

Kathy Barnett

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Education

Louisiana State University, Baton Rouge, LA. May 2005
Ph.D., Communication. Minor: Educational Leadership, Research, and Counseling
Dissertation: *Creating Meaning in Organizational Change: A Case in Higher Education.*

University of South Carolina, Columbia, SC. May 1981
M.Ed., Major: Student Personnel Administration. Cognate: Counseling

University of Louisiana/ Lafayette, Lafayette, LA. May 1980
B. A., Major: Speech Communications. Minor: Applied Arts.

University Administrative Experience

Loyola University New Orleans, College of Business

Director, Business Portfolio Program February 2009-Present
Responsible for the development and implementation of an in-house career/professional development center for over 500 undergraduate business students including: Create and implement a strategic plan every two years; manage a \$300,000 annual budget; hire and manage departmental staff; develop relationships with alumni and other business professionals to facilitate community engagement and provide resources for students; develop course curricula and assessments; conduct academic advising for freshmen class; develop and present workshops on career development topics. Report to the dean.

Internship Director July 2007-Present
Develop and oversee all facets of the program including: Employer development; advise students on internship searches; develop student and employer reporting criteria and assessment; communicating requirements to students, faculty and employers; and assessing intern experiences and assigning a pass or fail grade. Report to the dean.

CoB Marketing Director July 2008 – Present
Build brand awareness by developing marketing/advertising programs. Coordinate the design and content of marketing materials including story development, copywriting and editing for the bi-annual magazine, *Loyola Executive* (distribution of 12,000), brochures and website. Report to the dean and work closely with Loyola's department of Marketing and Communications.

Interim Assistant Dean June, 2008 – May, 2009
Responsible for the development and implementation of processes and procedures regarding the daily operations of the College including student advising, course scheduling, academic actions,

scholarship program, parent relations, student – faculty issues, staff supervision and other duties as assigned.

Student Activities Program Advisor, University of Louisiana, Lafayette August, 1981- May, 1984.

Provided training to student leaders in developing and implementing numerous large-scale campus programs in addition to training students in leadership, team, organizational, and financial skills.

Student Activities Program Advisor, University of South Carolina, August, 1980 - May, 1981.

Teaching Experience

Visiting Assistant Professor, Loyola University, New Orleans, College of Business. August, 2005 – present.

Teach primarily undergraduate and some graduate level courses; **Courses taught:**

BA B101 Business Communications; MGT 335 Advanced Business Communications;
MKT 493 Relationship Sales and Marketing; MGT/MKT 493 Change Communication
Management; MKT 340 Promotions Management; MKT 893 Marketing Communications

Visiting Assistant Professor, Southeastern University, Hammond, LA., August, 2004 – May, 2005.

Department of Communication. **Courses taught:**

COMM 215 Interpersonal Communication; COMM 211 Public Speaking;
COMM 413 Communications for Business and the Professions

Graduate Assistant, Louisiana State University, August, 2003 - July, 2004; January - December, 2000.

Department of Communication Studies. **Courses taught:**

CMST 2010 Interpersonal Communication; CMST 2060 Public Speaking

Adjunct Instructor, Tulane University, August, 2003 – December, 2003. Communications Department.

Courses taught:

COMM 105 Introduction to Communication Studies

Adjunct Instructor, Loyola University, January, 2003 - May, 2003; January, 2001- May, 2001.

College of Business. **Courses taught:**

BA B101 Business Communications; MGT 335 Advanced Business Communication

Adjunct Instructor, Xavier University, January, 2003 - May, 2003. Communications Department.

Courses taught:

CMST 1010 Public Speaking

Instructor, Tulane University, May, 2002 - December, 2002; January, 2001- August, 2001.

University College. **Courses taught:**

SPCH 140 Public Speaking

Training and Development Experience

Caribbean Institute for Quality, Ltd. Trinidad. October 2006.

Modules taught: Strategic Leadership (Strategic Management Certification); Principles of Adult Learning (Train the Trainer Certification).

Professional Work Experience

Regional Marketing Manager, Gulf Coast Restaurants/Applebee's, October, 1997 - December, 1999
Prepared and implemented strategic marketing plans for 13 restaurant franchise locations; managed a \$1.5 million marketing/advertising budget; implemented community engagement programs to build sales and accomplish store goals.

Marketing Manager, The Esplanade Mall/Urban Properties. Kenner, LA. September, 1989 - October, 1997
Prepared and implemented strategic marketing plans for 900,000 sq. foot regional shopping mall; managed an \$850,000 marketing budget; developed community-based programs to build brand awareness and meet sales goals.

Marketing Manager, North Hills Mall, North Richland Hills, TX. January, 1987- August, 1989
Developed and implemented strategic marketing plans for a 600,000 sq. foot shopping mall; developed community-based programs to build brand loyalty.

Community Relations Director, Greenspoint Mall, Houston, TX. September, 1985 - January, 1987
Assisted the marketing director with implementation of mall marketing plans; visual merchandising; holiday decor and special events for 1.1 million sq. foot shopping center.

Service Activities

QEP Steering Committee, SACS Accreditation, Loyola University, Spring 2013 – Present

Board Member, Orleans Parish 4-H Foundation, Fall 2012- Present

Board Training Participant/Junior League *Get On Board*. Fall 2012

Reviewer, NCA Conference, Organizational Communication Association, Spring 2011

Mentor, Loyola Student Cardoner Leadership Fellows, September 2010 – May, 2012

Faculty Advisor, Alpha Kappa Psi Business Fraternity, Loyola University, 2007-present

Academic Advisor, Loyola University, Spring 2006-Summer 2010
Advised 25-35 students per semester regarding their academic schedules and career preparation.

Common Curriculum Implementation Committee, Loyola University, November 2009-June 2010.
Appointment as college representative. Worked with committee faculty members to determine the appropriate implementation of the new common curriculum across all colleges and departments.

Common Curriculum Task Force, Loyola University, October 2008-May 2009.
Worked with task force members to determine a new common curriculum for the university in order to balance the needs of colleges and departments across campus.

Freshmen Year Experience, Program Review Committee, Loyola University, November 2007-Fall 2009.

Worked with representatives from across campus to develop a freshmen-year-seminar program with the goal of enhancing new student experiences in order to impact retention.

Program Review Committee, Writing Across the Curriculum, Loyola University, 2006-2007.

Professional Associations

National Communication Association, 2010 – 2012; 2000 - 2007

Southern States Communication Association, 2010 – 2012; 2000-2007

Academy of Management, February, 2010 – February, 2011

Association of Business Communication, 2006 -- 2010

International Communication Association, 2004 – 2006

Research Interests

Primary research line: The exploration of disparate meanings within the organization, including both internal and external stakeholders, and the impact these meanings have on aspects of organizational communication including training, change, culture and power for both for-profit and non-profit organizations from an applied communication perspective. The organization is conceptualized as an open system.

Secondary line: Teaching and learning processes in higher education with emphasis on experiential education.

Research methods include qualitative inquiry into organizational challenges with the goal of understanding the often problematic impact of human behavior and environment on the organization, and finally, managing and/or framing the resulting implications in a way that leads to enhanced stakeholder relations and organizational sustainability.

Publications

Barnett, K. (2012). Student interns' socially constructed work realities: Narrowing the work expectation-reality gap. *Business Communication Quarterly*, 75(3), 271-290.

Barnett, K. (2011). System members at odds: Managing divergent perspectives in the higher education change process. *Journal of Higher Education Policy and Management*, 33(2), 131-140.

Barnett, K., Ropers-Huilman, R., & Aaron, L. (2008). A planning process perspective on student activists' upward influence attempts to effect campus change. *Southern Communication Journal*, 73, 332-346.

Ropers-Huilman, R., Carwile, L., Barnett, K. (2005). Student activists' characterizations of administrators in higher education: Perceptions of power in the system. *The Review of Higher Education*, 28.3, 295-312.

Conference Presentations

- Barnett, K., Meyer, J., & Main, D. (Nov, 2011). Exploring why nascent entrepreneurs don't use financial information in their decision-making: A means to improve training. Paper presented at the meeting of the National Communication Association Conference, Applied Communication Division.
- Barnett, K. (March, 2011). *Student interns' socially constructed work realities: Narrowing the work expectation-reality gap*. Paper accepted for the meeting of the Southern States Communication Association, Little Rock, AR. Selected as one of four papers for the Top Papers Panel, Division of Applied Communication.
- Barnett, K. (March, 2010). *Exploring change through the discursive interactions of multiple stakeholder groups*. Paper presented at the meeting of the Association of Business Communication Conference, Southwest Division, Dallas, TX.
- Barnett, K. (October, 2008). *Revisiting the business internship: Communication skills in practice..* Paper presented at the meeting of the Association of Business Communication Conference, Incline Village, Nevada.
- Barnett, K. (July, 2008). *International business internships: What are our students learning?* Paper presented at the meeting of Colleagues in Jesuit Business Education, New York, New York.
- Barnett, K. (November, 2006). *The effects of power on the creation of meaning during organizational change: A case study in higher education*. Paper presented at the meeting of the National Communication Association, San Antonio, TX.
- Barnett, K. (April, 2006). Communication Theory Division. *Making sense of organizational change: A symbolic interactionist perspective*. Paper presented at the meeting of the Southern States Communication Association, Dallas, TX. (Top paper panelist)
- Barnett, K. (April, 2006). *Managing change through organizational symbolism: A study in higher education*. Paper presented at the meeting of the Southern States Communication Association, Dallas, TX.
- Barnett, K., Ropers-Huilman, R., Carwile, L. (May, 2004). Peace, love, and organizational change: Student activists' upward influence strategies in working with administrators to affect campus change. Paper presented at the meeting of the International Communication Association, New Orleans, LA.
- Barnett, K. (April, 2003). Applied Communication Division. Women and their careers: A life-span perspective to guide prototype development. Paper presented at the meeting of the Southern States Communication Association, Birmingham, AL . Top Paper Panelist.
- Ropers-Huilman, R., Carwile, L., & Barnett, K. (2003). Student activists in higher education: Perceptions of

the relationship between culture and change. Paper presented at the meeting of the American Educational Research Association, Chicago, IL.

Ropers-Huilman, R., Carwile, L., Barnett, K. (2002). Working the system: Communication processes of student activists and higher education administrators. Paper presented at the meeting of the Association for the Study of Higher Education, Sacramento, CA.

Barnett, K. (April, 2001). Mission statements: Their content and message styles. Paper presented at the meeting of the Southern States Communication Association, Lexington, KY.