

SUMMARY OF QUALIFICATIONS

Doctorate of Philosophy graduate with over six years of experience in quantitative and qualitative agricultural and social science research methods; Well-versed in adoption of new agricultural technologies and change among farmers; Extension programming development and communications; Marketing and communication in persona development and customer experience; Able to manage, control, and complete online and in-person team projects using project management skills; Proficient in creative problem solving and contributing diverse perspectives on issues; Self-driven and quick to learn new skills; Organized verbal and written communication with colleagues and the public.

EDUCATION

Texas A&M University – Doctorate of Philosophy

College Station, TX

Degree: Agricultural Leadership, Education, and Communications

Jan 2017-Dec 2019

December 2019, GPA: 4.0

Dissertation Title: “U.S. Farmers’ Values Associated with Potential to Adopt Best Management Practices and Impact of Socio-psychological Development on Decision-making Processes”

Committee: Theresa P. Murphrey, Ph.D.; Gary E. Briers, Ph.D.; Scott R. Cummings, Ph.D.; Jim C. Cathey, Ph.D.

Texas A&M University – Masters of Science

College Station, TX

Degree: Agricultural Leadership, Education, and Communications

Aug 2015-Dec 2016

December 2016, GPA: 4.0

Thesis title: “Identifying Texas landowners’ Preferred Communication Channels, Motivations, and Barriers to Adopting Best Management Practices Related to Watershed-based Plans”

Committee: Holli Leggette-Archer, Ph.D.; Theresa P. Murphrey, Ph.D.; Allen Berthold, Ph.D.; Kevin Wagner, Ph.D.

Washington State University – Bachelors of Arts

Pullman, WA

Degree: Human Development

Aug 2009-May 2013

August 2013, GPA: 3.24

JOB EXPERIENCE

Sul Ross State University

Borderlands Research Institute

Alpine, TX

Research Scientist & Communications Specialist, Employee, 40 hr/week

Jan 2020–Aug 2021

- Assist with stewardship services program, Respect Big Bend Coalition – to provide stakeholder engagement in potential energy development in the Trans-Pecos region of Texas.
- Manage \$56,000 of project budget – allocating student salary, project tasks, etc.
- Guide and mentor 1 graduate student throughout their research project and coursework.
- Serve as undergraduate research program coordinator – instructing graduate students in becoming a mentor and leader to undergraduate students’ during their research projects.
- Conduct internal and external Qualtrics® surveys on staff and undergraduate students
- Create research report publications showcasing research and projects results conducted by faculty, staff, and graduate students – 3 publications to date.
- Apply for and manage grant projects – 4 grants to date (2 awarded, 1 denied, 1 in review).
- Manage and update website with research projects and timely information.
- Design and execute 2 educational social media campaigns.

- Create daily content and manage social media accounts (i.e., Facebook, Instagram, YouTube).

Stacey Sue Dewald Consulting

Online

Research and Media Consultant, Employee, 5–10 hr/week

August 2018-IP

- Create 12–15 social media posts for individual companies and weekly manage website content.
- Used quantitative and qualitative research methods to identify issues, gather and analyze data, and interpret results.
- Explored relationships between no-till wheat and human gut-biome, through understanding biological systems with biologists, nutritionists, and millers.
- Surveyed 150 individuals in the U.S. and Mexico on environmental and wildlife conservation efforts.

Texas A&M University**Department of Agricultural Leadership Education Communications**

College Station, TX

Graduate Assistant, Employee, 20+ hr/week

Aug 2015–Dec 2019

- Research assistant for 4 department faculty; seven research projects – data collection, analysis, report writing.
- Presented research projects using social science theories at 7 academic research conferences.
- Teaching assistant for seven department faculty; 11 courses; 400+ students – grading, editing, lecturing, teaching.
- Developed, created content, and managed the Texas A&M AgriLife Extension Organizational Development website.
- Wrote and edited approximately 30 blog posts and 13 podcasts for Texas A&M AgriLife Extension employee professional development.

Lincoln County Conservation District

Davenport, WA

Communications Coordinator, Employee, 40 hr/week

Jan 2014–May 2015

- Secured \$260,000 Environmental Protection Agency grant funding to financially assist landowners with implementation of no-till practices.
- Obtained \$10,000 grant funding from Washington Department of Fish and Wildlife to plant trees and install benches along Audubon Society bird viewing trail.
- Assisted USDA Natural Resources Conservation Service with approx. 70 conservation contracts.
- Created and managed website, social media, and communications with the local community.
- Managed natural resource funded grants simultaneously – physical labor and outreach education.

Pacific Northwest Direct Seed Association

Online/Location

No-till Agricultural Organization, Intern, 5–15 hr/week

Aug 2013–Jan 2015

- Assisted in developing “Farmed Smart” certification program to help brand northwest farmers.
- Wrote one newsletter article regarding the process of adopting new agriculture innovations.
- Coordinate and manage attendance of two conference registration events, 400+ attendees.

Washington State University – Cooperative Extension Service

Davenport, WA

Lincoln/Adams County, Intern, 15–30 hr/week

May 2013–Jan 2014

- Certification- Food Safety and Preservation Information Assistant.
- Awarded Smick Scholarship/Grant—rural community development project—\$2,000.
- Educated 30+ children/families about healthy fresh produce consumption, preservation, and storage.

GRANTS

Natural Resource Conservation Service – Regional Conservation Partnership Program

Greater Big Bend Conservation Partnership. Funding to help landowners implement wildlife habitat management, prescribed grazing, brush management, and range planting to restore the natural resources of the Trans-Pecos, Texas. Funded \$3,500,000.

Houston Livestock Show and Rodeo

Borderlands Research Institute’s Undergraduate Mentorship Program. This project helps students gain job experience by working with graduate students on projects, preparing them with essential job skills. Funded \$30,000.

Environmental Protection Agency, Centennial Clean Water 319 Funds

Cost-share the implementation of no-till practices with landowners in Lincoln County, Washington. Funded \$260,000.

Washington Department of Fish and Wildlife

Funding to plant trees and install benches along Audubon Society bird viewing trail. Funded \$10,000.

HONORS & AWARDS

Texas A&M University Graduate and Professional Studies Travel Award

Awarded \$750 to cover expenses regarding dissertation research data collection and conference attendance.

Texas A&M University-Department of Agricultural Leadership, Education, and Communications 3rd Place Group Oral Research Presentation

Presented how to analyze social science data using RStudio.

Texas A&M University-Department of Agricultural Leadership, Education, and Communications Travel Funding

Department funded graduate teaching and research assistantship to assist faculty in teaching and research responsibilities.

Washington State University Smick Scholarship/Grant

Awarded \$2,000 to develop and implement outreach and education of food preservation to residents of Lincoln County, Washington.

VOLUNTARY SERVICE

Read Big Bend

Read children’s books for one hour per week (three months), to elementary school students.

Food Safety and Preservation Information Assistant – Washington State University Extension

Educate approximately 30 children/families about fresh produce consumption, preservation, storage, at four farmers markets and community exhibits.

CERTIFICATIONS

Advanced Research Methods Certificate – Texas A&M University	2017– 2019
Academic validation in education and social sciences advanced research methods.	
Certificate in Extension Education – Texas A&M University	2017– 2019
Academic validation in Extension education theory and practice.	
G.R.A.D. Aggies Professional Development Certificate – Advanced	2018– 2019
Enhance professional development and engagement.	
G.R.A.D. Aggies Professional Development Certificate – Intermediate	2018– 2019
Enhance professional development and engagement.	
G.R.A.D. Aggies Professional Development Certificate – Basic	2017– 2018
Enhance professional development and engagement.	
“Tidal” Leadership Training – Washington State University Online	2013
Identify workplace climate and adapt leadership accordingly, navigate challenging conversations and positively deal with conflict resolution.	
Food Safety and Preservation Certificate	2013
Washington State University Extension trained to provide information to the public about preserving fresh foods.	
Culture Competency Training – Washington State University Office of Equity and Diversity	2013
Developed awareness of and increased work efficiency with individuals from diverse cultures.	

RESEARCH INTERESTS

Build connections between agricultural and natural resource innovations/technologies and producers; Identify research objectives to answer human-technology interaction between producers and products; Use quantitative survey evaluation methods and qualitative interview and focus group methods to answer research objectives; Translate and disseminate research findings into informational resources; Manage and execute educational programs to producers.

RESEARCH EXPERIENCE

Graduate Researcher	College Station, TX
<i>Texas A&M – Agricultural Leadership, Education, and Communications</i>	Aug 2017-Dec 2019
<ul style="list-style-type: none"> • Assisted faculty with collecting quantitative and qualitative data (i.e., questionnaires, surveys, focus groups, interviews, photo voice, photo elicitation, and evaluative writing) • Conducted 4 quantitative research projects survey development and 3 qualitative research projects. • Surveyed 275 Texas landowners, identified their motivations for and barriers to adopting best management practices. • Surveyed 67 U.S. farmers and interviewed eight Pacific Northwest farmers, identified motivational values to adopting best management practices and their decision-making processes. • Interviewed 5 undergraduate seniors who will return to their family farm/ranch, identified their management dynamics between family members and their future management goals. 	

- Surveyed 97 Texas agricultural education teachers, identified their confidence and instructional methods used when working with students on the autism spectrum.
- Surveyed 2,629 Texans, identified their preferred learning styles and their awareness of Texas A&M AgriLife Extension Service.

PUBLICATIONS

- **Dewald, S. S.**, Murphrey, T. P., Leggette, H. R., Berthold, A. T., & Wagner, K. (2019). Landowner adoption of water quality best management practices: Motivations and barriers. *Journal of Extension*, 57(5). [5RIB4]. Retrieved from <https://joe.org/joe/2019october/rb4.php>
- **Dewald, S.**, Leggette, H. R., Murphrey, R. P., Berthold, A. T., & Wagner, K. (2018). Communicating to landowners in the Texas Little River watershed: A descriptive analysis of their communication preferences for receiving water-related information. *Journal of Agricultural Education*, 59(2), 343-369. doi: 10.5032/jae.2018.02343

NON-ACADEMIC PUBLICATIONS

- Borderlands Research Institute. (Spring 2021). 2021 Conservation Biology Research Report. Alpine, TX: Borderlands Research Institute at Sul Ross State University.
- Borderlands Research Institute. (Fall 2020). 2020 Game Bird Research Report. Alpine, TX: Borderlands Research Institute at Sul Ross State University.
- Cummings, S., Dromgoole, D., Payne, M., Pope, P., **Dewald, S. S.**, Gottwald, K. (2019, July). Program change model: A process to promote change. [EOD-002]. College Station, TX: Texas A&M AgriLife Extension.
- **Dewald, S.**, Leggette, H., & Berthold, A. (2017). Identifying landowners' in Little River Watershed preferences for receiving water-related information. College Station, TX: Texas Water Resources Institute.

SELECTED CONFERENCE PRESENTATIONS

- **Dewald, S. S.**, (2021). How does your upbringing influence how you make decisions? Exploring the impact of socio-psychological development on farmers' decision-making processes. Verbal presentation at the meeting of the 2021 Joint Annual Meetings and Conference of the Association for the Study of Food and Society (ASFS) and the Agriculture, Food, and Human Values Society (AFHVS) [Virtual conference].
- **Dewald, S. S.**, Murphrey, T. P., & Skaggs, C. (2020). Students' participation in 4-H and FFA and their knowledge of the farm bill" [Oral Presentation]. [Special supplement: Abstract]. NACTA Journal. Las Cruces, NM.
- Cummings, S., Dromgoole, D., **Dewald, S. S.**, Payne, M., Pope, P., Gottwald, K. (2019). The change model: A model to elicit clientele change. Verbal presentation at the meeting of the 2019 National Association of Extension Program & Staff Development Professionals, Savannah, GA.
- **Dewald, S. S.**, (2019). Values and characteristics influencing the adoption of farm management practices. Verbal presentation at the meeting of the 2019 Joint Annual Meetings and Conference of the Association for the Study of Food and Society (ASFS) and the Agriculture, Food, and Human Values Society (AFHVS), Anchorage, AK.

CONFERENCE POSTERS

- Wood, K., Harveson, L. A., **Dewald, S. S.**, Harveson, M. P., Tarrant, B. (2021). Estimating economic potential of the hunting industry based on four ungulate species in the Trans-Pecos, Texas. Poster session presented at the meeting of the Texas Chapter of the Wildlife Society [Virtual].
- Martinez, J., **Dewald, S. S.**, Rumbelow, J., Harveson, L. A. (2021). Poster session presented at the meeting of the Texas Chapter of the Wildlife Society [Virtual].
- **Dewald, S. S.**, Coleman, L., Harlin, J. (2019). Identifying Texas agriculture educator's instructional methods when working with autism spectrum disorder students. Poster session presented at the meeting of the 2019 National Conference for the American Association for Agriculture Education, Des Moines, IA.
- Coleman, L., **Dewald, S. S.**, Harlin, J. (2019). Identifying agriculture educators' confidence and efficacy when working with students on the autism spectrum. Poster session presented at the meeting of the 2019 National Conference for the American Association for Agriculture Education, Des Moines, IA.
- Cummings, S., **Dewald, S.**, Dromgoole, D., Gottwald, K., Payne, M. (2018). Using a blended technique to train new extension educators. Roundtable discussion presented at the meeting of the 2018 National Association of Extension Program & Staff Development Professionals.
- **Dewald, S.** (2018). Stop collaborate and listen: Using Geographic Information Systems in Agricultural Education. Poster session presented at the meeting of the 2018 Western Region Conference for the American Association for Agriculture Education, Boise, ID.
- **Dewald, S.**, Leggette, H., Murphrey, T. P., Berthold, A., & Wagner, K. L. (2017). *Communicating water-related information to landowners: Identifying preferred communication channels, perceived source trustworthiness, and preferred type of information*. Poster session presented at the meeting of 2017 National Conference for the American Association for Agriculture Education, San Luis Obispo, CA.
- **Dewald, S.**, Leggette, H., Murphrey, T. P., Berthold, A., & Wagner, K. L. (2017). *Communicating water-related information to landowners: Identifying preferred communication channels, perceived source trustworthiness, and preferred type of information*. Poster session presented at the meeting of 2017 Southern Region American Association for Agriculture Education, Mobile, AL.
- **Dewald, S.**, Murphrey, T. P., Leggette, H., Berthold, A., & Wagner, K. L. (2017). *Identifying landowners' motivations for and barriers to adopting best management practices related to watershed-based plans: Economic, intrinsic, and knowledge factors*. Poster session presented at the meeting of 2017 Southern Region American Association for Agriculture Education, Mobile, AL.
- **Dewald, S.**, Leggette, H., Murphrey, T. P. (2017). *Landowners' motivations and barriers to adopting water resource best management practices associated with local watershed-based plans*. Poster session presented at the meeting of Pacific Northwest Direct Seed Association 2017 Cropping Systems Conference, Kennewick, WA.

TEACHING INTERESTS

Concepts of innovation and diffusion/adoption theories, education theories, and communication concepts; Extension and communication of technical knowledge; Development of educational programs using pedagogy and experiential learning theories.

TEACHING EXPERIENCE

1/4/22

6

Curriculum Vitae

Lecturer/Teacher

Sul Ross State University – Natural Resources Department

- NRM 5323 – Outreach and Social Media

Texas A&M – Agricultural Leadership, Education, and Communications

- ALED 441 – Extension Program Development and Education

Alpine, TX

Summer 2020

College Station, TX

Summer 2018

Teaching Assistant

Texas A&M – Agricultural Leadership, Education, and Communications

- AGSC 402 – Agriculture Teacher Preparation
- ALEC 201 – Introduction to ALEC
- ALED 441 – Extension Program Development and Education
- AGCJ 307 – Design for Agriculture Media
- ALED 339 – Agriculture Extension Phil. & Missn.
- AGCJ 405 – Agriculture Publication Production
- AGCJ 313 – Agriculture Media Writing I
- AGCJ 413 – Emerging Media in Agriculture
- AGCJ 308 – Agricultural Photography
- AGCJ 305 – Theo & Prac of Ag. Publication, Web
- AGCJ 281 – Journalism Concepts in Agriculture, Web

College Station, TX

Fall 2019

Fall 2019

Spring & Fall 2018

Spring 2018

Fall 2018

Spring 2017

Spring 2017

Fall 2016

Fall 2016

Fall 2016

Fall 2015

STUDENTS MENTORED

- *Kelley Wood* 2020-2021
Sul Ross State University, Graduate Research Assistant
- *Janette Martinez* 2020-2021
Sul Ross State University, Undergraduate Project Assistant

RELEVANT SKILLS

- Quantitative data collection: survey, Q-sort
- Qualitative data collection: semi-structured interviews, focus groups, constant comparative method, grounded theory
- Statistical analysis packages: STATA, SPSS, RStudio, Mplus
- Writing format: AP, APA
- Website development: WordPress, Wix
- Adobe Suite: InDesign, Photoshop, Illustrator
- Microsoft Office Suite: Word, PowerPoint, Outlook
- Learning Management System: Blackboard Collaborative
- Project management software: Trello

PROFESSIONAL MEMBERSHIPS

- American Association of Agricultural Education (AAAE)
- Agriculture, Food & Human Values Society (AFHVS)
- American Agri-Women (AAW)
- National Association of Extension Program & Staff Development Professionals (NAEPSDP)

PERSONAL INTERESTS

- Reading fiction and non-fiction books
- Baking chocolate chip cookies
- Sewing and cross-stich
- Making candles
- Food preservation—dehydrating, canning, and freezing foods