

Shannan H. Butler, PhD

Associate Professor of Communication

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Education

The Pennsylvania State University, University Park, PA / Communication Arts & Sciences, PhD

The University of Arkansas, Fayetteville, AR / Communication, MA

John Brown University, Siloam Springs, AR / Broadcasting, BS & Theology, BA

Professional Summary

Experienced communication scholar and educator with a track record of innovation and leadership in higher education. Committed to enhancing student learning through innovative teaching methods, interdisciplinary approaches, and high-impact experiential opportunities. Demonstrated scholarly productivity, with 10 peer-reviewed publications and over 35 academic presentations. Served in leadership roles including the Faculty Evaluation Committee, Institutional Review Board, and student organization advisor. Proven excellence in curriculum development and program assessment. Actively involved in the communication discipline as guest editor, peer reviewer, and software developer. Strong record of service, including volunteer work and fostering community partnerships for student internships.

Professional Experience

Founder & Principal, Fuzzy logic Group

08/2018 – current

Created an innovative EdTech startup specializing in the design and development of engaging educational games, books, and applications that enhance learning for STEM and arts students. Fuzzy Logic also acts as an umbrella LLC for our consulting, web design, and content creation ventures. We help local non-profit organizations with their communications, web design, social media, and content creation needs.

Director of Communication, Oak Hill United Methodist, Austin, TX

03/2020 – 04/2022

Launched and promoted live streaming of worship services in response to the COVID-19 pandemic, increasing viewership to over 600 weekly viewers. More than doubled newsletter readership and website engagement by utilizing online platforms to provide regular, targeted information to nearly 700 readers. Streamlined the online giving process by ensuring mission-critical funding remained sustainable despite the lack of in-person services. Also designed and produced promotional videos highlighting dozens of diverse community outreach activities. Coached leaders in public speaking, authored scripts, and edited videos to be distributed via online platforms

Family Care Leave

09/2018 – 02/2020

Provided medical care for my mother with advanced frontotemporal dementia. Coordinated with medical professionals, disease specialists, and hospice to assess and determine treatment. Managed all legal and financial decisions.

Associate Professor of Communication, St. Edward's University, Austin, TX

02/2012 – 08/2018

Department of Communication / School of Humanities / Tenured 2013

Taught nine different courses on a rotating schedule. Published 10 peer-reviewed publications and led 35+ academic and conference presentations. First Communication team member to be appointed to the Faculty Evaluation Committee, responsible for reviewing faculty performance and recommending faculty promotions and tenure. Coached faculty and students on how to push the boundaries of slide design to create more engaging content. Led departmental assessment, transforming annual program assessment into an electronic portfolio that streamlined communication within the department. Served as an innovative member on the Institutional Review Board for six years.

Assistant Professor of Communication, St. Edward's University, Austin, TX

08/2006 – 02/2012

Department of Communication / School of Humanities

Partnered with area corporations and organizations to create internship opportunities for students throughout the Austin area. Advised ~20 students each semester. Acted as advisor for the Student Communication Society, transforming the struggling club into an award-winning student group. Created and led an international study abroad program to France, teaching classes and guiding a group of 14 students through a six-week program to engage in diverse cultures while blogging about their experience.

Founder & Programmer, iSocrates Feedback & Assessment Systems

10/2006 – 05/2010

Researched, developed, and marketed educational assessment software. Designed user interface and programmed software to allow instructors to increase productivity and leverage feedback to help students excel.

Assistant Professor of Communication, Texas A&M at Prairie View, TX

08/2002 – 08/2006

Department of Languages & Communication / College of Arts & Sciences

Taught 4 Communication classes and advised over 20 students each semester. Led departmental efforts in developing a Digital Media Graduate Program; helped develop new Communication curriculum; served on multiple search committees; and acted as the adviser for Lambda Pi Eta student honors society. Published and presented research in respected journals and national and regional conferences and designed and produced the Humanities' Newsletter for students, donors, industry, and alumni.

Graduate Lecturer, The Pennsylvania State University, University Park, PA

08/1997 – 08/2002

Department of Communication Arts & Sciences / College of Liberal Arts

Graduate Lecturer, University of Arkansas, Fayetteville, AR

01/1995 – 08/1997

Department of Communication / School of Humanities

Teaching Experience

St. Edward's University / Associate Professor of Communication, Tenured

08/2006 – 08/2018

COMM 4350	Internship for the Communication Major
COMM 4315	Film Theory & Analysis
COMM 2305	Visual Communication
COMM 3333	Rhetorical Criticism
COMM 2320	Media & Professional Presentation
COMM 2307	Media Communication
COMM 1317	Presentational Speaking
COMM 1306	Introduction to Communication
JOUR 2314	Interactive Media Production & Design

Prairie View A&M University / Assistant Professor of Communication

08/2002 – 08/2006

COMM 3823	Principles of Public Relations
COMM 3813	Principles of Advertising (Independent Study)
COMM 3701	Media Criticism
COMM 2913	Communication Technology
COMM 2813	Visual Communication
COMM 2603	Digital Photojournalism
COMM 1013	Introduction to Mass Communication
SPEECH 2223	Small Group Communication
SPEECH 1003	Fundamentals of Speech Communication

The Pennsylvania State University / Lecturer

08/1997 – 08/2002

SPCOM 100B	Effective Public Speaking Small Group Focus
SPCOM 100A	Effective Public Speaking
SPCOM 283	Communication & Information Technology (Lab Instructor)
LEAP	Speech Communication and Media Ethics (Co-Course Instructor)
LEAP	Speech Communication and Rhetoric & Composition (Co-Course Instructor)

The University of Arkansas / Lecturer

01/1995 – 05/1997

COMM 1313	Public Speaking / Hybrid Courses
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Service

St. Edward's University

Global Initiative:

Study Abroad Program in Angers, France, Summer 2011

University Committees:

Faculty Evaluation Committee, Fall 2016 – 2018
Faculty Senate Member, Fall 2017 - 2018
Institutional Review Board, Fall 2010 – Spring 2016
Internship Council, Fall 2015 – 2018
Editor for J.SOURCE, Fall 2008 – 2018
Committee for the Pedagogical Uses of the Labs, Spring 2011
University Faculty & Staff Campaign Committee, Spring 2010 - Spring 2011

Departmental Committees:

Communication Chair Search Committee, 2016 - 2017
Chair Communication Department Assessment Project, 2008 – 2014
Assessment and Self-Study Team, 2015
Multiple Communication Faculty Search Committees

Advisor & Supervisor:

Faculty Advisor for the Communication Society, Fall 2009 – Spring 2016
Faculty Advisor for SEU-TV, Fall 2010 - Fall 2011
Mentor for the McNair Scholar, Summer 2008 & 2014
Honors Thesis Director, Fall 2013
Academic Advisor for 20 Communication Majors each semester

Faculty Workshops:

Presenter, School of Management and Business Faculty Showcase, 2009
Presenter, School of Management and Business Training Seminar, 2008
Presenter, Center for Teaching Excellence Faculty Symposium, 2009, 2010, 2011, 2012 & 2016

Student Workshops:

McNair Scholars Presentation and Workshops, Spring 2011 - 2018
Communication Majors Portfolio Workshops, 2008 - 2014

Prairie View A&M University

Chair National Accreditation Committee, 2002 - 2006
Co-chair, Digital Media Graduate Program Committee, 2003 - 2005
Communication Program New Curriculum Committee, 2002 - 2003
Communication Faculty Search Committee, 2002 - 2005
Faculty Advisor, Lambda Pi Eta Communication Honors Society, 2005 -2006
University Marketing Committee, 2004 - 2006
College of Arts & Sciences Newsletter Committee, 2003 - 2006
Textbook Committee, 2005

Service to the Field of Communication

Guest Editor, The Electronic Journal of Communication, 2008-2009
Peer Reviewer for two edited communication texts
Software Developer, iSocrates Assessment Evaluation & Feedback System, 2006

Grants

SPICE Reassignment, Spring 2017 & 2018
Presidential Excellence Grant, St. Edward's University, Summer 2009 & 2016
Sabbatical Leave, Spring 2015
Curriculum Development Grants, St. Edward's University, Summer 2008, 2010 & 2012

Professional Affiliations

Texas, At-Large Officer of The American Association of University Professors
National Communication Association / Southern States Communication Association
Eastern & Central States Communication Associations / The Society for Cinema Studies

Applications & Course Management

Applications: Xojo, Hype, Microsoft Office, Apple Keynote, Canva, AI, MailChimp & iBooks
Adobe Creative Suite: Illustrator, InDesign, Photoshop, Flash, After Effects, Dreamweaver & Acrobat
Video Editing: Adobe Premier, Final Cut Pro, iMovie & DaVinci Resolve
Sound Editing: Logic Pro, GarageBand, Multi-track recording systems
Content Management Systems (CMS / LMS): Blackboard, Canvas, Banner & Panopto
Virtual Meeting: Zoom, Skype, Microsoft Teams
Web: WordPress, YouTube, Google, FTP, SQL & HTML

Volunteer Work

Foster parenting through Texas DFPS, Austin Freeze Night Shelter, Cooling Shelter, Habitat For Humanity, Constable's Homeless Outreach, Hands on Housing, Mask Ministry, Vaccine Ministry & Refugee Services of Texas. Outreach for the Esperanza Community, Central Texas Foodbank, The Burke Center & Sunrise Navigation Center.

Partnered with area corporations and non-profit organizations to create internship opportunities for students throughout the Austin area. Partners included Livestrong, GDS&M, AMD Microprocessors, The Austin Film Festival, Freescale Semiconductor, Leukemia Lymphoma Society, Wild Basin Creative Research Center, Ten Thousand Villages, Mono e Mono, Arts + Labor, Focused Advocacy, The Texas House of Representatives, and Latinitas.

Research / Publications / Presentations

My research and scholarly activities have focused on six primary and relevant areas: the rhetorical study of mass media, data visualization, pedagogical uses of emerging technologies, assessment, and academic freedom. These areas align with my interests, methodological approaches, and have been timely topics of exploration. I am currently quite intrigued by the challenges and opportunities presented by Artificial Intelligence within the fields of Communication and Pedagogy.

I have authored or co-authored 10 scholarly publications in well-respected, peer-reviewed academic books and journals. I have also been invited to present my work at 4 academic and professional conferences, including the New Media Consortium, EduCause, the HP Catalyst Initiative, the American Association of University Professors, and the National Communication Association. Additionally, I have delivered 35 peer-reviewed presentations at national and regional communication association conferences, such as the National Communication Association, Southern States Communication Association, Eastern Communication Association, Central States Communication Association, and South by Southwest Education.

Please see my complete list of publications and presentations on the following pages.

Refereed (Peer-Reviewed) Publications

- Weisgerber, C. & Butler, S. (2016). Debranding digital identity: Personal branding and identity work in a networked age. *International Journal of Interactive Communication Systems & Technologies*, 6(1), 17-33. [Published in 2017.]
- Weisgerber, C. & Butler, S. (2015). Curating the Soul: Foucault's concept of hupomnemata and the digital technology of self-care. *Information, Communication and Society*.
- Butler, S. & Weisgerber, C. (2011). Empowering 21st Century Learners through Personal Learning Networks. In P. Ferris (ed.), *Teaching, Learning, and the Net Generation: Concepts and Tools for Reaching Digital Learners* (pp. 249-268). Hershey, PA: IGI Global
- Butler, S. (2011). Teaching Rhetoric Through Data Visualization. *Communication Teacher*, 25:3, 131-135.
- Weisgerber, C. & Butler, S. (2011). Social Media as a Professional Development Tool: Using Blogs, Microblogs and Social Bookmarks to Create Personal Learning Networks. In C. Wankel (ed.), *Teaching Arts & Science with Social Media*, pp. 339-363. Bingley, U.K.: Emerald.
- Weisgerber, C. & Butler, S. (Eds.) (2010). *Communication Pedagogy in the Age of Social Media*. [Special Issue]. *Electronic Journal of Communication*, 20(1).
- Weisgerber, C. & Butler, S. (2010). Editor's Introduction: Special Issue on Communication Pedagogy in the Age of Social Media. *Electronic Journal of Communication*.
- Weisgerber, C. & Butler, S. (2009). Visualizing the Future of Interaction Studies: Data Visualization Applications as a Research, Pedagogical, and Presentational Tool for Interaction Scholars. *Electronic Journal of Communication*, 19(1-2).
- Weisgerber, C. & Butler, S. (2005). Towards a theoretical framework for the design of interactive online distance learning systems. *The Texas Journal of Distance Learning*, 2 (2), 44-57.
- Butler, S. (2002). *Retelling a Tale of the West: Akira Kurosawa's 'Yojimbo' and Its Remakes*. (Doctoral dissertation). Doctoral Committee: Thomas W. Benson, Stephen Browne, J. Michael Hogan, and Jeanne Hall.
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Academic & Professional Conference Presentations

Invited Presentations

- Butler, S. (2019, June) Invited presentation on Academic Freedom and Tenure. The American Association of University Professors, Washington D.C.
- Butler, S. (2012, November) Electronic Rubric Creation and Assessment. A presentation sponsored by the Policies Board of the National Communication Association, Orlando, FL.
- Weisgerber, C. & Butler, S. (2012, September). Measuring Your Social Media Efforts. Online workshop given for the HP Catalyst Initiative & the New Media Consortium.
- Butler, S. (2010, January). Picturing a Thousand Words: Data Visualization as a Teaching Tool. Invited presentation for EduCause Learning Initiative's premier of the 2010 Horizon Report, Austin, TX.
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Peer-Reviewed Conference Presentations

- Butler S. & Weisgerber, C. (2022, June) Reconceptualizing effective health communication for present-day social and mass media ecosystems. Paper presented at the International Communication Association, special session on "Digital Health Communication: Issues and Perspectives," Dijon, France.
- Butler S. (2020, March) Not for Sale: Academic Freedom at University, Inc. Talk given at the SXSWedu (South by Southwest Education) Conference, Austin, TX.
- Butler S. (2017, November) Broken Agencies/Broken Agency: The Role of Communication Professionals in Confronting Dysfunctional Systems. Panel discussion to be presented to the Ethnography Division of the National Communication Association, Dallas, TX.
- Butler S. & Weisgerber, C. (2016, November) 'Malcolm X': Constructing Black Manhood in Public Memory Paper accepted by but not presented to the Mass Communication Division of the National Communication Association, Philadelphia, PA.
- Butler S. (2015, November) Examining the Voices of Disruption in Higher Education. Panel discussion presented to the Undergraduate College and University Section of the National Communication Association, Las Vegas, NV.
- Butler S. & Weisgerber, C. (2015, November) Curating the Soul: Foucault's concept of hupomnemata and the digital technology of self-care. Paper presented to the Human Communication and Technology Division of the National Communication Association, Las Vegas, NV
- Butler S. (2015, March) Disrupting the Disruption in Higher Ed. Panel presentation given at SXSWedu (South by Southwest Education) Conference, Austin, TX
- Butler S. (2013, November) Social Media & The Academy: Pedagogy, Theory & Practice. Panel respondent at the National Communication Association Conference, Washington, D.C.
- Butler, S. (2012, April). New Tools for an Old Art: Rhetorical Analysis Through Visualization and Play. Paper presented at the Southern States Communication Association annual conference, San Antonio, TX.
- Butler, S. & Weisgerber C. (2012, March). Re-envisioning Modern Pedagogy: Educators as Curators. Talk given at the SXSWedu (South by Southwest Education) Conference, Austin, TX.
- Butler, S. & Weisgerber, C. (2011, November). Tapping into the stream of expert voices to create self-directed learning experiences for digital natives. Paper presented to the Instructional Development Division of the National Communication Association, New Orleans, LA.
- Weisgerber, C. & Butler, S. (2011, March). Empowering students through personal learning networks built on social media platforms. Presentation given at the SXSWedu (South by Southwest Education) Conference, Austin, TX.
- Butler, S. (2010, April). Collaborative Strategies in Visualizing Rhetoric. Paper presented on the panel Interacting with the Digital Natives: Online Technology for Interactive Learning at the Central States Communication Association Annual Conference, Cincinnati, OH.
- Weisgerber, C. & Butler, S. (2008, November). Incorporating social media technologies into the communication classroom: How to make the best of blogs, wikis, social bookmarks, and RSS feeds. Pre-conference seminar presented to the Pre-conference Division of the National Communication Association, San Diego, CA.
- Butler, S. (2008, November). Picturing a Thousand Words: Using Tag Clouds and other Data Visualization Methods as Teaching Tools. Paper presented to the G.I.F.T.S. Division of the National Communication Association, San Diego, CA.
- Butler, S. & Weisgerber, C. (2008, November). UnConventional Speech Grading Techniques: Using Software Programs to Administer Speech Feedback to Students. Paper presented to the Community College Section of the National Communication Association, San Diego, CA.
- Butler, S. (2008, April). Evaluating the Evaluation Form: An analysis of the standard speech rubric. Chaired panel and presented paper to the Instructional Development Division of the Southern States Communication Association, Savannah, GA.
- Weisgerber, C. & Butler, S. (2008, April). Spreading Ideologies on the Read/Write Web: Government use of meta-blogs to teach democracy in the Muslim World. Paper presented to the Mass Communication Division of the Southern States Communication Association, Savannah, GA.

- Weisgerber, C. & Butler, S. (2006, November). Effects of the Differential Constructions of a Sleep Disorder on a Sufferer's Inclination to Seek Medical Help: A Qualitative Analysis. Paper presented to the Health Communication Division of the National Communication Association, San Antonio, TX.
- Weisgerber, C. & Butler, S. (2006, April). Should we stay or should we go? Leadership communication in the face of a potentially catastrophic hurricane. Paper presented to the Crisis Communication Division of the Southern States Communication Association, Dallas, TX.
- Butler, S. (2004, November). Permutations and the Absence of the Author: A Rhizomatic View of Plagiarism and Variation. Paper presented to the Human Communication and Technology Division of the National Communication Association, Chicago IL.
- Butler, S. (2002, April). The Form of Evaluation: Using the Laptop to Increase the Effectiveness of Student Speech Feedback. Paper presented to the Basic Course Div. of the Eastern Communication Association, New York, NY.
- Butler, S. (2001, April). Entering the Stream: A Call for Life in the Moment in Wim Wenders' Wings of Desire. Paper presented to the Mass Communication Division of the Eastern Communication Association, Portland, ME.
- Butler, S. (2001, April). A Listserv of Loneliness: An Ethnographic Study of On-line Support for Cinephiles. Paper presented to the Health Communication Division of the Eastern Communication Association, Portland, ME.
- Butler, S. (2001, April). Beyond Classification: Cicero's Eclectic Rhetorical Tradition. Paper presented to the American Society for the History of Rhetoric at the Southern States Communication Association, Lexington, KY.
- Butler, S. (2000, April). From Berlin to Los Angeles: The Collapsing of Resistant Spaces in Hollywood's City of Angels.' Paper presented to the Mass Communication division of the Southern States Communication Association, New Orleans, LA.
- Butler, S. (2000, April). Like Water for Chocolate: A Recipe for Resistance. Paper presented to the Gender Studies division of the Southern States Communication Association, New Orleans, LA.
- Butler, S. (2000, April). Calling Out the Infantry: Technological Babies in a Carefree World of Consumption Without Consequence. Paper presented to the Popular Culture division of the Southern States Communication Association, New Orleans, LA.
- Butler, S. (1999, November). The Secret Life of Grad Students: A Journey into Multiphrenia. Paper presented to the Human Communication and Technology division of the National Communication Association, Chicago, IL.
- Butler, S. (1999, November). Teletubbies: A Corporate Pedagogy of Consumption without Consequences. Poster presented at the National Communication Association, Chicago, IL.
- Butler, S. (1998, April) . Lord of the Flies: A Call for Initiation and Integration. Paper presented to the Popular Culture division of the Southern States Communication Association, San Antonio, TX.
- Butler, S. (1997, April). Forrest Gump: On the Narrative in a Postmodern World. Paper presented to the Mass Communication division of the Southern States Communication Association, Savannah, GA.