

Kathi L. Groenendyk

Communication Arts and Sciences
Calvin College
DeVos Communication Center
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Education

- Ph.D. (1999) The Pennsylvania State University, University Park, Pennsylvania
Speech Communication
Dissertation: Viewing Nature in Film: The Use of Landscape in the Film Adaptations of Jane Austen's Novels, directed by Thomas Benson.
- M.A. (1994) Texas A&M University, College Station, Texas
Speech Communication
Thesis: Covering the Story: A Rhetorical Analysis of Brownsville's Television News Coverage, directed by Enrique Rigsby.
- B.A. (1992) Calvin College, Grand Rapids, Michigan
Communication Arts and Sciences

Professional Experience

Professor, Calvin College, Communication Arts and Sciences, June 2013 – present.

Courses taught: Advertising, public relations, oral rhetoric, visual rhetoric, persuasion and propaganda, communication and conflict resolution, rhetorical theory, rhetorical criticism, environmental policy, the media and the public, environmental communication, seminar in environmental studies, adapting the novel to film, film and nature, group communication.

Departmental work:

- Co-create content and oversee departmental social media (Calvin College CAS Department Facebook page).
- Lead departmental assessment.
- Led the revision and the writing of curriculum revisions for departmental majors.
- Created CAS 141, Visual Rhetoric and CAS 263, Communication and Conflict Resolution.
- Average advising load per year: 35 students.

Co-chair, Communication Arts and Sciences, Calvin College. August 2017-present.

Chair, Communication Arts and Sciences, Calvin College. June 2014-June 2016.

- Oversaw curriculum development, assessment, and scheduling for five departmental majors (Film and Media Studies, Media Production, Organizational Communication, Strategic Communication, and Theatre).
- Co-produced and edited departmental promotional material.
- Budget officer for department and for the Calvin Theatre Company.

- Oversaw student recruitment, student relations, and departmental advising practices.
- Provided teaching resources for full faculty and part-time instructors.
- Worked with the reference librarians to help faculty and students better utilize library resources.
- Coordinated teaching development opportunities within the department.
- Coordinated student departmental public relations interns, teaching them basic skills, and providing feedback on their stories about CAS alumni.
(<http://www.calvin.edu/academic/cas/profiles/>)
- Promoted the department at Passport Information Fairs and by working with the Admissions Office.

Co-chair, Communication Arts and Sciences, Calvin College, August 2010-June 2014.

Co-director, Academic Writing Program, Calvin College. Fall 2005- Fall 2012.

- Planned the committee work for the academic year.
- Coordinated and facilitated faculty development in teaching and assessing student writing, offering workshops each year.
- Researched and presented information on preventing and detecting plagiarism.
- Assisted faculty across the curriculum develop and revise departmental programs in written, oral, and visual rhetoric.
- Provided feedback on the training and work of the Rhetoric Center tutors.

Associate Director, Academic Writing Program, Calvin College. Fall 2003-Spring 2005.

Associate Professor, Calvin College, Communication Arts and Sciences, September 2005-May 2013.

Assistant Professor, Calvin College, Communication Arts and Sciences, September 1998 – August 2005.

Teaching Assistant, The Pennsylvania State University, Department of Communication, August 1995 – August 1998.

Assistant Lecturer, Texas A&M University, September 1994 – August 1995; Public speaking.

Research Assistant, Texas A&M University, September 1993 – May 1994; Environmental Protection Agency Grant.

Teaching Assistant, Texas A&M University, September 1992 – August 1993; Public speaking.

Refereed Publications

Groenendyk, Kathi and Janel Curry. "A Communal Perspective: Women, Faith, and Nature." *The Journal of Communication and Religion*. 29 (2006): 18-37.

Curry, Janel M. and Kathi Groenendyk. "Place and Nature Seen Through the Eyes of Faith: Understandings Among Male and Female Seminarians." *Worldviews: Environment, Culture, Religion* 10 (2006): 326-354.

"Modernizing *Mansfield Park*: Patricia Rozema's Spin on Jane Austen." *Persuasions On-Line*. 25 (2004). www.jasna.org.

Peterson, Tarla Rai Peterson, Susan J. Gilbertz, Kathi Groenendyk, Jay Todd, and Gary E. Varner. "Reconfiguring Borders: Health-Care Providers and Practical Environmentalism in Cameron County, Texas." *Women's Study Quarterly* 29 (2001): 51-63.

"The Importance of Vision: *Persuasion* and the Picturesque." *Rhetoric Society Quarterly* 30 (2000): 9-28.

Peterson, Tarla Rai and Kathi Groenendyk. "George Bush Goes to Rio: Implications for U.S. Participation in Environmental Governance." *International and Intercultural Communication Annual* 22 (1999): 67-90.

Book Reviews

"Foregrounding Landscape in Questions of Identity." Rev. of *Landscape and Identity: Geographies of Nation and Class in England*, by Wendy Joy Darby. *Review of Communication* 2 (2002), 289-92.

Conference Presentations

"The Populist and Faith Appeals in William Jennings Bryan's 'The Menace of Darwinism.'" National Communication Association Conference, November 2014, Chicago, IL.

"Mothers as Saints/ Mothers as Sinners: Analyzing the Cultural Assumptions of Motherhood in Mother's Day Sermons." National Communication Association Conference, November 2013, Washington, D.C.

"Goal Setting: Stressing Positive Behaviors" for panel on "Highly Apprehensive Students in the Basic Public Speaking Course: Assessment and Interventions for Increasing Student Retention and Successful Completion." National Communication Association Conference, November 2012, Orlando, FL.

"Designing Anti-Drinking Posters: Moving Students Away from Using Social Norms." Southwest/Texas Popular and American Culture Associations Conference. April 2011, San Antonio, TX.

“The Role of Oral Rhetoric in the Curriculum.” Bridging our Differences with our Common Traditions Mini-conference. National Communication Association, November 2010, San Francisco, CA.

Curry, Janel, Kathi Groenendyk, Gail Heffner, Denise Isom, and Mark Mulder. “Seeing Your Congregation with Expert Eyes: Culture, Race, Ethnicity.” Calvin Symposium on Worship, January 2008 and January 2007.

(with Bethany Keeley) “Stewardship As Ideograph.” Presented at the Conference on Communication and the Environment, Jekyll Island, GA, July 2005.

“Visual Images and Environmental Action: A Film’s Ability to Save the Blackfoot River.” Presented at the Central States Communication Association Convention, Cleveland, OH, April 2004.

(with Janel Curry) “Place and Nature Seen through the Eyes of Faith.” Presented at the Grand Valley State University’s Women and Nature Studies Festival, Grand Rapids, MI, March 2001.

“Competing Visions of *Emma*: Using Landscape to Bring a Novel to Film.” Presented at the National Communication Association Conference, Chicago, IL, November 1999 (competitive paper).

“Nature, Film, and Culture: The Importance of Landscape Images in *Pride and Prejudice*.” Presented at the Conference on Communication and Environment, Flagstaff, AZ, July 1999 (competitive paper).

“The Importance of Vision: *Persuasion* and the Picturesque.” Presented at the National Communication Association Conference, New York, NY, November 1998. Awarded top three paper in the Visual Communication Division (competitive paper).

“Casting a River: A Rhetorical Analysis of *A River Runs Through It*.” Presented at the Southern Speech Communication Association Conference, San Antonio TX, April 1998 (competitive paper).

“Investigating a Ticking Time Bomb: A Rhetorical Analysis of *The Killing Ground*.” Presented at the National Communication Association Conference, Chicago, IL, November 1997 (competitive paper).

“The Sensibility of the Picturesque: The Use of Landscape in the Film Adaptation of *Sense and Sensibility*.” Presented at the National Communication Association Conference, Chicago, IL, November 1997 (competitive paper).

“Reviving Gaia: A Rhetorical Analysis of a Scientific Call to Action.” Presented at the Speech Communication Association Conference, San Diego, CA, November 1996.

“Restoring Gaia: A Theoretical Analysis of the Mother Earth Metaphor.” Presented at the Speech Communication Association Conference, San Diego, CA, November 1996 (competitive paper).

“Telling Brownsville’s Story: A Rhetorical Analysis of *PrimeTime Live*.” Presented at the Southern Speech Communication Association Conference, Memphis, TN, March 1996 (competitive paper).

“Riding Into Rio: A Rhetorical Analysis of President Bush’s Speech at the Earth Summit.” Presented at the Southern Speech Communication Association Conference, Norfolk, VA, April 1994 (competitive paper).

(with Jay Todd) “Borders and Boundaries: Environmental Conflict in the News.” Presented at the International Association for Conflict Management Conference, Eugene, OR, June 1994.

Book Chapters

"Words Matter, but Audience Matters More." In *Beyond Stewardship: New Approaches to Creation Care*, edited by David Paul Warners and Matthew Kuperus Heun. Grand Rapids, MI: Calvin College Press, 2019.

“How a Speech Can Change an Audience.” *Practically Human: College Professors Speak From the Heart of Humanities Education*, eds. Gary Schmidt and Matt Walhout. Calvin College Press, 2011.

“Speech Communication: Analyzing Audiences.” *Real Texts: Reading and Writing Across the Disciplines*, eds. Dean Ward, Elizabeth Vander Lei, and William J. Vande Kopple. Pearson Longman: New York, 2008.

Grants and Fellowships

Lilly Foundation Grant. Study of Local Congregations Environmental Engagement. (with John Witvliet, Gail Heffner, Neil Carlson, Janel Curry, Kevin Dougherty, Mark Mulder, Kurt Schaefer, and Corwin Smidt.) Summer 2005-Summer 2007.

McGregor Research Fellowship. Calvin College. Summer 2004, 2006.

Calvin Research Fellowships. Dean for Research and Scholarship, Calvin College. Summer 2001, Fall 2001, and Summer 2004.

Teaching Development Grant for a proposed course in visual rhetoric. Dean for Instruction, Calvin College. 2000.

Janel Curry and Kathi Groenendyk. Summer research grant. Science Division, Calvin College. 1999.

Awards

Department of Speech Communication Teaching Assistant Award, Texas A&M University, 1993.

Professional Service

Reviewer for Central States Conference, Fall 2015, Basic Course Division.

Reviewer, *The Journal of Communication and Religion*. 2011.

Reviewer, Conference on Communication and the Environment, 2011; 2009.

Program Coordinator, McGregor Research Program. Summer 2005.

Editorial Review Board, *The Journal of Communication and Religion*. 2003-2006.

External reviewer, *Rhetoric & Public Affairs*. 2001-2002.

Co-Advisor, Lambda Pi Eta National Honors Society for Communication Students, Calvin College. 2000-2001.

Community Service

Professional Status Committee, Calvin College. 2018-present.

Member, Executive Committee of the Faculty Senate, Calvin College. September 2017-2018.

Coordinator, CAS 101, Oral Rhetoric. 2005-2015.

Coordinator, CAS Essay Contest. 2010 – 2014.

Advisor, Chimes (Calvin College student newspaper), 2016-2018.

Advisor, Calvin Public Relations Organization (student group), 2012-2015.

Advisor, Student Environmental Stewardship Coalition, Calvin College. 2000-2006.

Campus Representative, Academic Review Committee of the Creation Care Studies Program. Fall 2003-Fall 2005.

Chair and Facilitator, “Learning through Writing: Best Teaching Practices to Promote Student Learning.” 2011 Fall Faculty Conference.

Judge, Gender Studies and Academic Writing Program Writing Contest, 2006-2010.

Judge, Communication Arts and Sciences Essay Contest, 2010.

Education First Leadership Project: Public Speaking Training. St. Stephen Catholic Elementary School. Spring 2010 and Spring 2011.

Leader, Workshop for Rhetoric Center Tutors on Helping with Oral Rhetoric Outlines, Fall 2007-2010, 2013.

Chair and Facilitator, "Using SafeAssign in the Classroom." 2009 Fall Faculty Conference for Calvin College Faculty and Staff.

"Using Research in Classroom Assignments." Panel participation, Building a Bridge Conference (Reference Librarians), November 2010, Calvin College.

Leader, "Strategies for the Busy Professor." 2010 Summer Faculty Teaching Development.

Co-Leader with Sarah McClure Kolk, "New Takes on the 'Research' Paper." 2008 Summer Faculty Teaching Development.

Chair, "Deterring Student Plagiarism: The Debate about Plagiarism Detection Software." 2008 Fall Faculty Conference.

Leader, "Revising the Departmental Writing Program." 2007 Summer Faculty Development."

"Best Teaching Practices for Using PowerPoint," Teaching Workshop Luncheon, sponsored by the Teaching Fellows. 2007.

Leader, "Teaching, Not Cheating: How Can Your Writing Assignments Lead to Better Learning and Avoid the Temptation of Student Plagiarism." 2006 Summer Faculty Development Workshop, Calvin College.

Leader, "Engaging Ideas: The Professor's Guide to Integrative Writing: Critical Thinking and Active Learning in the Classroom." 2006 Summer Faculty Development Workshop, Calvin College.

Leader, "Speak Up! Using and Evaluating Oral Rhetoric Assignments in the Classroom." 2005 Summer Faculty Development Workshop, Calvin College.

Chair. "'Where's the Power, What's the Point?': The Use of PowerPoint in the Classroom." 2005 Fall Conference for Calvin College Faculty and Staff.

Chair. "The Effective Use of Oral Presentations in the Classroom." 2004 Fall Conference for Calvin College Faculty and Staff.

Presentation. Environmental Stewardship. Beets-Veenstra. November, 2004.

Panel participant. "Current Trends in Pedagogy." 2003 Fall Conference for Calvin College Faculty and Staff.

Faculty representative. Alumni Association Awards Committee. Fall 2003-2005.

Professional Development

Participant. Faculty Development Workshop on Climate Change, Calvin College. June 2017.

Participant. Writing Program Administrator Workshop. Lewes, DE, June 2004.

Participant. "Christian Environmentalism with/out Boundaries: Living as Part of God's Good Earth." Calvin College Summer Seminar, 2003.

Works in Progress

Analysis of William Jennings Bryan's *The Menace of Darwinism*.

Analysis of Jimmy Carter's "Malaise" Speech.