

Thomas A Workman, Ph.D.

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Houston, TX 77030
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CURRICULUM VITAE

Updated June, 2009

ACADEMIC HISTORY

Doctorate of Philosophy, Communication Studies

University of Nebraska - Lincoln, Lincoln, NE

Communication & Culture, Minor in Medical Sociology

Awarded May 4, 2001

Dissertation: "An Intertextual Analysis of the Collegiate Drinking Culture"*

*-Nominated for the Gerald R. Miller Outstanding Dissertation Award, NCA

Master of Arts, Communication Studies

Emerson College, Boston, MA Awarded August, 1984

Bachelor of Science, Journalism/Broadcasting

Bradley University, Peoria, IL Awarded May, 1982

CURRENT POSITION

Assistant Professor, School of Allied Health Sciences

Lead, Production Management

John M. Eisenberg Center for Clinical Decisions and Communications Science

Baylor College of Medicine

One Baylor Plaza, MS155, Houston TX 77030

Assistant Professor of Communication Studies (Health)

Co-Director, UHD Center for Public Deliberation

Department of Arts & Humanities

University of Houston-Downtown

One Main Street, Houston TX 77002

(Currently on leave)

PREVIOUS POSITION

Assistant Director of Student Involvement (.65 FTE)

Information Strategies

University of Nebraska-Lincoln

Communications Coordinator, NU Directions (.35 FTE)

Grant project funded by the Robert Wood Johnson Foundation

Campus-Community coalition to reduce high risk drinking among NU students

Creative and administrative management and evaluation of campus & community social marketing campaigns, media relations, special events coordination, and community relations projects.

Lecturer, Department of Communication Studies
University of Nebraska-Lincoln

ACADEMIC PUBLICATIONS

Workman, T.A., Major, L.M., and Dickerson, D. (in press). From competition to collaboration: College alcohol prevention in an era of competing risks. *Catalyst*, 15.

Workman, T.A. (2008). To the edge and back: Edgework and collegiate drug use. In R. Chapman (Ed.) *College drug use: A new look at an old issue*. Glassboro, NJ: Rowan University Center for Addiction Studies.

Workman, T.A. (2008). *The real impact of virtual worlds*. Chronicle of Higher Education Review, 55 (4), B12.

Workman, T.A. (2008, May). Faculty involvement with at-risk students; Results of a pilot study. *NetResults On-Line Journal*, National Association of Student Personnel Administrators (NASPA).

Workman, T.A. (2008, September). Challenging the premises of the Amethyst Initiative. *NetResults On-Line Journal*, National Association of Student Personnel Administrators (NASPA).

Workman, T.A. (2007, December). Addressing violence on campus: Five lessons learned from AOD. *NetResults On-Line Journal*, National Association of Student Personnel Administrators (NASPA).

Workman, T.A. (2006, May). Beyond support: The power of a champion administrator to help reduce alcohol problems on campus. *NetResults On-Line Journal*, National Association of Student Personnel Administrators (NASPA).

Newman, I.M., Shell, D.F., Major, L.J., and Workman, T.A. (2006). Use of policy, education, and enforcement to reduce binge drinking among university students: The NU Directions project. *International Journal of Drug Policy*, 17: 339 – 349.

Workman, T.A. (2006). Toward “Shared Responsibility:” Designing Environmental Messages for Local Stakeholders. In R. Chapman (Ed.) *When they drink: A practitioner’s guide to preventing substance abuse among college students*. Glassboro, NJ: Rowan University Center for Addiction Studies.

Workman, T.A. and Major, L. (2006). Organizing a campus-community coalition: Lessons from NU Directions. In R. Chapman (Ed.) *When they drink: A practitioner’s guide to preventing substance abuse among college students*. Glassboro, NJ: Rowan University Center for Addiction Studies.

Academic Publications (Continued)

Workman, T.A. (2005a). Death as representative anecdote in the construction of the collegiate binge drinking problem. In L.M. Harter, P.M. Japp, and C.S. Beck (Eds.) *Constructing our health: The implications of narrative for enacting illness and wellness*. Mahwah, NJ: Lawrence Erlbaum & Associates, Inc.

Workman, T.A. (2005b). Drinking stories as learning tools: Socially situated experiential learning and popular culture. In L. Lederman and L.P. Stewart (Eds.), *Changing the culture of college drinking: A socially situated health communication campaign*. Cresskill, NJ: Hampton Press.

Workman, T.A. (2001). Finding the meanings of college drinking: An analysis of fraternity drinking stories. *Health Communication*, 13 (2), 427-448.

Workman, T. A. (2000). Pleasure versus Public Health: Controlling Collegiate Binge Drinking. In A. Thio & T. Calhoun (Eds.). *Readings in deviant behavior* (2nd ed.). (pp. 137-144). Boston: Allyn & Bacon.

Major, L. and Workman, T.A. (2000). Campus-community solutions to collegiate high-risk drinking. *Metropolitan Universities*, 11, 63-70.

Workman, T.A. (1998). Building a Healthy Future: Training Future Directors of Forensics. *The Southern Forensics Journal*, 2, Forum.

GRANT FUNDED PROJECTS

Baylor College of Medicine
September, 2008

Agency for Health Research Quality (AHRQ)
Eisenberg Center for Decision and Communication Sciences
Project Staff, Contributing Author
Through September, 2011

March, 2008

Agency for Health Research Quality (AHRQ)
CHAIN, CERTS related projects
Project Staff, Consultant
Ongoing

University of Houston-Downtown
September, 2007

Kettering Foundation
Co-Director with Dr. Windy Lawrence
Awarded Project: The UHD Center for Public Deliberation
\$15,000.00 learning agreement through September, 2010

University of Nebraska-Lincoln
October 2005 – March, 2007

United States Department of Education Model Program to
Prevent Alcohol Abuse and Violence on College Campuses
Co-Author and Project Staff
Awarded Project: The Nebraska Collegiate Consortium to
Reduce High-Risk Drinking
\$90,000.00 through December, 2006

Grant-funded projects (continued)

- July, 1998 – May, 2007 Robert Wood Johnson Foundation “A Matter of Degree”
Project Staff, Co-Author, Grant Renewal (2003)
- Awarded Project: NU Directions
\$730,000.00 with a \$425,000.00 renewal through May, 2007
- July, 2003 – July, 2005 United States Department of Education Grant Competition
to Reduce Alcohol and Other Drug Abuse and Violence on
College Campuses.
Co-Author and Co-Chair, Steering Committee
Awarded Project: Greek Re-Evolution: Enabling Cultural
Change in Greek Life at the University of Nebraska-Lincoln
\$289,000.00

ACADEMIC PAPERS

- Workman, T.A., Major, L.M., and Dickerson, D. (2009, February). *From competition to collaboration: College alcohol prevention in an era of competing risks*. Paper presented at the 29th Annual National Conference on Higher Education Law and Policy, Orlando, FL.
- Workman, T.A. (2008, February). *Reducing the vulnerability to alcohol-related tragedies at the college or university: Deadly errors and essential actions*. Paper presented at the 28th Annual National Conference on Higher Education Law and Policy, Clearwater, FL.
- Workman, T.A. (2008, February). *Responding to the YOUTUBE and MYSPACE generation: Thinking digitally about today's college student*. Paper presented at the 28th Annual National Conference on Higher Education Law and Policy, Clearwater, FL.
- Workman, T.A. (2007, December). *Addressing violence on campus: Five lessons learned from AOD*. Paper presented at the NASPA/Stetson Law and Policy Conference, San Antonio, TX.
- Workman, T.A. (2001, November). *Using narratives of lived experience to understand alcoholism and older adults*. Paper presented at the Annual Meeting of the National Communication Association, Atlanta, GA.
- Workman, T.A. (2001, February). *Tragic versus comic framing of collegiate 'binge' drinking: Analysis and implications for intervention*. Paper presented at the Annual Meeting of the Western States Communication Association, Coeur d'Alene, Idaho.
- Workman, T.A. (2000, November). *Changing the drinking culture on college campuses: How the University of Nebraska is using communication to reconstruct the signification of excessive drinking*. Paper presented at the Annual Meeting of the National Communication Association, Seattle, WA.
- Workman, T. (1999, November). *Constructions from within the collegiate drinking culture: An analysis of fraternity drinking stories*. Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL.

Academic Papers (continued)

Workman, T., and Boerboom, S. (1999, November). *Identifying cashiers and customers: Comic Framing and the FDA ID campaign*. Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL

Workman, T. (1999, November). *Framing differences: Employing Burke's frames to 'accept' barriers to diversity*. Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL

Workman, T. (1999, November). *Sex and the commodified male: Homo-erotic images in men's exercise magazines*. Paper presented at the NCA Pre-Conference Seminar on Masculinity, Chicago, IL

Workman, T. (1999, July). *The Rhetorical Nature of Collective Memory: Debating Prohibition in Substance Control Discourse*. Paper presented at the NCA Doctoral Honors Seminar in Rhetoric, Champaign – Urbana, IL

Workman, T. (1998, November). *The construction of collegiate binge drinking as a social problem in America*. Paper presented at the Annual Meeting of the National Communication Association, New York, NY.

Workman, T. (1997, November). *Methodology and criticism: Thoughts from the academy*. Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL.

Workman, T. (1997, November). *Removing barriers to celebration: Approaches toward teaching ethnocentrism*. Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL.

Workman, T. (1996, November). *And the heads kept nodding: Politically correct resistance to diversity training*. Paper presented at the Annual Meeting of the Speech Communication Association, San Diego, CA.

ACADEMIC CONFERENCE PRESENTATIONS

(2009, March). *Faculty Recognition of Students in Crisis: Results from a Multi-Institutional Study*. National Meeting of National Association of Student Personnel Administrators, Seattle, WA

(2009, March) *Connecting to Community: Deliberation and Student Engagement*. National Meeting of National Association of Student Personnel Administrators, Seattle, WA

(2009, January) *Integrating AOD Prevention into Institutional Missions and Strategic Plans*. NASPA Alcohol Strategies Conference for Prevention and Intervention, Boston, MA.

(2008, December) *Cyberbullying*. Presentation with Darby Dickerson at the NASPA/Stetson Higher Education Law and Policy Conference, Las Vegas, NV.

(2008, December). *Incorporating AODV efforts into campus security plans*. Presentation with Darby Dickerson at the NASPA/Stetson Higher Education Law and Policy Conference, Las Vegas, NV.

Academic Conference Presentations (continued)

(2008, November). *From controversy to knowledge: An unconventional discussion of social norms research*. Panel presentation (chair) at the Annual Meeting of the National Communication Association, San Diego, CA.

(2008, November). *Now serving 'service-learning:' Recipe for discovery and communication*. Short course presented with Henry Roubicek at the Annual Meeting of the National Communication Association, San Diego, CA.

(2008, November). *Incorporating AODV efforts into campus security plans*. Presentation at the U.S. Department of Education's 22nd Annual Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, St. Paul, MN.

(2008, November). *Creating a safe and healthy campus: incorporating effective strategies into your current prevention efforts*. Presentation with Beth DeRicco at the U.S. Department of Education's 22nd Annual Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, St. Paul, MN.

(2008, November). *Building coalitions: Creating effective stakeholder relationships*. Presentation with Linda Major at the U.S. Department of Education's 22nd Annual Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, St. Paul, MN.

(2008, September). *The First Amendment and online issues in Higher Education*. National Webinar for the National Association of Student Personnel Administrators, Washington DC.

(2008, February). *Online communities & harm reduction: Issues of safety in the virtual town square*. Pennsylvania Liquor Control Conference, Harrisburg, PA.

(2008, January). *Desperately seeking agreement: Communicating collective responsibility for Campus/Community AOD responses*. 2008 NASPA Strategies Conference: Alcohol Abuse Prevention and Intervention, Tampa, Florida.

(2008, January). *Faculty involvement in AOD prevention and intervention*. 2008 NASPA Strategies Conference: Alcohol Abuse Prevention and Intervention, Tampa, Florida.

(2007, December). *Facebook and beyond: Legal and policy implications of students in cyberspace*. Presentation with Darby Dickerson, NASPA/Stetson law & Policy Conference, San Antonio, TX

(2007, October). *Creating a safe and healthy campus: Incorporating effective strategies into your current prevention efforts*. Workshop with Beth DeRicco, U.S. Department of Education's 21st Annual Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, Omaha, NE.

Academic Conference Presentations (continued)

(2007, October). *Facebook, MySpace, and harm reduction: Issues of safety in the virtual town square*. Presentation with Robert Chapman, U.S. Department of Education's 21st Annual Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, Omaha, NE.

(2007, March). *Mission: Consensus!* 2007 Meeting of the Minds, Missouri Partners in Prevention, Kansas City, MO.

(2007, March). *Creating environmental messages for local stakeholders*. 2007 Meeting of the Minds, Missouri Partners in Prevention, Kansas City, MO.

(2006, December). *Students in Cyberspace: Law & policy considerations* (with Darby Dickerson, Dean, Stetson University College of Law). NASPA Law & Policy Conference, Las Vegas, NV.

(2006, December). *Addressing high-risk drinking among college students at UNL* (with Linda Major, Director, NU Directions), NASPA Law & Policy Conference, Las Vegas, NV.

(2006, March). *Beyond support: The power of a champion administrator in reducing alcohol Problems on campus*. Panel Presentation at the National Meeting of National Association of Student Personnel Administrators, Washington, D.C.

(2005, November). *Kenneth Burke, narratives, and applied Communication scholarship: A Roundtable Discussion*. Panel Presentation at the 91st National Communication Association National Convention, Boston, MA.

(2005, November). *Greek Re-Evolution: Enabling cultural change in Greek life at the University of Nebraska-Lincoln*. Poster presentation for the 16th Annual National Meeting of the Higher Education Center for Alcohol and Other Drug Prevention, Indianapolis, IN.

(2005, October). *Campus-community coalitions: The NU Directions story*. Panel presentation for the 16th Annual National Meeting of the Higher Education Center for Alcohol and Other Drug Prevention, Indianapolis, IN.

(2004, August). *Community advocacy is national advocacy: A case study*. Annual National Leadership Conference, Underage Drinking Enforcement Training Center, OJJDP, San Diego, CA.

(2004, June). *Community-based interventions to prevent binge drinking: The UNL experience*. Panel presentation at the Annual Meeting of the Council of State and Territorial Epidemiologists (CSTE), Boise, Idaho.

(2003, March). *Web-based alcohol Server Training Program*. Presentation at the Alcohol Policy Conference, Boston, MA.

Academic Conference Presentations (continued)

(2001, November). *Managing the invisible environment: Alcohol prevention and popular culture*. Presentation at the 15th Annual National Meeting of the Higher Education Center for Alcohol and Other Drug Prevention, Washington, D.C.

GRANT-FUNDED TRAINING WORKSHOPS & CONSULTATIONS

(2009, April). *Community Forum on High-Risk Drinking in Bloomington-Normal*. Bloomington Normal Community Campus Committee, Bloomington-Normal, IL.

(2009, April). *New Perspectives on Collegiate High-Risk Behavior: Edgework Theory*. Pennsylvania Liquor Control State Prevention Conference, Harrisburg, PA.

(2008, September). *Communicating Need and Action Through the Media*. Nebraska Collegiate Consortium, Lincoln, Nebraska.

(2008, September). *Using Brain Research in AODV Prevention*. Texas State Collegiate Symposium, Corpus Christi. Texas ABC.

(2008, July). *Creating Successful Coalitions*. West Virginia State Initiative Annual Summit, WV Alcohol Beverage Commission.

(2008, June). *Communicating Need and Action Through the Media*. Louisiana Higher Education Center Professional Development Summit, Baton Rouge, LA.

(2008, May). *Organizing a Community Coalition*. The Network Addressing Collegiate Alcohol and Other Drug Issues, U.S. Department of Education, Albuquerque, New Mexico.

(2008, April). *Organizing a Community Coalition*. The Network Addressing Collegiate Alcohol and Other Drug Issues, U.S. Department of Education, Phoenix, Arizona.

(2008, April). *Strategic Planning*. North Dakota State University Campus-Community Coalition. Funded through a NIAAA grant.

(2008, January). *The Millennial Student*. Texas Lutheran University, Seguin, TX

(2007, July). *Building Community Consensus*. Illinois Higher Education Center, Bloomington-Normal, IL

(2007, July). *Strategic Planning*. Bloomington-Normal Campus-Community Coalition, Bloomington-Normal, IL.

(2007, October; 2007, March; 2006, February; 2005, October). *Serving Students the Big Red Way*. Workshop for Faculty and Staff at the University of Nebraska-Lincoln. Grant from the Chancellor.

(2007, March; 2006, September; 2006, January; 2005, November; 2005, April) *Drinking in America: How Advertising Works to Create a Drinking Culture in the United States*. Guest lecture presented at the University of Nebraska-Lincoln, The University of Wisconsin-Eau Claire, The University of Dayton, and Georgia Tech University. Various funding sources.

TEACHING EXPERIENCE

- 8/07 – p Assistant Professor, Department of Arts & Humanities
University of Houston-Downtown**
Courses taught: Public Relations, Health Communication, Health Communication Campaigns, Introduction to Communication Studies, Research in Communication, Political Communication, Communication in Conflict, Facilitating Public Deliberation
- 8/96 – 07 Lecturer, Department of Communication Studies
University of Nebraska-Lincoln**
Courses taught: Public Health Campaigns, Popular Culture, Rhetorical Theory, Civic Discourse, Org. Diagnosis and Change, Interviewing, Directing Forensics, Communication in Conflict and Negotiations. Course Assistant, Culture and Communications
- 1992 – 1997 Director of Forensics/Lecturer
Department of Communication and Journalism
The University of Wisconsin – Eau Claire**
Courses taught: Intro to Communication Studies, Persuasion, Argumentation & Debate
- 1990 - 1992 Director of Forensics/Lecturer
Northeastern University, Boston, MA**
Courses taught: Business and Professional Speaking, Argumentation & Debate, Oral Interpretation, Voice & Articulation

SERVICE to the FIELD

Executive Committee Council of Advisors, The Network Addressing Collegiate Alcohol and Other Drug Abuse. 2008 - 2010
Chair, Alcohol and Other Drug Knowledge Community, National Association of Personnel Administrators. 2008 – 2010
Member, International Advisory Council for the Center for Excellence in Higher Education Law and Policy, 2007 – p
Member, Higher Education Center Review Group, 2007 – p
Content Expert, Higher Education Center, 2009 - p
Proposal Reviewer, Site Visit Evaluator, *United States Department of Education Model Program to Prevent Alcohol Abuse and Violence on College Campuses*. Spring, 2007.
Manuscript Reviewer, U.S. Department of Education's Higher Education Center for Alcohol, Other Drug and Violence Prevention, 2007
Editorial Board, *Health Communication*, 2005 – p
Editorial Board, *Communication Quarterly*, 2006 - p
Contributing Writer, Local Production Coordinator. *This Place and Case Study: The University of Nebraska-Lincoln*. Advocacy and Educational Video. 2005, FACE, Grand Rapids, MI
Contributing Researcher. *Spin the Bottle*. Educational Video featuring Jackson Katz and Jean Kilbourne. 2004, Media Education Foundation, Amherst, MA
National Communication Association (NCA) Legislative Council. 2001, 2002
Chair, Argumentation and Forensics Division, NCA. 2001

Judge, IABC Bronze and Silver Quill Awards, International Association of Business Communicators(IABC). 2001 – 2002

Manuscript and Proposal Reviewer, Columbia University Press. 2002

District Chair, AFA District IV. 1996 - 2000

Steering Committee, Communication Association of Massachusetts. 1985 – 8

SERVICE to the UNIVERSITY

Mentor, UHD Connections Mentoring Program. 2008

Committee Member, UHD Study Abroad Committee. 2008

Committee Member, Achieving the Dream Committee, UHD. 2008

Lead Researcher/Focus Group Moderator, Achieving the Dream Committee. 2008

Committee Member, Carnegie Classification Committee, UHD. 2008

Co-director, UHD Center for Public Deliberation. 2007-2008

Faculty actor, *An Evening of One Acts*, UHD Theatre. 2007

Volunteer, Welcome Week, UHD. 2007

Department of Arts & Humanities Curriculum Committee, UHD. 2007

UNL Researcher, Writer, Designer. *Get to Know Me: A Faculty/Staff Guide to Serving Students at the University of Nebraska-Lincoln*. Publication funded by Chancellor. 2007

Lead researcher, L.E.A.P Focus Group Replication (AAC&U). Data collection and analysis for the Division of Academic Affairs, UNL. 2006

Faculty Advisor, Alpha Phi Omega National Service Fraternity, Alpha Sigma Chapter. 2006 – 2007

Lead Trainer, Serving Students, UN: Human Resources. 2005 – 2007

Co-Chair, Big Red Welcome. 2002 – 2006

First Year Retention Task Force. Data collection and analysis for the Office of Undergraduate Studies, UNL. 2005

Homecoming Judge, UNL. 2002, 2003

University of Nebraska Speaker's Bureau Presenter. 2000 – 2002

SERVICE to the COMMUNITY

Board of Directors, Men in Mission, Houston. 2008

Public Relations/Marketing Committee, Men in Mission, Houston. 2008

Service Committee, Men in Mission, Houston. 2008

Volunteer, The Way Station, The Beacon, and Search Houston. 2008

Volunteer, Humble Area First Baptist Church. 2007

Board of Directors, Support for Kids of Incarcerated Parents (SKIP). 2000 – 2007

Advisory Board, The Independence Center, Bryan-LGH Hospital. 2005 – 2007

Facilitator, Community Forum, Responsible Hospitality Council. 2001, 2003, 2005

Member, Lancaster County Substance Abuse Action Team. 2003 - 2007

Editor, IABC – Lincoln Newsletter. 2001

AWARDS AND HONORS

The Facilitator's Award, Stetson University Center for Excellence in Higher Education Law and Policy. 2008

University of Nebraska Board of Regents Kudo Award. 2003

Order of Omega Induction, UNL. 2003

Bronze Quill for Excellence, Government/Public Service Campaign, IABC. 2001

NCA Doctoral Honors Seminar Participant (competitive). 1999
Larry Schnoor District IV Distinguished Service Award (peer selected). 1999
Grace Walsh Award for Excellence in Forensics (peer selected). 1997
UWEC Departmental Extra Merit Raise (competitive). 1993 - 1996
Outstanding Program, Clearwater Kiwanis. 1993 - 1995
Governor's Citation of Appreciation for Supervisory Training, Commonwealth of Massachusetts. 1985
Outstanding Young Men of America. 1982, 1986

PROFESSIONAL AFFILIATIONS

National Association of Student Personnel Administrators
National Communication Association
Western States Communication Association
Kenneth Burke Society
American College Health Association (ACHA)
American Coalition of Media Educators (ACME)
International Association of Business Communicators
Alpha Phi Omega Service Fraternity