

Carolyn Mae Kim

EDUCATION

Doctorate of Philosophy, Communication

May 2014

Regent University, Virginia Beach, VA

Dissertation Title: Credibility and Digital Public Relations: Understanding Publics' Perceptions of Organizational Credibility Through Social Media

Accredited in Public Relations (APR)

April 2012

Universal Accreditation Board

Master of Arts, Christian Apologetics

May 2008

Biola University, La Mirada, CA Highest Honors

Bachelor of Arts, Journalism, Emphasis in Public Relations

Dec. 2006

Biola University, La Mirada, CA Summa Cum Laude
Dean's List 2003 - 2006

ACADEMIC PUBLICATIONS

Books

Kim, C. (2016). *Social Media Campaigns: Strategies for public relations and marketing*. New York: Routledge.

Peer Reviewed Journals

Kim, C. (2017). Out-Of-Class Communication and Personal Learning Environments via Social Media: Students' Perceptions and Implications for Faculty Social Media Use. *Teaching Journalism & Mass Communication*, 7(1), 62 -76.

Kim, C. & Freberg, K. (2016). "The State of Social Media Curriculum: Exploring Professional Expectations of Pedagogy and Practices to Equip the Next Generation of Professionals," *Journal of Public Relations Education*, 2(2), 68-82.

Kinsky, E.S., Freberg, K., Kim, C., Kushin, M., and Ward, W. (2016). "Hootsuite University: Equipping Academics and Future PR Professionals for Social Media Success." *Journal of Public Relations Education*, 2(1), 1-18.

Kim, C. and Brown, W. (2015). "Conceptualizing Credibility in Social Media Spaces of Public Relations." *Public Relations Journal*, 9(4).

Kim, C (2015). "Pedagogical Approaches to Student-Run PR Firms Using Service Learning: A Case Study." *Teaching Journalism & Mass Communication*. Small Programs Interest Group.

Kim, C (2013). "Service Learning: What Faculty Can Learn from the Theory of Coordinated Management of Meaning." *Teaching Journalism & Mass Communication*. Small Programs Interest Group.

Invited Book Chapters

Kim, C. (Forthcoming). "Perception is Reality: Understanding Tactics that Enhance or Diminish Credibility in Social Media" in Duhé, S (Ed) *New media and public relations*, 3rd edition. New York: Peter Lang.

CURRENT POSITION

Assistant Professor – Public Relations

Biola University

Chief Research Editor

Institute for PR | Digital Media Research Center

RESEARCH INTERESTS

Public Relations Education

Credibility

Social Media

AWARDS & HONORS

Distinguished Service Award

Orange County PRSA (2016)

Top Teaching Paper Award (3rd)

Public Relations Division; AEJMC (2016)

Award of Excellence – Silver Anvil Ceremony

Public Relations Society of America (2016)

PROTOS Award

Community Relations/Institutional Program

Orange County PRSA (2015)

Top Teaching Paper Award (1st)

Public Relations Division; AEJMC (2015)

Great Ideas for Teacher Competition Finalist

"Worth a Thousand Words"

AEJMC (2015)

Great Ideas for Teacher Competition Finalist

"#Competition"

AEJMC (2015)

Ginger Rudeseal Carter Miller Teacher of the Year

Small Programs Interest Group: AEJMC (2014)

PR Serving America Award: Second Place

Orange County PRSA

Community Service Committee

PRSA National (2013)

Award of Excellence

Community Relations/Institutional Programs

Orange County PRSA (2012)

MEMBERSHIP & ASSOCIATIONS

Association of Educators in Journalism and Mass

Communication Educators (AEJMC)

AEJMC Public Relations Division

AEJMC Small Programs Interest Group

Public Relations Society of America (PRSA)

PRSA Educators Academy

Orange County PRSA

ACADEMIC PUBLICATIONS CONTINUED

Invited Book Chapters Continued

Kim, C. & Keeler, J. (2014). "Compassion International & Pinterest: A Case Study" in Waters, R. (Ed) *Non-Profit Public Relations*. Routledge Research Series.

Revise and Resubmit

Freberg, K. & Kim, C. "Social Media Educators: Exploring Faculty Competencies and Practices in Higher Education," *Journalism and Mass Communication Educator*.

Under Review

Pressgrove, G. & Kim, C. "Stewardship and Credibility Strategies in Political Communications: Seeking Answers to the Decline in Public Trust." *Public Relations Review*.

ACADEMIC POSTER & PAPER PRESENTATIONS

Freberg, K. & Kim, C. (November 10, 2016). "Social Media Educators: Exploring Faculty Competencies and Practices in Higher Education." National Communication Association National Conference: Public Relations Division. Philadelphia, PA.

Pressgrove, G. & Kim, C. (August 6, 2016). "Stewardship and Credibility Strategies in Political Websites." Association of Journalism & Mass Communication Educators National Conference: Public Relations Division. Poster Session. Minneapolis, MN.

Kim, C. & Freberg, K. (August 4, 2016). "The State of Social Media Curriculum: Exploring Professional Expectations of Pedagogy and Practices to Equip the Next Generation of Professionals." Association of Journalism & Mass Communication Educators National Conference: Public Relations Division. Top Teaching Paper Session. Minneapolis, MN.

Kim, C. (November 7, 2015). "Ethical Courage: Equipping students to be a voice of conscience." Public Relations Society of America Educators Academy. Super Saturday. Atlanta, GA.

Kinsky, E.S., Freberg, K., Kim, C., Kushin, M., and Ward, W. (August 9, 2015). "Hootsuite University: Equipping Academics and Future PR Professionals for Social Media Success." AEJMC National Conference: Public Relations Division. Top Teaching Paper Session. San Francisco, CA.

Kim, C. (August 6, 2015). "#Competition: Empowering Students to Illustrate Public Relations Concepts." AEJMC National Conference: Great Ideas for Teaching. Poster Session. San Francisco, CA.

Kim, C. (August 6, 2015). "Worth A Thousand Words: Using Infographics to Capture Student Learning." AEJMC National Conference: Great Ideas for Teaching. Poster Session. San Francisco, CA.

Kim, C. (May 8, 2015). "The Contribution of Chuck Colson Toward Communication and Civility in Culture." CCT Annual Conference: *Intellectual Virtue & Civil Discourse*. Biola University, La Mirada, CA.

Kim, C. (August 7, 2014). "Student-Run Public Relations Firms & Experiential Learning Pedagogy." AEJMC National Conference: Small Programs Interest Group. Poster Session. Montreal, Canada.

Kim, C. (August 8, 2013). "Compassion International & Pinterest: A Case Study." AEJMC National Conference: Public Relations Division. Poster Session. Washington DC.

National Grants & Service

The Arthur W. Page Center for Integrity in Public Relations Legacy Scholar Grant (2016) National PR Ethics Curriculum Award | Received a grant to be one of a handful of scholars to develop a national, online ethics curriculum for educators around the country to integrate into courses. The grant received was used to develop the "Introduction to Ethics" module in the online platform.

Certificate in Principles of Public Relations (2015-2016)

The Universal Accreditation Board (UAB) and the Public Relations Society of America selected professionals and educators to develop online modules to train students who plan to take the examination for the newly minted Certificate in Principles of Public Relations. Dr. Kim developed the "Programming" module for the project.

COMMITTEE & VOLUNTEER ROLES

Commission on Public Relations Education Chapter Co-Chair
Biola University (2016-Present)

Educators Academy Liaison
AEJMC Public Relations Division (2016 – Present)

Committee On Women (Inaugural Member)
Biola University (2016-Present)

Faculty Assessment Fellow
Biola University (2015 – Present)

Executive Committee
PRSA Educator's Academy (2015 – Present)

Protection of Human Rights in Research Committee
Biola University (2015 – 2016)

Social Media Committee
AEJMC Public Relations Division (2014 – 2015)

Board of Directors
OC PRSA (2012 – 2014)

Social Media Chair
AEJMC Small Programs Interest Group (2012 – 2015)

APR Facilitator
PRSA National Online APR Course (2012 – 2015)

VP of Marketing Search Committee
Biola University (2014)

Community Service Chair
OC PRSA (2013 – 2014)

ACADEMIC PANEL PRESENTATIONS & ROUNDTABLES

Kim, C. (August 5, 2015). "Google Analytics: The what, why and how our students need to know." Association of Educators in Journalism and Mass Communication National Conference: Public Relations Division Pre-Conference. San Francisco, CA.

Kim, C., McCorkindale, T., Freberg, K., and Bailey, K. (August 8, 2014). "Combining Theory and Practice with Mobile Tools in Your Classroom." Panel Session." Association of Educators in Journalism and Mass Communication National Conference: Public Relations Division. Panel Member. Montreal, Canada.

Kim, C., Gonzalez de Bustamante, C., Williams, J., and Rios, D. (August 7, 2014). "International Engagement: Projects and Partnerships that Globalize Education." Panel Session. " Association of Educators in Journalism and Mass Communication National Conference: Small Program Interest Group. Panel Member. Montreal, Canada.

Kim, C., Jones, R., Smith, M., Zibluk, J. (August 11, 2012). "Equal Opportunity for All: Tips for Teaching Students with Disabilities" Panel Member. Association of Educators in Journalism and Mass Communication National Conference: Small Programs Interest Group. Chicago.

Kim, C., Smith, M., Buchanan, C., Finucane, M., and Bird, D. (August 8, 2013). "Service Learning In Journalism and Mass Communications." Panel Session. Association of Educators in Journalism and Mass Communication National Conference: Small Program Interest Group. Panel Member. Washington DC.

ACADEMIC EXPERIENCE

Faculty Member – Biola University **August 2011 – Present**

Shaped the public relations program in the Journalism and Integrated Media department for the School of Arts and Sciences, ultimately launching the emphasis into a major in the 2014-2015 school year and launching four program emphasis in August 2016. During this time, the number of PR students more than doubled within the program.

Implemented robust curriculum change, with the goal of a strategic design in education to equip students with core competencies needed in the profession. I was tasked to create program learning outcomes (PLOs), course learning outcomes (CLO), and key assignments in each course to accurately assess student learning.

Designed PRime Time, a series of events throughout the academic calendar to help students with academic advising and pre-professional preparation competencies, as well as retention for key student groups within the program.

Served as the faculty adviser for the PR student groups including Biola's PRSSA chapter, turning the chapter from a struggling chapter of three students into a nationally recognized chapter, carefully building networks within the local professional community with the chapter and also helping mentor student-leaders, with one result being Biola's selection as a regional conference host in 2015.

Launched the student run firm, 6th Street, an opportunity for students to gain hands-on opportunities with real-world clients, developing portfolio pieces. Helped the firm gain national affiliation through PRSSA and receive a national award.

Initiated the honors program, PR Fellows, which connected students with professional, industry mentors, facilitated the PR Fellows mentoring incoming PR students to create a better culture for new students, and guided the students through original research to present at an academic conference.

CERTIFICATIONS

Social Media Marketing Certification
Podium (2015)

Hootsuite Professional Certification
Hootsuite (2015)

Bruce Clay SEO ToolSet Certification
Bruce Clay (2010)

Google Adwords Qualified
Google (2010)

FACULTY ADVISER

Biola PRSSA (Fall 2010-Current)

Led the group from 3 to over 40, developing the Chapter into a nationally award winning group that produced three students who served on the PRSSA National Committee, including one who became the PRSSA National President.

6th Street PR (Fall 2011 – Spring 2016)

Designed and launched Biola's award-winning, student-run PR agency, gaining national affiliation within two years of its creation. Developed strategic relationships with organizations to allow the students to gain hands-on experience with real-world clients, while training the student leaders to develop self-sustaining methods to maintain clients and projects.

PR Fellows (Fall 2014 – Spring 2016)

Initiated an honors program for the Biola PR major, designed to provide students leaders with intentional mentorship by industry professionals, as well as leading the students through an academic research project to present at a conference during the year.

Leadership Certificate Cohort Leader

Served as an adviser for a group of students studying in Biola's Leadership Certificate program.

Above and Beyond Mentor

A program for students who come from non-traditional backgrounds and face additional challenges in navigating a university setting.

PROFESSIONAL PUBLICATIONS

Kim, C. (2016, March 4). "Four Ways to Gain Credibility in Social Media." *Institute for Public Relations*. Available at: <http://www.instituteforpr.org/four-ways-to-gain-credibility-in-social-media/>

Kim, C. (2016). "The Syllabus Challenge: Using Infographics for Learning Maps." *Educators Academy Winter 2016 Newsletter*.

Kim, C. (2014, August 20). "How to Use Social Media in a Classroom." *MelissaAgnes.com*. Available at: <http://melissaagnes.com/use-social-media-in-the-classroom/>

Kim, C. (2013). "Pinterest and ROI: Finding and Mining the Value of a Picture." PR News' *Measurement Guidebook*; Vol. 7. Rockville, MD: Access Intelligence, LLC.

Kim, C. (2013). "Get Social Media Plan Right Before a Crisis Hits Your Organization." PR News' *Crisis Communication Guidebook*; Vol. 6. Rockville, MD: Access Intelligence, LLC.

Kim, C. (2012). "Highlight Social ROI Through the Four W's." PR News' *PR Measurement Guidebook*; Vol. 6. Rockville, MD: Access Intelligence, LLC.

Kim, C. (2011). "3 Principles to Guide Your Social Media Crisis Communication Strategy." PR News' *Crisis Communication Guidebook*; Vol 5. Rockville, MD: Access Intelligence, LLC.

Kim, C. (2011). "Working with Media in a Digital World: 4 Principles for Success." PR News' *Media Training Guidebook*; Vol. 4 3 (Rockville, MD: Access Intelligence, LLC.

PROFESSIONAL PRESENTATIONS

Kim, C. (July 21, 2016). "Social Media: Connecting, Inspiring, and Engaging Alumni." CCCU Alumni Professionals Conference. Westmont University, Santa Barbara, CA.

Kim, C. (March 14, 2016). "Public Relations Research." Orange County Public Relations Society of America APR Course. Orange County, CA.

Kim, C. (Feb. 23, 2016). "Relationships & Technology." Guest Lecturer. Biola University, La Mirada, CA.

Kim, C. (Feb. 15, 2016). *Public Relations--A Management Function*. APR Facilitator. Public Relations Society of America APR online course.

Kim, C. (June 3, 2015). "Engaged Social Media: Developing Communities of Participation." Biola Digital Conference, Biola University, La Mirada, CA.

Kim, C. (April 15, 2015). "Soul Etching: Our Call to Credible Influence." Chapel speaker, Biola University, La Mirada, CA.

Kim, C. (March 23, 2015). "History, Law & Media Relations in PR." Orange County Public Relations Society of America APR Course. Orange County, CA.

Kim, C. (March 2, 2015). "Public Relations Research." Orange County Public Relations Society of America APR Course. Orange County, CA.

Kim, C. (February 20, 2015). "Ethical Courage." Biola University's PRSSA Regional Conference. La Mirada, CA.

TEACHING PHILOSOPHY

Teaching is not simply the act of providing information – it is a journey with students that helps to introduce, develop and master concepts that students can display. As an educator, I see my role as one that is to help constructs and information come to life in engaging ways so that students from a variety of backgrounds and learning styles are provided an equitable opportunity to develop competencies.

In today's modern landscape of higher education, I think the integration of multiple learning techniques is more important than ever. Incorporating digital and social tools along side of traditional pedagogical approaches like lecture and small group activities allows for multiple opportunities of learning. Learning is a process and people will adopt concepts at different paces. That makes assessment as an integrated part of education important – it's not something just for the end of a course or learning process. Educators and students need to be measuring and adjusting throughout an educational experience.

COURSES TAUGHT

Introduction to Public Relations

Crisis Public Relations

PR Management, Philosophy & Ethics

PR Leadership & Advanced Campaign Analysis

Social Media, SEO and Digital Strategy

Public Relations & Journalism Research

Media Relations

PROFESSIONAL EXPERIENCE

PR & Digital Strategy Private Consultant
2010 – Present

Account Executive & Communications Specialist
Ambassador Advertising Agency
October 2007 – June 2011

Director of Public Relations and Communications
AP Driving School
April 2010 – April 2011

PROFESSIONAL PRESENTATIONS CONTINUED

Kim, C. (November 5, 2014). "Fostering Friendships in the Age of Social Media." Student Development Fall Awareness Week, Biola University, La Mirada, CA.

Kim, C. (June 17, 2014). "Social Women: Identity, Relationships & Rest in a Digital World." Women of Compassion, Compassion International, Colorado Springs, CO.

Kim, C. (June 12, 2014). "Social Media & Students." Biola Staff Development Conference, Biola University, La Mirada, CA.

Kim, C. (June 4, 2014). "Credibility & Audiences." Biola Digital Conference, Biola University, La Mirada, CA.

Kim, C. (March 22, 2014). "The Social Media Cycle." Public Relations Society of America Western District Conference. Roundtable Leader. San Diego, CA.

Kim, C. (March 10, 2014). "Alumni Relations: Connecting and Inspiring Alumni with Social Media." Christian Alumni Professionals (CAP). Biola University, La Mirada, CA.

Kim, C. (February 27, 2014). "Connecting People: Social Media Tips, Techniques & Strategies for Business." Biola Alumni Association. Costa Mesa, CA.

Kim, C. (October 15, 2013). "Careers & Job Hunting: Using Social Media To Enhance Your Personal Brand." Student Alumni Association. Biola University. La Mirada, CA.

Kim, C. (July 17, 2013). "The Building Blocks of Social Media." Gianneschi Summer School for NonProfits. California State University Fullerton. Fullerton, CA.

Kim, C. (June 6, 2013). "How To Ignite Your Pinterest Boards: Steps to Double Your Engagement & Measure Your ROI." Biola Digital Conference. Biola University. La Mirada, CA.

Kim, C. (March 16, 2013). "Super Heroes and Super Brands." PR Pros Assemble. Cal State Fullerton's Regional PRSSA Conference. Fullerton, CA.

Kim, C. (February 28, 2013). "Ethics and Law in Public Relations." Orange County Public Relations Society of America APR Course. Orange County, CA.

Kim, C. (February 13, 2013). "Public Relations Research in Program Planning and Evaluation." Orange County Public Relations Society of America APR Course. Orange County, CA.

Kim, C. (February 9, 2013). "Social Media and Career Counselors." Consortium of Liberal Arts and Independent Schools. Biola University. La Mirada, CA.

Kim, C. (November 15, 2012). "Students Use of Technology in the Classroom: The Use We Approve and the Use We Abhor." Panel member. Faculty and Student Development, Biola University. La Mirada, CA.

Kim, C. (October, 24, 2012). "Social Media: Friend or Foe?" Student Development. Biola University. La Mirada, CA.

Kim, C. (July 12, 2012). "Social Media Savvy for Non-Profits: From Grassroots To Global—How OC Nonprofits are Effectively Marketing for Change." Orange County Public Relations Society of America session in the Cal State University Fullerton Summer School for Non-Profits. Fullerton, CA.
