

JOY L. RODGERS, PH.D., MCHES
CURRICULUM VITAE

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EDUCATION

University of Florida, Gainesville, FL

Ph.D. in Mass Communications **2013**

Dissertation: *“Drug Approved. Is Disease Real?” Female Fibromyalgia Patients Respond to the Mediated Question and the Meaning of Diagnosis to Their Lives*

Emphases: Health Communication, Public Relations, Marketing

University of Florida, Gainesville, FL

M.S. in Health Education & Behavior **2011**

University of Florida, Gainesville, FL

M.S. in Business Management **2008**

University of Arizona, Tucson, AZ

B.A. With “Highest Distinction” **1987**

Major: Sociology

Minor: Journalism

CERTIFICATION & TRAINING

Society for Public Health Educators, Washington, D.C.

Health Advocacy Summit – Gun Violence Prevention **2018**

Tufts University School of Medicine, Boston, MA

Digital Strategies for Health Communication Institute **2018**

University of South Florida, Tampa, FL

Health Social Marketing Advanced Training Academy **2018**

Health Social Marketing Training Academy (Entry Level) **2014**

National Commission for Health Education Credentialing, Washington, D.C.

MCHES **2017**

Master Certified Health Education Specialist

October 2017 – present

National Commission for Health Education Credentialing, Washington, D.C.

CHES **2011**

Certified Health Education Specialist

October 2011 – October 2017

CERTIFICATION & TRAINING (CONTINUED)

Institute for Communication Improvement, Columbus, OH

Professional Grant Proposal Writing

2004

TEACHING EXPERIENCE

University of Florida, Gainesville, FL

Lecturer – Department of Health Education & Behavior

2014 – present

Teach multiple undergraduate- and graduate-level courses in both online and in-classroom settings, to include developing overall course structure, syllabus, lectures, and assignments, and administering all grades.

Courses regularly assigned: Writing for Professional Publication, Health Communication, Social Marketing in Health, Health Program Planning & Evaluation.

University of Florida, Gainesville, FL

Adjunct Lecturer – Department of Health Education & Behavior

2013 – 2014

Taught one section of combined undergraduate- and graduate-level course in Health Communication (fall term) and one section of graduate-level course in Social Marketing in Health (spring term).

University of Florida, Gainesville, FL

Adjunct Lecturer – Warrington College of Business

2013

Taught two sections of graduate-level course in Professional Business Writing (fall term) to students in Business Administration and International Business programs.

University of Florida, Gainesville, FL

Graduate Assistant – College of Journalism & Communications

2008 – 2012

Instructor of record for multiple undergraduate courses, specifically News Editing, News Reporting, and Public Relations Writing, with sole responsibility for developing overall course structure to include syllabus, lectures, and assignments, and administering all grades.

University of Florida, Gainesville, FL

Lecturer – Warrington College of Business

2009 – 2012

Taught sections of graduate-level course in Professional Business Writing (summer terms) to students in Business Administration and International Business programs.

RELATED EXPERIENCE

University of Florida, Gainesville, FL

Internal Communications Coordinator, Office of University Relations

2006 – 2007

Planned, researched, wrote, and edited and designed internal communications strategy to include print and electronic initiatives for a diverse audience of 50,000 faculty, staff, and students.

RELATED EXPERIENCE (CONTINUED)

Ohio University, Athens, OH

Public Affairs Coordinator, College of Education

2002 – 2005

Planned, researched, wrote, edited, and began implementation of five-year communications plan; managed major events to include developing and carrying out national, state, and local publicity campaigns and lining up keynote speakers and guests; wrote successful grant proposal to establish writing internship for public relations students.

The Bulletin, Bend, OR

Features Editor

2000 – 2002

Planned weekly and daily newspaper coverage, managing four reporters and two news assistants.

Everett Public Schools, Everett, WA

Communications Coordinator

1999 – 2000

Conducted publication survey, analyzing results to gauge effectiveness of publications; organized and convened marketing strategies focus groups; developed and carried out plan to communicate district's financial needs to community; planned, researched, wrote, edited and designed internal and external publications.

AWARDS & RECOGNITIONS

College of Health & Human Performance, University of Florida, Gainesville, FL

Undergraduate Teacher of the Year Award (Nominee)

2018, 2017, 2015

Three-time nominee for prestigious college-level teaching award.

College of Health & Human Performance, University of Florida, Gainesville, FL

Professional Development Award

2018

Competitive college-wide \$5,000 grant for professional development.

Eta Sigma Gamma, Alpha Lambda Chapter, University of Florida

Honor Award

2018

Eta Sigma Gamma's highest award given to individuals who have made major contributions to the health education profession through service, education, and/or research.

University of Florida, Gainesville, FL

Graduate School Dissertation Scholarship

2013

Competitive scholarship awarded by College of Graduate Studies for use in completion of dissertation.

Association for Education in Journalism & Mass Communication

Top Student Paper, Communicating Science, Health, Environment & Risk

2011

Paper title: *Mind or body? A qualitative framing analysis of fibromyalgia in newspapers vs health websites*

AWARDS & RECOGNITIONS (CONTINUED)

Association for Marketing & Health Care Research

Best Student Paper**2011**

Paper title: *Mind or body? A qualitative framing analysis of fibromyalgia in newspapers vs health websites*

Association for Education in Journalism & Mass Communication

Top Student Paper Finalist, Public Relations**2010**

Paper title: *Legitimacy 2.0: Possible research avenues for corporate reputation in the digital age*

SCHOLARLY PUBLICATIONS & PRESENTATIONS

Rodgers, J. L., Schambow, B. L., & James, T. (2017). College students' perceptions of STIs: Formative research findings from a social marketing campaign to increase chlamydia screenings on campus, presented at the 2017 annual meeting of Society for Public Health Educators, Denver, CO.

James, T., Schambow, B. L., & **Rodgers, J. L.** (2017). Developing a social marketing campaign to increase the uptake of chlamydia screenings in sexually active female college students, poster presented at the 2017 annual meeting of the American College Health Association, San Antonio, TX.

Paige, S., Stellefson, M., **Rodgers, J. L.**, & Alber, J. (March, 2015). Health literacy universal precautions in chronic disease self-management: A systematic review, presented at the 10th annual Conference of the Social Sciences, Gainesville, FL.

Wilson, J. & **Rodgers, J. L.** (March, 2015). Resiliency and protective factors: Operationalizing the U.S. soldier experience, presented at the annual Stanley Lecture Research Symposium, Gainesville, FL.

Rodgers, J. L. (November, 2014). Behind the pain of fibromyalgia: A grounded theory approach to the meanings women ascribe to their diagnosis, presented at the annual meeting of the National Communication Association, Chicago, IL.

Rodgers, J. L. (August, 2014). Defining a medical condition: A qualitative framing analysis of magazine coverage of fibromyalgia, 1980-2011, presented at the annual meeting of the Association for Education in Journalism & Mass Communication, Montreal, Quebec.

Rodgers, J. L. (March, 2014). Defining a medical condition: A qualitative framing analysis of magazine coverage of fibromyalgia from 1980-2011, presented at the regional Southeast Colloquium of the Association for Education in Journalism & Mass Communication, Gainesville, FL.

Rodgers, J. L. & Zapata Ramos, M. L. (2013). Is it real? Qualitative framing analyses of the depiction of fibromyalgia in newspapers and health websites. *Californian Journal of Health Promotion*, 11(3), 48-61.

Emmerée, J. & **Rodgers, J. L.** (August, 2012). Health and academic performance: What do UF students think?, presented at the annual Teaching Enhancement Symposium sponsored by the College of Agricultural and Life Sciences, University of Florida, Gainesville, FL.

Rodgers, J. L., Daggs, A., Eaves, Z., & Li, S. (April, 2012). "God, I just want to be thin": A qualitative content analysis of eating disorder posts on Twitter, presented at the Social Marketing Advances in Research and Theory (SMART) Conference, Vancouver, British Columbia, Canada.

Rodgers, J. L. & Zapata Ramos, M. L. (August, 2011). Mind or body? A qualitative framing analysis of fibromyalgia in newspapers versus health websites, presented at the annual meeting of the Association for Educators in Journalism & Mass Communication, St. Louis, MO.

Rodgers, J. L. (February, 2011). The skinny on behavior change: Evaluating social marketing childhood obesity campaigns, presented at the annual meeting of the Association for Marketing & Health Care Research, Steamboat Springs, CO.

Rodgers, J. L. & Zapata Ramos, M. L. (February, 2011). Mind or body? A qualitative framing analysis of fibromyalgia in newspapers versus health websites, presented at the annual meeting of the Association for Marketing & Health Care Research, Steamboat Springs, CO.

Rodgers, J. L. (August, 2010). Legitimacy 2.0: Possible research avenues for corporate reputation in the digital age, poster session presented at the annual meeting of the Association for Education in Journalism & Mass Communication, Denver, CO.

PROFESSIONAL ACADEMIC SERVICE

College Multicultural/Inclusion Advisory Committee (member)
Online Digital Health Certificate Program Committee (chair)
Online Course Development & Marketing Committee (co-chair)
Stanley Lecture & Research Symposia Committee (chair)
University Multicultural Mentor Program (mentor)
Gators March for Babies (faculty adviser)
College Commencement Committee (member)
College Inclusion Working Group (member)
College Petitions Committee (member)
Annual Performance Review & Merit Pay Committee (member)
University of Florida Food Service Advisory Committee (member)
Association for Education in Journalism & Mass Communication (conference manuscript reviewer)
Society for Public Health Educators (conference manuscript reviewer)
Commencement marshal

MEMBERSHIPS

International Social Marketing Association (ISMA)
Social Marketing Association of North America (SMANA)
Association for Education in Journalism & Mass Communication (AEJMC)
National Communication Association (NCA)
Society for Public Health Educators (SOPHE)
Phi Beta Kappa
Golden Key National Honor Society