

GENEVIÈVE RISNER, PH.D.

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EDUCATION

- Michigan State University** August 2008 – May 2011
East Lansing, Michigan
Ph.D. in Communication focusing on social influence and survey methodology
- Grand Valley State University** August 2001 – December 2002
Grand Rapids, Michigan
Master of Public Administration focusing on public management
- Detroit College of Law at Michigan State University** August 2000 – May 2001
East Lansing, Michigan
Completed 20 credits toward a Juris Doctorate
- Michigan State University** August 1996 – May 2000
East Lansing, Michigan
Bachelor of Arts in Political Science Pre-law

EMPLOYMENT

- EY Accounting Business Communication Center (EYCC)**
Eli Broad College of Business, Michigan State University, East Lansing, Michigan
- Director (formerly Interim Director, January –May 2011)* July 2011 – Present
- Hire, train, and supervise two to three communication consultants each year
 - Develop best practices for written, verbal, nonverbal, and visual communication
 - Evaluate accounting students' communication competence and improvement
 - Evaluate student-consultant interactions
 - Collaborate with Accounting and Information Systems faculty to develop writing, speaking, and team assignments for M.S. in Accounting students in accounting courses
 - Partner with EY stakeholders to hold two networking events per year
 - Supervise and conduct 6-12 communication workshops each year
 - Develop and distribute marketing materials to promote communication center services
 - Increased student consultations by 30% with same consultant hours
 - Increased course support by 65% with same consultant hours
 - Created a communication training event using dinner-theater actors that was recognized by the AICPA at the 2016 Teaching and Learning in Accounting Conference
 - Managed a \$180,000 renovation project, which won First Place at the 2013 National Association of University Interior Designers' Annual Competition
 - Developed tools to teach and measure effective team communication that accounting faculty use in the undergraduate and master's programs
 - Pilot testing virtual reality technology for enhancing students' public speaking skills
- Communication Consultant* August 2010 – December 2010
- Provided consultation services to M.S. in Accounting students, focusing on public speaking, business writing, resume development, interviewing, and other forms of professional communication
 - Assisted professors with evaluation of students' oral presentations and written papers
 - Reviewed and edited faculty manuscripts for journal publication

02.28.2020

Department of Accounting and Information Systems September 2010 - Present
Eli Broad College of Business, Michigan State University, East Lansing, Michigan

Professor of Practice Fall 2011 - Present
Communication Leadership Skills in Organizations
(COM 875 – 20-60 students per section / 3 sections per academic year; created a hybrid version)

Instructor Spring 2011
Communication Leadership Skills in Organizations
(COM 875 – 20-36 students in two sections)

Teaching Assistant Fall 2010
Communication Leadership Skills in Organizations
(COM 875 - 36 students)

Department of Communication August 2008 – December 2010
Communication Arts and Sciences, Michigan State University, East Lansing, Michigan

Graduate Assistant
Introduction to Human Communication (Online) Summer 2010
(COM 100 - 25 students)

Introduction to Interpersonal Communication Spring 2010
(COM 225 - 620 students)

Introduction to Interpersonal Communication Fall 2009
(COM 225 - 620 students)

Introduction to Human Communication Summer 2009
(COM 100 - 30 students)

Independent Study Summer 2009
(COM 490 - One student)

Introduction to Human Communication (Business Section) Spring 2009
(COM 100 - 75 students; 25 students)

Introduction to Human Communication (Business Section) Fall 2008
(COM 100 - 75 students; 30 students)

Michigan State University/Willow Health Center May 2009 – January 2010
East Lansing, Michigan
Co-Evaluator

- Co-evaluated the W.A.I.T. Training program conducted by Ingham County Health Department's Willow Health Center
- Co-created focus group agenda, questions, and process
- Moderated two focus groups with teen participants
- Analyzed results of eight focus groups
- Created the final quantitative and qualitative reports

Risner Research, LLC (formerly Creative Inquiry, LLC)

August 2008 – August 2010

Lowell, Michigan

Owner

- Provided consulting services on public transportation strategic planning, research, community organizing, and communication; projects included development of a five-year strategic plan for a county-wide transit system and a public transit marketing campaign for stakeholders in a municipality without a public transportation system

Disability Network/Lakeshore

May 2003 – August 2008

Holland, Michigan

Director of Public Policy

- Developed and facilitated a community research project to identify, quantify, and prioritize unmet transit needs in seven municipalities
 - Secured a \$90,000 grant to implement the project
 - Recruited 15 diverse community partners to serve as the Action Team
 - Worked with the Action Team to develop and implement data collection processes and tools
 - Employed ongoing communication strategies among community stakeholders
 - Project resulted in creation and implementation of a new Night Owl service providing evening transportation to the Holland/Zeeland area and development of an online communication tool so stakeholders could connect with each other
- Coordinated a successful transit millage campaign in the November 2006 election, which increased public investment in transit to 0.40 mills (\$1 million per year for five years)
 - In partnership with a campaign team, secured support from over 300 individuals, 50 businesses and organizations, and all local state representatives
 - Coordinated research processes, message and logo development, and marketing
 - Created communication tools for the following: local radio and newspaper advertisements, mailings, website, press conference, earned media events, door-to-door canvassing, get out the vote phone calls, yard sign distribution, and a speaker's bureau
 - Secured over \$32,000 in donations
- Developed a data collection and community engagement process that served as a backdrop of support for a five-year strategic plan for public transit expansion
 - Chaired the strategic planning committee
 - Designed and coordinated community needs assessments and focus groups
 - Analyzed survey results
 - Co-authored the five-year strategic plan
 - Developed and implemented a communication process with elected officials
 - Project resulted in unanimous support by elected officials in all three municipalities
- Helped 15 individuals, who were in jeopardy of losing their jobs due to unaffordable transportation, secure resources and maintain employment
 - Advocated on behalf of individuals
 - Collaborated and negotiated with transportation providers
 - Facilitated discussions among transit providers, community organizations, and individuals

- Coordinated Walk and Roll 2005, Disability Network's annual fundraising event, securing over \$25,000
 - Recruited and managed 30 volunteers
 - Negotiated contracts with vendors
 - Developed event marketing tools
 - Directed day-of-event activities

City of Rockford

Summer 2002

Rockford, Michigan

Administrative Intern

- Wrote the City of Rockford's exotic animal ordinance
- Conducted research and analysis for the Rockford Historical Society on potential financial resources and the feasibility of securing grants to construct a new facility
- Provided miscellaneous administrative support to department directors

School of Public and Nonprofit Administration

September 2001 – December 2002

Grand Valley State University, Grand Rapids, Michigan

Graduate Assistant

- Assisted faculty with research and data collection for Kent County's 211 awareness campaign and the development of a regional business plan for 211 implementation

Kent County Department of Health and Human Services

May – August 2000

Grand Rapids, Michigan

Student Assistant

- In collaboration with 11 other assistants, coordinated activities, events, training, and educational opportunities for children and their parents receiving Supplemental Security Disability Income (SSDI) under Governor Engler's Summer Program
- Created and implemented the most attended weekly event, Mother Daughter Day
- Coordinated weekly event activities and supplemental requirements (e.g., transportation, food, clothing, supplies) for over 100 individuals

RESEARCH

Interests Survey methodology, social influence, community-based research, participatory processes

Journal Articles

Risner, G., & Bergan, D. (2014). Say it with candy (or laundry soap): The persuasive power of framing costs as items. *The Journal of Political Marketing*.

Bergan, D., & Risner, G. (2012). Issue ads and the health reform debate. *The Journal of Health Policy, Politics, and Law*, 37(3), 513-549.

Risner, G., & Bergan, D. (2012). The perils of participation: The effect of participation messages on citizen's policy support. *Journal of Public Transportation*, 15(2), 137-156.

Bergan, D., & Risner, G. (2012). The power of citizen-group public-policy advertising: Messages don't need third-party validation to increase salience among pockets of voters. *Journal of Advertising Research*, 52(4), 405-420.

Research in Progress

Risner, G. Measuring the impact of students practicing speeches with a virtual audience on factors related to their public speaking skill-development

Risner, G. Measuring the impact of students doing more business writing on factors related to their communication skill-development

Unpublished Manuscripts

Risner, G. & Levine, T. Surveys as communication: It's not just what you ask, but how you ask it.

Risner, G., Levine, T., Bergan, D., & Kaplowitz, S. Using polls to push your buttons: An experimental study of the effectiveness of push polling.

Risner, G. & Proulx, J. Who uses communication centers?

Conference Papers and Presentations

Risner, G. Aligning stakeholders in teaching, understanding, and measuring teamwork. Teaching strategy and tools presented at the G.I.F.T.C. (Great Ideas for Teaching in Centers) session at the 2017 annual meeting of the National Communication Association, Dallas, TX, November 16-19.

Risner, G. Bringing an accounting case to life with trained actors: Teaching interviewing and teamwork skills. Teaching strategy presented at the 2016 annual Teaching and Learning in Accounting Conference, New York, NY, August 6-10.

Risner, G. Bringing an accounting case to life with trained actors: Teaching interviewing and teamwork skills. Teaching strategy presented at the 2015 annual meeting of the American Accounting Association, Chicago, IL, July 30-August 6.

Risner, G. Connecting best practices. Best practice guides presented at the G.I.F.T.C. (Great Ideas for Teaching in Centers) session at the 2013 annual meeting of the National Communication Association, Washington, D.C., November 21-24.

Risner, G. & Levine, T. Surveys as communication: It's not just what you ask, but how you ask it. Paper presented in the Scholar to Scholar session at the 2012 annual meeting of the National Communication Association, Orlando, FL, November 14-17.

Risner, G., & Bergan, D. The perils of participation: The effect of participation messages on citizen's policy support and external efficacy. Paper presented at the 2011 annual meeting of the National Communication Association, San Francisco, CA, November 14-17.

Risner, G., Yun, D., & Lapinski, M. K. Peer power: Effects of injunctive norms, resistance to peer pressure, and self-efficacy on attitude toward abstinence. Paper presented in the Scholar to Scholar session at the 2010 annual meeting of the National Communication Association, San Francisco, CA, November 14-17.

Bergan, D., Pace, K. M., Risner, G., Lu, M., & Koh, T. Vote of confidence: Dissonance reduction at the polls. Paper presented at the 2010 annual meeting of the International Communication Association. Singapore, June 22-26.

Bergan, D., & Risner, G. Citizen-group sponsored issue ads. Paper presented at the 2009 annual meeting of the American Political Science Association in Toronto, ON, Canada, September 3-6.

Bergan, D., Neuberger, L., Shulman, H., & Risner, G. Unenlightened self-interest, knowledge, and partisanship. Paper presented at the 2009 annual meeting of the National Communication Association, Chicago, IL, November 12-15.

Grants

A Vehicle for Change: A Best Practice Guide for Demonstrating the Impact Lack of Transportation has on a Community without a Public Transit System
(January 2008 – May 2010, \$99,897 award from MDOT)
Research design and co-researcher

A Vehicle for Change: A Best Practice Guide for Marketing Rural Transit Services
(January 2008 – August 2009, \$120,000 award from MDOT)
Research design and co-researcher

A Vehicle for Change: A Best Practice Guide for Identifying and Prioritizing Unmet Transit Needs
(February 2007 – June 2008, \$90,000 award from MDOT)
Research design, project management, and co-researcher

Better Together: An Assessment of Disability Services in Allegan County
(July - September 2006, \$15,000 award from Herman Miller)
Research design and project management

Identifying MAX Impact on Holland/Zeeland Area Ridership
(August 2005, data collection donated by Frost Research Center at Hope College)
Co-research design and project management

Mobility to the MAX: An Assessment of Transportation Needs in Greater Holland and Transportation Providers in Ottawa County
(October 2003, \$10,000 award from the Macatawa Area Coordinating Council and the Macatawa Area Express)
Co-research design, project management, and primary researcher

AWARDS

Best Female Professor in the MSA Program, MSA Class of 2018	2018
AICPA Mark Chain Innovation in Graduate Accounting Teaching, Honorable Mention	2016
National Association of University Interior Designers' Annual Competition, First Place	2013

SERVICE

Accounting Program Promotional Video Committee, Member	2020
MSA Brochure Development for Chinese and Taiwanese Markets	2019
Dissertation Committee, Joshua Nelson	2018 - 2019
MSA Brochure Development for MSU Market	2018 - 2019
Departmental Advisory Committee, Accounting and Info. Systems, Member	2017- 2019
National Association of Communication Centers, Guest Manuscript Reviewer	2014
Search Committee, Accounting and Info. Systems Assistant Director, Member	2011
Accounting and Info. Systems, Newsletter/Web Article Coordinator	2011

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Departmental Advisory Committee, Accounting and Info. Systems, Member	2011
MS in Marketing Research Program (MKT 890), Guest Lecturer	2011
Association for Graduate Students in Communication, Member	2008 – 2010
Amigos de Sian Ka'an, Quintana Roo, Mexico, Social Marketing Volunteer	2009 – 2010
East Lansing Youth Soccer Team, Assistant Coach	2009
MSU Bowling for Scholars Event Committee, Volunteer	2008 – 2009
Lowell Institute for Volunteer Excellence, Participant	2004 – 2005
Grand Rapids Public Museum Foundation, Volunteer	2002

TRAINING/SKILLS

SPSS and STATA
 Survey Monkey, Qualtrics, and WebSurveyor
 WC Online (web-based appointment scheduling software)
 Trained in the Midwest Academy Model of Community Organizing
 Exposure to Razor's Edge fundraising software
 Microsoft Word, Excel, Publisher, Outlook, and PowerPoint

PROFESSIONAL ASSOCIATIONS

National Association of Communication Centers	2012 – Present
National Communication Association	2008 – Present
American Accounting Association	2015 – 2019
International Communication Association	2008 – 2010