

MEMORANDUM

TO: Mark Kiyak
Chair, Department of Communication

FROM: Tracy Marafiote
Associate Professor; Chair, Department of Communication Personnel Committee

DATE: October 12, 2018; updated October 18, 2018

SUBJECT: 5th & 6th Years Reappointment Recommendation: Dr. Angela McGowan

The Department of Communication Personnel Committee is pleased to “strongly recommend” a two-year reappointment (September 01, 2020, to August 31, 2022) for Dr. Angela McGowan. In the past year, Dr. McGowan has continued to make beneficial contributions to the teaching, scholarship, and service standards of the department and has strong agenda for continued success in these areas.

In the previous two years, Dr. McGowan has created three new courses: Women in Leadership & Public Service in the Honors program; Presidential Campaign Communication, which directly links her scholarship with her teaching; and Communication and Leadership, an elective that has proven popular among the students. She has also embraced online instruction, presenting her Persuasion course (which was part of the Fredonia Foundations pilot program) as a rare and valued upper-level, online summer offering.

Most importantly, Dr. McGowan exhibits a strong commitment to the quality of her teaching. She believes in student accountability and is dedicated to them having a positive learning environment and successful learning outcomes. For instance, a reviewer who appraised her course syllabus, assignments, and other materials wrote, “A progressive syllabus, scaffolded assignments, and transparent teaching practices contribute to Dr. McGowan’s outstanding teaching in Rhetoric and Criticism. She is clearly a dedicated instructor who ensures student success through her thoughtful teaching practices.”

Another way she has approached successful outcomes is by conducting a mid-semester assessment in order to make any necessary adjustments to enhance learning, which she then uses to either shift her approach to some element of the course, or to address any student concerns. Further, she has used student feedback as a springboard to address themes such as new media, while also incorporating issues such as diversity, stewardship, and global citizenship. These examples demonstrate her dedication to not only improving student experiences of individual courses but in continually researching and applying new pedagogical strategies to continue evolving into an ever more effective teacher. One example of how this is applied was noted by a reviewer who stated that, “she helped the students connect to and apply an example by asking them how it might apply in their jobs outside of school—an opportunity that many students seemed to find valuable.” Indeed, helping students understand how to make theory and intellectual practices relevant in their lived experiences is central to a true education.

Dr. McGowan's research agenda also continues thrive. Just in the past year, she has succeeded in having an article, "Advocating a preferred legislative style while constituting a bipartisan collective identity: Women senators' strategic use of constitutive and polarizing rhetoric," accepted by the *Atlantic Journal of Communication*. Also, she has another essay, "'Go vote!': A student-led voter mobilization project" under review with *Communication Teacher* (based on her work leading our campus American Democracy Project, the student-run Fredonia Democracy Initiative, and the semester-long ALL IN Campus Democracy Challenge voter mobilization project that she implemented here at SUNY Fredonia during the fall of 2016), with two further essays in currently progress. The DPC is pleased with her ongoing progress and encourages Dr. McGowan to continue this strong scholarly record.

Finally, Dr. McGowan's service record – both for this past review year and for the entirety of her time at Fredonia – is praiseworthy. For instance, her numerous contributions to the Department of Communication include nurturing the once-faltering Applied Communication Association back to life, serving as our Faculty Senate representative, and participating in the Audio/Radio search committee. A significant service to our students also includes her collaborative effort with Dr. Amanda Lohiser to offer two student-focused workshops each year: the fall semester "Constructing a Resume and Cover Letter," and the spring semester "Surviving the Professional Interview," both of which have been highly praised by students as deeply informative, practical, and meaningful. Her efforts are also noted campus-wide – with both leadership and memberships in several committees and programs – as well within the discipline of political rhetoric/rhetoric as a whole, in which she has served as a reviewer for three different textbooks and three divisions within the National Communication Association.

In summary, especially notable is the way that Dr. McGowan has so successfully woven together the strands of her scholarship, service, and teaching, to craft an intricately textured and admirably coherent academic identity. After reviewing her many accomplishments and her plans for continued contributions in the areas of teaching, scholarship, and service, the DPC is pleased to count her as a member of our faculty.

cc: Angela McGowan