

Lauri M. Baker

307 Umberger Hall, Manhattan, Kansas 66506-3402 ♦ 785-532-1140 ♦ imbaker@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, *Cum Laude*

Texas Tech University

Work Experience

Kansas State University, Manhattan, Kansas

Associate Professor in Agricultural Communication, August 2015 to present

70% teaching, 30% research

Assistant Professor in Agricultural Communication, May 2011 to August 2015

70% teaching, 30% research

➤ Teaching

AgCom 400: Business Communication

AgCom 590: New Media Technologies

AgCom 712/MC712: Environmental Communication

AgCom 405: Capstone in Agricultural Communications

AgCom 420: Special Topics in Agricultural Communication

AgCom 425: Undergraduate Research in Agricultural Communications

AgCom 420: Strategic Event Planning, fall 2013

AgCom 420: Environmental Leadership, May 2012

AgCom 844: Theory in Agricultural Communications

➤ Co Founded the Center for Rural Enterprise Engagement, February 2015

- A center for helping small businesses succeed through new-media marketing research, www.ruralengagement.org

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Texas Wheat Producers Board & Association, Amarillo, Texas

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

- Developed copy and designed Board and Association newsletters, press releases, press interviews, website maintenance, trade show appearances, producer meetings, elevator visits and mailings, coordinated board member interviews and built and maintained media relationships throughout Texas and the U.S.
- Designed and implemented a monthly Association newsletter, The Staff of Life. Continued to write, edit and distribute newsletter by mail and e-mail.
- Developed and marketed an associate membership program.
- Built and maintained partnerships with industry.
- Increased producer membership in the Association by 60%
- Redesigned quarterly newsletter and website. Continued to write, edit, and maintain both.
- Worked with international trade delegations to promote Texas wheat through market development around the world.
- Managed, advised, and trained interns studying agricultural communication
- Developed, maintained producer, and consumer branding and marketing campaigns
- Represented Texas wheat producers on Capitol Hill in Washington, D.C., and Austin

Refereed Journal Articles

* indicates graduate student as lead author

*Stebner, S., Boyer, C. R., Baker, L. M., & Peterson, H. H. (In Press). Relationship marketing: A qualitative case study of new-media marketing use by Kansas Garden Centers, *Horticulturae*

King, A. E. H., Baker, L. M., & Tomlinson, P. J. (In Press). Community-based grazing marketing: Barriers and benefits related to the adoption of best management practices in grazing systems, *Journal of Applied Communications*

Baker, L. M. & King, A. E. H. (2016). Let's get theoretical: A quantitative content analysis of theories and models used in the Journal of Applied Communications, *Journal of Applied Communications* 100(1). <http://journalofappliedcommunications.org/2016/36-lets-get-theoretical-a-quantitative-content-analysis-of-theories-and-models-used-in-the-journal-of-applied-communications.html>

Settle, Q, Baker, L. M., & Stebner, S. (2016). Managing extension's internal brand: Employees perceptions of the functions and descriptors of extension. *Journal of Applied Communication*, 100(2) <http://journalofappliedcommunications.org/current-issue/48-managing-extensions-internal-brand-employees-perceptions-of-the-functions-and-descriptors-of-extension.html>

*Stebner, S. King, E. H., & Baker, L. M. (2016). Expectations and experience: An exploratory study of undergraduate research experiences as viewed through the experiential

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learning theory. *North American Colleges and Teachers of Agriculture Journal*, 60(4).
<https://www.nactateachers.org/index.php/volume-60-number-4-december-2016/2480-expectations-and-experience-an-exploratory-study-of-undergraduate-research-experiences-as-viewed-through-the-experiential-learning-theory>

*Rohling, K., Wandersee, C., Baker, L. M., & Tomlinson, P. (2016). Communicating Climate Change: A Qualitative Study Exploring how Communicators and Educators are Approaching Climate-Change Discussions. *Journal of Applied Communication*, 100(2)
<http://journalofappliedcommunications.org/2016/2016-vol-100-no-3/69-communicating-climate-change-a-qualitative-study-exploring-how-communicators-and-educators-are-approaching-climate-change-discussions.html>

*Ray, J. Baker, L. M., & Settle, Q. (2015). Ask the audience: Determining organizational identity of a state extension agency. *Journal of Applied Communications*, 99(4), 62-75.
http://journalofappliedcommunications.org/images/stories/issues/2015/jac_v99_n4_article5.pdf

*Stebner, S., Ray, J., Becker, J., Baker, L.M. (2015). Totally transparent: A qualitative study about the impact of farm tours on bloggers. *Journal of Applied Communications*, 99(4), 48-61.
http://journalofappliedcommunications.org/images/stories/issues/2015/jac_v99_n4_article4.pdf

*Topp, J., Stebner, S., Swendson, L., & Baker, L. M. (2014). Productive pinning: A quantitative content analysis determining the use of Pinterest by agricultural businesses and organizations. *Journal of Applied Communication*. 98(4).
http://journalofappliedcommunications.org/images/stories/issues/2014/jac_v98_n4_article1.pdf

Baker, L. M. & Irani, T. (2014). 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. For publication in the *Journal of Applied Communication*. 98(3).
http://journalofappliedcommunications.org/images/stories/issues/2014/jac_v98_n3_article2.pdf

*Swendson, L. & Baker, L. M. (accepted with minor revisions). Diverting disaster: Strategically marketing to agricultural producers in financial and legal distress. Accepted for publication in the *Journal of Applied Communication*.

Baker, L. M. & Hadley, G. (2014). New agent new model: A qualitative study to strategically adapt new agent professional development. *Journal of Extension*. 52(5) #5FEA3
<http://www.joe.org/joe/2014october/a3.php>

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- Settle, Q., Baker, L. M., & Irani, T. (2014). Employee perceptions of the brand salience and differentiation for a state forestry organization. *Journal of Applied Communication*, 98(1).
http://journalofappliedcommunications.org/images/stories/issues/2014/jac_v98_n1_article4.pdf
- Baker, L. M. & Settle, Q. (2013). Flipping the classroom and furthering our careers. Teaching Tip in *North American Colleges and Teachers of Agriculture Journal*, 57(3), 75.
<http://www.nactateachers.org/attachments/article/2087/15%20Teaching%20Tips%20Notes.pdf>
- Anandhi, A. & Baker, L. M. (2013). Undergraduate research: Eliminating the drinking from the firehose effect. Teaching Tip in *North American Colleges and Teachers of Agriculture Journal*, 57(2), 85-86.
<http://www.nactateachers.org/attachments/article/2066/15%20Teaching%20Tips%20June13.pdf>
- Baker, L. M., Settle, Q., Chiarelli, C., & Irani, T. (2013). Recruiting strategically: Increasing enrollment in academic programs of agriculture. *Journal of Agricultural Education*, 54(3), 54-66. doi: 10.5032/jae.2013.03054 <http://jae-online.org/attachments/article/1758/2012-0675%20baker.pdf>
- 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*, 55(4).
http://www.nactateachers.org/attachments/article/1648/19_Teachingtips_Dec2011.pdf
- Baker, L., Irani, T., & Abrams, K. (2011). Communicating strategically with generation me: 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->

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[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, & Abstracts

* indicates graduate student as lead author

**indicates undergraduate student as lead author

Baker, L. M., Harshaw, B., & Boone, K. 2016. Recruiting Online: A Student Perspective of Social Media Use for Recruitment. North American Colleges and Teachers of Agriculture Conference.

Baker, L. M., Wandersee, C., Rohling, K., & Tomlinson, P. 2016. Teaching Climate Change: An Assessment of Available Educational Materials on Climate Change. North American Colleges and Teachers of Agriculture Conference.

Baker, L. M., Harshaw, B., & Boone, K. 2016. Connecting with Students: Online Tools to Help with Retention. North American Colleges and Teachers of Agriculture Conference.

Boyer, C.R., L.M. Baker and H.H. Peterson. 2016. The Center for Rural Enterprise Engagement: Helping green industry businesses navigate new media. *HortScience* 51(9): S335-S336. Abstr.

*Wandersee, C. Hannigan, K., Baker, L. M., & Miller, B. (2015). International audiences use of social media. Paper presented at the 2015 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference

*Stebner, S., Topp, J., Ray, J. & Baker, L. M. (2015). An exploratory study of bloggers on a farm tour. Paper presented at the 2015 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference

*Topp, J., Stebner, S., Swendson, L., & Baker, L. M. (2014). Pinned perfect: An exploratory study on how Pinterest is utilized by agriculture. Paper presented at the 2014 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.

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- Settle, Q., Baker, L. M., & Stebner, S. (2014). Managing extension's internal brand: Employees perceptions of the functions and descriptors of extension. Paper presented at the 2014 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.
- **Harshaw, B. & Baker, L.M. (2014). Assessing and developing departmental recruitment processes. Paper presented at the 2014 K-State Research Forum, Manhattan, KS (Third place presentation).
- *Swendson, L. & Baker, L. M. (2014). Strategically Marketing to Agricultural Producers in Times of Financial and Legal Distress. Paper presented at the 2014 Southern Association of Agricultural Scientists, Dallas, TX.
- **Swanson, B., Peterson, H. H., Boyer, C. R., & Baker, L. M. (2014). Social media marketing for locally owned independent garden centers. *HortScience* (In Press) Abstr. [1st place in undergraduate research competition]
- Boyer, C. R., Baker, L. M., & Peterson, H. H. (2014). Social media marketing by garden centers: Findings from a pilot study. *HortScience* (In Press) Abstr.
- Boyer, C. R., Baker, L. M., & Peterson, H. H. (2013). Opportunities for social media marketing in retail garden centers. *Proc. Southern Nurs. Assoc. Res. Conf.* 58:46-51.
- Settle, Q., Baker, L. M., Irani, T. (2013). Employee perceptions of branding materials and external communications for a state forestry organization. Presented at the 2013 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Indianapolis, IN.
- Baker, L. M., Settle, Q., & Irani, T. (2013). Finding a fit in floriculture: A qualitative study on why graduate students struggle to find floriculture as a career path. Paper presented at the 2013 Southern Association of Agricultural Scientists, horticulture section, Orlando, FL.
- Settle, Q., Baker, L. M., & Irani, T. (2013). Employee perceptions of the brand salience and differentiation for a state forestry organization. Paper presented at the 2013 Southern Association of Agricultural Scientists Agricultural Communications Sections, Orlando, FL.
- 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.

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- 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). 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). Social media in education: The relationship between past use and current perceptions. Paper 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). 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). 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). 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.

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Baker, L. M., Abrams, K. M., & Irani, T. A. (2010). 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 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

* indicates graduate student as lead author

** indicates undergraduate student as lead author

**Thomas, D., Craig, C., Capoun, S., Baker, L.M., King, A.E.H., Boyer, C.R., and Peterson, H.H. (2016). The e-commerce landscape: An environmental scan of online greenhouse retailing. *HortScience* 51(9): S336. Abstr. [Poster]

**Kruse, N., Baker, L.M., Campbell, I., Stebner, S., Peterson, H.H., and Boyer, C.R.. 2016. Connecting online: Garden center's use of Facebook to market online. Poster presented at the 2016 Gamma Sigma Delta College of Agriculture Undergraduate Research Showcase, Manhattan, KS. Abstr.

**Thomas, D., Craig C., Capoun S., Baker L.M., King A.E.H., Boyer C.R., and Peterson H.H. (2016). The e-commerce landscape: An environmental scan of greenhouse online retailing. Poster presented at the 2016 Gamma Sigma Delta College of Agriculture Undergraduate Research Showcase, Manhattan, KS. Abstr.

*Ray, J. & Baker, L. M. (2015). Click or Call: Determining calls to action provided to Extension audiences. Poster presentation at the 2015 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference.

*Topp, J., Ellis, J., Baker, L. M. & Boone, K. (2015). Designing a Multi-Disciplinary PhD Curriculum: A Delphi Study of Industry Experts. Poster presentation at the 2015 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference.

*Stebner, S., Holderness, A., & Baker, L. M., Boyer, C., & Peterson, H. (2014). Social growth: Evaluating Kansas garden centers social media presence. Poster presented at the 2014

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Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.

*Stebner, S. & Baker, L. M. (2014). Evaluating the effectiveness of online reusable training objects. Poster presented at the 2014 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.

*Stebner, S. & Baker, L. M. (2014). Perceptions of undergraduate research experiences. Poster presented at the 2014 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.

Baker, L. M. & Ray, J. (2014). Intercultural communication: An assessment of a semester-long course. Poster presented at the 2014 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.

**St. George, K., Ray, J., & Baker, L. M. (2014). The effects of student-led professional development conferences. Poster presented at the 2014 Gamma Sigma Delta College of Agriculture Undergraduate Research Showcase, Manhattan, KS.

**Ashmore, L., Baker, L. M., Stebner, S., Holderness, A., Boyer, C., & Peterson, H. (2014). Expanding the marketing mix for garden centers through social media. Poster presented at the 2014 Gamma Sigma Delta College of Agriculture Undergraduate Research Showcase, Manhattan, KS.

**Hannigan, K., Baker, L. M., Stebner, S., Boyer, C. & Peterson, H. (2014). Social media marketing in the garden center industry. Poster presented at the 2014 Gamma Sigma Delta College of Agriculture Undergraduate Research Showcase, Manhattan, KS.

**Carlson, C. & Baker, L. M. (2014). A comparative case study of the risk and crisis communication between the 2008 salmonella outbreak and a local dairy recall. Poster presented at the 2014 K-State Research Forum, Manhattan, KS.

**Herman, C. & Baker, L. M. (2014). Determining the effectiveness of LinkedIn as a recruitment and alumni connection tool. Poster presented at the 2014 K-State Research Forum, Manhattan, KS.

**Avilla, M. & Baker, L. M. (2013). Diversity and multiculturalism: Discovering and implementing strategies in post-secondary education. Poster presented at the 2013 Gamma Sigma Delta College of Agriculture Undergraduate Research Showcase, Manhattan, KS.

**Curran, K. & Baker, L. M. (2013). Kansas congress and legislative aide information sources. Poster presented at the 2013 Gamma Sigma Delta College of Agriculture Undergraduate Research Showcase, Manhattan, KS.

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- **Jacobus, B. & Baker, L. M. (2013). Employers acceptability of distance education: A crisis or a solution? Poster presented at the 2013 Gamma Sigma Delta College of Agriculture Undergraduate Research Showcase, Manhattan, KS.
- 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. (2011). 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. (2011). Wired in college: Students at three land-grants use of old and new media. Presented at the 2011 Southern Association of Agricultural Scientists' Conference, Corpus Christi, TX.
- Kelly, H., Baker, L. M., & 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). 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.M., 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). 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. (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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- **DeMott, M., Baker, L. M., & Hadley, G. (2016). Engagement: A Study about Extension Agent Engagement at the State and Local Levels. Poster presented at the 2016 Gamma Sigma Delta College of Agriculture Undergraduate Research Showcase, Manhattan, KS.
- **Baker, L. M., Harshaw, B., & Boone, K. (2016). Recruiting online: A student perspective of social media use for recruitment. Poster presented the 2016 North American Colleges and Teachers of Agriculture Conference, Monroia, HI.
- Settle, Q., Baker, L. M., & Katie Rohling. (2009). Perceptions of the Public's Information Sources for Extension Programming. Poster presented at the 2009 Southern Association of Agricultural Scientists' Conference, Atlanta, GA.
- **Brubaker, M., Baker, L. M., & Rohling, K. (2014). Use of Knowles' Adult Learning Theory in New Extension Agent Training. Poster presented at the 2014 Southern Association of Agricultural Scientists' Conference, Dallas, TX.
- *Top, J., Stebner, S., & Baker, L. M. (2013). Students' Perceptions of Undergraduate Research Experiences. Poster presented at the (2013) Southern Association of Agricultural Scientists' Conference, Orlando, FL (Outstanding Poster).

Textbooks & Published Reports

- Baker, L. M. & King, A. E. H. (2016). *Professional Communication for Today's Agriculturalists*, ISBN: 9781465297945, Kendall-Hunt Publishing, online version of the book available at <https://he.kendallhunt.com/product/professional-communication-todays-agriculturalists>
- 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. (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

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- Laudan, N., Marshall, L. & Baker, L. M. (2015). Saw it in the movies: Results of a qualitative analysis of top movies and the connection to agriculture. Paper presented at the 2015 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference
- Stebner, S., Baker, L. M. (2015). Give them what they want: Revamping YouTube educational tutorials based on YouTube research. Workshop presented at the 2015 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference
- Baker, L. M., Rumble, J., & Buck, E. (2014). What the?: Addressing professionalism and entitlement in students and new graduates. Workshop presented at the 2014 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.
- Settle, Q., Baker, L. M., & Rumble, J. (2014). Getting strategic: Using focus groups to improve communications. Workshop presented at the 2014 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Portland, OR.
- Baker, L. M. & Ellis, J. D. (2013). Strategic Communication. Workshop delivered to the Department of Communications and Agricultural Education, Kansas State University.
- Baker, L. M., Settle, Q., & Irani, T. (2012). On Target Recruiting: Utilizing Survey Software to Test Marketing Materials. Workshop presented 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 presented at Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Annapolis, MD.
- Solaun, L. & Baker, L. M. (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. (2011). Research based recruiting: Matching Millennials needs with your program's offerings. Workshop presented at Association for

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Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference, Denver, CO.

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

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

Guest Lecturers

Baker, L. M. (Spring 2017). Culture and Diversity in Communication. AGCOM 400

Baker, L. M. (spring 2016, 2015, 2014). Blogging for Your International Experience. Guest lecturer for study abroad experiences in animal sciences.

Baker, L. M. (Spring 2013 & 2014). Research in Agricultural Communication, guest lecture in GENAG 295: Ag Scholars Proposal Class, Kansas State University

Baker, L. M. (Fall 2012, Spring 2014). Community Based Social Marketing in Environmental Communication, Guest Lecture in Natural Resources and Environmental Sciences Capstone, Kansas State University

Baker, L. M. (Fall 2012, & 2013). Community Based Social Marketing in Environmental Communication, Guest Lecture in AgCom 110, Kansas State University

Baker, L. M. (Fall 2011). Environmental Communication, 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 Communication, University of Florida

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

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

Invited Presentations and Communications

Center for Rural Enterprise Engagement. February 11, 2016. Social Media Engagement. The Western Nursery & Landscape Association Education Series.

Center for Rural Enterprise Engagement. April 21, 2016. The State of New-Media Marketing in the Green Industry and Implications for Small, Rural Businesses. North Central Regional Center for Rural Development. https://youtu.be/k6zQFkrip_s

Center for Rural Enterprise Engagement. Lunch and Learn: 5 Questions to Ask Your Social Media Manager. The Virginia Nursery and Landscape Association Webinar Series.

Center for Rural Enterprise Engagement. Online Marketing and Social Media for Small Producers. South Dakota Hops Conference, Mitchell, South Dakota (delivered via Zoom).

Baker, L. M. (2014). Kansas State University Writing Across the Curriculum panel member. Hosted by the English department. April 9, 2014.

Baker, L. M. (2014). Audience analysis through research. Kansas State University Communicators' Brown Bag Seminar. February 20, 2014.

Baker, L. M. (2014). Best practices for creating a website and maximizing your presence. From the Land of Kansas Annual Meeting and Trade Show. March 4, 2014.

Baker, L. M. (2014). Strategic communication. K-State Research and Extension New Agent Professional Development. April 9, 2014.

Baker, L. M. & Topp, J. (2014). Pinterest in agriculture: Preliminary findings. Presented to the Journalism and Mass Communications Research Colloquium on April 16, 2014.

Baker, L. M. (2014). Blogging about your international experience to Canada. Presented April 21, 2014.

Baker, L. M. (2013). Learn how to utilize social media marketing with Beyond the Farm Gate, guest blog for K-State Research and Extensions *Difference Makers* blog. <https://blogs.ksre.ksu.edu/differencemakers/learn-how-to-utilize-social-media-marketing-with-beyond-the-farm-gate/>

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.

Competitive Support – Funded

Boyer, C.R., L.M. Baker and H.H. Peterson. 2016-2018. Courting the consumer: Social media marketing of farm products. USDA Agricultural Marketing Service, Federal State Marketing Improvement Program. 2 years. \$123,835.

Baker, L.M., C.R. Boyer and H.H. Peterson. 2016. New media marketing bootcamp (for green industry businesses). K-State Global Campus New Program Grant. 1 year. \$9,550.

Baker, L. M. & Tomlinson, P. (2014-2016) “Outreach Communication and Extension Project for the Southern Plains Regional Climate Hub” USDA ARS: Southern Plains Regional Climate Hub. \$129,860. \$113,379.97 allocated to Baker.

Boyer, C., Baker, L. M., & Peterson, H. (2013-2015) “Social Media Marketing Strategies for Rural Nurseries and Garden Centers” USDA Federal State Marketing Improvement Program. \$107,000.

Baker, L. M. (2014) “National Agricultural Communicators of Tomorrow Professional Development Conference” CHS Foundation. \$1,000.

Baker, L. M. (2013-2014) “Evaluating A Technique for Teaching Undergraduate Students’ Research” Scholarship of Teaching and Learning (SoTL) mini grant. Kansas State University College of Agriculture. \$4,040.

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Baker, L. M. & Ellis, J. D. (2013-2015) “Continuing and expanding opportunities for agriculture students to develop communications skills” Kansas State University College of Agriculture Student Fee Allocations Fund. \$34,000.

Abrams, K., Baker, L. M. & Rhodes, E. (2013) “Learning from the experts: How to effectively recruit, manage and mentor student workers” Association for Communication Excellence Professional Development Grant. \$1,500.

Baker, L. M. (2012-2013) “Distance version of AGCOM 400: Agricultural Business Communications” Kansas State University Distance Learning Proposals Division of Continuing Education (now Global Campus). \$2,674.

Ellis, J. D., Baker, L. M., & Lear, J. (2013) “Updating Teaching Technologies for the Department of Communications and Agricultural Education” Kansas State University Classroom Technology Allocations. \$19,000.

Baker, L. M. & Baker, R. (2011-2012) “Infusing multicultural competencies in a communication class” Kansas State University Tilford Incentive Grant. \$2,000.

Irlbeck, E., Meyers, C., Abrams, K., Morgan, C., & Baker, L. M. (2011-2014) “Beyond the farm gate: Equipping beginning farmers and ranchers with online tools for agribusiness marketing” USDA Beginning Farmers and Ranchers Grant. \$750,000. \$62,000 allocated to Baker, L.M.

Baker, L.M. & Irani, T. (2011-2012) “A quantitative content analysis/communication audit of recruitment efforts in the floriculture industry visible online” American Floral Endowment. \$2,500.

Baker, L. M. & Irani, T. “Finding the Future: An exploratory study into graduate student recruitment into the floriculture industry” American Floral Endowment. \$5,000.

Irani, T. & Baker, L. M. “Building the capacity of the 21st century floriculture industry: Assessing ways to impact student career choice and enhance post-secondary education. \$5,000.

Baker, L., Kelly, H., & Irani, T. “Converting a live writing course to a distance delivered writing course” University of Florida College of Agriculture and Life Sciences Distance Education Mini Grant, \$3,000.

Competitive Support – Pending

Competitive Support – Not Funded

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Baker, L.M., C.R. Boyer and H.H. Peterson. 2016. Scaling up rural green industries through e-commerce to strengthen communities. U.S. Dept. of Agr., Agr. And Food Res. Initiative Foundational Grant Program—Innovation for Rural Entrepreneurs and Communities priority area. 3 years. \$499,611.

Abrams, K., Baker, L. M., Meyers, C. Peterson, H. (2015-2017) “Cultivating Virtual Entrepreneurs: Effective Online Marketing and Communication for Farm-Based Enterprises” Agriculture and Food Research Initiative (AFRI) Competitive Grants Program. \$500,000.

Baker, L. M. & Settle, Q. (2014-2015) “Social Learning through Engagement in Systems Thinking” APLU Academic Programs Section Innovative Teaching Awards. \$6,000

Boyer, C., Baker, L. M., & Peterson, H. (2012-2013) “Using social media to improve financial sustainability of rural nurseries and garden centers” NCR-SARE 2013 R&E Preproposal. \$134,236.

Ellis, J. D. & Baker, L. M. (2012) “Developing agricultural and environmental communicators using a STEM-based program in the United States and Kenya” USDA National Needs Fellowship Program. \$182,000.

Baker, L. M. (2011) “Understanding Climate Science: An approach to understanding decision making related to climate change policy” NSF EPSCOR Early Career. \$98,000.

Abrams, K. & Baker, L. M. (2011) “A systems approach to understanding direct to consumer marketing via social media of farm products and services” NCR-SARE 2013 R&E Preproposal. \$118,760.

Disberger, B., Baker, L. M., & Ellis, J. D. (2011) “Enhancing opportunities for Agricultural Education and Agricultural Communications at Kansas community colleges” North Central Regional Center for Rural Development (NCRCRD): Special Studies in Redefining the Land Grant – Community College Relationship. \$17,084.

Professional Affiliations

- National Communications Association, environmental communications SIG, 2012-
- 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

Service

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- Graduate Council, Kansas State University, social sciences elected representative, 2016 - present
- Graduate Council, subcommittee on assessment and review, 2016-present
- Graduate Coordinator, department of communications and agricultural education, 2015-present
- Search committee chair, interim department chair search in communications and agricultural education, 2017
- Review panel member for the 2014-2015 PIE Center mini-grant program
- Reviewer for North American Colleges and Teachers Association, 2012, 2013, 2014
- Reviewer of the Article of The Year for the Journal of Applied Communication, 2012 & 2013, 2016
- Kansas Environmental Leadership Program (KELP) Advisory Committee, 2011-2013
- 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, University of Florida, student member, 2010-2011
- Videographer, Solutions Seminar, Business Etiquette the Five Second Rule, Creating a Lasting Impression, September 9, 2010
- Videographer for State (FL) 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

- ACE, Excellence in Research Award, 2016
- NACTA Educator Award, 2016
- Jennifer Ray, Outstanding thesis Award, ACE, 2016
- Cassie Wandersee, Outstanding Proposal Award, ACE, 2016



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- 2014 College of Agriculture Scholarship of Teaching and Learning (SoTL) Award, Kansas State University
- Southern association of Agricultural Scientists (SAAS) Agricultural Communications, Secretary 2017
- Southern association of Agricultural Scientists (SAAS) Agricultural Communications, president 2016
- Southern association of Agricultural Scientists (SAAS) Agricultural Communications, Secretary 2015
- Southern association of Agricultural Scientists (SAAS) Agricultural Communications, Secretary 2014
- Chair, Association for Communication Excellence in Agricultural, Natural, and Human Sciences, Academic SIG, 2014-2015
- Chair, Gamma Sigma Delta Faculty and Alumni Awards Committee, 2013-2014
- Vice Chair, Association for Communication Excellence in Agricultural, Natural, and Human Sciences, Academic SIG, 2013-2014
- University Distinguished Scholars Mentor, 2013-2014
- Center for Public Issues Education in Agriculture and Natural Resources, Affiliate Faculty Member, 2012-present
- 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
- Graduate of the New Faculty Institute 2011-2012
- Tilford Scholar, 2012-2013
- Alpha Tau Alpha, President, 2009-2010
- Alpha Tau Alpha, Vice President, 2008-2009
- 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