

KatieStarzec

Assistant professor

Kansas State University
Department of Communications and Agricultural Education
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EDUCATION

Ph.D., Environmental Design and Planning, August 2015.
College of Architecture, Design and Planning, Kansas State University. Manhattan, Kansas.
Major fields: river process, landscape ecology, urban agriculture.
Dissertation: Understanding Gully Process in Two Kansas Landscapes. Chair: Dr. Tim Keane.

B.S., Agricultural Communications and Journalism, environmental option, December 2010.
Natural Resources and Environmental Science secondary major. Magna cum laude.
College of Agriculture, Kansas State University. Manhattan, Kansas.

COURSES TAUGHT

AGCOM 100–Agricultural Communications Orientation–Kansas State Univ. F2019–F2024
Provided orientation to campus and resources, along with introductory material to agricultural communications, for new transfer and freshman students.

AGCOM 110–Introduction to Agricultural Communications–Kansas State Univ. F2018
Course focused on building confidence in writing, finding your “voice” in agriculture and discovering different perspectives about agriculture.
Covered basic skill–building in writing, design, video, photography and audience analysis.

AGCOM 210–Layout and Design Principles–Kansas State Univ. S2018–S2019
Course highlighted skill–building in Adobe Photoshop, Illustrator and InDesign.
Course focused on print media and covered best practices in file prep. for printing.

AGCOM 345–Adv. Layout and Design Principles–Kansas State Univ. F2018–F2024
Using Adobe software, course focused on concepts of layout and design and in–depth file preparation for printing.

AGCOM 400/222–Agricultural Business Communication–Kansas State Univ. 2018, 2021–2024
Course focused on skill–building in areas of writing, teamwork and design for non–majors.

AGCOM 600–Capstone in Agricultural Communications–Kansas State Univ. S2019–S2024
Implemented a new course structure in strategic communications to seniors in AgCom.

AGCOM 712–Environmental Communication–Kansas State Univ. S2019–S2023
Concepts of community–based social marketing and environmental media for master’s students and undergraduate seniors.

AGCOM 810–Scientific Communication–Kansas State Univ. F2019, F2021

Graduate–level course for masters and PhD students. Course focuses on disseminating research within the scientific community.

AGCOM 844–Theory in Agricultural Communications. F2022

Graduate–level course for masters and PhD students. Course focuses on disseminating research within the scientific community.

TEACHING ASSISTANT EXPERIENCE**LAR 322 – Environ. Issues and Ethics–Kansas State Univ. Spring 2011, 2013–2015**

Graded book reports and exams for 60–80 students per semester (shared TA responsibilities with 1–2 other TAs). Prepared lecture slides for primary instructor.

LAR 420 – Natural Systems and Site Analysis–Kansas State Univ. Fall 2011–2014

Graded science writing reports, led site visits, and prepared and presented lectures and writing workshops as needed.

GRANT DOLLARS**Competitive Support – Funded**

- 2022–2023 **Starzec, K.**, Aenlle, J., & Hill, N. “Identifying Urban Communities’ Technical Assistance Needs.” USDA, Kansas Natural Resources Conservation Service, subtier contract with Marketing Angle. Starzec funds: \$4,000. Total Kansas State Univ. funding: \$20,000.
- 2022–2025 Kim, T., Sullins, D., **Burke*, K.** An ecosystem–level evaluation of sustainable agricultural practices and the barriers to their adoption. USDA McIntire–Stennis. Burke funds: \$59,000. Total funding: \$269,000.
- 2021–2024 Bowser, C., Metzger, S., Randolph, L., Rogers–Randolph, T., Shoemaker, C., Bromenshenk, J., Debnam, S., & **Burke, K.** “Servicemember Agricultural Vocation Education, Corp. (SAVE) – A Pathway to Farming for Transitioning Servicemembers and Veterans.” USDA Beginning Farmer and Rancher Development Grant. Burke funds: \$131,000. Total funding: \$746,000. *KBurke was not involved in the application process but stepped into the PI role when the original PI became a project consultant
- 2020–2023 **Burke, K.**, Randolph, L., Hill, N. & Ellis, J. “Building soil health connections with Kansas producers through the social dimension.” USDA, Natural Resources Conservation Service. Burke funds: \$100,000. Total project costs: \$270,000.
- 2020–2022 **Burke, K.** & Hall, K. “Furthering our outreach: teaching students community–based social marketing concepts to drive behavior change in natural resource conservation.” Association of Public Land–grant Universities Innovation Teaching Award. Burke funds: \$6,000. Total funding: \$7,500.

Competitive Support – Not Funded

- 2023–2027 Hill, N., Kliwer, B., Starzec, K. “Enhancing Effectiveness of Conservation Outreach with Applied Social & Behavioral Sciences.” USDA NRCS CCGA. Starzec funds: \$31,291. Total project costs: \$747,668.

- 2021–2026 Harmony, K., Jaeger, J., Sullins, D., & Fick, W., & **Burke, K.** Subaward under Allen, C. et. al. “Collaborative Adaptive Management for Sustainable Grasslands.” USDA AFRI Sustainable Agricultural Systems. Burke subaward: \$378,000. Kansas subaward: \$2,000,000. Total requested: \$10 million.
- 2020 Ellis, J.D., Rogers–Randolph, T., Randolph, L., & **Burke, K.** AI Institute: Multiscale sustainable intensification through AI-enabled agriculture. NSF. Burke funds: \$100,000. Kansas subaward: \$1,100,000.
- 2019 Randolph, L., **Burke, K.** Kansas Soybean Commission grant. Burke funds: \$5,000. Total requested: \$58,500.
- 2019 **Burke, K.** & Baker, L. Global Campus Distance Learning Development Grant — online Environmental Communication degree option. 2019. Burke funds and total requested: \$43,554.

SCHOLARSHIP

Peer–Reviewed Publications:

- Hall, K. and **Starzec, K.** (accepted). Using an interrupted case study to engage undergraduates’ critical thinking style and enhance content knowledge. *Journal on Empowering Teaching Excellence*
- Underwood, M., **Starzec, K.J.**, Hill, N. and Weaber, R.L. (accepted). Print grades prime: A quantitative analysis of producer communication preferences of U.S. beef breed association magazines through the lenses of uses, gratifications, and gatekeeping. *Journal of Applied Communications*.
- Messerla, K.E., **Starzec, K.J.**, Disberger, B., Johannes, E. (2024). Changes in the information uses and gratifications of virtual communications for Kansas State Research and Extension agents during the COVID–19 pandemic. *Journal of Applied Communications* 107(4) <https://doi.org/10.4148/1051-0834.2511>
- Rourke, C., Waggle, R., Hill, N., Ellis, J. D., & **Starzec, K.** (2023). Risk information sufficiency & seeking of southeastern United States beef producers . *Advancements in Agricultural Development*, 4(4), 10–23. <https://doi.org/10.37433/aad.v4i4.309>
- Starzec, K. J.** (2023). Prioritizing Professional Development at the Interface of Natural Resources and Agriculture. *The Journal of Extension*, 61(1), Article 16. <https://doi.org/10.34068/joe.61.01.16>
- Burke, K.**, Boman, C. D., D’Angelo, J., & Ellis, J. D. (2020). Using audience segmentation to determine millennial perceptions toward GM foods. *Journal of Applied Communications*, 104(4). <https://doi.org/10.4148/1051-0834.2342>
- D’Angelo, J., J.D. Ellis, **K. Burke** and T. Ruth. (2018). Media portrayal of GM science and citrus greening in state and national newspapers. *Journal of Applied Communications* 102(1). <https://doi.org/10.4148/1051-0834.1361>
- Starzec, K.**, French, L., Nelson, N., Devlin, D. (2008). Conservation and citizen participation in the Cheney Lake watershed. *Journal of Soil and Water Conservation* 63(6), 204A–207A.

Oral and Paper presentations

- Baughman, M., **Starzec, K.**, Hill–Sullins, N., & Olsen, K.C. (2024, February). Flint Hills cattle ranchers’ decision–making regarding herd productivity and rangeland management practices National Agricultural Communications Symposium. Atlanta, GA.
- Messerla*, K. & **Starzec, K.** (2023, June). Changes in the information uses and gratifications of virtual communications for Kansas State Research and Extension agents during the COVID–19 pandemic. Association of Communication Excellence. Asheville, NC.

- Hill, N., **Starzec, K.**, & Underwood, M. (2023, February 9–10). Social support, sifting, and systems: Overcoming land managers' barriers to soil health practice adoption. [Oral presentation]. Kansas Natural Resources Conference. Manhattan, KS, United States.
- Hill, N., **Starzec, K.**, Underwood, M. (2023, February 5–6). Soil health motivations and barriers in the context of diffusion of innovations theory [Paper presentation]. National Agricultural Communications Symposium, Oklahoma City, OK, United States.
- Rourke, C., & Hill, N., Waggie, R., Ellis, J., & **Starzec, K.** (2023, February 5–6). Risk it for the brisket: Southeast United States beef producer risk information seeking and processing [Paper presentation]. National Agricultural Communications Symposium, Oklahoma City, OK, United States.
- Hill, N., **Starzec, K.**, & Underwood, M.* (2023, February 5–6). Soil health motivations and barriers in the context of diffusion of innovations theory [Paper presentation]. National Agricultural Communications Symposium, Oklahoma City, OK, United States.
- Starzec, K.**, Hall, K. (2022). Using an interrupted case study to engage critical thinking style and enhance content knowledge of undergraduate agriculture students. AAEE Western Region Conference. Las Cruces, New Mexico. September.
- Burke, K.**, Hill, N., Randolph, L., Ellis, J., Underwood, M., Hilgerson, S. (2022). Kansas crop and livestock producers' barriers to soil health practice implementation. Kansas Natural Resources Conference. Manhattan, KS, February.
- Burke, K.** (October, 2021). Grad students drive environmental behavior change at the community level. North American Association for Environmental Education (NAAEE). October 2021.
- Burke, K.** (November 2019). Tools in outreach: Community-based social marketing. Governor's Conference on the Future of Water in Kansas. Wichita, Kansas.
- Bigham, K. and **Burke, K.** (2017). To Restore or Not: The State of Degraded, Warm-water Streams in Agricultural Landscapes of Kansas. Rocky Mountain Stream Restoration Conference. Breckenridge, Colorado.
- Burke, K.** (2015). Understanding Gully Erosion in Heavily-used Midwestern Landscapes. Council of Educators in Landscape Architecture Conference. Manhattan, Kansas.
- Burke, K.** and Keane, T. (2013). Measuring Gully Erosion in Two Disturbed Midwestern Landscapes. Council of Educators in Landscape Architecture Conference. Austin, Texas.

Refereed Poster Presentations

- Underwood, M.*, **Starzec, K.**, Hill, N., & Weaver, R. (2023, February 5–6). Have you herd?: Beef producer communication preferences regarding print magazines [Research poster]. National Agricultural Communications Symposium, Oklahoma City, OK, United States.
- Hilgerson, S., **Burke, K.**, Hill, N., Randolph, L., Ellis, J. (2022). Results of Non-Operating Landowner Survey Respondents: Communication Preferences for Conservation Practices. Association for Communication Excellence. Kansas City, MO, June.
- Baughman, M., **Burke, K.**, Hill, N., Randolph, L., Ellis, J. (2022). Trust and Communications Preferences: Informing Soil Health Communications with Historically Underserved Audiences in Kansas. Association for Communication Excellence. Kansas City, MO, June.
- Messerla, **K.**, **Burke, K.**, Getty, K. (2022). Collaborative food label design for agricultural communications and food science students. Association for Communication Excellence. Kansas City, MO, June.
- Underwood, M., Randolph, L., **Burke, K.**, Rogers-Randolph, T., Ellis, J., Hill, N., (2022). Communication Preferences Regarding Soil Health Among Kansas Producers. National Agricultural Communications Symposium. New Orleans, LA, February.

- Underwood, M., Hill, N., **Burke, K.**, Randolph, L., Ellis, J. (2022). Sources for Disseminating Soil Health Information to Kansas Producers. K-GRAD Research Forum. Manhattan, KS, March.
- Underwood, M., Hill, N., **Burke, K.**, Randolph, L., Ellis, J. (2022). Talking Soil Health: Sources for Disseminating Soil Health Information to Kansas Producers. American Association of Agricultural Education National Conference. Oklahoma City, OK, May.
- Getty, K.J.K., **Burke, K.**, & Rogers-Randolph, T. (July, 2021). Teaching Collaboration in Food Labeling and Packaging Design to Students in Research and Development of Food Products and Layout and Design Courses. Poster accepted for presentation at the Institute of Food Technologists Conference. Virtual.
- Bigham, K. and **Burke, K.** (2017). Development of a Streambank Assessment Tool for Kansas Watersheds. Kansas Natural Resources Conference.
- Sheshukov, A., Graber, R., Keane, T., Barnes, P., Devlin, D., Karimov, V. and **Burke, K.** (2016). Evaluating Ephemeral Gully Erosion as a Major Source of Sediment on Cultivated Croplands. Kansas Natural Resources Conference.
- Burke, K.** (2013). Measuring Gully Erosion in Two Disturbed Kansas Landscapes. Capitol Graduate Research Summit, Topeka.

Posters Presented at Professional Meetings

- Schaeffer, J., **Starzec, K.**, Aenlle, J., Jackson, S. (2023, November). Analysis of Crisis Response Communication by U.S. Army Corps of Engineers, Tuttle Creek Lake during the Flooding Crisis of 2019. Governor's Conference on the Future of Water in Kansas. Manhattan, KS.
- Underwood, M., Randolph, L., **Burke, K.**, Rogers-Randolph, T., Ellis, J., Hill, N., (2022). Communicating Soil Health Across Kansas. Kansas Natural Resources Conference. Manhattan, KS, February.
- Baughman, M. & **Burke, K.** (2022, February). Prioritizing Professional Development: Extension Agents' and Specialists' Interest in Natural Resource Topics. Kansas Natural Resources Conference. Manhattan, KS.
- Burke, K.**, Messerla, K., & Underwood, M. (October, 2021). Nature journaling for agriculture undergraduate students. Poster accepted for presentation at the North American Association for Environmental Education Annual Conference (NAAEE). Virtual.
- Burke, K.** (2014). Tracking Gully Development in Two Kansas Landscapes. Kansas Governor's Water Conference.

Invited Presentations and Communications:

- Burke, K.** (2021). What really matters when advocating? Guest lecture in GENAG 201.
- Burke, K.** (2021). Soil Health and Outreach panelist, "Building Healthy Communities from the Ground Up" Kansas Rural Center Virtual Conference. August 6, 2021.
- Burke, K.** (2021). Agricultural Communications CDE guidance to teachers at the K-ACTE conference. July 27, 2021.
- Burke, K.** (2020). Boost student engagement in your ACT chapter. Society of Agricultural Communication Scholars (SACS) webinar. February 24, 2020.

Conference professional development sessions

Aenlle, J.V., Hill–Sullins, N., & **Starzec, K.** How to Develop, Maintain, and Engage an Industry Advisory Board [Roundtable Discussion]. 2024 National Agricultural Communications Symposium, Atlanta, GA United States.

Aenlle, J.V., Stone, W., & **Starzec, K.** Teaching qualitative methods to student researchers: Accounting for power dynamics and biases when analyzing qualitative data. [Roundtable Discussion]. 2024 National Agricultural Communications Symposium, Atlanta, GA United States.

CONFERENCES ATTENDED:

2024 National Agricultural Communications Symposium. Atlanta, Georgia.
2023 Association for Communication Excellence. Asheville, North Carolina.
2023 Kansas Natural Resources Conference. Manhattan, Kansas.
2022 Western AAAE. Las Cruces, New Mexico.
2022 Association for Communication Excellence. Kansas City, Missouri.
2022 Kansas Natural Resources Conference. Manhattan, Kansas.
2021 North American Association of Environmental Educators (NAAEE). Virtual.
2019 Governor’s Conference for the Future of Water in Kansas. Wichita, Kansas.
2019 Ag Media Summit. Minneapolis, Minnesota.
2018 Agricultural Communicators of Tomorrow Professional Development Conference. Kansas City, Missouri.
2018 Ag Media Summit. Scottsdale, Arizona.
2018 Agricultural Communicators of Tomorrow Professional Development Conference. Wooster, Ohio.
2018 Kansas Natural Resources Conference. Manhattan, Kansas.
2017 Rocky Mountain Stream Restoration Conference. Breckenridge, Colorado.
2017 Kansas Natural Resources Conference. Manhattan, Kansas.
2016 Kansas Natural Resources Conference. Wichita, Kansas.
2016 Governor’s Conference for the Future of Water in Kansas. Manhattan, Kansas.
2016 Kansas Association of Conservation Districts Convention. Wichita, Kansas.
2015 Kansas Natural Resources Conference. Wichita, Kansas.
2015 Governor’s Conference for the Future of Water in Kansas. Manhattan, Kansas.
2015 Kansas Association of Conservation Districts Convention. Wichita, Kansas.
2015 Council of Educators in Landscape Architecture. Manhattan, Kansas.
2014 Governor’s Conference for the Future of Water in Kansas. Manhattan, Kansas.
2013 Council of Educators in Landscape Architecture. Austin, Texas.
2012 Council of Educators in Landscape Architecture. Champaign, Illinois.

AWARDS

Second Runner–Up Distinguished Research Paper, National Agricultural Communications Symposium 2023. Hill, N., **Starzec, K.**, Underwood, M., Randolph, L., & Ellis, J. Soil health motivations and barriers in the context of diffusion of innovations theory.

GRADUATE STUDENT COMMITTEES

Master's completed, chaired:

Tayla Whitehead, Ag Communications
Katie Messerla, Ag Communications
Emily Bennigsdorf, Extension Communications
Megan Underwood, Ag Communications
Jessica Schaeffer, Ag Communications
Madison Baughman, Ag Communications

Master's completed, co-chair:

Shana Hilgerson, Ag Education

Master's in progress, chair:

Alyssa Davidson, Ag Communications
Allen Baker, Extension Communications
Adrian Sulivant, Ag Communications
Luisa Honeywell, Ag Communications
Kassie Pechanec, Ag Communications
Rebecca Donaldson, Ag Communications
Rebecca McMahon, Extension Communications
Jennifer Lookabaugh, Extension Communications

Master's completed, committee member:

Lauren Worley, Ag Education
Michelle Goossen, Ag Education
Rachel Waggle, Ag Communications
Kelly Flynn, Ag Education

Master's in progress, committee member:

Maria Cardozo Baquero, School of Media and Communications

PhD completed, committee member:

Susan Metzger, Leadership Communication
Jaci Tweeten, Leadership Communication

PhD in progress, committee member:

Will Boyer, Agronomy
Philip Black, Leadership Communication
Isabel Huckins, Leadership Communication (initial adviser)

PROFESSIONAL TRAINING

2019 – Ascension Pro Grant Writing Workshop, Washington D.C.
2019 – Kansas State University Grant Writing Workshop
2018 – Online Teaching Essentials. Manhattan, Kansas.
2018 – ACUE Effective Teaching Practices. Manhattan, Kansas.
2017 – Dave Derrick Stream Stabilization Workshop. Wichita, Kansas.
2015 – Wildland Hydrology Level IV. River Restoration and Natural Channel Design. Breckenridge, Colorado.
2014 – Wildland Hydrology Level III. River Assessment & Monitoring. Shepherdstown, West Virginia.
2013 – Wildland Hydrology Level II. River Morphology & Applications. Bend, Oregon.
2012 – Wildland Hydrology Level I. Applied Fluvial Geomorphology. Shepherdstown, West Virginia.

SERVICE

Kansas State University:

- Natural Resources and Environmental Sciences governing board member, 2022–present
- Graduate Research Summit poster competition judge, 2021–2023
- Kansas Science Communication Initiative involvement, 2019

Kansas State University College of Agriculture:

- Kansas State Research and Extension Fellowship faculty mentor, summer 2022
- Agricultural Ambassador interviewer, 2019
- Special committee: “Academic Instruction Working Group” subcommittee for College of Agriculture to address 2020 teaching planning during the pandemic
- College of Agriculture Recruitment Committee – 2018–present. Attend regular recruitment meetings; Participate in junior days, senior days, admitted Wildcat days, and other special recruitment efforts
- Scholarship committee, 2019–2023
- Assistant teaching coordinator, 2019– present. Our department Teaching Coordinator is an agricultural education faculty member. I fill in and provide input for the agricultural communications and journalism degree program when needed.
- Member of the KSRE Natural Resources Program Focus Team

Department of Communications and Agricultural Education:

- Led curriculum change and program name change process in 2023–2024 to align with the KBOR new GE framework
- Main recruitment contact for agricultural communications and journalism. Point person for prospective student visits, Orientation and Enrollment, transfer evaluations, and DirectLink
- Served as ACT club adviser in 2019. Led the group in new initiatives such as the pancake feed non–perishable food drive, Equifest fundraiser, and calendar photo contest and fundraiser. Attended Ag Media Summit with the club, where the club was awarded Chapter of the Year.
- Created the concept for and launched our degree program’s student ambassador group, the AgCom Advancement Team, in 2019.
- Provided consistent support throughout three years of faculty turnover/transition. Helped on–board three faculty members.
- Served as chair of the search committee for a staff position and served on the search committee for two other departmental hires.

Other professional service:

- Coordinator for the Kansas FFA Agricultural Communications Career Development Event. 2019–2024
- Kansas Alliance for Wetlands and Streams board member, 2016–present. 2019–2021: Board secretary
- Member of North American College Teachers of Agriculture (NACTA) – 2020–present
- Member of Association for Communication Excellence (ACE) – 2019–present
- Periodically review poster abstracts or other submitted works to conferences such as AAAE, ACE, and NACS
- Journal of Applied Communications: Review 2+ journal manuscripts per year
- Kansas FFA Agriscience Fair judge, natural resource category, 2019–2021
- 2018–2019 Kansas 4–H Discovery Days instructor
- 2017 Judge for the Kansas Envirothon State Competition
- 2016 Judge for the Kansas Envirothon State Competition
- 2015 Judge for the Great Plains Future Cities Competition

PROFESSIONAL AND ACADEMIC EXPERIENCE

Riparian and Wetland Program Manager

Kansas Department of Agriculture – Division of Conservation – 2015–2017

Developed tools and methods to assess streambank stabilization project success rates.

Contracted for design and construction of streambank stabilization projects.

Collaborated with other Kansas conservation agencies to fund wetland projects.

Managed more than \$1 million in project funding per year.

Field and Research Assistant

The Apache Foundation – Ucross Ranch, Wyoming – 2011–2018

Spent 1–2 weeks each summer doing stream and upland fieldwork.

Long-term monitoring of rangeland for watershed and stream health in north central Wyoming.

Graduate Research Assistant

Kansas State Univ. – Environmental Design and Planning – 2011–2015

Funding Sources: NRCS Conservation Innovation Grant; Department of Defense

Developed methodology to assess and monitor four agricultural fields and military training areas for gully erosion.

Collected and analyzed field survey and weather data.

Research Assistant

Kansas State Univ. – Environmental Design and Planning/Ag Engineering – 2007–2008

Collected/analyzed stream survey data to classify stream type and determine erosion rates.

Collected water samples from stream sites.

Utilized lab equipment to test for total suspended solids and soil texture.

***Other names used:**

Katie Burke