

Jeffrey L. Birdsell

Education

2010- 2015 The University of Texas at Austin

Ph.D. Communication Studies (emphasis in Organizational Communication & Technology)

Dissertation title: Dogging it at work: Developing and performing organizational routines as a Minor League Baseball mascot (Dr. Larry Browning, Advisor; Drs. Brenda Berkelaar, Jürgen Streeck, Barry Brummett, B. Christine Green, Committee)

2007- 2009 San Diego State University

M.A. Communication (emphasis in Journalism and Media Studies)

Thesis: Changing marketing stories into “my” stories: organizational story change over time and teller (Dr. Joel Davis, Committee Chair; Drs. Valerie Barker & Wayne Beach, Committee)

1999- 2003 Point Loma Nazarene University

B.A. Management and Organizational Communication

Academic Appointments

2016-present	Assistant Professor	Point Loma Nazarene University
2014-2016	Assistant Professor	George Fox University
2011-2014	Assistant Instructor	The University of Texas at Austin
2010-2014	Adjunct Instructor	Concordia University Texas
2014	Teaching Assistant	The University of Texas at Austin
2010-2013	Tutor/Mentor	The University of Texas at Austin (Intercollegiate Athletics)
2008-2009	Teaching Assistant	Point Loma Nazarene University

Courses Taught

Introductory Courses

Principles of Human Communication

Introduction to Communication

Professional Communication Skills

Fundamentals of Human Communication

Organizational Communication Courses

Organizational Communication (Graduate and Undergraduate)

Training and Development

Small Group Communication

Team Based Communication

Group Dynamics

Additional Communication Courses

Introduction to Empirical Research in Communication

Communication Theories and Research Methods

Introduction to Communication Research Methods

Persuasive Communication

Field Experience/Professional Communication Activities

Writing for the Mass Media

Diffusion of Innovations

Interdepartmental Courses

Knowing and Being Known (First Year Seminar)

Publications

Berkelaar, B. L., **Birdsell, J. L.** & Scacco, J. M. (2016). Storying the digital professional: How online screening shifts the primary site and authorship of workers' career stories. *Journal of Applied Communication Research* 44(3). doi: 10.1080/00909882.2016.1192287

Jones, K. & **Birdsell, J. L.** (2015). Teaching at-risk high school students communication competence skills through facework and improved self-monitoring. *International Journal of Education and Social Sciences*, 2(10), 111-118.

Berkelaar, B.L., Scacco, J., **Birdsell, J.L.** (2015). The worker as politician: How electoral heuristics and online information shape personnel selection and careers. *New Media & Society*, 17(8), 1377-1396. doi: 10.1177/1461444814525739

Ishak, A. W., Pastorek, A., Merola, N. A., Mack, A., **Birdsell, J. L.** (2014). Working in Teams. In J. L. Ford, K. Stimpson, & J. A. Daly (Eds.). *Professional Communication Skills*. Boston, MA: Pearson.

Conference presentations

Peer Reviewed

Birdsell, J.L. (2017, May). *Life at college is like...Metaphors of studenthood and their modifications*. Paper presented at the International Communication Association Meeting, San Diego, CA.

- Birdsell, J.L** (2016, November). *Academics who work (second jobs)*. Panel created for the National Communication Association Meeting, Philadelphia, PA.
- Birdsell, J.L** (2016, November). *What color is Spike's Collar?*. Paper presented at the National Communication Association Meeting, Philadelphia, PA.
- Jones, K. T., **Birdsell, J.L** (2015, November). *Embracing opportunities to change lives: Teaching at-risk high school students communication competence skills through facework and improved self-monitoring*. Paper presented at the National Communication Association Meeting, Las Vegas, NV. *Top Four Paper in Communication Apprehension and Competence Division*.
- Birdsell, J.L** (2014, November). *Sniffing out boundaries of performance in a dog costume: Learning my role as a Minor League mascot*. Paper presented at the National Communication Association Meeting, Chicago, IL.
- Birdsell, J.L**, Faina, J.M. (2014, November). *The Student as Citizen Metaphor*. Paper presented at the National Communication Association Meeting, Chicago, IL.
- Berkelaar, B.L., **Birdsell, J.L**, Scacco, J. (2013, November). *Storying the digital professional: How online screening practices are changing personnel selection and employability*. Paper presented at the National Communication Association Meeting, Washington, DC. *Top Four Paper in Organizational Communication Division*.
- Birdsell, J.L** (2013, November). *Who am I? What do I do? What if that changes? Toward a comprehensive strategy guide for career identity shifting*. Paper presented at the National Communication Association Meeting, Washington, DC.
- Berkelaar, B.L., Scacco, J., **Birdsell, J.L**. (2013, June). *The worker as politician: How electoral heuristics and online information shape personnel selection and careers*. Paper presented at the International Communication Association Meeting, London, UK.
- Birdsell, J.L** (2013, April). *Advancing the student as investor metaphor by reconceptualizing the "career student" to advance the American Dream*. Paper presented at the UT American Studies Graduate Student Conference, Austin, TX.
- Birdsell, J.L** (2013, February). *Organizing with the body, in the booth, and through the camera: the role of broadcaster gestures in Monday Night Football*. Paper presented at the International Association for Communication and Sport Summit, Austin, TX.
- Birdsell, J.L** (2012, November). *Changing brand stories into personal stories: Word of mouth communication in interaction*. Paper presented at the National Communication Association Meeting, Orlando, FL.
- Birdsell, J.L** (2012, November). *Lists and stories on campus tours*. Paper presented at the National Communication Association Meeting, Orlando, FL.
- Birdsell, J.L** (2012, March). *Embodied organization of televised football commentary*. Paper presented at the UNT New Voices, New Perspectives Student Research Conference, Denton, TX.
- Birdsell, J.L**, LeFebvre, L., Blackburn, K., Browning, L.D. (2011, November). *Racing David Boje: Utilizing Emma's story to explore antenarrative analysis* Paper presented at the National Communication Association Meeting, New Orleans, LA.
- Birdsell, J.L** (2011, March). *Grandpas are what makes time travel possible: A comparison of natural history interview data and time travel storifying in interaction*. Paper presented at the UNT New Voices, New Perspectives Student Research Conference, Denton, TX.

Birdsell, J.L (2010, June). *Twitter: A year in review*. Paper presented at the North American Coalition for Christian Admissions Professionals Conference, Mishawaka, IN.

Birdsell, J.L (2009, June). *University stories in interaction*. Paper presented at the North American Coalition for Christian Admissions Professionals Conference, Cedarville, OH.

Birdsell, J.L (2006, June). *But I'm White: Recruiting "diverse" students without being "diverse"*. Paper presented at the North American Coalition for Christian Admissions Professionals Conference, Asbury, KY.

Birdsell, J.L (2006, June). *I got a "C" in statistics: Basic statistics that bring profound understanding*. Paper presented at the North American Coalition for Christian Admissions Professionals Conference, Asbury, KY.

Invited Presentations

Knowing the role and playing it to the hilt: Improving Front Line Employee performance in the ballpark. Marketing Team, Round Rock Express (May, 2015)

Embodying organizational spirit. "Hype Squad" and "Hook 'Em" performers of UT Austin (July, 2014)

Mythbusters: Teamwork edition. Subiendo Academy, McCombs School of Business Hispanic Leadership Initiative, UT Austin (February, 2014)

Keynote address: Service-learning in the classroom and for my career. Graduate Student Workshop, The Longhorn Center for Civic Engagement, UT Austin (November, 2013).

Storytelling in the stadium. The Megaphone Show, The New Movement Theater, Austin (October, 2013).

Reflections on Service Learning. Academic Counselor's Association Professional Development Day, UT Austin (February, 2013)

Fisher's Narrative Paradigm in Organizational Research. Graduate Narratives course, UT Austin (September 2012)

Organizing and Delivering Persuasive Presentations. Undergraduate Capstone course, Concordia University (November, 2011)

Communicating Bad News. Office of Undergraduate Admissions, UT Austin (February, 2011)

Building a Competitive Application: What creates separation in the application process. AVID Coordinators Workshop, San Diego County Office of Education (May, 2007)

Research completed and in progress

Conference Presentation

Birdsell, J.L (2017, November). *Composing characters for commerce: Improving front-line employee performance through identity management techniques*. Training created for the National Communication Association Meeting, Dallas, TX.

Manuscripts in Preparation

Birdsell, J.L. Life at college is like...Metaphors of studenthood and their modifications. Manuscript in preparation for submission to *Communication Education*

Birdsell, J.L. Becoming the face of the organization: Establishing an embodied role through mascot performance. Manuscript in preparation for submission to the *Journal of Contemporary Ethnography*

Professional organizations

National Communication Association (2010-present)

International Communication Association (2016-present)

International Association of Communication and Sport (2013)

Awards and honors

Teaching

Recognition for "support and guidance to students with disabilities" and "positive contribution to their academic endeavors" (2014, Division of Diversity and Community Engagement)

Academic Service Learning Course of the Year (2013, Longhorn Center for Civic Engagement)

Research

Finalist, UT Dissertation of the Year (2015)

Top 4 Paper Award (2015), National Communication Association, Communication Apprehension and Competence Division. Embracing opportunities to change lives: Teaching at-risk high school students communication competence skills through facework and improved self-monitoring (K. Jones, **J.L. Birdsell**)

Top 4 Paper Award (2013), National Communication Association, Organizational Communication Division. Storying the digital professional: How online screening practices are changing personnel selection and employability (B. L. Berkelaar, **J.L. Birdsell**, & J. Scacco)

Student Scholarship Supervision

Undergraduate Paper of the Year (2016), George Fox University Department of Communication, Journalism, and Cinematic Arts (S. Biever)

Continuing education

Graduate Teaching Scholar Certificate (2012, The University of Texas at Austin Center for Teaching and Learning)