

Mark G. Borzi

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Education

- 1985 PHD, Bowling Green State University
Area - Interpersonal and Public Communication
Additional Coursework – Statistics, Programming, Sociology
- 1982 MA, Bowling Green State University
Area - Interpersonal and Public Communication
- 1981 BA, The Ohio State University
Area - International Relations

Employment

- 2014 – present *Professor*, Department of Communication Arts
Valdosta State University
- 2014 – 2021 *Department Head*, Department of Communication Arts
Valdosta State University
- 1994 - 2014 *Professor* (final rank), Department of Communication Studies
Eastern Illinois University
- 2001 – 2012 *Department Chair*, Department of Communication Studies
Eastern Illinois University
- 2000 – 2004 *President and Managing Partner*, Elite Productions
- 1988 - 1994 *Manager, Staff Organizational Development; Quality Administrator;*
Manager, Staff Training and Development
Human Resources Development, University of Hartford

1989 – 1993	<i>Part-time Instructor</i> , University of Connecticut, Hartford and Waterbury Campuses
1989 – 1993	<i>Part-time Instructor</i> , Department of Communication, University of Hartford
1992 – 1994	<i>Part-time Instructor</i> , Department of Communication, Central Connecticut State University
1987 – 1988	<i>Visiting Professor</i> , Department of Communication Sciences, University of Connecticut
1984 – 1987	<i>Assistant Professor</i> , Department of Speech, Marshall University
1983 – 1984	<i>Part-time Instructor</i> , Owens Technical College
1981 – 1984	<i>Graduate Teaching Assistant</i> , Department of Interpersonal and Public Communication, Bowling Green State University

Academic highlights

- Designed, promoted, and led multiple studies abroad programs (New Zealand, Australia, Ireland, Greece, Barbados)
- Designed 10 online, 20+ undergraduate, and 12 graduate classes
- Coordinated multiple curriculum revisions
- Designed and implemented an online degree program
- Designed LMS program shell
- Coached nationally competitive Forensics team
- Faculty Advisor to student organizations
- Graduate Program Coordinator
- Graduate and honors faculty member
- Web designer and social media coordinator
- Created tutorials, course lectures, and promotional videos
- Undergraduate and graduate student research mentor
- \$700k+ Internal/External academic and professional grants

Instructional highlights

Certified online course instructor (Eastern Illinois University with additional training at Valdosta State University)

Undergraduate courses – designed and taught

- Online
 - Synchronous
 - Mass Media Research Methods
 - Human Communication
 - Asynchronous
 - Communication Training and Development
 - Introduction to Communication Studies
 - Senior Capstone
 - Communication Processes
 - Human Communication
 - Intercultural Communication
 - Persuasion

Traditional courses – designed and taught

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|---|-------------------------------|
| • Organizational Communication | • Public Speaking |
| • Applied Communication | • Interpersonal Communication |
| • Computer-Mediated Communication | • Research Methods |
| • Small Group Communication | • Negotiation and Bargaining |
| • Business Communication | • Mediation and Arbitration |
| • Communication and Conflict | • Corporate Communication |
| • High-Tech Communication | • Training and Development |
| • Communication Theory | • Senior Seminar |
| • Introduction to Communication Studies | • Human Communication |
| • Senior Capstone | • Intercultural Communication |
| • Persuasion | |

Graduate courses – designed and taught

- Organizational Communication
- Computer-mediated Communication
- Introduction to Graduate Study/Research Methods
- Small Group Communication
- Communication and Conflict
- Interpersonal Communication
- Communication Theory
- Leadership
- Quantitative Research Methods
- Training and Development
- Marketing Communication

Administrative highlights

- Oversaw daily operations of an academic department with over thirty-five faculty and staff.
 - Responsible for multi-million-dollar budgets in appropriated and foundation funds
 - Conducted 70+ faculty and staff searches

- Oversaw six undergraduate programs (Communication, Dance, Emergent Media (online), Mass Media, Public Relations, and Theatre) and a graduate program with 600 undergraduate and 25 graduate students
- Regularly delivered workshops, training programs, and brown bag sessions to update faculty skills, introduce teach innovations and technology, prepare faculty for new initiatives, and orient new faculty
- Fiscal responsibility for Peach State Summer Theatre (Professional Summer Stock Theatre Company) and the South Georgia Film Festival
- Manage departmental disruptions (e.g., budget cuts, death of student or faculty member, surprise faculty departure)
- Coordinate course schedule creation
- Conduct annual, tenure, and promotion evaluations and make recommendations
- Manage performance and disciplinary concerns with students and faculty
- Oversee facilities (five computer labs, three audio and video studios, two dance studios, Black box theatre, and Presidium Theatre, FM radio station, Cable TV channel)
- Design and manage building and classroom renovations to create state-of-the-art equipment, instructional, and studio spaces with a \$1.5m budget over three years
- Design program recruiting and marketing materials
- Engage in ongoing skill and knowledge updates (e.g., VSU Leadership Academy)
- Facilitated multiple curriculum revisions in Communication, Public Relations, and Mass Media
- Design and maintain departmental websites and social media
- Generated reports such as NAST Accreditation Audit and Affirmation Statement and facilitated CEPR Certification

Professional highlights

- Professional consultant with international clients
- Conducted over 300 workshops, presentations, and training programs
- Small business owner
- Wrote numerous policies, procedures, and training manuals
- Labor-relations experience in contract negotiations, mediation, and arbitration
- Experience in all aspects of human resources: employment, orientation, employee communication, HRIS, discipline, and EEO/AA
- Outdoor team challenge course facilitator
- Conducted major re-engineering and payroll reduction projects
- Facilitated implementation of self-directed work teams
- Facilitated implementation of organization-wide quality management program
- Developed and maintained award-winning websites and multimedia projects

Community highlights

- Board Membership
 - President local United Way chapter
 - Peach State Summer Theatre Board Member
 - Golden Circle Board Member
 - ISBE Board Member
- Rotary club member
- \$105k community grants
- Court
- Appointed Special Advocate Volunteer
- Second Harvest Volunteer

Representative Committee Work

State Level – Leadership

Regents Advisory Committee on Communication, Georgia Board of Regents

Chair 2016 – 2018; Vice-Chair 2015 – 2016; Member 2014 – 2021

The Regents Academic Advisory Committees advises the Board of Regents on matters concerning discipline studies for the University System of Georgia.

University Level – Leadership

Council of Chairs, Eastern Illinois University

Member 2001 – 2012; Secretary 2006; Vice-chair 2007 – 2008; Chair 2008 – 2009; Executive Committee 2007 – 2010.

This council is the primary administrative group for academic department chairs to advance policy, advocate for actions, network, and coordinate concerns.

Radio/TV Advisory Board, Eastern Illinois University

Member 1996 – 2012, 2001 – 2012; Chair 2001 – 2006, 2011 – 2012.

The purpose of this board is to review services, facilities, budget, educational programming, distance learning initiatives, and policies of the Radio and Television Center and advise as to whether the educational needs of the University are being met.

Coleman Hall Building Coordinator, Eastern Illinois University; 2002 – 2012.

The Building Coordinator receives and transmits information between building occupants and appropriate support units. The Building Coordinator gathers facts and disseminates health and safety information concerning the building to students, the public, faculty,

and staff who are affected by conditions that may arise including fire, evacuation, and shelter in place.

Student Technology Fee Subcommittee, Eastern Illinois University;

Member 2005 --- 2010; Chair, 2006 – 2010.

This committee is responsible for establishing policy for, evaluating use of, and allocating over \$1 million per year in student technology fee funds and reporting to students on the use and effectiveness of those funds.

University Level -- Membership

Council of Department Heads, Valdosta State University; 2014 – 2021.

The Council of Department Heads is an advisory body contributing to the leadership of the University.

Faculty Success Council, Valdosta State University, 2019 – 2021.

This council examines roadblocks to student success and develops practical solutions to improve the student experience. The success of the Student Success Council makes it clear that fate is in our hands. We can change the direction of where we go.

Planning and Budget Council, Valdosta State University; 2015 –2016.

The Planning and Budget Council is a component of the university's strategic planning process. It is charged to ensure the strategic allocation of resources in conjunction with Valdosta State University's goals. The Council develops the annual budget plan for recommendations to the President based on input received from all departments of the University. The Council monitors the Budget Plan throughout the year via monthly meetings to ensure the continued effective and efficient use of resources.

Committee on Faculty Evaluations, Valdosta State University; 2014 – 2015.

The committee on Faculty Evaluations is charged with compiling a list of common practices for evaluating faculty in each college and then developing a general set of recommendations, common understandings, etc. for all department heads/deans as faculty evaluations are composed and delivered.

Teaching and Learning: Quality, Resources, and Support Subcommittee, Eastern Illinois University; 2013 – 2014. The 2014 North Central Association (NCA) Accreditation Subcommittee is charged with preparing materials for Criterion 3 (Teaching and Learning: Quality, Resources, and Support) of the North Central Association self-study.

Research and Creative Activity Advisory Board, Eastern Illinois University; 2013 – 2014.

The Research and Creative Activity Advisory Board makes recommendations to the President on awards of President's Fund for Research and Creative Activity (PFRCA)

that supports projects with the potential for significant external funding of research and/or scholarship.

Academic Program Elimination Review Committee, Eastern Illinois University; 2013 – 2014. The Academic Program Elimination Review Committee provides recommendations to the provost concerning academic programs/academic departments being considered for elimination or reorganization, which would result in the layoff of an employee.

Electronic Learning Materials Committee, Eastern Illinois University; 2012 –2013. This committee is responsible for making a recommendation to university academic committees and administration on how the institution should approach electronic learning materials including eBooks, software, and other available materials.

Academic Technology Advisory Committee, Eastern Illinois University; 2004 – 2012. This committee provides oversight, establishes policy and direction, coordinates with other campus constituents, commits resources and expenditure of university resources for academic technology needs.

Academic Technology and Instructional Support Subcommittee. Eastern Illinois University; 2010 –2012. This committee provides a practical, problem-solving forum for instructional support and technical support staff. Investigates and recommends technological solutions related to instruction for the University. Past issues include course management and content management software, file sharing, wireless networking, and licensing.

Technology Enhancement and Management Committee, Eastern Illinois University; 2003 – 2012 This committee facilitates the adoption of technology on campus by funding new initiatives and training opportunities, provides startup grants, and encourages technological innovation.

Awards

2015 Caught you Caring Award, Valdosta State University

2007 Excellent Service to Nontraditional Students Award given to the Department of Communication Studies, Eastern Illinois University

2006 Department Chair Leadership Award, Eastern Illinois University

2004 Excellence in the Use of Technology Award, Eastern Illinois University

1997 Eastern Illinois University Achievement and Contribution Award. Awarded for contributions in the areas of research, teaching, and service

1997 Top Paper Award, Central States Communication Association. Co-authored with Angela Jacobs

Publications

Academic

Evaluation of "I Sing the Body Electric"- Innovative adolescent health education program (2007).
Electronic Journal of Health Education. Co-authored with Kathy Phillips and Julie Dietz

Communication apprehension in upper-level accounting students: An assessment of
skill development. (2001). Journal of Education for Business. Co-authored with Tim Mills

Surfing the Internet and other related dramas. (1998). Speech Communication
Teacher. Co-authored with John Parrish-Sprowl and Rod Carveth

Chinese students' recognition of typical American cultural situations: Implications for
English as second language instruction. (1997). Journal of the Illinois Speech and Theater
Association. Co-authored with He-ping Cheng

Decreasing employment process cycle time: A case study. In Morgan, & Smith, J. E.
(1996) Staffing the New Workplace: Selecting and Promoting for Quality Improvement.
Milwaukee, WI: ASQC Quality Press

Managerial strategies for dealing with difficult subordinates. The Southern Communication
Journal. (Spring, 1993). Co-authored with Craig Monroe and Vince DiSalvo

Communication apprehension among high school dropouts. The School Psychologist (March,
1992). Co-authored with Craig Monroe and Robert D. Burrell

Conflict behaviors of difficult subordinates: Effects of gender. The Southern Communication
Journal. (Fall, 1990). Co-authored with Craig Monroe, Vince DiSalvo, and James Lewis

Evaluating teaching effectiveness: A methodological approach. Bulletin of the Association of
Communication Administrators. (1989). Co-authored with Craig Monroe

Conflict behaviors of difficult subordinates. The Southern Communication Journal. (Summer,
1989). Co-authored with Craig Monroe and Vince DiSalvo

Communication apprehension and avoidance of post-Secondary education. The School
Counselor. (November, 1988). Co-authored with Craig Monroe

Professional

How to flow chart your way to process efficiencies. Fleet Executive (November, 1994)

Proprietary Work

VSU Department of Communication Arts Administrative Manual (2017, 2018, 2021)

VSU Department of Communication Arts Guidelines (2015, 2017, 2019, 2021) - online Procedures Manual.

Department of Communication Studies program information (2010, 2012, 2013) – eBook

EIU-CMN Corporate Community: A corporate communication simulation. (2013). Co-authored with Melanie Mills

Department of Communication Studies Self-study, lead author, Fall 2007.

I Sing the Body Electric evaluation report: Year three. (2007) Sarah Bush Lincoln Health System. Co-authored with Julie Dietz and Kathy Phillips

I Sing the Body Electric evaluation report: Year two. (2006) Sarah Bush Lincoln Health System. Co-authored with Julie Dietz and Kathy Phillips

I Sing the Body Electric evaluation report: Year one follow-up. (2005) Sarah Bush Lincoln Health System. Co-authored with Julie Dietz and Kathy Phillips

I Sing the Body Electric evaluation report: Year one. (2004) Sarah Bush Lincoln Health System. Co-authored with Julie Dietz and Kathy Phillips

Department of Communication Studies procedures manual, 2002 – 2010

Department of Speech Communication self-study, Lead Author, Spring 2001

Total quality management at the University of Connecticut. University of Connecticut (1996)

Process management for the quality program impaired. (1994) National Association of Fleet Administrators

The facilitator's handbook. University of Hartford (1993)

The leader's packet: Forms and tools to assist the team leader in coordinating a team for the first time. University of Hartford (1993)

University of Hartford New Employee Orientation Program Manual. University of Hartford (1993)

A handbook for staff. University of Hartford (Revised 1993).

Total quality management at the University of Hartford. University of Hartford (1992). Forms and procedures manual (1st & 2nd ed.). University of Hartford (1989 & 1992)

Dialogue for direction: Performance and salary review at the University of Hartford. University of Hartford (1990)

Orientation: Employment interviewing and the orientation process at the University of Hartford (1st & 2nd Ed.). University of Hartford (1990 & 1992)

Basic communication skills development program for client managers of the West Virginia Department of Health. Co-authored with Craig Monroe (1987)

Proceedings

Turning the Titanic: Reinvigorating the academic department. The Academic Chairpersons Conference, February, 2007

Dissertation

"A Rose by any other name is Not a Rose: An Examination into the Nature of Shyness and other Related Constructs." Advisor: Raymond K. Tucker

Convention Papers

The art and craft of flipping: A case study. Southern States Communication Association Convention, Tampa, FL, April 8, 2015

Framing the online class: The real and perceived constraints of learning management systems on immediacy strategies. Southern States Communication Association Convention, Tampa, FL, April 8, 2015

I sing the body electric: Health prevention and resiliency through engagement in the arts. National Communication Association Convention, Chicago, IL, Nov 15-18, 2007. Co-authored with Kathy Phillips, and Julie Dietz

- I sing the body electric: Innovative adolescent health education program.
IAHPERD Conference, October 2007. Co-authored with Kathy Phillips, and Julie Dietz.
- Motivating and inhibiting factors Influencing higher education faculty likes and dislikes for
computer-mediated or online education. National Communication Association Convention,
San Antonio TX, Nov 16-19, 2006. Co-authored with Andrew Robinson
- Evaluation of "I Sing the Body Electric:" Innovative adolescent health education program
2003 AAHPERD National Convention and Exposition, Philadelphia PA., April 1-5, 2003
- Issues of construct validity in the use of extant measures in cross-cultural research on
communication anxiety. International Communication Association, Seoul, Korea, July, 2002.
Co-authored with Craig Monroe
- Student (re)constructions of the technology class based upon skill level. Central States
Communication Association Convention, April 6, 2001
- Creating virtual teams: Learning about the future of communication the hard way. Co-authored
with Peggy Byers and John Parrish-Sprowl. National Communication Association
Convention, Seattle, WA, November 9, 2000
- An analysis of a data set using CATPAC software, Central States Communication
Association, Detroit, MI, April 13 - 16, 2000
- Surfing the Internet IV: The difficulties in studying CMC. Central States Communication
Association, Detroit, MI, April 13 - 16, 2000
- The twenty-first century classroom. Central States Communication Association, St. Louis, April 13,
1999. The arf and barf: Local carhops and the 21st Century. Pre-conference: All About Food
and Conversation: an Ethnography Workshop on Daily Consumption And Informal Dialogue.
National Communication Association, Chicago, November 2, 1999
- Using an Internet chat room for interactive debate in the organizational communication class. Central
States Communication Association, Chicago, April 1998
- A textual analysis of four labor disputes: multiple voices in the creation of meaning. Popular
Culture Association, Orlando, April 1998
- Film and the Internet: Multiple media in support of instruction. National Communication
Association Convention, Chicago, November 22, 1997.
Co-authored with John Parrish-Sprowl
- Foster families and the co-construction of shared experiences: A narrative approach.
Central States Communication Association Convention, St. Louis, MO, April 9 - 13, 1997. Co-
authored with Angela Jacobs. Ranked #2 of 28 papers

- Chinese students' recognition of typical American cultural situations: Implications for English as second language instruction. Central States Communication Association Convention, St. Louis, MO, April 9 – 13, 1997. Co-authored with He-ping Cheng
- Comparing organizational and occupational cultural paradigms. Central States Communication Association Convention, St. Louis, MO, April 9 – 13, 1997
- The use of the Internet for intercultural instruction. Central States Communication Association Convention, St. Louis, MO, April 9 – 13, 1997
- Curricular integration using computer-mediated communication: A follow-up. Central States Communication Association Convention, St. Louis, MO, April 9 – 13, 1997. Co-authored with John Parrish-Sprowl
- Comparing organizational and occupational culture paradigms. Popular Culture Association, March 26–29, 1997
- Surfing the Internet and other related dramas. Central States Communication Association Convention, Saint Paul, MN. April 17 – 21, 1996. Co-authored with John Parrish-Sprowl and Rod Carveth
- The fall of another American mythic tradition: The construction of Major League Baseball as an economic enterprise. The Popular Culture Association Convention, Las Vegas, NV. March 25 – 28, 1995. Co-authored with Doug Bock
- Occupational culture: Two case studies of employment decision-making in higher education. The Popular Culture Association Convention, Las Vegas, NV. March 25 – 28, 1995
- The evolution of the college administrator as an occupational culture: Theoretical and practical concerns. The Popular Culture Association National Convention, Philadelphia, PA, April 13, 1995
- Managerial strategies for dealing with difficult subordinates. Co-authored with Craig Monroe and Vince DiSalvo. A competitive paper ranked 8 out of 55. Speech Communication Association Convention, Chicago, IL, October 29, 1992
- A reconceptualization of difficult communication behaviors. Co-authored with Craig Monroe. Eastern Communication Association Convention, Portland, MA., April 30, 1992
- Communication apprehension among high school dropouts. Co-authored with Craig Monroe and Robert Burrell. Eastern Communication Association Convention, Pittsburgh, PA, April 26, 1991
- Relational warrants in organizational argumentation. Co-authored with Craig Monroe and Bertram Gross. A competitive paper presented at the Speech Communication Association Convention, Chicago, Il., November 1, 1990

Interactive effects of gender upon conflict between supervisors and difficult subordinates: a log linear analysis. Co-authored with Craig Monroe and Vince DiSalvo. A competitive paper presented at the Speech Communication Association Convention, San Francisco, CA, November 18, 1989

Bridging the cognitive-experiential gap: Role playing as a teaching/training strategy. Co-authored with Craig Monroe and Cam Brammar. West Virginia Communication Association, Huntington, WV., 1989

The decline of the middle manager: organizational and American cultural implications. Presented at the Popular Culture Association National Convention, April 5-9, 1989

Communication apprehension and avoidance of post-secondary education. Co-authored with Craig Monroe. Presented at the Speech Communication Association Convention, New Orleans, LA, November 1988

The impact of gender between supervisors and difficult subordinates. Co-authored with Craig Monroe and Vince DiSalvo. A competitive paper presented at the International Communication Association Convention, New Orleans, LA, May 29, 1988. Ranked 16 out of 71

Conflict behaviors of difficult subordinates. Co-authored with Craig Monroe and Vince DiSalvo. A competitive paper presented at the Eastern Communication Association Convention, Baltimore, MD, April 29, 1988

An experiential approach to the training of health care professionals. Co-authored with Craig Monroe. Paper presented at the Pre-conference. Conference on the Pragmatics of Communication Consulting: Hands-on Experience. Sponsored by the Speech Communication Association, Boston, MA, November 5, 1987

Toward a systematic conceptualization of information load in sales communication. Co-authored with John Parrish Sprowl. Paper presented at the International Communication Association Convention, Montreal, Canada, May 22, 1987

Dealing with the difficult personality. Co-authored with Craig Monroe. Paper presented at the Eastern Communication Association Convention, Syracuse, New York, May 17-21, 1987

Occupations and organizational culture. An invited paper presented at the Popular Culture Association Convention, Montreal, Canada, March 25-29, 1987

Humor as a form of cultural isolation: an analysis of West Virginia jokes and anecdotes. Paper presented at the Speech Communication Association Convention, Chicago, Illinois, November 13-16, 1986

- The culture/leadership interaction. Co-authored with Craig Monroe. An Analysis of a Cultural Intervention Program. Paper presented at the International Conference on Communication and Culture. Philadelphia, Pennsylvania, October 9-11, 1986
- Evaluating teaching effectiveness: a methodological approach. Co-authored with Craig Monroe. Paper presented at the Eastern Communication Association Convention, Atlantic City, New Jersey, April 30 – May 3, 1986
- When a movement stalls: Unification strategies in the Democratic Party. Co-authored with Catherine Wright. Paper presented at the Speech Communication Association Convention, Denver, Colorado, November 7-10, 1985
- A conflict approach to organizational culture. Co-authored with Melanie Bailey. Paper presented at the Eastern Communication Association Convention, Providence, Rhode Island, May 3-5, 1985
- Econometric modeling: a modern divination practice. Competitive paper presented at the Popular Culture Association Convention, Louisville, Kentucky, April 3-6, 1985
- A family affair: An analysis of the unification movement in the Democratic Party. Co-authored with Catherine Wright. Paper presented at the Popular Culture Association Convention, Louisville, Kentucky, April 3-6, 1985
- Health care communication: A review of research and practice. Co-authored with Craig Monroe. West Virginia Speech Communication Association, Ripley, WV., 1984
- Metatalk in arguments. Co-authored with Pamela Benoit and Shirley Drew. Paper presented at the Speech Communication Association Convention, Chicago, Illinois, November 4-7, 1984
- Prompting and shutting down arguments: strategies used by the social actor to initiate and terminate argument sequences. Co-authored with Pamela Benoit and Shirley Drew. Paper Presented at the Central States Speech Association Convention, Chicago, Illinois, April 6-8, 1984
- A mythical assessment of organizational culture. Co-authored with Melanie Bailey. Paper presented at the Burke Conference, Philadelphia, Pennsylvania, March 6-8, 1984
- Rhetorical situation: The views of Lloyd Bitzer and Kenneth Burke. Co-authored with Donald Enholm. Paper presented at the Burke Conference, Philadelphia, Pennsylvania. March 6-8, 1984