

Dear members of the University Senate,

I am honored to serve as the representative for my college as the F. Jay Taylor Undergraduate Teaching Award. In my packet, you will find my teaching philosophy and innovations in the classroom, my most recent classes taught with the enrollment and retention, most recent summary evaluations, and a list of my most recent publications.

Every day I am employed at Louisiana Tech is a blessing for me. I thoroughly enjoy teaching and all it entails. I love hearing students' ideas, walking alongside them as they create and innovate, crafting social media strategies and press releases and cultivating sources. I love teaching them about how communication theory can be seen in everyday life and how they can succeed in their future career with succinct, persuasive, and informative communication.

Thank you for taking the time to read over my packet and considering me for this award. I know members on the Senate carefully read over packets like mine every year, and I thank you for your commitment to our university.

Sincerely,

Judith P. Roberts, Ph.D.  
Assistant Professor  
Department of Communication and Media Studies

### **Statement of Teaching**

Everyone has a story.

In all my classes, I tell my students that everyone has a story worth telling. Everyone has a voice worth emphasizing. Everyone has a vision worth creating.

My goal with my teaching is to give my students the chance to speak, to write, and to communicate their ideas into as much real-world experience as possible. I believe this allows students to cultivate contacts that could lead to future jobs and/or internships, offers them a chance to create actual change, and shows my faith in them to find tangible solutions to problems. In most of my classes, I find ways to connect them with individuals, groups, or organizations who need communicative assistance. In my senior-level social media class (COMM 440: Social Media), students work with clients to create a social media strategy that includes conducting primary research on the client, formulating an audience analysis, and creating a social media strategy and deliverables. The students then present their strategy to the client. In the past, I have partnered with Ruston Farmers Market and the Lincoln Parish School Board's French immersion program, but this year we also have worked with the

International Student Office at Tech and downtown Ruston. In other classes, such as COMM 250: Practical Reporting and COMM 311: Copy Editing, students write stories about all aspects of the university for potential publication by Tech's University Communication department as well as media outlets. Some of the stories written by my students that have been published by various newspapers include the story on Hillary Husband, a Ph.D. molecular science and nanotechnology candidate, who is studying cancer treatment options after battling cancer herself multiple times; and how BARC COMMons offers on-campus resources for the entire Tech community. Not only have my students created stunning work, but they have also made an impact on the individuals in the area, from their clients to their sources to their readers. This is always my goal: to make them proud of their real-world work they have envisioned.

I would be remiss if I did not mention my work in bringing in more technology in the classroom due to the COVID-19 pandemic. Like so many of my colleagues, I participated in many ULS-sponsored classes in the summer of 2020 to prepare for an unknown fall. I did not want my students to fall behind due to Zoom fatigue, but I knew they needed to connect with each other and have a sense of community in their classes. By using the knowledge that I already had and expanding on it from the ULS summer classes, I had my students create FlipGrid videos in response to class topics. I designed lectures in a variety of formats, from a simple PowerPoint with audio to videos to podcasts to written material. I encouraged the use of GroupMe in group projects for students to communicate through text. I used EduFlow to allow students to participate in peer reviews and receive feedback on their writing. I even used Twitter to disseminate information relevant to the university or to my specific classes.

The way we communicate changes almost daily, and we as communication teachers must adapt as well to serve our students effectively. When I can allow them to do so, my students interact with real individuals, not just hypothetical sources and situations. My classroom – even without a pandemic – must incorporate technology in an appropriate, educational fashion that shows the students new ways to communicate. I could give you numerous examples of technologies that my students discovered in my classroom, but for the sake of brevity, I will just tell you that my students not only learned about and used technologies in class such as the ones listed above but also design apps such as Canva, Adobe Spark, and Over – because while I teach about writing and I teach about editing, I also teach about communication, and communication is a wide beautiful world filled with voices and art and type and so much more. It's about giving everyone a chance to speak up and the opportunity to do so in their own, creative way.

#### **Comments from winter quarter**

Dr. Roberts is one of my favs in the COMM department here at Tech! Her passion for her craft clearly comes through when she reviewed my assignments and was more than happy to answer any questions I have!

Dr. Roberts is a gem and is great at what she does. I always learn a lot in her classes.

Dr. Roberts is a wonderful professor!!! This class was very fun and informative about how to utilize social media for different organizations. I love the competitive aspect of this class.

Dr. Roberts is one of my favorite instructors here at Tech. The class material was not my favorite, but my group members and Dr. Roberts made the class experience much more engaging and interesting. Once we got the hang of things, this class became more fun and interesting to research. Overall, the knowledge I gained through this course will be used in my career and that is of immeasurable value.

**Most recent classes taught followed by retention/enrollment**

Spring 2021

COMM 250: Practical Reporting: 19/20  
COMM 499: Internship in Journalism 3/3

COMM 440: Social Media: 20/20

Winter 2020-21

COMM 311: Copy Editing: 20/20  
COMM 499: Internship in Journalism: 1/1

COMM 440: Social Media: 20/20

Fall 2020

COMM 100: Introduction to Mass Media: 25/25  
COMM 400: Media Law and Ethics: 17/17

COMM 355: Theories of Comm: 18/20  
COMM 499: Internship in Journalism: 7/7

Spring 2020

COMM 378: Business & Prof. Comm: 19/20  
COMM 440: Social Media: 19/20

COMM 396: Special Topics in Journ: 11/14  
COMM 499: Internship in Journalism: 8/9

Winter 2019-20

COMM 100: Introduction to Mass Media: 20/20  
COMM 440: Social Media: 20/21

COMM 311: Copy Editing: 19/20  
COMM 499: Internship in Journalism: 2/2

Fall 2019

COMM 100: Introduction to Mass Media: 24/25  
COMM 400: Media Law and Ethics: 12/12

COMM 202: Media Literacy: 23/27  
COMM 499: Internship in Journalism: 6/7

Spring 2019

COMM 202: Media Literacy: 24/25  
COMM 420: Civic Journalism: 19/24

COMM 378: Business & Prof. Comm: 21/21  
COMM 499: Internship in Journalism: 3/4

Winter 2018-2019

COMM 100: Introduction to Mass Media: 24/27  
COMM 440: Social Media: 25/26

COMM 400: Media Law and Ethics: 24/25  
COMM 499: Internship in Journalism: 6/6

Fall 2018

COMM 100: Introduction to Mass Media: 23/25  
COMM 311: Copy Editing: 20/20

COMM 202: Media Literacy: 26/26  
COMM 499: Internship in Journalism: 4/4

### **Selected publications**

#### **Scheduled for publication, academic**

Book chapter on media literacy to be published in Routledge's Responsible Journalism in Conflicted Societies: Trust and Public Service across New and Old Divides in fall 2021.

Book chapter "Immigrants: Getting the Job Done Then and Now" to be published in Revolution and Revelation: The Rhetoric of Hamilton: An American Musical

Journal article "The dislike of a like: How social media and COVID harassed working women during the pandemic" submitted to special edition of The Gendered Impact of COVID-19: Communicating Risks, Hope, Opportunities and Challenges.

#### **Academic published works**

Roberts, J. P. (2019). The #MeToo Movement Encourages Women Evangelicals to Fight for Equality. In *Misogyny and Media in the Age of Trump* (pp. 217-232). Rowman and Littlefield.

Roberts, J.P. (2018). The Lord Has Sounded the TRUMPets?: What Do You Say To Young Christians? In *Constructing Narratives in Response to Trump's Election* (pp. 83-97). Lexington Books.

Roberts, J.P. (2016). Commodifying Celebrity: Social media, sensationalism, and how the media plays a role in creating celebrities. In *Building Bridges in Celebrity Studies* (pp. 45-53). Waterhill Publishing, Toronto.

#### **News articles published via University Communications**

March 11, 2021: "Boulware gift provides IDEA Place renovation"

March 11, 2021: "Louisiana Tech's Workforce Wednesdays can lead to promising career path"

February 26, 2021: "High school students can apply for STEM apprenticeships at Tech"

January 22, 2021: "Tech alumni honored as Teachers and Principals of the Year"

January 13, 2021: "Kinesiology chair to serve as senior contributor to SportsEDTV"

December 11, 2020: "Tech lab school forms golf team"

December 4, 2020: "PDRIB director works with National Federation of the Blind on upcoming conference"

November 20, 2020: "COE faculty member presents at NSTA conference"

November 17, 2020: "Louisiana Tech partners with Discovery Education to launch online graduate courses to support Louisiana educators"

October 26, 2020: "Service learning benefits lab school, Tech students"

October 21, 2020: "AEP teacher selected as Teacher Leader Adviser by state DoE"

October 6, 2020: "COE researcher looks to help police officers' health"

October 1, 2020: "AEP student selected in Top 300 for national STEM competition"

September 23, 2020: "COE certificate program highlighted in DoE briefing"

September 17, 2020: "COE, Coursera offer digital learning opportunities for the Tech community"

September 11, 2020: "International COE project looks at education for teachers"

### **Selected presentations**

#### **BARC COMMONS Workshop, Louisiana Tech, 2021**

Presented "You Can't Say That! A Discussion on Free Speech and Libel"

#### **Responsible Journalism and Communication Conference, London, 2020**

Presented "Edification and awareness: Educating the public to become more media literate citizens"

#### **BARC COMMONS Workshop, Louisiana Tech, 2020**

Presented "Develop Your Social Media Strategy: Research, Reanalyze, Rinse, and Repeat"

#### **International Organization of Social Sciences and Behavioral Research, New Orleans, 2020**

Presented "Renewing and Rebranding: How Social Media Helped Breathe New Life in a Dead Church"

#### **University of Louisiana System's For Our Future conference, University of Louisiana at Monroe, 2020**

Presented "Social Media Innovation: How communication can define strategies and reach goals"

### **Lagniappe**

- Program coordinator for the department of communication and media studies, 2020-present
- Designed multiple courses currently used in the communication curriculum, including COMM 202: Media Literacy and COMM 440: Social Media
- Served in the University Senate, 2016-2020
- Produced the 2018 Louisiana Tech *Lagniappe* yearbook in three-month timeline
- Truman Scholarship Nominating Committee Member, 2018-present
- Exit interviewer for graduate students in audiology and speech-language pathology, 2018-2019