

**CURRICULUM VITAE****Name:** Holli Leggette, Ph.D.**Title:** Associate Professor**Address:** 262 AGLS, TAMU 2116, College Station, TX 77843-2116**Telephone:** (979) 458-3039 **Fax:** (979) 845-6296**E-mail:** hollileggette@tamu.edu**ORCID ID:** <https://orcid.org/0000-0003-1339-1947>**A. Education/Training**

INSTITUTION AND LOCATION	DEGREE	YEAR(s)	FIELD OF STUDY
Texas A&M University, College Station	Ph.D.	2013	Ag Leadership, Ed., & Comm.
Oklahoma State University, Stillwater	M.S.	2007	Agricultural Communications
Oklahoma Panhandle State University, Goodwell	B.S.	2005	Agribusiness

**B. Positions and Employment**

Texas A&amp;M University, Department of Agricultural Leadership, Education, and Communications, College Station

Associate Professor with tenure	2020–Present
Assistant Professor	2014–2020
Assistant Lecture	2013–2014
Graduate Teaching and Research Assistant	2010–2013

Western Technology Center, Burns Flat, Okla.

Marketing and Communications Director	2008 –2010
---------------------------------------	------------

Independence Community College, Independence, Kan.

Recruiter, Admissions Counselor/Adjunct Faculty Member	2007 –2008
--	------------

Oklahoma State College of Agricultural Sciences and Natural Resources, Stillwater

Graduate Assistant/Teaching Assistant	2005 –2007
---------------------------------------	------------

**C. Awards and Honors**

Bob Gough Teaching Tip Award, North American Colleges and Teachers of Agriculture 2021

First Runner Up Research Poster, National Association of Agricultural Communicators at the Southern Association of Agricultural Scientists 2021

Vice Chancellor's Excellence Award, Early Career Research 2019

Runner-up "Most Impactful" Research Poster, American Association for Agricultural Education

Western Region	2018
----------------	------

Educator Award, North American Colleges and Teachers of Agriculture 2018

Outstanding Research Poster, National Association of Agricultural Communicators at the Southern Association of Agricultural Scientists 2015, 2018

Early Career Scholar, American Association for Agricultural Education Western Region 2017

Outstanding Innovative Poster, National Association of Agricultural Communicators at the Southern Association of Agricultural Scientists 2016, 2020

**D. Professional Experience**

Undergraduate Teaching: Journalism Concepts in Agriculture, Agricultural Media Writing I, Agricultural Media Writing II, Emerging Media in Agriculture, Audience and Communications Research Methods, and Professional Internships

Graduate Teaching: Writing for Professional Publications, Directed Studies, Research  
Houston Livestock Show and Rodeo Communications Internship Superintendent (2013, 2015–2019). Assisted student writers with writing press releases and news stories, conducting interviews, taking photographs, and producing social media content.

Texas State-wide Media Training (2011–2017). Worked with the agricultural communications and journalism program to provide media training to Extension agents and agricultural industry leaders (e.g., SALE, TALL, and Farm Bureau).

### **E. Grants Received (Selected)**

Howe, J. .... Leggette (Archer), H. (Co-PI), Wald, D. .... (2023–2028). *Texas climate-smart initiative*. USDA NRCS Partnerships for Climate-Smart Commodities program; Funded \$65,000,000.

Noland, R., Leggette (Archer), H. (Co-PI), Benavidez, J., & Redden, R. (2022–2025). *Sheep integration for diverse and resilient organic cotton systems*. USDA Southern Sustainable Agriculture Research and Education; Funded \$370,998.

Leggette, H. (PI), Wingenbach, G., & Gastel, B. (2021–2026). *Science influencers: Communicating FANH science's research, education, and extension through practical experiences*. USDA NIFA Research and Extension Experiences for Undergraduates. Funded \$500,000.

Chappell, T., Kerns, D., Sword, G., Leggette (Archer), H. (Co-PI), & Shim, W. B. (2020–2023). *FACT: Synthesizing cotton disease knowledge with agricultural logistics to develop decision support for cotton producers*. USDA NIFA Agriculture and Food Research Initiative, Foundational and Applied Science. Funded \$499,764.

Leggette (Archer), H. (PI), & Jackson, C. (2020). *Through the lenses of information literacy: Enhancing science communicators' ability to identify, understand, and disseminate scientific information*. Texas A&M University Libraries Information Literacy Development Grants program. Funded \$3,000.

Leggette (Archer), H. (PI), & Murphrey, T. (2019–2022). *Fueling the mind, feeding the world: Enhancing communication and decision-making skills of secondary agricultural education students*. USDA NIFA Secondary Agriculture Education Challenge Grant Program. Funded \$297,504.

Dunsford, D., & Leggette (Archer), H. (Co-PI). (2018–2019). *Is it ethical? Preparing AGCJ majors to be ethical communicators*. Texas A&M University College of Agriculture and Life Sciences. Funded \$6,500.

Foster, J., Leggette (Archer), H. (Co-PI), & Lewis, K. (2018–2022). *Improve outreach to improve soils: Combining data, economics, and communication to improve soil health across the South Central United States*. USDA NRCS Conservation Innovation Grants. Funded \$1,090,562.

Leggette (Archer), H. (PI), & Murphrey, T. (2017–2020). *Strengthening communication skills of agricultural students: Using real-world examples to meet industry employment needs*. USDA NIFA Higher Education Challenge Grant Program. Funded \$139,584.00.

Hall, S., Leggette (Archer), H. (Co-PI), McWhorter, M., Strong, R., & Larson, J. (2015). *Biotechnology communications for journalists, Indonesia*. USDA FAS. Funded

\$63,312.00.

#### **LIST OF PUBLICATIONS (SELECTED)**

- Chambers, A. V., Baker, M. T., Leggette, H. R., Osburn, W. N., & Lu, P. (2023). Effects of message framing and information source on consumers' attitudes toward an amino acid-based alternative meat curing system. *Foods*, *12*(7), 1535.
- Parrella, J., Esquivel, C., Leggette, H. R., & Murphrey, T. (2023). Preparing agricultural leaders: An assessment of postsecondary agricultural students' perceived importance and development of employability skills. *The Journal of Agricultural Education and Extension*.
- Parrella, J. A., Leggette, H. R., Kainer, M. P., & Bush, M. L. (2023). Exploring the applicability of the science communication research agenda to agricultural communications scholarship. *Journal of Applied Communications*.
- Parrella, J. A., Murphrey, T. P., Leggette, H. R., Bates, A., & Esquivel C. (2023). Investigating how secondary agriculture teachers' characteristics influence their perceived ability to teach students decision-making skills. *Journal of Agricultural Education and Extension*.
- Koswatta, T. J., Wingenbach, G. W., & Leggette, H. R. (2023). Factors affecting public perception of science. *Journal of Applied Communications*.
- Koswatta, T. J., Wingenbach, G., & Leggette, H. R. (2022). Effect of information on public perception of organic foods. *British Food Journal*.
- Parrella, J. A., Baker, C. N., Leggette, H. R., & Dunsford, D. W. (2022). Improvisation for agricultural communicators: Investigating the effect of paired role-play discussions on students' empathy development using a quasi-experiment. *Journal of Applied Communications*, *106*(3).
- Kabir, K. H., Sarker, S., Uddin, M. N., Leggette, H. R., Schneider, U. A., Darr, D., & Knierim, A. (2022). Furthering climate-smart farming with the introduction of floating agriculture in Bangladeshi wetlands: Success and limitations of an innovation transfer. *Journal of Environmental Management*.
- Baker, M., Lu, P., Parrella, J. A., & Leggette, H. R. (2022). Investigating the effect of consumers' knowledge on their acceptance of functional foods: A meta-analysis and systematic review. *Foods*, *11*(8), 1135. <https://doi.org/10.3390/foods11081135>
- Koswatta, T., Parrella, J., Leggette, H., Ramasubramanian, S., & Rutherford, T. (2022). Improving public science communication: A case study of scientists' needs when communicating beyond the academy. *International Journal of Science Education, Part B*, *12*(2), 174–191, <https://doi.org/10.1080/21548455.2022.2055191>.
- Parrella, J., Koswatta, T., Leggette, H., Ramasubramanian, S., & Rutherford, T. (2022). Teaching scientists to communicate: Developing science communication training based on scientists' knowledge and self-reflectiveness. *International Journal of Science Education, Part B*, <https://doi.org/10.1080/21548455.2022.2068809>.
- Baker, M., Lu, P., Parrella, J., & Leggette, H. (2022). Consumer acceptance toward functional food: A scoping review. *International Journal of Environmental Research and Public Health*, *19*(3), 1217. <https://doi.org/10.3390/ijerph19031217>.
- Koswatta, T. J., Wingenbach, G., Leggette, H. R., & Murphrey, T. P. (2022). Factors affecting public perception of scientific information about organic foods. *British Food Journal*, <https://doi.org/10.1108/BFJ-08-2021-0874>.
- Kabir, K. H., Hassan, F., Mukta, M. Z. N., Roy, D., Dietrich, D., Leggette, H., & Ullah, S. M. A. (2022). Application of the technology acceptance model to assess the use and preferences of

- ICTs among field-level extension officers in Bangladesh. *Digital Geography and Society*, 3. <https://doi.org/10.1016/j.diggeo.2022.100027>.
- Parrella, J., Leggette, H. R., & Redwine, T. (2021). Measuring the correlation between digital media usage and students' perceived writing ability: Are they related? *Research in Learning Technology*, 29. <https://doi.org/10.25304/rlt.v28.2506>
- Leggette, H. R. (2020). Visualizing the analysis: Using infographics to strengthen critical thinking skills. *Communication Teacher*, 34(4), 333–339. doi: 10.1080/17404622.2020.1713388
- Leggette, H. R., Redwine, T., & Busick, B. (2020). Through reflective lenses: Enhancing students' perceptions of their media writing skills. *Journalism and Mass Communications Educator*, 75(1), 81–97 doi: 10.1177/1077695819852256.
- Norris, S., Murphrey, T. P., & Leggette, H. R. (2019). Do they believe they can communicate? Assessing college students' preparation for communicating about agricultural sciences. *Journal of Agricultural Education*, 60(4), 53–70. doi: 10.5032/jae.2019.04053
- Leggette, H. R., Hall, S. T., & Murphrey, T. P. (2017). A case study of Indonesian journalists' participation in a Cochran Fellowship Program focused on biotechnology and journalism. *Journal of International Agricultural and Extension Education*, 24(3), 52–66. doi: 10.5191/jiaee.2017.24305.
- Redwine, T., Leggette, H. R., & Prather, B. (2017). A case study of using metacognitive reflections to enhance writing skills and strategies in an agricultural media writing course. *Journal of Applied Communications*, 101(1), 56–68. doi: 10.4148/1051-0834.1014.