

Regina Luttrell, Ph.D.

Curriculum Vita

Academic Leadership / Grant Management/ Extramural Funding/ Curricular Design & Implementation / Recruitment & Retention / Faculty Development / Fiscal Management / Cultural Change / Strategic Planning & Execution/Technology Solutions / External & Internal Partnerships / Team Restructuring / Committed to IDEA /Student Success

Executive Summary

Recognized as an innovative educator and higher education academic dean, Dr. Regina Luttrell is a distinguished scholar and an experienced academic leader with a track record of supporting cross-departmental and interdisciplinary collaboration, leading complex research projects, and advocating for faculty in multiple capacities.

She has gained professional experience having served in several capacities ranging from classroom instruction to executive administration. Dr. Luttrell is accomplished in all facets of teaching, research, strategic leadership, and educational administration. Often praised for her leadership and ability to work collaboratively with all stakeholders including faculty, staff, students, parents, and the overall community.

Education

- Ph.D. California Institute of Integral Studies, San Francisco, California, June 2012
Dissertation: "Social Networking Sites in the Public Relations Classroom: A Mixed Methods Analysis of Undergraduate Learning Outcomes Using WordPress, Facebook, and Twitter"
- M.S. The College of Saint Rose, Albany, New York, May 2007
Thesis: "What Does It Mean to Be a PR Practitioner in Today's Marketplace?"
- B. S. Journalism and English, Dual Degree, May 1998
Utica College of Syracuse University, Utica, New York

Academic Leadership

S.I. Newhouse School of Public Communications, Syracuse University

Associate Dean, Research & Creative Activity, January 2021 – present

- Provides vision and dynamic leadership to the S.I. Newhouse School of Public Communications research and creative mission; leads and represents the academic departments within the School.
- Administers and provides leadership within Newhouse on all research, creative, professional, and teaching endeavors with regard to outreach, academic programs, and financial affairs. Works closely with the Dean, fellow Associate Deans, and senior university administration including deans of the other colleges of the university.
- Manage the Office of Research and Creative Activity's budget and facilitates the School's start-up applications and funding, proactively seeking opportunities to secure external funding.

- Serve as a member of the University Leadership Council.
- Facilitate research and creative opportunities for faculty and students.
- Chair research-related committees and task forces (e.g., Doctoral Program Committee) as assigned by the Dean.
- Evaluate faculty for tenure and promotion, complete faculty performance reviews.

Ph.D. Mass Communication and M.S. Media Studies Programs

- As the Associate Dean for Research & Creative Activity it is my responsibility to manage and oversee both the Ph.D. Program in Mass Communications and the M.S. in Media Studies programs.
- Direct and manage the Doctoral Program Director and the FPP Coordinator.
- Implement doctoral program specific policies; maintain the Ph.D. Student Handbook; implement; coordinate and plan graduate student orientation.
- Coordinate the recruitment and admission of students for both programs; collaborate with the Office of Graduate Admissions when necessary.
- Lead orientation of incoming graduate students to the university/Newhouse and familiarize them with departmental resources, policies, and expectations.
- Contribute to program review, including facilitating data collection and updating annual assessment plans.

Co-Director, Real Chemistry Emerging Insights Lab

- Co-manage the Emerging Insights Lab, oversee a team of postdoctoral scholars, co-direct all operations of the lab including publicity, recruitment, and research initiatives.
- Publish three annual Fluency Report's focusing on health literacy, mis/disinformation, and crisis communication.

Research Affiliate, Autonomous Systems Policy Institute, Syracuse University

- Collaborate through ASPI bringing academic insights, community needs and industry developments into conversation and joint action.

Associate Professor, May 2021 – present

Assistant Professor, August 2017 – May 2021

- Teach undergraduate and graduate courses in public relations and social media, advise students, and assist with curriculum and program development for the department and the PR graduate programs.
- Courses taught include PR cases and campaigns, public relations writing, social media and society, social media and innovation, data analytics, leadership, content optimization, and PR capstone.

Interim Graduate Director, Public Relations Program, 2018- 2021

- Revised graduate program curriculum; managed graduate student admission; advised graduate students; assisted with curriculum and planning of course offerings. Recruited students for graduate programs; implemented and reinforced policies pertaining to the graduate program.
- Served as lead faculty for all graduate level courses; oversees curricular development; manages teaching schedules for faculty teaching in the PR program.
- Regularly monitored the progress of PR graduate students, approves student schedules, and ensures that students are aware of program and university requirements.
- Oversaw comprehensive exam requirements, paperwork, and completion.
- Led program assessment review and degree requirements.

Eastern Michigan University

Associate Professor (Tenured) August 2015 – July 2017

Assistant Professor, August 2011 – July 2015

- Taught a variety of courses within the undergraduate Public Relations major. Courses included introduction to public relations, public relations writing, integrated campaigns, case studies in public relations, the Agency, and foundations of social media.
- PRSSA Advisor: link between the student Chapter, the university and the sponsoring PRSA Chapter.

Public Relations Program Coordinator, 2014-2017

- Academic Advising: Conducted general and academic advising with all 115 public relations undergraduate majors.
- Internships: Provided overall supervision of student internships, a requirement for all 115 PR majors. This included coaching and preparing students for job interviews, networking in the community and at various functions to locate internship positions, regular communication with the student and employer during the 15-week internship period, occasional workplace site visits, and final evaluation of student efforts.
- Faculty Management: Coordinated scheduling for public relations professors and lecturers for all public relations courses and troubleshooting throughout the year as scheduling and instructional issues arise.
- Undergraduate curriculum revisions: Worked with the PR program's professional advisory board, internship employers, and CMTA (PR is an interdisciplinary major) to ensure the PR curriculum and courses offered reflect the changing nature of the profession.
- Assessment: Managed program review, including facilitating data collection, writing the report, and completing annual assessment plans.

Professional and Industry Experience, 1998 – 2011

- Dr. Luttrell spent the first portion of her career in corporate public relations and marketing. Her extensive background includes strategic development and implementation of public relations and social media, advertising, marketing, and corporate communications.

Key Leadership Accomplishments

Funding: Faculty applications for external funding have been steadily climbing with positive results. For the first time ever, \$1.88 million of the Newhouse budget is a direct result of external funding. Provide Newhouse faculty members with grant writing and submission assistance which includes pre-award grants management for single- and multi-investigator projects, and single- and multi-institution projects. Negotiated a revenue generating partnership with Gini Dietrich, the developer of the PESO Model and CEO of Arment Dietrich to offer the [PESO Model Certification](#) to students and professionals alike.

Strategic Growth: Developed a five-year plan for Newhouse which integrates research and creative activities throughout the School. A strategic plan was developed that envisions new programs to respond to the needs and opportunities of the 21st century in Mass Media, a new vision for research and creative programs, new expectations for faculty and students. Developed and implemented the Newhouse Symposium, Internal Grants Program, Course Buyout Policy, Honorarium Policy, expanded the Research Aide Program, Resource Reinvestment Funds, Summer Stipend Program, Dissertation Completion Awards, Faculty Development programs focusing on research, creative, professional, and teaching activities.

Research: Faculty productivity goals and standards were developed; the new standards emphasize scholarship, creative activity, securing external grant funds, publications, and excellence in teaching. Established and co-direct the Real Chemistry Emerging Insights Lab (EIL) which is a state-of-the-art social media command center that serves as a central hub for the interfacing of digital media studied and researched by faculty and students throughout the School.

Curricular Development: Spearheaded curricular changes to the M.S. and B.S. in Public Relations. Designed and developed 11 new courses and revised an additional four for the Graduate and Undergraduate programs. Researched developmentally appropriate content, choosing teaching methodology and materials. Ensured all curriculum followed ACEJMC and CEPR accreditation standards. Leading efforts to establish the first online undergraduate degree within Newhouse centering on strategic communications and data analytics.

Faculty Support: Enhanced our faculty development program to created mentorship and professional development programs for faculty and staff to help them succeed in their careers.

Leadership Skills

- Effective problem-solver and decision maker; ability to motivate and encourage others to contribute to a team effort; effective oral and written communication skills; exceptionally autonomous, persistent, and competitive
- Superior staff relations, ability to establish and maintain positive relationships with staff
- Excellent interpersonal and negotiating skills; adaptable to new concepts and responsibilities
- Proficient in handling diverse tasks simultaneously; detail-oriented, efficient, organized professional with working knowledge of varied systems; possess strong analytical and problem-solving skills
- Commitment to furthering the success of the team members, as well as delivering quality individual performance in a high-pressure environment
- IDEA ambassador; foster and build a cross- cultural, multi-cultural working environment

IDEA Initiatives

Diversity First: Committed scholar and leader who embraces IDEA- inclusivity, diversity, equity, and accessibility. Take proactive steps to address IDEA, by creating a more inclusive and supportive environment for all members of the campus community.

- Co-developed the award winning [Diversity & Inclusion Wheel for PR and Communications Professionals](#) which is a tool for students and practitioners alike to implement the “Diversity First” approach at the inception of any PR or communications campaign throughout the strategic planning process through evaluation and measurement. The goal is to integrate a cross- cultural, multi-cultural approach to public relations aligned under one strategy.
- **Rematriation:** [Empowering Stories of Indigenous Women 2022](#): Guests exchanged stories of Indigenous women and shared their journey toward reclaiming their identity, culture, and ways. A cross-cultural experience focused on elevating female voices.

- [Drag Queen Story Hour 2021](#): Planned and hosted a campus-wide event for Fall 2021 in which we host a [Drag Queen Story Hour](#) followed by a panel discussion about suppression of sexual expression, discrimination against minority speakers, and regulation of speech in public libraries.
- [#ProgressSU 2020: Sistas of Media](#): An event honoring black women in the media profession. To celebrate Black History Month, the Public Relations department hosted 'Sistas of Media' honoring black women in media. Part of the long-running series #PRogressSU, guest panelists discussed challenges and opportunities for black women in the media profession.
- "[Mindful Inclusion](#)" an event that aimed to create an open forum discussion surrounding what it means to be "included" on the campus at Syracuse University. Guest facilitator Orlando Bailey led the panel; November 2019.
- [#ProgressSU 2018: Women Discuss Diversity, Inclusion and Leadership in Public Relations](#) held on the campus of Syracuse University, which addressed several systemic inequalities in the public relations workforce. The panel discussed the experiences of women of various races, ages, and backgrounds in public relations.

Honors, Awards, Fellowships (Selected)

- TOW Center Fellowship
- Lillian Lodge Kopenhaver Fellow
- Innovation in Practice, Top SPARK: A Diversity First IDEA: An Approach to Equitable PR Campaigns
- Named Top (1st Place) GIFT for the Public Relations Society of America – Educators Academy (PRSAEA) 2020 Conference: Shifting the paradigm – Improving student awareness of diversity, equity, and inclusion efforts through public relations campaigns. *Journal of Public Relations Education*, 7(1), 200-209. <https://aejmc.us/jpre/?p=2445>

Grants

Proactively seek out opportunities to secure research funding. Total of \$8,603,900 in grant funding secured for personal research agenda. Research interests include Public Relations, Social Media, Artificial Intelligence, Mis/Disinformation, Social Activism, Political Movements, Feminist Movement, Emerging Technology, Internal Communications, Artificial Intelligence, Big Data, Feminist Pedagogy, Generations X, Y, Z, and Alpha.

- **USDA Grant Climate-Smart Commodities**
Funded: \$60 Million, \$7 million to Syracuse University
Developing a NYS climate smart commodities marketing campaign with targeted approaches to grow the near-term and long-term consumption of climate smart commodities. Maxwell School PI: Jay Golden, Newhouse Co-I: Erika Schneider, Jason Davis, **Regina Luttrell**, September 2022 – present
- **PAR Government Systems Corporation & Defense Advanced Research Projects Agency (DARPA): Funded, \$1.3 million**, Centers on the detection of manipulated media, primarily photos and video. PI: Jason Davis, Co-PI, **Regina Luttrell**, June 2020-2024.

- **Middle Tennessee State University and 1 for All: Funded, \$4,000**, Grant to plan and execute a First Amendment campaign during the fall of 2019 and fall of 2021. PI: **Regina Luttrell**, June 2019, 2021.
- **TOW Center Fellowship, The Age of AI: Audience Segmentation and Predictive Audience Engagement: Funded, \$15,000**, research how news audiences are segmented based on beliefs held, behaviors enacted, and constraints faced concerning changes that are being made in news production and distribution powered by artificial intelligence and/or automated journalism. PI: Joon Soo Lim, Co-PI: **Regina Luttrell**, Stephen Masiclat, and Dennis Kinsey, July 2018.
- **CUSE Grant, Social Media and Democracy: How We Connect and Communicate Influences Public Discourse: Funded, \$9,100**, Interdisciplinary Seminar that focuses on Social Media's Impact on the U.S. political system. PI: **Regina Luttrell** Co-I: Lu Xiao, iSchool, May 2018.
- **Emerging Insights Lab: Established the Real Chemistry Emerging Insights Lab (EIL): Funded, \$275,000**, The newly established Emerging Insights Lab (EIL) is a state-of-the-art social media command center that serves as a central hub for the interfacing of digital media studied and researched by faculty and students throughout the S.I. Newhouse School of Public Communications.
- **Josephine Nevins Keal: Funded, \$800**, Grant to assist in the professional advancement of female academics. Funding used for research pertaining to Social Media: How to Engage, Share, and Connect. PI: **Regina Luttrell**.

Scholarship & Research

Books, published

- Luttrell, R. (2022) [Wonder Woman: Disruptor, Warrior, Feminist Icon](#). Rowman & Littlefield Publishers.
- Lipschultz, J., Freberg, K., Luttrell, R. (2022) [The Emerald Handbook of Computer-Mediated Communication and Social Media](#), Emerald Publishing.
- Luttrell, R., Emerick, S. F., & Wallace, A. (2022). *Digital strategies: Data-driven public relations, marketing, and advertising*. Oxford University Press.
 - Reviewed by José, Laurence. "Review of Digital Strategies: Data-Driven Public Relations, Marketing, and Advertising." *Programmatic Perspectives* 13, no. 1 (2022): 136-139.
 - Reviewed by Jamie Ward
<https://journals.sagepub.com/doi/pdf/10.1177/10776958211058661>
- Luttrell, R., & Wallace, A.A., (2021). *Social Media & Society: An Introduction to Mass the Mass Media Landscape*. Rowman & Littlefield.
<https://rowman.com/ISBN/9781538129081/Social-Media-and-Society-An-Introduction-to-the-Mass-Media-Landscape>

- Reviewed by Lindsay M. McCluskey <https://aejmc.us/jpre/2022/11/30/social-media-and-society-an-introduction-to-the-mass-media-landscape/>
- Reviewed by Christopher J. McCollough <https://doi.org/10.1177%2F10776958211016760>
- Luttrell, R., & McGrath, K. (2021) *Gen-Z: The Superhero Generation*; Rowman & Littlefield Publishers.
- Luttrell, R., Xiao, L., & Glass, J. (2021). *Democracy in the Disinformation age: Influence and Activism in American Politics*. Taylor and Francis.
- Luttrell, R., & Capizzo, L. W. (2019, 2nd Edition December 2020). [Public Relations Campaigns: An Integrated Approach](#). Thousand Oaks: SAGE.
 - Reviewed by Danny Paskin <https://doi.org/10.1177/1077695818776530>
- Luttrell, R., & Capizzo, L. W. (2019). [The PR agency handbook](#). Thousand Oaks, CA: SAGE Publications.
 - Reviewed by Christopher J. McCollough <https://doi.org/10.1177/1077695819867538>
- Luttrell, R. (2018) [Social Media How to Engage, Share, and Connect](#). Third Edition, Rowman & Littlefield Publishers.
 - Reviewed by Jeremy J. Lipschultz <https://journals-sagepub-com.libezproxy2.syr.edu/doi/10.1177/1077695816673471>
- Luttrell, R. & Ward, J. (2018) [A Practical Guide to Ethics in Public Relations](#). Rowman & Littlefield Publishers.
 - Reviewed by Dennis S. Gouran (2020). Book Review: Regina Luttrell and Jamie Ward, *A Practical Guide to Ethics in Public Relations*. *International Journal of Communication*, 14, 3.
 - Reviewed by Kevin S. Trowbridge <https://doi.org/10.1177/1077695818797495>
- Luttrell, R. ED (Hardcover 2018; Paperback 2020) [Trump Tweets: The World Reacts: Understanding What is Relevant and Why](#). Edited Volume, Lexington Press.
- McGrath, K., Luttrell, R., Luttrell, M.T., McGrath, S. (2017) [Brew Your Business: The Ultimate Craft Beer Playbook](#). Rowman & Littlefield Publishers.
- Luttrell, R. & McGrath, K. (Hardcover 2016; paperback 2017) [The Millennial Mindset: Unraveling Fact from Fiction](#). Rowman & Littlefield Publishers.

Books, manuscripts in progress

- Wallace, A.A. & Luttrell, R. Eds (contract secured for publish Fall 2024): *Social Media Activism: Repression, Resistance, Rebellion, Reform*. (contract offered/accepted October 2021/estimated print October 2024). Routledge.

- Wallace A.A., & Luttrell, R. (contract secured for publish Fall 2024): Converged Writing for Public Relations (contract offered/accepted July 2021/estimated print October 2024). SAGE.

Book Chapters

- Luttrell, R. (forthcoming). Before the Internet: Historical Roots and Modern Movements (Chapter 1) in Adrienne A. Wallace & Regina Luttrell [Eds.] *Social Media Activism: Repression, Resistance, Rebellion, Reform*. Routledge.
- Luttrell, R. & Wallace, A. (2022). A Modern Approach to PR Campaigns: Putting “IDEA First” with PESO & ROSTIR in Teaching Journalism and Media (Ed. Susan Keith, Rutgers University). Cognella.
- Wallace, A. & Luttrell, R. (2022). Tools for Campaign Success in Teaching Public Relations Campaigns in Pedagogical Resources (Eds. Brandi Frisby and Renee Kaufmann, University of Kentucky). Cognella.
- Yang, J., & Luttrell, R. (2022). Digital Misinformation and Disinformation: The Global War of Words. Editors: Luttrell, Lipschultz, and Freberg in *The Emerging Media Handbook: Theoretical and Applied Trends in Social Media and CMC*, Emerald Press.
- Gallagher, A. & Luttrell, R. (2022) Student-centered Learning in a Pandemic: A Critical Examination of Innovation, Teaching and Assessment, Cambridge Scholars Publishing.
- Place, K., Wallace, A. & Luttrell, R. (2022). Mobile First: Public Relations in an Evolving Digital Landscape. Editors: Place, Pompper, and Weaver in *Routledge Companion for Public Relations*.
- McCollough, C., Wallace, A. & Luttrell, R. (2022). Artificial Intelligence: The Dark Side, Ethics, and Implications. Editors: Luttrell, Lipschultz, and Freberg in *The Emerging Media Handbook: Theoretical and Applied Trends in Social Media and CMC*, Emerald Press.
- Luttrell, R. (2021) Outreach and Empowerment: Social Media’s Impact on the Women’s Movement in American Democracy: Influence, Activism, and Misinformation in the Social Media Era, editors, Luttrell, R., Xiao, L., & Glass, J., Routledge Publishers.
- Wallace, A., Luttrell, R., & Torres, K. (2020) Social Media Influencers and the Changing Landscape of Brand Communication, Lexington Press.
- Luttrell, R., McGrath, K., Medjesky, C., (2017) “Purpose, Value, and Unintended Consequences in Social Media.” [Organization and Administration in Higher Education](#). Routledge. Ed. Patrick J. Schloss and Kristina M. Cragg.
- Luttrell, R. (2017) “Learning Fundamentals of Public Relations via WordPress.” [Communication in the Classroom: A Collection of G.I.F.T.S.](#) Bedford/St. Martins. Ed. Matthew Sanders, John Seiter, and Jennifer Peeples.

Journal Publications

- Joon Soo Lim, Donghee Shin, Jun Zhang, Stephen Masiclat, Regina Luttrell & Dennis Kinsey (2022) News Audiences in the Age of Artificial Intelligence: Perceptions and Behaviors of Optimizers, Mainstreamers, and Skeptics, *Journal of Broadcasting & Electronic Media*, DOI: 10.1080/08838151.2022.2162901
- Smith, P. A., & Luttrell, R. (2022). Book Review: Karla Gower Betsy Ann Plank: The Making of a Public Relations Icon. *Journalism & Mass Communication Educator*, 0(0). <https://doi.org/10.1177/10776958221144162>
- Molta, D., Luttrell Ph D, R. M., & McCollough, C. J. (2022). A Pedagogical Mystique?: Lessons of Incorporating Feminism Into Skills-Based Communication Courses. *Journal of Communication Pedagogy*, 6(1), 13.
- Sterbenk, Y., Ward, J., Luttrell, R. & Shelton, S. (2021) Silence Has No Place: A Framing Analysis of Corporate Statements About Racial Inequity, Immigration Policy, and LGBTQ Rights, *Corporate Communications, An International Journal*.
- Luttrell, R. (2021). Book Review: Strategic Social Media Management Theory and Practice, by Karen Sutherland. *Journalism & Mass Communication Educator*, 76(4), 505–507. <https://doi.org/10.1177/10776958211036575>
- Wallace, A., Ward, J., & Luttrell, R., (2021) “Pitch perfect: Secrets of media relations,” 2021 Association for Education in Journalism and Mass Communication (AEJMC) Public Relations Division. **Top Great Ideas for Teaching (GIFT) Award**. August 2021. *Journal of Public Relations Education*, 7(2). <https://aejmc.us/jpre/2021/09/10/journal-of-public-relations-education-volume-7-issue-2/>
- Luttrell, R. M., & Wallace, A. A. (2021). Shifting the Paradigm-Improving Student Awareness of Diversity, Equity, and Inclusion Efforts Through Public Relations Campaigns. *Public Relations Education*, 7(1), 200-209. Named **Top Paper** PRSA Educators Academy and Institute for Public Relations.
- Wallace, A., & Luttrell, R., (2021) “A Human-Centered SEO Approach to Creating Higher Ranking Content for Public Relations using a Content Clustering Method,” 2021 Association for Education in Journalism and Mass Communication (AEJMC) Public Relations Division. **Second Place** Great Ideas for Teaching (GIFT) Award. August 2021. *Journal of Public Relations Education*, 7(2). <https://aejmc.us/jpre/2021/09/10/journal-of-public-relations-education-volume-7-issue-2/>
- McCollough, C., Wallace, A., & Luttrell, R., (2021). Pedagogical Connections: Public Relations and Social Media. Conference Proceedings IPRRC.
- Luttrell, R., Wallace, A., McCollough, C., & Lee, J., (2021). Public Relations Curriculum: A Systematic Examination of Curricular Offerings in Social Media, Digital Media, and Analytics in Accredited Programs. *Journal of Public Relations Education*, 7(2). <https://aejmc.us/jpre/2021/09/10/journal-of-public-relations-education-volume-7-issue-2/>

- McCollough, C. J., Wallace, A. A., & Luttrell, R. M. (2021). Connecting pedagogy to industry: Social and digital media in public relations courses. *Teaching Journalism & Mass Communication*, 11(1), 36-48.
- Luttrell, R. (2021). Book Review: The Illustrated Guide to the Content Analysis Research Project by Patricia Swann. *Journalism & Mass Communication Educator*.
- Ward, J., Luttrell, R., & Wallace, A., (2020). Transformative PR Ethics Literacy: Identifying Moral and Ethical Values Through Purposeful Ethical Education. *Journal of Public Relations Education (Special Ethics Issue)*. <https://aejmc.us/jpre/2020/12/22/journal-of-public-relations-education-volume-6-issue-3/>
- Luttrell, R., & Ward, J. (2018). Looking in to see out: An Introspective Approach to Teaching Ethics in PR. *Journal of Public Relations Education*, 4(2), fall, 123-127. ISSN: 2573-1742 (Top Award).
- Luttrell, R. (2018). Teaching Students to Gather, Interpret, and Present Information Graphically: An Exercise in Research, Data, and Infographics. *Carolinas Communication Quarterly*, XXXIV, 82-89.
- Luttrell, R. (2013). An in-depth look at race: Creating a public relations plan. *Communication Teacher*, 1-7. DOI:10.1080/17404622.2013.770156

Journal Works in Progress/Under Review

- Davis, J., Luttrell, R., & Smith, P. (Manuscript Under Review). Toward a Validation of the Theory of Content Consistency Using Multimodal Media Evaluation Strategies For the Attribution of Synthetic Media.
- Wallace, A. A., Luttrell, R. & McCollough, C. Reflections on Feminist Pedagogy in the PR Classroom.

Conference Presentations: Papers & Panels

- “Generative AI and Comms” Panel Presentation, IPR Bridge Conference, Washington D.C., March 2023.
- “Empowering Students: How to Equity-Based Pedagogy Can Transform Skills-Based Courses” Panel Presentation, National Communications Association, New Orleans, November 2022.
- “Media Mastery: Redefining Media Literacy in the Digital Age” Panel Presentation, National Communications Association, New Orleans, November 2022.
- “Honoring PLACE: Digital Activism through Communications,” Panel Presentation, National Communications Association, New Orleans, November 2022.
- “Mitigating Harm: To PLACE PR Ethics at the Center of AI and IoT Strategy,” Panel Presentation, National Communications Association, New Orleans, November 2022.

- “SPARK A ‘Diversity First’ IDEA: An Approach to Equitable PR Campaigns,” **1st Place Award**, Panel Presentation for SPARK Practices, National Communications Association, New Orleans, November 2022.
- “Power and Influence: Adopting a Diversity First Approach in PR,” Panel Presentation Public Relations Society of America International Conference, Dallas, November 2022.
- “Transform and Renew: A Discussion on Opinions and Attitudes Regarding Misinformation on the Social Web” National Communication Association. November 2121.
- “Renewal of Vows: The Marriage of Academia and Industry” National Communication Association. November 2021.
- “Transforming Conversations: A Renewed Commitment to Inclusion, Diversity, Equity, and Accessibility in the Classroom” National Communication Association. November 2121.
- “Client Forward: Four Creative Uses and the Future of Experiential Learning,” MMA Conference [Online]. October 2021.
- “Destination Engagement: Benefits of Professional Certificates, Simulations, and Project Based Learning in the PR Classroom,” Public Relations Society of America Educators Academy Conference [Online]. October 2021.
- “Pitch perfect: Secrets of media relations,” 2021 Association for Education in Journalism and Mass Communication (AEJMC) Public Relations Division. **1st Place, TOP Great Ideas for Teaching (GIFT) AWARD.** August 2021.
- “A Human-Centered SEO Approach to Creating Higher Ranking Content for Public Relations using a Content Clustering Method,” 2021 Association for Education in Journalism and Mass Communication (AEJMC) Public Relations Division Great Ideas for Teaching (GIFT). August 2021.
- “Decoding and Adapting to Generation Z: Leveraging Disruptive Factors to Modernize High Impact Teaching and Learning in the Public Relations Curriculum,” 2021 Southern States Communication Association (SSCA) Virtual Conference. April 2021.
- University of Nebraska - #Omaha2020 Annual Conference. Invited Speaker: The State of Research in 2010, today, and future directions. Online Conference, October 8, 2020.
- “All Together Now: Teaching Effective Diversity & Inclusion Principles and Strategies” PRSA Educators Academy, October 2020
- “Crossroads in Pedagogy: Applications and Implications of Artificial Intelligence in the Communication Classroom.” National Communication Association (NCA), November 2020.

- "Forging Ahead: Diversity, Equity and Inclusion the Driving Force Behind Communication Education," National Communication Association (NCA), November 2020.
- "From Silicon Valley Virtual Communities to Trump Twitter Networks: Political Social Networks Visualized," Association for Education in Journalism and Mass Communication (AEJMC) (Moved online due to COVID-19. August 2020).
- ["Shifting the Paradigm: Diversity, Equity and Inclusion in Communication Education."](#) **Named Top 25 AEJMC GIFT Award.** Education in Journalism and Mass Communication (AEJMC) 2020 Conference. Association for Education in Journalism and Mass Communication (Moved online due to COVID-19. August 2020).
- "Pedagogy for Productive Citizens and Professionals: Reflections on the Influence of Disruptive Approaches to Curriculum Design in a High-Impact Curriculum for Educators: Empowering Entrepreneurial Students to be Strategic Communicators who can Produce," Southern States Communication Association Conference (April 4, 2020; Canceled due to COVID-19).
- "Redefining Content Creation - Artificial Intelligence in Social Media Marketing," MBAA International Conference (March 25, 2020).
- "Diversity and Inclusion in the Classroom: Leading with Effective Communication Strategies," Association for Education in Journalism and Mass Communication, Virtual Conference (February 2020).
- "Asserting PR Dominance: AI-Driven Strategy for Digital Communications." Public Relations Society of America International Conference, San Diego, California; October 2019.
- "Invention in PR: How to use Public Relations as a Creative Engine." Public Relations Society of America International Conference, San Diego, California; October 2019.
- Association for Education in Journalism and Mass Communications (AEJMC), Toronto, Canada, Panelist: (2019): Digital Feminist Activism: Multi-Cultural Feminism in a Post-Anita Hill Social Media World.
- Association for Education in Journalism and Mass Communications (AEJMC) Virtual Conference, (April 2019) Panelist: Engaging Gen Z: What Professors Need to Know.
- Public Relations Society of America, Finger Lakes Chapter, (February 2019) Workshop Presenter: Social Media: Tactics & Tips to Cultivate Your Social Presence.
- ICS International Journalists (2018) Impact of AI on Journalism, Syracuse University.
- Association for Education in Journalism and Mass Communications (AEJMC) conference in Washington, D.C. Lead Presenter (2018): Looking in to See Out: An Introspective Approach to Teaching Ethics in PR.

- Public Relations Society of America, Webinar Panelist (July 2018): Deciphering the HR lingo: Learn what employers are really looking for when building communications teams.
- Public Relations Society of America, Webinar Panelist (May 2018): Going #Rogue: Losing Control of Your Social Media.
- Public Relations Society of America, Northeast District Regional Conference (May 2018) The State of #Sponsored Social: Lessons for Practitioners, Brands, Agencies, and Creators.
- Public Relations Society of America International Conference, Austin, Texas (October 2018) Primary organizer and lead: Using Predictive Analytics to Stave off Crisis.
- Public Relations Society of America, Educators Academy, Austin, Texas (October 2018) Real Life Ramen: Using Cheap or Free Online Tools to Create “Real World” Assignments, Experiences & Certifications in the Classroom.
- Public Relations Society of America, Capital Region Chapter, (September 2018) Digital Media Summit, Panelist: Ethics in Public Relations.
- National Communication Association, Salt Lake City, Utah (November 2018) Primary organizer and workshop presenter: Playing Well with Others: Tips for Workplace Communication Across Generations
- National Communication Association, Dallas, TX (November 2017): Chair & Panelist “#ShePersisted: Sustained Relevance while Propagating Our Legacy as Women in Communications.”
- National Communication Association, Dallas, TX (November 2017): Chair “Service Learning and Community Impact.”
- PRSA International Conference, Boston, MA: Lead Presenter (October 2017): “Going #Rogue: Losing Control of Your Social Media.”
- PRSA International Conference, Indianapolis, IN (October 2016): Lead Presenter “A Climate of Denial: Restoring the Public’s Trust in Flint.”
- Central States Communication Association (CSCA) (April 2016): Short Course, “Foundations for Understanding Millennials: Who Are They, How Do We Reach Them, and Why Should We Care?”
- Central States Communication Association (CSCA) (April 2016): Chair, “Let’s Not Forget the ‘Dark Side’: A Discussion of the Ways in which Social Media Influence Expression and Action in Education”
- Central States Communication Association (CSCA) (April 2016): Panel Participant, “The Power of Story: Storytelling from the Classroom to the Boardroom.”

- Search Marketing Workshop: Moderator, November 2015, “Effective Social Campaigns,” Eastern Michigan University.
- PRSA – Detroit APR Prep Session (March 2014): Lead Presenter, “Media Training Workshop.”
- PRSA International Conference, Philadelphia, PA (October 2013): Lead Presenter “The Integration of Public Relations: “Connecting & Cultivating the Next Generation of Leaders: The Millennial.”
- Michigan College English Association Conference, Dearborn, MI (October 2013): Panel Presentation “The Challenges of Teaching Multi-Generational Students” Michigan Media Lab (July 2013): Workshop Presenter “Using Social Media to Promote your Business.”
- AAUP Conference on the State of Higher Education (March 2013): Lead Presenter, “Cracking the Neomillennial Learning Code: Teaching in the 21st Century.”
- Great Lakes Conference on Teaching and Learning (May 2013): Lead Presenter, “Bridging the Gap Between Students and Community: Applications in Designing Meaningful Academic Service-Learning Opportunities for Millennials.”
- Central States Communication Association (CSCA) (April 2013): Lead Presenter, “Transformations in the Public Relations Curricula.”
- Central States Communication Association (CSCA) (April 2013): Lead Presenter, “Term Papers in Online Learning.”
- PRSA – Detroit APR Prep Session, March: Lead Presenter, “Media Training Workshop.”
- PRSA International Conference, San Francisco, California (October 2012): Lead Presenter, “The Integration of Public Relations: Can’t We All Just Get Along?”
- Technologies in Education: Two workshop presentations (May 2012); “Creating a Sense of Community in an Online Educational Environment” and “Importance of PLNs in Education for Professors and Students.”
- Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference at the University of Oklahoma (March 2012): Lead Presenter, “Social Networking Sites in a Public Relations Classroom.”
- Central States Communication Association (CSCA) (March 2012): Lead Presenter, “Learning the Fundamentals of Public Relations via WordPress.”

Professional Publications

- Hausler, K. & Luttrell, R. “[10 crucial considerations for making digital content accessible](#)”, Ragan’s PR Daily, January 6, 2022.

- Flores, N. & Luttrell, R. "[How to Prioritize Diversity and Inclusion In Your Communications](#)" SpinSucks, September 14, 2020.
- Wallace A. & Luttrell, R. "[4 steps for adopting a "diversity first" practice in PR](#)" Ragan's PR Daily, July 7, 2020.
- Wallace A. & Luttrell, R. "The secret to modern crisis response success," Ragan's Annual PR Digital Guidebook, June 2020.
- Flores, N. & Luttrell, R. "[Multicultural Marketing Is Crucial, Especially During a Pandemic](#)," SpinSucks, April 22, 2020.
- Wallace, A. & Luttrell, R., "[The secret to modern crisis response success](#)," Ragan's PRDaily, December 20, 2019.
- Luttrell, R., & Flores, N., "[Why diversity and inclusion warrant PR's rapt attention](#)," PR Daily, October 3, 2019.
- Luttrell, R., & Flores, N., "[7 steps to adopting a D&I-first approach to PR](#)," PR Daily, September 25, 2019.
- Luttrell, R., & Wallace, A. "[Why and how PR pros should embrace artificial intelligence](#)," PR Daily, September 5, 2019.
- Milton, K., Luttrell, R., & Kitchens, A. (November 7, 2017) When to Swipe Right: Qualities to Look for When Finding the Right Influencers, PR News Guidebook: Google for Communicators.
- Luttrell, R. (December 14, 2014). [Diversity and Inclusion in the 21st Century: Guidelines for Managers](#), Public Relations Tactics. 10.
- Luttrell, R., & McLean, D. (2013). A new generation of professionals: working with millennials in 5 easy steps. Public Relations Tactics, 20(4), 15.
- Luttrell, R. (2013). Press pass: 5 questions to ask when writing news releases. Public Relations Tactics, 20(3), 14.

Teaching

Courses Taught, Syracuse University

Teach a wide spectrum of courses. Adopted distinctive teaching methodologies, developed unique assignments, and serve as PR faculty lead for PRL 215/614, PRL 603, PRL 635, and PRL 530.

Undergraduate

- PRL 215 Advanced Public Relations Writing for a Digital World PRL 325 Public Relations Campaigns and Execution
- PRL 425 Public Relations Cases and Campaigns

- PRL 424 Public Relations Management
- PRL 530 International Social Media and Public Relations Management (London)
- COM 350 Pop Culture Power Women (Diversity course)

Graduate

- PRL 525 Public Relations Practicum PRL 600 Social Media Analytics
- PRL 603 Foundations of Analytics, Social Listening and Information Gathering
- PRL 614 Advanced Public Relations Writing for Digital Platforms PRL 635 Public Relations Culminating Experience

Communications@Syracuse Immersion

- Leveraging Social Media and PR: A 4 Step Process
- Diversity & Inclusion: Effective Communication Strategies

Curricular Development, Syracuse University

Spearheaded curricular changes to the M.S. and B.S. in Public Relations. Designed and developed 11 new courses and revised an additional four for the Graduate and Undergraduate programs. Researched developmentally appropriate content, choosing teaching methodology and materials. Ensured all curriculum followed ACEJMC and CEPR accreditation standards.

Newly Developed Courses

Undergraduate

- PRL 319 Social Media & Society
- PRL 320 Social Media & Innovation
- PRL 376 Content Optimization for Public Relations Writing
- PRL 425 Public Relations Capstone Campaign

Graduate

- PRL 610 History, Theory & Practice of PR
- PRL 614 Content Optimization for Public Relations Writing PRL 643 Diversity in Public Relations
- PRL 600 Social Media Analytics
- PRL 603 Foundations of Analytics, Social Listening and Information Gathering
- PRL 619 Social Media & Society PRL 620 Social Media & Innovation
- PRL 530 International Social Media & PR Management – London

Curricular Revisions (existing courses)

Undergraduate

- PRL 215 Advanced Public Relations Writing for a Digital World

Graduate

- PRL 525 Public Relations Practicum
- PRL 614 Advanced Public Relations Writing for Digital Platforms
- PRL 635 Public Relations Culminating Experience

Courses Taught & Developed, Eastern Michigan University

Planned lessons which adhered to the objectives of the curriculum while utilizing a variety of teaching methodologies. Developed and implemented new courses for the revamped undergraduate public relations program. Those with an Asterix '*' denote courses I developed.

- PURL 201 Public Relations and Public Responsibility
- *PURL 305 Crisis Management for Public Relations

- *PURL 308 Social Media in Public Relations
- PURL 312 Introduction to Public Relations
- PURL 314 Public Relations Writing
- *PURL 333 Integrated Campaigns
- *PURL 403 The Agency
- JRNL 490 Internship in Public Relations

Advising

Research Advisees

- Jeongwon Yang (Ph.D. student)
- Jiyoung Lee (Ph.D. student)
- Michelle Johnson (Ph.D. student)
- Phoebe Smith (Undergraduate student & Media Studies student)
- Nalae Hong (Media Studies student)
- Matthew Causer (PD/IR Master's student)
- Christopher McKinley (iSchool Master's student, DARPA researcher)
- Annelise Silkaitis (PR Master's Student)
- Alexa Cash (PR Master's Student)
- Phoebe Bogdanoff (Undergraduate student)
- Hannah Allison (Undergraduate student)
- Annelise Hackett (Undergraduate student)
- Delaney When (Undergraduate student)
- Gwen Burke (Undergraduate student)

Ph.D. Dissertation

- Jeongwon Yang (Committee Member), Influencer- vs. Brand-endorsed CSR Messaging: An Exploration of Influencers' Persuasive Power via Dual-Process Models (2022)
- Jiyoung Lee (Committee Member), Correcting Fear-arousing Misinformation on Social Media in the Spread of a Health Virus: A Focus on Fear, Threat Appraisal, Beliefs in Misinformation, and Viral Behavioral Intentions (2019)

Master's Thesis

- Phoebe Smith (Advisor) If I Can't Predict My Future, Why Can AI? Examining the Power of the AI Influencer (anticipated 2022)
- Xincheng Ding (Committee Member) The Sneaker Resell Market: A Disquisition into Sneakerheads and Social Media Hype (2022)
- Elisabeth Shirk (Committee Member) International Crisis in the Public Sector: Adapting information and psychological effects of rising tensions between the U.S. and Russia (2022)
- Greta Bush (Advisor) Comprehensive Analysis: Do Certificates Enhance Digital and Social Media Efforts within PR and Marketing? (2020)
- Marissa Thompson (Advisor) Answer the Call: Millennials and Generation Z and Oscar Viewership (2020)
- Melissa Tucker (Chair) Parasocial Relationships Among Film Consumers: Can Film Celebrities Influence Purchase Intentions? (2020)
- Yihan Yu (Committee Member) Social Media Usage in Crisis Communication: A Case Study of Samsung (2020)

- Selin Demir (Chair) A study of the relationship between attorneys and public relations counsel during times of organizational crisis in the 21st century (2019)
- Sharon Uche (Committee Member) Generation Z and Corporate Social Responsibility (2019)

Undergraduate Honors

- Christina Kohl (Advisor) Insights into Public Relations: A Magazine Review (2021)
- Sophie Esteph (Reader) Digital Visual Political Communication: Social Media Imagery of the 2020 Presidential Election (2020)
- Kristen Wong (Reader) Brand Activism: The Evolution of the Social and the Responsibility of Business (2020)
- Hannah Allison (Advisor) Non-Profit Public Relations: An Examination of Structure, Protocol, and Best Practices (2019)

Internship Advisor

- Sabrina Gao Summer 2023
- PR Graduate Cohort [20 Internships](#), Spring 2020
- Marissa Perry-Sharpe Fall 2018
- Hannah Allison Summer 2018
- Julia Scaglione Summer 2018
- Allison Gasparini Winter 2018
- Daniela Gentile Summer 2019

Service

Service within the University:

- University Leadership Team Committee (ULT)
- Senior Associate Dean Committee
- Associate Dean for Research Committee
- University Assessment: Research Committee

Service within the Newhouse:

- Executive Committee, 2018-present
- Doctoral Program Committee, 2021- present
- Online Undergraduate Exploration Committee, 2021- present
- Ad-hoc Tenure Review Committee, 2021-present
- Graduate Curriculum Committee, 2022- present
- Faculty Development, lead workshops for Tenure Track faculty 2021-present
- Interim Director, Doctoral Program 2021- 2022
- Graduate Program Committee, 2021 – present
- Online Undergraduate Exploratory committee (Chair), 2021 – present
- Cluster Hire Search Committee (2 lines), 2022-2023
- Interim Graduate Director, Public Relations Program, Summer 2018- 2021
- Faculty Council (elected), 2018- 2021
- Academic Strategy Committee appointed by Interim Associate Dean Dona Hayes & Interim Dean Amy Falkner, Summer 2020
- Non-tenured Renewal Committee (elected), 2019-present
- Public Relations Chair Search Committee member, 2018-2019; 2020-2021
- Girl Scout MEdia Journey, Workshop Presenter, April 2019

- Communications@Syracuse
 - Social media consultant
 - Taught during spring 2019 and 2020 emersion sessions
- Admissions Committee, 2018 – 2021
- Faculty Professoriate Program (FPP) - Invited Speaker 2019, Faculty Mentor 2020
- COM 100 Professor

Service within the Public Relations Department:

- Tenure Track PR Professor Search Committee, 2022
- Public Relations Chair Search Committee, 2020
- Public Relations PoP Search Committee member, 2019-2020
- Technology Committee, 2017 - 2020
- Ad-Hoc Committee Public Relations Minor, 2018-2020
- Benchmark Trip to NYC January 2018
- Curricular Development
- Ad-hoc Committee PR Week Submission

Service to the Profession & the Academy:

- PRSA Technology Committee Member
- Journal of Public Relations Education, reviewer
- Journal of Mass Communication Education, reviewer
- AEJMC Public Relations Division, Social Media Committee 2018-2020
- AEJMC Public Relations Division, Virtual Conference Committee 2020- 2022
- AEJMC Public Relations Division, Teaching Committee 2020-present
- AEJMC Public Relations Division, Mentorship Program 2020 - 2021
- Ad-Hoc Activism in PR: Diversity and Inclusion Teaching Initiatives, AEJMC Public Relations Division, 2020-2021
- Howard University, External Reviewer Ph.D. Candidate Ashley Ayers
- Public Relations Society of America, Educators Academy Planning Committee
- Public Relations Society of America, Central New York Chapter
- Public Relations Society of America, Capital Region Chapter

Media Interviews (selected)

-
- Yahoo! Finance: [Despite growing ad boycott, Facebook is too big for many advertisers to ignore](#)
 - Training Industry: [5 Myths About Generation Z: Managing and Training the Digital Natives](#)
 - The Guardian: [Billy Bush's apology tour may set script in a world with a higher bar for men](#)
 - Channel 9 News, Syracuse: ['Ironic:' Social media professor discusses controversy surrounding social media savvy superintendent](#)

Professional Affiliations

-
- Alliance for Schools and Colleges of Communication and Journalism (ASCCJ), Research Committee
 - National Communication Association
 - Association for Education in Journalism and Mass Communications
 - ACEJMC Accreditation Committee

- Public Relations Society of America (PRSA)

Professional Training & Certifications

- Hootsuite: Social Media Marketing Certified
- PESO Certification: Apply business strategy with a PESO model framework that garners measurable business results
- Google Analytics: Analyze basic Audience, Acquisition, and Behavior reports, and set up goals and campaign tracking
- HubSpot Academy: Social Media Certification
- Trailhead: Earned the following badges - Social Media Marketing & Engagement, Social Studio Basis, Content Publishing, Drucker School - Organizational Change Leadership, and Inclusive Leadership Practices