

Lesa A. Stern
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Westmont College
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Education

Ph.D.	University of Arizona 1994	Communication <i>Emphases:</i> Interpersonal Conflict Management, Interpersonal Communication, Research Methods
M.A.	University of Arizona 1990	Communication
B.A.	UCLA 1987	Communication Studies Psychology (double major)

Academic Appointments

Westmont College

Professor 2007- Current

Southern Illinois University Edwardsville

Professor 1994-2007

Director, Assessment & Program Review
& the Undergraduate Research Academy 2006-2007

Research

My research areas are rhetorical figures in interpersonal communication, rhetorical figures in advertising, and program evaluation.

Publications

- Covington, J., Lee, M., Skripsky, S., & Stern, L. (2014). Irreducibly Embodied. A review of J. K. Smith's *Imaging the Kingdom*. In *Books and Culture*.
- Callister, M., Coyne, S. M., Stern, L. A., Stockdale, L., Miller, M. J., & Wells, B. M. (2012). A content analysis of the prevalence and portrayal of sexual activity in adolescent literature. *Journal of Sex Research, 49*, 477-486.
- Covington, J., Lee, M., Skripsky, S., & Stern, L. (2012). Habits of the Heart and Mind. A review of D. J. Smith and J. K. A. Smith's *Teaching and Christian Practices*. In *Books and Culture*.
- Callister, M., Stern, L. A., Robinson, T., Coyne, S., & Bennion, E. (2011). Evaluation of sexual content in teen-centered films from 1980 to 2007. *Mass Communication & Society, 14*, 454-474.
- Callister, M. A., & Stern, L. A. (2008). Inspecting the unexpected: Schema and the processing of visual deviations. In E. F. McQuarrie & B. J. Phillips (Eds.), *Go Figure: New Directions in Advertising Rhetoric*. New York: Sharpe.
- Callister, M. A., & Stern, L. A. (2007). The role of visual hyperbole in advertising effectiveness. *Current Issues in Marketing Research, 29*, 1-14.
- Stern, L. A., & Taylor, K. (2007). Social networking on facebook. *North Dakota Journal of Speech and Theater, 20*, 9-20.

- Stern, L. A., Powers, J., Dhaene, K., Dix, A., & Shegog, S. (2007). Satisfaction, respect, and cooperation between roommates: Self-selected versus paired roommates. *Journal of College and University Student Housing*, 34, 53-60.
- Stern, L. A., & Hailer, M. (2007). Presentation skill assessment: University and career-related presentations. *Basic Communication Course Annual*, 19, 139-166.
- Wrobbel, D., Stern, L., Puchner, L., Powell, A., McGhe, S., & Engel, G. (2007). Meta-assessment: Assessing the senior assignment. . *A Collection of Papers On Self-Study and Institutional Improvement, Vol 3: Leading for the Common Good: Assessing and Improving Student Learning*. Chicago, IL: Higher Learning Commission.
- Stern, L. A., & Solomon, M. A. (2006). Effective faculty feedback: The road less traveled. *Assessing Writing*, 11(1), 22-41.
- Stern, L. A., Callister, M., & Jones, L. (2005). Face time: Public sociality, social encounters, and gender at a university recreation center (pp. 25-45). In C. Morrill, D. A. Snow, & C. H. White (Eds.), *Together Alone*. Berkeley, CA: University of California Press.
- McLane, S.L., Lox, C.L., Butki, B., & Stern, L. (2003). An investigation of the relation between religion and exercise motivation. *Perceptual and Motor Skills*, 97, 1043-1048.
- Sill, D., Eder, D., Stern, L. A., Thomas, S., & DenHouter, J. (2003). The convergence of assessment and scholarship of teaching and learning. *A Collection of Papers On Self-Study and Institutional Improvement, Vol 3: Promoting Student Learning and Effective Teaching*. Chicago, IL: Higher Learning Commission.
- Stern, L. A., & Callister, M. (1999). Facial expression of emotion. In D. Levinson, J. Ponzetti, and P. Jorgensen (Eds.) *Encyclopedia of Human Emotions*. New York: Macmillan.
- Callister, M. & Stern, L. A. (1999). Advertising and emotions. In D. Levinson, J. Ponzetti, and P. Jorgensen (Eds.) *Encyclopedia of Human Emotions*. New York:
- Burgoon, J. K., Stern, L. A., & Dillman, L. (1995). *Interpersonal Adaptation: Dyadic Interaction Patterns*. New York: Cambridge University Press.
- Burgoon, J. K., Dillman, L., Stern, L.A. (1993). Adaptation in dyadic interaction: Defining and operationalizing patterns of reciprocity and compensation. *Communication Theory*, 3, 295-316.

Competitive Paper/Presentations (peer-reviewed) at National and Regional Conferences

- Stern, L. A. (2017). Oral communication teaching and assessment: Encouraging collaboration between student life and Communication departments, part of the “Communication Assessment using NCAs learning outcomes” accepted to *National Communication Association*, communication assessment division, Nov 16-19, Dallas, TX.
- Stern, L. A., & Brooks, E. (2017). Examining Christian listeners role in gossip: A relational dilemma. Accepted to the *National Communication Association*, international listening division. Nov 16-19, 2017, Dallas, TX.
- Callister, M., Stern, L. A. & Seipel, M. (2017). Digital manipulations of the human body as a form of schema incongruity in print ads. Accepted to *Association for Education in Journalism and Mass Communication (AEJMC)* advertising division, August 2017, Chicago, IL.
- Stern, L. A. Brooks, E. & Wheeler, A. (2014). Speaking Gossip. Presented to the *Applied Communication division of the National Communication Association annual conference*. Las Vegas, NV.
- Stern, L. A., & Callister, M. (2012). Exploring variations of exaggeration in advertising: Perceptions and effects of hyperbole and puffery. Accepted to the Mass Communication division of the International Communication Association, Phoenix AZ, May 24-28.
- Covington, J., Lee, M., Skripsky, S., & Stern, L. (2011). Christian Formation and the Liberal Arts: Critical Engagement and Application. *Presented at Baylor’s Symposium on Faith and Culture: Educating for Wisdom in the 21st Century University*, October 27-29, 2011, Baylor, TX.

- Callister, M., Coyne, S., Stern, L.A., (2010). Prevalence and portrayal of sexual content in adolescent novels. Presented at the *AEJMC Annual Conference, Entertainment Studies Interest Group*, August 4-7, 2010, Denver, CO.
- Callister, M., Stern, L. A., Robinson, T., Coyne, S., & Bennion, E. (2010). Evaluation of sexual content in teen-centered films from 1980 to 2007. Western States Communication Conference, March 5-9, Anchorage, Alaska.
- Stern, L. A., & Yee, E. (2009). Increasing faculty-student affairs collaboration: Workable options. Presented at *Christians on Diversity in the Academy: Annual National Conference*, March 25-27, 2009. Azusa, CA.
- Stern, L. A. (2008). Improving long-term sustainability through assessment education. Presented to *2008 National Abstinence Education Grantees Conference: Working Together, Empowering Youth*, January 27-29, 2008. Bethesda, MD.
- Stern, L.A., Slagell, A. R., Charlesworth, D., McKinney, W. J. (2007). Establishing institutional credibility through accrediting agencies: Investigating the feasibility of developing an accrediting agency for the communication discipline. Presented at the *Communication Assessment Division of the National Communication Association*. November 15-17, 2007. Chicago, IL.
- Callister, M. A., & Stern, L. A. (2006). Consumer responses to visual hyperboles in print advertising. Presented at the *Association for Education in Journalism and Mass Communication (AEJMC), Advertising Division- Special Topics*. August 2-5 2006, San Francisco, CA.
- Stern, L. A., & Hailer, M. (2004). Assessment of presentations: Implications for the basic course. Presented to the *Basic Course division of the National Communication Association*. Atlanta, GA.
- Callister, M., & Stern, L. A. (2004). Hype or hyperbole: Interpretations of visual hyperbole. Paper presented to the Visual Communication division of the National Communication Association. Atlanta, GA.
- Stern, L. A., & Hailer, M. (2003). Hot heads and cold shoulders: Interpersonal conflict management. Competitive Paper presented at the Interpersonal and Small Group Division of the National Communication Association. Miami, FL.
- Sill, D., Eder, D., Stern, L. A., Thomas, S., & Denhouer, J. (April 15, 2003). The Convergence of assessment and scholarship of teaching and learning. Presented at the North Central Association-Higher Learning Commission, Chicago, IL.
- Stern, L. A. (April 4, 2003) Writing and speaking feedback: Connecting e-portfolios to assessment, student learning, and pedagogy. Presented to IBHE.
- Callister, M., & Stern, L. A. (2002). Inspecting the unexpected in print ads: Schematic sources of perceived visual incongruity. Competitive paper presented to the Visual Communication division at the *National Communication Association* conference, New Orleans, LA.
- Stern, L.A. (2001). Comments on commenting. Competitive Paper presented to the Scholarship of Teaching section of the *National Communication Association*, Atlanta, GA.
- Stern, L.A., & Solomon, A. (2001). Faculty feedback: The road less traveled. Presented at the National Communication Association annual conference, Atlanta, GA. November 2001.

Other Presentations

- Covington, J., Lee, M., Skripsky, S., & Stern, L. (April, 2012). *Christian Formation and the Liberal Arts*. Presentation to the Faculty of Point Loma Nazarene.
- Stern, L. A. (Summer 2015). Social media and parenting: Conversations parents need to have with their kids. Santa Barbara Community Church.
- Soifer, K., & Stern, L. A. (Oct 2010). *Tweets, texts, and teens: A conversation for parents of teenagers*. Providence Hall.

Reviewer

- (2017). Applied Communication Division, NCA
- (2010). South Asian Diaspora (“The power of technology in east Asian relationships”)
- (2008). Four chapters submitted to the *Handbook of Research on Assessment Technologies, Methods,*

and Applications in Higher Education. Chris Schreiner (Ed.), Published by IGI Global, May 2009. Gamble and Gamble. Public Speaking Playbook (chapter 4, 5, 6)

Conferences attended

NetVue March 25-30 2017. North Carolina

Santa Barbara Career Symposium, May 19 2017. Westmont College

Assessment Scholarship

Stern, L. A., & Schelvis, L. (2009-2010) *Student perceptions of worship*.

Spring 2008: *Music in chapel*. (Feedback survey for music director for chapel)

Stern, L. A., Powers, J., Dhaene, K., Dix, A., & Shegog, S. (2007) Satisfaction, respect, and cooperation between roommates: Self-selected versus paired roommates. *Journal of College and University Student Housing*, 34, 53-60.

Stern, L. A., & Hailer, M. (2007). Presentation skill assessment: University and career-related presentations. *Basic Communication Course Annual*, 19, 139-166.

Wrobbel, D, Stern, L. A., & Puchner, L. (April 2007). Meta-Assessment: Assessing the senior assignment. A Collection of Papers On Self-Study and Institutional Improvement, Vol 3: Leading for the Common Good: Assessing and Improving Student Learning. North Central Association-Higher Learning Commission, Chicago, IL.

Stern, L. A., & Solomon, M. A. (2006). Effective faculty feedback: The road less traveled. *Assessing Writing*, 11(1), 22-41.

"Portfolio Assessment: Focus on Student Writing." SIUE Fall Faculty Symposium. October 12, 2002.

"SIUE Assessment Scholars" Illinois Board of Higher Education, Putting Students First: Assessing Mastery of Student Learning. Normal, IL. June 2002.

"A Commentary on Commenting" presented to the Scholarship of Teaching and Learning Division at the National Communication Association annual conference, Atlanta, GA. November 2001.

"Writing Assignments and Grading" two brown bag presentations at SIUE to provide practical tips on writing assignments and effective grading.

Stern, L. A., & Hailer, M. (2004). Assessment of presentations: Implications for the basic course. Presented to the Basic Course division of the National Communication Association. Atlanta, GA.

Sill, D., Eder, D., Stern, L. A., Thomas, S., & Denhouter, J. (April 15, 2003). The Convergence of Assessment and Scholarship of Teaching and Learning. Presented at the North Central Association-Higher Learning Commission, Chicago, IL.

Stern, McGhee, & Sill (April 4, 2003). Writing and speaking feedback: Connecting e-portfolios to assessment, student learning, and pedagogy. To IBHE.

Assessment Projects/Involvement

Office of Life Planning. (Fall 2014). Oversee student group helping conduct student feedback survey and student interviews for/related to OLP.

Study Abroad Student Interest/Feedback. (Fall 2013). Oversee student group as they assess student interest in different elements of study abroad programs. This was conducted for Cynthia Toms, as she was transitioning to Westmont and wanted more information on our students' interests.

Westmont (2009-10). Provide feedback (and written reviews for annual evaluations) and help to 11 departments at Westmont (while we were interviewing for the assessment director).

Chapel Worship (2008-9). Student survey the chapel program & follow up interviews of chapel experience.

(2007-2008). Program Evaluation. *New Beginnings Crisis Pregnancy Center*. Designed Program Evaluation for Abstinence Based Education for NBCPC. Received Federal Grant for assessment of Abstinence Based Education (\$3 Million over 5 years). Revised evaluation plan according to new standards, trained graduate assistants, trained lead educators, modified assessments according to instructor feedback.

AQIP: Vital Focus and Strategy Forum Facilitator, *North Central Association, Higher Learning Commission* (2005-2007)

Chair, Student Evaluations of Teaching Committee (2004-5). Researched and created documents for the Faculty Senate/Provost: the Creation of SET items, Administration, and Use of the data

SPC Department -- Director of Assessment. Oversee, facilitate, and help faculty improve the senior project, assessment conversations and resulting improvements to the program (all 3 tracks).

Design and Implement Assessment Plan for *Interpersonal Track* (2004-current)

Illinois Articulation Initiative Member—review all Illinois institution syllabi for IAI guidelines. Attend 4 meetings/year to represent and evaluate both Speech Communication and General Education. (2004-2006)

Director/Co-creator of Basic Course e-portfolio (SPC 103 & SPC 105; requested by Assoc Provost for assessment purposes -- 2003)

Chair, Graduate Program Review Committee for Biological Sciences (2000)

North Central Association/Higher Learning Commission: “Assessment Think Tank” member

2005-2006 Advisory group: Provided detailed feedback on “Assessment Institute”

2004-2005 Advisory group: Provided detailed feedback on “Assessment of Student Learning” criteria

COM Courses Taught at Westmont

Messages, Meaning, and Culture (006)

Public Speaking (015)

Research Methods in Communication (098)

Interpersonal Communication (110)

Internships (190/SS)

Senior Seminar (196/R)

Health Communication (195)

Courses Taught at SIUE

Undergraduate Courses Taught

Interpersonal Communication Skills

Public Speaking

Small Group Communication

Interracial Communication

Interpersonal Comm Theory & Application

Interviewing

Research Methods in Communication

Theories of Communication

Senior Project in Speech Communication

Interpersonal Conflict Management

Nonverbal Communication

Family Communication

"Hot Topics in Biology" (6 units)

Independent Study Seminars

Conflict Management, Interpersonal Adaptation in Relationships, Interracial Communication, Health Communication

Graduate Courses

Research Methods in Communication

Communication Theory

Group Communication

Interpersonal Communication

*Research Methods in Counseling (at Covenant Seminary). This course prepares them for passing the research portion of their licensure exam.

*Group Communication, Dynamics, and Counseling (at Covenant Seminary)

Service at Westmont

IRB member and chair

Program Review Committee (2 years)
Student Life Committee
Search Committee: Director of Assessment/Dean of Curriculum and Educational Effectiveness
Search Committee: KINS (4 or 5 years of searches)
Preview days (Dept table, faculty-student forum talk, small group session for potential COM)
Assessment consulting
Diversity Committee representative for dept
Advise 28-35 students each semester
Program review for Com dept (annual and 6 year)

Service at SIUE

Department

Basic Course Director (1996-2003)
Director of Assessment, Speech Communication department
Head, Interpersonal Track: Curriculum Development & Assessment Plan
Teaching Assistant Training & Development (1996-2003, 2005-6)
Chair, Assistant Professor Search Committee
Advising for Majors & Minors, Undergraduates & Graduates
Merit Review Committee (2000-2005)
Curriculum Development, Interpersonal Track Chair (2002-2005)
Graduate Review Committee

College of Arts and Sciences

Chair, Curriculum Committee (1995-1999)
Desired Characteristics and Capabilities Committee (1995-1997)
Research & Projects Committee (2000-2005)
Advisor - Dean's Scholar

University

Faculty Senate (1996-1999, 2002-2005)
Faculty Development Council (2002-2005)
Curriculum Council (1996-1998)
Faculty Roles and Responsibilities (2002-2005)
Chair, Undergraduate Programs Committee (1998-1999)
Chair, Graduate Program Review Committee (for Biology, 2000-2001)
TA Training Workshops for all Teaching Assistants, Graduate School (1997-2007)
Faculty Mentor: Residence Halls
Faculty Advisor to Chancellor's Scholars and Dean's Scholars
Graduate Student Research Symposium Reviewer (1995, 2004)
Illinois Articulation Initiative member: Speech Communication & General Education
Committees (2004-2006)
Assessment – engaged in assessment efforts with Provost's office: "Quantitative and Qualitative
Assessment of Senior Assignments"
Assessment Think Tank Member for North Central Association, Higher Learning Commission