

## Paul E. Mabrey III

October 2018

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### OFFICE

Learning Centers  
James Madison University MSC 1023  
Harrisonburg, VA 22807  
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### Education

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- Ph.D. Strategic Leadership Studies, James Madison University, August 2017  
Postsecondary Analysis & Leadership, Dissertation: Argument Education in Higher Education: A Validation Study
- M.A. Human Communication and Social Influence, Georgia State University, August 2009  
Concentration: Rhetoric, Governmentality, Development Studies  
Thesis: Hurricane Katrina and the Third World: A Cluster Analysis of the “Third World” Label in the Mass Media Coverage of Hurricane Katrina
- B.G.S. Bachelor of General Studies: Emphasis on Communication Studies, Fort Hays State University (KS), 2005  
Credit Earned: Kansas State University, University of Kansas

### Teaching/Instruction Experience

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- Assistant Professor, James Madison University 2018-Present, 2009-2018 as Instructor
- Teach sections of the Basic Communication Course
  - Teach Introduction to Research Methods, Food Communication, Strategic Web Tactics, Argumentation & Advocacy, Public Debate, Communication Consulting, Research Practicum
  - Service as academic advisor for students in the School of Communication Studies 2009-2014)
- Assistant Director of Debate, James Madison University 2009-2013
- Teach college students the arts of debate: research, public speaking, critical thinking, and argumentation. Includes teaching through traditional lecture, seminar type discussion, and intensive one on one work.
- Graduate Assistant Debate Coach, Georgia State University, 2005-2007
- Teach college students the arts of debate: research, public speaking, critical thinking, and argumentation. Includes teaching through traditional lecture, seminar type discussion, and intensive one on one work.
- Assistant Student Debate Coach, Fort Hays State University, 2004-2005
- Teach college students the arts of debate: research, public speaking, critical thinking, and argumentation. Includes teaching through traditional lecture, seminar type discussion, and intensive one on one work.
- Instructor, Summer Debate Institute, 2000-2007
- Teach the arts of debate to high school and college students over the summer. University of Kansas Jayhawk Debate Institute, Georgia State Debate Institute, Fort Hays State Debate Institute, Kansas State University Debate Institute, Marquette University Debate Institute

Teacher, Manhattan High School (KS): Debate, Forensics, Speech; 2000-2001

- In classroom teacher responsible for instructing high school students on the arts of debate and forensics. I also taught the ninth-grade speech class.

Assistant Debate and Forensics Coach, Manhattan High School (KS), 1998-2000

- Responsible for assisting the Head Coach in training high school students in debate.

## **Administrative Experience**

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Communication Center Coordinator, James Madison University, August 2014-Present

- Manage all operations of Communication Center
- Hire, train and mentor undergraduate and graduate student tutors
- Perform regular tutoring hours every week
- Assess tutors, clients and the Communication Center
- Serve as liaison with other campus departments and programs
- Develop new services and programming

Extern, State Council for Higher Education for Virginia, May-August 2017

- Research state higher education communication strategies
- Develop communication plan for agency strategic plan
- Participate in higher education policy workgroup on economic development
- Participate in higher education communication focus group
- Manage agency social media and newsletter

Assistant Director of Debate, James Madison University, August 2009-May 2013

- Manage, administer and reconcile \$85,000 budget
- Supervise assistant debate coaches
- Coordinate tournaments, public debates and other events
- Manage communications and social media
- Research and apply for sponsor-funding

Employment Assistant, Georgia State University, August 2008-July 2009

- Assist recruiters in the recruitment and retention process
- Supervise student assistants
- Manage front office, projects and communication

Human Resources Customer Services Specialist, Georgia State University, August 2007- July 2008

- Communicate between the Human Resources department and University employees
- Manage front office
- Project management
- Manage and edit department communication
- Customer service awards and recognition

Graduate Research Assistant, Georgia State University, 2005-2007

- Assistant faculty in research data collection
- Support assessment research and synthesize findings
- Research, apply for and work on sponsor-funded programs

Head Debate and Forensics Coach, Manhattan High School, 2000-2001

- Organize and responsible for a squad of over 100 students
- Hire and supervise two assistant coaches
- Manage a \$25,000+ budget
- Coordinate meetings with administration and parents

## Peer-Reviewed Publications

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- Clarke, K., **Mabrey III, P.E.**, & Schubert, C. (In Press) Strengthening curricular relationships between libraries and communication centers: A case study at James Madison University. *The Communication Center Journal*
- Brigham, M.P. & **Mabrey III, P.E.** (2018) “‘Homeland Security: Fighting Terrorism Since 1492’: A public Chrono-Controversy.” *Decolonizing Native American Rhetoric: Communicating Self-Determination*. Peter Lang Publishing.
- Richards, K. & **Mabrey III, P.E.** (2018) “College Debate Community Climate: Data from the 2014 and 2015 College Policy Debate Survey.” *Speaker & Gavel*.
- Mabrey III, P.E.** (2017). “The CEDA-Miller Center War Powers Debates: A case for intercollegiate debate’s civic roles.” In *Speech and Debate as Civic Education*. University Park, PA: Penn State University Press.
- Liu, J.C., **Mabrey III, P.E.**, Rufo, J.R. and Miller, E. (2017). “Synchronous ‘elevator pitch’: teaching digital communication literacy with peer consultation and self-assessment.” In S.P. Ferris and H.A. Wilder (eds.) *Unplugging from the Classroom*. Cambridge, UK: Woodhead Publishing.
- Mabrey III, P.E.** and Richards, K. (2017). Evidence based decision-making and assessment for the Cross Examination Debate Association (CEDA). *Contemporary Argumentation & Debate* 36, 1-45.
- Mabrey III, P.E.** and Liu, J.C. (2013) “Digital Literacy, Social Media and Public Speaking: Building Literacy Through Student Produced Multimedia Informative Presentations.” In S.P. Ferris and H.A. Wilder (eds.) *Plugged-In Professor: Tips and Techniques for Teaching with Social Media*. Cambridge, UK: Woodhead Publishing.

## Manuscripts Under Review or Revision

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### Manuscripts in Preparation

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- Clay, M. & **Mabrey III, P.E.** Relations of Empowerment, Domination, and Ethical Freedom: A Case Study of Self-Analysis. Target Journal: *Power & Education*
- Lee, M. R., **Mabrey III, P.E.**, Smith, E. L., & Roy, M. M. Perceptions of Campus Climate across Emerging Demographic Groups. Target Journal: *Journal of Diversity in Higher Education*
- Mabrey III, P.E.** Recovering Argumentation Education through Debate Across the Curriculum: A Case Study in Debating Toward Business Leadership. Target Journal: *Business and Professional Communication Quarterly*
- Mabrey III, P.E.** Transforming Centers through Comprehensive Assessment: Moving toward good practices for learning improvement. Target Journal: *The Learning Assistance Review*
- Mabrey III, P.E.** & Hathcoat, J.D. Argument education in higher education: Preliminary validity and reliability evidence for an argumentation assessment instrument. Target Journal: *Research in Higher Education*
- Mitchell, T., Burnett, A., & **Mabrey III, P.E.** Digital Literacy in the 21<sup>st</sup> Century: Learning outcomes, competencies, and skills. Target Journal: *American Educational Research Journal*
- Malenke, L., Schubert, L, Featherstone, J., & **Mabrey III, P.E.** Generalist vs Specialist Tutor Training: An empirical study of literature review genre tutoring. Target Journal: *The Writing Center Journal*

## Competitive Scholarly Presentations and Public Lectures

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### Conference Presentations

- Mabrey III, P.E.** (2018, November). "Learning Center Assessment as Bricolage: Interdisciplinary assessment for academic support programs." Virginia Assessment Group Conference Charlottesville, VA.
- Cram, T. & **Mabrey III, P.E.** (2018, November). "Getting out of Dodge: Measuring Intercollegiate Debate's Impact on Student Socialization and Exposure to Diversity." National Communication Association national convention Salt Lake City, UT.
- Conis, A., Clay, M., & **Mabrey III, P.E.** (2018, April). "Debate across the curriculum as engaged learning: A Communication Center case study with exceptional education." National Association of Communication Centers Conference, Harrisonburg, VA.
- Mabrey III, P.E.** (2018, April). "Strategies for Forming & Publishing Communication Research: Perspectives from Authors and Editors." National Association of Communication Centers Conference, Harrisonburg, VA.
- Mabrey, III, P.E.** (2018, April) Argument Education in Higher Education: Preliminary Validity and Reliability Evidence for an Argumentation Assessment Instrument. Presentation at the Southern States Communication Association, Nashville, TN. \* Top Faculty Paper for Argumentation & Forensics
- Burnett, A., **Mabrey III, P.E.**, & Mitchell, T. (2017, October) Digital Literacy in the 21<sup>st</sup> Century: Learning outcomes, competencies, and skills. Presentation at the Teaching and Learning with Technology Conference, Harrisonburg, VA.
- Hornsby, G. & **Mabrey III, P.E.** (2017, October) Flipping the Group Project Presentation. Presentation at the Teaching and Learning with Technology Conference, Harrisonburg, VA.
- Clay, M. & **Mabrey III, P.E.** (2017, April). Relations of Empowerment, Domination, and Ethical Freedom: A Case Study of Self-Analysis. Paper presented at the annual National Association of Communication Centers, Grand Rapids, MI.
- Mack, K., Esswein, W., **Mabrey III, P.E.**, & Lee, M.R. (2017, March). Madison Matters: Fostering Institutional Change through Student Research on Campus Climate. Strategic Planning Session at the American Association of Colleges & Universities Diversity, Learning, and Student Success: Voices Leading Change Conference Jacksonville, FL.
- Esswein, W., **Mabrey III, P.E.**, & Hogan, C. (2017, March). Promoting Student Engagement and Social Justice through Multicultural Research and Mentorship. Paper presented at the James Madison University Diversity Conference Harrisonburg, VA.
- Mabrey III, P.E.** (2017, February). Assessing Argumentation Across Higher Education: An Instrument Validation Study. Paper presented at the annual School of Strategic Leadership Studies Research Forum, Harrisonburg, VA.
- Richards, K. & **Mabrey III, P.E.** (2016, November). College Debate Community Climate: Data from the 2014 and 2015 College Policy Debate Survey. Top Paper Panel presented at the annual National Communication Association Annual Conference Philadelphia, PA.
- Smith, E. L., Donovan, K. J., Howard, K. A., Takahashi, L. S., Yung, R., Roy, M. M., Uyguner, N., **Mabrey III, P. E.**, & Lee, M. R. (2016, August). *Experiences of Discrimination by College Students with Disabilities*. Poster presented at the American Psychological Association Annual Convention, Denver, CO.
- Mabrey III, P.E.** (2016, May). Measuring the Change: Rhetorical criticism as a method of accountability for postsecondary education policymaking. Presented at the Rhetoric Society of American national conference at Atlanta, GA.
- Mabrey III, P. E.** (2016, April). Transforming Centers through Comprehensive Assessment: Moving toward good practices for learning improvement. Paper presented at the annual National Association of Communication Centers Conference, Pittsburgh, PA.

- Mabrey III, P.E. & Richards, K.** (2016, April). "Evidence based decision-making and assessment for the Cross Examination Debate Association (CEDA): CEDA Census 2014." To be presented at the Annual Southern States Communication Association Convention at Austin, TX.
- Mabrey III, P.E.** (2015, August). "Recovering Argumentation Education through Debate Across the Curriculum: A Case Study in Debating Toward Business Leadership." Presented at the National Communication Association/American Forensics Association Summer Conference on Argumentation Alta, UT.
- Mabrey III, P.E.** (2015, April). "Rethinking Communication Centers for the 21<sup>st</sup> Century: From Public Speaking to Public Advocacy." Presented at the National Association of Communication Centers Annual Conference at University of Mary Washington Fredericksburg, VA.
- Mabrey III, P.E.** (2015, April). "Reaching Out from the Center: Coming Together through Outreach & Engagement." Presented at the National Association of Communication Centers Annual Conference at University of Mary Washington Fredericksburg, VA.
- Kurr, J. & Mabrey III, P.E.** (2015, March). "The Protopublic Debate Space." Presented at the Speech and Debate as Civic Education Conference at Pennsylvania State University College Station, PA.
- Mabrey III, P.E.** (2013, November). "Report on the Findings of the CEDA Research Assessment Working Group." Presented to the Convention of the National Communication Association, Washington, D.C.
- Davis, M.K., Clarke, K., & Mabrey III, P.E.** (2013, November). "Debate for the Masses: Constructing the Public Debate Class." Presented to the Convention of the National Communication Association, Washington, D.C.
- Sundre, D.L., Laura M. Williams, L.M. & Mabrey III, P.E.** (2013, November). "Celebrating Assessment Engagement: JMU's Summer Assessment Fellowship Program." Presented to the Convention of the Virginia Assessment Group, Roanoke, VA.
- Mabrey III, P. E.** (2012, November). "Communicating Food Policy." Presented to the From Famine to Foodies Seminar at the 2012 Convention of the National Communication Association, Orlando, FL.
- Mabrey III, P. E.** (2012, November). "Re(-)presenting the Arab Spring: A Postcolonial Intervention." Presented to the 2012 Convention of the National Communication Association, Orlando, FL.
- Mabrey III, P.E.** (2012, November). "Debating Paperless: Debating in the Age of the Screen." Presented to the 2012 Convention of the National Communication Association, Orlando, FL.
- Mabrey III, P.E.** (2012, November). "#occupywallstreet as Transversal Dissent: An Essay on Contemporary American Political Discourses of Change." Presented to the 2012 Convention of the Eastern Communication Association, Boston, MA.
- Mabrey III, P.E.** (2006, November). "Performing Argument: Text, Context, and Advocacy." Presented to the 2006 Convention of the National Communication Association, San Antonio, TX.

### ***Public Lectures***

- "Argument & Advocacy for Fiscal Management," James Madison University, KIN 673 Fiscal Management of Sport & Recreation Leadership, Spring 2014
- "Argument for Entrepreneurs," James Madison University, MGT 472 Venture Creation, Fall 2012, Spring 2013 and Fall 2013. Spring 2014
- "Talks & Recreation: College." Presented at the 2014 Virginia21 Spring Advocacy Event at James Madison University, Harrisonburg, VA.
- "Food as Cultural Communication: An Introduction," James Madison University, SCOM 248 Intercultural Communication, Fall 2012

“Communicating Sustainability: Integrating Sustainability as Process into a General Education Communication Course,” James Madison University Arboretum Collaborative, Spring 2012

“Flip Camera as Instruction Technology in GCOM 123,” James Madison University School of Communication Studies Basic Course Colloquium, Spring 2011

“Social Media Use in the Classroom,” James Madison University, Center for Instructional Technology Blended Institute, Fall 2011

“A.O. Atwater’s Nutrition Revolution and the Food Pyramid: An Analysis of Biopolitical Food Culture,” James Madison University School of Communication Studies Research Colloquium, Fall 2010

“Dealing With Conflict in Small Groups,” Leaderville Leadership Series, Fort Hays State University, Guest Session Leader, 2004

“Resolved: The United States Federal Government’s foreign policy is genocidal,” Public Debate, Fort Hays State University, 2004

## **Service**

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### ***Professional Memberships***

American Forensic Association  
 Association for the Study of Food & Society  
 National Communication Association  
 Rhetoric Society of America

### ***Disciplinary Service***

Editorial Review Board, *Timely Interventions: Debate as Civic Design*, 2018-Present

Book Review Editor, *The Communication Center Journal*, 2017-Present

Editorial Review Board, *Contemporary Argumentation & Debate*, 2014-Present

Reviewer, National Communication Association Cross Examination Debate Association Division, 2011-Present

Conference Host, National Association of Communication Centers national conference, 2017-2018

Web Manager, *Food Communication*, sites.jmu.edu/foodcomm, 2011-Present

Past President, Cross Examination Debate Association, 2015-2017

President, Cross Examination Debate Association, 2014-2015

Program Director, Cross Examination Debate Association/Miller Center War Powers Debates, 2013-2014

Editorial Board (ad hoc), *Contemporary Argumentation & Debate*, 2013-2014

1<sup>st</sup> Vice President, Cross Examination Debate Association, 2013-2014

Web Manager, *JMU Debate*, sites.jmu.edu/debate, 2009-2013

Host, James Madison University High School Debate Tournament, 2009-2013

Host, James Madison University College Debate Tournament, 2011-2013

2<sup>nd</sup> Vice President, Cross Examination Debate Association, 2012-2013

Editor, *The Last Call*, journal on debate theory and practice, 2010-2012

Representative, Mid-Atlantic Region of the Cross Examination Debate Association, 2009-2011

### ***University Service***

Consultant, James Madison University Center for Faculty Innovation, Teaching Analysis Polls, 2014-Present

Advisor, James Madison University Nursing Department, 2012-Present

Member, James Madison University Employee Advisory Committee, 2013-Present

Member, James Madison University Judicial Council, 2013-2016

Member, James Madison University Madison Cup Committee, 2009-2015

Member, James Madison University LGBT + Ally Education Assistant Director Search Committee, 2015

Mentor, James Madison University Center for Instructional Technology Online Institute, 2012-2014

Coordinator, James Madison University Debate Across the Curriculum Faculty Interest Group, 2012-Present

Advisor, James Madison University Madison Debate Society, 2009-2013

Coordinator, James Madison University Food Day, 2011-2013

Facilitator, JMU Making Debate the Centerpiece of Your Class Institute at CFI May Symposium, 2013

Facilitator, James Madison University Preface Development Series, 2010-2012

Facilitator, JMuse Food Event, 2012

Respondent, Food Film Festival, *Craft of Beer* Panel, Spring 2012

Nominating Sponsor, College of Arts & Letters Visiting Scholar Dr. Carol Winkler, Spring 2010

### ***Departmental Service***

Chair, James Madison University Learning Centers Personnel Action Committee, 2017-Present

Member, James Madison University School of Communication Studies Search Committee for Co-Director of Debate, 2017-Present

Respondent, James Madison University School of Communication Studies Undergraduate Conference, 2009-Present

Member, James Madison University Learning Centers Personnel Action Committee, 2015-2017

Member, Learning Centers Tutoring Excellence Banquet Committee, 2015

Member, Learning Centers Fiscal Technician Search Committee, 2014

Member, College of Arts & Letters Faculty Advisory Committee, 2013-2014

Library Liaison, James Madison University School of Communication Studies, 2012-2014

Advisor, James Madison University School of Communication Studies, 2009-2014

Member, James Madison University School of Communication Studies Search Committee for Visiting Assistant Professor, 2014

Member, James Madison University School of Communication Studies Search Committee for Assistant Director of Debate, 2013-2014

Member, James Madison University School of Communication Studies Basic Course Committee, 2011-2013

Member, James Madison University School of Communication Studies Community Committee, 2009-2011

Member, James Madison University School of Communication Studies Faculty Advisory Committee,

Member, James Madison University School of Communication Studies Search Committee for Public Relations Faculty, 2010-2011

Member, James Madison University School of Communication Studies Web Design and Management Committee, 2009-2010

### ***Community Service***

Member, Shenandoah Valley Food Day Committee, 2011-2013

Contributor, Friendly City Food Co-op Blog, 2012

Volunteer, Friendly City Food Co-op Grand Opening, 2011

## **Grant Activity**

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### ***Grants Funded***

4VA at James Madison University, Debate Across the Curriculum, Fall 2016

Gilliam Center for Free Enterprise & Ethical Leadership, Debate Across the Curriculum, Fall 2014

JMU-BRCC Community College Transfer Student Alignment Grant, Summer 2014

JMU Arboretum Collaborative, Spring 2011

JMU CIT Seed Grant, Summer 2010, Fall 2011, and Fall 2015

JMU CIT Open Resource Grant, Summer 2011

***Grants Submitted***

JMU Madison Trust Grant to support developing argument as critical thinking assessment instrument, Spring 2016

JMU Faculty Senate Vision Mini-grant to support civic engagement through debate across Curriculum, Fall 2015

Arther W. Page Center, Sustainability Communication Across the Curriculum, Spring 2015

JMU Engaged Teacher Scholar

National Communication Association Public Policy Working Group, Fall 2013

JMU Madison Collaborative Research Grant, Spring 2013

JMU College of Arts & Letters Edna T. Schaeffer Humanist Award, Rhetorical History of Government Nutrition and Dietary Recommendations, Spring 2011

U.S. Department of Education, Public Audience Policy Debate, Fall 2010

***Grants Worked***

Department of Energy Collegiate Wind Competition for JMU Team, 2013-2014

Arthur N. Rupe Foundation for Madison Cup, 2009-2015

**Select Honors and Awards**

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James Madison University Teaching for the 21<sup>st</sup> Century Peer Mentor & Scholar, 2017-2018

Nominee, James Madison University Provost Award for Excellence in Academic Advising "Freshman Advisor," 2017-2018

Top Faculty Research Paper for Argumentation & Forensics Division at Southern States Communication Association, 2017-2018

James Madison University Teaching for the 21<sup>st</sup> Century Peer Mentor & Scholar, 2016-2017

Nominee, James Madison University Provost Award for Excellence in Academic Advising "Freshman Advisor," 2014-2015

Nominee, James Madison University Provost Award for Excellence in Academic Advising "Freshman Advisor," 2013-2014

Fellowship, Assessment Fellowship at the Center for Assessment and Research Studies, 2013

Nominee, James Madison University Provost Award for Excellence in Academic Advising "Departmental Advisor," 2012-2013

Nominee, James Madison University Provost Award for Excellence in Academic Advising "Freshman Advisor," 2012-2013

Final Round Judge, Cross-Examination Debate Association National Debate Tournament, 2010

"I am Nothing," Art Slam Participant and Award Winner, Fort Hays State University, 2002