

# ***Brianna Nicole Loy***

*Senior Lecturer, West Virginia University, Department of Communication Studies*

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## **EDUCATION**

### **WEST VIRGINIA UNIVERSITY**

Morgantown, WV

#### **MSJ, Perley Isaac Reed School of Journalism**

August 2008

Emphasis in Public Relations, minor in Communication Studies

*Professional Project:* "Public Relations Plan for the Association of Consulting Foresters"

*Advisor:* Dr. Diana Martinelli

#### **BS, Public Relations**

December 2003

Minor is History

## **PUBLICATIONS**

Dolin-Bane, Danielle & Loy, N. (2012) It's Not the Edge of the World. *West Virginia Executive*. Retrieved from <http://www.wvexecutive.com/its-not-the-edge-of-the-world>

McKeen, A. & N. Loy. (Eds.) (2009). *CSI Camp 2009*. Fairmont State University, Fairmont, WV.

Myers, S. A., Shimotsu, S., Byrnes, K., Frisby, B. N., Durbin, J. & Loy, B. N. (2010). Assessing the Role of Peer Relationships in the Small Group Communication Course. *Communication Teacher*, 24(1), 43-57.

Informally published digital archive – [www.csicamp2009.blogspot.com](http://www.csicamp2009.blogspot.com)

## **EXPERIENCE**

- Provide undergraduate Communication Studies majors with information pertaining to the major and minor
- Understand pre-comm and Communication Studies requirements
- Review qualifications for admitting students into the Communication Studies major
- Extensive knowledge of WVU's BANNER system
- Knowledge of WVU's DegreeWorks program

- Advise students of appropriate personnel to address concerns
- Confer with pre-comm and Communication Studies majors on a variety of topics including, coursework, the application process, GPA information, departmental requirements, University requirements, Lambda Pi Eta, and graduation information
- Maintain strong relationships with University employees in numerous departments
- Administer course evaluations in Communication Studies courses
- Periodically distribute tests or assignments for absent faculty
- Understand, process, and/or complete procedures and paperwork requirements for undergraduates, including: University and departmental graduation requirements, the add/drop course process, course registration, major changes, grade adjustments, course approval, course overloads, transient applications, online course restrictions, D/F repeats, and transcript requests
- Daily use of WVU email and software applications such as MIX, GroupWise, STAR, BANNER, eSEI, and DegreeWorks
- Repeated interaction (through work and current student status) with: admissions and records, SEI, Eberly College and School of Journalism personnel, financial aid, computer technicians, undergraduate academic services center, and Center for Civic Engagement
- Understand fundamental protocol between Communication Studies and the RBA and MDS curriculums
- Familiar with the WVU library, course catalog, career services, Mountaineer card, and student health services
- Taught 15-20 students at BOOST summer program
- Managed numerous volunteers on a day-to-day basis as a VISTA
- Public Relations consultant to summer program at Fairmont State University, J&S Forestry, and The Lawn Jockey

### **PROFESSIONAL QUALIFICATIONS**

- Created materials and publicized a “Peace Film Festival” with Dr. John Shibley
- Collaborated with Dr. Scott Myers and Dr. Theodore Avtgis on design aspects of upcoming publications.
- Designed various materials for the department of Communication Studies
- Improved upon numerous departmental materials (worksheets, certificates, etc.)
- High efficacy using Microsoft Windows based applications
- Proficient in Microsoft Word, Works, Publisher, Excel, PowerPoint and Explorer
- Member of ECA and NACADA
- Published article in West Virginia Executive magazine ([www.wvexecutive.com](http://www.wvexecutive.com))

### **SERVICE**

- |   |           |
|---|-----------|
| <b>Center for Civic Engagement</b>  | 2008-2012 |
| <ul style="list-style-type: none"> <li>• Collaborate with CCE on various coursework projects</li> <li>• Member of Civic Engagement Advisory Committee</li> </ul>              |           |
| <b>United Way</b>   | 2005-2006 |
| <ul style="list-style-type: none"> <li>• Lead fundraising effort for the Department of Communication Studies</li> <li>• Solicited incentives to increase donations</li> </ul> |           |

**VISTA** (Volunteers In Service To America), AmeriCorps/Energy Express

2001

- Developed community groups
- Encouraged parental involvement in their child's education
- Formed cooperative relationships between local businesses and Energy Express

### **GRADUATE COURSE WORK**

Mass Media and Society

American Journalism History

Fund Raising/Foundation Management

Crisis Communications

Advanced Journalism Writing/Research

Independent Study

Research

Teaching Practicum

## REFERENCES

R. Chad Duffield, Esq.  
Farmer, Cline, & Campbell, PLLC  
746 Myrtle Road  
Charleston WV 25314  
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Renee Kisner  
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Diana Knott Martinelli, Ph.D.  
Widmeyer Communications Professor in Public Relations  
P.I. Reed School of Journalism  
West Virginia University  
Morgantown, WV 26506-6010  
(304) 293-3505, ext. 5420

Scott A. Myers, Ph.D.  
Woodburn Professor 2005-2007  
Ph.D. Coordinator  
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Andrea C. Weber, Ed.D.  
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