

# Levy G. Randolph II

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## Education

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**University of Florida** | Gainesville, Florida

August 2016 - May 2019

Doctor of Philosophy - Agricultural Education and Communication

Specialization - Agricultural Communication

Dissertation Title: *Farmers sharing their stories: A comparison of the effects between Narrative and Analytical persuasion*

**University of Florida** | Gainesville, Florida

August 2014 - May 2016

Master of Science - Agricultural Education and Communication

Specialization - Agricultural Communication

Project Title: *College of Agricultural and Life Sciences Recruitment Campaign*

**California State University, Fresno** | Fresno, California

August 2009 - May 2014

Bachelor of Science - Agricultural Education

Specialization - Agricultural Business

## Professional Experience

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Assistant Professor

July 2019 - Present

Department of Communications and Agricultural Education

Manhattan, Kansas

Kansas State University College of Agriculture

- Taught and mentored undergraduate students on media production and agricultural communications
- Created outreach communication materials for Kansas agriculture
- Organized recruitment events for the department

Director and Videographer

August 2014 - Present

Paradigm Productions LLC

Gainesville, Florida

- Filmed and edited more than 95 videos
- Produced marketing, informational, and narrative videos for various clients
- Directed employees effectively through the preproduction, production, and post-production process
- Provided consultation to agricultural organizations regarding communication strategies
- Taught and mentored freelance videographers
- Developed operational budgets

## Graduate Assistant

August 2014 - Present

Department of Agricultural Education and Communication

Gainesville, Florida

UF College of Agricultural and Life Sciences

- Taught and mentored undergraduate students on media production and leadership development
- Developed communication materials for the college and department
- Developed and analyzed a survey instrument
- Created outreach communication materials for UF/IFAS Public Issues Education Center
- Created storyboards and captured footage of various college events
- Organized recruitment events for the college of agricultural and life sciences
- Trained students to represent the college of agricultural and life sciences as ambassadors
- Developed a recruitment campaign for the college of agricultural and life sciences

## Conference Facilitator

August 2011 - August 2016

National FFA Organization

Indianapolis, Indiana

- Created leadership-development curriculum
- Presented developed curriculum to various state FFA association members consisting of audiences from 15 - 350
- Utilized engagement techniques: multiple intelligences, learning styles, and classroom management
- Taught and mentored agricultural youth leaders about the agriculture industry and how to advocate on its behalf
- Delivered more than 50 conferences in 15 different states

## Teaching Experience

### Advanced Media Production

January 2018 - May 2018

Instructor

Gainesville, Florida

- Taught a class of 10 students about advanced techniques in media production and the foundations of science communication
- Instructed students on how operate advanced camera equipment
- Provided lessons on how to use advances tools and techniques in Adobe Premiere Pro and After Effects
- Managed student projects for the semester
- Corresponded with university scientists to identify stories of interest
- Utilized online learning portal to deliver educational material and manage grades

### Research & Business Writing

August 2017 - December 2017

Teaching Assistant

Gainesville, Florida

- Assisted class of 90 students by tracking attendance, answering questions during student activities, and grading student assignments
- Provided detailed feedback on writing style and grammar for group of 30 students
- Presented guest lectures on audience analysis and writing research abstracts
- Managed grades on an online learning portal

### Advanced Media Production

January 2016 - May 2016

Teaching Assistant

Gainesville, Florida

- Assisted class of 12 students by tracking attendance, answering questions during student activities, and grading student assignments
- Taught students how operate advanced camera equipment
- Provided lessons on how to use advances tools and techniques in Adobe Premiere Pro and After Effects
- Managed student projects for the semester
- Corresponded with university scientists to identify stories of interest

### Teaching Assistant

Gainesville, Florida

- Assisted class of 24 students by tracking attendance, answering questions during student activities, and grading student assignments
- Taught students how to use Adobe Creative Cloud programs: Photoshop, Lightroom, Illustrator, and Premiere Pro
- Instructed students how to film video and design communication materials

## CALS Leadership Institute

August 2014 - May 2016

### Teaching Assistant

Gainesville, Florida

- Assisted with the development of lectures and educational materials for two cohorts of 12 students each
- Mentored students on personal growth leadership development
- Lectured in the absence of the instructor
- Managed student projects for the semester
- Presented guest lectures on cultural leadership, emotional intelligence, and food insecurity

## Invited Guest Lectures & Presentations

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Randolph, L. G. (2018, July). *Poverty dinner*. Presentation for Florida Youth Institute (Week 1), University of Florida.

Randolph, L. G. (2018, July). *Poverty dinner*. Presentation for Florida Youth Institute (Week 2), University of Florida.

Randolph, L. G. (2018, July). *Leadership development and effectively communicating*. Presentation for Florida Youth Institute Facilitator Training, University of Florida.

Randolph, L. G. (2016, March). *Editing in after effects*. Presentation for AEC 4036: Advanced Media Production, University of Florida.

Randolph, L. G. (2016, January). *Editing in premiere pro*. Presentation for AEC 4036: Advanced Media Production, University of Florida.

Randolph, L. G. (2015, October). *Global food insecurity*. Presentation for Solutions Seminar, University of Florida.

Randolph, L. G. (2015, August). *Team development and communication barriers*. Presentation for College of Agricultural and Life Sciences Ambassador Program, University of Florida.

Randolph, L. G. (2015, February). *Emotional Intelligence*. Presentation for ALS 4936: CALS Leadership Institute, University of Florida.

Randolph, L. G. (2015, January). *Strengths 101*. Presentation for ALS 4936: CALS Leadership Institute, University of Florida.

Randolph, L. G. (2014, October). *Global food insecurity*. Presentation for Solutions Seminar, University of Florida.

Randolph, L. G. (2014, August). *Team development and communication barriers*. Presentation for College of Agricultural and Life Sciences Ambassador Program, University of Florida.

Randolph, L. G. (2010, May). *5 Stages of team building*. Presentation for National FFA Organization, Texas A&M

Rumble, J. N. & Randolph, L. G. (2017, July). *Consumer perceptions of GMOs*. Presentation for Wedgworth Leadership Institute, Florida

## Refereed Journal Articles

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Randolph, L. G., Rumble, J. N., & Carter, H. S. (2019). So, you think you can lead: Analyzing opinion leaders in relation to genetically modified foods. *Journal of Applied Communications*.

## Refereed Paper Presentations

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Randolph, L. G., Warwick, C.R., Rampold, S.D., & Telg, R.W. (2019). *Examining Communication Between Florida Agricultural Organization Leaders and Members to Encourage Member Engagement in Agricultural Policy*. Paper presented at the National American Association of Agricultural Educators, Des Moines, IA.

Randolph, L. G., Warwick, C.R., Rampold, S.D., & Telg, R.W. (2019). *Agriculture Organization Members' Communication Preferences and Motivation to Contact Elected Officials*. Paper presented at the Southern American Association of Agricultural Educators, Birmingham, AL.

Randolph, L. G., Rumble, J. N., & Carter, H. S. (2018). *So, you think you can lead: Analyzing opinion leaders in relation to genetically modified foods*. Paper presented at the Association for Communication Excellence Conference, Scottsdale, AZ.

Randolph, L. G., Rumble, J. N., & Carter, H. S. (2018). *Survey says: What data means when it comes to perceptions about agriculture*. Paper presented at the at the Southern Association of Agricultural Scientists Agricultural Communications Division, Jacksonville, FL.

## Refereed Poster and Abstract Presentations

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Stofer, K., Rumble, J. N., & Randolph, L. G. (2018). *The role of communication: Facilitation of agriculture awareness through agritourism*. Poster presented at the Association for Communication Excellence Conference, New Orleans, LA.

Randolph, L. G. (2017). *Impacting consumers' trust of agriculture with powerful narratives*. Innovative poster presented at the Southern Association of Agricultural Scientists Agricultural Communications Division, Mobile, AL.

Ruth, T. K., Harders, K. L., Randolph, L. G. & Rumble, J. N. (2016). *March against march: An analysis of opposing Twitter protests*. Abstract presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Annual Meeting, Memphis, TN.

## Awards

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Research Paper/Presentation First Runner Up 2018

Randolph, L. G., Rumble, J. N., & Carter, H. S. (2018). *Survey says: What data means when it comes to perceptions about agriculture*. Paper presented at the at the Southern Association of Agricultural Scientists Agricultural Communications Division, Jacksonville, FL.

2nd Place - Long Video Package 2018

Randolph, L. G. (2018). *Steve Johnson: This farm cares*. Video submitted to the National ACT Critique Contest.

2nd Place - Long Video Package	2017
Randolph, L. G. (2018). <i>Swallowtail farm: Farm-to-table</i> . Video submitted to the National ACT Critique Contest.	
1st Place - Long Video Package	2016
Randolph, L. G. (2018). <i>We are CALS</i> . Video submitted to the National ACT Critique Contest.	
1st Place - Long Video Package	2015
Randolph, L. G. (2018). <i>Dan's kitchen</i> . Video submitted to the National ACT Critique Contest.	
1st Place - Young Farmers & Ranchers National Discussion Meet	2015
Nashville, Tennessee	
1st Place - California Young Farmers & Ranchers National Discussion Meet	2014
Visalia, California	

## Grants

Intersections: Animating conversations with the humanities	2017 - 2020
Andrew W. Mellon Foundation. \$400,000	
Role: Communication and Video Development	
Ag <sup>21</sup> Project	2018-2019
USDA SPECA. \$158,000	
Role: Communication and Video Development	
Humanities and the sunshine state: Florida water stories	2016 - 2017
Florida Humanities Council. \$40,000	
Role: Communication and Video Development	
Prevent & Protect: Mosquito messages for your community	2018
Florida Department of Health. \$189,000	
Role: Graduate Assistant	
Communicating agricultural issues	2016 - 2019
USDA Higher Education Challenge Grant. \$81,839	
Role: Graduate Assistant	

## Leadership Experiences

Agriculture Education and Communication Graduate Student Association	2014 - Present
<i>Graduate Committee Student Representative</i>	
<ul style="list-style-type: none"> <li>Served as liaison between graduate students and faculty</li> <li>Assisted with coordination of prospective student visits</li> </ul>	
<i>Social Chair</i>	
<ul style="list-style-type: none"> <li>Planned new graduate student spring orientation</li> <li>Facilitated new student mentor program</li> <li>Mentored 2 graduate students</li> </ul>	
Southern Assoc. of Agricultural Scientists - Agricultural Communications	February 2017 - February 2018
<i>Graduate Student Representative</i>	
<ul style="list-style-type: none"> <li>Participated in monthly phone calls for conference planning</li> <li>Updated conference website</li> <li>Organized graduate student conference lunch</li> </ul>	

*President*

- Organized professional development activities, socials, fundraisers, and service events
- Developed and delivered leadership development workshops for members
- Organized the establishment of a new chapter at another college
- Led 80 undergraduate males for one year while helping them develop their personal, academic, professional success.
- Coordinated two philanthropic events for Military Heroes

*Pledge Educator*

- Prepared and educated 20 undergraduate students for induction into the Kappa Sigma Fraternity

## National FFA Organization

October 2009 - October 2010

*President*

- Engaged top leaders in business, government and education and lead a host of personal growth and leadership training seminars for FFA members.
- Developed and delivered more than 30 keynote speeches
- Traveled more than 100,000 miles and to 45 states in one year.

## California FFA Association

April 2008 - April 2009

*Sentinel*

- Develop and deliver workshops and class presentations
- Mentor emerging leaders in agriculture and FFA
- Engage with state leaders in business, government, and education
- Enhance the efforts and strategic goals of the National FFA Organizations

## Memberships

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- Alpha Tau Alpha - National Professional Honorary Agricultural Education Organization
- UF Agricultural Education and Communication Graduate Student Association
- UF Agricultural Communicators and Leaders of Tomorrow
- National Agricultural Communicators of Tomorrow
- National FFA Alumni
- Kappa Sigma Alumni

## Service

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Southern Association of Agricultural Scientists Agricultural Communications  
Executive Committee

February 2017 - February 2018

Graduate Student Representative

Department of Agricultural Education and Communication Advisory Council

August 2015 - May 2016

Agricultural Communications Masters Student Representative

# Software

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- Adobe Premiere
- Adobe After Effects
- Adobe Audition
- Adobe Media Encoder
- Adobe Lightroom
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Red Giant
- Hitfilm
- Final Cut Pro
- Squarespace
- Wix
- Wordpress
- Hootsuite
- SPSS
- Qualtrics
- MAXQDA
- E-learning Online Platforms (Canvas)
- Microsoft Office Suite