

# Kathy Barnett, PhD

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## Education

Louisiana State University, Baton Rouge, LA. May 2005  
Ph.D., Communication Studies. 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 Communication. Minor: Applied Arts

## Certification/Badge

Diversity, Equity and Inclusion in the Workplace May 2021  
University of South Florida, Tampa FL

## University Teaching and Administrative Experience

**Loyola University**, New Orleans, LA, College of Business August 2005 – present

### **Associate Dean**

January 2019 – present

Responsible for numerous activities related to operations of the College of Business including academic semester scheduling, assigning faculty and hiring adjuncts; accreditation and assessment adherence; designing current assessment program; handling student grade appeals and student conduct issues; determining scholarship/awards; working with departments of admissions and orientation with on-going activities related to recruitment and retention; work closely with area chairs on faculty development and evaluation process; communicate to college as needed on current programs, deadlines, etc., chair the CoB Undergraduate Curriculum and Assessment committee; oversee curricular changes/processes; and serve on numerous university committees.

### **Lecturer** (Visiting Assistant Professor)

August 2005 – 2019

Courses: BA B101 Business Communications and MKT B280 Principles of Marketing (both online and in-class sessions.)  
Previous courses taught: 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; BA B100 Intro to Business

### **Director, Marketing, College of Business**

September 2008 – 2018

Build brand awareness by developing marketing/advertising programs including message strategy. Coordinate the design and content of marketing materials including story development, copywriting and editing for the annual magazine, *Loyola Executive* (distribution of 12,000), brochures and website. Oversee recruitment call center.

### **Director, Portfolio Professional Development Program**

September 2008- 2022

Responsible for the development and implementation of professional development center for over 400 undergraduate business students including: create and implement a biennial strategic plan; develop course curricula and assessments related to career management communication including resume and cover letter writing, interviewing, networking; oversee required internship for junior/senior level students; develop and present interactive workshops on professional development topics; oversee special events including College of Business Networking Night and Practice Networking Night for freshmen; direct the Executive Mentor Program with 25 business professionals as mentors; manage a \$180,000 annual budget; hire and manage departmental staff; develop relationships with alumni and other business professionals to facilitate community engagement and provide resources for students; conduct academic advising for freshmen class.

### **Interim Assistant Dean**

June, 2008-May, 2009

Oversaw curriculum program development, scholarship awards, student disciplinary issues, hiring adjunct and visiting professors, semester course scheduling.

### **University Teaching Experience**

Visiting Assist. Professor, Southeastern University, Hammond, LA., Department of Communication Aug, 2004-May, 2005  
Courses taught: COMM 215 Interpersonal Communication; COMM 211 Public Speaking; COMM 413 Communications for Business and the Professions.

Graduate Assistant, Louisiana State University, Baton Rouge. LA August, 2003 - July, 2004; January - December, 2000  
Department of Communication Studies. Courses: CMST 2010 Interpersonal Communication; CMST 2060 Public Speaking.

Adjunct Instructor, Tulane University, New Orleans, LA August, 2003 – December, 2003  
Communications Department. Courses taught: COMM 105 Introduction to Communication Studies

Adjunct Instructor, Loyola University, New Orleans 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, New Orleans, LA January, 2003 - May, 2003  
Communications Department. Courses taught: CMST 1010 Public Speaking

Instructor, Tulane University, New Orleans, LA May, 2002 - December, 2002; January, 2001- August, 2001  
University College. Courses taught: SPCH 140 Public Speaking

### **Professional Work Experience**

Regional Marketing Manager Oct 1997-Dec 1999  
Gulf Coast Restaurants/Applebee's New Orleans, LA  
Managed a multi-million-dollar marketing budget for thirteen restaurants across south/southwest Louisiana; Partnered with community stakeholders to build awareness, sales and positively impact the community; Negotiated program sponsorships with outside vendors to increase departmental revenue and/or in-kind services; Collaborated with restaurant managers to determine best practices for individual, local store marketing programs; Served as primary media contact participating in print, radio and television interviews for both crisis and non-crisis events.

Marketing Manager Sep 1989 -Oct 1997  
Esplanade Mall/Urban Properties Kenner, LA  
Created and implemented marketing and community engagement programs for 1,000,000 square foot, regional shopping center in order to create brand awareness, increase sales and make positive impacts in the local community; Wrote and evaluated an annual strategic marketing plan to better position the property in a highly competitive market; Managed a \$1,000,000 budget, consistently finishing on budget each year; Negotiated program sponsorships with outside vendors to increase departmental revenue and/or in-kind services; Collaborated with retail managers to enhance store sales and customer relations for the shopping center property; Served as primary media contact participating in print, radio and television interviews for crisis and non-crisis events.

### **Training and Development Experience**

Loyola QEP Faculty Academy, Best Practices in Experiential Education, Presenter August, 2017-2021

Caribbean Institute for Quality, Ltd. Trinidad October, 2006  
Modules taught: Strategic Leadership (Strategic Management Certification); Principles of Adult Learning (Train the Trainer Certification)

## **College/Program Presentations**

Admissions Counselors, <i>Marketing the CoB</i>	2015-Present
CoB Visiting Committee, bi-annual meetings	2010-Present
Fall/Spring Loyola Open Houses	2010-Present
Loyola Board of Trustees, Presentation	April, 2014

## **Awards**

Loyola Student Government Association Award for Outstanding Faculty Member	April, 2010; 2011
College of Business Faculty Service Award, Loyola University	May, 2009

## **Service Activities**

Commencement Announcer/CoB Graduates	May 2018, 2019
Member, Loyola University QEP Accreditation Leadership Team	Sept 2013-2023
Leader, Loyola University QEP Internship Workgroup	Sept 2015-2023
Board member/Secretary, 4H Organization, New Orleans Chapter	Oct 2013-2015
Reviewer, NCA Conference, Organizational Communication Association	Spring 2011
Mentor, Loyola Student Cardoner Leadership Fellows	Sept 2010-2012
Common Curriculum Implementation Committee, Loyola University	Nov2009-June2010
Common Curriculum Task Force, Loyola University	Oct 2008-May2009
Faculty Advisor, Alpha Kappa Psi Business Fraternity, Loyola University	Oct 2007-present
Freshmen Year Experience, Program Review Committee, Loyola University	Nov 2007-Oct 2009
Program Review Committee, Writing Across the Curriculum, Loyola University	Aug2006-May2007
Community Volunteer, Visiting Pet Program	Mar2006-July2011

## **Professional Associations**

National Association of Colleges and Employers	2017-present
Southern Association of Colleges and Employers	2014-present
National Society for Experiential Education	2014-2016
National Communication Association	2000-2012
Southern States Communication Association	2000-2012
Academy of Management	2010 -2011
Association of Business Communication	2006-2010
International Communication Association	2004-2006

## **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.