**MICHELLE K. BAKER**

**The Pennsylvania State University**

**12 Carnegie Building, University Park, PA 16802**

**814.863.2682**

**mkd155@psu.edu**

**EDUCATION**

Ph.D., College of Communications, *The Pennsylvania State University,* 2012

MFA in Writing for Children and Young Adults, *Hamline University,* 2024

M.S., Communication Studies, *Shippensburg University,* 2000

B.A., Communication/Journalism, news/editorial focus, art concentration, Honors Program, *Shippensburg University,* 1995

**ACADEMIC APPOINTMENTS**

**Associate Teaching Professor,** Department of Advertising and Public Relations, Donald P. Bellisario College of Communications, The Pennsylvania State University (Spring 2024 to Present)

**Assistant Teaching Professor,** Department of Advertising and Public Relations, Donald P. Bellisario College of Communications, The Pennsylvania State University (Fall 2018 to Present)

***Undergraduate online courses taught:***

COMM 100N: The Mass Media and Society

COMM 150N: The Art of the Cinema

COMM 160: Basic News Writing

COMM 409: News Media Ethics

COMM 428C: Strategic Communications in a Global Environment

COMM 428D: Research and Analytics

First Year Seminars (FA 19; SP 20; FA 22, two sections)

***Graduate online courses taught:***

COMM 830: Strategic Communications Industry

COMM 835: Social Media Communications

***Online course in revision process:***

COMM 160: Basic News Writing

**Director of eLearning Initiatives,** Donald P. Bellisario College of Communications. (Spring 2021 to Present)

* Teach 1:1 course load (online courses; Fall/Spring)
* Spearhead the development of new online initiatives for the College, including hybrid professional master’s degree, workforce education offerings, 1-credit and non-credit professional development courses, and micro-credentialing/badging opportunities.
* Lead the development and revision of courses in the College’s online program portfolio in coordination with World Campus Learning Design; forecast revision/development timeline; work with financial office to coordinate payment of course authors/revisers; liaise with instructional designers and faculty members; manage rollout and launch of new online courses.
* Track enrollments (including RFIs, applications, admits, and accepts) to ensure the continued health and viability of the College’s online programs.
* Oversee the schedule of online classes every semester, in collaboration with the Associate Dean for Academic Affairs, Assistant Dean for Academic Services, the Coordinator for Undergraduate Education, and the World Campus Advising Liaison.
  + Coordinate with Department Heads to place full-time faculty in online teaching positions.
  + Coordinate with Associate Dean for Graduate Education to place graduate students in online teaching positions.
  + Hire part-time faculty for online teaching positions.
* Conduct New Online Faculty Orientations each semester to prepare faculty and graduate instructors for online teaching.
* Provide faculty development opportunities to support best practices in online pedagogy.
* Conduct COMM 602 teaching observations for online graduate student instructors.
* Coordinate with the Program Coordinators for the College’s online degree programs
* Serve as liaison between the Bellisario College and Penn State’s World Campus
* Represent the College on committees across the University related to online education.
* Supervise the College’s first in-house Instructional Designer.
* Collaborate with World Campus marketing coordinator to plan and implement marketing initiatives to increase enrollments in the College’s online program.
* Innovate new forms of communication with current students in the College’s online programs to better connect with online students and promote lifelong learning.
* Conduct the Student Learning Assessment for the online BA in Strategic Communications program.

**Director of Online Programs in Strategic Communications,** Department of Advertising and Public Relations, Donald P. Bellisario College of Communications, The Pennsylvania State University (Fall 2018 to Fall 2020)

* Teach 2:2:1 course load (Fall/Spring/Summer)
* Lead the final development of the online Master of Professional Studies in Strategic Communications (officially launched Spring 2019)
* Chair admissions committee for the online Master of Professional Studies in Strategic Communications
* Support and consult with World Campus marketing coordinator to market online programs to prospective students, both graduate and undergraduate
* Begin revision of the online Bachelor of Arts in Strategic Communications
* Serve as liaison between the Bellisario College and Penn State’s World Campus
* Work with Financial Officer and HR Consultant to review and revise payment system for online course development.
* Conduct the Student Learning Assessment for the online BA in Strategic Communications program.

**Assistant Professor of Communication,** Department of Communication, Juniata College (2014-2015 and 2016-2017)

***Undergraduate residential courses taught:***

Intercultural Communication

Qualitative Research Methods

Global Health Narratives

Health Communication

Introduction to Human Communication

Public Speaking

Interpersonal Communication

Organizational Communication.

***Graduate online course taught:***

Quantitative Social Science Research Methods

***Courses Developed:***

Global Health Narratives (undergraduate residential course)

Quantitative Social Science Research Methods (online graduate course)

**Assistant Professor of Communication,** Department of Communication, Lock Haven University (2015-2016)

***Undergraduate residential courses taught:***

Introduction to Communication

Small Group Communication

Public Speaking

Writing for the Mass Media

News Editing

**Adjunct Faculty,** Donald P. Bellisario College of Communications, The Pennsylvania State University (2012 to 2016)

***Undergraduate online courses taught:***

COMM 409: News Media Ethics

COMM 410: International Mass Communications

**Graduate Instructor,** Donald P. Bellisario College of Communications, The Pennsylvania State University (2008 to 2012)

***Undergraduate residential courses taught:***

COMM 410: International Mass Communications

COMM 419: World Media Systems

COMM 420: Research Methods in Advertising and Public Relations

**Professor of Communication and General Studies,** Department of General Studies, Central Pennsylvania College (1999 to 2007)

***Undergraduate residential courses taught:***

Journalism I and II

The Media and Society

English Composition I and II

Creative Writing

The Modern Short Story

Great American Novels

***Residential course developed:***

Remember: A Retrospective of the Holocaust

**RESEARCH AND SCHOLARSHIP**

**Postdoctoral Research**

**PI:** Dr. Rachel Smith, Communication Arts & Sciences, The Pennsylvania State University

**Dates:** August 2012 to January 2013

**Grant:** $40,000 through the Alpha-1 Foundation

**Role:** Project Coordinator for “Alpha-1 & Couples: Beliefs, Communication, & Well-Being.”

* Traveled to Alpha-1 conferences in the U.S.
* Interviewed individuals diagnosed with Alpha-1 Antitrypsin Deficiency

**Course Taught:** COMM 420: Research Methods in Advertising and Public Relations

**Dissertation, Ph.D., The Pennsylvania State University:**

The role of positive character appraisal in narrative messages designed to reduce social distance: An experiment in genetic stigmatization reduction. (2012).

Advisor: Fuyuan Shen

Committee Members: Mary Beth Oliver, George Anghelcev, Rachel A. Smith

https://etda.libraries.psu.edu/catalog/15167

**Critical Thesis, MFAC, Hamline University:**

A miraculous web: The interconnection of grief, awe, and transcendence in middle-grade novels. (2023).

Advisor: Swati Avasthi

Received the Anne Tews Schwab Award for Excellence in Critical Writing

**Journal Articles:**

Conlin, J. Kumble, S., **Baker, M.K.,** & Shen, F. (2023). Re-routing persuasion: How conversion messages boost attitudes and reduce resistance among holdouts unvaccinated for COVID-19. *Accepted: Health Communication*.

Conlin, J., **Baker, M.K.,** Zhang, B., Shoenberger, H., & Shen, F. (2022). Facing the

strain: The persuasive effects of conversion messages on COVID-19 vaccination attitudes and behavioral intentions. *Health Communication,* DOI: [10.1080/10410236.2022.2065747](https://doi.org/10.1080/10410236.2022.2065747).

Vafeiadis, M., Wang, W., **Baker, M.K.,** & Shen, F. (2022). Examining the effects of celebrity (vs. noncelebrity) narratives on opioid addiction prevention: Identification, transportation, and the moderating role of personal relevance. *Journal of Health Communication, 27,* 271-280.

Shen, F., Ahern, L., & Baker, M.K. (2014). Stories that count: Influence of news narratives on

issue attitudes. *Journalism and Mass Communication Quarterly, 91,* 98-117.

Smith, R.A., Wienke, S.E., & **Baker, M. K.** (2014). Classifying married adults diagnosed with alpha-1 antitrypsin deficiency based on spousal communication patterns using latent class analysis: Insights for intervention. *Journal of Genetic Counseling, 23,* 299-310.

Franklin, R.G., Nelson, A.J., **Baker, M.K.,** Beeney, J.E., Lenz-Watson, A., Vescio, T.K., & Adams, R.B. Jr. (2013). Neural responses to perceiving suffering in humans and animals. *Social Neuroscience, 8,* 217-227.

Smith, R. A.& **Baker, M.K.** (2012). HIV stigma and centrality in the community’s network in

Namibia. *AIDS & Behavior, 16,* 525-534.

**Book Reviews:**

**Baker, M.K.** (2011). Review of Vilém Flusser’s *Into the Universe of Technical Images*, *Journal of Communication Inquiry, 36,* 169-172.

**Encyclopedia Entries:**

**Baker, M.K.** (2014). Entry: Stigma reduction. In T. Thompson’s (Ed.) *Encyclopedia of Health*

*Communication*. Thousand Oaks, CA: Sage.

**Refereed Papers Presented at Professional Meetings:**

Conlin, J. Kumble, S., **Baker, M.K.,** & Shen, F. (2023). Re-routing persuasion: How conversion messages boost attitudes and reduce resistance among holdouts unvaccinated for COVID-19. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication: Washington, D.C.

Conlin, J., **Baker, M.K.,** Zhang, B., Shoenberger, H., & Shen, F. (2021). Facing the

strain: The persuasive effects of conversion messages on COVID-19 vaccination attitudes and behavioral intentions. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication: Virtual Conference.

Vafeiadis, M., Wang, W., **Baker, M.K.,** & Shen, F.(2020). Celebrity narratives and opioid addiction prevention: The moderating role of issue relevance. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication: San Francisco, CA.

**Baker, M.K.** (2015). Beyond empathy: The role of positive character appraisal in narrative messages designed to reduce stigmatization. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication: San Francisco, CA.

**Baker, M.K.** (2015). Reducing stigmatization associated with alpha-1 antitrypsin deficiency: The effect of positive, transitional, and transformational protagonists in narrative health messages. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication: San Francisco, CA.

Smith, R.A., Wienke, S.E., & **Baker, M. K.** (2013). Segmenting married adults diagnosed with alpha-1 antitrypsin deficiency based on their communication patterns using latent class analysis: Insights for intervention. Paper presented at the annual meeting of the National Communication Association: Washington, D.C.

Shen, F., Ahern, L., & **Baker, M.K.** (2012). News narratives, issues attitudes, and audience responses. Paper presented at the Association for Education in Journalism and Mass Communication, 2012 annual conference, Chicago, IL.

**Baker, M.K.** (2011, August). Haunted Asylums? A textual analysis of stigma and mental illness in paranormal reality TV. Paper presented at the Association for Education in Journalism and Mass Communication, 2011 annual conference, St Louis, MO.

**Baker, M.K.,** & Shen, F. (2011, August). The influence of narrative message formats on health

communications messages. Poster presented at the Association for Education in Journalism and Mass Communication, 2011 annual conference, St Louis, MO.

**Baker, M.K.,** & Shen, F. (2011, March). The influence of narrative message formats on health

communications messages. Poster presented at the 2011 Graduate Student Exhibition, Pennsylvania State University.

**INVITED PRESENTATIONS**

Harris, D., **& Baker, M.K.** (2023, June). An asynchronous first day of class. Presented at the Teaching Professor Conference, New Orleans, LA.

**Baker, M.K.** (2023, March). An asynchronous first day of class. Presented at the Teaching and Learning with Technology Symposium, State College, PA.

**Baker, M.K.,** & Yesenosky, D. (2022, September). Developing the leadership skills employers need: Why online education is a professional asset. Presented at the 5th Annual World Campus Student Leadership Conference, State College, PA.

**Baker, M.K.** (2020). FORMAT your course to ensure alignment: 6 steps to success. (2020). Presentation accepted into the Teaching Professor Conference, New Orleans, LA. Conference canceled due to Covid-19.

**Baker, M.K.** (2015, March). News Media Consumption: The Self and Hostile Media Effect*.* Guest lecture at the Seed School at New Leaf Initiative, State College, PA.

**ACCOLADES**

**Research**

*First Place Top Faculty Paper Award, ComSHER Division,* AEJMC, 2023.

*Second Place Top Faculty Paper Award, ComSHER Division,* AEJMC, 2021.

*Baskett Mosse Award,* AEJMC, 2019

*Third Place,* Open Competition, Mass Communication & Society Division, AEJMC, 2015.

*Top Paper Award,* Cultural and Critical Studies Division, AEJMC, 2011.

*Third Place, Social & Behavioral Science Division,* Graduate Exhibition, Penn State University, 2011.

**Teaching**

*Second Place Promising Professor Award,* Mass Communication and Society Division, AEJMC, 2011.

*Nominee, Harold F. Martin Graduate Assistant Outstanding Teaching Award,*Penn State University, 2010.

*Todd A. Milano Faculty Excellence Award,* Central Pennsylvania College, 2006.

**Writing**

*Walden Pond Press Award for Middle Grade Fiction Writing,* Hamline University MFAC Program, 2024

*Anne Tews Schwab Award for Excellence in Critical Writing*, Hamline University MFAC Program, 2023

*Grand Prize, Family Writing Contest,* Center for American Literary Studies, Penn State University, 2011.

*Excellence in Journalism Award,* Shippensburg University,1995.

*Winner, editorial-writing competition,* WCAU-TV/Channel 10, Philadelphia, 1992.

*Second place critical review writing award,* Temple University, 1992.

**Education**

*University Fellowship,* Pennsylvania State University, 2008-2012.

*Full scholarship,* McGraw-Hill Educational Publishing Institute, 1999.

*Mark Lipper Scholarship for Journalism,* Shippensburg University, 1995.

**GRADUATE AND UNDERGRADUATE THESIS COMMITTEES**

**Graduate**

Holli Smith, Juniata College (2017; advisor, capstone project)

Christina Miller, Juniata College (2017; advisor, capstone project)

**Undergraduate**

Stephanie Njeru, Juniata College (2017; member)

Diana Langer, Juniata College (2017; member)

Alexis Hadden, Juniata College (2015; member)

Olivia Hockenbroch, Juniata College (2015; member)

Haley Schneider, Juniata College (2015; member)

**SERVICE**

**College/University**

Chair, Professional Master’s Degree Task Force Development, Bellisario College, Penn State University (2023)

Member, Working Group on Artificial Intelligence and Academic Integrity, Penn State University (2023)

Member, Digital Learning Academic Council, Penn State University (2023-present)

Chair, Search Committee for Instructional Designer, Bellisario College (2021)

Member, Online Coordinating Council, Penn State University (2021-Present)

Member, COMM Team meetings for Digital Journalism and Media, Strategic Communications, and Digital Multimedia Design programs (2021-present)

Member, Faculty Engagement Subcommittee, Penn State University (2019-present)

Judge, Undergraduate Research Exhibition, Penn State University (2019)

Member, Assessment Committee, Bellisario College, Penn State University (2018-present)

Moderator, Liberal Arts Symposium research paper session, Juniata College (2017)

Member, Service-Learning Advisory Committee, Juniata College (2016-2017)

Faculty Co-Advisor, undergraduate research presentations, National Conference on Undergraduate Research at Eastern Washington University, Juniata College (2015)

Chair,curriculum review committee, Central Pennsylvania College (2007)

President, Faculty Senate, Central Pennsylvania College (2006-2007)

Director, humanities curriculum, Central Pennsylvania College (2006-2007)

Faculty Co-Advisor, cultural immersion program, Japan, Central Pennsylvania College (2006)

Faculty Co-Advisor, Katrina Relief Effort, Waveland, MS, Central Pennsylvania College (March 2006)

**Department**

Member, Master of Professional Studies in Strategic Communication Program Admissions Committee (2021-present)

Chair, Master of Professional Studies in Strategic Communications Program Admissions Committee, Penn State (2018-2021)

Speech Support Faculty, Bailey Oratorical Contest, Juniata College (2017)

Faculty Advisor, research paper presentation entitled, “Engage for Health: Promoting Better Engagement Between Patients and Primary Care Providers,” Liberal Arts Symposium, Juniata College (2017)

**Discipline**

Digital consultant, Anne Frank Huis Digital Learning Expert Meeting, Amsterdam (2019)

Panel Chair, Stigmatized Identities and Health Decisions, Health Communication Division, NCA (2019)

Scholar-Participant, NCA Scholar-Student Networking Program, Health Communication Division, (2019)

Communication Co-Chair, Religion and Media Interest Group (2019-present)

Manuscript Reviewer, Health Communication Division, NCA (2019-present)

Textbook Reviewer,*SAGE Publications* (2015-present)

Reviewer,*Journal of Media Psychology* (2013-present)

Reviewer, *Journal of Broadcasting & Electronic Media* (2013-present)

Reviewer, *Asian Journal of Communication* (2013-2015)

Judge, Communications and Marketing PA DECA competition (2011)

Moderator, research paper session, Annual Women's History Conference, Sarah Lawrence College (2009)

**PROFESSIONAL DEVELOPMENT**

Penn State Writing Across the Curriculum Training Program, participant, (2022)

Teaching and Learning with Technology Symposium, participant (2022)

LLED 564 Writing for Children, student (2021)

Accepted into the MPH@UNC (Master of Public Health online program), The Gillings School of Global Public Health, University of North Carolina, Chapel Hill (Fall 2020):

SPHG 712: Methods & Measures for Public Health Practice

SPHG 713: Understanding Public Health Issues

SPHG 690: Public Health Implications of Research Related to Covid-19: A Framework for Action

Certified in APPQMR (Applying the Quality Matters Rubric) (2020)

Online Learning Consortium Accelerate Annual Conference, participant (2019)

Teaching Professor Conference, participant (2019)

NUTR 801 Leadership in the Nutrition Profession, student (2019)

The Hendrick Best Practices for Adult Learners Conference, participant (2019)

HIST/JST 426 The Holocaust and History – participated in embedded travel to Poland and Lithuania (2019)

World Campus Faculty Development Courses:

OL 3100: Teaching the Adult Learner

OL 3200: Serving the Military and Veteran Student

**COMMUNITY INVOLVEMENT**

**Penn State Extension Master Gardener** (2019-2022)

Educate young people and the public about gardening and the environment at the Arboretum at Penn State; Snetzinger Butterfly Garden at Tudek Park, State College, PA; Bellefonte Community Children’s Garden, Bellefonte, PA; The Grange Fair; and Penn State’s Ag Progress Days.

Volunteer to plant and maintain garden spaces at the Arboretum at Penn State; Snetzinger Butterfly Garden, State College, PA; Flight 93 National Memorial, Stoystown, PA.