



Lauri M. Baker

307 Umberger Hall, Manhattan, Kansas 66506-3402 ♦ 785-532-1140 ♦ lmbaker@k-state.edu

Education

Doctor of Philosophy

Agricultural Communication, spring 2011

University of Florida

Dissertation Topic: *The Agenda-Setting Effects Of New Media On The Policy Agenda: A Quantitative Content Analysis Of The Blogosphere Agenda, Online Elite Media Agenda, Specialized Public Opinion Agenda, Interest Group Agenda, And The Policy Agenda*

Master of Science

Agricultural Communication, summer 2009

University of Florida

Bachelor of Science

Agricultural Communication, May 2003

Texas Tech University

Work Experience

Kansas State University, Manhattan, Kansas

Assistant Professor in Agricultural Communication, May 2011 to present

➤ Teaching

AgCom 400: Business Communication

AgCom 590: New Media Technologies

AgCom 712: Environmental Communication

AgCom 420: Special Topics in Agricultural Communication

AgCom 425: Undergraduate Research in Agricultural Communications

AgCom 405: Capstone in Agricultural Communications

➤ Research and grant work

How Can the Agricultural, Environmental, & Natural Resource Industry Communicate Strategically With Its Publics?

* Agenda Setting

* Persuasion

* Heuristics of Decision Making

* Social and New Media

* Policy Development

* Climate Change

* Recruitment

Texas Wheat Producers Board & Association, Amarillo, Texas

Vice President & Director of Communications, July 2003 to August 2007



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Grant Writing Experience & Training

- Consultant on a CECD Grant on Environmental Leadership, \$104,000, 2012
- Consultant on USDA Beginning Farmers and Ranchers Grant *Beyond the Farm Gate: Equipping Beginning Farmers and Ranchers with Online Tools for Agribusiness Marketing*, \$750,000 grant project, Role of consultant is to develop online learning modules to extend the life of the project
- Co-principle investigator, American Floral Endowment Grant, 2011-2012, \$5,000
- Co-principle investigator, American Floral Endowment Grant, 2010-2011, \$5,000
- Co-principle investigator, College of Agriculture and Life Sciences Distance Education Mini Grant, \$3,000
- Developed and managed budgets for multiple grant projects between \$5,000-\$10,000
- Participated in the “Getting Started as a Successful Grant Writer Academician” workshop in 2009 and 2010.
- Project Manager, Helped write grant from the American Floral Endowment, 2009, \$5,000

Refereed Journal Articles

Baker, L. M. & Irani, T. (submitted). The impact of new media on the policy agenda: A confirmatory structural equation model approach to determining the impact of new media on political agenda setting. Submitted for publication in the *International Journal of Public Opinion Research*.

Baker, L. M., Settle, Q., Chiarelli, C., & Irani, T. (In Press). Recruiting strategically: Increasing enrollment in academic programs of agriculture. Accepted for publication in the *Journal of Agricultural Education*.

Settle, Q., Telg, R., Baker, L. M., Irani, T., Rhoades, E., & Rutherford, T. (2012). Social media in education: The relationship between past use and current perceptions. *Journal of Agricultural Education*, 53(3), 137–153. doi: 10.5032/jae.2012.03137 <http://www.jae-online.org/vol-53-no-3-2012/1690-social-media-in-education-the-relationship-between-past-use-and-current-perceptions.html>

Baker, L., Abrams, K., Irani, T., & Meyers, C. (2011). Managing media relations: Determining the reputation of a land grant institution from the perspective of media professionals. *Journal of Applied Communications*, 95(2), 60-73.
http://journalofappliedcommunications.org/images/stories/issues/2011/jac_v95_n2_article5.pdf

Settle, Q., Abrams, K. M., & Baker, L. M. (2011). Using Prezi in the Classroom. *North American Colleges and Teachers of Agriculture Journal*.

Baker, L., Irani, T., & Abrams, K. (2011). Communicating strategically with generation me:



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Aligning students' career needs with communication about academic programs and available careers. *North American Colleges and Teachers of Agriculture Journal*. (55)2, p. 32-39. <http://www.nactateachers.org/vol-55-num-2-june-2011/1148-communicating-strategically-with-generation-me-aligning-students-career-needs-with-communication-about-academic-programs-and-available-careers.html>

Settle, Q., Telg, R., Irani, T., Baker, L. M., Rhoades, E., & Rutherford, T. (2011). Instructors' social media use and preferences in agriculture classes. *North American Colleges and Teachers of Agriculture Journal*. (55)2, p. 78-83. <http://www.nactateachers.org/vol-55-num-2-june-2011/1142-instructors-social-media-use-and-preferences-in-agriculture-classes.html>

Abrams, K., Meyers, C., Irani, T. & Baker, L. (2010). Branding the land grant university: Agricultural producers' and community leaders' awareness of the tripartite mission. *Journal of Extension*, 46(6). Retrieved from <http://www.joe.org/joe/2010december/a9.php>

Refereed Paper & Oral Presentations

Abrams, K. & Baker, L. M. (2012). The effect of a new media course on students' thinking and behavior. Paper presented at the 2012 North Central AAAE Conference, Champaign, IL October 4-6, 2012. (Outstanding Paper Award)

Baker, L. M. & Ellis, J. (2012). The Marketing of Extension's Story: A qualitative study assessing the effectiveness of an online communication campaign. Paper presented at the 2012 North Central AAAE Conference, Champaign, IL October 4-6, 2012.

Settle, Q., Baker, L. M., & Irani, T. (submitted). *Employee perceptions of the brand salience and differentiation for a state forestry organization*. Paper submitted for presentation at 2013 Southern Association of Agricultural Scientists Agricultural Communications Sections, Orlando, FL.

Baker, L. M. & Settle, Q. (2012). Making the most of what you have: Learning concepts at home and applying concepts during class. Presented at 2012 North American Colleges and Teachers of Agriculture Conference, River Falls, WI. Abstract published in the *Journal of North American Colleges and Teachers of Agriculture*, 55(1), <http://www.nactateachers.org/journal.html>

Settle, Q., Abrams, K. M., & Baker, L. M. (2011, June). *Thinking outside the slide: Introducing Prezi into the classroom*. Presented at 2011 North American Colleges and Teachers of Agriculture Conference, Edmonton, Canada.

Settle, Q., Telg, R., Baker, L. M., Irani, T., Rhoades, E., & Rutherford, T. (2011, May). *Social media in education: The relationship between past use and current perceptions*. Paper



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presented at 2011 American Association for Agricultural Education National Research Conference, Coeur d'Alene, ID.

Baker, L. M., Settle, Q., Chiarelli, C., & Irani, T. (2011, May). *Recruiting strategically: Increasing enrollment in agriculture academic programs*. Paper presented at 2011 American Association for Agricultural Education National Research Conference, Coeur d'Alene, ID.

Settle, Q., Telg, R., Baker, L. M., Irani, T., Rutherford, T., & Rhoades, E. (2011, February). *Comparisons of agriculture instructor and student perceptions of social media in education*. Paper presented at 2011 American Association for Agricultural Education Southern Region Research Conference, Corpus Christi, TX.

Baker, L. M., Settle, Q., Chiarelli, C., & Irani, T. (2011). Matching Millennials motivations: Developing strategic, targeted recruitment materials to increase enrollment in academic programs of agriculture. Paper presented at 2011 Southern Association of Agricultural Scientists' Conference, Corpus Christi, TX.

Settle, Q. S., Baker, L. M., & Irani, T. (2010). Assessment of the relationship between cognitive problem solving style and changes in perceptions and knowledge gain for a teacher professional development program. Paper presented at 2011 American Association of Agricultural Education Southern Region Research Conference, Corpus Christi, TX.

Settle, Q. S., Telg, R., Baker, L. M., Irani, T., Rutherford, T., & Rhoades, E. (2010). Comparisons of agriculture instructor and student perceptions of social media in education. Paper presented at 2011 American Association of Agricultural Education Southern Region Research Conference, Corpus Christi, TX.

Baker, L. M., Irani, T., Abrams, K., & Telg, R. (2010, June). Motivating millennials: Using new media to recruit the next generation into academic programs of agriculture. Paper presented at the North American Colleges and Teachers of Agriculture Conference, State College, PA.

Baker, L. M., Abrams, K. M., & Irani, T. A. (2010, February). Pick me! Aligning students' career needs with communication about academic programs and available careers. Paper presented at the Southern Association of Agricultural Scientists Conference, Orlando, FL.

Baker, L. M., Abrams, K. M., Irani, T. A., & Meyers, C. A. (2009). How well do we relate: Media professionals' awareness and perceptions of a land grant institution. Paper presented at the Southern Association of Agricultural Scientists Conference, Atlanta, GA. and the American Association for Agricultural Education (AAAE), Louisville, KY.

Chodil-Abrams, K. M., Meyers, C. A., Irani, T. A., & Baker, L. M. (2008). Branding the Land



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Grant University: Agricultural Producers' and Community Leaders' Awareness of the Tripartite Mission. Paper presented the ACE Conference, Traverse City, MI.
(Outstanding Graduate Paper)

Refereed Poster Presentations

- Settle, Q., Baker, L. M., Goodwin, J. N., & Irani, T. (2012). Empirically testing recruitment materials. Poster presented at 2012 North American Colleges and Teachers of Agriculture Conference, River Falls, WI.
<http://www.nactateachers.org/images/stories/NACTA/Conference/2012/AB0284.jpg>
Abstract published in the *Journal of North American Colleges and Teachers of Agriculture*, 55(1), <http://www.nactateachers.org/journal.html>
- Baker, L. M., Chiarelli, C., Settle, Q. (2010). A Little Birdie Told Me: Using Twitter as a Discussion Tool. Presented at 2011 Southern Association of Agricultural Scientists' Conference, Corpus Christi, TX.
- Baker, L. M., Settle, Q., Telg, R., Irani, T., Rhoades, E., & Rutherford, T. (2010). Wired in college: Students at three land-grants use of old and new media. Submitted for presentation at 2011 Southern Association of Agricultural Scientists' Conference, Corpus Christi, TX.
- Kelly, H., Baker, L., & Irani, T. (2010, August). Distance Delivered Writing Class Conversion. Poster presented at the 2010 CALS Teaching Enhancement Symposium, Gainesville, FL.
- Settle, Q., Irani, T., Baker, L.M., & Abrams, K. M. (2010, June). Changes in participant knowledge level and intended lesson topics for an emerging pathogens workshop. Poster presented at the North American Colleges of Teachers and Agriculture Conference, State College, PA.
- Hightower, L., Baker, L., Irani, T., Gallo, M., Myers, B., & Telg, R. (2008). The Interdisciplinary Center for Ongoing Research/Education (ICORE) Partnerships & the STEP Program. Poster presented at the 2008 Genetics Symposium, University of Florida.
- Baker, L.M. (2008, April). Charting a course: An evaluation of strategic communication plans at land grant institutions. Poster presented at the 3rd Annual Research Strategies and Procedures in Agricultural Education and Communication, Gainesville, FL
(Outstanding Poster).
- Strong, R. L., Baker L.M., Irani, T., & Harder, A. (February 2008). Community-based social marketing may raise the awareness of extension. Poster presented at the Association for Agricultural Education (AAAE), Reno, NV.



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Published Reports

Irani, T. A., Settle, Q., Baker, L. M., & Chiarelli, C. (2010). Volume two of building the capacity of the 21st century floriculture industry: Testing marketing messages and evaluating the effectiveness of future communication and student recruitment. Prepared for and presented to the American Floral Endowment.

Irani, T. A., Baker, L. M., & Abrams, K. M. (January 23, 2009). Building the Capacity of the 21st Century Floriculture Industry: Assessing ways to impact student career choice and enhance post-secondary education. Prepared for and presented to the American Floral Endowment.

Irani, T. A., Baker, L. M., Meyers, C. A. , & Abrams, K. M. (2008) Branding the Land-Grant University: A Report on Stakeholder Awareness, Perceptions and Attitudes Toward the University of Florida, Institute of Food and Agricultural Sciences, UF/IFAS - 2008. Prepared for Vice President Jimmy G. Cheek.

Workshops

Baker, L. M., Settle, Q., & Irani, T. (2012). On Target Recruiting: Utilizing Survey Software to Test Marketing Materials. Workshop accepted for presentation at Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Annapolis, MD.

Settle, Q., Irani, T., Baker, L. M., Lamm, A., Carter, H., & Divine, R. (2012). *Connecting the pieces: Understanding the public policy opinions of consumers, agricultural leaders, and agricultural producers*. Workshop presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Annapolis, MD.

Edwards, E., & Baker, L. M. (2012). Making a Difference: A New Tool to Share Extension's Story. Workshop accepted for presentation at Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Annapolis, MD.

Solaun, L. & Baker, L. M. (July, 2011). *Using technology to measure message tones and social media*. Workshop presented at the 2011 EPA Community Involvement Conference, Washington, D.C.

Baker, L. M., Chiarelli, C., & Settle, Q. (June, 2011). *Research based recruiting: Matching Millennials needs with your program's offerings*. Workshop presented at Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Denver, CO.



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Baker, L. M., Laur, G. C. (June, 2011). *Communicating Climate Change*. Workshop presented at Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Denver, CO.

Baker, L. M. (June, 2010). *Wikis for the Workplace*. ACE conference, St. Louis, MO, June 22-25, 2010

Baker, L.M. (April, 2010). *Preparing a Public Speech*. Alachua County 4-H, Gainesville, FL, April 14, 2010

Guest Lecturers

Baker, L. M. (Fall 2012). Community Based Social Marketing in Environmental Communications, Guest Lecture in Natural Resources and Environmental Sciences Capstone, Kansas State University

Baker, L. M. (Fall 2012). Community Based Social Marketing in Environmental Communications, Guest Lecture in AgCom 110, Kansas State University

Baker, L. M. (Fall 2011). Environmental Communications, Guest Lecture in AgCom 110, Kansas State University

Baker, L. M. (Fall 2011). Integrating into Your New Faculty Role, via Skype, Guest lecture in AEC Seminar in Faculty Strategies, University of Florida

Baker, L. M. (Spring 2011). Managing Your Online Presence, Lecture in AEE3033 Research and Business Writing, University of Florida

Baker, L. M. (September 2, 2010). Survey & Focus Group Methodology, Lecture in AEC 4052 Campaigns in Agricultural Communications, University of Florida

Baker, L. M. (June 2010). Managing Your Online Presence, Lecture in AEE3033 Research and Business Writing, University of Florida

Baker, L. M. (November 12, 2009). Multiculturalism in Pop Culture. Lecture in AEE 3077 Intercultural Communication, University of Florida

Invited Presentations

Baker, L. M. (2012). Working With iPads: Applications to Make Your Job Easier, Adobe Connect Session in the K-State Research and Extension Communication Tips Series, presented April 5, 2012.



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Edwards, E., & Baker, L. M. (2012). Social media matters, Adobe Connect Session in the K-State Research and Extension Communication Tips Series, presented February 16, 2012.

Baker, L. M. (August 27, 2011). Blogging for Sigma Alpha: A lesson in how to, Sigma Alpha, Kansas State University Chapter.

Baker, L. M. (February 2, 2010). Applying to graduate school: Should I? How would I? Agricultural Communicators and Leaders of Tomorrow, University of Florida Chapter.

Baker, L. M. (February 17, 2009). PR on a Budget: The Power of Relationships. University of Florida, Department of Agricultural Education and Communication Brown Bag Luncheon Speaker Series.

Baker, L. M. (April, 2009). Communication Crisis at the University of Florida: A comprehensive analysis. University of Florida, Department of Agricultural Education and Communication Brown Bag Luncheon Speaker Series.

Professional Affiliations

- Association for Education in Journalism and Mass Communications, 2011-present
- Association for Communication in Excellence in Agriculture and Natural Resources (ACE), 2007-present
- American Association for Agricultural Education (AAAE), 2008-present
- North American Colleges and Teachers of Agriculture (NACTA), 2010-present
- National Association of Farm Broadcasters, Allied Member, 2003-2007



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Service

- Reviewer for North American Colleges and Teachers Association, 2012
- Reviewer of the Article of The Year for the Journal of Applied Communication, 2012
- Kansas Environmental Leadership Program (KELP) Advisory Committee Member, 2011-present
- Kaufman Scholars workshop presenter, 2011
- Kansas State University College of Agriculture Assessment Review Committee Member, 2011-present
- Co Advisor of the Agricultural Communicators of Tomorrow, Kansas State University, 2011-present
- Paper Reviewer for the American Association for Agricultural Education, 2011
- Public Speaking Judge for the Kansas State FFA Contest, 2011
- Department of Agricultural Education and Communication Advisory Council, student member, 2010-2011
- Videographer, Solutions Seminar, Business Etiquette the Five Second Rule, Creating a Lasting Impression, September 9, 2010
- Videographer for State Commissioner of Agriculture Candidate Interview, 2010
- Volunteer for Florida's Ag in the Classroom Program, 2010
- 2010 Evaluator for the Interdisciplinary Research Conference, University of Florida. February 3, 2010
- Emcee for Second Annual Ag Issues Forum at the Florida Farm Bureau, 2010
- Agricultural Communicators & Leaders of Tomorrow Graduate Advisor, University of Florida, 2009-2011
- AECGSA Graduate Student Mentor, 2009-2011
- State FFA Ag Communication Career Development Contest Judge, 2008, 2009, & 2010
- 2008 Livestock Publications Council Contest Judge
- 2008 Florida 4-H Public Speaking Contest Judge
- CALS Honors Advisory Committee Board, 2007, 2008, 2009, & 2010
- National Wheat Foods Council, Board Member, 2004-2007

Awards & Honors

- Outstanding Paper Award, 2012 North Central AAAE Conference, Champaign, IL October 4-6, 2012.
- Urban Water Institute, Affiliate Faculty Member, 2012-present
- Transfer Bridge Mentor, Summer 2012
- Gamma Sigma Delta, Kansas State University Chapter member, 2011 – present
- Member of the New Faculty Institute 2011-2012
- Tilford Scholar, 2012-2013
- Alpha Tau Alpha, President, 2009-2010
- Alpha Tau Alpha, Vice President, 2008-2009



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- Graduate Committee Representative, University of Florida, 2009-2010
- Secretary-Treasurer, 2008-2009, Agricultural Education and Communication Graduate Student Association
- Gamma Sigma Delta - Honor Society of Agriculture, Inducted Spring 2009
- First Place Outstanding Graduate Student Research Paper “Branding the Land Grant University: Agricultural Producers’ and Community Leaders”
- First Place Outstanding Poster. 3rd Annual Research Strategies and Procedures in Agricultural Education and Communication, Gainesville, FL.
- Newbern Scholarship, University of Florida, 2007–2009
- Graduate Student Assistantship, University of Florida, 2007–present
- American FFA Degree, 1998
- First Place National FFA Prepared Public Speaking, 1998
- ACT Chapter President, 2000-2001

Special Skills & Training

- Certified “Media Relations Made Easy” workshop presenter
- PC and Macintosh
- Microsoft Office Suite: Excel, Word, PowerPoint, Access
- E-mail & Web Programs: Outlook and Outlook Express, DreamWeaver
- Design Programs: Adobe InDesign, Adobe PageMaker, Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver, Macromedia Fireworks, Final Cut Pro
- Online Module Development Software: Articulate, Engage, QuizMaker
- Data Analysis Software: SPSS, WeftQDA, AMOS, Diction
- Video and editing: Final Cut
- Photography & Videographer experience