

Abigail S. Borron

Assistant Professor, Agricultural Communication

University of Georgia – Department of Agricultural Leadership, Education, and Communication

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Education

- 2012 **Ph.D.** — Youth Development and Agricultural Education, Purdue University
Emphases: Agricultural Communication and Communication with Underserved Audiences
Dissertation Title: *A Culture-Centered Approach to Health and Nutrition Among Underserved Groups: Recommendations for Land-Grant University Engagement*
- 2007 **M.S.** — Youth Development and Agricultural Education, Purdue University
Emphasis: Agricultural and Risk Communication
- 1999 **B.A.** — English, Indiana University-Purdue University, Fort Wayne

Faculty

- 2015 to Present **Assistant Professor, Agricultural Communication**
University of Georgia – Department of Agricultural Leadership, Education, and Communication
- 2012-2014 **Assistant Professor, Agricultural Communication**
Purdue University – Department of Youth Development and Agricultural Education

Professional

- 2009 to 2012 **Agricultural Communication Academic Advisor**
Purdue University – Youth Development and Agricultural Education
- Advise more than 40 undergraduate agricultural communication students
 - Develop and teach agricultural communication courses
 - Co-advise Agricultural Communicators of Tomorrow (ACT) student organization
 - Co-lead College of Agriculture Issues 360 - undergraduate student program
 - Coordinate Townsend student debate competition in the College of Agriculture
 - Oversee writing, editing and layout of departmental bi-monthly newsletter
- 2002 to 2009 **Communication Specialist, Extension Disaster Education Network (EDEN)**
Purdue University – Agricultural Communication Services
- Provided Web site and information delivery support to the national network of Extension educators and specialists with responsibilities in disaster education
 - Directed the coordination of six regional conferences dealing with animal agrosecurity and food protection, which were attended by professionals from state departments of agriculture, state departments of health, veterinarians, food processors, and cooperative extension

- Promoted EDEN to state and federal agencies through invited presentations and collaborative discussions
 - Created and distributed customizable informational pieces for EDEN delegates (more than 250) to use within own university or state
 - Co-authored federal grants for the purposes of sustaining and growing EDEN
- 2002 to 2009 **Marketing Consultant, Purdue Extension**
Purdue University – Agricultural Communication Service
- Consulted with more than 200 Purdue Extension educators on communication and marketing issues
 - Conducted educational presentations to Purdue Extension field staff on branding Purdue Extension and general media training
 - Assisted in the design and implementation of Purdue Extension marketing plans
- 1999 to 2002 **Marketing Specialist/Business Development Officer**
DeKalb Financial Credit Union – Auburn, IN
- Developed annual marketing plan and budget
 - Wrote and designed quarterly newsletter
 - Creatively directed and designed all advertising material (print advertisements, brochures, radio/TV commercials, tradeshow display)
 - Worked extensively with advertising agency to develop new credit union image
- 1998 to 1999 **Communications Relations Assistant**
Parkview Hospital – Fort Wayne, IN
- Wrote articles for various publications
 - Assisted in editing, layout and design of the department’s publications
 - Revised “Great Expectations” (an annual maternity magazine issued to new mothers)
 - Assisted in the hospital’s Web page updates
- 1997 to 1998 **Special Sections Reporter**
The News-Sun newspaper (circulation: 14,000) – Kendallville, IN
- Wrote more than 50 articles on various topics
 - Assisted in editing of articles
 - Designed two prototypes that would encourage the use of newspapers in primary and secondary education

Affiliations

Agricultural, Food and Human Values Society (AFHVS), 2015 – Present

Association for Education in Journalism and Mass Communication (AEJMC), 2011 – Present

North American Colleges and Teachers in Agriculture (NACTA), 2012 - Present

Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE), 2010 – Present

Extension Disaster Education Network (EDEN): Communication Specialist, 2002 – 2009; Delegate, 2002 – 2014

Rural Sociological Society (RSS), 2007 – 2014

Courses Taught

University of Georgia – Athens, GA

Course Number	Course Title	Credits	Enrollment	Student Evaluation*
<i>Fall 2018</i>				
AGCM 3200	Introduction to Agricultural Communication	3	24	4.7 / 4.6
ALDR 7400E	Agricultural and Environmental Communication	3	22	4.3 / 4.2
<i>Spring 2018</i>				
AGCM 4200S	Interactive Web Strategies in Agriculture	3	8	3.2 / 4.2
AGCM 4300S	Culture-Centered Communication in Agriculture	3	13	4.3 / 4.5
<i>Fall 2017</i>				
AGCM 3200	Introduction to Agricultural Communication	3	23	4.2 / 4.5
ALDR 7400E	Agricultural and Environmental Communication	3	19	3.4 / 3.8
<i>Spring 2017</i>				
AGCM 4200S	Interactive Web Strategies in Agriculture	3	16	4.1 / 4.6
AGCM 4300S	Culture-Centered Communication in Agriculture	3	15	4.7 / 4.9
<i>Fall 2016</i>				
AGCM 3200	Introduction to Agricultural Communication	3	24	3.9 / 4.0
ALDR 7400E	Agricultural and Environmental Communication	3	16	3.1 / 3.3
<i>Maymester 2016</i>				
AGCM 4310S	Culture-Centered Communication: Romania	3	7	N/A
<i>Spring 2016</i>				
AGCM 4200S	Interactive Web Strategies in Agriculture	3	17	3.3 / 3.8
AGCM 4300S	Culture-Centered Communication	3	12	4.0 / 4.0
<i>Fall 2015</i>				
AGCM 3200	Introduction to Agricultural Communication	3	35	3.2 / 3.8
ALDR 7400E	Agricultural and Environmental Communication	3	18	2.7 / 3.1
<i>Spring 2015**</i>				
AGCM 4000	Introduction to Agricultural Communication	3	14	3.8 / 3.4
AGCM 4200	Interactive Web Strategies in	3	28	3.5 / 3.1

	Agriculture			
ALDR 7400E	Agricultural and Environmental Communication	3	18	4.2 / 3.6

* Overall Course / Overall Instructor: Evaluations based on average score out of a possible 4.0

** Overall Course/ Overall Instructor: Evaluations based on average score out of possible 5.0

Purdue University – West Lafayette, IN

Course Number	Course Title	Credits	Enrollment	Student Evaluation*
<i>Fall 2014</i>				
YDAE 15200	Seminar in Agricultural Communication	3	28	4.3 / 4.8
YDAE 49100	Interactive Web Strategies in Agriculture	3	12	4.3 / 4.3
<i>Spring 2014</i>				
YDAE 49100	Cultural Engagement and Professional Development: Service-Learning Program in Romania	1	6	4.9 / 5.0
<i>Fall 2013</i>				
YDAE 15200	Seminar in Agricultural Communication	3	23	4.3 / 4.5
<i>Fall 2012</i>				
AGR 12100	Introduction to Youth Development and Agricultural Education Programs	0.5	11	4.5 / 4.8
YDAE 15200	Seminar in Agricultural Communication	3	19	4.3 / 4.6

Agricultural Communication Seminar (YDAE 152). Purdue University. Introduces agricultural communication as a professional field, including its current status and role within the larger U.S. mass media system. 3 cr.

Term (Enrollment): Fall 2009 (16); Fall 2010 (17); Fall 2011 (15); Fall 2012 (19); Fall 2013 (23); Fall 2014 (28)

Role: Co-Instructor: Shared responsibility in development of course packet, lesson plans, lectures, and grading rubrics.

Introduction to Youth Development and Agricultural Education Programs (AGR 12100). Purdue University. Provides agricultural communication students a better understanding and feel for the opportunities available to them as undergraduates in the program, and future employees in the agricultural communication field. 0.5 cr.

Term (Enrollment): Fall 2010 (7); Fall 2011 (6); Fall 2012 (11)

Role: Instructor: Developed course, including assignments, grading rubrics, and course packet of reading materials.

Oral Communication in Science and Agriculture (YDAE 491). Purdue University. Provides students in the College of Agriculture and eight-week, one-credit intensive course that focuses specifically on

audience-centered speaking by considering agriculture-related issues from the audience's perspectives, as well as defining key terms in agriculture and what those definitions mean to non-experts and members of the public. 1 cr.

Term (Enrollment): Spring 2012 (3)

Role: Instructor: Developed course, including assignments, grading rubrics, and course packet of reading materials.

Interactive Web Strategies for Agriculture (YDAE 491). Purdue University. Introduces agricultural communication students to Web-based strategies for agricultural businesses and organizations. Challenges students to (1) consider new and existing virtual marketing and communication tools, and (2) have a baseline understanding of how these tools function and which one best fits the need and the audience for a given business. 3 cr.

Term (Enrollment): Spring 2011 (14); Fall 2013 (12); Fall 2014 (12)

Role: Instructor: Proposed and developed course for Agricultural Communication Program. Developed course objectives, reading list, assignments, and semester project. Established partnerships with area agricultural-based businesses to work with students on their semester Web strategy plan project.

Regulatory Sciences (NRES 498). Natural Resources and Environmental Sciences, Purdue University. Interdisciplinary course that uses in-class discussions and projects to familiarize College of Agriculture students with various aspects of environmental regulations. 3 cr.

Term (Enrollment): Fall 2010 (10)

Role: Invited Co-Instructor: Shared responsibility in development of module and associated project that introduced students to risk communication and the human dimension/communication.

Agricultural Communication Capstone Seminar (YDAE 480). Purdue University. Prepares graduating students for entry to the workplace, assesses and enhances their communication knowledge and skills, and provides project experiences intended to demonstrate their ability to communicate scientific and technical information through a variety of media. 3 cr.

Term (Enrollment): Fall 2008 (10)

Role: Co-Instructor: Shared responsibility in development of lesson plans and lecturing.

Publications and Presentations

Journal Articles – all based on a double-blind peer review process

1. Kurtz, H., **Borron, A.**, Shannon, J., & Weaver, A. (2019). Community food assistance, informal social networks, and the labor of care. *Agricultural and Human Values*. doi: 10.1007/s10460-019-09943-0
2. *Urban, E., Navarro, M., & **Borron, A.** (2018). TPACK to GPACK? The Examination of the Technological Pedagogical Content Knowledge Framework as a Model for Global Integration into College of Agriculture Classrooms. *Teacher and Teacher Education*.
3. *Urban, E., Navarro, M., & **Borron, A.** (2017). Long-term impacts of a faculty development program for the internationalization of curriculum in higher education. *Journal of Agricultural Education*, 58(3), 219-238.
4. Duncan, D., *King, V. Fuhrman, N. & **Borron, A.** (2017). The impacts of a national animal health internship program on interns' perceived leadership, critical thinking, and communication skills. *Journal of Leadership Education*, 16(2), 23-39. DOI: 1012806/V16/I2/R2.

5. ¹**Borron, A.**, *Urban, E., & *Cabrera, E. (2017). Closing the professional gap between journalism and civic engagement using the culture-centered approach. *Journal of Mass Communication Quarterly*, 94(1), 286-302.
6. **Borron, A.**, & Holt, J. (2016). Expo Milano 2015: The overview, issue, and future of agricultural communicators. *Journal of Applied Communications*, 100(3), 7-11.
7. Loizzo, J., **Borron, A.**, *Gee, A., & Ertmer, P. (2016). Teaching Convergence in 21st Century Undergraduate Agricultural Communication: A Pilot Study of Backpack Multimedia Kits in a Blended Learning Course. *Journal of Applied Communication*, 100(2), 100-118.
8. *Voigt, M. A., Hiney, K., Richardson, J., Waite, K., **Borron, A.**, & Brady, C. (2016). Show horse welfare: Horse show competitors' understanding, awareness, perceptions of equine welfare. *Journal of Applied Animal Welfare Science*, 19(4), 1-18.
9. *Voigt, M. A., Hiney, K., Croney, C., Waite, K., **Borron, A.**, and Brady, C. (2016). Show horse welfare: The viewpoint of judges, stewards, and show managers. *Journal of Applied Animal Welfare Science*, 19(2), 183-197.
10. **Borron, A.**, Loizzo, J., & *Gee, A. (2015). The role of critical reflexive analysis in a service-learning course in agricultural communication. *NACTA Journal*, 99(4), 285-292.
11. *Voigt, M. A., Russell, M., Hiney, K., Richardson, J., **Borron, A.**, and Brady, C. (2015). Show horse welfare: Evaluating stock-type show horse industry legitimacy. *Journal of Agricultural and Environmental Ethics*, 28(4), 647-666.
12. **Borron, A.**, Maurer, A., Schluttenhofer, L., Tucker, M. (2014). Washing fresh vegetables to enhance food safety. Purdue University: Purdue Extension. Available from <https://extension.purdue.edu/extmedia/ACE/ACE-1-W.pdf>
13. **Borron, A.** (2013). Picturing the underserved audience: Photovoice as method in applied communication research. *Journal of Applied Communications*, 97(4), 6-18.

Mentored Article

Maurer, A. (2013). Voices from the table: Assessing the dynamic cultures of the food insecure and the food secure. *Journal of Purdue Undergraduate Research*, 3, 58-63.

Book Chapters

Dutta, M., Jones, C., **Borron, A.**, Anaele, A., Gao, H., & Kandukuri, S. (2013). Voices of Hunger: A culture-centered approach to addressing food insecurity. In M. Dutta & G. Kreps (Eds.), *Communicating Health Disparities*. New York, NY: Hampton Press.

Borron, A., & Cain, S. (2006). Interagency Relations Regarding Agroterrorism and Agrosecurity. In S. Amass, et al (Eds.), *Advances in Homeland Security Volume 2: Guiding Future Homeland Security Policy: Directions for Scientific Inquiry* (pp. 13-32). West Lafayette, IN: Purdue University Press.

Borron, A., Cain, S., & Gregory, A. (2004). Regulatory issues and cooperation. In *Carcass Disposal: A Comprehensive Review*. USDA APHIS Cooperative Agreement Project, National Agricultural Biosecurity Center Consortium (pp. 1-11). Available at <http://fss.k-state.edu/FeaturedContent/CarcassDisposal/PDF%20Files/CH%2011%20-%20Regulatory%20Issues%20&%20Cooperation.pdf>

¹ Selected as top paper from a national call for papers for the Association of Education in Journalism and Mass Communication (AEJMC).

Dissertation

Borron, A. S. (2012). A culture-centered approach to health and nutrition among low-income groups: Recommendations for land-grant university engagement. Purdue University). ProQuest Dissertations and Theses, 348. Retrieved from <http://search.proquest.com/docview/1175324162?accountid=13360>. (1175324162).

Scholarly Papers and Presentations

1. Stone, W., **Borron, A.**, Holt, J., & Rabinowitz, A. (2019). *Farmers' experiences with irrigation: A phenomenological photovoice study*. Association of International Agricultural and Extension Education. Trinidad and Tobago.
2. **Borron, A.**, Lamm, K., Darbisi, C., & Randall, N. (2019). *A critical examination of university outreach and engagement based on the community capitals framework*. Southern Rural Sociological Association. Birmingham, AL.
3. Lamm, K., **Borron, A.**, Holt, J., & Lamm, A. (2019). *Communication channel preferences: An audience segmentation analysis*. National Agricultural Communications Symposium. Birmingham, AL.
4. Burnett, E., Holt, J., **Borron, A.**, Wojdyski, B. (2019). *Interactive infographics' effect on elaboration in agricultural communication*. National Agricultural Communications Symposium. Birmingham, AL.
5. Rabinowitz, A., Cartwright, E., **Borron, A.**, Holt, J., & Smith, A. (2019). *Factors motivating producer use of soil sensor technology*. Southern Agricultural Economics Association. Birmingham, AL.
6. Holt, J., Crosby, M., Rabinowitz, A., **Borron, A.**, & Cartwright, E. (2019). *Collecting data from the field: Using text message surveys to engage with rural audiences*. Southern Region of Sociological Association. Birmingham, AL.
7. **Borron, A.**, Darbisi, C., Randall, N., & Lamm, K. (2018). *Assessing community development and vitality: Revitalizing the Community Capitals Framework (CFF) in measurement and approach*. Engaged Scholarship Consortium. Minneapolis, MN.
8. Walker, B., **Borron, A.**, Farner, K., Matthews, P., & Wilder, S. (2018). *Reflective structured dialogue and Q-Methodology as community-engaged research tools for inclusivity and intersectionality*. International Association for Research on Service Learning and Community Engagement. New Orleans, LA.
9. *Jourdan, H., **Borron, A.**, Kurtz, H., Bustle, L., & Holt, J. (2018). *Arts-based research in food security: A dialogical tool for creating open communication in social change*. Agriculture, Food, and Human Values Society. Madison, WI.
10. *Jourdan, H., **Borron, A.**, Kurtz, H., Bustle, L., & Holt, J. (2018). *Creating the "perfect pantry": The use of creative workshops and toolkits as platforms of empowerment for individuals experiencing food oppression in food assistance programs*. Agriculture, Food, and Human Values Society. Madison, WI.
11. Kurtz, H., **Borron, A.**, Shannon, J., & Weaver, A. (2018). *The Stabilizing Lives Project: Refiguring the Pantry Client*. Agriculture, Food, and Human Values Society. Madison, WI.
12. Kurtz, H., Shannon, J., & **Borron, A.** (2018). *Empowering collectives, not assisting individuals: Community food assistance, informal social networks, and the labor of care*. American Association of Geographers, Annual Meeting, New Orleans, LA.

13. Shannon, J., **Borron, A.**, Kurtz, H., *Jourdan, H., Barrett, G., & Weaver, A. (2017). *Creating deeper engagement through photovoice and mixed methods*. Engaged Scholarship Consortium, Annual Meeting, Birmingham, AL.
14. **Borron, A.** (2017). *Deconstructing the communication researcher through the culture-centered approach*. Association of Education in Journalism and Mass Communication, Annual Meeting, Chicago, IL.
15. Forbes, B., Tucker, M., Pfeiffer, L., Halsema, M., Fernandez, J., Bracke, M., Ayres, J., & **Borron, A.** (2017). *ISSUES 360™: Students learn how to engage the public on controversial topics*. North American College and Teachers of Agriculture, Annual Conference, West Lafayette, IN.
16. **Borron, A.**, Shannon, J., Kurtz, H., Walker, B., & Holt, J. (2017). *Photovoice as a Pedagogical Tool to Examine Student Understanding*. North American College and Teachers of Agriculture, Annual Conference, West Lafayette, IN.
17. **Borron, A.**, *Gee, A., & Waddell, J. (2017). *Examining Protein Availability and Consumption Among Low-Income Families*. Agriculture, Food, and Human Values Society. Los Angeles, CA.
18. Walker, B., Matthews, P., **Borron, A.**, & O'Brien Wilder, S. (2017) *Using Q-Sort Methodology to Learn about Service-Learning: Voices from the Field*. Gulf-South Summit, Annual Conference, Greensboro, NC.
19. **Borron, A.** (2017). *Incorporating civic engagement into agricultural communication course design using the culture-centered approach pedagogical model*. Southern Association of Agricultural Scientists Annual Meeting, Agricultural Communication Division, Mobile, AL.
20. **Borron, A.**, *Urban, E., & *Cabrera, E. (2016). *Closing the professional gap between journalism and civic engagement using the culture-centered approach*. Association of Education in Journalism and Mass Communication, Annual Meeting, Minneapolis, MN.
21. Holt, J., & **Borron, A.** (2016). *Are you a food activist? Joining conversations around the world*. Association of Communication Excellence, Annual Meeting, Memphis, TN.
22. *Urban, E., & **Borron, A.** (2016). *Local and global engagement using the culture-centered approach: Creating globally competent and civically-engaged agricultural communication professionals*. 2016 Global Learning in Agriculture Conference, Virtual Conference.
23. **Borron, A.**, & *Gee, A. (2015). *Enriching student engagement through critical reflexive analysis*. North American College and Teachers of Agriculture, Annual Meeting, Athens, GA.
24. *Voigt, M., Hiney, K., Russell, M., Richardson, J., **Borron, A.**, & Brady, C. (2015). *A model for understanding and influencing human behaviors toward show horses*. Proceedings of the 11th International Equitation Science Conference, Vancouver, British Columbia, Canada.
25. *Voigt, M., Waite, K., **Borron, A.**, Hiney, K., & Brady, C. (2015). *Exhibitors' perception of management, training, and competition practices impact on horse welfare*. Proceedings of the 24th Equine Science Society Symposium, St. Pete Beach, Florida.
26. **Borron, A.**, & Loizzo, J. (2014, June). *Preparing AgComm Undergraduates for 21st Century Careers: Purdue's Service-Learning Program on Cultural Engagement in Romania*. Presentation at the National ACE Conference, Portland, OR.
27. Loizzo, J., & **Borron, A.** (2014, June). *Preparing AgComm Undergraduates for 21st Century Careers: Purdue's Project-Based, Blended-Learning, Multimedia Approach*. Presentation at the National ACE Conference, Portland, OR.

28. Tucker, M., Lillard, P., **Borron, A.**, & LeJeune, J. (2013, June). *Consumer Perceptions of Food Risk and Media System Dependency*. Paper presented at the annual conference of Agriculture, Food and Human Values Society, East Lansing, MI.
29. **Borron, A.** (2013, June). *Picturing the underserved audience: Photovoice as method in applied communication research*. Paper presented at the National ACE Conference, Indianapolis, IN.
30. **Borron, A.**, & Tucker, M. (2013). *Improving Food Safety Information Delivery*. Presentation at the National ACE Conference, Indianapolis, IN.
31. Tucker, M., & **Borron, A.** (2013). *Practical Issues Management for Land-Grant Universities*. Paper presented at the annual meeting of the Association for Communication Excellence, Indianapolis, IN.
32. Voight, M., **Borron, A.**, Croney, C., Hiney, K., Waite, K., & Brady, C. (2013). *Show horse welfare: The viewpoint of judges, stewards and show managers*. Paper presented at the 9th International Equitation Science Conference, Newark, DE.
33. Jones, C., Dutta, M., **Borron, A.**, Anaele, A., Gao, H., & Kandukuri, S. (2012). *Voices of hunger: A culture-centered approach to addressing food insecurity*. Paper presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
34. Maurer, A., & **Borron, A.** (2012, June). *Voices from the Table: Assessing the Dynamic Culture of the Food Insecure*. Paper presented at the annual meeting of the Rural Sociological Society, Chicago, IL.
35. Scherr, C. L., Brown, N. R., Cho, H., **Borron, A. S.**, Tucker, M. A., Doohan, D., LeJeune, J. T., Parker, J., & Wilson, R. S. (2011, November). *Food Safety Perceptions among African Americans and Hispanic Immigrants: Implications for Message Design and Delivery*. Paper presented at National Communication Association 97th Annual Convention, New Orleans, LA.
36. **Borron, A.**, Carroll, N., & Tucker, M. (2011, August). *Enhancing Risk Management Instruction of Undergraduate Students*. Paper presented at Annual International Meeting of the American Society of Agricultural and Biological Engineers, Louisville, KY.
37. **Borron, A.**, Maurer, A., & Tucker, M. (2011, July). *Exploring expert and consumer worldviews in food and agriculture: Implications for engaging underserved audiences*. Paper presented at Annual Meeting of the Rural Sociological Society, Boise, ID.
38. **Borron, A.**, & Tucker, M. (2010, March). *Enhancing Food Safety Communication and Education With High-Risk Audiences*. Paper presented at 2010 Food Safety Education Conference, Atlanta, GA.
39. **Borron, A.**, & Tucker, M. (2009, October). *Risk Communication with High-Risk Audiences*. Presented at the Extension Disaster Education Network Annual Meeting, Indianapolis, IN.
40. **Borron, A.** (2007, November). *Applying Social Science Disciplines to Improve Disaster Education*. Paper presented at Annual Meeting of the Extension Disaster Education Network, Hilo, HI.
41. **Borron, A.**, & Tucker, M. (2007, August). *A Conceptual Site map for Disaster Management: Sociology's Role in Risk Communication and Community Response*. Paper presented at Annual Meeting of the Rural Sociological Society, Santa Clara, CA.
42. **Borron, A.** (2007, May). *EDEN's Pandemic Preparedness for Faith-Based Organizations*. Presented at Indiana Public Health Association Spring Conference, Bloomington, IN.

*Designates graduate student research and collaboration

Peer-Reviewed Poster Presentations

1. *Jourdan, H., & Borron, A. (2018). *Arts-based research in food insecurity: A dialogical tool for creating open communication in social change*. Georgia Organics Conference, Augusta, GA.
2. *Levinson, M., *Cartwright, E., Holt, J., Rabinowitz, A., & **Borron, A.** (2018). *Farmers and surveys: Increasing farmer survey response rate*. Southern Association of Agricultural Scientists Annual Meeting, Agricultural Communication Division, Jacksonville, FL.
3. Holt, J., & **Borron, A.** (2017). *Using reflexive journaling in skills-based classes*. North American College and Teachers of Agriculture, Annual Conference, West Lafayette, IN.
4. *Dewitt, J., Holt, J., & **Borron, A.** (2017). *Integrating co-construction methods into course curricula*. North American College and Teachers of Agriculture, Annual Conference, West Lafayette, IN.
5. *Jourdan, H., & **Borron, A.** (2017). *The bridge to opening dialogue on food insecurity: A multi-layered approach to community-based participatory research using photovoice and other artistic media*. Southern Association of Agricultural Scientists Annual Meeting, Agricultural Communication Division, Mobile, AL.

*Designates graduate student research and collaboration

Web Pages

The following Web pages were created for the Extension Disaster Education Network (EDEN) in response to critical issues identified by network delegation. Content was available for Extension educators/agents and others to share with local audiences. All pages were created in a dynamic format in which new authors may assume primary authorship as it relates to areas of interest and expertise. EDEN website available at: www.eden.lsu.edu

Borron, A. & Skinner, P. (2005). Hurricanes. *Extension Disaster Education Network Issue Page*.

Borron, A. (2004). Sudden Oak Death. *Extension Disaster Education Network Issue Page*.

Borron, A. & Kenyon, S. (2003). Bovine Spongiform Encephalopathy. *Extension Disaster Education Network Issue Page*.

Borron, A. (2003). Plant & Crop Security. *Extension Disaster Education Network Issue Page*.

Borron, A. & Cain, S. (2003). Homeland Security. *Extension Disaster Education Network Issue Page*.

Online Curriculum

Borron, A., Creagh, A., & Grayson, M. (2007). Pandemic Influenza Preparedness for Faith-Based Organizations. *Extension Disaster Education Network*, online curriculum, available at: <http://eden.lsu.edu/EDENCourses/FBO/Pages/default.aspx>

EDEN Management

Borron, A., & Husband, A. (2010). *Submission and Review Guidelines: EDEN Online Topic Pages*. Extension Disaster Education Network.

Borron, A., & Cain, S. (2008). *Extension Disaster Education Network: CSREES Review Document*.

Invited Lecture

1. **Borron, A.** (2018). *Culture-centered communication and engagement amidst scientific fact, discovery, and application*. Invited lecture, Graduate seminar, Department of Plant Pathology, University of Georgia.

2. **Borron, A.** (2018). *Culture-centered communication and engagement amidst scientific fact, discovery, and application*. Invited lecture, Graduate seminar, Department of Food Science, University of Georgia.
3. **Borron, A.** (2016). *Culturally sensitive approaches to community*. Invited seminar, Graduate Scholars Leadership, Engagement, and Development Program, J. W. Fanning Institute, University of Georgia.
4. **Borron, A.** (2016). *Closing the professional gap between journalism and civic engagement using the culture-centered approach*. Invited presentation at the 6th Annual Conference on Media & the Public Sphere, Athens, GA.
5. **Borron, A.** *What is Agroterrorism and How Does It Relate to Public Health?* MPH Bioterrorism Course, Indiana University-Purdue University of Indianapolis. March 3, 2005; March 26, 2006; October 20, 2007; October 14, 2008; June 10, 2009; June 9, 2010. Audience: Graduate students in the public health program.

Speaking Engagements

1. *What is the Place of Applied Rural Sociology in a Changing World?* Panel Discussion in the Applied & Extension Research Interest Group Business Meeting. Annual Meeting of the Rural Sociological Society: Chicago, IL. July 27, 2012.
2. *Enhancing Food Safety Communication and Education with High-Risk Audiences*. Youth Development and Agricultural Education Brownbag Series: Purdue University, September 2010.
3. *Educational and Collaboration Opportunities in Agrosecurity & Food Defense*. National ANR Program Leaders Meeting: Orlando, FL. February 25, 2009. Audience: Extension program leaders for agriculture and natural resources.
4. *EDEN Overview*. Western EDEN Regional Animal Agrosecurity Conference: Denver, CO. May 21, 2008. Audience: Agency representatives playing a role in an animal agrosecurity event.
5. *EDEN Overview*. Northeast and Mid-Atlantic EDEN Regional Animal Agrosecurity Conference: Harrisburg, PA. March 27, 2007. Audience: Agency representatives playing a role in an animal agrosecurity event.
6. *EDEN 101 Orientation*. EDEN Annual Meeting: Nashville, TN. November 1, 2006. Audience: EDEN Delegates and Points of Contact representing 35+ states.
7. *EDEN's Role in a Disaster*. The Emergency Information Infrastructure Project: Indianapolis, IN. June 14, 2006. Audience: Emergency management and public health professionals.
8. *Hurricane Katrina Response Panel*. EDEN Annual Meeting; Fargo, ND. October 19, 2005. Audience: EDEN Delegates and Points of Contact representing 35+ states.
9. *EDEN Communication in All Phases of Disaster*. Extension Disaster Education Network Annual Meeting; Fargo, ND. October 19, 2005. Audience: EDEN Delegates and Points of Contact representing 35+ states.
10. *Disaster Preparedness and EDEN*. Indiana Rural Health Association Annual Meeting; French Lick, IN. June 8, 2005. Audience: County and state public health professionals.
11. *Disaster Preparedness and EDEN*. Priester Conference, Lexington, KY. April, 2005. Audience: Extension Educators and Specialists.

12. *EDEN Tech Tutorial: Building EDEN Web Pages and the Catalog*. EDEN Annual Meeting, State College, PA. October 12, 2004. Audience: EDEN Delegates and Points of Contact representing 35+ states.
13. *Integrating Extension Communication and Technology to Mitigate Natural Hazards and Security Threats*. National Extension Technology Conference, West Lafayette, IN. September, 2004. Audience: Extension educators and specialists.
14. *Homeland Security*. Ladies Day – Huntington County 4-H Fair, Huntington, IN. July 28, 2004. Audience: Purdue Extension Homemakers.
15. *EDEN Overview*. National CAPS Meeting, Las Vegas, NV. December 4, 2003. Audience: SPRHs, SPHD, APHS, NPAG, Plant specialists/diagnosticians representing 50 states and a number of territories.
16. *Using the Dynamic Internet-Based Page Authoring Tool on the EDEN Web Site*. EDEN Annual Meeting, Denver, CO. October 1, 2003. Audience: EDEN Delegates and Points of Contact representing 30+ states.
17. *Establishing a Cooperative, Interactive Network Between the Purdue Cooperative Extension Service and the Indiana State Department of Health*. Mid-America Regional Public Health Leadership Institute (MARHPLI) 12-Month Meeting, Utica, IL. September 11, 2003. Audience: MARPHLI Fellows
18. *Indiana Biosecurity: Multi-Agency Response Efforts*. Mid-America Regional Public Health Leadership Institute (MARHPLI) 12-Month Meeting, Utica, IL. September 9, 2003. Audience: MARPHLI Fellows
19. *Homeland Security Network Initiative 2003*. Fort Wayne Farm Show, Ft. Wayne, IN. Jan. 16, 2003. Audience: Area agricultural and horticultural producers.
20. *Cataloging in the EDEN Database*. EDEN Annual Meeting, Charleston, SC. October 31, 2002. Audience: EDEN Delegates and Points of Contact representing 30+ states.

Other Productions and Projects

- Borron, A., Goetz, B., Koch, B., Morgan, V., & Annarino, D. (2009). *Extension Disaster Education Network: Reducing the impact of disaster*. Promotional publication written and designed for use with EDEN stakeholders at the federal, state, and local levels.
- Borron, A., Carrier, W., O'Neil, J., & Zwirn, E. (2003). *Meddling With the System: An Unexpected Migrating Virus*. Case Study in Assessment and Assurance for the Mid-America Regional Public Health Leadership Institute, School of Public Health, University of Illinois Chicago. Available at: <http://www.uic.edu/sph/phtpg/Content/Documents/LinksResources/CaseStudyLibrary/Y11/MeddlingWithTheSystem.pdf>
- Borron, A. (2003). *Indiana Biosecurity: Multi-Agency Response Efforts*. Mentor/Agency Project for the Mid-American Regional Public Health Leadership Institute, School of Public Health, University of Illinois Chicago. This project organized a roundtable discussion of state agency representatives to discuss individual roles and responsibilities, as well as identify collaborative strengths and weaknesses, as it related to a mock animal disease outbreak.
- Borron, A., Carrier, W., O'Neil, J., & Zwirn, E. (2003). *Establishing a Cooperative, Interactive Network between the Purdue Cooperative Extension Service and the Indiana State Department of Health*. Technical Assistance Group Project for the Mid-America Regional Public Health Leadership Institute, School of Public Health University of Illinois Chicago. This project developed a mock

website to demonstrate the collaborative potential and pooling of resources between Purdue Extension and the Indiana State Department Health.

Professional Instruction

Indiana DHS Effective Communication Course. Grissom Air Force Base, Peru, IN. September 5 – 7, 2007.

Audience: Local emergency responders.

Indiana DHS Basic Public Information Officer Course. Camp Atterbury, Edinburgh, IN. August 11 – 13,

2006. Audience: Local emergency responders.

Indiana SEMA Effective Communication Course. Grissom Air Force Base, Peru, IN. July 18 – 20, 2006.

Audience: Local emergency responders.

Indiana SEMA Base PIO Course. Grissom Air Force Base, Peru, IN. July 26 – 28, 2005. Audience: Local

emergency responders.

Indiana SEMA Effective Communication Course. Camp Atterbury, Edinburgh, IN. January 21 – 23, 2005.

Audience: Local emergency responders.

Indiana SEMA Basic Public Information Officer Course. Grissom Air Force Base, Peru, IN. June 29 – July 1,

2004. Audience: Local emergency responders.

Moderating/Facilitating

Models of Community Engagement. Annual Meeting of the Rural Sociological Society: Boise, ID. July 29,

2011. Audience: Rural sociologists.

H1N1 Pandemic Preparedness Webinar. Extension Disaster Education Network. August 25, 2009.

Audience: Extension professionals throughout the Land-Grant System.

Extension's Role (4-H) in a Disaster. Southern Region Program Leaders Meeting: San Juan, Puerto Rico.

August 28, 2006. Audience: 4-H educators/agents representing the Southern Region.

The Perceptions, Opinions, and Knowledge of Medical Professionals Regarding Bioterrorism Threats.

Natural Hazards Workshop, Boulder, CO. July 14, 2004. Audience: National, state, and university researchers and professionals.

Grant and Funding Activity

1. Rabinowitz, A., **Borron, A.**, Holt, J., Perry, C., Porter, W., & Vellidis, G. (2018). *Measuring sustainability and technology adoption to increase irrigation water use efficiency in peanut production.* Grantor: Mars, Inc. [\$50,000]. Co-PI.
2. **Borron, A. (2018).** *Assessing community development and vitality: Revitalizing the Community Capitals Framework (CFF) in measurement and approach.* UGA Public Service Outreach Fellowship Program in partnership with the J. W. Fanning Institute. [\$15,000 / \$15,000 to Borron]. PI.
3. Rabinowitz, A., Porter, W., Vellidis, G., Perry, C., Holt, J., **Borron, A.**...Utlely, S. (2018). *Enhancing irrigation efficiency through in-depth education to mitigate risks of agricultural water use. Southern Extension Risk Management Education.* \$49,999. Recommended for Funding.
4. **Borron, A. (2018).** *FY18 International Travel Funding.* UGA CAES. [\$2,000]

5. **Borron, A.** (2017). *Leadership development and strong communities: A mixed methods approach to impact prediction and evaluation*. UGA Public Service Outreach Fellowship Program in partnership with the Fanning Institute. Total \$15,000.
6. Shannon, J., **Borron, A.**, & Kurtz, H. (2016). *Stabilizing lives: Pilot program in new food pantry model*. Research agreement with the Atlanta Community Food Bank. Total: \$23,823.
7. **Borron, A.**, Holt, J., Loizzo, J., & Vlad, T. (2015). *Romania: Culture-Centered Communication and Engagement*. Grantor: Academic Programs Section Innovation Teaching Awards, Association of Public and Land-Grant Universities. Grant amount: \$2,000 (with match from UGA College of Agricultural and Environmental Sciences). Total: \$4,000.
8. **Borron, A.** (2015). UGA Service-Learning Fellowship. Funding source: UGA Office of Service-Learning. Total award/grant: \$2,500.
9. Waddell, J., & **Borron, A.** (2014). *Increasing protein availability and consumption in low-income households of the Greater Lafayette area*. Grantor: AgSEED. Grant amount: \$47,336
10. **Borron, A.** (2014). *Culture-centered engagement in university outreach: A critically examination of the undergraduate student*. Grantor: Agricultural Research at Purdue Assistantships in Food and Agriculture. Grant amount: \$37,000. Funding Period: 2014-2015. Role: PI.
11. Loizzo, J., **Borron, A.**, & Tucker, M. (2014). *Engaging new audiences through science communication*. Grantor: Purdue Ag Alumni Trust Fund. Grant amount: \$3,200. Funding Period: 2014. Role: Co-PI.
12. Loizzo, J., **Borron, A.**, & Tucker, M. (2014). *Multimedia kits for science communication*. Grantor: Purdue University, Provost's Instructional Equipment Program. Grant amount: \$7,552.53. Funding Period: 2014. Role: Co-PI.
13. **Borron, A.** (2013). *Cultural Engagement and Professional Development in Agricultural Communication: Service-Learning Program in Romania*. Grantor: Purdue University International Programs. Grant amount: \$9,000. Funding Period: 2014. Role: PI.
14. **Borron, A.** (2012). *Heifer Romania: A Culture-Centered Service-Learning Program in Agricultural Communication*. Grantor: Purdue University International Programs. Grant amount: \$2,800. Funding Period: 2013. Role: PI.
15. Cain, S., & **Borron, A.** (2008). *National EDEN Homeland Security Initiative*. Grantor: USDA-CSREES. Grant amount: \$230,000. Funding Period: 2008-2009. Role: CO-PI.
16. Tucker, M., **Borron, A.**, & Cho, H. (2007). *Enhancing Communication with At-Risk Audiences: Innovative Information Strategies to Encourage Recommended Food Safety Behaviors*. Grantor: USDA-CSREES-NIFSI. Grant amount: \$434,976. Funding Period: 2007-2011. Role: CO-PI.
17. Cain, S., & **Borron, A.** (2007). *National EDEN Homeland Security Initiative V*. Grantor: USDA-CSREES. Grant amount: \$370,000. Funding Period: 2007-2008. Role: CO-PI.
18. Cain, S., & **Borron, A.** (2006). *Strengthening Extension's Role in Animal Emergencies and Agrosecurity Events*. Grantor: USDA-CSREES. Grant amount: \$190,000. Funding Period: 2006-2008. Role: CO-PI.
19. Cain, S., & **Borron, A.** (2006). *National EDEN Homeland Security Initiative IV*. Grantor: USDA-CSREES. Grant amount: \$283,635. Funding Period: 2006-2007. Role: CO-PI.
20. Cain, S., & **Borron, A.** (2005). *National EDEN Homeland Security Initiative III*. Grantor: USDA-CSREES. Grant amount: \$253,000. Funding Period: 2005-2006. Role: CO-PI.

21. Cain, S., & Borron, A. (2004). *National EDEN Homeland Security Initiative*. Grantor: USDA-CSREES. Grant amount: \$230,000. Funding Period: 2004-2005. Role: CO-PI.

Awards

1. **Public Service and Outreach (PSO) Fellowship**, Public Service & Outreach, University of Georgia. Project in collaboration with J. W. Fanning Institute for Leadership and Development (UGA PSO Unit), Faculty Fellow, Fall 2018
2. **Service-Learning Research Excellence Award**, Office of Service Learning, University of Georgia, 2018
3. **Teaching Academy Fellows Program**, University of Georgia, Faculty Fellow, 2017-2018
4. **Public Service and Outreach (PSO) Fellowship**, Public Service & Outreach, University of Georgia. Project in collaboration with J. W. Fanning Institute for Leadership and Development (UGA PSO Unit), Faculty Fellow, Fall 2017
5. **Global Thinking Academy Fellows Program**, University of Florida, Faculty Fellow, 2016-2017
6. **Teaching Award of Merit**, North American Colleges and Teachers of Agriculture (NACTA), 2016
7. **Top Paper Award**, Special Research Call on Revitalizing the Bonds of Journalism, Citizenship and Democracy (Association of Education in Journalism and Mass Communication, Kettering Foundation), 2016
8. **Service-Learning Fellowship**, Office of Service Learning, University of Georgia, Faculty Fellow, 2015-2016.
9. **Educator Award**, North American Colleges and Teachers of Agriculture (NACTA), 2015
10. **Teaching Academy**, Purdue University, Associate Member Inductee, 2012 – 2015.
11. **Academic Programs Section Innovation Teaching Award**, Association of Public and Land-Grant Universities (APLU) (2015)
12. **Outstanding Dissertation Award**, Association of Communication Excellence (2013)
13. **Gold Award (Writing for targeted publics) – Eat Clean! Safer Vegetables for Family, for Health –** Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (2013)
14. Harlan W. & Dorothy W. Parr Scholarship (\$1,250), 2007

FELLOWSHIPS

Public Service Outreach (PSO) Fellowship Program, University of Georgia, Fanning Institute, 2018-2019

Teaching Academy Fellows Program, University of Georgia, 2017-2018

Public Service Outreach (PSO) Fellowship Program, University of Georgia, Fanning Institute, 2017-2018

Global Thinking Academy, Fellows Program, University of Florida, 2016-2017

Service-Learning Fellows Program, Office of Service Learning, University of Georgia, 2015-2016

Professional Development

Reflective Structured Dialogue Training, J.W. Fanning Institute for Leadership Development, University of Georgia, Nov. 9 & 10, 2017 (14 hours)

Emergency Management Institute, *Advanced Public Information Officers Course*, 2005

Office of Domestic Preparedness, *Weapons of Mass Destruction: Incident Management/Unified Command*, 2004

State Emergency Management Agency, *Presentation Skills Course, Certified Emergency Management Instructor*, 2004

Board of Animal Health, *Security Level II Training in the Incident Command System (ICS)*, 2004

Federal Emergency Management Agency, *Basic Incident Command System*, 2004

Indiana State Emergency Management Agency, *Animals in Disaster*, 2003

Mid-America Regional Public Health Leadership Institute (MARPHLI) Fellow, 2002-2003

Committees

International

International Advisory Committee – Babeş-Bolyai University, Cluj-Napoca, Romania, 2018 - present

National

National Agricultural Communication Symposium

Secretary – 2016; Vice President – 2017; President – 2018; Past-president - 2019

RIDGE Center for Targeted Studies—Doctoral Dissertation Research Grant Program, Review Committee Member, 2015 – 2016

Experiment Station Committee on Organization and Policy – Social Sciences Subcommittee (ESCOP SSSc), Member, 2013 – Present

NCERA – Issues Management, 2012-2014

Executive Committee, Extension Disaster Education Network, 2002-2009

Homeland Security Subcommittee, Extension Disaster Education Network, 2002-2006

Soybean Rust Ad Hoc Committee (National Plant Diagnostic Network), 2004-2005

Information Clearinghouse Committee, Extension Disaster Education Network, 2004-present

Marketing Committee, Extension Disaster Education Network, 2004-present

State

Steering Advisory Committee, Indiana State Department of Health Food Security Tabletop Exercise, 2004-2005

Indiana Invasive Species Web Site Development (consultant on Web design/structure), 2003-2004

County

Tippecanoe County (Indiana) Pandemic Influenza Planning Committee, 2007-2009

University of Georgia

University of Georgia Faculty Council, 2018-2021

Intercultural Engagement Committee, Graduate School, University of Georgia, 2016 – present

UGA College of Agricultural and Environmental Sciences Faculty Council, 2018-21

Faculty Affairs & Grievances – UGA College of Ag & Environmental Sciences, 2017-2019

CAES Administrative Search Committee – Asst. Dean of Academic Programs – July – October 2017

CAES Impact Reporting Committee – May 2017 – present

ALEC Faculty Search Committee – Agricultural Leadership, Athens Campus – January 2017 - present

ALEC Graduate Admissions Committee – July 2016 – present

Cultural Competency Committee – Development of Graduate Certificate, University of Georgia –
December 2016 - present

ALEC Faculty Search Committee – Agricultural Education, Tifton Campus – November 2016 – present

ALEC Faculty Search Committee – Agricultural Education, Athens Campus – November 2016 – present

ALEC Ph.D. Development committee (chair for Phase 1, conceptual development – January through
August; AgComm representative and member for Phase 2, proposal development – August
through present)

ANR Extension Coordinators Committee, ALEC Representative, 2015 – present

Purdue University

Extension Communications Committee, Purdue University, 2014

Agenda & Policy Committee, Purdue College of Agriculture, 2013-2014

Honors Committee, Purdue College of Agriculture, 2012-2014

Center on Public Health Iniquity, Purdue Regenstrief, 2012-2014

Recruitment & Retention Sub-committee, College of Agriculture, 2010-2012

STEM Career Development Scholarship/Fellowship Program Application Review Committee, Purdue
Homeland Security Institute, 2008

ECD Marketing Team (Team leader), 2007-2009

Purdue Extension's Economic & Community Development Strategic Communications Work Team, 2007-
2009

Agricultural Communication Academic/Professional Promotional Committee (fixed terms), 2003-2005,
2007-2008

Purdue Extension Means Business Web site Development Committee, 2005-2006

Agricultural Communication Marketing Committee, 2004-2009

County Extension Marketing Committee, 2003-2009

College Service

Leadership Development Certificate Program (Student Mentor), College of Agriculture, Purdue University, 2010-2014.