

LEAH WAKS, Ph. D.

Department of Communication
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PROFESSIONAL PROFILE

Extensive experience in higher education administration, advising and instruction including directing an undergraduate academic unit and the Honor's program, planning academic curricula, directing Honor's theses and serving on Doctoral dissertation committees, teaching and developing courses in Communication, and collaborating and interacting with faculty in academic matters and research.

EDUCATION

Ph.D.	1990	University of Michigan, Ann Arbor, Michigan Mass Communication
B.A.	1980	Tel-Aviv University, Tel-Aviv, Israel Dual Degree: World History; English & American Literature

APPOINMENTS & RESPONSIBILITIES**Administration**

Director of the Undergraduate Studies Program, Department of Communication, University of Maryland, College Park. *1998 - Present.*

- Leading academic and administrative initiatives and activities of the undergraduate program in the Department of Communication, a Limited Enrollment Program (LEP) in the College of Arts of Humanities. The program enrolls approximately 900 students in two campuses (i.e. College Park and Universities at Shady Grove)
- Chairing the Undergraduate Studies Committee and reviewing and revising the undergraduate academic curriculum
- Offering a vision for the undergraduate program and its implementation in collaboration with faculty
- Supervising the advising office with a staff of five to ensure the implementation of advising policies and procedures

- Planning academic offerings for undergraduate students in collaboration with the faculty
- Overseeing the scheduling of classes and assisting in the assignment of teaching assistants and instructors
- Nominating students for scholarships and awards
- Directing the Departmental Honors Program
- Initiating retention activities and participating in ARHU recruitment activities for incoming students (including student orientations, Visit Maryland Day, Academic Talent Day, Freshmen Connection, and workshops for students in Letters & Sciences)
- Overseeing the internship program
- Coordinating activities with the Office of the Dean for Undergraduate Studies, the College of Arts and Humanities, College Park Scholars, the University Honors Program, and others on campus to introduce interdisciplinary co-and extra-curricular activities
- Overseeing the spring and fall departmental commencements
- Mentoring and supervising undergraduate Communication student organizations (Undergraduate Communication Association and Lambda Pi Eta (Communication Honors Society))
- Promoting relationships with Alumni and the Alumni Advisory Board

Director of the UMCP Communication Undergraduate Program Universities at Shady Grove (USG). *2004 - Present*

Participated in the initiation and the negotiation for the B.A. program in Communication; Introduced and implemented a concentration with a focus on communication and digital Media

- Providing the vision for the University of Maryland Communication undergraduate program at USG
- Initiating recruiting and retention activities in the community colleges and participating in recruitment activities for incoming transfer students
- Promoting student engagement and experiential learning
- Supervising student advising and program administration at USG to ensure that the advising procedures at USG are comparable to that at College Park
- Overseeing the planning of semester academic offerings for the undergraduate students
- Regularizing special topic courses
- Nominating students for scholarships and awards

Academic Teaching and Mentorship Positions

- ◆ Senior Lecturer, University of Maryland, Department of Communication, College Park, Maryland, *2005 – Present*
- ◆ Lecturer, University of Maryland, Department of Communication, College Park, Maryland, *1995 – 2004*
- ◆ Adjunct Graduate Faculty, Department of Communication, University of Maryland, College Park, MD. Serves on graduate committees. *1998 – Present*

Currently, serving on the following students' dissertation committees:
Sreashi Das; Savreen Hundall; Irina Iles; Amanda Irions; Rong Ma; Zexin Ma; Josie Moore (Co-Chair); Bo Yang; Eva Zhao

Prospectus committee:
Yiwen Dai; Mengqi Zhan;

Past completed doctoral dissertation committees:
Deepa Anagondahalli; Jenny Bourne; Elena Bessarbova; Sabine Chai; Steven D. Cohen; Bing Han; Jareem Hongmei Shen; Ahnlee Jang; Melissa Janoske; Janna Karavanov; areem Kim; Ling Na; Wang Qui; Lin Zhu

- ◆ Director of Communication Honors Program, Department of Communication, University of Maryland, College Park, MD. Supervises undergraduate students independent studies and undergraduate Honor's theses *1998– Present*

Teaching and course development

Courses taught at the University of Maryland, College Park, MD *1995 - Present*

- ◆ COMM107: *Oral Communication*
- ◆ COMM250: *Introduction to Communication Inquiry*
- ◆ COMM388: *Communication Practicum* (planning and mentoring students in experiential learning and civic engagement projects)
- ◆ COMM400: *Communication Research Methods*
- ◆ COMM402: *Communication Theory and Process*
- ◆ COMM420: *Small Group Communication*
- ◆ COMM421: *Communicating Leadership*
- ◆ COMM475: *Persuasion*
- ◆ COMM489: *Independent Study*

Courses and programs developed at the University of Maryland, College Park, MD

- ◆ COMM421: *Communicating Leadership*
- ◆ COMM298L: *Speak Up!: People, Publics, and You*
Special topic course offered as a high school summer camp course
- ◆ Learning Community: *Communication and Advocacy*
A learning community offered to incoming freshmen that includes extracurricular activities and experiential learning

Service

Membership and Committee service at the University of Maryland

- ◆ Co-Chair of the Academy for Excellence in Teaching and Learning
- ◆ Chairing the Undergraduate Program Committee
- ◆ The Committee on Interdisciplinary Education Strategies (CIPES) – planning committee (Shady Grove)
- ◆ The Center for Teaching Excellence (Lilly Fellow)
- ◆ Academy for Excellence in Teaching and Learning (AETL Fellow)
- ◆ Center for Leadership and Organizational Change (member of the Peer Consulting Network)
- ◆ Campus Assessment Working Groups
- ◆ The Center for Health and Risk Communication, Department of Communication

PUBLICATIONS (Refereed)

Iles, I., Atwell Seate, A., & Waks, L. (2017). Stigmatizing the Other: An exploratory study of unintended consequences of eating disorder public service announcements. *Journal of Health Psychology, 22*(1), 120-131.

Iles, I., Atwell Seate, A., & Waks, L. (2016). Eating disorders public service announcements: Analyzing effects through an intergroup affect and stereotype perspective. *Health Education, 116*(5), 476-488.

Chung, S., Fink, E. L., Waks, L., Meffert, M. F., & Xie, X. (2012). Sequential information integration and belief trajectories: An experimental study using candidate evaluations. *Communication Monographs, 79*, 160-180

Briones, R., Nan, X., Madden, K., & Waks, L. (2011). When vaccines go viral: An analysis of HPV vaccine coverage on YouTube. *Health Communication, 27*(5), 478-85

Madden, K, Nan, X, Briones, R. & Waks, L. (2011). Sorting through search result: Content analysis of HPV vaccine information online. *Vaccine, 30* (25):3741-6. doi: 10.1016/j.vaccine.2011.10.025

- McComas, K. A., Simone, L., Waks, L., & Sherman, L. A. (2007). Predicting satisfaction and outcome acceptance with advisory committee meetings: The role of procedural justice. *Journal of Applied Social Psychology*, 37, 905-927.
- Besley, J. C., McComas, K.A., & Waks, L. (2006). Media use and the perceived justice of local science authorities. *Journalism and Mass Communication Quarterly*, 83, 801-818.
- Meffert, M. F., Chung, S., Joiner, A. J., Waks, L., & Garst, J. (2006). The effects of negativity and motivated information processing during a political campaign. *Journal of Communication*. 56, 27-51.
- Cai, D. A., & Waks, L. (2002). What we still need to know about Chinese negotiation. In W. Jia., X. Lu., X., & Heisey, D. R. (Eds.), *Chinese communication theory and research: Reflections, new frontiers, and new directions* (pp. 177-193). Westport, CT: Ablex Publishing.
- Allen, R.L. & Waks, L. (1990). The social reality construction of attitudes toward the social roles of women and African Americans. *Howard Journal of Communications*, 170-191.

WORK IN PROGRESS

Iles, I., Waks, L., Atwell Seate, A., Hundal, S., Irions, A. (preparing manuscript for submission). The impact of listener gender and year in college on responses to stigmatizing rape disclosures: Testing a model of conditional moderated mediation.

CONFERENCE PRESENTATIONS (Refereed)

- Chung, S., Fink, E. L., Waks, L., Meffert, M. F., Xie, G. (2014, November). The evaluation of candidate evaluation via information integration: Trajectories resulting from multiple messages. Paper presented at the National Communication Association, San Francisco, CA.
- Chung, S., Waks, L., Meffert, M. F., & Xie, X (2007, May). *Voters' motivation and Information processing: A model of motivated information processing in a political Campaign*. Paper presented at the annual conference of the International Communication Association, San Francisco, CA.
- Chung, S., Waks, L., Meffert, M. F., & Xie, X., (2006, November). *Motivated information processing in political campaigns: Evidence from belief trajectories*. Paper presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Meffert, M., Chung, S., Joiner A., Waks, L., & Garst, J. (2003, May). *Motivated*

information search and candidate evaluations: On-line versus memory-based process models. Paper presented at the annual conference of the International Communication Association, San Diego, CA.

Garst, J. & Waks, L. (2002, July). *Effects of advertising on men and women's gender roles attitudes.* Paper presented at the annual conference of the International Communication Association in Seoul, Korea.

Meffert, M. F., Chung, S., Joiner A. J., Garst J., & Waks, L. (2002, July). *Motivated information processing and in a dynamic political campaign environment: The effects of message valence and congruency.* Paper presented at the annual conference of the International Communication Association, Seoul, Korea.

Meffert, M. F., Chung, S., Joiner A. J., Garst J., & Waks, L. (2002, August). *Motivated information processing in negative campaigns: The dynamics of formation of candidate evaluations.* Paper presented at the annual meeting of the American Political Science Association, Boston, MA.

Waks, L., & Cai, D. A. (1998, July). *Framing cross cultural communication in organizations.* Presentation at the International Communication Association, Jerusalem, Israel.

Cai, D., & Waks, L. (1998, July). *Beyond conflict styles: Re-examining Chinese conflict behavior.* Paper presented at the International Communication Association, Jerusalem, Israel.

Waks, L., & Allen, R., L. (1991, May). *Communication and beliefs about distributive justice: Are there gender differences in concepts of equality?* Paper presented at the International Communication Association, Chicago, IL.

Waks, L., & Allen, R. L. (1990, June). *News media and beliefs about distributive justice: The framing of political and gender equality.* Paper presented at the International Communication Association, Dublin, Ireland.

Waks, L., & Pietila, R. (1989, May). *Thinking about issues: A cognitive response approach to mass media and individuals' agenda diversity.* Paper presented at the International Communication Association, San Francisco, CA.

Allen, R. L., & Waks, L. (1987, May). *The social reality construction: The evaluation of the status and role of women and blacks.* Paper presented at the International Communication Association, Montreal, Canada.

Waks, L., & Pietila, R. (1987, April). *Do the media contribute to individuals' agenda diversity?* Midwestern Conference of Doctoral Students, Ann Arbor, Michigan.

Allen, R. L., & Waks, L. (1986, May). *The dimensionality of mass media exposure measures.* Paper presented at the International Communication Association, Chicago, IL.

Workshop Presentations

Waks, L. (2001, March). *Mentorship and conflict management*. Workshop presented at the Robert H. Smith School of Business, University of Maryland Quest Program, College Park, MD.

Waks, L. (2001, March). *The road to graduation: Behaviors and attitudes that fuel the journey*. Paper presented at the Campus Assessment Working Groups Research Forum, University of Maryland, College Park, MD.

Waks L. (2001, March). *Group dynamics and decision-making*. Presentation for the Office of Organizational Effectiveness at the University of Maryland libraries, College Park, MD.

Waks, L. (2001). *Group dynamics and conflict management*. Tzabar Israeli Scouts, Rockville, MD.

Waks, L., & Foxworth, V. (1999, November). *Exploring participatory Leadership: Process tools for effective leadership in problem solving*. Paper presented at the International Leadership Association annual meeting, Atlanta, Georgia.

FELLOWSHIPS, GRANTS and AWARDS

- 2007-2008 Selected as Provost's Faculty Advisor of the Year
- 2007-2008 Academy for Excellence in Teaching and Learning Fellow
- 2006-2007 Recipient of the Center for Teaching Excellence Teaching Instructional Improvement Grant (\$6000.00)
- 2005-2006 Recipient of the Center for Teaching Excellence Teaching Instructional Improvement Grant (\$3500.00)
- 2004-2005 Joint Institute for Food Safety and Applied Nutrition (JIFTSAN) research grant (\$22,000)
- 2004-2005 College of Arts and Humanities nominee for the Provost's Academic Advisors of the Year Award
- 2003-2004 Recipient of the University of Maryland Parent Association Outstanding Advisor of the Year Award for 2003-2004 (\$2,000)
- 2003-2004 Selected as a Lilly Fellow for 2003-2004 and awarded a stipend (\$3,000)
- 2003-2004 Recipient of the Center for Teaching Excellence Teaching Instructional Improvement Grant (\$3500.00)
- 1999-2000 IFC, PHC, PHA Outstanding Teacher of the year Award
- 1998-1999 Teaching Excellence Award, Center for Teaching Excellence, University Of Maryland, College Park, MD
- 1998-1999 Ronald E. McNair Post-Baccalaureate Achievement Program Mentor Award, University of Maryland, College Park
- 1989-1990 Rackham Dissertation Fellowship, the University of Michigan
- 1988-1989 Leo Burnett Scholarship Award for advertising research
- 1988-1989 University Fellowship, University of Michigan

CONSULTING & TRAINING

- ◆ Maryland China Institute, University of Maryland (2011 – Present)
Training Chinese professionals and faculty in intercultural communication and negotiation
- ◆ O.N.E UMD, University of Maryland, Office of Campus Programs (2007). Training in leadership and communication.
- ◆ The Pentagon, Washington, D.C. (2005). Designed and implemented one-day communication training workshop
- ◆ The Office of Campus Programs, University of Maryland College Park (2003). Planned and led a one-day retreat focusing on strategic planning for the Office of Campus Programs
- ◆ The libraries, the University of Maryland College Park (2002). Led workshops on group work and team building.
- ◆ National Association of Securities Dealers, Rockville, MD (1996). Designed and administered workshops for managers. Training focused on methods to facilitate and manage organizational change. Issues included motivating employees to adjust to and incorporate new procedures.
- ◆ National Association of Securities Dealers, Rockville, MD (1997). Designed and administered training workshops for managers and employees. Training focused on communication and conflict management in the work place and in customer service. Topics included communication skills, team building and team leadership, problem solving, and conflict resolution.
- ◆ Leadership Development Institute (LDI), Montgomery College, Rockville, Maryland (1996). Planned and led leadership retreats for Montgomery College, Rockville, Maryland.
- ◆ Conflict Resolution Training (1993-1998). Designed and presented workshops at the University Of Maryland Office Of Residential Life, the Quest Program at the Smith School of Business, University of Maryland College Park, and the American Association of University Women, Rockville, Maryland.

Additional experience

- ◆ Mediator (1993-2000) with the Mediation and Conflict Resolution Center, Howard County; and the City of Rockville Department of Human Services, Rockville, Maryland.
- ◆ Consultant (1993-1998) to the Board of Directors of the Mediation and Conflict Resolution Center, Howard Community College, Howard County, Maryland.
- ◆ Administrator of programs to facilitate foreign language acquisition using interactive multimedia, the University of Michigan, Ann Arbor, Michigan.

PROFESSIONAL ASSOCIATION MEMBERSHIPS

- ◆ National Communication Association
- ◆ International Leadership Association

- ◆ International Association for Conflict Management