

VITA

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EDUCATION

Ph.D. University of Illinois
Department of Speech Communication
2000

Dissertation: *Students' Initial Impressions of Teaching Effectiveness*
Dissertation Advisor: Dr. Ruth Anne Clark

Areas of specialization: Instructional Communication/Communication Education and
Interpersonal Communication

M.A. University of Illinois
Department of Speech Communication
1990

B.A. Northeastern Illinois University
Department of Speech Communication
1981

INSTRUCTIONAL EXPERIENCE

Associate Professor/Professor, Augusta University, 2001-present

Communication for Managers
Communication for Professionals
Family Communication
Fundamentals of Human Communication
Gender and Communication
Health Communication
Human Communication Theory
Introduction to Human Communication
Interpersonal Communication
Nature of Inquiry
Organizational Communication
Persuasion
Senior Project
The Dark Side of Interpersonal Communication

Assistant/Associate Professor, Lake Superior State University, 1995-2001

Business and Professional Communication
Fundamentals of Speech Communication
Gender and Communication
Interpersonal Communication
Organizational Communication
Public Relations

Graduate Instructor, University of Illinois, 1989-1995

Fundamentals of Public Speaking
Fundamentals of Public Speaking for Students with Speaking Apprehension
Interpersonal Communication
Public Relations as Communication Management

ACADEMIC ADMINISTRATIVE ROLES

Department Chair, Communications, Augusta University – 2009-2013

Duties include overseeing a department with approximately 350 majors, 13 full-time faculty members, and a variety of student activities (theatre productions, campus newspaper, campus magazine, campus writers' conference, campus film series, etc.). Manage: departmental assessment activities, curriculum development, search committees, personnel management, student concerns, and budgeting.

Assistant Department Chair, Communications, Augusta University – 2006-2009

Duties include student advising, course scheduling, curriculum development, program assessment, overseeing development of departmental comprehensive program review report.

Women's Studies Program Director, Augusta University – 2003-2004

Director of the Georgia Regents University's Women's Studies Program. Duties include advising the Women's Studies Student Organization. This position also requires extensive event planning and promotion for Women's Week events and the Take Back the Night Rally.

Assistant Course Director, University of Illinois – 1990-1993

Assistant Course Director for University of Illinois Fundamentals of Public Speaking. Assisted Course Director in designing the introductory public speaking course, administering the course, and training new and experienced teaching assistants. The course enrolls approximately 2,400 students per year in over 100 sections, with over 30 teaching assistants.

PROFESSIONAL EXPERIENCE

Marketing Director – 1987-1988

First Financial Video, Schaumburg, Illinois

Duties included researching and scripting training videotapes; coordinating and writing customer newsletter; serving as video production assistant; implementing marketing campaigns; and writing promotional materials for sale of videotape training programs targeted to financial services industry.

Assistant Account Executive – 1984-1987

MARCOA Direct Advertising, Chicago, Illinois

Duties included researching and developing marketing programs for clients such as Motorola and Allstate; giving client presentations; and directing copy, art, and production departments in the creation and implementation of direct mail campaigns.

Reporter/Assistant Editor – 1981-1984

LIFE Newspapers, Berwyn, Illinois

Duties included researching, developing, and writing feature and news stories; editing and layout of specialty sections.

PUBLICATIONS

Hayward, P.A. (under review). Make me an offer: Empowering students with the extra credit assignment. *Proceedings of the Georgia Communication Association*, 85.

Hayward, P.A. (2015). Instructor's Manual for *Public Speaking* [Revisions for Second Edition]. Independence, KY: Cengage Learning.

Hayward, P.A., Kline, B., Snowden, R., Waddell, P.J., Westfall, S. (2014). Public speaking assignment make-overs. *Proceedings of the Georgia Communication Association*, 83, 72-80.

Hayward, P.A. (2014). Instructor's Manual for *Public Speaking: Concepts and Skills for a Diverse Society* [Revisions for Eighth Edition]. Independence, KY: Cengage Learning.

Ortiz, G. & Hayward, P.A. (2013). Funding the Future of Technology in Communications and Media Departments: A Discussion. *Proceedings of the Georgia Communication Association*, 83, 32-34.

Hayward, P.A. (2013). Instructor's Resource CD-ROM for *Looking Out, Looking In* [PowerPoint slides]. Independence, KY: Cengage Learning.

Hayward, P.A. (2013). Instructor's Resource CD-ROM for *Communicate!* [PowerPoint slides]. Independence, KY: Cengage Learning.

Hayward, P.A. (2012). Instructor's Resource CD-ROM for *Organizational Communication: Approaches and Processes* [PowerPoint slides]. Belmont, CA: Thomson Wadsworth.

- Hayward, P.A. & Edmonds, L.M. (2011). *Instructor's Manual for Communicating for Success*. Boston: Allyn & Bacon.
- Hayward, P.A. (2011). *Instructor's Resource CD-ROM for Gendered Lives* [PowerPoint slides]. Belmont, CA: Thomson Wadsworth.
- Hayward, P.A. (2006). Mission possible: Creating a vision for business communication students. *Proceedings of the Georgia Communication Association*, 76, 97-98.
- Hayward, P.A. (2003). Effectively approaching the first day of class. *Communication Teacher*, 17, (3-16).
- Lewis, L.K., & Hayward, P.A. (2003). Choice-based learning: Student reactions in an undergraduate organizational communication course. *Communication Education*, 52, (148-156).
- Hayward, P.A. (2002). Developing ourselves through the use of midsemester evaluation. In S.R. Parton & C. Beadle (Eds.), *Georgia Communication Association Proceedings* (pp. 11-16). Georgia Communication Association.
- Hayward, P.A. (2000). Students' initial impressions of teaching effectiveness. *Dissertation Abstracts International*, 61 (10). (UMI No. 9990017)
- Hayward, P.A. (1997). The 4 x 4 text analysis workshop. *The Speech Communication Teacher*, 12, 8-10.
- Hayward, P.A. (1996). Public speaking 101: In 60 minutes or less. *Proceedings of the American Society for Engineering Education*, Washington, DC.
- Hayward, P.A. (1996). Delivery cards. In S.E. Lucas (Ed.), *Selections from the Speech Communication Teacher: 1994-1996*. Highstown, NJ: McGraw-Hill. (Reprinted from *The Speech Communication Teacher*, 8, 3)
- Hayward, P.A. (1996). Delivery cards. In S.R. Brydon & M.D. Scott (Eds.), *Instructor's Manual and test bank for between one and many: An introduction to public speaking*. Mountain View, CA: Mayfield. (Reprinted from *The Speech Communication Teacher*, 8, 3.)
- Hayward, P.A. (1995). When novelty isn't enough: A case study of students' reactions to technology in the classroom environment. *College Student Journal*, 28, 320-325.
- Hayward, P.A. (1995). You never get a second chance to make a first impression: The importance of the first day of class. *Proceedings of the National Conference on the Training and Employment of Graduate Teaching Assistants*, Oakbrook, IL.
- Hayward, P.A. (1994). Delivery cards. *The Speech Communication Teacher*, 8, 3.

EDUCATIONAL SUPPLEMENTARY MATERIALS

- Hayward, P.A. (2014). *Instructor's Resource for The Rhetorical Act: Thinking, Speaking, and Writing Critically* [Test bank]. Stanford, CT: Cengage Learning.

- Hayward, P.A. (2014). Instructor's Resource for *Essentials of Public Speaking* [Instructor's manual and web quizzes]. Belmont, CA: Wadsworth.
- Hayward, P.A. (2014). Instructor's Resource for *Communicating for Results: A Guide for Business and the Professions* [PowerPoints]. Belmont, CA: Wadsworth.
- Hayward, P.A. (2013). Instructor's Resource for *Public Speaking Concepts and Skills for a Diverse Society* [Instructor's manual]. Boston, MA: Wadsworth.
- Hayward, P.A. (2013). Instructor's Resource CD-ROM for *Looking Out, Looking In* [PowerPoint slides]. Independence, KY: Cengage Learning.
- Hayward, P.A. (2013). Instructor's Resource CD-ROM for *Communicate!* [PowerPoint slides]. Independence, KY: Cengage Learning.
- Hayward, P.A. (2012). Instructor's Resource CD-ROM for *Organizational Communication: Approaches and Processes* [PowerPoint slides]. Belmont, CA: Thomson Wadsworth.
- Hayward, P.A. (2011). Instructor's Resource CD-ROM for *Gendered Lives* [PowerPoint slides]. Belmont, CA: Thomson Wadsworth.

PRESENTATIONS

- Hayward, P.A. (2016, February). Make me an offer: Empowering students with the extra credit assignment. Great Ideas for Teaching Speech presentation at the Georgia Communication Association conference, Milledgeville, GA.
- Kline, B., Hayward, P.A., Lindner, R., Nifong, R., & Joyner Waddell, P. (2016, February). Bridging the gap. Panel presentation at the Georgia Communication Association conference, Milledgeville, GA.
- Bailey, E., Codone S., Hayward, P.A., & Mehta, R. (2015, April). *Multidisciplinary Student Engagement Techniques: Lessons Learned from the Governors Teaching Fellows Program* Panel presentation at the University System of Georgia Teaching and Learning conference. Athens, GA.
- Hayward, P.A., Kline, B., & Westfall, S. (2015, February). *Student Career Exploration: Ideas for Including Career Development Activities into Your Communication Courses*. Panel presentation at the Georgia Communication Association conference, Statesboro, GA.
- Lindner, R., Aust, C., Benson, J., Hayward, P.A., & Kline, B. (2015, February). *The Show Must Go On! How to Prevent Incivility from Ruining Your Face-to-Face and Online Classes*. Panel presentation at the Georgia Communication Association conference, Statesboro, GA.
- Hayward, P.A. and Bledsoe (2014, April). *The Curriculum Design Academy*. Poster presentation at the University System of Georgia Teaching and Learning conference, Athens, GA.
- Hayward, P., Kline, B., Snowden, R.L., Waddell, P.J., Westfall, S. (2014). *Public speaking assignment make-overs*. Panel presentation at the Georgia Communication Association, Atlanta, GA.

- Hayward, P.A. (2013, November). A Contract on Your Students?!: The Advantages and Disadvantages of Using Contracts in the Classroom. Panel presentation at the National Communication Association conference, Washington, DC.
- Saunders, J.H., Lunceford, B., Quianthy, R., & Hayward, P.A. (2013, April). Current Issues with State Associations. Panel presentation at the Southern States Communication Association conference, Louisville, KY.
- Ortiz, G., & Hayward, P.A. (2013, February). *Funding the Future of Technology in Communications and Media Departments: A Discussion*. Panel presentation at the Georgia Communication Association conference, Dalton, GA.
- Hayward, P.A. (2010, March). *First impressions count: Instructional strategies for the first day of class*. Presented at the Scholarship of Teaching and Learning conference, Statesboro, GA.
- Hayward, P.A. (2009, February) Why are you taking college classes?: A twist on the belief speech. Presented at the meeting of the Georgia Communication Association, Statesboro, GA.
- Tucker, B.G., & Hayward, P.A. (2007, February). *When your students aren't ready for college*. Panel presentation at the meeting of the Georgia Communication Association, Gainesville, GA.
- Hayward, P.A. (2006, June). *You never get a second chance to make a first impression: An analysis of student impression formation on the first day of class*. Paper presented at the meeting of the International Communication Association, Dresden, Germany.
- Hayward, P.A. (2006, February). *Mission possible: Creating a vision for business communication students*. Paper presented at the meeting of the Georgia Communication Association, Toccoa Falls, GA.
- Hayward, P.A. (2004, November). *Students' Reactions to the Real-World Applications of Group Assignments*. Paper presented at the meeting of the National Communication Association, Chicago, IL.
- Hayward, P.A. (2004, February). *What's on the menu? Incorporating choice in the classroom*. Paper presented at the meeting of the Georgia Communication Association, Clayton, GA.
- Hayward, P.A. (2004, April). *Using 'Apples to Apples' to highlight language concepts*. Paper presented at the meeting of the Southern States Communication Association, Tampa, FL.
- Hayward, P.A. (2003, March). *Putting your best foot forward: How to approach the first day of class more effectively*. Paper presented at the meeting of the Interdisciplinary Conference for Teachers of Undergraduates, Barnesville, GA.
- Hayward, P.A. (2003, February). *Making it obvious: Instructional communication concepts and the basic course*. Paper presented at the meeting of the Georgia Communication Association, Dunwoody, GA.

- Lewis, L.K., & Hayward, P.A. (2002, November). *Choice-based learning activities and assessment: Student performance and reactions in an undergraduate organizational communication course*. Paper presented at the meeting of the National Communication Association, New Orleans, LA.
- Hayward, P.A. (2002, February). *Developing ourselves through the use of midsemester evaluation*. Paper presented at the meeting of the Georgia Communication Association, Valdosta, GA.
- Hayward, P.A. (2002, April). *A comparative analysis of the instructional behaviors used by highly effective and highly ineffective instructors on the first day of class*. Paper presented at the meeting of the Southern States Communication Association, Winston-Salem, NC.
- Hayward, P.A. (2001, November). *Students' initial impressions of teaching effectiveness: An analysis of structured response items*. Paper presented at a meeting of the National Communication Association, Atlanta, GA.
- Hayward, P.A. (2000, April). *Student impressions of instructors on the first day of class*. Presented at the Central States Communication Association conference, Detroit, MI.
- Hayward, P.A. (1999, October). *The constant campaign: Selling the speech program on a university campus*. Presented at the Michigan Association of Speech Communication conference, Gaylord, MI.
- Hayward, P.A. (1999, October). *By the way: A conversational regulation activity*. Paper presented at the Michigan Association of Speech Communication conference, Gaylord, MI.
- Hayward, P.A. (1999, September). *Nonverbal classroom communication patterns of Native-American students*. Presented at the Native-American Studies conference, Sault Ste. Marie, MI.
- Hayward, P.A. (1998, April). *Issues surrounding self: Using the films "Defending Your Life" and "Chameleon Street" in the interpersonal class*. Paper presented at the Central States Communication Association conference, Chicago, IL.
- Hayward, P.A. (1997, November). *The one-credit internship: Developing a program for public relations minors*. Paper presented at the National Communication Association conference, Chicago, IL.
- Hayward, P.A. (1997, November). *It's deja vu all over again: Staying fresh while teaching multiple sections of a course*. Paper presented at the National Communication Association conference, Chicago, IL.
- Hayward, P.A. (1997, April). *Expanding the relationship between the speech department and the library staff at Lake Superior State University*. Paper presented at the Central States Communication Association conference, St. Louis, MO.
- Hayward, P.A. (1997, April). *It looked good on paper: Learning to cope with activities that don't work as planned*. Paper presented at the Central States Communication Association conference, St. Louis, MO.

- Hayward, P.A. (1997, April). *101 in a box: Brainstorming for the introductory speech course*. Paper presented at the Central States Communication Association conference, St. Louis, MO.
- Hayward, P.A. (1996, October). *The buddy system: A tool for developing student evaluation and performance skills*. Paper presented at the Michigan Association of Speech Communication conference, Battle Creek, MI.
- Hayward, P.A. (1996, October). *Keys to a successful marriage: An assignment for the Interpersonal Communication classroom*. Paper presented at the Michigan Association of Speech Communication conference, Battle Creek, MI.
- Hayward, P.A. (1996, June). *Public speaking 101: In 90 minutes or less*. Paper presented at the American Society for Engineering Education conference, Washington, DC.
- Hayward, P.A. (1996, April). *Using letters-to-the-editor to uncover logical fallacies*. Paper presented at the Central States Communication Association conference, St. Paul, MN.
- Hayward, P.A. (1994, April). *Getting it right the first time: An exploration of instructor beliefs and strategies for the first day of class*. Paper presented at the Central States Communication Association conference, Oklahoma City, OK.
- Hayward, P.A. (1993, November). *The use of non-comprehension strategies in tutoring sessions: A case study*. Paper presented at the Speech Communication Association conference, Miami Beach, FL.
- Hayward, P.A. (1993, November). *The interaction of critical pedagogy and developmental theory for public speaking*. Paper presented at the Speech Communication Association conference, Miami Beach, FL.
- Hayward, P.A. (1993, November). *What is the color of apprehension? An activity for a speaking apprehension course*. Paper presented at the Speech Communication Association conference, Miami Beach, FL.
- Hayward, P.A. (1993, April). *When novelty isn't enough: A case study of students' reactions to technology in the classroom environment*. Paper presented at the Central/Southern States conference, Lexington, KY.
- Hayward, P.A. (1993, November). *You never get a second chance to make a first impression: The importance of the first day of class*. Paper presented at the National Conference on the Training and Employment of Graduate Teaching Assistants, Oakbrook, IL.
- Hayward, P.A. (1992, October). *4 x 4*. Paper presented at the Illinois Speech and Theatre Association conference, Decatur, IL.
- Hayward, P.A. (1992, October). *Delivery cards*. Paper presented at the Illinois Speech and Theatre Association conference, Decatur, IL.
- Hayward, P.A. (1990, November). *A look at students' reactions to technology in the classroom*. Paper presented at colloquium on Issues in Communication and Consumer Technology, University of Illinois, Urbana, IL.

ACADEMIC COMMITTEE WORK

Augusta University

Student Affairs University Senate Subcommittee (Fall 2015-present)

Senator, University Senate (Spring 2013-Spring 2015)

College of Arts, Humanities, and Social Sciences Promotion and Tenure Committee (Fall 2013-present)

Subcommittee Chair, University Senate Faculty Development Subcommittee (Fall 2013-Spring 2014)

Office of Faculty Development and Teaching Excellence Advisory Council (Fall 2009-present)

Member of Faculty Policies Committee (Fall 2004-Spring 2006 and Fall 2012)

College of Arts, Humanities, and Social Sciences Council (Fall 2009-Summer 2013)

Arts and Sciences Retention Committee (Fall 2010)

Member of University Council (Fall 2009 – Spring 2010)

Chair of Speech Track Sub-Committee (Fall 2001-Spring 2006)

Chair of Languages, Literature, and Communications Library Committee (2002-2006)

Chair of Women's Studies Committee (Spring 2003-Summer 2004)

Member of Phi Kappa Phi Student Research and Fine Arts Conference Planning Committee (Fall 2001-present)

Member Honors Program Committee (Spring 2002-present)

Member of Student Activities Committee (Fall 2006-Spring 2008)

Member of GRU Faculty Policies Committee Subcommittee on Course Evaluation (Fall 2003-Spring 2004)

Member of Languages, Literature, & Communications Chair's Committee (Fall 2001-Spring 2003)

Member of GRU Film Series Committee (Fall 2001-Spring 2005)

Member of Faculty-Student Judiciary Committee (Fall 2002-Spring 2004)

Member of the GRU Faculty Colloquium (formerly known as the BellSouth Colloquium) (Fall 2002-Spring 2003)

Member of the GRU Writers Group (Fall 2002-Spring 2004)

Member of faculty search committees for the Dept. of Communications and Professional Writing, Dept. of Languages, Literature and Communication, and College of Education

Lake Superior State University

Chair, Undergraduate Research Committee (Fall 2000)

Member at Large, LSSU Faculty Association (Fall 2000)

LSSU Honors Program Council (Fall 2000)

LSSU Curriculum Committee (Fall 1998-Spring 2000)

Bi-national BRIDGE Committee, North American State and Provincial Lottery (Fall 1996-Spring 1997)

LSSU Critical Thinking Committee (Fall 1996-Spring 1997)

LSSU Alcohol and Substance Abuse Task Force (Fall 1996)

ADVISING

Augusta University

Advise individual majors/minors.

Lambda Pi Eta communication honors organization (Fall 2009-present)

Lake Superior State University

Advisor for LSSU undeclared majors in liberal arts (Fall 1996-Spring 2001)

Lake State Theatre Company (Summer 1998-Spring 1999)

Alpha Theta Omega Sorority (Fall 1997-Spring 2001)

UNIVERSITY SERVICE

Augusta University

Board member, Kids Restart (non-profit agency) (2008-2013)

Frequently judge Evans High School senior project presentations

Judge for “Voices of Democracy” high school student speech competition sponsored by American Legion (2002-present)

Served as a judge for the high school regional speech competition held at ASU (Spring 2002, Spring 2003, Spring 2004)

Coordinator of ushers, on-site ticket sales staff, and on-site book/t-shirt sales staff for the on-campus, student-led production of “The Vagina Monologues” (Spring 2002)

Member AU Faculty Club (Fall 2001-present)

WORKSHOP DEVELOPMENT AND PRESENTATIONS

Presentational Skills for Augusta University Campus Tour Guides (Spring 2015, Spring 2016)

Curriculum Design Academy

Part of a team led by Dr. Deborah Richardson (Fall 2013-present)

Successfully Approaching the First Day of Class for New Faculty

Presented during new faculty orientation (Fall 2012 and Fall 2013)

Presentational Skills for Morris Museum Docents (Spring 2012)

Writing Letters of Recommendation

High School Counselors (Spring 2009, Spring 2010)

Conflict and Interviewing Skills

GRU “Phoenix Magazine” staff (Spring 2003, Fall 2003, Fall 2004)

Gender and Communication

Waynesboro Optimist Club (Spring 2003)

Interpersonal and Public Communication Skills

Ontario Provincial Police Association (Summer 1999)

Presentational Skills

LSSU junior biology thesis seminar (Spring 1999, Spring 2000)

Chautauqua at University of Illinois (Spring 1990)

Engineering students at University of Illinois (Fall 1998, Spring 1990)

Staff of Busey Bank, Urbana, Illinois (Spring 1989)

Persuasion

Prof. Rick Davis’s HONR1010 course (Spring 2002)

Leadership development program, University of Illinois (Fall 1990)

Listening Skills

Leadership development program, University of Illinois (Fall 1989)

Using the Mid-Semester Feedback Form as a Pedagogical Tool
LSSU faculty (Fall 1996)

Bike Riding and the Art of Learning
LSSU new faculty development session (Spring 1996)

The First Day of Instruction
GRU new faculty orientation (Fall 2011)
LSSU new faculty orientation (Fall 1995)

Tutoring Skills
University of Illinois' Athletic Department (Spring 1992)

Hitchcock's Films
LSSU Elders program (Fall 1998)

ASSOCIATION MEMBERSHIPS/COMMITTEES

Georgia Communication Association
Immediate Past President (Spring 2010-Spring 2012)
President (Spring 2008-Spring 2010)
First Vice President (Spring 2006-Spring 2008)
Secretary (Spring 2004-Spring 2006)
Member-at-Large (Spring 2003-Spring 2004)

Phi Kappa Phi National
Southeast Regional Vice President (Spring 2015-present)

Phi Kappa Phi Chapter 324 (inducted 2003)
Immediate Past President (Fall 2015-present)

National Communication Association
Reviewer, Lambda Pi Eta (Spring 2015)
Reviewer, Instructional Development Division (Fall 1999 and Fall 2013)
Instructional Development Division Nominating Committee (Fall 2001)

Association for Communication Administrators
Member-at-large (Fall 2012-present)
NCA Reviewer, Association for Communication Administrators (Fall 2013)

Member of Review Board of *Communication Teacher* (approximately 6 years)

Southern States Communication Association (Spring 2008 and Spring 2013)

Central States Communication Association
Secretary, Communication Education Division (Fall 1996-Spring 1997)
Reviewer, Communication Education Division (Spring 1997)

Michigan Association of Speech Communication
First Vice President (Fall 2000)
Editor, "MASC Bulletin" (Fall 1998-Summer 1999)
Conference planning committee (Fall 1996-Fall 1997)

National Conference on the Training and Employment of Graduate Teaching Assistants
Conference planning committee (Spring 1992)

HONORS AND AWARDS

Outstanding Faculty Member
Augusta University, College of Arts, Humanities, and Social Sciences (Spring 2015)

Service to the State Award
National Communication Association, The National States Advisory Council (Fall 2014)

Augusta Authors Club (Fall 2014)
Invitation only organization

Governors Teaching Fellow (Summer 2014)

Top Basic Course Division Panel Award (Panel Chair)
National Communication Association (Fall 2011)

Top Instructional and Development Division Paper Award
International Communication Association conference (Summer 2006)

Top Three Communication Education/Instructional Communication Paper Award
Central States Communication Association conference (Spring 2000)

Top Communication Theory Paper Award
Central States Communication Association conference (Spring 1995)

Most Valuable Professor Award
AU Student Ambassadors (2004)

Pew Teaching Leadership Award
National Conference on the Training and Employment of Graduate Teaching Assistants (Fall 1993)