

MCKENNA VIETMEIER

CURRICULUM VITAE

Assistant Director
 Professor of Instruction
 School of Communication
 The University of Akron

Kolbe Hall 108E
 Akron, OH 44325
 330-972-5657
 mvietmeier@uakron.edu

EDUCATION:

2012 to 2014 **Kent State University**
 Master of Arts in Journalism & Mass Communication
 Concentration in Public Relations

2006 to 2010 **Miami University**
 Bachelor of Arts in Strategic Communication
 Minor in Spanish

ACADEMIC EMPLOYMENT HISTORY:

2023 to Present **The University of Akron**
Assistant Director, School of Communication

2025 to Present **The University of Akron**
Professor of Instruction, School of Communication

2022 to 2025 **The University of Akron**
Associate Professor of Instruction, School of Communication

2016 to 2022 **The University of Akron**
Assistant Professor of Instruction, School of Communication

2015 to 2016 **Ohio Business College**
Instructor, Interpersonal Communication, General Education

2009 to 2010 **Miami University**
Teaching Assistant, Introduction to Strategic Communication, School of Communication

TEACHING EXPERIENCE:

ROLE	INSTITUTION	COURSE TAUGHT	YEARS TAUGHT
Instructor	University of Akron	COMM:101 Introduction to Comm.	2025
Instructor	University of Akron	COMM:210 Multiplatform Production	2016-2018, 2020, 2022, 2023
Instructor	University of Akron	COMM:219 Intro to PR	2017, 2018
Instructor	University of Akron	COMM:303 PR Writing	2022
Instructor	University of Akron	COMM:307 Principles of Social Media	2024
Instructor	University of Akron	COMM:404 PR Cases	2016-2021, 2024
Instructor	University of Akron	COMM:409 PR Strategic Campaigns	2016-2024
Instructor	University of Akron	COMM:410 Digital Content Creation	2024, 2025
Instructor	University of Akron	COMM:439 Independent Study	2017-2022, 2024
Instructor	University of Akron	COMM:450 Strategically Communicating Science	2017
Instructor	University of Akron	COMM:450 Event Planning	2017, 2018, 2021
Instructor	University of Akron	COMM:474 Media Theory	2025
Instructor	University of Akron	COMM:487 New Media Writing	2019-2023
Instructor	University of Akron	COMM:499 Capstone in Comm.	2019, 2022-2025
Instructor	Ohio Business College	LA-104 Interpersonal Comm.	2015-2016
TA	Miami University	COM 259 Intro to Strat. Comm.	2009-2010

CURRICULUM DEVELOPMENT:

Spring 2025	Curriculum Proposal, Pre-Req Requirement Changes COMM 303 PR Writing, COMM 406 PR Theory, and COMM 409 PR Strategic Campaigns
Spring 2025	Program Proposal, Minor Requirements Update Public Communication Minor
Spring 2025	Program Proposal, 3+3 Major Program PR Major
Spring 2025	Program Proposal, Minor Requirements Update PR Minor
Spring 2025	Program Proposal, Core Comm. Class Change & Major Requirements Update PR Major
Spring 2024	Curriculum Proposal, Course Number & Name Changes COMM 450 Event Planning Course Updates
Spring 2024	Program Proposal, Elective Option Changes PR Major
Fall 2023	Professional Communication Course – Capstone Pilot, New Course PR Major, Media Studies Major, & Strat. Org. Major
Spring 2023	Curriculum Proposal, Course Number & Name Changes COMM 487 New Media Writing Course Updates, Professional Social Media Certificate
Fall 2022	Program Proposal, Language Requirement Change – Certificate Additions PR Major, Media Studies Major, & Strat. Org. Major
Fall 2020	Program Proposal, Language Requirement Change PR Major, Media Studies Major, & Strat. Org. Major
Fall 2017	Curriculum Proposal, Mode of Delivery Change [100% Online] 7600:409 Public Relations Strategic Campaigns, A&S-COMMUN-17-21927
Fall 2017	Curriculum Proposal, Mode of Delivery Change [100% Online] 7600:210 Multiplatform Production, A&S-COMMUN-17-22225
Fall 2017	Interdisciplinary Center for Professional Social Media Studies Plan Three-Phase Certificate/Social Media Command Center Plan with the Taylor Institute
Summer 2017	Special Topics Course, New Course Topic 7600:450 Event Planning
Spring 2017	Special Topics Course, EXL Center Unclass 7600:450 Strategically Communicating Science: PR and Marketing Planning for Student Design Teams
Fall 2016	Curriculum Proposal, Mode of Delivery Change [100% Online] 7600:404 Public Relations Cases, A&S-COMMUN-17-19904

SERVICE ACTIVITIES:

University:

Spring 2024 - Present	ACES Scholar, The EXL Center Akron Community Engaged Scholar, The University of Akron
Fall 2023	Presenter, “Closing the Loop: Assessing Your Communication Program” Ohio Communication Association Annual Conference, Stark State University
2019 to 2020	Peer Mentor, New Faculty Learning Community Buchtel College of Arts and Sciences, The University of Akron
2017 to 2020	Member, Communications Committee American Association of University Professors, The University of Akron
Spring 2019	Judge 2019 Ohio Forensics Association State Championship Tournament, The University of Akron
2018 to 2019	Chair, Faculty Engagement Team American Association of University Professors, The University of Akron
Fall 2017	Judge A-K Rowdy Speech & Debate Tournament, The University of Akron
Spring 2017	Breakout Session Leader, “SWOT Your Way to SMART Goals” Ohio Student Government Summit, The University of Akron

Department:

Advising

2025 to Present	Honors Advisor School of Communication, The University of Akron
2017 to Present	Undergraduate Faculty Adviser School of Communication, The University of Akron
2016 to 2024	PRSSA Professional Adviser The University of Akron
2017 to 2018	Team Adviser, Bateman Competition School of Communication, The University of Akron

Committees

2023 to Present	Area Head, Public Relations Area School of Communication, The University of Akron
2016 to 2023, 2024 - Present	Member, Assessment Committee [Served as Chair 2020-2021] School of Communication, The University of Akron
2024 to 2025	Dean Review Committee, Member College of Arts & Sciences, The University of Akron
2024 to 2025	Curriculum Committee School of Communication, The University of Akron
2023 to 2024	Member, Search Committee for TT Health Comm. Line School of Communication, The University of Akron
2021 to 2024	Chair, Marketing and Promotions Committee [Member since 2016] School of Communication, The University of Akron
2023 to 2024	Chair, Ad-Hoc Summer Camp Committee School of Communication, The University of Akron
2019 to 2023, 2016 to 2017	Member, Advisory Committee School of Communication, The University of Akron
2022 to 2024	Member, Ad-Hoc Capstone Committee School of Communication, The University of Akron
2021 to 2022	Member, Ad-Hoc 45th Anniversary Event Planning Committee School of Communication, The University of Akron
2020 to 2021	Chair, Ad-Hoc Language Requirement Program Proposal Committee School of Communication, The University of Akron
2018 to 2019	Member, Converged Media Tenure-Track Line Search Committee School of Communication, The University of Akron
2018 to 2019	Member, Social Media Tenure-Track Line Search Committee School of Communication, The University of Akron
Summer 2018	Member, Ad-Hoc Visiting Line Search Committee School of Communication, The University of Akron
2017 to 2018	Marketing Chair, Ad-Hoc 40th Anniversary Event Planning Committee School of Communication, The University of Akron
2017 to 2018	Member, Bylaws Committee School of Communication, The University of Akron

Honors Project Sponsor/Reader

2024 to Present	Reader, Honors Project – Ilona Kitchen
2024 to Present	Sponsor, Honors Project – Madison Latona
2023 to 2025	Sponsor, Honors Project - Lilly Wright
2023	Sponsor, Honors Project – Hannah Barnes (Myers School of Art)
2020 to 2021	Sponsor, Honors Project - Sienna McArthur
2019 to 2021	Sponsor, Honors Project - Leah Gombosch
2019 to 2019	Sponsor, Honors Project - Kristen Lauck

2019 to 2020 **Sponsor, Honors Project** - Abigail Schreiner
 2018 to 2019 **Sponsor, Honors Project** - Lydia Brooks
 2018 to 2018 **Reader, Honors Project** - Katie Hickman
 2018 to 2018 **Sponsor, Honors Project** - Kayla Pretzer
 2017 to 2018 **Sponsor, Honors Project** - Kelly Lauck
 2017 to 2018 **Sponsor, Honors Project** - Erica Cantrell
 2017 to 2018 **Sponsor, Honors Project** - Ciara Davis
 2017 to 2018 **Sponsor, Honors Project** - Amy Mellinger
 2017 to 2018 **Reader, Honors Project** - Emily Bower
 2017 to 2018 **Reader, Honors Project** - Cheyenne Gerard

Departmental Representative

Fall 2024 **Commencement Representative, School of Communication**
 Fall 2024 Buchtel College of Arts and Sciences Commencement Ceremony

Spring 2023 **Commencement Representative, School of Communication**
 Spring 2023 Buchtel College of Arts and Sciences Commencement Ceremony

Spring 2022 **School of Communication Representative**
 Senior Day Undergraduate Program Fair, The University of Akron

Spring 2021 **Commencement Representative, School of Communication**
 Spring 2021 Buchtel College of Arts and Sciences Commencement Ceremony

Spring 2020 **School of Communication Representative**
 Senior Day Undergraduate Program Fair, The University of Akron

Spring 2019 **School of Communication Representative**
 Senior Day Undergraduate Program Fair, The University of Akron

Fall 2018 **Speaker, “Professional Social Media Use”**
 Phi Gamma Delta Fraternity, The University of Akron

Fall 2018 **School of Communication Representative**
 iLLUMiNATE Majors Conference, The University of Akron

Spring 2018 **Commencement Representative, School of Communication**
 Spring 2018 Buchtel College of Arts and Sciences Commencement Ceremony

Spring 2018 **Speaker, “Promoting your Business with Social Media Platforms & Analytics”**
 School of Communication 40th Anniversary Comm-Con, The University of Akron

Spring 2018 **School of Communication Representative**
 2018 Scholar Day, The University of Akron

Fall 2017 **School of Communication Representative**
 2017 Fall Visit Day, The University of Akron

Spring 2017 **Commencement Marshal**
 Spring 2017 Buchtel College of Arts and Sciences Commencement Ceremony

Spring 2017 **School of Communication Representative**
 2017 Spring Visit Day, The University of Akron

PUBLICATIONS:

Vietmeier, M. (2020). Public relations, Chapter 9 (interactive digital text). In Turner, D., et al., *Introduction to Communication, 2nd ed.* Toronto, ON: Tophat.

AWARDS:

Summer 2024	Nominated – Mid-American Conference Academic Leadership Program UA Nominee
Spring 2024	Nominated – Exemplary University Service Award UA Achievement Awards
Fall 2023	Winner – Ohio’s Distinguished Service Award Ohio Communication Association, 2023 Annual Conference
Fall 2023	2nd Place Winner – Department Homecoming Decorating Content 2023 Homecoming Decorating Contest – Cheers to 100 Years
Spring 2023	Winner – Community-Engaged Teaching Award EXL Center Awards
Spring 2023	Winner – Excellence in Campus-Community Collaboration Award EXL Center Awards
Spring 2023	Nominated – Outstanding Teacher Award UA Achievement Awards
Fall 2022	1st Place Winner – Department Homecoming Decorating Content 2022 Homecoming Decorating Contest – Home Sweet Home
Spring 2022	BCAS Assessment All-Star Award, shared with Julie Cajigas Celebration of Teaching, Learning and Assessment
Fall 2021	Nominated - MAC Outstanding Faculty for Student Success Award Mid-Atlantic Conference Awards
Fall 2021	3rd Place Winner – Department Homecoming Decorating Content 2021 Homecoming Decorating Contest – Zippy’s Block Party: 90’s Vibe
Spring 2019	Nominated – Outstanding Teacher Award UA Achievement Awards
Spring 2018	Nominated – Outstanding Teacher Award UA Achievement Awards

PROFESSIONAL ORGANIZATIONS:

2010 to Present	Public Relations Society of America Member, Cleveland Chapter
2021 to Present	Ohio Communication Association Member
2017 to 2023	Public Relations Society of America Member, Akron Chapter

PROFESSIONAL EXPERIENCE:

2015 to 2017	Howard Hanna, Kathryn Taylor Team, Marketing and Operations Manager Managed and coordinated all marketing, advertising and promotional activities. Analyzed and incorporated current market trends to develop marketing plans.
2012 to 2014	Party Animal, Inc., Marketing Coordinator Conceptualized and implemented marketing strategies for new and existing products. Built branding through social media, digital publications and print media. Maintained and updated all five company websites. Oversaw graphic design needs for marketing materials.
2011 to 2012	Marcus & Millichap, Marketing & Transaction Coordinator Planned and executed marketing efforts for active property listings via social media, digital marketing and media relations. Collaborated with the financial analyst to generate proposals and offering memorandums for potential and current listings, facilitated the due diligence and closing/escrow processes, and liaised with clients.
2010 to 2011	PR Newswire, Assistant Editor - International Desk Edited and processed press releases for distribution over international newswire, answered client queries and assisted in product counseling, managed communications with our global affiliates, and worked as a liaison between the domestic teams and partner newswires.

TRAINING & PROFESSIONAL DEVELOPMENT:

Fall 2024	Best Practices for Teaching Online The Institute for Teaching & Learning
Spring – Summer 2024	Inclusive Teaching Workshop Buchtel College of Arts & Sciences and the Institute for Teaching & Learning
Mar. 2024	WorkDay Instructor Training – Mock Semester Information Technology Services
Mar. 2024	Assessing Prior Learning Council for Adult and Experiential Learning (CAEL)
Dec. 2023	Title IX and Title VII Training Compliance Training, The University of Akron
Dec. 2023	Hazing Prevention Compliance Training, The University of Akron
Aug. 2023	AI Basics: An Online Workshop for Faculty The Institute for Teaching & Learning
Jul. 2023	Brightspace Training: Using Intelligent Agents OLS Training, The University of Akron
Mar. 2023	Stellic Training: Communicating with your Advisees Advising Training, The University of Akron
Mar. 2023	Stellic Training: Student Interactions with their Planner Advising Training, The University of Akron
Feb. 2023	Stellic Training: Student Interactions with Stellic Advising Training, The University of Akron
Feb. 2023	Stellic Training: Hands-On Lab Advising Training, The University of Akron
Feb. 2023	Power BI Training Program Review Reporting, The University of Akron
Jan. 2023	Hazing Prevention Compliance Training, The University of Akron
Jan. 2023	Title IX and Title VII Training Compliance Training, The University of Akron
Jan. 2023	Information Security Awareness Training Compliance Training, The University of Akron
Feb. 2022	Hazing Prevention 101 EEO Training, The University of Akron
Oct. 2021	Teaching Communication to Distant Learners in a Time of Crisis OCA Annual Conference, Youngstown State University
Oct. 2021	Pedagogy and the Pandemic: the Positive Impact of Lessons Learned OCA Annual Conference, Youngstown State University
Oct. 2021	Building Stronger Classroom Communities by Encouraging Cultural Humility OCA Annual Conference, Youngstown State University
Aug. 2021	Bridges: Building a Supportive Community – Part II EEO Training, The University of Akron
Jul. 2021	Supporting our LGBTQ+ Community EEO Training, The University of Akron
Mar. 2021	Degree Progress Report Training School of Communication, The University of Akron
Feb. 2021	Integrated and Applied Learning Credit Training Instructional Services, The University of Akron
Feb. 2021	Microaggressions in the Workplace Office of Equal Employment Opportunity, The University of Akron
Mar. 2020	Bridges: Building a Supportive Community EEO Training, The University of Akron
Sept. 2019	Curriculum Inventory Management Seminar Training Seminar, The University of Akron
June 2019	Best Practices for Teaching Online Instructional Design and Development, The University of Akron

Dec. 2018 **Bridges: Building a Supportive Community**
EEO Training, The University of Akron

Nov. 2018 **PR Lessons Learned in 2018**
PRSA Luncheon

Sept. 2018 **Search Committee Training**
Buchtel College of Arts and Sciences, The University of Akron

Sept. 2018 **Human Research Gradebooks – SBR Researchers**
CITI Program, The University of Akron

Sept. 2018 **Internet-Based Research – SBR Researchers**
CITI Program, The University of Akron

Oct. 2017 **Degree Progress Report Training**
School of Communication, The University of Akron

Sept. 2017 **Advanced Degree Progress Report Training**
Buchtel College of Arts and Sciences, The University of Akron

Jun. 2017 **Degree Progress Report Training**
The University of Akron

Mar. 2017 **New for Fall 2017 GenEd Curriculum Training**
The University of Akron, BCAS

Feb. 2017 **Passport to Public Relations**
PRSSA 2017 Regional Conference

Feb. 2017 **DARS and GradesFirst Training**
The University of Akron

Nov. 2016 **Mess Up, Fess Up: 2016 Crisis Lessons**
PRSA Luncheon

Oct. 2016 **The Ethics of Political Campaigns**
PRSA Luncheon, joint session with Akron Press Club

Feb. 2016 **Building Trust: The Drivers of Trust Around the Globe**
PRSA live webinar

Feb. 2016 **Influencing Your Audience**
PRSA On-Demand webinar

Sept. 2015 **Mental Health First Aide**
Lorain County Board of Mental Health in-service