

Alan D. Heisel

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Summary of Qualifications

- A skilled leader with more than 18 years of administrative experience
- Record of achievement in Assessment and Accreditation
- Proven success in institutional change and transition management
- Demonstrated commitment to interdisciplinary collaboration
- Experience with program innovation and curricular development
- General education
- Strategic planning
- Government/Agency relations
- Recruitment and retention
- Planned giving

Summary of Positions

- Special Assistant to the Provost (2017-2019)
- Interim Associate Dean, College of Fine Arts & Communication (2015)
- Special Projects Administrator, Fine Arts & Communication (2013-2015)
- Chairperson, Department of Communication & Media (2007-2015)
- Graduate Program Director, Department of Communication (2001-2006)
- Professor, Communication & Media (2015-present)
 - Associate Professor (2006-2015)
 - Assistant Professor (2000-2006)

Education

West Virginia University, Ed.D., C&I/Communication (2000)

Cleveland State University, M.A., Communication (1997)

Cleveland State University, B.A., Communication, Sociology (1995)

POSITIONS and EXPERIENCE

The University of Missouri – St. Louis

The University of Missouri – St. Louis is a tier one Midwest, urban, public, 4-year institution with “Higher Research” and “Engaged University” classification. The university offers baccalaureate, master, and doctorate degrees to approximately 17,000 students. Primarily non-residential, 40% of the undergraduate population are first-generation.

Special Assistant to the Provost (Academic Affairs) (2017-2019)

This position has responsibility for university accreditation as well as curricular matters/compliance. The accreditation responsibilities center on coordinating institutional reaffirmation of accreditation and related tasks. Curricular and compliance responsibilities include general education, new programs and program changes, and liaison roles between the institution, the University of Missouri System, and the Missouri Department of Higher Education.

Position reports to the Provost with one direct report, 40+ indirect reports, and a budget allocation of \$176k.

Accreditation

- Successfully led the institutional effort to secure reaffirmation of accreditation from the Higher Learning Commission (HLC) in 2018. Comprehensive site visits are conducted by HLC once every ten years for select institutions and successful accreditation is a requirement for Title IV funding by the US Department of Education.
- Oversaw planning and logistics for the comprehensive site visit.
- Managed the campus team that prepared the Assurance Argument and made substantial contributions to the structure and content of it.
- Led a team of more than 40 individuals representing every facet of the campus in gathering evidence and preparing the Assurance of Learning document.
- Developed and implemented parallel timelines associated with the Assurance Argument, Federal Compliance Filing, Quality Improvement Project, campus communication rollout, and engagement of internal and external stakeholders.
- Successfully created and deployed a comprehensive tracking system and tool set to support the reaccreditation effort. The system was used to coordinate and prioritize evidence demonstrating compliance.
- Worked with program administrators and HLC to secure approval for a USDE Comprehensive Transition Program (CTP), allowing Title IV funds to be used for students in SUCCEED (a post-secondary program for students with intellectual disabilities). CTP classification allows students in the program to receive federal financial aid.

- Serve as the Accreditation Liaison Officer between the university and the Higher Learning Commission (HLC).
- Presenter at the 2018 HLC Annual Conference/Accreditation Workshop: “Bottom Up: A Molecular Approach to Evidence Gathering.” More than 1300 faculty, staff, and administrators attended the conference and nearly 200 attended the presentation

Curriculum and Compliance

- Serve as the Provost’s representative in all internal Curriculum and Instruction (C&I) processes.
- Insure that new programs are aligned with the university mission and strategic plan.
- Represent UMSL on legislative action committees such as the Common Curriculum Advisory Committee (CCAC).
 - The CCAC is a statewide committee with representatives from all 2- and 4-year public institutions of higher education in the State of Missouri convened by the Missouri Department of Higher Education.
 - In 2016, the CCAC was tasked with creating a common general education framework to facilitate transfer between public institutions without credit hour losses for students.
 - Chaired the Communications subgroup for CCAC which researched and developed the initial recommendations on CORE 42.
 - Chaired the Communications Faculty Discipline Group that included representatives of institutions and academic disciplines associated with the Communications competency.
- Chair the General Education Committee
 - Oversee a committee of faculty, staff, and administrators responsible for reviewing and approving courses requesting designation as fulfilling general education and cultural diversity requirements.
 - Secured faculty support to revise/update the General Education requirements.

- Oversee assessment of general education learning outcomes and alignment with institutional learning outcomes

Interim Associate Dean, College of Fine Arts & Communication (2015)

The College of Fine Arts and Communication was composed of the departments of Art & Art History, Communication and Media, Music, Dance, and Theater. It had an operating budget of \$7.6M and was comprised of 53 faculty (Tenured, Tenure-Tracked, and Non-Tenure Tracked). A \$53M performing Arts Center served as the centerpiece of the college. FAC delivered 11 certificate and degree programs at the graduate and undergraduate level.

Position reported to the Interim Dean with 53 indirect reports and a budget allocation of \$7.6M.

- Responsible for Curriculum and Instruction, Advancement, Promotion, and Tenure, and Budgetary exercises.
- The College of Fine Arts and Communication was reintegrated into the College of Arts and Sciences as part of an energized STEAM initiative in 2016.
- Transitional functions included strategic planning, budgetary analyses, and transparent communication between administrators and students, faculty, staff, and other stakeholders.

Special Projects Administrator (Fine Arts & Communication) (2013-2015)

Under the auspices of the Academic Research Collaborative (ARC), the primary function was to support, develop, and maintain academic and research collaborations between the campus, University of Missouri System assets, and St. Louis Public Radio (STLPR). ARC took advantage of traditional and emerging media channels embedded in the STLPR restructuring to provide students and faculty with the ability to investigate convergent media in an urban context.

Position reported to the Dean with 23 indirect reports.

- Developed concept and framework used to secure approval from the Board of Curators to allow UMSL's National Public Radio (NPR) affiliate to acquire digital assets and expand local/community reporting.

- Facilitated \$3.5M in planned gifts to the university.
- Secured \$174k from the Missouri Foundation for Health to conduct collaborative research with professionals at St. Louis Public Radio.
- Increased professional collaborations by bringing STLPR professionals to campus and into classrooms to provide High Impact Educational Experiences to students.
- Utilized UMSL at Grand Center (classrooms in STLPR facilities) to deliver coursework associated with convergent media and community reporting.

Chairperson, Department of Communication & Media (2007-2015)

As chairperson of the Department of Communication (2007-2015) and the interim chair of the Department of Media Studies (2014-2015), I was responsible for leading 17 full time faculty (12 tenure/tenure track), 16 part-time faculty, 2 staff members, 6 graduate teaching assistants, 500 undergraduates and 30 graduate students. The Department of Communication offers a social-behavioral science core with emphases in interpersonal, organizational, and mass communication theory and research with a Certificate in Public Relations. The annual budget for the department was \$1.5M, and the unit generated an additional \$100k-\$200k annually through online revenue-sharing. The Department of Media Studies offers coursework in advertising, digital media, film, global media, journalism, and media production. The unit offers a Certificate in Advertising. The annual budget for Media Studies was \$900k with an additional \$20k-\$50k through online revenue-sharing.

Position reported to the Dean with 19 direct reports, 6 indirect reports, and a budget allocation of \$2.5M.

The Department of Communication and the Department of Media Studies voted to form a *combined unit* in SP2015. The merger was viewed as an opportunity to *strengthen* both units and to *improve fiscal efficiencies*. As chairperson, significant accomplishments included:

- Identified and resolved discrepancies in policy between units and secured support for a combined department with a shared vision.
- Secured consensus on a new name and branding strategy for the combined unit.

- Successfully shepherded the units through the transition process.
- Developed a succession strategy to insure future success.

Significant accomplishments in communication include:

- Engaged in a major overhaul of the curriculum with faculty, securing approval for more than 40 additions, modifications, and deletions in a two-year period.
- Facilitated the development and implementation of more than 25 online and hybrid courses, making it possible for students to earn their degree completely online.
- Introduced late start course scheduling for retention purposes contributing to an 8% increase in year-over-year retention.
- Increased the number of full-time faculty in the Department of Communication by securing a new tenure-track faculty position using strategic funding from the UM System and secured approval for strategic proposals involving a second tenure track faculty line as well as an Non-Tenure Track line at the university level.
- Implemented multi-year budget cuts (20%) within the department without course eliminations or reductions in SCH by strategic scheduling and working closely with faculty to manage student enrollments.
- Oversaw five successful tenure and promotion cases for assistant professors over a seven-year period, reflecting a 100% success rate in guiding junior faculty through the ATP process.
- Participated in leadership and service roles on multiple faculty searches. Actively recruited motivated and highly-qualified candidates.
- Implemented a fully online BA in Communication and provided significant support for the Online BLS program.
- Oversaw the development of an online university service course focusing on improving written and oral communication skills for retention purposes.

- In partnership with the Office of International Studies, expanded the university's relationship with overseas partners (e.g., Finland, Kuwait) increasing student exchanges and promoting intercultural exchanges through traditional and online mechanisms.
- Developed and delivered, in partnership with the School of Professional and Continuing Studies, a cohort-based degree completion program for Express Scripts, a Fortune 50 company. Other corporations in the St. Louis area are being courted for similar projects.
- Proposed and secured approval for the Certificate in Public Relations.
- Developed the white paper for the 3+2 in Health Communication.
- Promoted undergraduate research teams involving students and faculty in collaborative work.
- Increased the rigor of the graduate program by raising the minimum GPA required for admission.
- Increased the number of Advanced Credit Program instructors in area high schools by 30%.
- Promoted and supported development of course offerings using innovative design elements (e.g., Reacting to the Past curriculum, service learning, civic engagement, etc.).
- Established interdisciplinary partnerships with Arts & Science (Certificates in Science literacy and Crisis, Disaster, & Risk Management), Business (Business Communication, Strategic Communication), and Nursing (3+2 in Health Communication).

Significant accomplishments in Media Studies include:

- In consultation with faculty, proposed several courses in advertising and media production to provide greater definition to the certificate programs and MS core.
- Revised the Certificate in Advertising to produce a high-value experience for students through a branded course sequence informed by industry and market trends.

- Developed and proposed a Certificate in Media Production to insure breadth and depth of digital multimedia skills and experiences for media production students.
- Secured MacBooks loaded with Final Cut and related software to improve course experience for media production students.
- Facilitated a collaborative project with Boy Scouts of America and media production students to develop digital marketing materials for the New Horizons Council.
- In collaboration with the graphic design arm of Art & Art History, helped promote the development and delivery of a UX Design program utilizing UMSL at Grand Center facilities.
- Improved safety and security of personnel and equipment by installing security cameras at key locations in the MS Suite.
- In collaboration with faculty, developed several policy documents to establish departmental standards used to increase transparency and reduce inconsistencies.

Graduate Program Director (2001-2006)

As the first Graduate Director for a newly created Master of Arts degree in Communication, I played a pivotal role in shaping it into one of the most successful terminal M.A. programs in the region. The degree prepares students for future professional and academic success in the greater St. Louis area and beyond. Graduates have acquired upper-level positions in corporations, secured funding for doctoral studies at some of the most competitive programs and universities, and achieved tenure track positions at prestigious institutions.

Position reported to the Unit Chairperson with 6 direct reports, 6 indirect reports, and a budget allocation of approximately \$1.6M.

Significant accomplishments include:

- Retooled the original proposal for a Master's degree in Communication and helped secure its approval and delivery in 2002.
- Tripled Student Credit Hour (SCH) production for the new graduate program between 2002 and 2006.

- Secured the first graduate teaching assistantships using online revenues.
- Increased the number of assistantships allocated to the program by the Graduate School.

Certificates and Professional Development

Emergency Management Institute (May, 2014). DHS/FEMA.
IS-00001a. Emergency Manager: An Orientation to the position.

Emergency Management Institute (October, 2011). DHS/FEMA.
IS-00005a. An Introduction to Hazardous Materials.

Emergency Management Institute (September, 2011). DHS/FEMA.
IS-00007. A Citizen's Guide to Disaster Assistance.

Texas A&M University (May, 2004). Distance Education Instructional Design.

- Legislative Education Project – Governor's Council on Disability (2019)
- Higher Learning Commission Annual Conference, Chicago, IL (2018)
- Council of College of Arts & Sciences Deans, Denver, CO (2017)
- International Council of Fine Arts Deans, Halifax, NS (2017)
- Higher Learning Commission Annual Conference, Chicago, IL (2017)
- Council of College of Arts & Sciences Deans, San Diego, CA (2016)
- Standard and Open Pathways, Higher Learning Commission (2016)
- International Council of Fine Arts Deans, Grand Rapids, MI (2016)
- Administrative Workshop, Council of College of Arts & Sciences Deans Washington, DC (2015)
- Administrative Workshop, International Council of Fine Arts Deans, Atlanta, GA (2015)
- Kauffman Fasttrac TechVenture (2015)
- Development and Gifts Workshop, International Council of Fine Arts Deans, Kansas City, MO (2014)

Strategic Planning

2009 - present	Graduate Council, UMSL
2018 - 2019	Member, Carnegie Community Engagement Reclassification Committee
2018	Member, CCAC Subgroup, Minimum Grade Transferability

2017 - 2019 Chair, CCAC Faculty Discipline Group
 2016 - 2019 Common Curriculum Advisory Committee
 2016 - 2019 Chair, Communications Task Force, CCAC
 2015 - 2019 Chair, General Education Committee
 2016 - 2017 Graduate Stipend Distribution Committee
 2012 - 2017 Budget and Planning, UMSL
 2015 College Transition Committee
 2014 - 2015 General Education Task Force
 2014 - 2015 Budget Task Force, F&A Distribution
 2014 - 2015 Strategic Plan Goal 3 - Research and Creative Works
 2014 - 2015 College Planning, Goal 7 - PAC finance and programming
 2013 - 2015 Strategic Planning Committee, Fine Arts & Communication
 2013 - 2015 Joint Strategic Planning Committee, Campus
 2007 - 2015 College Planning Committee, Fine Arts & Communication
 2009 - 2011 University Marketing and Communications Initiative, IT
 subcommittee
 2009 - 2010 Space & Planning, Fine Arts & Communication
 2007 - 2008 Strategic Planning Committee, Fine Arts & Communication
 2004 - 2005 Graduate Council subcommittee on Program Development
 2003 - 2004 Graduate Council subcommittee on Admissions and
 Scholarships
 2002 - 2003 Committee on Diversity, Fine Arts & Communication

Assessment

2009 - present Peer Reviewer (Institutional) for the Higher Learning
 Commission (formerly of the North Central Association of
 Colleges and Schools)
 2018 - 2019 Member, Carnegie Community Engagement Reclassification
 Committee
 2018 - 2019 Ex Officio Member, Assessment of Educational Outcomes
 Committee
 2017 - 2019 Special Assistant to the Provost for Accreditation
 2017 - 2019 Accreditation Liaison Officer
 2016 - 2018 Member, HLC Institutional Accreditation Steering Committee
 2015 - 2019 Chairperson, General Education Committee
 2016 - 2017 Co-chair, Criterion 3, IASC Subcommittee
 2016 - 2017 Member, Graduate Stipend Distribution Committee
 2016 Campus Review Team for 5-Year Review of the Department
 of English
 2014 - 2015 General Education Committee
 2011 - 2015 Assessment of Educational Outcomes Committee

2014	Team Leader, 3-Year Review of the Department of Mass Communication and Media at Gulf University for Science and Technology, Kuwait City, Kuwait
2013	Campus Review Team for 5-Year Review of the Graduate School
2012	Campus Review Team for 5-Year Review of the Bachelor of Independent Studies
2011	Chairperson, 5-Year Review Committee, Department of Communication
2006	Member, 5-Year Review Committee, Department of Communication
2002 - 2003	Campus Review Team for the 5-Year Review of the Department of Psychology

Program Innovation and Curricular Development

2018 - 2019	Cybersecurity
2018 - 2019	Entrepreneurship
2017 - 2019	Ex Officio Member, Curriculum & Instruction
2017 - 2019	Sports Administration/Sports Psychology
2015 - 2017	Science Literacy Certificate
2015 - 2016	Coordination and implementation of Reacting to the Past curriculum concepts in public speaking courses.
2013 - 2016	8wk1/8wk2 implementation/assessment
2003 - 2016	Online and hybrid course delivery
2014 - 2015	Certificate in Media Production
2014 - 2015	Revised Certificate in Advertising to align with industry/market trends
2013 - 2015	3+2 BS/MS in Health Communication
2013 - 2015	Interdisciplinary/Multi-Campus Convergent Media (ARC)
2013 - 2014	Communication skills/retention course implementation
2013	Student Athlete Orientation: Strategies for Online Success
2013	Interdisciplinary Minor in Veteran's Studies
2011 - 2013	Interdisciplinary Online BLS
2009 - 2010	Graduate Certificate, ACP
2009	Interdisciplinary Certificate in Crisis, Disaster, & Risk Communication
2001 - 2008	Master of Arts in Communication
2005	Public Relations Certificate

Recruitment/Retention

2019 - present	MU Extension
2013 - present	Advanced Credit Program / UMSL Day / FYE
2017	Student Leadership Awards Committee
2015 - 2016	Seinajoki Collaboration (SeAMK)
2014 - 2016	Advisory Committee, Project Pathways (Degree Completion)
2010 - 2015	Access to Success Initiatives (A2S)
2007 - 2016	Department/College Representative, various events
2009 - 2015	Parkway School District Career Fair
2015	Student Mentor, First Year Experience
2013	Online Readiness Assessment
2013	Student Athlete Orientation, "Strategies for Online Success"
2011	First Year Experience breakout lead
2003 - 2004	Graduate Council Subcommittee on Admissions and Scholarships

ACADEMIC RESEARCH and PUBLICATIONS

Book Chapters

- Heisel, A. D. (2017). Physiological measurement. In M. Allen (Ed.), Sage Encyclopedia of Communication Research Methods. New York: Sage.
- Heisel, A. D. (2014). Asymmetry in the brain: The PFC's role in communicative traits (171-188). In J. Honeycutt, C. Sawyer, & S. Keaton (Eds.), *The influence of communication in physiology and health*. New York: Peter Lang Publishing.
- Heisel, A. D. (2010). Verbal aggression and asymmetry in the prefrontal cortex (pp. 26-43). In A. Rancer and T. Avtgis (Eds.), *Arguments, aggression, and conflict: New directions in theory and research*. New York: Hampton Press.
- Heisel, A. D. (2009). An introduction to EEG and its applications in communication research (75-94). In M. J. Beatty & J. C. McCroskey, & K. Floyd (Eds.), *Biological dimensions of communication: Perspectives, research, and methods*. Boston, MA: Hampton Press.
- Heisel, A. D., & Beatty, M. J. (2009). Cortical activity and message planning (211-226). In M. J. Beatty, J. C. McCroskey, & K. Floyd (Eds.), *Biological dimensions of communication: Perspectives, research, and methods*. Boston, MA: Hampton Press.

Heisel, A. D., & Beatty, M. J. (2009). Physiological assessment (pp. 193-205). In J. A. Daly, J. C. McCroskey, J. Ayres, T. Hopf, D. M. Ayres Sonandre, & T. Wongprasert (Eds.), *Avoiding communication: Shyness, reticence, and communication apprehension* (3rd edition). Cresskill, NJ: Hampton Press.

Books - Instructional

Heisel, A. D. (2011). *Instructional Resource Manual for Intercultural Communication: A Reader*. Belmont, CA: Wadsworth Cengage Learning.

Heisel, A. D. (2009). *Instructor's Resource Manual for Samovar, Porter, & McDaniel's, Communication Between Cultures, 7th edition: Instructor Resource Manual*. Belmont, CA: Thompson Higher Education/Wadsworth Publishing.

Heisel, A. D. (2006). *Instructor's Resource Manual for Samovar, Porter, & McDaniel's, Communication Between Cultures, 6th edition: Instructor Resource Manual*. Belmont, CA: Thompson Higher Education/Wadsworth Publishing.

Hieronimus, L. M., Heisel, A. D., Valencic, K. M., Hickson, M. W., & Richmond, V. P. (2002). *Going public with public speaking: An instructor's aid*. Boston, MA: Allyn & Bacon.

Journal Articles and Manuscripts

Beatty, M. J., Heisel, A. D., Pascuale-Ferra, & Berger, C. (2015). Encephalographic analysis in communication science: Testing two competing models of message production. *Communication Methods and Measures*, 9, 101-116.

Beatty, M. J., Heisel, A. D., Lewis, R. J., Pence, M. E., Reinhart, A., & Tian, Y. (2011). Communication apprehension and resting alpha asymmetry in the anterior cortex. *Communication Education*, 60, 441-460.

Lewis, R. J., Heisel, A. D., Reinhardt, A., & Tian, Y. (2011). Trait affection and asymmetry in the anterior brain. *Communication Research Report*, 4, 347-355.

Pence, M. E., Heisel, A. D., Reinhart, A., Tian, Y., & Beatty, M. J. (2011). Resting prefrontal asymmetry and communication apprehension, verbal aggression, and other social interaction constructs: A meta-analytic review. *Communication Research Report*, 28, 287-295.

- Heisel, A. D. (2008). Online courses and degree programs (original title: Facilitation and advocacy in online education. *Midwest Association of Graduate Schools: Proceedings of the 64th annual Meeting*, 64, 52-56. Charleston, IL: Paap.
- Beatty, M. J., & Heisel, A. D. (2007). Spectrum analysis of cortical activity during verbal planning: Physical evidence for the formation of social interaction routines. *Human Communication Research*, 33, 48-63.
- La France, B. H., Heisel, A. D., & Beatty, M. J. (2007). A test of the cognitive load hypothesis: Investigating the impact of number of nonverbal cues coded and length of coding session on observer accuracy. *Communication Reports*, 20, 11-23.
- Heisel, A. D., & Beatty, M. J. (2006). Are cognitive representations of friends' request refusals implemented in the orbitofrontal and dorsolateral prefrontal cortices?: A cognitive neuroscience approach to "theory of mind" in relationships. *Journal of Social and Personal Relationships*, 23, 249-265.
- La France, B. H., Heisel, A. D., & Beatty, M. J. (2004). Is there empirical evidence for a nonverbal profile of extraversion?: A meta-analysis and critique of the literature. *Communication Monographs*, 71, 28-49.
- McCroskey, J. C., Richmond, V. P., Heisel, A. D., & Hayhurst, J. L. (2004). Eysenck's BIG THREE and communication traits: Communication traits as manifestations of temperament. *Communication Research Reports*, 21, 404-410.
- Heisel, A. D., La France, B. H., & Beatty, M. J. (2003). Self-reported extraversion, neuroticism, and psychoticism as predictors of peer rated verbal aggressiveness and affinity-seeking competence. *Communication Monographs*, 70, 1-15.
- Beatty, M. J., Heisel, A. D., Hall, A. E., Levine, T. R., & La France, B. H. (2002). What can we learn from the study of twins about genetic and environmental influences on interpersonal affiliation, aggressiveness, and social anxiety?: A meta-analytic study. *Communication Monographs*, 69, 1-18.
- Martin, M. M., Valencic, K. M. & Heisel, A. D. (2002). The relationship between students' communication apprehension and their motives for communicating with their instructors. *Communication Research Reports*, 19, 1-7.

- McCroskey, J. C., Heisel, A. D., & Richmond, V. P. (2001). Eysenck's BIG THREE and communication traits: Three correlational analyses. *Communication Monographs*, 68, 360-366.
- Martin, M. M., Heisel, A. D., & Valencic, K. M. (2001). Verbal Aggression in computer-mediated decision-making. *Psychological Reports*, 89, 24.
- Richmond, V. P., Smith, Jr., R. S., Heisel, A. D., & McCroskey, J. C. (2001). Nonverbal immediacy in the physician/patient relationship. *Communication Research Reports*, 18, 211-216.
- Hines, S. C., Toale, M. C., Heisel, A. D., Barringer, D. K., Amos, R., Burkett, J., Cline, J., D'Alesio, V., Davis, C., Mattiolo, J. (2000). Communication in advance care planning: Preferences for surrogate involvement. *Southern Journal of Communication*, 66, 27-39.
- Heisel, A. D., McCroskey, J. C., & Richmond, V. P. (1999). Testing genetic predictors and non-predictors of communication traits: Getting started with communibiology. *Communication Research Reports*, 16, 1-9.
- Richmond, V. P., Heisel, A. D., Smith, R. S., Jr., & McCroskey, J. C. (1999). The impact of communication apprehension and fear of talking with a physician on perceived medical outcomes. *Communication Research Reports*, 15, 344-353.
- Beatty, M. J., McCroskey, J. C., & Heisel, A. D. (1998). Communication Apprehension as temperamental expression: A communibiological paradigm. *Communication Monographs*, 65, 197-219.
- Valencic, K. M., Beatty, M. J., Rudd, J. E., Dobos, J. A., & Heisel, A. D. (1998). An empirical test of a communibiological model of trait verbal aggressiveness. *Communication Quarterly*, 46, 327-341.

Intramural and Extramural Funding Proposals

- 2016 Grant Value: \$1.5M (Co-PI, Not funded). National Science Foundation, STEM+Computing.
- 2014 Grant Value: \$173, 992 (PI, Funded). *Missouri Foundation for Health*. Heisel, A. D., UMSL, & KWMU Representatives. "The Listening Project."
- 2014 Grant Value: \$35,000 (PI, Not Funded). *ONA Challenge Grant*. Heisel, A. D., UMSL & KWMU Representatives. "Left Out Network Builder."

- 2013 Grant Value: \$250,000 (Co-PI, Not Funded). *Bernoudy Foundation*. Heisel, A. D., Miller, J., Richards, J., & McPhail, T. "UMSL Video Production Studio."
- 2013 Grant Value: \$11,500 (PI, Funded: \$11,500). *UMSL Research Award*. Heisel, A. D. "Passive Evocation of Theory of Mind Events."
- 2008 Grant Value: \$250,000 (Co-PI, Not Funded). *Missouri Foundation for Health*. Heisel, A. D., & Reinhart, A. "STOP" (tobacco-use youth reduction and prevention).
- 2005 Grant Value: \$3,500 (PI, Funded: \$3,500). *Missouri Campus Compact*. Heisel, A. D. "Integrated Information Dissemination Campaign."
- 2003 Grant Value: \$6,325 (Co-PI, Funded: \$6,325). *UMSL Research Award*. Heisel, A. D., & Beatty, M. J. "Verbally Aggressive Responses to Hostile Messages: An EEG Analysis."
- 2001 Grant Value: \$143,000 (Co-PI, Not Funded). *Integrated Protein Technologies /Monsanto Corporation*. Beatty, M. J., Heisel, A. D., & Hall, A. E. "Attitudes toward genetically modified organics."

Presentations/ Conference Papers

- Heisel, A. D., & Unal, B. (April, 2018). *Bottom up: A molecular approach to evidence gathering*. Paper presented at the annual meeting of the Higher Learning Commission, Chicago. Pre-Conference Accreditation Workshop.
- Beatty, M. J., Heisel, A. D., Lewis, R., Pence, M. (November, 2008). *Resting alpha range asymmetry in the anterior cortex as a predictor of trait-like communication apprehension*. Paper presented at the annual meeting of the National Communication Association, San Diego. Top Four competitively ranked paper.
- Pence, M., Heisel, A. D., Reinhart, A., Tian, Y., & Beatty, M. J. (November, 2008). *Prefrontal cortex activity and the regulation of communication avoidance, competence, and other constructs: A meta-analytic review*. Paper presented at the annual meeting of the National Communication Association, San Diego. Top Four competitively ranked paper.
- Heisel, A. D. (November, 2007). *Communication apprehension and cortical activity during message planning*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

- Beatty, M. J., & Heisel, A. D. (November, 2006). *Spectrum analysis of cortical activity during verbal planning: Physical evidence for the formation of social interaction routines*. Paper presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Heisel, A. D., & Hall, A. E. (November, 2005). *Channel effects and source perceptions: An investigation of attributions of intelligence in CMC and FtF*. Paper presented at the annual meeting of the National Communication Association, Boston, MA.
- Beatty, M. J., & Heisel, A. D. (November, 2005). *Are cognitive representations of friends' request refusals implemented in the orbitofrontal and dorsolateral prefrontal cortices?: A cognitive neuroscience approach to "theory of mind" in relationships*. Paper presented at the annual meeting of the National Communication Association, Boston, MA.
- Beatty, M. J., & Heisel, A. D. (November, 2004). *Do people rely on message structures during routine interactions or do they improvise?: An investigation of prefrontal cortex activity and message construction*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Heisel, A. D., & Akerson, A. W. (November, 2004). *Public relations and advertising: Two sides of the same coin, or different denominations?* Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Heisel, A. D., & Hall, A. E. (November, 2004). *Attributions in computer-mediated communication: Sex, age, intelligence, and competence*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- La France, B. H., Heisel, A. D., & Beatty, M. J. (November, 2004). *Methodological issues in meta-analysis: The correlation between sample size and effect size*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Heisel, A. D., & Hall, A. E. (May, 2003). *Computer-mediated communication and face-to-face interactions: A comparison of uncertainty reduction strategies involving nonverbal cues*. Paper presented at the annual meeting of the Eastern Communication Association, Washington, DC.

Heisel, A. D., La France, B. H., & Beatty, M. J. (November, 2003). *Self-reported extraversion, neuroticism, and psychoticism as predictors of peer rated affiliation and aggression*. Paper presented at the annual meeting of the National Communication Association in Miami Beach, FL.

Heisel, A. D., La France, B. H., & Beatty, M. J. (November, 2002). *Is there empirical evidence for a nonverbal profile of extraversion?: A meta-analysis and critique of the literature*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.

McCroskey, J. C., Heisel, A. D., & Richmond, V. P. (November, 2001). *Associations between temperament and communication traits: A quantitative examination of communibiological relationships*. Paper presented at the annual meeting of the National Communication Association, Atlanta, GA.

Martin, M. M., Valencic, K. M., & Heisel, A. D. (April, 2001). *The relationship between students' motives for communicating with their instructors and perceptions of initiator nonverbal immediacy*. Paper presented at the annual meeting of the Eastern Communication Association, Portland, ME.

Heisel, A. D. & Cole, J. G. (November, 2000). *Self-esteem and willingness to communicate: The communibiology of the perceived self and its' consequent communication*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

Martin, M. M., Valencic, K. M., & Heisel, A. D. (November, 2000). *The relationship between students' motives for communicating with their instructors with communication apprehension and motivation*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

Neuliep, J. W., Chadour, M., McCroskey, J. C., & Heisel, A. D. (November, 2000). *Testing the communibiological model of communication apprehension as temperamental expression: Intra-cultural replications and a cross-cultural comparison*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

Heisel, A. D. (May, 2000). *Violations of territory: Nonverbal spatial rules revisited*. Paper presented at the annual meeting of the Eastern Communication Association, Pittsburgh, PA.

- Heisel, A. D., & Hieronimus, L. M. (May, 2000). *The strategic use of verbal aggression*. Paper presented at the annual meeting of the Eastern Communication Association, Pittsburgh, PA.
- Martin, M. M., Valencic, K. M., & Heisel, A. D. (May, 2000). *Students' motives for communicating with their instructors IV: Considering instructors' use of BATs*. Paper presented at the annual meeting of the Eastern Communication Association, Pittsburgh, PA. Top three competitively ranked paper.
- Heisel, A. D. (November, 1999). *The origins of ethnocentrism*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Heisel, A. D., Barringer, D. K., & Valencic, K. M. (May, 1999). *Intentional affect displays: Writing the face to read like a book*. Paper presented at the annual meeting of the Eastern Communication Association, Charleston, WV. Top Three competitively ranked paper.
- Richmond, V. P., Heisel, A. D., Smith, Jr., R. S., & McCroskey, J. C. (May, 1999). *The impact of communication apprehension and fear of talking with a physician on perceived medical outcomes*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- McCroskey, J. C., Richmond, V. P., & Heisel, A. D. (November, 1998). *The foundations of ethnocentrism: A communibiological analysis*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Heisel, A. D., McCroskey, J. C., & Richmond, V. P. (May, 1998). *Testing theoretical relationships and non-relationships of genetically-based predictors*. Paper presented at the annual meeting of the Eastern Communication Association, Saratoga, NY.
- Heisel, A. D., Beatty, M. J., Rudd, J. E., Dobos, J. A., & Valencic, K. M. (1997). *A factor analytic evaluation of communication apprehension as temperamental expression*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL. Top Three competitively ranked paper.

Honors

2013 - present	Affiliate Faculty Member, Gender Studies
2017 - 2018	Faculty Fellow, International Studies and Programs (KIT)

2015	Faculty Excellence Award, Fine Arts & Communication
2014 - 2015	Faculty Fellow, International Studies and Programs (SeAMK)
2008 - 2010	President's Academic Leadership Institute (PALI), UM System
2002 - 2006	Exemplary Technology Integration, UMSL Center for Teaching & Learning
2004	Emerson Electric Excellence in Teaching Award
2000 - 2000	Award for Excellence in Teaching as a Graduate Student, presented by the International Communication Association for the 1999-2000 academic year.
1999	Article of the Year Award, Communication Apprehension and Avoidance Commission, National Communication Association.
1997	Phi Kappa Phi, National Honor Society
1995	Golden Key, National Honor Society
1994	Alpha Kappa Delta, International Sociology Honor Society

Affiliations (Past and/or Present)

- Eastern Communication Association
 - Instructional Communication
 - Interpersonal Communication
 - Nonverbal Communication
- Council of College of Arts & Sciences Deans
- Higher Learning Commission
- International Communication Association
- International Council of Fine Arts Deans
- National Communication Association
 - African American Communication and Culture
 - Applied Communication
 - Communication Apprehension and Competence
 - Human Communication and Technology
 - Interpersonal Communication
 - Latino/Latina Communication Studies
 - Nonverbal Communication
 - Organizational Communication
 - Public Relations
- Toastmasters International
- National Park Service

OTHER SERVICE

University-level

2017 - present	Member, Campus Free Speech Team
2017 - present	Member, Rapid Response Team
2017 - present	Chair, MDHE Common Curriculum Advisory Committee Faculty Discipline Group: Communication
2016 - present	Civic Engagement Coalition
2014 - present	UMSL “Be Inspired” Committee (Faculty/Staff Giving)
2016 - 2019	Campus Representative to MDHE (CCAC) SB 997 Task Force
2019	Moderator, Student Government Association 2019 Presidential Debate
2019	MU Extension Seminar Leader: “Memorable Messages: Effective Communication for Diverse Audiences”
2018 - 2019	Member, Carnegie Community Engagement Reclassification Committee
2018	Weeks of Welcome: Help a Triton
2016 - 2017	HLC Steering Committee / Crit3 Team Chair
2013 - 2016	Gender Studies mentoring program
2011 - 2016	Online BLS Initiative / UMSL Online Advisory Group
2014 - 2015	Temple Grandin Planning Committee
2014 - 2015	Panelist, Department Chair Development Workshop
2014 - 2015	Student Newspaper Advisory Group (The Current)
2013 - 2015	STLPR Academic Research Collaborative
2015	Staff Development, Office of the Registration
2015	Student Mentor, First Year Experience
2013	Minor in Veteran’s Studies
2011	University Marketing and Communications Initiative, IT Subcommittee
2005 - 2011	Faculty Grievance Committee
2007 - 2008	Chairperson, Faculty Grievance Committee
2006 - 2007	Committee on Committees
2005 - 2007	Information Technology Committee
2004 - 2007	Unit Representative, Faculty Senate, College of Fine Arts & Communication
2004 - 2006	Student Publications Advisory Board
2004 - 2006	Ad Hoc University Relations Advisory Committee
2003 - 2004	Graduate Faculty Nominating Committee
2003 - 2004	Faculty Liaison, Electronic Theses/Dissertations Initiative

College-level

2015 - 2018	Science Literacy Certificate
2016 - 2017	Graduate Stipend Distribution Committee
2013 - 2015	Grand Center Position/Planning Committee
2013 - 2015	Advertising Program Committee
2015	Chair, Curriculum & Instruction
2015	UX Design Search Committee
2011	College of Fine Arts and Communication, Awards Committee
2009 - 2010	Space & Planning, Fine Arts & Communication
2007 - 2008	Strategic Planning Committee, Fine Arts & Communication
2002 - 2003	Committee on Diversity, Fine Arts & Communication

Departmental-level

2019	Member, Online Evaluations Committee
2018	Member, Curriculum Alignment Process subgroup
2017	Chairperson, Ad Personam Committee
2017	Chairperson, Unit Committee for Promotion and Tenure
2017	Chairperson, Faculty Review Committee
2016 - 2017	Member, Search Committee, Department of Communication & Media
2016 - 2017	Member, Workload and Performance Standards Committee, Department of Communication & Media
2015	Member, Search Committee, Department of Communication
2015	Member, Search Committee, Department of Media Studies
2014	Member, Search Committee, Department of Communication
2012 - 2013	Member, Search Committee, Department of Communication
2012	Unit Committee Member (ATP Cases)
2011	Unit Committee Member (ATP Cases)
2010	Unit Committee Member (ATP Cases)
2007 - 2009	Undergraduate/Graduate Curriculum Revision
2007 - 2008	Member, Search Committee, Department of Communication
2001 - 2006	Webmaster, Department of Communication, UMSL
2005	Member, Search Committee, Department of Communication
2004	Chairperson, Search Committee, Department of Communication
2004	Member, Search Committee, Department of Communication

Professional-level

2010 - present	Editorial Board, <i>Communication Research Reports</i>
2014	Guest Reviewer, <i>Communication Monographs</i>

2013	Guest Reviewer, <i>Learning and Individual Differences</i>
2012	Guest Reviewer, <i>Human Communication Research</i>
2012	Guest Reviewer, <i>Journal of Communication</i>
2005 - 2012	Editorial Board, <i>Communication Education</i>
2011	Guest Reviewer, <i>Journal of Communication</i>
2011	Guest Reviewer, <i>Human Communication Research</i>
2010	Guest Reviewer, <i>American Journal of Media Psychology</i>
2006	Guest Reviewer, <i>Western Journal of Communication</i>
2004 - 2006	Editorial Board, <i>Communication Quarterly</i>
2004 - 2005	Guest Reviewer, <i>Journal of Social and Personal Relationships</i>
2003 - 2005	Reviewer, Human Communication and Technology division of the National Communication Association
2003 - 2004	Reviewer, Public Relations division, National Communication Association
2001 - 2002	Editorial Board, <i>Communication Monographs</i>
2001 - 2002	Guest Reviewer, <i>Communication Education</i>
2001 - 2002	Guest Reviewer, <i>Journal of Applied Communication Research</i>
2001 - 2002	Chairperson, Nonverbal Communication division, Eastern Communication Association. Planning committee, 2002: New York
2000 - 2001	Secretary, Nonverbal Communication Division of the Eastern Communication Association
1997 - 2000	Reviewer, Communication Apprehension and Avoidance Commission of the National Communication Association

Community-Level

2019	Presenter, MU Extension Workshop – “Crafting Memorable Messages”
2018	Presenter, Advanced Credit Program (ACP) Development Series – “Promoting Civil Discourse in the Classroom”
2014	Adjudicator, Annual Missouri State Great Science Debate, JSEHS
2014	Adjudicator, Marquette Debate Invitational
2009 - 2014	Presenter, Parkway School District Career Fair
2010 - 2012	Adjudicator, Annual Missouri State Great Science Debate, JSEHS
2012	Presenter, Advanced Credit Program (ACP) Development Series – “Communicating Responsibility in the Age of Accountability”
2011	Presenter, Advanced Credit Program (ACP) Development Series – “Verbal Aggression, Hostility, and Bullying in the Classroom”

2010 Presenter, Advanced Credit Program (ACP) Development Series – “Verbal and Nonverbal Immediacy in the Classroom”
 2009 - 2010 Advisory Committee Member, Project Parkway, Parkway School District

Personal-Level

2019 National Park Service
 2016 Disaster recovery, post flood – Eureka/Pacific, MO
 2014 - 2015 District Safety Representative, Parkway West Middle School, Parkway School District
 2014 Nurses for Newborns
 2013 “Big Muddy” clean river crew
 2012 Poll Supervisor, US Election Commission – St. Louis, Missouri
 2011 Disaster recovery, post EF-5 – Joplin, Missouri
 2010 - 2013 District Safety Representative and Block Homes Coordinator for Henry Elementary, Parkway School District
 2008 Flood mitigation – Clarksburg, Missouri

COURSE INSTRUCTION, DEVELOPMENT, and MENTORING

Undergraduate

- Science Literacy in the Media, Primary Instructor
- Introduction to Public Relations, Primary Instructor
- Science for Non-Science Majors, Interdisciplinary Studies, Co-Instructor
- Communication in the 2016 US Presidential Campaign, Primary Instructor
- Communication in Public Relations, Primary Instructor
- Communication in the 2012 US Presidential Campaign, Primary Instructor
- Communication Research Methods I Primary Instructor
- Nonverbal Communication, Primary Instructor
- Family Communication, Primary Instructor
- Communication in the 2008 Presidential Campaign, Primary Instructor
- Intercultural Communication, Primary Instructor
- Communication in the 2004 Presidential Campaign, Primary Instructor
- Organizational Communication, Primary Instructor
- Communication Theory, Primary Instructor
- Male/Female Communication, Primary Instructor
- Interpersonal Communication, Primary Instructor
- Public Speaking, Primary Instructor
- Organizational Communication, Co-Instructor

- Presentational Communication, Primary Instructor
- Persuasion/Public Speaking, Primary Instructor

Graduate

- Organizational Communication, Primary Instructor
- Computer-Mediated Communication, Primary Instructor
- Communication Theory, Primary Instructor
- Communication Apprehension, Primary Instructor
- Nonverbal Communication, Primary Instructor
- Communication Theory, Co-Instructor
- Influence and Persuasion in Communication, Co-Instructor
- Instructional Communication, Co-Instructor
- Communication Problems in Children, Co-Instructor

Nontraditional Delivery Formats

- 4/8/16-Week Hybrid
- 2/4/8/16-Week Online

Graduate Internship / Exit Project Committees

• Member	IEP	McGown, Fredrecca	May	2015
• Chairperson	IEP	McNulty, Anna	May	2014
• Chairperson	IEP	Hatfield, Stephanie	May	2012
• Member	IEP	Huels, Kevin	May	2012
• Member	IEP	Laloggia, John	Dec	2012
• Member	IEP	Shaweddy, Vici	May	2011
• Member	IEP	Dickens, Antionette	Dec	2011
• Member	IEP	Reed, Casey	Dec	2010
• Chairperson	IEP	Higgins, Donna	May	2010
• Member	IEP	Mahapatra, Sangeeta	May	2010
• Chairperson	IEP	Wehrman, Stephani	May	2010
• Chairperson	IEP	Coleman, Kristina	Dec	2009
• Chairperson	IEP	Matthews, Michelle	May	2009
• Member	IEP	Powell, Stephani	May	2009
• Chairperson	IEP	Schuckman, "Jorie"	May	2009
• Chairperson	IEP	Sauter, Erin	May	2008
• Member	IEP	Kim, Tae	Aug	2008
• Chairperson	IEP	McIerney, Maggie	Dec	2008
• Chairperson	IEP	Shen, Pei	Dec	2008
• Chairperson	IEP	Weiler, Megan	Dec	2007
• Chairperson	IEP	Igney, Shannon F.	Aug	2007

• Chairperson	IEP	Over, Meghan	Aug	2007
• Chairperson	IEP	Stanley, Justin	Aug	2007
• Chairperson	IEP	Stiffler, Daniel	Aug	2007
• Chairperson	IEP	Traghesser, Meghan L.	Aug	2007
• Chairperson	IEP	Kase, Ken	May	2007
• Chairperson	IEP	Kastrup, Lori	May	2007
• Member	IEP	Klautke, Hannah	May	2007
• Chairperson	IEP	Miller, Gwendolyn	May	2007
• Chairperson	IEP	Dulaney, Ryan	May	2007
• Chairperson	IEP	Strom, Megan.	Dec	2006
• Member	IEP	Morton, Keith	Aug	2006
• Member	IEP	Navanugraha, Kavil	May	2006
• Chairperson	IEP	Soni, Priya	May	2006
• Chairperson	IEP	Peel, Caitlyn	May	2006
• Chairperson	IEP	Nelson, Bret R.	May	2006
• Chairperson	IEP	Lopinot, Justin	May	2006
• Chairperson	IEP	Geiss, Bridget	May	2006
• Member	IEP	Fares, Sonia	May	2006
• Chairperson	IEP	LaPlante, Amanda	Dec	2005
• Chairperson	IEP	Watson, Brian J.	Dec	2005
• Chairperson	IEP	Busam, Rachel.	Aug	2005
• Chairperson	IEP	Ruhland, Michael R.	Aug	2005
• Member	IEP	McDorman, Heather	Aug	2005
• Chairperson	IEP	Bowman, Nick	Dec	2004
• Chairperson	IEP	Langford, Wes	Dec	2004
• Chairperson	IEP	Linkul, Terry	Dec	2004
• Chairperson	IEP	Olivastro, Nicholle	Dec	2004
• Chairperson	IEP	Brown, Ava	Aug	2004
• Chairperson	IEP	Hogan, Jennifer	Aug	2004
• Member	IEP	Merritt, La Vonda	May	2004
• Chairperson	IEP	Boyer, Bobette	May	2003
• Chairperson	IEP	Akerson, Alan	May	2003