

Lesa A. Stern, PhD
Professor
Communication Studies
Westmont College
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Education

Ph.D.	University of Arizona 1994	Communication <i>Emphases:</i> Interpersonal Conflict Management, Interpersonal Communication, Research Methods
M.A.	University of Arizona 1990	Communication
B.A.	UCLA 1987	Communication Studies Psychology (double major)

Academic Appointments

Westmont College

Professor 2007- Current

Southern Illinois University Edwardsville

Professor (Assistant, Associate, & Full) 1994-2007

Director, Assessment & Program Review
& the Undergraduate Research Academy 2006-2007

Research

My research areas are in interpersonal communication (promoting resilience and building healthy interpersonal relationships), rhetorical figures in advertising, and program evaluation.

Current projects include: Human-robot coordination (interpersonal communication member of robotics team in collaboration with BYU); Building resilience in community; Body disturbance advertising: How does disgust impact ad response?

Publications

- Stern, L. A., & Callister, M. A. (2020). Exploring variations of hyperbole and puffery in advertising. *Journal of Current Issues in Research and Advertising*, 41(1), 71-87. doi: 10.1080/10641734.2019.1580230
- Stern, L. A., & Brooks, E. (2019). Examining Christian listeners' role in gossip: A relational dilemma. *International Journal of Listening*. doi: 10.1080/10904018.2019.1635021
- Covington, J., Lee, M., Skripsky, S., & Stern, L. (2014). Irreducibly Embodied. A review of J. K. Smith's *Imaging the Kingdom*. In *Books and Culture*.
- Callister, M., Coyne, S. M., Stern, L. A., Stockdale, L., Miller, M. J., & Wells, B. M. (2012). A content analysis of the prevalence and portrayal of sexual activity in adolescent literature. *Journal of Sex Research*, 49, 477-486.
- Covington, J., Lee, M., Skripsky, S., & Stern, L. (2012). Habits of the Heart and Mind. A review of D. J. Smith and J. K. A. Smith's *Teaching and Christian Practices*. In *Books and Culture*.

- Callister, M., Stern, L. A., Robinson, T., Coyne, S., & Bennion, E. (2011). Evaluation of sexual content in teen-centered films from 1980 to 2007. *Mass Communication & Society, 14*, 454-474.
- Callister, M. A., & Stern, L. A. (2008). Inspecting the unexpected: Schema and the processing of visual deviations. In E. F. McQuarrie & B. J. Phillips (Eds.), *Go Figure: New Directions in Advertising Rhetoric*. New York: Sharpe.
- Callister, M. A., & Stern, L. A. (2007). The role of visual hyperbole in advertising effectiveness. *Current Issues in Marketing Research, 29*, 1-14.
- Stern, L. A., & Taylor, K. (2007). Social networking on facebook. *North Dakota Journal of Speech and Theater, 20*, 9-20.
- Stern, L. A., Powers, J., Dhaene, K., Dix, A., & Shegog, S. (2007). Satisfaction, respect, and cooperation between roommates: Self-selected versus paired roommates. *Journal of College and University Student Housing, 34*, 53-60.
- Stern, L. A., & Hailer, M. (2007). Presentation skill assessment: University and career-related presentations. *Basic Communication Course Annual, 19*, 139-166.
- Wrobbel, D., Stern, L.A., Puchner, L., Powell, A., McGhe, S., & Engel, G. (2007). Meta-assessment: Assessing the senior assignment. *A Collection of Papers On Self-Study and Institutional Improvement, Vol 3: Leading for the Common Good: Assessing and Improving Student Learning*. Chicago, IL: Higher Learning Commission.
- Stern, L. A., & Solomon, M. A. (2006). Effective faculty feedback: The road less traveled. *Assessing Writing, 11(1)*, 22-41.
- Stern, L. A., Callister, M., & Jones, L. (2005). Face time: Public sociality, social encounters, and gender at a university recreation center (pp. 25-45). In C. Morrill, D. A. Snow, & C. H. White (Eds.), *Together Alone*. Berkeley, CA: University of California Press.
- McLane, S.L., Lox, C.L., Butki, B., & Stern, L. (2003). An investigation of the relation between religion and exercise motivation. *Perceptual and Motor Skills, 97*, 1043-1048.
- Sill, D., Eder, D., Stern, L. A., Thomas, S., & DenHouter, J. (2003). The convergence of assessment and scholarship of teaching and learning. *A Collection of Papers On Self-Study and Institutional Improvement, Vol 3: Promoting Student Learning and Effective Teaching*. Chicago, IL: Higher Learning Commission.
- Stern, L. A., & Callister, M. (1999). Facial expression of emotion. In D. Levinson, J. Ponzetti, and P. Jorgensen (Eds.) *Encyclopedia of Human Emotions*. New York: Macmillan.
- Callister, M. & Stern, L. A. (1999). Advertising and emotions. In D. Levinson, J. Ponzetti, and P. Jorgensen (Eds.) *Encyclopedia of Human Emotions*. New York:
- Burgoon, J. K., Stern, L. A., & Dillman, L. (1995). *Interpersonal Adaptation: Dyadic Interaction Patterns*. New York: Cambridge University Press.
- Burgoon, J. K., Dillman, L., Stern, L.A. (1993). Adaptation in dyadic interaction: Defining and operationalizing patterns of reciprocity and compensation. *Communication Theory, 3*, 295-316.

Competitive Paper/Presentations (peer-reviewed) at National and Regional Conferences

- Contakes, S., Nazarenko, T. & Stern, L. A. (October 2019). Faculty leadership in assessing institutional learning outcomes. Presented at IUPUI, Indianapolis, IN, Oct 14.
- Stern, L. A., & Contakes, S. & Nazarenko, T. (April 2019). Strong faculty leadership in institutional assessment of core competencies. Presented to WSCUC Academic Resource Conference, Garden Grove, CA, April 12.
- Stern, L. A. (2017). Oral communication teaching and assessment: Encouraging collaboration between student life and Communication departments, part of the “Communication Assessment using NCAs learning outcomes” accepted to *National Communication Association*, communication assessment division, Nov 16-19, Dallas, TX.
- Stern, L. A., & Brooks, E. (2017). Examining Christian listeners’ role in gossip: A relational dilemma. Accepted to the *National Communication Association*, international listening division. Nov 16-19, 2017, Dallas, TX.

- Callister, M., Stern, L. A. & Seipel, M. (2017). Digital manipulations of the human body as a form of schema incongruity in print ads. Accepted to *Association for Education in Journalism and Mass Communication (AEJMC)* advertising division, August 2017, Chicago, IL.
- Stern, L. A. Brooks, E. & Wheeler, A. (2014). Speaking Gossip. Presented to the *Applied Communication division of the National Communication Association annual conference*. Las Vegas, NV.
- Stern, L. A., & Callister, M. (2012). Exploring variations of exaggeration in advertising: Perceptions and effects of hyperbole and puffery. Accepted to the Mass Communication division of the International Communication Association, Phoenix AZ, May 24-28.
- Covington, J., Lee, M., Skripsky, S., & Stern, L. (2011). Christian Formation and the Liberal Arts: Critical Engagement and Application. *Presented at Baylor's Symposium on Faith and Culture: Educating for Wisdom in the 21st Century University*, October 27-29, 2011, Baylor, TX.
- Callister, M., Coyne, S., Stern, L.A., (2010). Prevalence and portrayal of sexual content in adolescent novels. Presented at the *AEJMC Annual Conference, Entertainment Studies Interest Group*, August 4-7, 2010, Denver, CO.
- Callister, M., Stern, L. A., Robinson, T., Coyne, S., & Bennion, E. (2010). Evaluation of sexual content in teen-centered films from 1980 to 2007. Western States Communication Conference, March 5-9, Anchorage, Alaska.
- Stern, L. A., & Yee, E. (2009). Increasing faculty-student affairs collaboration: Workable options. Presented at *Christians on Diversity in the Academy: Annual National Conference*, March 25-27, 2009. Azusa, CA.
- Stern, L. A. (2008). Improving long-term sustainability through assessment education. Presented to *2008 National Abstinence Education Grantees Conference: Working Together, Empowering Youth*, January 27-29, 2008. Bethesda, MD.
- Stern, L.A., Slagell, A. R., Charlesworth, D., McKinney, W. J. (2007). Establishing institutional credibility through accrediting agencies: Investigating the feasibility of developing an accrediting agency for the communication discipline. Presented at the *Communication Assessment Division of the National Communication Association*. November 15-17, 2007. Chicago, IL.
- Callister, M. A., & Stern, L. A. (2006). Consumer responses to visual hyperboles in print advertising. Presented at the *Association for Education in Journalism and Mass Communication (AEJMC)*, Advertising Division- Special Topics. August 2-5 2006, San Francisco, CA.
- Stern, L. A., & Hailer, M. (2004). Assessment of presentations: Implications for the basic course. Presented to the *Basic Course division of the National Communication Association*. Atlanta, GA.
- Callister, M., & Stern, L. A. (2004). Hype or hyperbole: Interpretations of visual hyperbole. Paper presented to the Visual Communication division of the National Communication Association. Atlanta, GA.
- Stern, L. A., & Hailer, M. (2003). Hot heads and cold shoulders: Interpersonal conflict management. Competitive Paper presented at the Interpersonal and Small Group Division of the National Communication Association. Miami, FL.
- Sill, D., Eder, D., Stern, L. A., Thomas, S., & Denhouter, J. (April 15, 2003). The Convergence of assessment and scholarship of teaching and learning. Presented at the North Central Association-Higher Learning Commission, Chicago, IL.
- Stern, L. A. (April 4, 2003) Writing and speaking feedback: Connecting e-portfolios to assessment, student learning, and pedagogy. Presented to IBHE.
- Callister, M., & Stern, L. A. (2002). Inspecting the unexpected in print ads: Schematic sources of perceived visual incongruity. Competitive paper presented to the Visual Communication division at the *National Communication Association* conference, New Orleans, LA.
- Stern, L.A. (2001). Comments on commenting. Competitive Paper presented to the Scholarship of Teaching section of the *National Communication Association*, Atlanta, GA.
- Stern, L.A., & Solomon, A. (2001). Faculty feedback: The road less traveled. Presented at the National Communication Association annual conference, Atlanta, GA. November 2001.

Other Selected Presentations

- Stern, L. A. (Summer 2015). Social media and parenting: Conversations parents need to have with their kids. Santa Barbara Community Church.
- Covington, J., Lee, M., Skripsky, S., & Stern, L. (April, 2012). *Christian Formation and the Liberal Arts*. Presentation to the Faculty of Point Loma Nazarene.
- Soifer, K., & Stern, L. A. (Oct 2010). *Tweets, texts, and teens: A conversation for parents of teenagers*. Providence Hall.

Assessment Scholarship

- Contakes, S., Nazarenko, T. & Stern, L. A. (October 2019). Faculty leadership in assessing institutional learning outcomes. Presented at IUPUI, Indianapolis, IN, Oct 14.
- Stern, L. A., & Contakes, S. & Nazarenko, T. (April 2019). Strong faculty leadership in institutional assessment of core competencies. Presented to WSCUC Academic Resource Conference, Garden Grove, CA, April 12.
- Stern, L. A. (2017). Oral communication teaching and assessment: Encouraging collaboration between student life and Communication departments, part of the "Communication Assessment using NCAs learning outcomes" accepted to *National Communication Association*, communication assessment division, Nov 16-19, Dallas, TX.
- Stern, L. A., & Schelvis, L. (2009-2010) *Student perceptions of worship*.
Spring 2008: *Music in chapel*. (Feedback survey for music director for chapel)
- Stern, L. A., Powers, J., Dhaene, K., Dix, A., & Shegog, S. (2007) Satisfaction, respect, and cooperation between roommates: Self-selected versus paired roommates. *Journal of College and University Student Housing*, 34, 53-60.
- Stern, L. A., & Hailer, M. (2007). Presentation skill assessment: University and career-related presentations. *Basic Communication Course Annual*, 19, 139-166.
- Wrobbel, D, Stern, L. A., & Puchner, L. (April 2007). Meta-Assessment: Assessing the senior assignment. A Collection of Papers On Self-Study and Institutional Improvement, Vol 3: Leading for the Common Good: Assessing and Improving Student Learning. North Central Association-Higher Learning Commission, Chicago, IL.
- Stern, L. A., & Solomon, M. A. (2006). Effective faculty feedback: The road less traveled. *Assessing Writing*, 11(1), 22-41.
- Stern, L. A., & Hailer, M. (2004). Assessment of presentations: Implications for the basic course. Presented to the Basic Course division of the National Communication Association. Atlanta, GA.
- Sill, D., Eder, D., Stern, L. A., Thomas, S., & Denhouster, J. (April 15, 2003). The Convergence of Assessment and Scholarship of Teaching and Learning. Presented at the North Central Association- Higher Learning Commission, Chicago, IL.
- Stern, McGhee, & Sill (April 4, 2003). Writing and speaking feedback: Connecting e-portfolios to assessment, student learning, and pedagogy. To IBHE.
- "Portfolio Assessment: Focus on Student Writing." SIUE Fall Faculty Symposium. October 12, 2002.
- "SIUE Assessment Scholars" Illinois Board of Higher Education, Putting Students First: Assessing Mastery of Student Learning. Normal, IL. June 2002.
- "A Commentary on Commenting" presented to the Scholarship of Teaching and Learning Division at the National Communication Association annual conference, Atlanta, GA. November 2001.
- "Writing Assignments and Grading" two brown bag presentations at SIUE to provide practical tips on writing assignments and effective grading.

Assessment Projects/Involvement

- Oral Communication Lead Assessment Expert (2017-2018). Westmont College. Designed and oversaw the oral communication assessment. Coordinated 3 different sets of seminars related to oral communication, lead "designing oral communication assignments" seminar, constructed the

Canvas Oral Communication ILO site; assessment data entry, analysis, and write up for the 2017-2018 Oral Communication ILO.

Office of Life Planning. (Fall 2014). Design and implement assessment plan for OLP. Oversee student group helping conduct student feedback survey and student interviews for/related to OLP.

Study Abroad Student Interest/Feedback. (Fall 2013). Oversee student group as they assess student interest in different elements of study abroad programs. Conducted for Cynthia Toms during her transition to Westmont Global Education.

Westmont (2009-10). Provide feedback (and written reviews for annual evaluations) and help to 11 departments at Westmont (while we were interviewing for the assessment director).

Chapel Worship (2008-9). Conduct student survey for the chapel program & follow up interviews of chapel experience, on behalf of student life assessment of Campus pastor office.

Program Evaluation. *New Beginnings Crisis Pregnancy Center*. (2007-2008). Designed Program Evaluation for Abstinence Based Education for NBCPC. Received Federal Grant for assessment of Abstinence Based Education (\$3 Million over 5 years). Revised evaluation plan according to new standards, trained graduate assistants, trained lead educators, modified assessments according to instructor feedback.

AQIP: Vital Focus and Strategy Forum Facilitator, *North Central Association, Higher Learning Commission* (2005-2007)

Chair, Student Evaluations of Teaching Committee (2004-5). Researched and created documents for the Faculty Senate/Provost: the Creation of SET items, Administration, and Use of the data

SPC Department -- Director of Assessment. Oversee, facilitate, and help faculty improve the senior project, assessment conversations and resulting improvements to the program (all 3 tracks). Design and Implement Assessment Plan for *Interpersonal Track* (2004-current)

Illinois Articulation Initiative Member—review all Illinois institution syllabi for IAI guidelines. Attend 4 meetings/year to represent and evaluate both Speech Communication and General Education. (2004-2006)

Director/Co-creator of Basic Course e-portfolio (SPC 103 & SPC 105; requested by Assoc Provost for assessment purposes -- 2003)

Chair, Graduate Program Review Committee for Biological Sciences (2000)

North Central Association/Higher Learning Commission: “Assessment Think Tank” member
 2005-2006 Advisory group: Provided detailed feedback on “Assessment Institute”
 2004-2005 Advisory group: Provided detailed feedback on “Assessment of Student Learning” criteria

COM Courses Taught at Westmont

Messages, Meaning, and Culture (006)	Internships (190/SS)
Public Speaking (015)	Senior Seminar (196/R)
Research Methods in Communication (098)	Health Communication (195)
Interpersonal Communication (110)	

Courses Taught at SIUE

Undergraduate Courses Taught

Interpersonal Communication Skills	Theories of Communication
Public Speaking	Senior Project in Speech Communication
Small Group Communication	Interpersonal Conflict Management
Interracial Communication	Nonverbal Communication
Interpersonal Comm Theory & Application	Family Communication
Interviewing	"Hot Topics in Biology" (6 units)
Research Methods in Communication	

Independent Study Seminars

Conflict Management, Interpersonal Adaptation in Relationships, Interracial Communication, Health Communication

Graduate Courses

Research Methods in Communication

Communication Theory

Group Communication

Interpersonal Communication

*Research Methods in Counseling (at Covenant Seminary). This course prepares them for passing the research portion of their licensure exam.

*Group Communication, Dynamics, and Counseling (at Covenant Seminary)

Service at Westmont

Search Committees as external dept member: BIO, KINS (7 yrs of searches), Campus Pastor, CDC, Physics, Dean of Curriculum and Educational Effectiveness

IRB chair (Fa2012-Sp2015)

IRB member (2011-2012)

Program Review Committee (2 years)

Student Life Committee (2 years)

Preview days (Dept table, faculty-student forum talk, small group session for potential COM)

Assessment consulting

Advise 28-35 students each semester

Program review for Com dept (annual and 6 year)

Service at SIUE

Department

Basic Course Director (1996-2003)

Director of Assessment, Speech Communication department

Head, Interpersonal Track: Curriculum Development & Assessment Plan

Teaching Assistant Training & Development (1996-2003, 2005-6)

Chair, Assistant Professor Search Committee

Advising for Majors & Minors, Undergraduates & Graduates

Merit Review Committee (2000-2005)

Curriculum Development, Interpersonal Track Chair (2002-2005)

Graduate Review Committee

College of Arts and Sciences

Chair, Curriculum Committee (1995-1999)

Desired Characteristics and Capabilities Committee (1995-1997)

Research & Projects Committee (2000-2005)

Advisor - Dean's Scholar

University

Faculty Senate (1996-1999, 2002-2005)

Faculty Development Council (2002-2005)

Curriculum Council (1996-1998)

Faculty Roles and Responsibilities (2002-2005)

Chair, Undergraduate Programs Committee (1998-1999)

Chair, Graduate Program Review Committee (for Biology, 2000-2001)

TA Training Workshops for all Teaching Assistants, Graduate School (1997-2007)

Faculty Mentor: Residence Halls

Faculty Advisor to Chancellor's Scholars and Dean's Scholars
Graduate Student Research Symposium Reviewer (1995, 2004)
Illinois Articulation Initiative member: Speech Communication & General Education
Committees (2004-2006)
Assessment – engaged in assessment efforts with Provost’s office: “Quantitative and Qualitative
Assessment of Senior Assignments”
Assessment Think Tank Member for North Central Association, Higher Learning Commission