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10/31/21

Dear Dr Karafe,

**RE: Dr. Angela McGowan-Kirsch Continuing Appointment and Promotion  
to Associate Professor**

As Chair of the Communication Department, and with the recommendations and support from the Department Personnel Committee, I am very pleased to highly recommend Dr. McGowan-Kirsch for continuing appointment and promotion to Associate Professor, effective September 01, 2023 and September 01, 2022, respectively. From her first year here, as a Lecturer for Communication Studies, Dr. McGowan-Kirsch has portrayed dedication to her students, her colleagues, the department and the university.

During her tenure track years, she has become invaluable, cultivating a solid reputation amongst university colleagues through her strong work ethic, diligence, and willingness to help. Her teaching style, methods and assessments have constantly expanded and evolved, having designed, and taught, six upper-level courses and an honors course. One of these courses is brand new since the last review. Academic rigor, relevance and student individuality are hallmarks of the class assignments, creating a cooperative learning environment where students are free to challenge ideas and play a role in creating their own knowledge. I particularly like the Historical Context Essay Assignment (COMM 302 *Rhetoric and Criticism*) that involves analyzing e.g. a cartoon, a memorial, museum, photo, protest sign. This thoughtful assignment is an example of how she promotes academic conversations about how rhetoric frames public issues. One peer reviewer commented that this class was “well planned, informational and enjoyable. Dr. McGowan-Kirsch has a good grasp of the subject matter while displaying high energy.” All syllabi are clearly laid out with office hours, contact details, descriptions, course objectives,

rubrics, grading, and ethical guidelines along with the course and SUNY policies. The schedule is also clearly detailed and all utilized on the Moodle Learning Management System with student grades available, demonstrating her strong organizational skills.

Several years ago, Dr. McGowan-Kirsch completed the SUNY BYOC course to build online learning courses during J-term and summer term, serving a need for classes that enhance student degree pathways. In turn, one online course was developed into Open Education Resources, demonstrating her concern for students' needs. Due to the Covid 19 crisis, she adeptly shifted to remote learning, proving her versatility and willingness to step out of her comfort zone. During the pandemic, when we were suddenly thrust into the world of remote teaching, she went beyond the call of duty, serving as one of the Digital Instructional Support Team for all university faculty. Taking on the prodigious task as Internship Coordinator, demonstrates her ability to juggle several different roles and responsibilities. As faculty advisor for the Applied Communication Association (ACA) she helped the e-board make the club more visible, organize community and campus-wide events (such as the popular Fall Sweep) and grow their individual portfolios. She is Chair of the American Democracy Project, and Faculty Advisor for the Fredonia Democracy Initiative, galvanizing students to become more civically engaged, inviting high profile speakers (such as Dr. Craig Smith, Presidential speechwriter) and arranging student bus transportation on voting day. She was key to achieving the ALL IN Challenge Committee's goal of engaging students in understanding the issues from all sides. The COMM 359 *Presidential Campaign Communication* class was of particular relevance during last year's Presidential race. A peer reviewer commented on the COMM 313 *Political Communication* class, "In a course where the subject matter is so vital to American democracy, it was clear that her students were interested and engaged." She combines critical thinking and practical experience that students need to obtain employment after graduation.

She oversaw fourteen undergraduate research projects and accompanied five students to a regional academic conference leading to four students receiving awards for their projects. Guest speakers, from community members and experts in the field, explained how they use course concepts in their professional life. Considerable interdisciplinary collaboration is another hallmark for Dr. McGowan-Kirsch. She introduced a new course offering, HONR 228: *Women in Leadership & Public Service*, that was designed to provide students with ideas, information, and insights that pertain to women and leadership. This course is applicable to the issues of our country today. She also facilitated the Williams Visiting Professor, Dr. Ed Ball, (History/English) to speak to her classes, highlighting her desire to bring in experts from several disciplines.

She is invested in advising over 140 students during her years here. Writing a plethora of recommendation letters for study abroad, employment, graduate school and scholarships, giving feedback on cover letters, resumes and electronic portfolios are just some of the ways she has been helping current and former students. She mentored numerous students for submissions to discipline-specific, academic conferences and single authored papers for SUNY and Fredonia research expos. She also accompanied students to present research papers at the 8th annual

James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference, held in conjunction with the Eastern Communication Association Conference. Four of her students received research awards.

Despite the Covid pandemic and the difficulties that arose due to professional publishing houses temporary closures, Dr McGowan-Kirsch has disseminated scholarly research in all three major venues: publication through peer review in academic journals, publications through editorial review (e.g., a book chapter), and presentations at academic conferences. Three published manuscripts, one published book chapter, two in press book chapters, and two revise and resubmit peer review journal articles are currently under consideration and exemplifies her substantial scholarly work. Her article, *Encouraging college student democratic engagement through a collaborative voter mobilization project* was published in the *The Journal of Communication Pedagogy*. This journal publishes only the highest quality articles that extend communication theory, research, and practice. *The Atlantic Journal of Communication* published her manuscript, *Advocating a preferred legislative style while constituting a bipartisan collective identity: Women senators' strategic use of constitutive and polarizing rhetoric*. The *Ethics and Citizenship* section of *Great Ideas for Teaching Students (G.I.F.T.S.) in Communication*, contains her chapter *Using Jon Stewart's appearance on Crossfire to teach students about (in)civility and the Elaboration Likelihood Model*. This book will be an invaluable source for communication instructors who are looking for new ways to enhance their course and engage their students. Demonstrating Dr. McGowan-Kirsch's astute research, the article *Collective Memory and Feminist Iconography: Connecting Feminists' Past to the 'War on Women.'* was fascinating. Published in the *Florida Communication Journal*, I especially enjoyed the discussion on the iconography section regarding the bra burning incident, created by the media to trivialize women's struggles yet became a powerful unifying force.

She also presented 3 papers during panel sessions at national conferences, as well as organized and participated in panel presentations. She was also invited to review 6 textbooks, scrutinize 64 conference papers and submit 3 syllabi annually for the National Communication Association's Teaching & Learning Syllabus Project. Overall, her scholarly work is impressive and I am sure she will continue with this in the future.

Her service is laudable, participating in over 20 service ventures, including several main commitments; Chair of American Democracy Project, Chair of our Scholarship Committee; Faculty Advisor for the Applied Communication Association; Chair of the Fredonia Democracy Initiative; key member of the Digital Instructional Support Team and Member of the Council on Online Learning.

Dr. McGowan-Kirsch is a highly respected, versatile colleague, with proven dedication to teaching, scholarly activity and service. Her attention to her students, helping them to succeed is admirable. Her reputation for interdisciplinary work is well known within the university. I enjoyed her scholarly articles that demonstrate stringent research. She has consistently helped colleagues, troubleshoots and presents ideas to help students, colleagues and the university. She

is a huge asset to our university and her strong leadership qualities will be important for our department in the future.

Yours sincerely,

A handwritten signature in black ink that reads "Roslin Smith". The signature is written in a cursive style with a large initial 'R' and a distinct 'S'.

ROSLIN SMITH