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EDUCATION

Texas Tech University Agricultural Communications & Education, Ph.D. August 2020
Dissertation: *Public Opinion of Gene-Editing in Agriculture: A Mixed-Method Study of Online Media and Metaphors*
Dr. Courtney Meyers, Chair

Texas Tech University Agricultural Communications, M.S. December 2013
Thesis: *A Social Network Analysis of Texas Alliance for Water Conservation Producers*
Dr. David Doerfert, Chair

Kansas State University Agricultural Communications & Journalism, B.S. in Agriculture May 2012

ACADEMIC EXPERIENCE

Assistant Professor of Agricultural & Natural Resources Communications August 2021 - Present
Kansas State University: Department of Communications & Agricultural Education Manhattan, KS
Nine-month appointment: 50% teaching, 50% research

Assistant Professor of Agricultural Communications August 2020 - August 2021
New Mexico State University: Department of Agricultural & Extension Education Las Cruces, NM
Nine-month appointment: 75% teaching, 25% research; 75% Ag. Communications, 25% Ag. Economics

Doctoral Graduate Assistant September 2018 - August 2020
Texas Tech University: Department of Agricultural Education & Communications Lubbock, TX

INDUSTRY EXPERIENCE

Marketing Analyst & Biller Relations Manager September 2016 - August 2018
Fidelity Express: Sales & Marketing Team Sulphur Springs, TX

- Created marketing plans to reach consumers, prospective merchants, and 5,000+ current merchants
- Designed and disseminated marketing materials including videos, publications, retail signage, tradeshow booth production, events, and a new website in addition to developing a Salesforce merchant database
- Secured two multi-million-dollar, new business RFP bids from utility companies

Director of Member Services September 2015 - July 2016
Hageman Reserve: Executive Team Sulphur Bluff, TX

- Built and executed more than 250 custom experiences for members and private groups, and communicated across internal departments to ensure an outstanding experience for all from start to finish
- Created and implemented relationship marketing plan, engaging members to reach event capacity

Director January 2015 - September 2015
Paris Junior College: Educational Opportunity Center (TRIO) Paris, TX

- Directed student services team of six people to serve 1,100 clients annually from a ten-county service area
- Managed \$330,000 federal grant-funded budget to engage with community organizations, maintain staff, and assist clients by helping them overcome barriers to entering higher education
- Developed and coordinated client recruitment strategy driven by community relationship development

Education and Events Coordinator January 2014 - January 2015
Kansas Department of Agriculture: Agricultural Marketing, Advocacy & Outreach Team Manhattan, KS

- Wrote, designed, edited, and disseminated press, social, print and web content
- Program director of Farm to School Program, managed \$100,000 in USDA grants and provided support services to eight sub-grantee school districts from across the state
- Coordinated and promoted statewide events to showcase Kansas agriculture, including Neighbor-to-Neighbor Statewide Food Drive, Kansas Beef Month showcase, and Agri-Land at the Kansas State Fair

RESEARCH INTERESTS

Identifying effective elements and influencing factors of agricultural communications to create behavior change among target audiences in four major areas: engagement with natural resources, science communication, agribusiness communication, and the scholarship of teaching and learning.

SCHOLARSHIP

*graduate student

Peer Reviewed Journal Articles

Britton, L. L. & Hill, N. (Accepted). The kingmaker: Effective teaching approaches to agricultural policy. *Applied Economics Teaching Resources*.

Judd-Murray, R., Hill, N., Norris-Parish, S., & Hock, G. (2024). A multi-state agricultural literacy assessment of Extension professionals and volunteers. *Journal of Agricultural Education*, 65(2), 191-208.
<https://doi.org/10.5032/jae.v65i2.2481>

Underwood, M.*, Starzec, K., Hill-Sullins, N., & Weaber, R. (2024). Print grades prime: A quantitative analysis of producer communication preferences of U.S. beef breed association magazines through the lenses of uses, gratifications, and gatekeeping. *Journal of Applied Communications*, 108(1). <https://doi.org/10.4148/1051-0834.2501>

Rourke, C.*, Waggle, R. *, Hill, N., Ellis, J.D., & Starzec, K. (2023). Risk information seeking & processing of southeastern United States beef producers. *Advancements in Agricultural Development*, 4(4), 10–23.
<https://doi.org/10.37433/aad.v4i4.309>

Hill, N., Meyers, C., Nan, L., Doerfert, D., & Mendu, V. (2022). How does the public discuss gene-editing in agriculture? An analysis of Twitter content. *Advancements in Agricultural Development*, 3(2), 31–47.
<https://doi.org/10.37433/aad.v3i2.187>

Hill, N., Meyers, C., Nan, L., Doerfert, D., & Mendu, V. (2022). Persuasive effects of metaphors regarding gene-editing in agriculture. *Journal of Applied Communications*, 106(1), 1–21. <https://doi.org/10.4148/1051-0834.2416>

Hill, N., Elliot, M., & Meyers, C. (2021). Navigating transparent pork production: Analyzing visual attention of The Maschhoffs website. *Journal of Applied Communications*, 105(1), 1–16. <https://doi.org/10.4148/1051-0834.2352>

Waller, K., Hill, N., Meyers, C., McCord, A., and Gibson, C. (2020). The effect of infographics on recall of information about genetically modified foods. *Journal of Agricultural Education*, 61(3), 22–37.
<https://doi.org/10.5032/jae.2020.03022>

Book Chapters

Holt, J., Hill, N., Miller, H., & Rutherford, T. (2022). Visual communication. In R. Telg, T. Irani, K. Kent, & L. Lundy (Eds.), *Agricultural and natural resources communications*. <https://anrcommunications.org/>

Roberts, L., Hill, N., Holt, J., & Specht, A. (2022). Personal branding and communication. In R. Telg, T. Irani, K. Kent, & L. Lundy (Eds.), *Agricultural and natural resources communications*. <https://anrcommunications.org/>

Peer Reviewed Paper Presentations (Conference Proceedings)

Raley, L. *, Hill-Sullins, N., Ellis, J., Cozma, R., & Pavelock, M.* (2024, February 4-5). *Exploring the determinants of intentions of agritourism businesses to expand* [Paper presentation]. National Agricultural Communications Symposium, Atlanta, GA, United States.
First Runner-Up Distinguished Research Paper

Baughman, M.*, Starzec, K., Hill-Sullins, N., & Olson, K.C. (2024, February 4-5). *Flint Hills cattle ranchers' decision-making regarding herd productivity and rangeland management practices* [Paper presentation]. National Agricultural Communications Symposium, Atlanta, GA, United States.

Erramouspe, H. *, Kennedy, L., Doerfert, D., & Hill, N. (2023, September 18-20). *A case study using q methodology to explore the attitudinal orientation of sorghum producers toward sustainable agricultural practices* [Paper

presentation]. Western Region American Association for Agricultural Education Research Conference, Logan, UT, United States.

- Hill, N.,** Starzec, K., Underwood, M.*, Randolph, L., & Ellis, J. (2023, February 5-6). *Soil health motivations and barriers in the context of diffusion of innovations theory* [Paper presentation]. National Agricultural Communications Symposium, Oklahoma City, OK, United States.
Second Runner-Up Distinguished Research Paper
- Rourke, C.*, **Hill, N.,** Waggle, R., Ellis, J., & Starzec, K. (2023, February 5-6). *Risk it for the brisket: Southeast United States beef producer risk information seeking and processing* [Paper presentation]. National Agricultural Communications Symposium, Oklahoma City, OK, United States.
- Raley, L.* & **Hill, N.** (2022, October 6-8). *Controlling the burn: News media framing of rural wildfires* [Paper presentation]. North Central Region American Association for Agricultural Education Research Conference, Columbia, MO, United States.
- Hill, N.,** Claflin, K., Specht, A., & Hock, G. (2022, October 6-8). *Edutainment on the farm: a content analysis of tweets about Clarkson's Farm* [Paper presentation]. North Central Region American Association for Agricultural Education Research Conference, Columbia, MO, United States.
- Judd-Murray, R., **Hill, N.,** Norris, S., & Hock, G. (2022, September 19-21). *A multi-state agricultural literacy assessment of extension professionals and volunteers* [Paper presentation]. Western Region American Association for Agricultural Education Research Conference, Las Cruces, NM, United States.
- Hill, N.,** Meyers, C., Li, N., Doerfert, D., & Mendu, V. (2021, September 27-29). *A systematic metaphor analysis of gene-editing in agriculture in online U.S. news* [Paper presentation]. Western Region American Association for Agricultural Education Annual Conference, Bozeman, MT, United States.
- Kennedy, L., & **Hill, N.** (2021, September 27-29). *A case study: Communications strategies used to establish a school of veterinary medicine* [Paper presentation]. Western Region American Association for Agricultural Education Annual Conference, Bozeman, MT, United States.
- Hill, N.,** Meyers, C., Li, N., Doerfert, D., & Mendu, V. (2021, May 24-27). *Persuasive effects of metaphors regarding gene-editing in agriculture* [Paper presentation]. American Association for Agricultural Education Annual Conference, Virtual.
- Hill, N.,** Meyers, C., Li, N., Doerfert, D., & Mendu, V. (2020, September 21-23). *A descriptive analysis of Twitter content regarding gene-editing in agriculture* [Paper presentation]. Western Region American Association for Agricultural Education Research Conference, Virtual.
- Kennedy, L., **Hill, N.,** Akers, C., Doerfert, D., Chambers, T. & Cartmell, D. (2020, September 21-23). *Examining the influence of photography instructional methods on students' perceived learning experience* [Paper presentation]. Western Region American Association for Agricultural Education Research Conference, Virtual.
- Hill, N.,** Elliot, M. & Meyers, C. (2020, May 18-21). *Navigating transparent pork production: Analyzing visual attention of The Maschhoffs website* [Paper presentation]. American Association for Agricultural Education Annual Conference, Virtual.
- Hill, N.** (2020, June 16-19). *Effective strategies for connecting and engaging with students in large classes* [Oral presentation]. North American Colleges and Teachers of Agriculture Annual Conference, Virtual.
- Englishbey, A., Dinh, H., **Hill, N.,** Lawson, C., Opat, K., Oyugi, M., & Baker, M. (2020, April 20-23). *Do shopping and consumer habits influence confidence in the safety of meat products in Vietnam?* [Paper presentation]. Association for International Agricultural and Extension Education Annual Conference, St. Petersburg, FL, United States.
- Hill, N.,** Doerfert, D. L., Akers, C., & Meyers, C. (2014, May 20-23). *The capacity of Texas Alliance for Water Conservation (TAWC) producers to share information with other producers: A social network analysis of within and outside of project interaction* [Paper presentation]. American Association for Agricultural Education Annual Conference, Salt Lake City, UT, United States.

Hill, N. & Doerfert, D. L. (2013, November 4-7). *Social network analysis of West Texas farmers: Potential impact in disseminating research results and best practices* [Paper presentation]. American Water Resources Association Annual Water Resources Conference, Portland, OR, United States.

Poster and Abstract Presentations (Conference Proceedings)

Hill-Sullins, N. & Headrick, J. (2024, May 20-23). *Understanding graduate student perceptions of generative AI using an expectancy-value theory approach* [Research poster]. National American Association for Agricultural Education Annual Conference, Manhattan, KS, United States.

Hill-Sullins, N., Rourke, C.*, & Snethen, C.* (2024, February 8-9). *Enhancing voluntary grassland conservation programs: Insights from Logan and Gove county Kansas landowners* [Research abstract presentation]. Kansas Natural Resources Conference, Manhattan, KS, United States.

Erramouspe, H.*, Kennedy, L., Doerfert, D., & Hill, N. (2023, September 18-20). *Collecting Q methodology data through electronic distribution in Qualtrics™* [Research poster]. Western Region American Association for Agricultural Education Research Conference, Logan, UT, United States.

Chambers, A.*, Hock, G., & Hill, N. (2023, June 20-24). *College student perceptions of importance of Farm Bureau advocacy areas* [Research abstract presentation]. North American Colleges and Teachers of Agriculture Conference, Las Cruces, NM, United States.

Chambers, A.*, Hock, G., & Hill, N. (2023, June 20-24). *College student ranking of the USDA NIFA's high-priority areas* [Research poster]. North American Colleges and Teachers of Agriculture Conference, Las Cruces, NM, United States.

Clafin, K., Hock, G., Hill, N., & Specht, A. (2023, May 15-18). *Talking about diddly squat: A content analysis of tweets about Clarkson's Farm* [Research poster]. National American Association for Agricultural Education Annual Conference, Raleigh, NC, United States.

Hill, N., Starzec, K., Underwood, M., Randolph, L., & Ellis, J. (2023, February 9-10). *Social support, sifting, and systems: Overcoming land managers' barriers to soil health practice adoption* [Research abstract presentation]. Kansas Natural Resources Conference, Manhattan, KS, United States.

Rourke, C.*, & Hill, N. (2023, February 5-6). *Taking to TikTok: A content analysis on the dissemination of beef production information on TikTok* [Research poster]. National Agricultural Communications Symposium, Oklahoma City, OK, United States.

Underwood, M.*, Starzec, K., Hill, N., & Weaber, R. (2023, February 5-6). *Have you herd?: Beef producer communication preferences regarding print magazines* [Research poster]. National Agricultural Communications Symposium, Oklahoma City, OK, United States.

Hill, N., Orton, G*., & Kennedy, L. (2022, September 19-21). *Get out there: Self-authorship development across a 13-day photography course* [Research poster]. Western Region American Association for Agricultural Education, Las Cruces, NM, United States.

Raley, L.*, & Hill, N. (2022, June 11-14). *Brand awareness, perceptions, and communication preferences of specialty crop, non-profit organization membership* [Research poster]. Association for Communication Excellence Conference, Kansas City, MO, United States.

Underwood, M.*, Hill, N., Burke, K., Randolph, L., & Ellis, J. (2022, May 16-19). *Talking soil health: Sources for disseminating soil health information to Kansas producers* [Research poster]. National American Association for Agricultural Education Annual Conference, Oklahoma City, OK, United States.

Underwood, M.*, Hill, N., Burke, K., Randolph, L., & Ellis, J. (2022, March 30). *Talking soil health: Sources for disseminating soil health information to Kansas producers* [Research poster]. K-State Graduate Research, Arts, and Discovery Forum, Manhattan, KS, United States.

Raley, L.* & Hill, N. (2022, March 30). *Brand awareness, perceptions, and communication preferences of specialty crop, non-profit organization membership* [Research poster]. K-State Graduate Research, Arts, and Discovery Forum, Manhattan, KS, United States.

- Burke, K., **Hill, N.**, Randolph, L., Ellis, J., Underwood, M.*, and Hilgerson, S.* (2022, February 3-4). *Kansas crop and livestock producers' barriers to soil health practice implementation* [Abstract presentation]. Kansas Natural Resources Conference, Manhattan, KS, United States.
- Underwood, M.*, Randolph, L., Burke, K., Rogers-Randolph, T., Ellis, J., **Hill, N.** (February 13-14, 2022). *Communication preferences regarding soil health among Kansas producers* [Research poster]. National Agricultural Communications Symposium. New Orleans, LA, United States.
- Underwood, M.*, Randolph, L., Burke, K., Rogers-Randolph, T., Ellis, J., & **Hill, N.** (2022, February 3-4). *Communicating soil health across Kansas* [Research poster]. Kansas Natural Resources Conference, Manhattan, KS, United States.
- Schroeder, E.* & **Hill, N.** (2021, September 27-29). *Formstorming: Deepening the creative process* [Innovative idea poster]. Western Region American Association for Agricultural Education Annual Conference, Bozeman, MT, United States.
- Hollingsworth, S.* , **Hill, N.**, Edgar, D., & Robinson C. (2021, September 27-29). *Web development in agricultural communications undergraduate courses* [Research poster]. Western Region American Association for Agricultural Education Annual Conference, Bozeman, MT, United States.
- Hill, N.** (2021, September 27-29). *Novel to known: Utilizing systematic metaphor analysis methodology* [Innovative idea poster]. Western Region American Association for Agricultural Education Annual Conference, Bozeman, MT, United States.
- Spradley, K., **Hill, N.**, Henderson, S. & Kennedy, L. (2021, May 24-27). *A quantitative content analysis of COVID-19 communication on Texas agriculture organizations' websites* [Research poster]. American Association for Agricultural Education Annual Conference, Virtual.
- Spradley, K., **Hill, N.**, Henderson, S. & Kennedy, L. (2020, September 21-23). *A quantitative content analysis of COVID-19 communication on Texas agriculture organizations' websites* [Research poster]. Western Region American Association for Agricultural Education Research Conference, Virtual.
- Hill, N.** (2020, May 18-21). *The correlation between students accessing guided notes and total scores in an agricultural communications course* [Research poster]. American Association for Agricultural Education Annual Conference, Virtual.
- Hill, N.** (2020, May 18-21). *Handshakes and hellos: Using a brief introductory meeting assignment to improve perceptions of teacher immediacy* [Innovative idea poster]. American Association for Agricultural Education Annual Conference, Virtual.
- Kennedy, L. & **Hill, N.** (2020, May 18-21). *Turn out the lights: Using night photography to teach exposure to ACOM students* [Innovative idea poster]. American Association for Agricultural Education Annual Conference, Virtual.
- Kennedy, L. & **Hill, N.** (2020, May 18-21). *What'll be? Using an assignment menu in an ACOM publications course* [Innovative idea poster]. American Association for Agricultural Education Annual Conference, Virtual.
- Stanton, C., **Hill, N.**, Elliott, M., & Meyers, C. (2020, May 18-21). *Eye can see clearly now: Applications of eye-tracking technology in agricultural communications research* [Innovative idea poster]. American Association for Agricultural Education Annual Conference, Virtual.
- Spradley, K., **Hill, N.**, & Meyers, C. (2020, May 18-21). *Who stole Christmas? A sentiment analysis of social media posts related to tree-cutting ban in the southwest* [Research poster]. American Association for Agricultural Education Annual Conference, Virtual.
- Kieshnick, L., Meyers, C., & **Hill, N.** (2020, May 18-21). *Comparing U.S. and Australian Twitter content during extreme drought conditions* [Research poster]. American Association for Agricultural Education Annual Conference, Virtual.
- Hill, N.** (2019, September 17-19). *The correlation between students accessing guided notes and total scores in an agricultural communications course* [Research poster]. Western Region American Association for Agricultural Education Research Conference, Anchorage, AK, United States.

- Hill, N. (2019, September 17-19). *Handshakes and hellos: Using a brief introductory meeting assignment to improve perceptions of teacher immediacy* [Innovative idea poster]. Western Region American Association for Agricultural Education Research Conference, Anchorage, AK, United States.
- Hill, N. (2019, September 17-19). *Throw what you know: Encouraging student learning ownership by introducing knowledge management* [Innovative idea poster]. Western Region American Association for Agricultural Education Research Conference, Anchorage, AK, United States.
- Kennedy, L. & Hill, N. (2019, September 17-19). *Turn out the lights: Using night photography to teach exposure to ACOM students* [Innovative idea poster]. Western Region American Association for Agricultural Education Research Conference, Anchorage, AK, United States.
- Kennedy, L. & Hill, N. (2019, September 17-19). *What'll be? Using an assignment menu in an ACOM publications course* [Innovative idea poster]. Western Region American Association for Agricultural Education Research Conference, Anchorage, AK, United States.
- Stanton, C., Hill, N., Elliott, M., & Meyers, C. (2019, September 17-19). *Eye can see clearly now: Applications of eye-tracking technology in agricultural communications research* [Innovative idea poster]. Western Region American Association for Agricultural Education Research Conference, Anchorage, AK, United States.
- Kieshnick, L., Meyers, C., & Hill, N. (2019, September 17-19). *Comparing U.S. and Australian Twitter content during extreme drought conditions* [Research poster]. Western Region American Association for Agricultural Education Research Conference, Anchorage, AK, United States.
- Hill, N. & Meyers, C. (2019, June 24-27). *Lettuce entertain you: The prevalence of humor on Twitter during a 2018 romaine lettuce recall* [Research poster]. Association for Communication Excellence Annual Conference, San Antonio, TX, United States.
- Hill, N. & Doerfert, D. L. (2013, September 23-25). *Identifying the information exchange patterns that exist within an agriculture production demonstration project through the use of social network analysis* [Research poster]. Western Region American Association for Agricultural Education Research Conference, Lubbock, TX, United States.
- Hill, N. & Doerfert, D. L. (2013, September 23-25). *Using NodeXL for social network analysis and adoption-related research* [Innovative idea poster]. Western Region American Association for Agricultural Education Research Conference, Lubbock, TX, United States.
- Hill, N. & Meyers, C. (2013, May 21-24). *Drawing on deeper understanding: Using concept maps to encourage critical thinking in agricultural communications* [Innovative idea poster]. American Association for Agricultural Education Annual Conference, Columbus, OH, United States.
- Hill, N. & Meyers, C. (2013, February 2-5). *Drawing on deeper understanding: Using concept maps to encourage critical thinking in agricultural communications* [Innovative idea poster]. Southern Association of Agricultural Scientists Annual Meeting, Orlando, FL, United States.

Graduate Student Committees

M.S. Thesis Option – Chaired

Lauren Raley [KSU AGCOM]: Completed May 2023, *Kansas agritourism business owners' perception of communication practices and intentions to expand business development*

Creigh Rourke [KSU AGCOM]: Completed May 2023, *Celebrity vs. influencer endorsements: How commodity organizations can influence consumer behavioral intention change*

M.S. Thesis Option – Committee Member

Completed

Madison Baughman [KSU AGCOM]: Completed May 2023, *Innovative Flint Hills cattle ranchers' decision-making regarding herd productivity and rangeland management practices: a qualitative study*

Wilhelmina Antwi [KSU MCOM]: Completed May 2023, *Demystifying science: Insights on the challenges of science communication in Ghana*

Megan Underwood [KSU AGCOM]: Completed December 2022, *The uses and gratifications of beef cattle breed association magazines for United States beef cattle producers*

Haleigh Erramouspe [TTU ACOM]: Completed December 2022, *A case study using Q methodology to explore the attitudinal orientation of High Plains sorghum producers toward sustainable agricultural practices*

In Progress

Mary Ware [KSU BIO]: Anticipated May 2026

Adrian Sulivant [KSU ACOM]: Anticipated December 2024

Brady Wolken [KSU HNR]: Anticipated December 2024

M.S. Project Option – Chaired

Completed

Sydney Hollingsworth [NMSU AXED]: Completed May 2021, *Teaching web development in agricultural communications undergraduate courses*

In Progress

Hannah Chumchal [KSU AGCOM]: Anticipated May 2024

M.S. Project Option – Committee

Robin Starkenburg [KSU MCOM]: Completed May 2023, *Impact of farm shows on precision agriculture adoption*

Alicyn Monita [NMSU AXED]: Completed December 2020, *Advocating within my community*

Kalyn Hazen [NMSU AXED]: Completed December 2020, *Marital and family relations influence on agriculture teacher job satisfaction*

Ph.D. – Committee

Carlie Snethen [KSU LEAD COMM]: Anticipated May 2025

Jana Thomas [KSU LEAD COMM]: Anticipated December 2025

GRANTSMANSHIP

Funded

North Central Region Sustainable Agriculture Research and Education – Graduate Student Grant (2024-2027)

Creating a Framework to Facilitate Land Management Relationships Between Non-Operating Landowners and Beginning Producers. Award: \$14,906. **Hill-Sullins, N.** & Wineman, C.* Partners: Rooted Ag, KSU Land Link.

Lead PI

KSU – Global Food Systems Seed Grant (2024-2026)

Encouraging Agritourism Business Expansion in Kansas. Award: \$192,697. **Hill-Sullins, N.**, Boyer, C., Mui, R. Partners: Kansas Agritourism Program, Kansas Farm Bureau, Kansas Sampler, Network Kansas. **Lead PI**

Playa Lakes Joint Venture (2023)

Grassland Management Social Science Literature Review. \$6,000. **Hill-Sullins, N.** & Rourke, C.* **Lead PI**

USDA - Farm Production and Conservation - Natural Resources Conservation Service (2023)

Identifying Urban Communities' Technical Assistance Needs. Award: \$20,000. Starzec, K., Aenlle, J., & **Hill-Sullins, N.** Partners: Kansas Association of Conservation Districts. **Co-PI**

USDA AMS – Federal-State Marketing Improvement Program (2022-2025)

Kansas Specialty Livestock Barriers & Opportunities to Market Expansion. Award: \$104,006. Britton, L., **Hill, N.**, Wefald, K., Dobbins, J., & Acedo, S. Partners: KSU Dept. of Agricultural Economics, Kansas Dept. of Agriculture

Walmart Foundation (2022-2024)

Developing Southern High Plains Grassland Conservation Strongholds. **Hill., N.** & Sullins, D. subaward under Bain, M., et al. KSU Subaward: \$75,000. Total: \$1,400,000. Partners: KSU Dept. of Horticulture & Natural Resources; The Nature Conservancy; Playa Lakes Joint Venture. **Lead PI**

National Fish & Wildlife Foundation – Southern Plains Grassland Program (2022-2024)

A Pilot for Developing Southern Plains Grassland Strongholds. KSU Subaward: \$25,000. Total: \$749,291. **Hill., N.** & Sullins, D. subaward under Bain, M. et al. Partners: KSU Dept. of Horticulture & Natural Resources; The Nature Conservancy; Playa Lakes Joint Venture. **Lead PI**

Kansas Soybean Commission (2022-2024)

Development of Infographics and Soy-based Products Based on College Students Perceptions of Soy-based Products. Award: \$89,087. Getty, K., Hill, N., & Whitehare, K. Partners: KSU Dept. of Food Science; KSU Housing & Dining Services. **Co-PI**

Kansas Beef Council (2022)

Beef Producer Attitudes, Perceptions and Preferences Survey. Hill, N. & Britton, L. Awarded: \$12,851. Partners: KSU Dept. of Agricultural Economics. **Lead PI**

USDA Natural Resources Conservation Service (2021-2024)

Building Soil Health Connections with Kansas Producers Through the Social Dimension. Awarded: \$270,000. Burke, K., Randolph, L., Hill, N., & Ellis, J. *Not involved in the application process but joined after beginning KSU faculty role.*

USDA AFRI Education & Workforce Development Program (2021-2026)

Impacting Career Engagement in Agricultural, Consumer and Environmental Sciences. Edgar, D., Norris, S., Hill, N., & Frazee, S. Awarded. \$613,590. Partners: NMSU Extension; Office of Indian Resources Development. **Co-PI**

USDA NIFA Hispanic Serving Institutions (HSI) Education (2021-2025)

Young Agri-Scientists: Connecting Diverse Students to Each Other and FANH Careers Through Experiential Learning in Mentored Research and Science Communication. Awarded: \$975,314. Frazee, S., Hill, N., Hodnett, F., Ritz, R., Gibson, C., & McCallister D. Partners: TTU Depts. of Agricultural Education & Communications; Agricultural Economics. **Co-PI**

TEACHING EXPERIENCE

Kansas State University: Department of Communications & Agricultural Education – Assistant Professor

AGCOM 916, Communication Theories & Engagement

F23, F24

- At the intersection of communication theory and engagement, students in this graduate-level course use communication theory to review, reflect, discuss, and write about organizations, social influence, and mass media as they pertain to community-engaged research.

AGCOM 810, Scientific Communication

F22, F23, F24

- This graduate-level course focuses on how to communicate research findings through scholarly writing, visually appealing data, presentations, as well as communication to non-research audiences.

AGED 810, Social Data Analysis in Communications & Agricultural Education

SP22, 23

- This graduate-level course takes an applied approach to organizing data, analyzing it according to research and evaluation objectives and/or hypotheses, using descriptive and inferential statistics via SPSS, and interpreting data related to social science.

AGCOM 635, Advanced Multimedia Production in Agriculture & Food

SP24

- Students learn the techniques of scientific storytelling in the context of agriculture through still photography, short-form videography, and narrative writing for dissemination through digital multimedia platforms.

AGCOM 210, Layout & Design Principles

SP22, 23, 24

- Principles of graphic design and photography are learned through application in Adobe Creative, primarily Illustrator and Lightroom, to create foundational brand materials for Kansas businesses or non-profits.

AGCOM 222, Agricultural Business Communications

F21, SP22, F22, SP23

- Students build written, visual, and oral communication skills through practical agricultural business applications.

AGCOM 590, New Media Technologies

F21

- Students identify methods of optimizing tools in the ever-evolving realm of digital media to communicate about agriculture and natural resources topics to diverse audiences

New Mexico State University: Department of Agricultural & Extension Education – Assistant Professor

AXED 5302, Risk & Crisis Communication in Agricultural, Consumer, and Environmental Sciences

SU22

- Graduate students learn and apply theory and strategy to recognize and address a potential agricultural risks and crises.

AXED 300, Special Problems – Digital Imaging in Agriculture SU21

- Students are introduced to the fundamental principles and skills of photography including style, composition, and equipment while developing a portfolio based on experiential learning

AXED 300, Special Problems – Introduction to Agricultural Web Design SP21

- Website user experience, coding and design skills are built and applied by the student to create a live personal portfolio website that demonstrates their professional skills and experiences

AEEC 313, Food and Agriculture Sales SP21

- Students learn and apply, through exams and role play, professional selling models, management, and skills in preparation for traditional and non-traditional sales roles

AXED 240, Introduction to Agricultural Communications FA20

- This course develops student knowledge, understanding, skills and particular interests in agricultural communications in terms of exploring history, theory, skill application and career pathways.

AXED 300, Special Problems – Graphic Design Software Introduction F20

- Students learn graphic design and branding principles as well as practice basic skills in using Adobe Illustrator, Photoshop and InDesign software to create and critique visual communication materials.

Texas Tech University: Department of Agricultural Education & Communications – Lead Instructor

ACOM 2200, Professional Development in Agricultural Communications SP20

- This exclusively online course prepares students for success in the job market and on the job with a focus on job applications, business etiquette, event planning and professionalism.

ACOM 2302, Scientific Communications in Agriculture and Natural Resources F18, SP19, F19

- In this writing intensive course, students improve written, visual, and oral communications to a lay audience through professional, business and research writing.

Paris Junior College: Communications & Fine Arts Division – Adjunct Instructor

COMM 1307, Introduction to Mass Communications F15 - SP20

- Foundations of mass communications are explored and reflected upon through writing assignments.

INVITED PRESENTATIONS

Aenlle, J.V., Hill-Sullins, N., & Starzec, K. (2024, February 4-5). *How to develop, maintain, and engage an industry advisory board* [Roundtable discussion]. 2024 National Agricultural Communications Symposium, Atlanta, GA, United States.

Hill-Sullins, N. (2023, November 11). *Designing data visualizations for research poster presentations*. [Guest lecture]. ASI 560: Course-Based Undergraduate Research in Animal Sciences & Industry, Kansas State University, Manhattan, KS, United States.

Hill-Sullins, N., Rourke, C.*, & Snethen, C.* (2023, October 27). *Enhancing voluntary grassland conservation programs: Insights from Logan and Gove County Kansas landowners*. [Presentation]. Lesser Prairie-Chicken Landowner Alliance meeting, Virtual.

Britton, L. & Hill-Sullins, N. (2023, October 20). *Kansas specialty livestock producer survey results and future directions*. [Presentation]. 2023 Kansas Sheep Association Annual Meeting, Manhattan, KS, United States.

Hill, N. (2023, September 11). *From awareness to action: Communication's role in conservation*. [Presentation]. Kansas State University Chapter of The Wildlife Society meeting, Manhattan, KS, United States.

Hill, N. (2023, September 11). *Data visualization in science communication*. [Webinar]. Kansas Science Communication Initiative, Kansas State University, Manhattan, KS, United States.

Hill, N. (2023, August 29). *The art of scientific presentations: Visual communication*. [Guest lecture]. ASI 890: Graduate Seminar in Animal Science and Industry, Kansas State University, Manhattan, KS, United States.

- Hill, N. & Starzec, K. (2023, May 8). *Incorporating problem-based learning through client projects*. [Oral presentation]. Teaching and Learning Center's Annual Scholarship of Teaching and Learning (SoTL) Showcase, Kansas State University, Manhattan, KS, United States.
- Hill, N. (2023, April 11). *Designing posters to communicate research findings*. [Guest lecture]. AGCOM 425: Undergraduate Research in Agricultural Communications, Kansas State University, Manhattan, KS, United States.
- Hill, N. (2022, October 31). *The art of scientific presentations: Visual communication*. [Guest lecture]. ASI 560: Course-Based Undergraduate Research in Animal Sciences & Industry, Kansas State University, Manhattan, KS, United States.
- Hill, N. (2022, September 27). *How do I build my credibility?* [Guest lecture]. GENAG 201, Leadership for Agriculture Advocacy, Kansas State University, Manhattan, KS, United States.
- Hill, N. (2022, September 6). *The art of scientific presentations: Visual communication*. [Guest lecture]. ASI 890: Graduate Seminar in Animal Science and Industry, Kansas State University, Manhattan, KS, United States.
- Hill, N. (2022, July 7). *Water policy in Kansas*. [Facilitated discussion]. Kansas Farm Bureau Water Policy Development Listening Tour, Dodge City, KS, United States.
- Hill, N. (2022, January 28). *Science communication*. [Guest lecture]. NRT NSF Research Traineeship Program Seminar, Kansas State University, Manhattan, KS, United States.
- Hill, N. & Elliot, M. (2021, November 4). *Navigating transparent pork production: Analyzing visual attention of The Maschhoffs website*. [Webinar]. Learning Community: 2021-2022 ACE Professional Development Webinar Series, Association for Communication Excellence, Virtual.
- Hill, N. & Loganbill, K. (2021, November 3). *Engaging today's consumers: Relating the science of the food industry*. [Conference session]. 11th Annual NIAA Antibiotics Symposium, National Institute for Animal Agriculture, Kansas City, MO, United States.
- Hill, N. (2021, October 12). *Powerful presentation skills*. [Workshop]. Communication, Media & Stakeholder Training, Kansas Farm Bureau, Manhattan, KS, United States.
- Hill, N. (2021, September 21). *How do I build my credibility?* [Guest lecture]. GENAG 201, Leadership for Agriculture Advocacy, Kansas State University, Manhattan, KS, United States.
- Hill, N. (2021, September 8). *Stepping up on social media for students & stakeholders* [Workshop], Kansas Center for Career & Technical Education - Ag Webinar Series, Virtual.
- Hill, N. (2021, July 27). *Stepping up on social media for students & stakeholders* [Workshop], Kansas Career & Technical Education Summer Conference, Manhattan, KS, United States.
- Hill, N. (2021, May 26). *Choices in Agricultural Communications Careers* [Panel Speaker], Women in Agriculture Leadership Conference, Virtual.
- Hill, N. (2020, November 4). *Prepare, practice, present: Public speaking with confidence* [Workshop], New Mexico Agricultural Leadership Program Session, Las Cruces, NM, United States.
- Hill, N. (2020, October 22). *Virtual recruitment: Increasing attendance and engagement* [Guest Lecture, College of ACES Ambassadors]. ACES 305, Advanced Leadership and Communication in Agricultural Sciences, New Mexico State University, Las Cruces, NM, United States.
- Hill, N. (2020, September 23 - 24). *Strengthening your social presence* [Guest lecture]. ACES 1120, Freshmen Orientation, New Mexico State University, Las Cruces, NM, United States.
- Hill, N. (2020, September 22). *Career pathways in agricultural communications* [Guest lecture]. AXED 1110, Introduction to Agricultural, Extension, and Technology Education, New Mexico State University, Las Cruces, NM, United States.

- Hill, N., & Norris, S. (2020, September 3). *Maintaining engagement in a virtual world* [Workshop]. University of Florida Beginning Agriscience Teacher Support Program, Virtual.
- Hill, N., & Norris, S. (2020, August 21). *Maintaining engagement in a virtual world* [Workshop]. New Mexico Beginning Agriscience Teacher Support Program 2020 Kick-Off, Virtual.
- Hill, N., & Meyers, C. (2020, March 5). *Effective strategies for connecting and engaging with students in large classes* [Conference session]. Advancing Teaching and Learning Conference, Lubbock, TX, United States. <https://www.depts.ttu.edu/tlpsc/Conferences/atalc.php>
- Hill, N. (2020, February 26). *Beyond the story: Pushing your article through different mediums* [Lecture]. ACOM 4310, Development of Agricultural Publications, Texas Tech University, Lubbock, TX, United States.
- Hill, N. (2020, February 12). *Resumes that rake it in* [Lecture]. ACOM 2302, Scientific Writing in Agriculture and Natural Resources, Texas Tech University, Lubbock, TX, United States.
- Hill, N. (2020, January 28). *Color and graphics for the web* [Lecture]. ACOM 3311, Web Design in Agricultural Sciences and Natural Resources, Texas Tech University, Lubbock, TX, United States.
- Hill, N. (2019, October 31). *Using filters and clipping masks in Photoshop* [Lecture]. ACOM 2305, Digital Communications in Agriculture, Texas Tech University, Lubbock, TX, United States.
- Hill, N. (2019, October 29). *Adjusting color in Photoshop* [Lecture]. ACOM 2305, Digital Communications in Agriculture, Texas Tech University, Lubbock, TX, United States.
- Hill, N. & Moore, A. (2019, July 24). *Media Training 101* [Training presentation]. Texas Youth Livestock & Agriculture - Livestock Ambassador Leadership Training Program. Lubbock, Texas.
- Hill, N., Stanton, C., & Irlbeck, E. (2019, June 26). *Check the box: A six section checklist for online instructional design* [Professional development session]. Association for Communication Excellence Annual Conference, San Antonio, TX, United States.
- Meyers, C., Ritz, R., Hill, N. & Elliot, M. (2019, April 10). *Encouraging water conservation on the Texas High Plains: Community-based social marketing in action* [Conference session]. Texas Tech University Regional Engaged Scholarship Symposium, Lubbock, TX, United States.
- Hill, N. (2019, March 4). *Beyond the story: Pushing your article through different mediums* [Lecture]. ACOM 4310, Development of Agricultural Publications, Texas Tech University, Lubbock, TX, United States.
- Hill, N. (2018, September 18). *Levelling up your college experience* [Lecture]. ISI 1100, Raider Ready, Texas Tech University, Lubbock, TX, United States.

MEMBERSHIP IN PROFESSIONAL SOCIETIES

Gamma Sigma Delta	2022 - Present
National Agri-Marketing Association	2021 - Present
American Agricultural Editors' Association	2020 - Present
American Association for Agricultural Education	2018 - Present
North Central Region, American Association for Agricultural Education	2021 - Present
Association for Communication Excellence	2018 - Present
North American Colleges and Teachers of Agriculture	2020 - 2022
Western Region, American Association for Agricultural Education	2018 - 2021

SERVICE

National

North Central Region, American Association for Agricultural Education Research Committee Member	2022 - 2025
Invasive Woody Plant NRCS Conservation Innovation Grant, Advisory Team Member	2022 - Present
<i>Journal of Applied Communications</i> , Reviewer	2020 - Present

AAEA the Ag Communicators Network, Membership Committee Member	2021-2023
American Association for Agricultural Education, Research Poster Reviewer	2019 - 2022
National Agricultural Alumni & Development Association, Publications & Projects Awards Judge	2020 - 2021
Association for Communications Excellence, Outstanding Thesis Award Judge	2021
Livestock Publications Council Awards Contest, Judge	2021
North American Colleges and Teachers of Agriculture, Campus Ambassador	2021
Western Region, American Association for Agricultural Education	
Research Committee Member	2020 - 2021
Research Poster Reviewer	2019 - 2021

State

Friends of the Konza Prairie, Advisory Board Member	2022 - Present
Board President, 2024-2026	
Kansas FFA, Ritual LDE, Judge	2021
New Mexico FFA, Creed Speaking LDE, Judge	2021
New Mexico FFA District II, Greenhand Creed Speaking LDE, Judge	2020
New Mexico State Fair, Senior Public Speaking Contest, Judge	2020
New Mexico FFA Association, State Officer Selection, Round Robin Judge	2020
Idaho FFA Association, Extemporaneous Public Speaking Leadership Development Event, Judge	2020
Texas FFA Association, Agricultural Communications Career Development Event, AP Style Test Manager	2019

University

KSU Leadership Communication Doctoral Program, Leadership Committee Member	2022 - Present
KSU Teaching Facilities Work Group Member	2023 - 2024
Texas Tech Graduate Research Poster Competition, Reviewer	2020
Texas Tech Undergraduate Research Conference, Reviewer	2019

College

Five-Year Review Committee for <i>Department Head</i> , Jason Ellis	2023
KSU National Agri-Marketing Association Student Chapter, Co-Advisor	2021 - 2024
Marketing Competition – <i>Fibes: Upcycled chips</i> , Semi-Finalist Team, 2024	
Marketing Competition – <i>Nitro-Boost ST: Soil microbes to stimulate nitrogen</i> , Semi-Finalist Team, 2023	
Marketing Competition – <i>Wild Acres: Kernza-based craft lager</i> , Fifth Place Team, 2022	
Agricultural Sales Competition – Third Place, Philip Hodges; Finalist, Reagan Hoskin, 2022	
KSU Gamma Sigma Delta Undergraduate Research Showcase, Judge	2022
NMSU National Agri-Marketing Association Student Chapter, Co-Advisor	2021
Marketing Competition – <i>Curious Cow: Shelf-stable Flavored Milk</i> , Second Place Team, 2021	
Agricultural Sales Competition – Finalist, Paden McDermid, 2021	

Department

KSU Agricultural & Natural Resources Communications Student Advancement Team, Advisor	2021 - Present
KSU Agricultural & Natural Resources Communications, Advisory Board Coordinator	2021 - Present
Search Committee for <i>Communications and Marketing Specialist</i>	2023
NMSU Department of Agricultural Education & Extension, Website Redesign	2021
NMSU Agricultural Communicators of Tomorrow, Advisor	2020 - 2021
2021 Critique and Contest – Advertisement Design, 2 nd Place – Annalisa Miller	
Logo Design, 2 nd Place – Annalisa Miller	
Black and White Photo, 3 rd Place – Kyler Bowerman	
People Photo, 2 nd Place – Sofia Uvina	
People Photo, 1 st Place – Kyler Bowerman	
NMSU Fall 2020 Virtual Commencement Ceremony, Planner	December 2020

HONORS & AWARDS

First Runner-Up Distinguished Research Paper, National Agricultural Communications Symposium	2024
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Raley, L. *, **Hill-Sullins, N.**, Ellis, J., Cozma, R., & Pavelock, M.* *Exploring the determinants of intentions of agritourism businesses to expand.*

Second Runner-Up Distinguished Research Paper, National Agricultural Communications Symposium	2023
Hill, N. , Starzec, K., Underwood, M.*, Randolph, L., & Ellis, J. <i>Soil health motivations and barriers in the context of diffusion of innovations theory.</i>	
Outstanding People's Choice Poster, Runner Up, Association for Communication Excellence	2022
Raley, L.* & Hill, N. <i>Brand awareness, perceptions, and communication preferences of specialty crop, non-profit organization membership.</i>	
Faculty of the Semester, KSU College of Agriculture Student Council	2022
Outstanding Dissertation, Association for Communication Excellence	2021
NACTA Graduate Student Teaching Award	2020
Helen DeVitt Jones Graduate Fellowship Recipient	2012-2013, 2019-2020
Outstanding Innovative Idea Poster, Western Region American Association for Agricultural Education	2019
Stanton, C., Hill, N., Elliott, M., & Meyers, C. <i>Eye can see clearly now: Applications of eye-tracking technology in agricultural communications research</i>	
Excellent Poster Design - Innovative Idea, Western Region American Association for Agricultural Education	2019
Kennedy, L. & Hill, N. <i>What'll it be? Using an assignment menu in an ACOM publications course</i>	
People's Choice Award - Research Poster, Western Region American Association for Agricultural Education	2019
Hill, N. <i>The correlation between students accessing guided notes and total scores in an agricultural communications course.</i>	
Distinguished Research Poster Award, Association for Communication Excellence	2019
Hill, N. & Meyers, C. <i>Lettuce entertain you: The prevalence of humor on twitter during a 2018 romaine lettuce recall.</i>	
Scholarship Award, Western Region American Association for Agricultural Education	2019
Outstanding Thesis, Association for Communication Excellence	2014
2 nd Place Master's Thesis in Social Sciences Category, Texas Tech University Graduate School	2014
American FFA Degree, National FFA Organization	2010

ENGAGEMENT FEATURES

- Varner, S. (Host), Britton, L. L., & **Hill-Sullins, N.** (Guests), (2023, December 18). Meat demand monitor...specialty livestock challenges (No. 1582) [Audio podcast episode]. In *Agriculture Today*. Kansas State University. <https://agtodayksu.libsyn.com/1582-meat-demand-monitorspecialty-livestock-challenges>
- Varner, S. (Host), Starzec, K., & **Hill-Sullins, N.** (Guests), (2023, February 7). Soil health practice adoption...how to make it through spring with low forage supply (No. 1363) [Audio podcast episode]. In *Agriculture Today*. Kansas State University. <https://agtodayksu.libsyn.com/1363-soil-health-practice-adoption-how-to-make-it-through-spring-with-low-forage-supply>
- Hill, N.**, Dormody, T., Skelton, P., & Stogner, B. (2021, May). Constructing keyhole gardens to teach agriscience and agricultural literacy. *The Agricultural Education Magazine*, 93(6), 17-20. <https://bit.ly/3xmA9qj>
- Hill, N.** (2021, May 6). Photography tips for quick inspiration. *AAEA - The Ag Communicators Network: The Byline in Brief*. <http://agcommnetwork.com/photography-tips-for-quick-inspiration/>
- Kennedy, L. & **Hill, N.** (2020, October 14). Backpacking the Teton Crest Trail. *Backwoods*. <https://backwoods.com/blog/backpacking-the-teton-crest-trail>

SELECT PROFESSIONAL DEVELOPMENT

Conservation Easement Essentials Workshop, Ranchland Trust of Kansas	May 2023
K-State Way for University Partners Faculty Development Training, KSU Foundation	May 2023
K-State Ag Research Scholars Program participant	2021 - 2022

ACUE Microcredential in Inclusive Teaching for Equitable Learning	2021
NMSU Principal Investigator Academy, NMSU Research Administration Services	2020 - 2021
Ag Media Summit conference attendee	2019, 2020, 2021
“Teaching Students How to Learn”, NMSU Teaching Academy	August 2020
Teaching and Career Enhancement (TEACH) Fellow	2019 - 2020
Texas Tech University, Teaching Learning and Professional Development Center (TLPDC)	
Texas Tech Graduate Writing Center Consultant	January - May 2019
“Considering Mental Health with Today's Students”, Texas Tech TLPDC	November 2019
“Maintaining Presence in the Online Classroom”, Texas Tech TLPDC	November 2019
“Transparent Assignment Design: Using a Purpose-Task-Criteria Framework”, Texas Tech Office of Planning and Assessment	October 2019
Groundwork Teaching Program, Texas Tech TLPDC	January 2019

TECHNICAL SKILLS

Adobe Illustrator	SalesForce
Adobe InDesign	Microsoft Office Suite
Adobe Lightroom Classic CC	Associated Press Style
Adobe Photoshop	FujiFilm Camera Systems
Adobe Dreamweaver	Landscape, Portrait & Commercial Photography
Wordpress Website Development	Mac and Windows Operating Systems
Wix Website Development	Tobii Pro Eye Tracking Hardware and Software
Digital User Experience Development	SPSS