**MCKENNA VIETMEIER**

**CURRICULUM VITAE**

Assistant Professor of Instruction Kolbe Hall 108E

Public Relations Akron, OH 44325

School of Communication 330-972-5657

The University of Akron mvietmeier@uakron.edu

**EDUCATION:**

2012 to 2014  **Kent State University**

Master of Arts in Journalism & Mass Communication

Concentration in Public Relations

2006 to 2010  **Miami University**

Bachelor of Arts in Strategic Communication

Minor in Spanish

**ACADEMIC EMPLOYMENT HISTORY:**

2016 to Present **The University of Akron**

Assistant Professor of Instruction

School of Communication

2015 to 2016 **Ohio Business College**

Instructor, Interpersonal Communication

General Education

2009 to 2010 **Miami University**

Teaching Assistant, Introduction to Strategic Communication

School of Communication

**TEACHING EXPERIENCE:**

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| --- | --- | --- | --- |
| **ROLE** | **INSTITUTION** | **COURSE TAUGHT** | **YEARS TAUGHT** |
| **Instructor** | **University of Akron** | 7600:210 Multiplatform Production | 2016, 2017, 2018, 2020 |
| **Instructor** | **University of Akron** | 7600:219 Intro to PR | 2017, 2018 |
| **Instructor** | **University of Akron** | 7600:404 PR Cases | 2016, 2017, 2018, 2019, 2020, 2021 |
| **Instructor** | **University of Akron** | 7600:409 PR Strategic Campaigns | 2016, 2017, 2018, 2019, 2020, 2021 |
| **Instructor** | **University of Akron** | 7600:439 Independent Study | 2017, 2018, 2019, 2020, 2021 |
| **Instructor** | **University of Akron** | 7600:450 Strategically Communicating Science | 2017 |
| **Instructor** | **University of Akron** | 7600:450 Event Planning | 2017, 2018, 2021 |
| **Instructor** | **University of Akron** | 7600:487 New Media Writing | 2019, 2020, 2021 |
| **Instructor** | **University of Akron** | 7600:499 Capstone in Comm. | 2019 |
| **Instructor** | **Ohio Business College** | LA-104 Interpersonal Comm. | 2015, 2016 |
| **TA** | **Miami University** | COM 259 Intro to Strat .Comm. | 2009, 2010 |

**CURRICULUM DEVELOPMENT:**

Fall 2020 **Program Proposal, Language Requirement Change**

PR Major, Media Studies Major, & Strat. Org. Major

Fall 2017 **Curriculum Proposal, Mode of Delivery Change [100% Online]**

7600:409 Public Relations Strategic Campaigns, A&S-COMMUN-17-21927

Fall 2017 **Curriculum Proposal, Mode of Delivery Change [100% Online]**

7600:210 Multiplatform Production, A&S-COMMUN-17-22225

Fall 2017 **Interdisciplinary Center for Professional Social Media Studies Plan**

Three-Phase Certificate/Social Media Command Center Plan with the Taylor Institute

Summer 2017 **Special Topics Course, New Course Topic**

7600:450 Event Planning

Spring 2017 **Special Topics Course, EXL Center Unclass**

7600:450 Strategically Communicating Science: PR and Marketing Planning

and Implementation for *Student Design Teams*

Fall 2016 **Curriculum Proposal, Mode of Delivery Change [100% Online]**

7600:404 Public Relations Cases, A&S-COMMUN-17-19904

**SERVICE ACTIVITIES:**

**University:**

2019 to 2020 **Peer Mentor, New Faculty Learning Community**

Buchtel College of Arts and Sciences, The University of Akron

2017 to 2020 **Member, Communications Committee**

American Association of University Professors, The University of Akron

Spring 2019 **Judge**

2019 Ohio Forensics Association State Championship Tournament, The University of Akron

2018 to 2019 **Chair, Faculty Engagement Team**

American Association of University Professors, The University of Akron

Fall 2017 **Judge**

A-K Rowdy Speech & Debate Tournament, The University of Akron

Spring 2017 **Breakout Session Leader, “SWOT Your Way to SMART Goals”**

Ohio Student Government Summit, The University of Akron

**Department:**

2017 to Present **Undergraduate Faculty Advisor**

School of Communication, The University of Akron

2016 to Present **Member, Assessment Committee**

School of Communication, The University of Akron

2019 to Present **Member, Advisory Committee**

School of Communication, The University of Akron

2021 to Present **Chair, Marketing and Promotions Committee**

School of Communication, The University of Akron

2016 to 2021 **Member, Marketing and Promotions Committee**

School of Communication, The University of Akron

2016 to Present **PRSSA Professional Advisor**

The University of Akron

2020 to 2021 **Chair, Ad-Hoc Language Requirement Program Proposal Committee**

School of Communication, The University of Akron

2020 to 2021 **Chair, Assessment Committee**

School of Communication, The University of Akron

2020 to 2021 **Sponsor, Honors Project**

Sienna McArthur

Spring 2021 **Commencement Representative, School of Communication**

Spring 2018 Buchtel College of Arts and Sciences Commencement Ceremony

2019 to 2020 **Sponsor, Honors Project**

Leah Gombosch

2019 to 2020 **Sponsor, Honors Project**

Abigail Schreiner

Spring 2020 **School of Communication Representative**

Senior Day Undergraduate Program Fair, The University of Akron

2019 to 2019  **Sponsor, Honors Project**

Kristen Lauck

2018 to 2019 **Member,** **Converged Media** **Tenure-Track Line Search Committee**

School of Communication, The University of Akron

2018 to 2019 **Member,** **Social Media** **Tenure-Track Line Search Committee**

School of Communication, The University of Akron

Spring 2019 **School of Communication Representative**

Senior Day Undergraduate Program Fair, The University of Akron

2018 to 2019 **Sponsor, Honors Project**

Lydia Brooks

2018 to 2018 **Sponsor, Honors Project**

Kayla Pretzer

Fall 2018 **Speaker, “Professional Social Media Use”**

Phi Gamma Delta Fraternity, The University of Akron

Fall 2018 **School of Communication Representative**

iLLUMiNATE Majors Conference, The University of Akron

2018 to 2018 **Reader, Honors Project**

Katie Hickman

2017 to 2018 **Sponsor, Honors Project**

Ciara Davis

2017 to 2018 **Reader, Honors Project**

Emily Bower

Summer 2018 **Member, Ad-Hoc Visiting Line Search Committee**

School of Communication, The University of Akron

Spring 2018 **Commencement Representative, School of Communication**

Spring 2018 Buchtel College of Arts and Sciences Commencement Ceremony

Spring 2018 **Speaker, “Promoting your Business with Social Media Platforms & Analytics”**

School of Communication 40th Anniversary Comm-Con, The University of Akron

Spring 2018 **School of Communication Representative**

2018 Scholar Day, The University of Akron

2017 to 2018 **Marketing Chair, Ad-Hoc 40th Anniversary Event Planning Committee**

School of Communication, The University of Akron

2017 to 2018 **Member, Bylaws Committee**

School of Communication, The University of Akron

2017 to 2018 **Team Advisor, Bateman Competition**

School of Communication, The University of Akron

2017 to 2018 **Sponsor, Honors Project**

Kelly Lauck

2017 to 2018 **Sponsor, Honors Project**

Amy Mellinger

2017 to 2018 **Sponsor, Honors Project**

Erica Cantrell

2017 to 2018 **Reader, Honors Project**

Cheyenne Gerard

Fall 2017 **School of Communication Representative**

2017 Fall Visit Day, The University of Akron

Spring 2017 **Commencement Marshal**

Spring 2017 Buchtel College of Arts and Sciences Commencement Ceremony

Spring 2017 **School of Communication Representative**

2017 Spring Visit Day, The University of Akron

2016 to 2017 **Member, Advisory Committee**

School of Communication, The University of Akron

**PUBLICATIONS:**

Vietmeier, M. (2020). Public relations, Chapter 9 (interactive digital text). In Turner, D., et al., *Introduction to*

*Communication, 2nd ed*. Toronto, ON: Tophat.

**PROFESSIONAL ORGANIZATIONS:**

2010 to Present **Public Relations Society of America**

Member, Cleveland Chapter

2021 to Present **Ohio Communication Association**

Member

**PROFESSIONAL EXPERIENCE:**

2015 to 2017 **Howard Hanna, Kathryn Taylor Team**, *Marketing and Operations Manager*

Managed and coordinated all marketing, advertising and promotional activities. Analyzed and incorporated current market trends to develop marketing plans.

2012 to 2014 **Party Animal, Inc.**, *Marketing Coordinator*

Conceptualized and implemented marketing strategies for new and existing products. Built branding through social media, digital publications and print media. Maintained and updated all five company websites. Oversaw graphic design needs for marketing materials.

2011 to 2012 **Marcus & Millichap**, *Marketing & Transaction Coordinator*

Planned and executed marketing efforts for active property listings via social media, digital marketing and media relations. Collaborated with the financial analyst to generate proposals and offering memorandums for potential and current listings, facilitated the due diligence and closing/escrow processes, and liaised with clients.

2010 to 2011 **PR Newswire**, *Assistant Editor - International Desk*

Edited and processed press releases for distribution over international newswire, answered client queries and assisted in product counseling, managed communications with our global affiliates, and worked as a liaison between the domestic teams and partner newswires.

**TRAINING & PROFESSIONAL DEVELOPMENT:**

Aug. 2021 **Bridges: Building a Supportive Community – Part II**

EEO Training, The University of Akron

July 2021 **Supporting our LGBTQ+ Community**

EEO Training, The University of Akron

March 2021 **Degree Progress Report Training**

School of Communication, The University of Akron

Feb. 2021 **Integrated and Applied Learning Credit Training**

Instructional Services, The University of Akron

Feb. 2021 **Microaggressions in the Workplace**

Office of Equal Employment Opportunity, The University of Akron

March 2020 **Bridges: Building a Supportive Community**

EEO Training, The University of Akron

Sept. 2019 **Curriculum Inventory Management Seminar**

Training Seminar, The University of Akron

June 2019 **Best Practices for Teaching Online**

Instructional Design and Development, The University of Akron

Dec. 2018 **Bridges: Building a Supportive Community**

EEO Training, The University of Akron

Nov. 2018 **PR Lessons Learned in 2018**

PRSA Luncheon

Sept. 2018 **Search Committee Training**

Buchtel College of Arts and Sciences, The University of Akron

Sept. 2018 **Human Research Gradebooks – SBR Researchers**

CITI Program, The University of Akron

Sept. 2018 **Internet-Based Research – SBR Researchers**

CITI Program, The University of Akron

Oct. 2017 **Degree Progress Report Training**

School of Communication, The University of Akron

Sept. 2017 **Advanced** **Degree Progress Report Training**

Buchtel College of Arts and Sciences, The University of Akron

Jun. 2017 **Degree Progress Report Training**

The University of Akron

Mar. 2017 **New for Fall 2017 GenEd Curriculum Training**

The University of Akron, BCAS

Feb. 2017 **Passport to Public Relations**

PRSSA 2017 Regional Conference

Feb. 2017 **DARS and GradesFirst Training**

The University of Akron

Nov. 2016 **Mess Up, Fess Up: 2016 Crisis Lessons**

PRSA Luncheon

Oct. 2016 **The Ethics of Political Campaigns**

PRSA Luncheon, joint session with Akron Press Club

Feb. 2016 **Building Trust: The Drivers of Trust Around the Globe**

PRSA live webinar

Feb. 2016 **Influencing Your Audience**

PRSA On-Demand webinar

Sept. 2015 **Mental Health First Aide**

Lorain County Board of Mental Health in-service