

**LEAH WAKS, Ph. D.**  
 Department of Communication  
 University of Maryland  
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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.	1991	University of Michigan, Ann Arbor, Michigan Mass Communication
B.A.	1980	Tel-Aviv University, Tel-Aviv, Israel Dual Degree: World History; English & American Literature

### **APPOINTMENTS & RESPONSIBILITIES**

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

- 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 850 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 re-envisioned plan 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 Undergraduate Studies Program** 2005-Present

Department of Communication, Universities at Shady Grove (USG)

- Participated in the initiation and the negotiation for the B.A. program in Communication; introduced and implemented a program with a focus on communication and digital media
- Initiating recruitment activities in the community colleges
- Promoting student engagement and experiential learning
- Supervising student advising and ensuring that graduation clearances and procedures comparable to that at College Park
- Overseeing the planning of semester academic offerings
- Regularizing special topic courses in communication and digital media
- Nominating students for scholarships and awards
- Establishing a collaborative program with Montgomery county elected official, whereby USG students train and teach underserved public-school students skills in digital communication during an afterschool program (the Gandhi Brigade)
- Promoting experiential learning for students to engage with local organizations using digital media for storytelling, documentaries and advocacy messages (e.g., The Madison House Foundation, the Golf Course, and Gaithersburg Airport)

**ACADEMIC TEACHING AND MENTORSHIP POSITIONS IN THE DEPARTMENT OF COMMUNICATION**

**Principal Lecturer, UMD College Park** 2018 -Present

**Senior Lecturer, UMD College Park** 2005-Present

**Lecturer, UMD College Park** 1995-2004

**Adjunct Graduate Faculty, UMD College Park** 1998-Present

Currently, serving on six graduate students' dissertation committees. Served on sixteen completed dissertation committees.

**Director of Communication Honors Program, UMD College Park**

Supervises undergraduate students' independent studies and undergraduate Honor's theses.

## 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, I developed at the University of Maryland 1998-Present

- COMM421: Communicating Leadership
- COMM498B: Bateman Competition. A yearlong seminar in which student teams' research, design, implement, and assess public relations campaign. The final product in this course is a fully implemented campaign proposal submitted to a national student competition.
- COMM498E: Health Communication Research and Campaign Design. A year-long seminar studying issues in health communication and public health communication campaigns design.
- 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 class work and experiential learning
- COMM398L: Leading Change through Creativity and Innovation in Spring 2016. In collaboration with Chief Innovation Officer in Montgomery County, MD, co-designed the entrepreneurship and innovation course at Shady Grove. Syllabus attached.
- Contributed to the Oral Communication BADGE program designed to train and certify students in oral communication professional performance at Shady Grove.
- Assisted Montgomery College in creating a major in Communication by introducing COMM250: Intro to Communication Inquiry (a required course). Thus creating a pathway for students to transfer from MC to Communication at Shady Grove.
- In collaboration with the Psychology program director at UMBC, Dr. Diane Alonso, and the iSchool undergrad director Vedat Diker, designed, offered, and co-taught a summer course on Group Work for students at Shady Grove. Syllabus attached.

## SERVICE

Membership and Committee service at the University of Maryland

1998-Present

- Chairing the Undergraduate Program Committee
- Co-Chair of the Academy for Excellence in Teaching and Learning
- The Center for Teaching Excellence fellow (Lilly Fellow)
- Academy for Excellence in Teaching and Learning fellow (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
- Member of the Committee on Interdisciplinary Education Strategies (CIPES) –to promote cross-disciplinary programs across Universities at Shady Grove
- A member of the Diversity and Culture committee to promote inclusive culture at Shady Grove. Participated in a whole day diversity, culture and bias workshop.

#### **PUBLICATIONS (Refereed)**

Iles, I. A., Waks, L. W., Seate, A. A., Hundal, S., & Irions, A. (2018). The unintended consequences of rape disclosure: The effects of disclosure content, listener gender, and year in college on listener's reactions. *Journal of Interpersonal Violence*, 1-27. doi:10.1177/0886260518781799

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),3741-3746. 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*, 2, 170-191.

#### 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.

#### **AWARDS, GRANTS, & FELLOWSHIPS**

Selected as Provost's Faculty Academic Advisor of the Year	2007-2008
Academy for Excellence in Teaching and Learning Fellow	2007-2008
Recipient of the Center for Teaching Excellence Teaching Instructional Improvement Grant (\$6,000.00)	2006-2007
Recipient of the Center for Teaching Excellence Teaching Instructional Improvement Grant (\$3,500.00)	2005-2006
Joint Institute for Food Safety and Applied Nutrition (JIFTSAN) research grant (\$22,000.00)	2004-2005
College or Arts and Humanities nominee for the Provost's Academic Advisors of the Year Award	2004-2005
Recipient of the University of Maryland Parent Association Outstanding Advisor of the Year Award for 2003-2004 (\$2,000.00)	2003-2004
Selected as a Lilly Fellow for 2003-2004 and awarded a stipend (\$3,000.00)	2003-2004
Recipient of the Center for Teaching Excellence Teaching Instructional Improvement Grant (\$3,500.00)	2003-2004
IFC, PHC, PHA Outstanding Teacher of the year Award	1999-2000
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	1998-1999
Rackham Dissertation Fellowship, the University of Michigan	1989-1990
Leo Burnett Scholarship Award for advertising research	1988-1989
University Fellowship, University of Michigan	1988-1989

#### **CONSULTING & TRAINING**

- Office of China Affairs**, University of Maryland 2011-Present  
Training Chinese professionals, faculty and students 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 1996-1997  
Designed and administered workshops for managers. Training focused on methods to facilitate and manage organizational change and communication and conflict management in the work place and in customer service. Issues included motivating employees to adjust to and incorporate new procedures.
- Leadership Development Institute**, Montgomery College, Rockville, MD 1996  
Planned and led leadership retreats for Montgomery College, Rockville, MD.
- 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, and the American Association of University Women, Rockville, Maryland.

## **ADDITIONAL EXPERIENCE**

- Mediator** 1993-2000  
For 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** 1987-1989  
Facilitated 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