

EDUCATION

University of Florida

Expected date of Graduation: December 2014

Doctorate of Philosophy

Agricultural Communication

Dissertation: *The effects of media channel richness on consumers' intentions to buy local food*

GPA: 3.88 (Feb. 2014)

GRE: 1080 (July 2007)

Graduate Certificate in Graphic & Web Design

Oklahoma State University

August 2008 – May 2010

Master's of Science

Agricultural Communication

Thesis: *Consumers' perceptions about agriculture before and after watching the film Food, Inc.*

University of Florida

June 2003 – May 2007

Bachelor's of Science

Agricultural Education & Communication

Minor: Agricultural & Natural Resource Law

Leadership

INDUSTRY EXPERIENCE

Connors State College

June 2010 - July 2011

Director for Institutional Advancement; Executive Director of Connors Development Foundation

- Effectively communicated with the Foundation Board members to further the opportunities for Connors' students, faculty, and staff.
- Worked with the college's president to set goals and objectives to enhance and promote the college.
- Developed strategies and campaigns to meet the set goals and objectives of the Foundation.
- Worked closely with the college's alumni to maintain productive relations for alumni and Connors State College.
- Maintained accurate accounting records for the Foundation, including endowed accounts, activity accounts, and the Foundations operating account.
- Worked with the State Board of Regents to maintain compliance with requirements for academic enhancement.

State of Florida Legislature

March 2010 - August 2010

Legislative Assistant to Senator Ronda Storms

- Scheduled and arranged meetings and conferences for the senator.
- Transcribed letters regarding political and confidential matters.
- Assisted constituents with personal issues and collaborated with state departments to find solutions.
- Personally responsible for researching topics and finding credible sources for use in legislative proceedings.

TEACHING EXPERIENCE

University of Florida

Instructor:

Research and Business Writing in Agricultural & Life Sciences - Fall 2011, Spring 2012, Summer 2012, Fall 2012, Spring 2013, Summer 2013, Fall 2013

The focus of this course is to provide students with the necessary skills to enable students to write effectively in both business and scientific contexts, to write using clear, concise and effective prose as well as accurate grammar, spelling and punctuation, and to communicate information tailored to the needs and expectations of target audiences.

Advanced Writing and Design – Spring 2012, Spring 2013, Spring 2014

This course is designed to expose students to a variety of writing and desktop layout and design assignments that mimic the “real world” of agricultural communication. The goal is to broaden students’ experience and move them as close as possible to the professional level by stretching them to learn more and apply themselves.

Teaching Assistant:

The Communication Process in Agricultural & Life Sciences – Fall 2011, Fall 2012, Fall 2013
Assisted the instructor Dr. Ricky Telg in teaching, grading, and assisting students. The course focused on learning the fundamentals of the Associated Press writing style, writing news releases, feature stories, and news stories.

Advanced Media Production in Agricultural & Life Sciences- Summer 2013

Assisted the instructor Dr. Ricky Telg in teaching advanced videography skills. The course also focused on producing high quality videos for clients. The course taught a working knowledge of Final Cut Pro video editing software. The course focused on teaching the principles of video shooting and editing.

Oklahoma State University

Teaching Assistant:

Ad Layout and Design – Spring 2009, Spring 2010

Assisted the instructor Dr. Shelly Sitton in teaching, grading, and assisting students in learning the proper ways to use the Adobe Creative Suite, and how to properly layout and design print materials.

Journalistic Writing – Spring 2009

Assisted the instructor Dr. Tanner Roberts in teaching and grading writing assignments.

Video Production – Fall 2008, Fall 2009

Assisted the instructor Dr. Dwayne Cartmell in teaching and assisting students in learning the software program Final Cut Pro, and the proper way to edit and publish videos.

Professional Development – Spring 2010

Assisted the instructor Dr. Cindy Blackwell in teaching and assisting graduating students in preparation for entering the workforce.

News Writing – Fall 2008, Fall 2009

Assisted the instructor Dr. Cindy Blackwell in teaching, grading and assisting students in the proper methods for writing news. This course focused on learning and using AP writing style.

Agricultural Communication – Capstone Evaluation

Organized and hosted the evaluation portion of the major's capstone project. The capstone project evaluated and critiqued the portfolio of graduating seniors in the major. All seniors were required to submit a portfolio of their work they completed while in the program. The portfolios were then evaluated in the areas of writing, print design, web design, and photography by experts in the industry. I organized the students' portfolios for the evaluators, organized all necessary rubrics and materials for the evaluators, and hosted the evaluators. Upon completion, I provided the students with the feedback from the evaluators and provided the department with the scoring of all students.

TEACHING AWARDS

University of Florida Graduate Student Teaching Award

2012 - 2013

- Recognized as a recipient of the University of Florida's Graduate Student Teaching Award.
- Nominated by the faculty of the Agricultural Education and Communication Department for contributions to teaching within the department.
- This award was given to 20 graduate teaching assistants within the University of Florida from over 2,000 graduate teaching assistants. To earn this award, teaching assistants must be nominated by the department, submit a nomination packet, be observed by at least two of the committee members on the UF Graduate College selection committee, and meet the approval of the committee.

College of Agriculture and Life Sciences - University of Florida Jack L. Fry Graduate Student Teaching Award

2013-2014

- Recognized as a recipient of the Jack L. Fry Graduate Student Teaching Award for the College of Agricultural and Life Sciences. Only one recipient for the award each year.
- Based on teaching evaluations, teaching philosophy, and recommendations from faculty and students.

PEER-REVIEWED RESEARCH PUBLICATIONS

- Rumble, J. N., Holt, J., & Irani, T. A. (In Review). The power of words: Exploring consumers' perceptions of agricultural words. *Journal of Applied Communications*.
- Holt, J. A., & Cartmell, D. (2013). Consumers' perceptions of the agricultural industry before and after watching the film Food, Inc. *Journal of Applied Communications* 97(3), 45-56. Retrieved from <http://journalofappliedcommunications.org/2013/18-volume-97-no-3.html>

RESEARCH PAPER PRESENTATIONS

- Holt, J. A., & Roper, C. (2014). Making the grade: A framing analysis of newspapers' coverage of the adolescent "obesity epidemic" as compared to the CDC's report card of adolescent health. (2014). Presented at the Southeastern Colloquium for Association for Education in Journalism and Mass Communication: Gainesville, FL.
- Holt, J. A., & Rumble, J. N. (2014). Taking Maslow's Heirarchy of Needs to lunch: Agriculture's role in the school lunch program. (2014). Presented at the Southern Association of Agricultural Scientists, Southern Region for the American Association for Agricultural Education: Dallas, TX.
- Holt, J. A., & Mourao, R. (2014). Going into labor: A content analysis of the Florida Department of Agriculture and Consumer Services marketing videos. Presented at the Southern Association of Agricultural Scientists: Dallas, TX.
- Goodwin, J. N., Holt, J. A., & Irani, T. (2013). The power of words: Exploring consumers' perceptions of agricultural words. Presented at the Southern Association of Agricultural Scientists: Orlando, FL.
- Holt, J. A., & Telg, R. W. (2012). College students' usage of facebook as a resource: Forming opinions and perceptions about the safety of the U.S. food system. Presented at the Association for Communication Excellence: Annapolis, MD
- Holt, J. A., & Cartmell, D.(2012). Consumers' perceptions of the agricultural industry before and after watching the film Food, Inc. Presented at the Southern Association of Agricultural Scientists: Birmingham, AL.

RESEARCH PAPER AWARDS

Holt, J. A. (2012). College students' usage of facebook as a resource: Forming opinions and perceptions about the safety of the U.S. food system. Presented at the 2012 Association for Communication Excellence in Annapolis, MD. First-Runner up in the research presentations.

Holt, J. A., & Cartmell, D., (2010). Consumers' perceptions of the agricultural industry before and after watching the film Food, Inc. Master's Thesis. Presented at the 2012 Southern Association of Agricultural Scientists Conference in Birmingham, AL. Second-Runner up in research presentation in the Agricultural Communication section.

ACADEMIC POSTER PRESENTATIONS

Dunn, C.G., & Holt, J.A. (2014). Identifying Graduate Student Needs through a World Cafe Discussion. Accepted for the North American Colleges & Teachers of Agriculture: Bozeman, MT.

DiBenedetto, C., & Holt, J. A. (2014). Online learning vs. face-to-face learning environments: Students perceptions of learning. Accepted for the American Association for Agricultural Education: Salt Lake City, UT.

DiBenedetto, C., & Holt, J. A. (2014). Is it time to face the facts: What students really think of online courses. Presented at the Southern Association of Agricultural Scientists, Southern Region for the American Association for Agricultural Education: Dallas, TX.

Holt, J. A., Telg, R. W., & Settle, Q. (2014). Explore research at the University of Florida: Using video production to teach, enhance, and share research from the land-grant university. Presented at the Southern Association of Agricultural Scientists: Dallas, TX.

PROFESSIONAL DEVELOPMENT PRESENTATIONS

Holt, J. A., & Dunn, C. (2013). Making the most of your graduate experience: A world cafe approach. Presented at the University of Florida College of Agricultural and Life Sciences Teaching Enhancement Symposium in Gainesville, FL.

Holt, J. A., & Dunn, C. (2013). Faculty and graduate student resources: Understanding needs through a world cafe approach. Presented at the University of Florida College of Agricultural and Life Sciences Teaching Enhancement Symposium in Gainesville, FL.

SKILLS

Print Design

- Adobe Illustrator - Expert
- Adobe Photoshop - Expert
- Adobe InDesign - Expert

Web Design

- WordPress - Proficient
- DreamWeaver - Proficient

Statistical Software

- SPSS - Proficient
- Excel - Proficient
- Weft QDA - Familiar
- R Software - Familiar

Photography

- Composition - Proficient

Video Editing

- Final Cut Pro - Proficient

COMMITTEES & MEMBERSHIPS

Department of Agricultural Education & Communication Advisory Council

Graduate Student Member

October 2013 - Present

UF College of Agricultural and Life Sciences Council for Teaching Enhancement & Innovation

Graduate Student Member

April 2013- Present

Agricultural Communicators and Leaders of Tomorrow

Graduate Student Adviser

July 2013 - Present

UF Agricultural Education & Communication Graduate Student Association

Historian

May 2012 - May 2013

Phi Kappa Phi

Member

March 2010 - Present

University of Florida College of Agricultural and Life Sciences Ambassador

Ambassador

March 2006 - May 2007

Alpha Tau Alpha

Vice President (Undergraduate)

April 2005 - Present
April 2005 - May 2006

Alpha Zeta

member

August 2006 - present

Agricultural Communicators of Tomorrow

member

August 2005 - present

REFERENCES

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