

## CURRICULUM VITAE

Jason D. Ellis, Ph.D.

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### EDUCATION

- 2006 Ph.D. Iowa State University Agricultural Education and Studies  
*Dissertation title:* Food safety training as adult education: Determining prior knowledge in the service of scientific conceptual change.
- 2003 M.S. Iowa State University Meat Science  
*Thesis title:* High school students' perceptions of food safety.
- 1998 B.S. Kansas State University *Dual major*  
Agricultural Journalism  
Animal Sciences & Industry  
*Undergraduate Honors Project title:* Consumer perceptions of ground beef doneness and its relation to food safety.

### PROFESSIONAL EXPERIENCE

- 2013-present Associate Professor: Department of Communications and Agricultural Education, Kansas State University – Manhattan, KS
- 2011-2013 Assistant Professor: Department of Communications and Agricultural Education, Kansas State University – Manhattan, KS
- 2006-2011 Assistant Professor: Department of Agricultural Leadership, Education, and Communication, University of Nebraska-Lincoln – Lincoln, NE
- 2005-2006 Lecturer: Department of Apparel, Education Studies, and Hospitality Management, Iowa State University – Ames, IA
- 2003-2006 Project Coordinator and Extension Specialist: Department of Apparel, Education Studies, and Hospitality Management, Iowa State University – Ames, IA
- 2002-2003 Research Assistant: Department of Apparel, Education Studies, and Hospitality Management, Iowa State University – Ames, IA
- 1998-2002 Account Supervisor: Meyocks & Priebe Advertising – West Des Moines, IA
- 1998 Teaching Assistant: Department of Animal Sciences and Industry, Kansas State University – Manhattan, KS

1997                      Communications Intern: ABS Global, Inc. – DeForrest, WI

## GRANTS AND PROJECTS SOUGHT

### Competitive Support - Funded

- 2014-2015              Ellis, J.D. “”Developing Assessment Instrumentation for the Agricultural Communications and Journalism Program” Kansas State University College of Agriculture Scholarship of Teaching and Learning Mini-Grant. \$4,500.
- 2013-2014              Pryor, D. & Ellis, J.D. “Kaw Nation Cultural Heritage Project” Association for Communication Excellence Professional Development Grant. \$1,500.
- 2013-2014              Pryor, D. & Ellis, J.D. “Kaw Nation Cultural Heritage Project” Kansas State University Tilford Incentive Grant. \$2,000.
- 2013                      Ellis, J.D., Baker, L.M., & Lear, J. “Updating Teaching Technologies for the Department of Communications and Agricultural Education” Kansas State University Classroom Technology Allocations. \$19,000.
- 2010-2015              Thippareddi, H., Luchansky, J., Phebus, R., Hardin, M., Burson, D., Griffin, D., Hunt, M., Mancini, R., Suman, S., Tameru, B., Subbiah, J., Ellis, J., Husmann, D. “Novel Food Processing Technologies to Reduce and/or Eliminate the Risk of *E. coli* O157:H7 and other STEC in Non-intact Beef” AFRI. \$600,000 Subcomponent. \$4.5 million.
- 2011-2012              Ellis, J.D., & Smolek, S. “A Content Analysis of the Equine Magazine *Saddle Up Nebraska*” University of Nebraska–Lincoln UCARE Program. \$2,500.
- 2010-2011              Ellis, J.D., & Burns, A. “Vitality of Newspapers in a Changing Economic and Technological Environment” University of Nebraska–Lincoln UCARE Program. \$1,000.
- 2010-2011              Ellis, J.D., & Smolek, S. “Investigating Readership Needs for a Nebraska-based Equine Publication” University of Nebraska–Lincoln UCARE Program. \$1,000.
- 2009-2012              Thippareddi, H., Burson, D., Ellis, J., Sofos, J., Belk, K., Hardin, M., Griffin, D., Singh, M., & Bilgili, S. “Food Safety Assistance for Small Meat and Poultry Processors through Development and Implementation of Industry Best Practices: An Integrated Approach” USDA National Integrated Food Safety Initiative. \$599,993.
- 2007-2008              King, J., Ellis, J.D., Matkin, G., Barrett, L., Wheeler, D., & Barbuto, J. “ACE Leadership Institute” Association of Communication Excellence. \$65,000.

- 2007-2008 Varner, D., Kahl, D., Schmidt, B., Ellis, J.D. "Evaluating Impact of the Nebraska Agricultural Technologies Association's Social Networks in Helping Agriculturalists Understand and Adopt Agricultural Technologies" University of Nebraska Extension. \$5,600.
- 2007-2010 Arendt, S.W., Sneed, J., & Strohbahn, C.H. "Motivators of Retail Foodservice Employees to Follow Safe Food Handling Practices" USDA National Integrated Food Safety Initiative. \$27,962. Subcontract. \$509,252.
- 2006-2009 Sebranek, J.G., Dickson, J.S., Mendonca, A., Cordray, J. & Ellis, J.D. "Improving the Control of Bacterial Pathogens on Ready-to-Eat Processed Meats Manufactured to Simulate Traditionally Cured Meats but without Direct Addition of Nitrite or Nitrate" USDA National Integrated Food Safety Initiative. \$2,500. Website component of project. \$599,695
- 2006-2007 Ellis, J.D. "Utilizing Innovative Technologies to Disseminate Food Safety Information on the World Wide Web" Food Safety Consortium of Iowa, Kansas, and Arkansas (continuation). \$25,000.
- 2005-2006 Ellis, J.D. "Using Contracts to Expand Produce Marketing Opportunities" Leopold Center for Sustainable Agriculture, Marketing and Food Systems Initiative. \$39,072.
- 2005-2006 Henroid Jr., D.H., & Ellis, J.D. "Using Technology to Communicate Food Safety Information on the World Wide Web" Food Safety Consortium of Iowa, Kansas, and Arkansas (continuation). \$25,000.
- 2004-2005 Henroid Jr., D.H., & Ellis, J.D. "Using the World Wide Web to Communicate Effective Food Safety Messages to Consumers and the Food Industry" Food Safety Consortium of Iowa, Kansas, and Arkansas (continuation). \$25,000.
- 2003-2004 Henroid Jr., D.H., & Ellis, J.D. "Using the World Wide Web to Communicate Effective Food Safety Messages to Consumers and the Food Industry" Food Safety Consortium of Iowa, Kansas, and Arkansas (continuation). \$20,000.
- Competitive Support - Submitted
- 2014-2017 Scoglio, C., Schroeder, T., Ellis, J.D., & Kastner, C. "Creating a Resilient Cattle Production Infrastructure via Interdependency Analysis, Adaptation, and Simulation" National Science Foundation. \$2,401,856.
- 2014-2015 Topp, J.M., & Ellis, J.D. "Characterizing Expert and Lay Audience Understanding of Colony Collapse Disorder in Honey Bees" North Central Region – SARE Graduate Student Grant. \$9,876.

- 2013 Ellis, J.D., Heier Stamm, J., Roberts, K., & Sneed, J. “Integrating food chain and communication network analysis to optimize risk management and communication for school foodservice programs.” Call for Research White Papers. National Center for Food Protection and Defense: A Homeland Security Center of Excellence. \$150,000.
- 2013 Blocksome, C.E., Ellis, J.D., Swamy, A.A., Heier Stamm, J., & Barden, C. “Climate change scenarios, risk perception, and communication modeling to address wildfire in the southern Great Plains.” New Science Initiative – Social Science. Joint Fire Science Program. Department of Interior. \$593,773.
- 2013 Blocksome, C.E., Devlin, D.L., Ellis, J.D., Hutchinson, S.L., & Swamy, A.A. “Fire Science, Policy and Management Communication Network for Sustaining Ecosystems and Protecting People.” NSF Research Coordination Network (RCN-SEES). \$750,000.
- 2013 Baker, L.M., Irani, T., Settle, Q., Ricketts, J., & Ellis, J.D. “Creating a sustainable u: A student recruitment and development model connecting students, faculty, and industry in specialized programs of agriculture.” USDA/NIFA Higher Education Challenge Grant. \$750,000.
- 2013 Baker, L.M., Nelson, B., Ellis, J.D., & Disberger, B. (2013) “The environmental engagement project” EPA Environmental Education Grants. \$245,984.
- 2012 Ellis, J.D. & Washburn, S.G. “Internationalizing the Agricultural Communications and Agricultural Education Curricula” KSU OIP International Incentive Grant. \$4,500.
- 2012 Ellis, J.D. & Baker, L.M. “Developing Agricultural and Environmental Communicators using a STEM-based program in the United States and Kenya” USDA NIFA National Needs Fellowship Grants Program. \$182,000.
- 2012 Ellis, J.D. “Strengthening Research Collaboration and Distance Graduate Education Between Kansas State University and Oklahoma State University” Big XII Faculty Fellowship Program. \$1,333.
- 2012 Disberger, B., Baker, L.M., & Ellis, J.D. “Enhancing Opportunities for Agricultural Education and Agricultural Communications at Kansas Community Colleges” North Central Regional Center for Rural Development (NCRCD): Special Studies in Redefining the Land Grant – Community College Relationship. \$17,084.

- 2012 Ellis, J.D. "Benchmark quantification of Crisis Communication Channels and Information in Rural Ecuador" KSU OIP International Incentive Grant. \$3,000.
- 2010-2013 Jones, D., Ellis, J.D., Subbiah, J., & Thippareddi, H. "Risk-based Decision Making and Management of Food and Biological Systems" IANR ARD Enhancing Interdisciplinary Teams Grant. \$375,000.
- 2009-2012 Roberts, K., Sauer, K., Kwon, J., & Ellis, J. "Exploring and Improving the Food Safety Practices in Ethnic Restaurants" USDA National Integrated Food Safety Initiative. \$599,397.
- 2006-2008 Ellis, J.D. "What's Lurking in the Kitchen? Uncovering the Unseen and the Unclean" National Science Foundation. \$151,551. Subcontract to University of Missouri. \$763,985.

## PUBLICATIONS

### Refereed Journal Articles

- 2014 Arendt, S.W., Roberts, K.R., Strohbehn, C., Paez, P., Ellis, J.D., & Meyer, J. (2014). Motivating foodservice employees to follow safe food handling practices: perspectives from a multigenerational workforce. *Journal of Human Resources in Hospitality & Tourism*.
- 2013 Gordon, B.L., & Ellis, J.D. (2013). What brings people to leadership: A phenomenological study of beef industry leaders. *Journal of Leadership Education*, 12(1) 188-206.
- 2012 Roberts, K.R., Arendt, S.W., Strohbehn, C.H., Ellis, J.D., & Paez, P. (2012). Educating future managers to motivate employees to follow food safety practices. *Journal of Foodservice Management and Education*, 6(1) 1-8.
- 2012 Ellis, J.D., Gordon, B.L., & Johnson, L. (2012). Using data to inform a home horticultural Website redesign process. *Journal of Applied Communications*, 96(2) 30-37.
- 2012 Arendt, S.W., Roberts, K.R., Strohbehn, C.H., Ellis, J.D., Paez, P., & Meyer, J. (2012). Use of qualitative research in foodservice organizations: A review of challenges, strategies, and applications. *International Journal of Contemporary Hospitality Management*, 24(6) 1-20.
- 2011 Arendt, S.W., Ellis, J.D., Strohbehn, C., & Paez, P. (2011). Development and use of an instrument to measure retail foodservice employees' motivation for following food safety practices. *Journal of Foodservice Business Research*, 14(1), 68-85.

- 2010 Ellis, J.D., Arendt, S.W., Strohnbehn, C.H., Meyer, J., & Paez, P. (2010). Varying influences of motivation factors on employees' likelihood to perform safe food handling practices because of demographic differences. *Journal of Food Protection*, 73, 2065-2071.
- 2010 Rhoades, E., & Ellis, J.D. (2010). Food Tube: Coverage of food safety issues through video. *Journal of Food Safety*, 30, 162-176.
- 2009 Ellis, J.D. & Tucker, M. (2009). Factors influencing consumer perception of food hazards. *CAB Reviews: Perspectives in Agriculture, Veterinary Science, Nutrition and Natural Resources*, 4(6), [Online]  
<http://www.cababstractsplus.org/cabreviews>
- 2006 Sneed, J., Oakley, C.B., & Ellis, J.D. (2006). State agency involvement in food safety training for child nutrition programs. *Journal of Child Nutrition Management*, 31(1), [Online]  
<http://docs.schoolnutrition.org/newsroom/jcnm/06spring/sneed/index.asp>
- 2005 Ellis, J.D., Strohnbehn, C.H., & Henroid Jr., D.H. (2005). Assessing on-farm handling practices of Iowa-grown produce and eggs in regard to food safety. *Food Protection Trends*, 25, 758-761.
- 2005 Ellis, J.D., & Henroid Jr., D.H. (2005). A study in Iowa: Teaching food safety in secondary FCS classes. *Journal of Family and Consumer Sciences*, 97(2), 45-50.
- 2004 Ellis, J.D., Sebranek, J.G., & Sneed, J. (2004). Iowa high school students' perceptions of food safety. *Food Protection Trends*, 24, 239-245.
- 2003 Henroid Jr., D.H., Ellis, J.D., & Huss, J.J. (2003). Methods for answering food safety questions on the World Wide Web. *Journal of Applied Communications*, 87(4). <http://www.aceweb.org/JAC/v87n4/874-2.htm>

#### Refereed Proceedings

- 2011 Roberts, K.R., Arendt, S.W., Strohnbehn, C.H., Ellis, J.D., & Paez, P. (2011). *Educating Future Managers on How to Help Motivate Employees to Follow Food Safety Practices*. International Council on Hotel, Restaurant, and Institutional Education.
- 2007 Ellis, J.D. *Transformative Learning as a Program Development Theory for Food Safety Training*. Conference paper in 7<sup>th</sup> International Transformative Learning Conference Proceedings.
- 2004 Ellis, J.D., Henroid, Jr., D.H. *Determining strategies for incorporating food safety into Family and Consumer Sciences classes*. Alternate paper in Association for Communications Excellence 2004 Research Papers Proceedings.

### Extension Publications

- 2009 Strohbehm, C., Meyer, J., Arendt, S., Paez, P., & Ellis, J.D. *What managers need to know: Glove use in retail foodservice establishments*. (PM 2070) Ames, IA: Iowa State University.
- 2004 Ellis, J.D, Henroid Jr., D.H., Strohbehm, C., & Wilson, L. *On-farm Food Safety: Guide to Good Agricultural Practices (GAPs)*. (PM1974a) Ames, IA: Iowa State University.
- 2004 Strohbehm, C., Ellis, J.D, Henroid Jr., D.H., & Wilson, L. *On-farm Food Safety: Guide to Food Handling*. (PM1974b) Ames, IA: Iowa State University.
- 2004 Henroid Jr., D.H., Strohbehm, C., Ellis, J.D, & Mendonca, A. *On-farm Food Safety: Guide to Cleaning and Sanitizing*. (PM1974c) Ames, IA: Iowa State University.
- 2003 Henroid Jr., D.H. & Ellis, J.D. *Ask a Food Safety Expert Backgrounder*. (N3444) Ames, IA: Iowa State University.
- 2002 Henroid Jr., D.H. & Ellis, J.D. *Answers to Food Safety Questions*. (N3440) Ames, IA: Iowa State University.
- 2002 Henroid Jr., D.H. & Ellis, J.D. *Working together to help ensure safe food*. (N3438) Ames, IA: Iowa State University.

### REFEREED PRESENTATIONS AT PROFESSIONAL MEETINGS

#### International

- 2012 Ellis, J.D., Meyers, C., Ruth-McSwain, A., & White, J. ACE Members' Preferred Sources for Agricultural Communications Research. Association for Communication Excellence. Annapolis, MD, June.
- 2012 Ellis, J.D., Meyers, C., Telg, R., Cartmell, D.D., Lundy, L., & Koch, B. You Don't Know (the New) JAC! Association for Communication Excellence. Annapolis, MD, June.
- 2011 Ellis, J.D. Phew, that was Fun! Association for Communication Excellence. Denver, CO, June.
- 2010 Ellis, J.D., Gordon, B.L., & Johnson, L. Using Data to Inform a Home Horticultural Web Site Redesign Process. Association for Communication Excellence Research Pre-session. St. Louis, MO, June.

- 2010 Ellis, J.D., Balschweid, M. & Terry, R. Capitalizing on the Strengths of a Communications Service Unit. Association for Communication Excellence. St. Louis, MO, June.
- 2009 Johnson, L. & Ellis, J.D. Web Usability Testing at the University of Nebraska. Association for Communication Excellence. Des Moines, IA, June.
- 2008 Rhoades, E., & Ellis, J.D. Food Tube: Online coverage of food safety. Association for Communication Excellence Research Pre-session. Traverse City, MI, June.
- 2007 Ellis, J.D. A recipe for understanding food safety: Using a concept-oriented theoretical frame for eliciting adult foodservice employees' prior knowledge. American Evaluation Association annual conference. Baltimore, MD, November.
- 2007 Ellis, J.D. Early field experience for agricultural journalism and communications students. Association for Communication Excellence. Albuquerque, NM, June.
- 2007 Ellis, J.D. Evaluation by any other name is...well, still evaluation. Association for Communication Excellence. Albuquerque, NM, June.
- 2006 Henroid Jr. D.H. & Ellis, J.D. Iowa State University's "Ask a Food Safety Expert" web site. USDA Food Safety Educators Conference. Denver, CO, September.
- 2006 Arendt, S.W., Sneed, J., & Ellis, J.D. Motivators for college-age foodservice employees to follow safe food handling practices. USDA Food Safety Educators Conference. Denver, CO, September.
- 2006 Ellis, J.D. Dressing up your teaching or extension instructional mix. Association for Communication Excellence. Quebec City, Quebec, Canada, June.
- 2006 Ellis, J.D. The "Swiss army knife" of writing and learning tools. Association for Communication Excellence. Quebec City, Quebec, Canada, June.
- 2004 Ellis, J.D. Learner-centered strategies for teaching safe food handling. Association for Communication Excellence. South Lake Tahoe, NV, June.
- 2003 Henroid Jr., D.H., & Ellis, J.D. Ask a Food Safety Expert. Institute of Food Technologists. Chicago, IL, July.

2003 Henroid Jr., D.H., & Ellis, J.D. Disseminating food safety information on the WWW. *Agricultural Communicators in Education*. Kansas City, KS, June.

#### National

2002 Henroid Jr., D.H., Ellis, J.D., & Huss, J.J. Developing a Food Safety Virtual Reference Desk. 4<sup>th</sup> Annual Digital Reference Conference. Chicago, IL, November.

#### PRESENTATIONS

- 2014 Ellis, J.D., & Husmann, D.E. *Expanding food and nutrition science education through additional, enhanced curriculum development*. “The Fourth Governor’s Conference on Ensuring Food Safety” University of Nebraska–Lincoln Department of Food Science and Technology. Lincoln, NE. May.
- 2013 Ellis, J.D. *Risk Communications*. “FDSCI 791 – Advanced Application of HACCP Principles” Kansas State University. Manhattan, KS. February.
- 2012 Ellis, J.D., Andrus, L., Kaup, M., King, B., Gott, T., & Saucier, D. *Multi-disciplinary Panel on High-impact Educational Practices, Effectiveness of Engaged Learning Practices and Student Learning Assessment*. “Institute for Student Learning and Assessment” Kansas State University, Manhattan, KS. October.
- 2012 Ellis, J.D. *Risk and Crisis Communications in Food and Agriculture*. “MC 765 – Communication Theory” Kansas State University, Manhattan, KS. September.
- 2012 Ellis, J.D. *The Science of ACJ and AGED*. “GENAG 295 – Introduction to Scholarship and Discovery” Kansas State University. Manhattan, KS. April.
- 2012 Ellis, J.D. *Essentials of Food and Agricultural Crisis Communications Planning*. “2012 Kansas State University Leadership Seminar.” Manhattan, KS. March.
- 2011 Ellis, J.D. & Delgado, A. *Risk Communications*. “Microbial and Chemical Risk Analysis of Foods” Satellite training in Paraguay and Argentina for Inter-American Institute for Cooperation on Agriculture. Costa Rica. December.
- 2011 Ellis, J.D. *Working with Broadcast Media*. “Agricultural Issues Academy” Nebraska Department of Agriculture. Lincoln, NE. April.
- 2011 Ellis, J.D. *Communicating Impacts of 4-H*. “Dodge County 4-H Ambassador Training” Dodge County, Nebraska, Extension. Lincoln, NE. March.

- 2011 Ellis, J.D. *Risk Communications*. “FDSCI 791 – Advanced Application of HACCP Principles” Kansas State University. Manhattan, KS. February.
- 2010 Ellis, J.D. *Risk Communications and Food Safety*. “National Course for the Implementation of Risk Analysis as an Element in Determining the Safety of Food for Human Consumption” National Institute of Health. Bogota, Colombia. December.
- 2010 Ellis, J.D. *Petite Tender – A taste of the Orient*. “Nebraska Youth Beef Leadership Symposium” UNL Department of Animal Science. Lincoln, NE. November.
- 2010 Ellis, J.D. *Risk Communications*. “Microbial and Chemical Risk Analysis of Foods” Satellite training in three Central and South American regions for Inter-American Institute for Cooperation on Agriculture. Costa Rica. July.
- 2010 Ellis, J.D. & Delgado, A. Training Course in Agricultural Risk Communications. Inter-American Institute for Cooperation on Agriculture. Quito, Ecuador. June.
- 2010 Ellis, J.D. & Delgado, A. Training Course in Agricultural Risk Communications. Inter-American Institute for Cooperation on Agriculture. Lima, Peru. June.
- 2010 Ellis, J.D. *Communicating Impacts of 4-H*. “Dodge County 4-H Ambassador Training” Dodge County, Nebraska, Extension. Lincoln, NE. April.
- 2010 Ellis, J.D. & Delgado, A. Training Course in Agricultural Risk Communications. Inter-American Institute for Cooperation on Agriculture. Bogota, Colombia. March.
- 2009 Ellis, J.D. *Denver Steak – East meets West on the menu*. “Nebraska Youth Beef Leadership Symposium” UNL Department of Animal Science. Lincoln, NE. November.
- 2009 Ellis, J.D., Stubbendieck, C., & Buchholz, D. *The Changing Face of Today’s PR*. “NAMA Monthly Meeting” Midlands National Agri-Marketing Association. Lincoln, NE. November.
- 2009 Ellis, J.D. *Generational Differences – Communication and Marketing Impacts* “West Central Extension District Fall Conference” University of Nebraska–Lincoln Extension. North Platte, NE. October.
- 2009 Ellis, J.D. *Counting the Things that Count*. “Action Team Leader Training” University of Nebraska–Extension. Lincoln, NE. September.

- 2009 Ellis, J.D., Balschweid, M., Husmann, D., Pennisi, L. *AgLEC Update*. “University of Nebraska–Lincoln Extension Updates”. University of Nebraska–Lincoln Extension. Lincoln, NE. September.
- 2009 Ellis, J.D. *Risk Communications*. “Microbial and Chemical Risk Analysis of Foods” Inter-American Institute for Cooperation on Agriculture. Costa Rica. June-July.
- 2009 Ellis, J.D. *Risk Communications*. “The Third Governor’s Conference on Ensuring Food Safety” University of Nebraska–Lincoln Department of Food Science and Technology. Lincoln, NE. May.
- 2009 Ellis, J.D. *Evaluation of Impact*. “AFRI Integrated Proposal Opportunities” Webinar for Institute of Agriculture and Natural Resources Personnel. University of Nebraska–Lincoln. Statewide. January.
- 2008 Ellis, J.D. *Communications*. “NACO Institute of Excellence.” Nebraska Association of County Officials leadership development series. Lincoln and North Platte, NE. April and May.
- 2008 Ellis, J.D. *Communicating with Impact*. “NFB Leadership Academy.” Nebraska Farm Bureau. Lincoln, NE. March.
- 2006 Ellis, J.D. *Which Comes First – Supply or Demand?* “Bridging the Gap – Selling to Foodservice and Retail” seminar series (Four, 1-day seminars). Iowa State University Extension Value Added Agriculture Program. Fairfield, Atlantic, Sergeant Bluff, and Waterloo, IA. March.
- 2006 Ellis, J.D. *Farm to Market – Ways to Improve Produce Quality/Grower Contracts as Risk Management Tools – Retail, Commercial, and Institutional*. Southeast Iowa Regional Food Forum. Ainsworth, IA. March.
- 2006 Ellis, J.D. *Marketing Agreements and Contracts*. Iowa Network for Community Agriculture Annual Local Food Systems Conference. West Des Moines, IA. February.
- 2006 Ellis, J.D. *Understanding Grower Contracts*. Iowa Fruit and Vegetable Growers Association Annual Conference. Marshalltown, IA. January.
- 2005 Ellis, J.D. *Use of the World Wide Web to Communicate Food Safety Information*. Food Safety Consortium Annual Meeting. Manhattan, KS. October.
- 2004 Ellis, J.D. *On-farm Food Safety*. Practical Farmers of Iowa Annual Conference. Des Moines, IA. January.

- 2004 Ellis, J.D., & Henroid Jr. D.H. *Closing the GAP in Fruit and Vegetable Production*. Iowa Fruit and Vegetable Growers Association Annual Conference. Marshalltown, IA. January.

## POSTER PRESENTATIONS AT PROFESSIONAL MEETINGS

### International

- 2003 Ellis, J.D., Sebranek, J.G., & Sneed, P.J. High school students' attitudes toward food safety. Institute of Food Technologists. Chicago, IL, July.
- 2003 Henroid Jr., D.H., & Ellis, J.D. Answering food safety question on the World Wide Web. Institute of Food Technologists. Chicago, IL, July.
- 2002 Henroid Jr., D.H., Ellis, J.D., & Huss, J.J. Determining the feasibility of developing a food safety virtual reference desk on the World Wide Web. International Association of Food Protection. San Diego, CA, June.

### National

- 2014 Gordon, B.L., & Ellis, J.D. A Model for what beef industry leadership is and how leaders come to be. Association of Leadership Educators Annual Conference. San Antonio, TX, July.
- 2014 McKendree, R., & Ellis, J.D. Instructional middle school curriculum on STEC prevention in beef food preparation. The Fourth Governor's Conference on Ensuring Food Safety. Lincoln, NE, May.
- 2014 Witzel, M., & Ellis, J.D. Developing supplemental tools to enhance vocational education curriculum by utilizing visual and auditory aids. The Fourth Governor's Conference on Ensuring Food Safety. Lincoln, NE, May.
- 2010 Ellis, J.D., Gordon, B.L., & Johnson, L. Informing the *Backyard Farmer* Web site redesign process. Southern Association of Agricultural Scientists Agricultural Communications Division. Orlando, FL, February.
- 2006 Strohbehn, C.H., Ellis, J.D., & Gregoire, M.B. Participatory food safety research with produce growers. USDA Food Safety Educators Conference. Denver, CO. September.
- 2005 Strohbehn, C.S., Ellis, J.D., & Henroid Jr., D.H. Local produce safety from farm to foodservice. School Nutrition Association Annual National Conference. Baltimore, MD. July.
- 2005 Henroid Jr., D.H., & Ellis, J.D. Providing Spanish food safety information on the World Wide Web. National Nutrition, Food Safety, and Health Conference. Baltimore, MD. March.

- 2005 Ellis, J.D., Strohbehn, C.S., & Henroid Jr., D.H. On-farm food safety considerations for child nutrition programs. National Nutrition, Food Safety, and Health Conference. Baltimore, MD. March.
- 2002 Henroid Jr., D.H., Ellis, J.D., & Huss, J.J. A model for answering food safety questions on the World Wide Web. USDA Food Safety Educators Conference. Orlando, FL, September.

#### Regional

- 2004 Henroid Jr., D.H., & Ellis, J.D. School foodservice managers' knowledge of and attitudes toward food irradiation. Food Safety Consortium Annual Conference. Ames, IA, October.

#### State

- 2014 Druffel, P., Pieschl, J., Ellis, J.D., & Topp, J.M. Agriculturists' and consumers' perceptions of sustainability. Kansas State University Gamma Sigma Delta Undergraduate Research Forum. Manhattan, KS. April.  
\*\*Awarded Outstanding Poster Presentation\*\*
- 2014 Pieschl, J., Ellis, J.D., & Topp, J.M. Assessing stakeholder influence on Farm Bill development. Kansas State University Gamma Sigma Delta Undergraduate Research Forum. Manhattan, KS. April.
- 2012 Smolek, S., & Ellis, J.D. Assessing the content of a Nebraska-based equine publication. University of Nebraska–Lincoln Undergraduate Research Fair. Lincoln, NE. April.
- 2011 Smolek, S., & Ellis, J.D. Investigating readership needs for a Nebraska-based equine publication. University of Nebraska–Lincoln Undergraduate Research Fair. Lincoln, NE. April.

#### GRADUATE STUDENTS ADVISED

##### Doctoral Students

- 2011 B. Lynn Gordon – *What brings people to leadership roles: A phenomenological study in beef industry leaders.*

##### Master's Students

- 2014 Kristine Clowers – *K-State Youth Livestock Program Communications Plan.* Scholarly Project.

#### COURSES TAUGHT

- AGCOM 110 – Introduction to Agricultural Communications; 2011, 2012, 2013  
AGCOM 400 – Agri-business Communications; 2012  
AGCOM 610 – Crisis Communications; 2012, 2013, 2014  
AGCOM 810 – Scientific Communication; 2011, 2012, 2013  
ALEC 134 – Agricultural Education, Journalism and Leadership Careers; 2006, 2007, 2008

ALEC 135 – Early Field Experience in Agricultural Leadership, Education and Communication; 2007, 2008, 2009, 2010, 2011

ALEC 305 – Presentation Strategies for Agricultural Audiences; 2006, 2007, 2008, 2009, 2010

ALEC 480 – Dynamics of Agricultural Journalism; 2007, 2009, 2011

ALEC 826 – Program Evaluation; 2007

## COURSES DEVELOPED AND TAUGHT

AGCOM 210 – Layout and Printing Techniques in Ag and Natural Resources; 2012, 2013, 2014

GENAG 505 – Comparative Agriculture, Study Abroad to England and Scotland; 2012

AGRI 310 – Study Abroad: England; 2010

ALEC/ADVT 207 – Communicating with Public Audiences, first offered Spring 2009, 2010

ALEC/ADVT 417 – Issues Management and Crisis Communications in Agriculture and Natural Resources, first offered Fall 2008, 2009, 2010

## SERVICE

Kansas State University

### *College of Agriculture*

- Undergraduate Research Committee member, 2011-present
- Recruitment Committee program representative, 2012-present
- Kansas FFA Agricultural Communications CDE coordinator, 2012-present

### *Department of Communications and Agricultural Education*

- Graduate Program coordinator – September 2013-present
- K-State 2025 Department Strategic Planning leadership team, September 2013-present
- Food Systems Window working group, August 2011-present
- Agricultural Communications and Journalism scholarship coordinator, 2011-present
- Agricultural Communications and Journalism assessment coordinator, 2011-present
- Agricultural Communicators of Tomorrow (ACT) co-adviser, 2011-present

Association for Communication Excellence

- Research Director, 2012-13
- North Central Region Director, 2011-12

### *Journal of Applied Communications* editorial board

- Chair, 2014-present
- Member, 2011-present

### *Academic Programs Special Interest Group*

- Chair, 2007-2008
- Vice Chair-elect, 2006-2007

### *Research Special Interest Group*

- Chair, 2012-13
- Vice Chair, 2011-12
- Vice Chair-elect, 2010-11
- Graduate Student Research Proposal reviewer, 2008
- Outstanding Master's Thesis reviewer, 2007, 2014

Journal of Extension

Reviewer, 2009-2013

United States Department of Agriculture

Small Business Innovation Research Program ad hoc reviewer, 2008

University of Nebraska–Lincoln

– College of Journalism and Mass Communications Dean search committee, 2009

*Institute of Agriculture and Natural Resources*

– Outstanding Employee Award selection committee faculty representative

• Member, 2007-2009

• Chair, 2009

*College of Agricultural Sciences and Natural Resources*

– Recruitment, Retention and Placement Committee member, 2007–2011

– PEARL program assessment coordinator for Agricultural Journalism, 2006-2011

– PEARL outside reviewer for College of Journalism and Mass Communication, 2009

*Department of Agricultural Leadership, Education and Communication*

– Departmental reorganization working group, 2009

– Departmental International Engagement coordinator, 2009

– CSREES Review preparation team, 2009-2010

– Scholarship coordinator, 2007–2011

– Extension/Outreach Committee, Chair, 2008-2011

– Undergraduate Curriculum Committee

• Member, 2006–2011

• Chair, 2006-07

– Department head search committee member, 2007

– Agricultural Education lecturer search committee chair, 2007

– Recruitment, Retention and Placement Committee co-chair, 2007–2011

Southern Association of Agricultural Scientists

Agricultural communications conference paper reviewer, 2007, 2010

The Ohio State University

SEED Grant Program reviewer, 2006, 2007

Iowa State University Department of Agricultural Education and Studies Admissions Committee

– Student Representative, 2005-2006

Iowa FFA Association

Iowa National Chapter Award Judge, 2004

Iowa Agricultural Broadcasting Career Development Event Judge, 2004

Iowa Food Science and Technology Career Development Event Judge, 2004

Iowa State University Meat Science Club – Technology Coordinator, 2002-2003

National Agri-Marketing Association – Iowa Chapter Golf Tournament Committee, 1999

Kansas FFA Association State Contest Slide Show Coordinator, 1997 and 1998

Blue Key National Honor Fraternity – Public Relations Director, 1997-1998

College of Agriculture Student Council, 1995-1997

President, 1996-1997

Public Relations Coordinator, 1995-1996

Agricultural Communicators of Tomorrow, 1994-1998

National Vice President, 1996-1997

Chapter Fund-raising Chairperson, 1994-1995

Kansas State University Board of Student Publications, 1997-1998

Kansas State University College of Agriculture Ambassador, 1995-1998

Kansas State University Student Alumni Board, 1994-1998

## HONORS AND AWARDS

NACTA Teacher Fellow Award, 2013  
Faculty of the Semester, Fall 2012 – KSU College of Agriculture  
Superior Academic Adviser, 2011 – UNL CASNR  
North Central Region Pioneer Award – Association for Communication Excellence  
Holling Family Award for Teaching Excellence – Junior Faculty – UNL CASNR  
Outstanding Doctoral Dissertation – Association for Communication Excellence  
Research Excellence Award – Iowa State University  
Blue Key National Honor Fraternity  
Kansas State University College of Agriculture Student of the Month, October 1997  
Phi Eta Sigma Honor Society  
Gamma Sigma Delta Honor Society of Agriculture

## PROFESSIONAL MEMBERSHIPS

2011-present      North American Colleges & Teachers of Agriculture  
  
2011-2013        National Agri-Marketing Association  
  
2003-present     Association for Communication Excellence  
  
2001-2006        Institute of Food Technologists  
  
2001-2002        American Meat Science Association

## PROFESSIONAL IMPROVEMENT ACTIVITIES

2009              Effective Risk Communication: Theory, Tools and Practical Skills for  
Communicating about Risk. Harvard University, Boston, MA. May.

2007              International Transformative Learning Conference, Albuquerque, NM.  
November.

2007              Evaluation 2007 – American Evaluation Association, Baltimore, MD.  
October.

                    Agricultural Media Summit, July.

- Louisville, KY 2007
- Orlando, FL 2008
- St. Paul, MN 2010
- New Orleans, LA 2011

2005              School Nutrition Association Annual National Conference, Baltimore, MD.  
July.

- 2005 Food safety: From the surface up. A national food safety conference. Myrtle Beach, SC. February.
- 2003 Institute of Food Technologists Annual Meeting and Food Expo. Chicago, IL. July.
- Association for Communication Excellence Annual Conference. June.
- Kansas City, KS 2003
  - South Lake Tahoe, NV 2004
  - San Antonio, TX 2005
  - Quebec City, Quebec, Canada 2006
  - Albuquerque, NM 2007
  - Traverse City, MI 2008
  - Des Moines, IA 2009
  - St. Louis, MO 2010
  - Denver, CO 2011
  - Annapolis, MD 2012
- 2002 The 4<sup>th</sup> Annual Virtual Reference Desk Conference. Chicago, IL. November.
- 2001 The AMI International Meat, Poultry & Seafood Industry Convention and Exposition. Chicago, IL. October.

## OUTREACH

### Web sites developed and maintained

- 2002-2006 Henroid Jr., D.H., Ellis, J.D., & Huss, J.J. Ask a Food Safety Expert Web site. URL: <http://www.foodsafetyanswers.org>

### Training and educational materials

- 2009 Strohbahn, C., Arendt, S., Meyer, J. & Ellis, J.D. *Glove Use: Why, When, What*. Interactive Flash-based learning module that describes glove use in retail foodservice establishments. Ames, IA: Iowa State University Extension.
- 2006 Ellis, J.D. *Temperature Monitoring*. Interactive Flash-based learning module that describes different types of thermometers and their appropriate use. Ames, IA: Iowa State University Extension.
- 2006 Ellis, J.D. *6 Steps to Handwashing*. Interactive Flash-based learning module that demonstrates proper handwashing techniques and what happens at each step. Ames, IA: Iowa State University Extension.
- 2006 Ellis, J.D. *Cleaning and Sanitizing*. Interactive Flash-based learning module that demonstrates the proper steps to clean and sanitize dishes, equipment, and other food contact surfaces. Ames, IA: Iowa State University Extension.

- 2006 Ellis, J.D. *Cross Contamination*. Interactive Flash-based learning module that demonstrates techniques for avoiding cross contamination of food at the grocery store and in the home kitchen. Ames, IA: Iowa State University Extension.
- 2003 Ellis, J.D. and Henroid Jr. D.H. *Be Cool. Chill Out*. Interactive visual aid to show participants the difference between cleaning and sanitizing. Ames, IA: Iowa State University Extension.
- 2003 Ellis, J.D. and Henroid Jr. D.H. *The Temperature Challenge*. Interactive visual aid to show participants the importance of proper food preparation and storage temperatures. Ames, IA: Iowa State University Extension.
- 2003 Beattie, S., Ellis, J.D., and Henroid Jr. D.H. *Chili Cooling Curve Poster*. A poster showing the cooling rates of food in different size storage containers. Ames, IA: Iowa State University Extension.
- 2003 Beattie, S., Ellis, J.D., and Henroid Jr. D.H. *The Outcome of Unsafe Food*. A set of 7 mini-case studies showing the consequences of serving unsafe food. Ames, IA: Iowa State University Extension.
- 2003 Henroid Jr. D.H. and Ellis, J.D. *Do the 2 Step: Cleaning and Sanitizing*. Interactive visual aid to show participants the difference between cleaning and sanitizing. Ames, IA: Iowa State University Extension.