

Barbara C. Robinson

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EDUCATION

Florida State University

Tallahassee, Florida

PhD; Humanities, College of Arts & Sciences

May 2009

Outstanding Teaching Assistant Award (APPS), Spring 2003

Program in Instructional Excellence (PIE) Teaching Certificate, fall 2002

Dissertation: Games of idealized courtship and seduction in the paintings of Antoine Watteau and Jean Honoré Fragonard and in Laclos' novel, *Dangerous Liaisons*

Major professor: William Cloonan, The Richard Chapple Professor of Modern Languages and Chair, Department of Modern Languages & Linguistics

Committee members: Ray Fleming, John Francis Dugan Professor of Modern Languages and Humanities; R.E. Gontarski, Robert O. Lawton Distinguished Professor of English; Barry Sapolsky, Jim E. Kirk Professor of Communication

MA; Communication, College of Communication

1995

Thesis: Attitudes which may influence males to deceive women to obtain sexual intercourse

Major professor: Barry Sapolsky, Jim E. Kirk Professor of Communication

Committee members: Gary R. Heald, Theodore Clevenger Professor and Associate Dean; Jay Rayburn, Associate Professor

MLS; School of Library Science and Information Studies

1977

Completed 69.34 undergraduate quarter hours

1968 – 1970

University of Valencia, Valencia, Spain

Summer 1969

FSU Study Abroad

Three courses in Spanish literature (taught in Spanish)

Valdosta State University

Valdosta, Georgia

BA; Spanish, College of Arts & Sciences

1972

University of Maryland

1974 – 1975

Hahn Air Force Base Education Center, Germany

Three courses in elementary German

TEACHING

Instructor, Program in Interdisciplinary Humanities, College of Arts & Sciences, Florida State University Panama City

HUM3321, Multicultural Dimensions of Film, fall 2013 and spring 2014 (face-to-face)

HUM2235, From Renaissance to Enlightenment, spring 2014 (face-to-face)

Instructor, School of Communication, College of Communication & Information

COM4950, Communication Career Practicum fall 2011, spring 2012 (face-to-face)

SPC3210, Contemporary Human Communication (online) spring – fall 2010, summer 2011

Teaching Assistant, Dept. of Interdisciplinary Humanities, College of Arts & Sciences, Florida State University

HUM 3321-01 Multicultural Film and Twentieth Century Culture (online)

fall 2001, 2002, spring and fall 2003, fall 2004

Chapman University, Holloman AFB, New Mexico Residence Education Center

Taught required library science course three times, 1981 – 1983 (face-to-face)

Refereed Journal Articles (Submitted)

Rasul, A., Robinson, B., & McDowell, S. D. (2013). The Taliban factor: Conflict in Afghanistan and elite South Asian newspapers. *Journal of Creative Communication*. Article submitted for publication.

Refereed Journal Articles (Manuscript Preparation)

Rasul, A., Robinson, B., & McDowell, S. D. (2014). From security threat to political martyrdom: Elite English press and framing of female politicians in South Asia. *Journalism & Mass Communication Quarterly*. Manuscript being prepared for publication.

CONFERENCE PAPERS AND PRESENTATIONS

Rasul, A., Robinson, B., & McDowell, S. D. (presented 2013). *The Taliban factor: Conflict in Afghanistan and the elite South Asian press*. Paper presented at the annual conference of Arab-US Association of Communication Educators in Tangier, Morocco.

Rasul, A., Robinson, B., & McDowell, S. D. (presented 2013). *Eulogy effect: How framing of political murders generated sympathy voting waves in South Asia*. Paper presented at a pre-conference of the International Communication Association, London, UK.

Robinson, B., Rasul, A., & McDowell, S. D. (presented 2013). *Media framing of rape in war: The case of Afghanistan and international magazines*. Paper presented at the 22nd Annual conference of the Asian Media and Information Centre (AMIC), Yogyakarta, Indonesia.

Rasul, A., McDowell, S.D., & Robinson, B. (presented 2012) *From Security Threat to Political Martyrdom: Framing of Female Politicians in Elite English Press of India and Pakistan*. Paper presented at the annual conference of the National Communication Association (NCA) Orlando, Florida.

Rasul, A., McDowell, S.D., & Robinson, B. (presented 2012) *Assassinating objectivity: framing of the political murders in the elite press*. Paper presented at the International Association for Media and Communication Research (IAMCR), Durban, South Africa.

Rasul, A., McDowell, S.D., & Robinson, B. (presented 2012) *Framing Media Discourse: Assassination and the Sympathetic Voting Waves in South Asia*. Paper presented at the Asian Media Information and Communication Center (AMIC), Kuala Lumpur, Malaysia.

Robinson, B. & McDowell, S.D. (presented 2012) *Women, Rape and Voice in the Game of War: Who will tell their stories?* Paper presented at the Annual conference of the Union for Democratic Communications. Florida State University, Tallahassee, Florida.

Robinson, B., & McDowell, S.D. (presented 2010) *Theorizing Communication as a Game in Interpersonal Relationships*. Paper presented at the Annual meeting of the National Communication Association San Francisco, California.

Robinson, B., (presented 2002) *Rape as pathology in Ovid's Metamorphoses and Kleist's The Marquise of O* (2002). Presented at the 9th Annual Meeting of the International Conference on Romanticism: Romantic Journeys and Discoveries, Session leader: Women as Romantic Subjects and Objects. Florida State University, Tallahassee, Florida.

Robinson, B. and Picart, C. (Kay), (presented 2002) *Monstrous Females in Horror-Comedic Films*. Paper presented at the 27th Annual Conference on Literature and Film Master Narratives and Faultline Stories January, 2002, Florida State University, Tallahassee, Florida.

Current Membership in Professional Organizations

- International Communication Association (ICA)
- Union for Democratic Communications (UDC)

WORK EXPERIENCE

Florida State University Panama City
Panama City, Florida

2013 – present

Associate Dean for Undergraduate Studies

Administrative/Supervisory

- Report to Dr. Ken Shaw, Dean. Also report to Dr. Karen Laughlin, Dean, Undergraduate Studies (main campus).
- Represent undergraduate studies at Ad Council on the Panama City campus. Also represent undergraduate studies on main campus at Enrollment Management, CAAD, Undergraduate Studies staff meetings and Convocation committee.
- Serve on GradSuccess, a committee formed to make recommendations on how to integrate career services and advising on campus. Chair subcommittee involved in linking advising and career services to increase opportunities associated with academic majors.

Student Achievement and Academic Center

- Supervise academic advisor and achievement center coordinator.
- The Center provides academic advising for freshmen and sophomores as well as tutoring. It also handles test proctoring for all students on campus.

Student Affairs

- Handle matters related to freshmen/sophomore student academic progress including: approvals for drop/add, withdrawals, mapping holds, transient student approvals, and reinstatement.
- Present to students and parents at FTIC orientation. Assist in advising.

Career Planning Activities

- Coordinated the *Fast to the Future*: Career Exploration Event cosponsored with The Career Center (Spring 2014).
- Member, The FSU Career Center Advisory Board

Florida State University

1984 – 2012

Tallahassee, Florida

College of Communication & Information

2004 - 2012

Associate Dean for Student Affairs

Administrative/Supervisory

- Reported to Associate Dean for Academic Affairs, Dr. Gary Heald (2009 – 2012) and Dean John Mayo (2004 –2009). Promoted from Assistant – In to Associate – In to Research Associate.
- Represented the college at university meetings, functions and events including: University Honors and Awards ceremony, President’s Humanitarian of the Year luncheon, Oscar Arias Sanchez Honor Society, W.E.B. DuBois Honor Society, Office of National Fellowships awards and other events as requested.
- Supervised the College undergraduate advising program for 1750 students.
- Provided on-site supervision for three *Advising First* academic advisors. Supervised academic coordinator.
- Represented student affairs at All College Assembly and alumni board meetings (2004 – 2009).

University Committees and Service

- Council of Associate and Assistant Deans (CAAD)
- Undergraduate Orientation Steering Committee
- Campus Solutions Campus Advisory Committee
- Graduation Master’s Marshall
- Liaison, Student Veterans Center
- Career Center Advisory Committee (2004 – 2009)
- Global Pathways Committee. Received Global Partner’s Certificate (2011)
- Co-chaired GEMC’s recruitment subcommittee with Robert Moore (fall 2008 – spring 2009)
- Co-chaired *GradQuest* with Dr. Mary Ann Moore (fall 2004 and spring 2005)

Student Affairs

- Served as liaison for students with the Registrar, Undergraduate Studies, Student Affairs and other administrative units.
- Assisted students with academic, medical, and personal problem solving including: referrals to Victim’s Advocate, Withdrawal Office, University Counseling Center, Thagard Health Center, Dean of Students, Student Disability Resource Center, Financial Aid and the College’s emergency assistance fund.
- Handled matters related to student academic progress including: approvals for drop/add, withdrawals, summer waivers, graduation checks and clearances, grade changes, walk early, apply late to graduate, mapping holds, transient student approvals, break residency, co-op registration, computer literacy substitutions, reinstatement and readmissions.
- Provided guidance and general consultation to school directors, faculty, staff, and teaching assistants regarding Academic Honor Code, FERPA and other university policies.

College events

- Coordinated the Honors and Awards Ceremony for students during Honors Week each spring semester.
- Coordinated Convocation and Awards Ceremony for alumni, faculty and staff each fall semester.

Admissions

- Worked with academic advisors and faculty from the Schools of Communication and Communication Sciences and Disorders in the limited access admissions process.

Career Planning Activities (2006 – 2009)

- Initiated *Communication Career Awareness Day* co-sponsored with the FSU Career Center.

Publications

- Coordinated the General and Graduate Bulletin with the College and Registrar's Office.
- Managed the preparation of *Comm Connections*, the alumni magazine (2004 – 2009) and the graduate recruiting materials for the Dept. of Communication (2005 -2006).

Liaison, Panama City, FL campus (2006 – 2007)

- Worked with faculty and deans to increase enrollment in graduate programs.
- Called on community leaders and prospective students to publicize the program.
- Assisted department chair and faculty with the development of the combined BS/MS program.

College of Business

1997 - 2004

Director of Masters Programs

Administrative/Supervisory

- Began as MBA Director. Promoted to Director of Masters Programs.
- Reported to Associate Deans Pamela Perrewè (1997 - 2003) and Patrick Maroney (2003 - 2004).
- Directed admissions, student recruitment, orientation, and career management services at the staff level.
- Supervised the director of career management, two coordinators for admissions and records and a program assistant.
- Compiled employment statistics for *U.S. News & World Report*.

Admissions/Recruiting/Marketing

- Served on the MBA Admissions Committee.
- Participated in city meetings in Orlando, Tampa and Panama City.
- Attended recruitment events at FSU and FAMU (*GradQuest*, FAMU Feeder, FSU Day at the Capitol), at USAA in Tampa and at GMAC Forums in Washington, D.C., Atlanta and Miami.

Training

- Attended GMAC's week long *Professional Development Program* for new admissions professionals. Topics included: marketing, marketing tools, diversity, legal issues, interviewing prospective students, admissions/placement connection, financing graduate business education, selection using test scores, and ethics and professionalism. Held at Georgetown University.

Leadership

Graduate Management Admissions Council (GMAC)

- Served as primary representative and voting member for the College of Business.
- Served on advisory committee for annual industry conference in Montreal.

MBA Career Services Council

- Served on vendor expo committee for the annual industry conference in Washington, D.C.

Orientation

- Coordinated orientation for the full-time MBA program in Tallahassee and the part-time program in Panama City.
- Increased the full-time onsite MBA orientation from two hours to three days.

Mentor Program

- Coordinated the Mentor Program for full-time MBA students; recruited mentors and students.
- Organized committee of faculty, staff and industry representatives to develop the program.

Bruning Distinguished Speaker Series

- Managed the annual speaker series that brings distinguished alumni and business leaders to campus.
- Coordinated the first *Town and Gown* lecture for community members, faculty, students and staff. Speakers included: Michael Price, Chairman and CEO, Franklin Templeton; Wally "Famous" Amos; and Sharon Lechter, co-author of *Rich Dad, Poor Dad* series.
- Set up student roundtables to enable students to have one on one discussion with the speakers.

Career Management

- Supervised the Career Management Office for the graduate programs: most involved with MBA.
- Began the annual Graduate Recruiter Reception held in fall semester prior to Seminole Futures.

MBA Consortium activities

- Fifteen MBA schools held recruiting events in Atlanta, New York, and Los Angeles. Served as Treasurer from 1998 – 2004, handling around \$100,000.00 annually.
- Served on the first Executive Committee to govern the Consortium.
- Made company visits to market the Consortium and to increase visibility for the FSU MBA program. *Visits included: January 2004 New York, Pfizer, Inc. January 2003 New York, NY: Pfizer, Inc., Avon Corporate Headquarters, Ernst & Young, and Bloomberg, Inc.*
- Took 15 students to Atlanta to make company visits; arranged all visits and transportation. *Visits included: November 2002 Atlanta, Georgia: Accenture, Inc., Fidelity National Bank and Quaker Oats/Gatorade.*

Alumni Involvement

- Served on the MBA Advisory Board: Member, Promotions and Public Relations Committee.
- Served on the committee to found the MBA Alumni Advisory Board.

Publications

- Coordinated the production of the MBA Newsletter, *FSU MBA*.
- Worked with advertising professionals to develop marketing materials including the MBA brochure, post cards, and application folders.
- Prepared entries for *Peterson's Guide, Education International* and newspaper and magazine ads.

College of Law

1989 – 1997

Director, Career Placement Office

Administrative/Supervisory

- Directed the career placement program for 600 law students.
- Reported to Dean Donald Weidner.
- Supervised a program assistant, a secretary and Hardee research assistants.
- Compiled employment statistics for *U.S. News & World Report*.

Leadership

National Association for Law Placement (NALP)

- Elected law school representative for the 40 law schools in the southeastern region.
- Served on the NALP advisory planning committee for annual conference in Atlanta.

Southeastern Minority Job Fair (SEMJF), Atlanta

- Elected Co-Chair and Treasurer (1 year), Treasurer (4 years) and Operations Director (2 years).
- Forty law schools, 100 employers and 700 students participated in recruiting.

Employer Recruiting

- Managed on-campus interviewing programs including 75 – 150 firms in fall and 10 – 30 in spring terms.
- Began the Atlanta and Miami recruiting initiatives. Cold-called 250 law firms to market the program. Had 10 firms in Atlanta and 4 in Miami thus increasing opportunities for students.

Student Services

- Met with students to provide resume critiquing and interviewing information.
- Conducted impromptu mock interviews with students.
- Implemented *First Place*, an automated scheduling program.
- Implemented mandatory placement appointments for first year law students. Had 85% participation rate.
- Scheduled recruiters and attorneys to present workshops.
- Presented workshops on preparing for on-campus interviewing and internships.
- Worked with student organizations to schedule workshops and speakers.
- Implemented a placement mentor program for students.

Alumni Involvement

- Handled major alumni events for a three-year period. Events included: alumni board meeting and reception held at the annual meeting of the Florida Bar in Orlando; class reunions and a general reception at the annual reunion weekend.
- Prepared and presented placement reports at the annual alumni board meeting.

Center for Professional Development and Public Service Program Administrator, Continuing Education Unit

1984 – 1989

Non-credit Programs (selected)

- Worked with university faculty to develop and coordinate non-credit programs including test prep programs: GRE, GMAT and LSAT.
- Managed the *Quality of Life in Tallahassee* program co-sponsored with the *Tallahassee Democrat*. Over 200 community members participated each week in February.

Credit Programs

- Managed masters' degree programs: *Information Studies* in Miami and Gainesville; *Urban and Regional Planning* in Tampa; *Communication* in Tallahassee.
- Worked with marketing team to develop publicity and to advertise the programs through direct mail and newspaper ads.
- Set up regional meetings to introduce programs in Tampa, Miami, and Gainesville.
- Attended onsite information sessions with faculty representatives.
- Handled onsite registration and orientation during first night of class.

State Library of Florida Tallahassee, Florida

1983 – 1984

Librarian I, Interlibrary Loan

- Processed over 400 photocopy interlibrary loan requests daily for the circulation section.
- Cleared up backlogs resulting in improved service to patrons.

Chapman University Residence Education Center Holloman Air Force Base Education Office, Alamogordo, New Mexico Center Director

1981 – 1983

Administrative/Supervisory

- Directed the BS programs in Electronics, Computer Science and Mathematics.
- Reported to the Vice President for REC, Los Angeles, California.
- Supervised a secretary and a student assistant.
- Created two faculty positions in the areas of Computer Science and Electronics.

Admissions/Recruiting

- Recruited students and advised them concerning their eligibility for the program.
- Handled admissions applications for incoming students.

Registrar/Financial Aid

- Scheduled classes for the 500 enrollments in the 5 quarters held each year; 50 – 60 students.
- Handled drop/add, scheduling and class withdrawal problems.
- Performed graduation checks.
- Billed the Air Force for tuition reimbursement of \$30,000 each quarter.
- Served as VA certifying official.

ADDITIONAL EXPERIENCE

Volunteer, Refuge House, Tallahassee, Florida

1994 – 1995

- Completed required volunteer crisis counseling training.

Alamogordo, New Mexico

1979 - 1981

- Full-time parent and library volunteer: Alamogordo Public Library and New Mexico State University Branch Campus Library.

Bitburg Air Force Base, Germany

1977 – 1979

- Full-time parent to two children.
- Volunteered for the Red Cross and Officers Wives Club fundraising events.

Hahn Air Force Base Education Office, Germany

1974 – 1976

Testing Specialist (1975 – 1976)

- Administered GED, CLEP, GRE examinations and Air Force EOC tests to active duty military personnel.
- Maintained test inventory and security.

Registrar, Central Texas College (half-time, 1974 – 1975)

- Handled admissions and registration for the law enforcement program.
- Advertised program to local community.
- Recruited and advised students.

Bangkok, Thailand

1973 – 1974

- Lived for one year as a non-sponsored military dependent with a non-immigrant visa. Traveled throughout SE Asia to Vientiane, Laos, Hong Kong, Singapore, Kuala Lumpur and Penang. Traveled in-country to Ubon, Chiang Mai and Pattaya Beach.
- Volunteered for the Red Cross.

Luke Air Force Base, Phoenix, Arizona

1972 – 1973

- Volunteered for the Red Cross and Officers Wives Club fundraising events.