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Council on Postsecondary Education
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James L. Applegate

Education	1978	Ph.D. University of Illinois	Communication
	1974	M.A. University of Illinois	Communication
	1973	B.A. Georgetown College	Summa Cum Laude American Studies with Honors; Speech Communication
Professional Experience	1999–Present	Council on Postsecondary Education Frankfort, KY Vice President for Academic Affairs and Senior Fellow	
		<p>The Council is the coordinating board for higher education in Kentucky, overseeing eight public four-year universities and the community and technical college system. The Council also is responsible for licensing and coordinating policy with independent and proprietary institutions. During my tenure as state chief academic officer, I have had <u>primary or significant responsibility</u> for helping the Council achieve the following:</p> <ul style="list-style-type: none">• Linking academic policy and state economic development<ul style="list-style-type: none">❖ Developed policies/assessments to enhance university research programs that increased extramural funding by more than 40 percent.❖ Administered programs through a non-profit foundation to increase patent and intellectual property development and support for new business that leveraged a 400 percent increase in the value of state investments, creating more than 120 new companies and 1,500 new economy jobs.❖ Created and improved academic programs to meet state workforce needs in collaboration with the Cabinets for Commerce and Economic Development.❖ Developed joint degrees and a statewide strategy to increase per capita number of engineers.❖ Created online and multi-institutional programs to address workforce and research needs in public health, human services, business, and teaching.❖ Collaborated with Kentucky Adult Education and employers to more than double the number of adults enrolled in education programs.• Promoting public engagement and outreach<ul style="list-style-type: none">❖ Developed a first of its kind state-funded multi-million dollar “regional stewardship” program supporting realignment of university infrastructure, including promotion and tenure systems, to support regional partnerships engaging research and teaching with public needs.❖ Developed the Kentucky Campus Compact to support college engagement.❖ Implemented a statewide accountability system for student learning that incorporates measures and goals for increased civic engagement by students.❖ Secured funding for a statewide faculty development program that supports increased engagement of faculty teaching/research with communities.❖ Helped develop Kentucky’s strategic plan, nationally recognized for its focus on a “public agenda” that ties accountability and rewards to state needs.	

- **Promoting public support for, and participation in, postsecondary education**
 - ❖ Helped create institutional goals, assessments, and funding strategies to double the number of college graduates in Kentucky by 2020.
 - ❖ Developed programs supporting a 25 percent increase in enrollment since 1999, raising college-going rates above the national average.
 - ❖ Directed a nationally recognized multi-million dollar public communication campaign to promote college-going and support for higher education now supported by a grant from the Southern Governor's Association, the Gates Foundation, Southern Regional Education Board, and others.
 - ❖ Created 24 local community-base councils that promote college participation and support for postsecondary education in the state through partnership with business, government and community leaders.
 - ❖ Increased African American college enrollment so that it now exceeds the percent of African Americans in the state population.
 - ❖ Dramatically increased college enrollment by adult learners.
 - ❖ Created a comprehensive, interactive state Web portal that provides students, counselors, and parents the ability to plan for, pay for, and apply to college (*GoHigherKY.org*) that came online in summer 2004.
- **Increasing college persistence and graduation rates**
 - ❖ Defined institutional goals, assessments, and strategies for improved retention and graduation rates of full and part-time students, resulting in a nearly 10 percent increase in system graduation rates.
 - ❖ Developed statewide mandatory placement policies defining college readiness standards and created assessments to promote the success of underprepared students.
 - ❖ Developed state funded scholarships to support community college transfer.
 - ❖ Implemented new transfer policies to increase student transfer from two-to four-year colleges, including statewide agreements in teaching, business, and other high workforce need areas.
 - ❖ Improved student advising through statewide conferences and Web resources.
- **Improving the quality and productivity of academic programs**
 - ❖ Implemented an online program approval process that increases responsiveness to state needs and collaboration among institutions while reducing time to program implementation.
 - ❖ Revised new program approval requirements to better link to state needs.
 - ❖ Conduct an ongoing program productivity review of all existing programs, resulting in closure of more than 170 programs and change in more than 300 programs to increase productivity.
 - ❖ Developed a statewide assessment of student learning recognized in Measuring UP 2004 using the National Survey of Student Engagement and other nationally benchmarked measures.
 - ❖ Support faculty development through statewide conferences, Web resources, and campus centers supported by the Council's Faculty Development Fund.
 - ❖ Partnered with the Kentucky Virtual University and Kentucky Virtual Library to develop and promote distance and online education.
- **Improving the preparation of P-12 and adult students attending college**
 - ❖ Co-authored and manage two federal GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs) grants, providing \$63 million to support college participation for low-income and minority students.
 - ❖ Staff and implement the decisions of the state P-16 Council.
 - ❖ Led Kentucky's participation in the *American Diploma Project*, a multi-year

partnership with several national agencies and other states creating national benchmarks aligning high school and adult education exit competencies with college entrance requirements.

- ❖ Led creation of a statewide placement policy establishing common college placement/readiness standards at every public postsecondary institution.

1998–2001 National Communication Association Washington, DC

Vice President and President

The National Communication Association, headquartered in Washington, D.C., is the world's largest association of communication scholars. During 1998-2001, I served as elected vice-president and then president. During this time, we:

- Expanded research and teaching focused on the creation of an “engaged” discipline addressing public problems.
- Defined the focus and planned the 2000 national convention for 4,000 people that increased the impact of communication scholarship on significant public policy issues.
- Secured grants to support a partnership with *Campus Compact* and the *American Association for Higher Education* to promote civic engagement in higher education.
- Founded the *Communicating Common Ground* initiative, now partnered with the *Campus Compact*, *American Association of Colleges and Universities*, and the *Southern Poverty Law Center* to create, to this date, more than 60 college/community partnerships nationwide to promote the value of diversity and fight hate groups.
- Secured funding and created partnerships with the *PEW Charitable Trusts* and the *Carnegie Foundation for the Advancement of Teaching* to improve college teaching.
- Helped developed partnerships with the *National Science Foundation* to involve communication in efforts to improve engineering/science programs and the NSF's *Communicating Science* initiative.
- Secured grant funding for a partnership with the *Council of Graduate Schools* to promote disciplinary involvement in the *Preparing Future Faculty* program to improve the quality of doctoral education.
- Created a partnership with the American Library Association to address the digital divide.

1983–1999 Department of Communication University of Kentucky

Department Chair

Managed budgeting, personnel, fundraising, and the teaching/research program for a department of more than 40 full and part-time faculty, staff, and teaching assistants supporting more than 80 masters and doctoral students. During my tenure we:

- Developed a new doctoral program that, in 1999, was ranked among the best applied communication programs in a national peer ranking survey.
- Implemented a research initiative that transformed a department with no extramural funding to the most highly funded department in its discipline, with over \$20 million in National Institutes of Health grants.
- Hired master teachers and supported changes in pedagogy resulting in numerous departmental awards and recognition for excellent teaching.
- Secured a “Preparing Future Faculty” grant from the Council of Graduate Schools to improve the doctoral program.
- Created smart classrooms to better integrate technology into teaching programs.
- Increased African-American and female faculty representation.

1996–98 University of Kentucky Lexington, KY

University Senate Council Chair

The Senate Council is the steering committee for the University Senate and oversees academic programs and policy. It meets regularly with the president, chancellors, and other administrators. It periodically meets with state legislators and other external constituents.

During my tenure as chair, I:

- Represented faculty interests as a member of the Kentucky Council of Senate Faculty Leaders in two sessions of the State Legislature in 1997-98 and a special session devoted to higher education reform.
- Secured a national grant and made revisions in promotion and tenure policies that placed greater value on the scholarship of teaching and engagement for both tenured and untenured faculty at public universities in Kentucky.
- Served on university committees to revise the strategic plan and identify priority funding areas in research and graduate education.

1994–95 American Council on Education Fellow

I was selected as one of 35 nationally to serve as a Fellow of the *American Council on Education* as part of a program designed to "strengthen leadership in American higher education by identifying and preparing faculty and staff for responsible positions in academic administration." Fellows study the impact of different strategies in the areas of access, affirmative action, outreach, fundraising, teaching assessment, curriculum reform, budgeting, and government relations with education leaders in Mexico and throughout the U.S. One focus of my fellowship was to identify policy issues surrounding the creation of more publicly engaged institutions.

Department of Communication University of Kentucky

1991–2005 Professor

1983–1991 Associate Professor

1977–1983 Assistant Professor

As a faculty member, in addition to my research and teaching program, I was involved in a variety of university and professional activities that contributed to my administrative work.

- Served on the national steering committee for the *American Association for Higher Education's Pathways* initiative for the professional development of department chairs.
- Served on the *University Distance Learning Advisory Committee* advising the President on distance learning policy and budgets.
- Chaired the University Continuing Education Program Committee reviewing and recommending improvements in outreach policies and programs.
- Served on the University Committee on Minorities, Inclusive Learning Committee, and the Chancellor's Committee on Cultural Diversity recommending policy changes, developing assessment tools, and designing workshops for administrators, faculty, and staff to improve campus climate and increase minority representation.
- Chaired a national task force and organized a national conference to improve graduate education and served on the University Graduate Council.
- Served as committee chair for the President's Initiative on Undergraduate Education, which recommended a comprehensive re-structuring of undergraduate education in response to the Boyer Commission Report.
- Served on various search committees for chancellors, vice-chancellors, and deans.

1973–1977 University Fellow/Teaching Assistant
Department of Speech Communication
University of Illinois–Urbana/Champaign

Awards and Recognition

- 2006: Named to National Advisory Board for *Academy One* (corporation developing online transfer tools).
- 2006: Invitee, two national Wingspread Conferences focused on developing more engaged postsecondary institutions.
- 2005: Named to the Education Advisory Board, American College Testing Service.
- 2001: Keynote Speaker, Council of Graduate Schools Preparing Future Faculty Conference, Boston.
- 2000: Named Distinguished Alumni, University of Illinois Department of Speech Communication.
- 2000: President, National Communication Association.
- 2000: Named Kentucky's Outstanding Communicator, Kentucky Communication Association.
- 1998: Creation of the James L. Applegate Award for Outstanding Scholarship, Kentucky Communication Association.
- 1995: Recipient of Special Recognition Award, University of Tennessee Commission on Women for contributions to the advancement of women.
- 1994: American Council on Education Fellow.
- 1991: Recipient of the Faculty Service Award from the National University Continuing Education Association for Higher Education for outstanding contributions to continuing education.
- 1988: President, Southern Communication Association.
- 1978: Recipient, Golden Anniversary Award, granted annually by the National Communication Association to no more than three dissertations judged as the most outstanding in the discipline.
- University Fellow, University of Illinois.

Selected Scholarly Activity (a full list of publications and presentations is available on request)

Recent Invited Presentations

Future directions for higher education: Striving for excellence. Keynote at the Annual meeting of the Kentucky Long Term Policy Research Center. Lexington, KY (November, 2006)

Creating 21st century universities: Learning, innovation, and engagement. Governor Eliot Richardson's Summit on Higher Education, Albuquerque, NM (October, 2006)

Universities as stewards of place: Going beyond rhetoric to funding and accountability. Alliance for Regional Stewardship National Forum, Ft. Lauderdale, FL (October, 2006)

Being accountable for college-level learning: The Kentucky model. SHEEO National Professional Development Conference, Chicago, IL (August, 2006).

Effective college access campaigns: Reaching the underserved. Noel-Levitz National Conference on Student Recruitment, Marketing, and Retention. Denver, CO (July, 2006)

Articles and Monographs

Applegate, J.L. & Morreale, S.P. (forthcoming). Communicating common ground: Higher education as a steward of place in a diverse society. Addressing social issues through service learning. Bolton, MA: Anker Publishing Company.

- Morreale, S.P. and Applegate, J. L. (2006). Engaged disciplines: How national disciplinary societies support the scholarship of engagement. In K. Kecskes (Ed.). The engaged department. Bolton, MA: Anker Publishing Company.
- Applegate, J.L. (2006). Why the scholarship of teaching and learning matters. In Barbara M. Gayle, Raymond Press, Nancy Burrell, and Mike Allen (Eds.). Classroom communication and instructional processes: Advances through meta-analysis. Mahwah, NJ: Lawrence Erlbaum.
- Applegate, J.L. (2002). Skating to where the puck will be: Engaged research as a funding strategy. Journal of Applied Communication, 30, 402-410.
- Applegate, J. L. & Nora, L. (2002). Post tenure review in Kentucky: A clash of cultures. In C. Licata and J. Morreale (Eds.). Experienced voices: Best practices in post tenure review. Washington, D.C.: American Association for Higher Education.
- Morreale, S.P., Applegate, J.L., Wulff, D.H, Sprague, J. (2002). The scholarship of teaching and learning in communication studies. In Mary Huber and Sherwyn Morreale (Eds.). Disciplinary styles in the scholarship of teaching and learning. Washington, D.C.: American Association for Higher Education and The Carnegie Foundation for the Advancement of Teaching.
- Applegate, J. L. (2001). Engaged graduate education: Seeing with new eyes. Communicator, 84, No. 9, 1-2; 6. Also published in non-abridged form as an Occasional Paper of the Preparing Future Faculty Program, Washington, D.C.: Council of Graduate Schools.
- Applegate, J. L. & Morreale, S. P. (2001). Creating engaged disciplines. American Association for Higher Education Bulletin, 53, 7-9.
- Applegate, J.L. & Morreale, S.P. (1999). Service learning in the communication discipline. In David Droge (Ed.) Strong voices for democracy. Washington, D.C.: American Association for Higher Education.
- Gillotti, C. & Applegate, J.L. (1999). Explaining illness as bad news: Individual differences in explaining illness-related information. In Brian Whaley (Ed.) Explaining illness: Research, theory, and strategies. Mahwah, NJ: Erlbaum.
- Waldron, V. & Applegate, J.L. (1998). Similarity in the use of person-centered tactics: Effects on social attraction and persuasiveness in dyadic verbal disagreements. Communication Reports, 11, 155-166.
- Applegate, J.L., Darling, A., Sprague, J., Nyquist, J. & Andersen, J. (1997). An agenda for graduate education: Challenges and opportunities. Communication Education, 46, 115-120.
- Applegate, J.L., Burlison, B.R., & Delia, J.G. (1992) Reflection enhancing parenting and children's social cognitive and communicative development. In J. Goodnow, A. McGillicuddy-Delisi and I.E. Sigel (Eds.) Parental belief systems: The psychological consequences for children (Vol. 2). Hillsdale, NJ: Erlbaum.
- Sypher, H.E. & Applegate, J.L. (Eds.) (1984). Communication by children and adults. Thousand Oaks, CA: Sage (328 pp.).
- Applegate, J.L. and Sypher, H.E. (1983). A constructivist outline for intercultural communication. In W.B. Gudykunst (Ed.), Intercultural communication theory: Current perspectives. Beverly Hills, CA: Sage.

Applegate, J.L. (1982). The impact of construct system development on communication and impression formation in persuasive contexts. Communication Monographs, *49*, 277-289.

Applegate, J.L. (1980). Adaptive communication in educational contexts. Communication Education, *29*, 158-170.

Applegate, J.L. (1980). Person- and position-centered communication in a day-care center: A case study triangulating interview and naturalistic methods. In N.K. Denzin (Ed.), Studies in symbolic interaction (Vol. 3). Greenwich, Conn.: JAI Press.

Research Papers

More than 100 research papers and presentations at professional meetings and universities including papers receiving recognition as the outstanding submission to research divisions in the International Communication Association, Western Communication Association, and Southern States Communication Association

Journal Editorial Service

Served on the editorial boards of international, national, and regional journals both inside and outside the discipline and as a reviewer for many other professional publications. Included among these are: *International Journal of Personal Construct Psychology*, *Quarterly Journal of Speech*, *Communication Education*, *Communication Reports*, *Southern Communication Journal*, *Communication Quarterly*, *Human Communication Research*, *Communication Research*, *Journal of Language and Social Psychology*, *Communication Monographs*, *Western Journal of Speech Communication*, and *American Journal of Communication*.

Grants and Contracts

- GEAR UP Kentucky I (2000-05) and II (2006-11). Two federal grants for \$31 million supporting education programs in Kentucky for which an additional \$31 million dollars in matching support were raised.
- Passport to Opportunity Grant. Grant support to selected states by the Southern Governors Association and the Gates Foundation to implement campaigns to promote staying in school and attending college.
- Adult Learning Campaign. Co-authored a \$1 million grant from the Lumina Foundation to the Southern Regional Education Board to support raising adult education levels in the South.
- While department chair at the University of Kentucky, developed a funding strategy that transformed the department from one with no extramural funds to one that, when I left, had more competitive extramural funding than any its discipline.
- A variety of small institutional and external grants to support my research and initiatives to reform higher education policy.

External Consulting

- Serve on the Campus Compact's *Consulting Corp*, a group of national experts on the scholarship of engagement, who assist campuses interested in linking their research and teaching to the needs of their external constituencies.
- Consultant for the Southern Regional Education Board on a grant from the Lumina Foundation to increase participation in higher education and as a member their regional college access consortia.
- Conducted over 200 seminars and consulting activities for various corporate, government, community, and educational organizations to improve communication practices and solve communication problems. Clients include: Corning Glass, IBM, Lexmark, General Electric Corporation, Island Creek Coal, Marriott Hotels,

Veterans Administration Hospitals, National Tour Association, National Association of Meeting Planners, American Society for Training and Development, Knight Ridder Newspapers, International Association of Business Communicators, and a number of universities and public school systems.

- Invited consultant with various higher education groups and organizations on higher education policy/program development including AOL/Time Warner, Alliance for Regional Stewardship, Lumina Foundation, American Association of Colleges and Universities, Pathways to College, Council for Adult and Experiential Learning, New England Board of Higher Education, Midwestern Higher Education Compact, and agencies in California, Montana, Ohio, South Carolina, and Tennessee among others.

Personal Interests

Piano, art collection, mystery novels, tennis, baseball