

# Lauren H. Loyless

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## **Professional Experience**

- 2021 - Present     Social Scientist - Risk Communication  
                         U.S. Army Corps of Engineers (USACE)  
                         Dam and Levee Safety Program
- 2020 - 2021        Public Affairs Specialist  
                         Department of Homeland Security - FEMA Region 6
- 2019 - 2020        Director of Communications  
                         John Paul II High School
- 2017 - 2019        Assistant Director of Communications  
                         Highland Park ISD
- 2014 - 2017        Director of Communications & Executive Director of  
                         LISD Education Foundation  
                         Lindale ISD
- 2013 - 2014        Marketing and Advertising Coordinator  
                         Comcast Spotlight

## **Education**

Ph.D., (Expected May 2023) The University of Texas at Dallas, School of Economic, Political and Policy Sciences, Public Affairs

M.S., West Virginia University, Reed College of Media, Integrated Marketing Communications, 2016

*\*Graduate With Distinction (4.0)*

B.A., The University of Mississippi, Journalism, Public Relations, and International Studies, 2013

*\*Chancellor's Honor Roll 2011-2013*

*\*Magna Cum Laude (3.9)*

*\*School of Journalism and New Media Class Marshal*

*\*Associated Press: First Place Best Newscast 2011*

*\*Kappa Tau Alpha Honor Society*

*\*Phi Kappa Phi Honor Society*

*\*Gamma Beta Phi Honor Society*

*\*The National Society of Collegiate Scholars*

### **Scholastic Recognitions and Honors**

Nominated for the [2022 P.E.O. Scholar Award](#)

*The P.E.O. Scholar Awards are one-time, competitive, merit-based awards intended to recognize and encourage academic excellence and achievement by women in doctoral-level programs. These awards provide partial support for study and research.*

Recipient of the American Society for Public Administration ([ASPA](#)) [2022 Founders' Fellowship](#)

### **Under Review**

Facebook and Texas School Bond Elections: Localizing Facebook's Influence on Bond Passage  
(with James R. Harrington and Katie L. Robinson)

Competence in Virtual Communication: Remote Transformational Leadership

### **Working Manuscripts**

Under the Bright Friday Night Lights: Examining the Relationship between Accountability Ratings and School Bonds for Stadiums in Texas (with James R. Harrington and Katie L. Robinson )

### **Invited Talks**

Loyless, L.H., Benavides, A., Ackers, B., Armstrong, E., and Ayala, J. (2020, October)  
COVID-19 and the Emergency Management Response with FEMA. North Texas  
American Society for Public Administration (ASPA). [Virtual panel](#) with the University of  
North Texas.

Loyless, L.H., Huang, Philip., Gates J., (2021, May) COVID-19 North Texas Response: A panel discussion in collaboration with The Institute for Urban Policy Research at The University of Texas at Dallas. DFW Chapter of the Scholars Strategy Network. [Virtual panel.](#)

### **Conference Presentations**

Harrington, J.R. and Loyless, L.H. (2020, March) Social Media and School Bond Elections: Localizing Facebook's Influence on Election Results. Annual Association for Education Finance and Policy, Fort Worth, Texas.

Harrington, J.R. and Loyless, L.H. (2020, April) Social Media and School Bond Elections: Localizing Facebook's Influence on Election Results. Annual American Society for Public Administration, Anaheim, California (moved to virtual).

Loyless, L.H. (2021, September) Competence in Virtual Communication: Remote Transformational Leadership. SouthEastern Conference For Public Administration, Virtual.

Loyless, L.H. (2022, March) Applying a Behavioral Science Lens to Equitable Risk Communication - Nudging through Public Administration. Annual American Society for Public Administration, Jacksonville, Florida. Founders' Fellow Panelist and Moderator.

### **Professional Affiliations**

- The American Society for Public Administration (ASPA) - North Texas ASPA Vice President, 2020-Present
  - Section Memberships
    - Section on Emergency and Crisis Management
    - Section on Professional and Organizational Development
    - South Asian Section for Public Administration
- Scholars Strategy Network (SSN) - Dallas-Fort Worth Chapter Fellow, 2020-Present
- ASPA Section on Professional and Organizational Development (SPOD) - Publication Chair, 2021-2024
- South Asian Section for Public Administration (SASPA) - Strategic Communications and Marketing Chair, 2021-Present

## **Teaching Experience**

*The University of Texas at Dallas*

Naveen Jindal School of Management

Business Communication

*The University of Mississippi*

School of Journalism and New Media

Integrated Marketing Communication

### *Undergraduate Instruction*

BCOM 3310 - Business Communication	Fall 2020 - Virtual
BCOM 1300 - Introduction to Professionalism and Communication in Business	Fall 2021 - Traditional
BCOM 3300 - Professionalism and Communication in Business	Fall 2021 - Traditional
BCOM 3300 - Professionalism and Communication in Business (2 sections)	Fall 2022 - Traditional

### *Graduate Instruction*

IMC 509: Special Problems in IMC	Spring 2023 - Virtual (Adjunct)
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## **Documenting Teaching Effectiveness:**

- [Fall 2020 evaluation report](#) (BCOM 3310)
- [Fall 2021 evaluation report](#) (BCOM 1300)
- [Fall 2021 evaluation report](#) (BCOM 3300)

**Student 1:** *"I would like to thank you for being a great professor! I really enjoyed attending your classes and I am glad to have had you as my professor for this class. Thank you for making Business Communications a fun and interactive environment. Despite the challenges this semester brought about, you remained enthusiastic which made your class very enjoyable! I wish you and your family a safe and happy holiday season!"*

**Student 2:** *"Thank you for a wonderful semester! You truly are a really great professor and I'm glad that I chose you for this class, it was very fun and not stressful at all being online, which is*

*something that I was really worried about, since I'm more of a hands-on learner. All of my other online classes really got difficult with the long lectures and no-interaction, but i really enjoyed that your lectures were easygoing and informational at the same time."*

**Student 3:** *"I believe every part of this class should remain the same. The professor did an amazing job of leading class discussion and all assignments were reasonable and fit well with the objectives."*

### **Professional Development in Teaching**

- 2021 UT System Academy of Distinguished Teachers Conference on Teaching in Texas

## **References**

Dr. James R. Harrington

[james.harrington@utdallas.edu](mailto:james.harrington@utdallas.edu)

The University of Texas at Dallas

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Dr. Meghna Sabharwal

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Dr. Abraham Benavides

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University of North Texas

College of Health and Public Service Chilton Hall 204F

Denton, Texas 76201

Dr. Debora Wenger

[drwenger@olemiss.edu](mailto:drwenger@olemiss.edu)

The University of Mississippi

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