study Abroad

January 2007

ACADEMIC APPOINTMENTS

Assistant Professor, Core Course Coordinator

University of Louisville, Department of Management

August 2015-Present

Teaching Assignments:

Business Communication (BUS 301/275)

Managerial Communication PDM (MBA 642)

Corporate Social Responsibility (BUS/HON 441)

Social Enterprise Incubator Director

Haugen
February 2018-Present

University of Louisville, College of Business

- Create opportunities for CoB students to engage in community outreach
- Coordinate activities of our Elevate Portland Initiative
- Build partnerships with local businesses to offer experiential learning opportunities

Lecturer

University of Kentucky, Department of Communication

August 2014-August 2015

Teaching Assignments:

- Introduction to Organizational Communication (COM 325)
- Dark Side of Interpersonal Communication (COM 314)
- Persuasive Speaking (COM 287)

Graduate Teaching Assistant

August 2010-July 2014

University of Kansas, Department of Communication Studies

Teaching Assignments:

- Co-designed and taught online version of Organizational Communication (COMS 310)
- Organizational Communication (COMS 310)
- Problem-Solving in Teams and Groups (COMS 342)
- Effective Business Communication (COMS 330)
- Speaker-Audience Communication (COMS 130)

Assistant Basic Course Director

January 2012-August 2013

University of Kansas, Department of Communication Studies

- New Graduate Teaching Assistant Training: Planned and facilitated the annual training session for new GTAs. Planning duties included communicating with incoming GTAs about the specifics of the training and preparing a Dropbox folder of useful teaching materials. Facilitating duties included leading new GTAs through training modules including effective teaching ethos, evaluating student speeches, lecturing for understanding, and using technology in the classroom.
- Speaker-Audience Communication (COMS 130) Scheduler: Evaluated availabilities and assigned graduate teaching assistants to approximately 45 sections of the University of Kansas's basic course.
- Exemption Exam Evaluator: Designed and evaluated written exams and evaluated oral presentations for students wishing to test out of Speaker-Audience Communication.
- Initiated new assessment process to meet the KU Core. Coordinated with all instructors to scan and report data from informative and persuasive speech rubrics.
- Linkugel Speech Competition Planner: Planned the annual departmental speech competition by soliciting nominations, securing the competition space, contacting sponsors and securing funds for prizes and food, communicating with nominated students, organizing graduate student judges, tabulating scores, and serving as emcee for the final round.
- Speaker-Audience Communication (COMS 130) Handbook Editor: Solicited chapters and edited the handbook. Coordinated with the publishing representative to meet deadlines and place orders.
- Observed Speaker-Audience Communication GTAs and provided feedback about classroom pedagogy.

Part-time Instructor

Western Kentucky University, Department of Communication

Teaching Assignments:

- Fundamentals of Public Speaking and Communication (COMM 145 and Cohort Section with Non-traditional students)

PUBLICATIONS

Haugen, J. E. & Lucas, K. (2018). [Unify and present: Using Monroe's Motivated Sequence to teach team presentation skills](#). *Communication Teacher*. Advance online publication. doi:10.1080/17404622.2018.1502886

Lucas, K., Kerrick, S. A., Haugen, J. & Crider, C. J. (2016). Communicating Entrepreneurial Passion: Personal Passion vs. Perceived Passion in Venture Pitches in *IEEE Transactions on Professional Communication*, vol. 59, no. 4, pp. 363-378. doi: 10.1109/TPC.2016.2607818

Haugen, J. E., Ovard, J., Helens-Hart, R., Russo, T. C. (2013). *Speaker-Audience Communication COMS 130: The Handbook*. Boston: Pearson Custom Publishing.

Haugen, J. E., Hladky, K. N., Russo, T. C. (2012). *Speaker-Audience Communication COMS 130: The Handbook*. Boston: Pearson Custom Publishing.

Haugen, J.E. (2009). Topper Tailgate. *WKU Spirit Magazine, Fall 2009, p 21-24*.

Haugen, J.E. (2006). Big Red Book: WKU Traditions. Booklet for WKU's Alumni Association.

MANUSCRIPTS IN PROGRESS

Lucas, L., Rawlins, J.D., & Haugen, J. *Competent: Becoming a better business communicator*. Textbook under contract with Business Expert Press.

Lucas, K. & Haugen, J. "Assessment of core competencies of business communication." To be submitted to BPCQ.

CONVENTION/CONFERENCE PRESENTATIONS

Haugen, J. & Blasdel, T. (2017). "To Drive or Not to Drive: Uber's Image Repair Following Intentional Crisis." Competitive paper presented at the National Communication Association Conference: Dallas, TX.

Haugen, J., Lucas, K., & Rawlins, J. D. (2017). "Competency-based business communication: Grading, coaching, and assessment with rubrics." Presentation at the annual meeting of the Association for Business Communication, Dublin, Ireland.

Haugen, J. (2016). "Becoming a Braveolebrity: A case study analysis of Bravo Media's ability to become a 'Celebrity Producer.'" Competitive paper presented at the National Communication Association Conference: Philadelphia, PA.

Lucas, K., Rawlins, J., & Haugen, J.E. (2016). "Using core competency rubrics for grading and assessment." Pre-conference presented to the Association of Business Communication: Albuquerque, NM.

- Haugen, J., Barrett, L., Helens-Hart, R., & Gunter, M. (2016). "Reflections of competency-based teaching." Competitive panel presented at the Association for Business Communication Conference: Albuquerque, NM.
- Lucas, K. & Haugen, J. (2016). "Building students' writing and speaking skills: A BizComm toolkit for your class." Invited Teaching and Learning Initiative workshop presented to U of L College of Business.
- Haugen, J. (2015). "Reflection or recollection: The fractures that exist between academia's view of reflection and student perceptions." Competitive paper presented at the National Communication Association Conference: Las Vegas, NV.
- Lucas, K., Rawlins, J., & Haugen, J. (2015). "Pivoting your business communication course: Competency-based syllabi, assignments, and rubrics." Pre-conference presented to the Association of Business Communication: Seattle, WA.
- Haugen, J. (2014). "Seeing the whole picture: Best practices for stakeholders in service learning." Competitive panel presented at the National Communication Association Conference: Chicago, IL.
- Haugen, J. (2014). "Organizational cultivation: The Rhetorical strategies of K-State Research and Extension." Competitive paper presented at the Central States Communication Association Conference: Minneapolis, MN.
- Haugen, J. (2013). "Experiential expectations: Perceptions of the connections between experiential learning and on-the-job training." Competitive poster presentation at the Organizational Communication Mini-Conference: Urbana, IL.
- Haugen, J. (2013). "From Big Brothers/Big Sisters to emergency planning: Exploring the potentials of service learning partnerships with nonprofit organizations." Roundtable discussion at Central States Communication Association Convention; Kansas City, MO.
- Haugen, J. (2012). "Up the creek without a paddle: British Petroleum's failed organizational apologia campaign." Competitive paper presented at the National Communication Association Convention: Orlando, FL. Organizational Communication Division.
- Haugen, J. (2011). "Volunteer by day, tourist by night: Organizational socialization of the voluntourist." Competitive paper presented at the National Communication Association Convention: New Orleans, LA. Organizational Communication Division.
- Haugen, J. (2010). Green employees: Organizational identification in an environmentally friendly printing company. Competitive paper presented at the National Communication Association Convention: San Francisco, CA. Organizational Communication Division.
- Haugen, J. (2010). Military registration and billing process. Presented at the Association for Continuing Higher Education South: Cocoa Beach, FL.
- Haugen, J. (2009). Metaphorical analysis of WKU's mission statement. Competitive paper presented at the Central States Communication Association Convention: St. Louis, MO. *****Received top four competitive paper panel honors from the Communication Theory Division.**

Haugen, J. (2009). Rebranding strategies of independent learning. Presented at the Association for Continuing Higher Education: Philadelphia, PA.

Haugen, J. (2004). Kentucky FFA State Convention. Led convention as 2003-2004 Kentucky FFA State Sentinel.

DEPARTMENTAL AND PROFESSIONAL SERVICE

College of Business Community Outreach Coordinator	Fall 2017-Present
Young Professionals Association of Louisville	Summer 2017-Present
Vice-President of Community	
Director of Community Outreach	
Association of Business Communication Student Competition Chair	Fall 2016-Present
ABC at NCA Co-Program Planner	Fall 2016-Present
Delta Sigma Pi Faculty Member	Spring 2016-Present
Northwestern Mutual Fast Pitch Competition Coordinator	Fall 2015-Present
Dual Credit at Central High School, Instructor	Fall 2015-Present
Scholarship of Teaching and Learning NCA interest group	Fall 2014-Present
Secretary, Program Planner, Chair	
Celebration of Teaching and Learning Committee Member	Fall 2016-Spring 2017
President of the departmental Graduate Student Organization	Fall 2013-Spring 2014
Coordinated professionalization seminars for graduate students	
Represented graduate students at departmental faculty meetings	
Updated Blackboard site with job postings and information	
Coordinated elections of GSO officers	
Faculty Representative for the Graduate Student Organization	Fall 2012
Secretary/Treasurer of Graduate Student Organization	2011-2012
Respondent:	
NCA Organizational Communication Division	Fall 2015
Reviewer:	
CSCA Organizational and Professional Communication	Fall 2013, Fall 2015
NCA Environmental Communication Division	Spring 2012, 2013
NCA Student Division	Spring 2011
Mentor for incoming Ph.D. student	2011-2012
Presenter at Professionalization Seminar on Conference Presentations	Fall 2011
COMS 130 Rubric Committee, KU Department of Communication	Spring 2011

AWARDS AND HONORS

Louisville Business First Young Leaders Award	Spring 2018
Delta Sigma Pi	Fall 2015
William A. Conboy Graduate Student Leadership Award Department of Communication Studies, University of Kansas	Spring 2013
Top Paper Panel Honors, Communication Theory Division, Central States Communication Association Convention: St. Louis, MO	Fall 2009
Lambda Phi Eta, Communication Honors Fraternity	Fall 2006
WKU's Award of Excellence Scholarship	Fall 2003-2007
Kentucky Colonel	Fall 2003

COMMUNITY SERVICE

Home of the Innocents , Louisville, KY	Spring 2018-Present
Uspiritus , Louisville, KY	Summer 2017-Present
Volunteers of America , Louisville, KY	Summer 2017-Present
Metro United Way , Louisville, KY	Summer 2017-Present
Midnight Farms , Lawrence, KS	Fall 2011-Summer 2014
Habitat for Humanity , New Orleans, LA	Winter 2011
Rebuilding Together , New Orleans, LA	Winter 2010

PROFESSIONAL EXPERIENCE

Intern, Reporter Kentucky Press Association The Crittenden Press Marion, KY	May 2011-July 2011
<ul style="list-style-type: none"> • Researched and wrote feature articles • Interviewed community members • Coordinated photo opportunities 	
Independent Learning Specialist Western Kentucky University Division of Extended Learning and Outreach Bowling Green, KY	June 2009-August 2010
<ul style="list-style-type: none"> • Registered students for Independent Learning courses • Billed for financial aid, military, and interdepartmental accounts • Served as first line student conflict resolution • Assisted with student recruitment events 	

Haugen
January 2008-June 2009

Office Associate, Cohort Programs

Western Kentucky University
Division of Extended Learning and Outreach
Bowling Green, KY

- Provided support for three staff members
- Created Blackboard organization for Dual Credit Instructors
- Facilitated Professional Development Day for Dual Credit Instructors
- Supervised two student workers
- Compiled Cohort and Dual Credit Annual Report
- Registered over 1,000 students in FY 08-09
- Visited high school classrooms to promote programs
- Streamlined student ID creation
- Utilized specialized databases including BSR and Banner
- Managed general office duties

Intern, Alumni Relations

May 2006-August 2007

Western Kentucky University
Bowling Green, KY

- Corresponded with alumni
- Organized Alumni Leadership Scholar meetings
- Composed ads for alumni membership solicitation
- Provided staff support
- Assisted with special events including Alumni College, Tailgating, Master Plan move-ins, Spring Day at the Races, Alumni Leadership Scholars

INVITED GUEST LECTURES

Learning the Ropes: Socialization and Identification for COMS 310 Organizational Communication at the University of Kansas	Fall 2013
Identity and Identification in Organizations for COMS 310 Organizational Communication at the University of Kansas	Spring 2013
The Process of Socialization in Organizations COMS 310 Organizational Communication at the University of Kansas	Fall 2012
Socialization Processes in Organizations for COMS 310 Organizational Communication at the University of Kansas	Summer 2012
Socialization of Voluntourist for COMS 310: Organizational Communication at the University of Kansas	Fall 2011
Social Identification Theory for COMM 341: Communication Theory at Western Kentucky University	Fall 2009

GRANTS

University of Kansas Graduate Scholarly Presentation Travel Fund. \$400.	Fall 2010
Western Kentucky University Graduate Travel Award. \$400.	Fall 2009
WKU Department of Communication Travel Award. \$150.	Fall 2009

RELATED COURSEWORK

Rhetorical Criticism	Life Writings of Kenneth Burke
Organizational Rhetoric	Employee Communication
Qualitative Research Methods	Impression Formation
Micro-level Organizational Communication	Persuasion
Macro-level Organizational Communication	

ORGANIZATIONAL MEMBERSHIPS

WKU Greater Louisville Alumni Chapter	2017-Present
Young Professionals Association of Louisville	2015-Present
Association of Business Communication	2015-Present
National Communication Association	2010-Present
National FFA Lifetime Alumni Member	2003-Present
Central States Communication Association	2009-2015
KU Communication Studies Graduate Student Organization	2010-2014
Selection Committee, WKU Hall of Distinguished Alumni	Spring 2010
ACHE: Association for Continuing Education Member	2009
WKU Communication Organization of Graduate Students	2009
WKU Graduate Council	2008-2009
<ul style="list-style-type: none"> Alternative Representative for the Potter College of Arts and Letters 	
WKU Alumni Leadership Scholars	2003-2007
WKU Student Government Association	2003-2007
<ul style="list-style-type: none"> Student Senator 2003-2007 Parliamentarian 2005-2007 	
WKU Communication Ambassadors	2006-2007
<ul style="list-style-type: none"> Community Liaison 2006-2007 	
WKU Spirit Master	2005-2006
<ul style="list-style-type: none"> Historian 2005-2006 	