

## Curriculum Vitae

### STACEY W. MCCULLOUGH

University of Arkansas System Division of Agriculture  
2301 South University Avenue, Little Rock, AR 72204  
(501) 671-2078; [smccullough@uada.edu](mailto:smccullough@uada.edu)

## EDUCATION

**Ph.D. Public Policy**, University of Arkansas, Fayetteville, 2012.

**M.A. Agricultural and Applied Economics**, University of Wisconsin, 2001.

**B.B.A. Economics**, University of Arkansas at Little Rock, 1992.

## PROFESSIONAL EXPERIENCE

**Assistant Vice President**, Community, Professional & Economic Development, University of Arkansas System Division of Agriculture, August 2022-present.

**Director**, Community, Professional & Economic Development, University of Arkansas System Division of Agriculture, May 2020-July 2022.

**Assistant Director**, Community, Professional & Economic Development, University of Arkansas System Division of Agriculture, September 2019-May 2020.

- 100% Extension administrative appointment.
- Provide leadership, financial management, and administrative oversight for Extension faculty, staff, and programs serving external and internal audiences:
  - Externally focused programs include leadership development; public issues education; local government; business development and support; workforce development; asset-based community and economic development; and agricultural awareness.
  - Internally focused support includes core professional development training for employees, coordination of federal accountability report development and submission, management and user support of online training platform for employees and the public (LEARN and COURSES), management of the Arkansas Information Management System (AIMS), strategic planning and facilitation, and program planning and evaluation support.
- Support efforts of County Extension Agents engaged in community, professional, and economic development programs and activities.
- Serve on Extension Leadership Team and Division of Agriculture's Unit Heads Team and Executive Committee to develop policy and work collaboratively to ensure organization is effectively fulfilling land-grant mission and organizational goals.
- Engage with stakeholders to secure extramural funding and support for department and organization, establish partnerships to achieve our mission and goals, and increase visibility of programs and research.

**Interim Associate Department Head**, 4-H & Youth Development, University of Arkansas System Division of Agriculture, February 2022-April 2022.

- Provide leadership, financial management, and administrative oversight for 4-H and youth development faculty, staff, and programs.
- Support efforts of County Extension Agents engaged in 4-H and youth development programs and activities.
- Represent 4-H and Youth Development department on Division leadership teams listed above under Community, Professional & Economic Development administrative positions.
- Maintain relationships and coordinate activities with Arkansas 4-H Foundation, Arkansas 4-H Alumni Association, and other key stakeholder groups.

**Assistant Director**, Community & Economic Development, University of Arkansas System Division of Agriculture, September 2016-August 2019.

**Interim Assistant Director**, Community & Economic Development, University of Arkansas System Division of Agriculture, August 2015-August 2016.

- 50% Extension administrative appointment, 50% Extension faculty appointment
- Provide leadership, financial management, and administrative oversight for Extension faculty, staff, and programs in areas of leadership, strategic planning for communities and regions, economic development, county government finance, business and workforce development, and public policy.
- Support efforts of County Extension Agents engaged in community and economic development programs and activities.
- Serve on Extension Leadership Team and Division of Agriculture's Unit Heads Team.
- Plan, conduct, and evaluate economic development programs, including pursuit of extramural funding; training and support for county agents; personnel management of program associates and other staff; and collaboration with other faculty, staff, and stakeholders.

**Director**, Public Policy Center, University of Arkansas System Division of Agriculture, July 2014-present.

- Administrative responsibility and day-to-day management of Public Policy Center, including program planning, implementation and evaluation; pursuit of extramural funding; training and support for county agents; personnel management of program associate and other staff; and collaboration with other faculty, staff and stakeholders.

**Assistant Director**, Public Policy Center, University of Arkansas System Division of Agriculture, January 2014-June 2014.

- Provide administrative support to the Public Policy Center, including program fund development, program and personnel evaluation, strategic and long-term planning, and financial management.

**Assistant Professor**, Community & Economic Development, University of Arkansas System Division of Agriculture, March 2013-May 2020.

- Plan, conduct, and evaluate economic development and public policy programs, including pursuit of extramural funding; training and support for county agents; personnel management of program associates and other staff; and collaboration with other faculty, staff and stakeholders.

- Core Public Policy Center Programs
  - Ballot issues
  - Water quality and environmental issues
- Core Economic Development Programs
  - CREATE BRIDGES: Celebrating Retail, Accommodations, Tourism, and Entertainment by Building Rural Innovations and Developing Growth Economies
  - Broadband
  - Local food systems
  - Capacity building for economic development

**Instructor**, Community & Economic Development, University of Arkansas System Division of Agriculture, January 2006-February 2013.

- Plan, conduct, and evaluate economic development programs, including pursuit of extramural funding; training and support for county agents; personnel management of program associates and other staff; and collaboration with other faculty, staff and stakeholders.
- Core Programs: agritourism, entrepreneurship, and business development
- Liaison to Ozark District.

**Program Associate**, Community & Economic Development, University of Arkansas System Division of Agriculture, July 2004-December 2005.

- Work under direction of Professor-Economic Development and Director-Public Policy Center.
- Core programs: ballot issues education, local government finance
- Liaison to Ozark District.

**Senior Economist**, Laurits R. Christensen and Associates, Madison, WI, January 1998-June 2004.

- Cultivation and management of client projects including needs assessment, design of business solutions to meet client needs, and implementation of solutions within time and budget constraints.
- Managed team and wide range of projects, such as productivity measurement, salary and benefit forecasting, budget modeling, program evaluation, cost analysis, and on-site and mail-out surveys.

**Economist**, Laurits R. Christensen and Associates, Madison, WI, January 1995-December 1997.

- Project management and communication of client results through project reports, presentations, one-on-one consultation, testimony, technical guides, project documentation, and marketing materials.
- Examples of projects include cost analysis and productivity measurement, wage forecasting, budget modeling, and assessment of economic damages.

**Staff Economist**, Laurits R. Christensen and Associates, Madison, WI, October 1992-December 1994.

- Support for United States Postal Service cost analysis and productivity measurement projects, including data collection and analysis as well as econometric and statistical modeling.

## SELECT ACCOMPLISHMENTS

### Administrative Roles

Successfully guided merger of two separate departments (Community & Economic Development, Program & Staff Development) into one cohesive unit (Community, Professional & Economic Development) in September 2019, and tasked with leading this newly formed team. Despite differences in core responsibilities (internal organizational support vs. externally focused programming), this new team has effectively leveraged the strengths and expertise of personnel serving each function to add value to programs associated with both sets of responsibilities.

Proven track record for facilitating departmental return on investment. In 2022, the departmental budget was \$7.5 million including salary and fringe, maintenance and operations, and extramural funds (grants, gifts, cost recovery, etc.). Over 75% of these funds were from extramural sources. Among 32 positions within the department, 12 are fully soft funded and three others are partially soft funded.

Instituted annual 2-day retreats (pre-pandemic) and quarterly one-day retreats (post-pandemic) to facilitate team building and focus on big picture needs of the department. Results include establishment of vision and mission statements; periodic strategic planning to identify departmental priorities; program evaluation; efforts to increase visibility of departmental programs and resources (website revisions, 1-pager, blog, multiple social media accounts, Strengthening Arkansas Communities radio spots on KUAR); and identification of strategies for stakeholder engagement, advocacy and fund development.

Pursued strategies and supported faculty and staff to cultivate new partnerships and collaborative opportunities. Examples resulting from these efforts include:

- Founding organizer of Arkansas Community Economic Development Alliance (ACEDA), an informal network with representatives from government agencies and organizations supporting Arkansas communities, regions, nonprofits, businesses and other organizations. UADA maintains listserv and hosts quarterly meetings.
- Student engagement activities (practicums, internships, graduate assistantships) in collaboration with Clinton School of Public Service, Southern Arkansas University, and University of Arkansas at Little Rock.
- Increased third-party match for Arkansas APEX Accelerator through partnerships with Arkansas State University Delta Center for Economic Development, Newport Economic Development Commission, Northwest Arkansas Community College, City of Little Rock, The Conductor, Startup Junkie Foundation, Go Forward Pine Bluff and The Generator, and Arkansas Economic Development Commission.
- Future Opportunities for Rural Workforce and Rural Development (FORWARD) – Partnership to pilot and expand implementation of new curriculum in collaboration with Association of Public and Land-Grant Universities (APLU), Ascendium Education Group, North Central Regional Center for Rural Development, and other universities.
- Member of Arkansas Connectivity Coalition, a group of more than 15 local organizations launched in 2022 and committed to expanding internet access in Arkansas.
- Partnership with University of Arkansas at Pine Bluff to co-host Coming Together for Racial Understanding trainings for employees from both institutions. Four joint trainings have been held since 2019.

Established departmental marketing committee and diversity, belonging, equity and inclusion committee that conducts regular learning opportunities for faculty and staff.

Re-configured faculty positions after resignations to be more responsive to organizational and clientele needs in the areas of leadership development, rural economic development, community development, professional development, evaluation, and accountability.

Oversaw identification of unmet employee needs and implementation of trainings to address those needs, such as Supervisor School, County Agent Conference, and Getting Started with Grants.

Instituted monthly tracking system of social media account direct and indirect reach (March 2020-January 2022) to identify best practices for constructing posts with highest reach and ensure representation across departmental programs. Social media reach increased nearly 52% between 2019 and 2022.

Incorporated several standing agenda items for monthly departmental meetings to improve communication and build sense of team ownership. These include departmental budget review; vacant position update; discussion of grant, award nomination, professional development, and marketing opportunities; and CPED Sharing – Announcements, Exciting Things & Major Accomplishments.

Successfully nominated UADA's first Excellence in Extension Individual Southern Region Winner and National Runner Up Winner (Dr. Mark Peterson), co-sponsored by the Cooperative Extension Section's Extension Committee on Organization and Policy (ECOP) and USDA National Institute of Food and Agriculture (NIFA).

### **Faculty/Associate Roles**

Secured over \$3.57 million of extramural funding in support of programs as PI or co-PI.

Served as lead or co-lead of 70 trainings for Division of Agriculture faculty and staff and was a presenter at additional 83 trainings.

Gave 318 presentations/workshops for external clientele and stakeholders.

Comprehensive curricula developed:

- *Entre-WHAT? Business Basics for Arkansas Youth*. Educational program consisting of 5-session introductory program for use by agents in form of day camp or multi-day series; entrepreneur camp, a statewide 3-day camp for youth ages 9-13 modeled after the introductory program where entrepreneurship education is combined with the camp experience; advanced entrepreneur camp, a statewide 3-day camp for youth ages 14-18; stand-alone lessons available for youth of different ages that can be used for one-time events or sequenced for a more in-depth program; youth gardening entrepreneurship activities to teach youth how to apply entrepreneurial concepts to gardening projects; and 4-H Afterschool-Marketplace lesson plans.
- *Agritourism—Farms Produce More Than Food & Fiber!* Toolkit for agents including program resource guide, Powerpoint presentations, fact sheets, customizable display, brochure, workshop flyer template, workshop press release template, and evaluation template. Developed in partnership with county agents.
- *Using Social Networking and Web 2.0 Tools to Enhance Small Businesses*. Six-session educational course to teach small business owners and managers how to effectively use social media to support their business. Packet includes instructor's guide, PowerPoint presentations, sample flyer and press release, video clips, activity worksheets, participant certificates, and evaluation forms. Developed in partnership with UA faculty from Department of Agricultural and Extension Education.

- *Ballot Issues Education Program*. Training materials and educational toolkit for county agents including fact sheets, sample cover letter for mailings, flyers, PowerPoint presentations with scripts, press releases, display boards, video presentation recordings for use on local television networks, dedicated website, evaluation templates, and other resources. Additional resources and program enhancement have been developed by successor program associates over time.

*CREATE BRIDGES (Celebrating REtail, Accommodations, Tourism, and Entertainment by Building Rural Innovations and Developing Growth Economies (2018-present)*. One of three states in collaboration with the Southern Rural Development Center funded by the Walmart Foundation to develop, refine and pilot a process to help rural communities build their capacity for supporting business and workforce development in the retail and tourism sectors. Two regions in Arkansas are participating in the pilot program. A second round of funding was received to launch a phase two pilot project in 3 additional states.

*Arkansas Agritourism Association (2017-present)*. Facilitated establishment and serve as ex officio board member of agritourism operator-driven nonprofit. Major accomplishments include adoption of bylaws, formal incorporation and receipt of IRS-approved 501(c)(3) status, annual meetings and conferences, member-approved logo, active website and social media accounts, regular executive board meetings, and activities such as cast-iron cookoff competitions. Other ex officio board members include representatives of Arkansas Department of Agriculture and Arkansas Department of Parks, Heritage and Tourism.

*Arkansas Agritourism Initiative (2006-2012)*. Developed partnership including formal MOA with University of Arkansas System Winthrop Rockefeller Institute, Arkansas Department of Parks and Tourism, Arkansas Agriculture Department, Arkansas Farm Bureau, and National Agricultural Law Center in efforts to support the state's agritourism industry. Major activities included:

- State-wide inventory of existing agritourism activities and vendors and needs assessment
- Training for current and prospective agritourism providers, including workshops and resource guide for farmers and landowners interested in pursuing agritourism market opportunities
- Coordinated agritourism marketing, branding, and promotion effort including tourism rack card, brochures and other printed materials; website; and presentations and exhibits across the state
- Research regarding legal, liability, and policy issues (led to adoption of state's Agritourism Act in 2011)
- Investigation of pertinent information on job development, new markets, networks, and product development
- State agritourism conference (2011)

*Fourche Valley Community Development Association (2009-2010)*. Facilitated and served as resource person in the establishment of group to improve the quality of life in the valley. Activities and impacts after one year included initiation of a monthly newsletter ("The Front Porch News"), an online "Fourche Valley Bulletin Board" blog, two Scenic Hwy 28 garage sales, educational classes for residents on photography and computer skills, funding for legal challenges regarding the school closing, election of a local representative to the school board, establishment of a community telephone newslines where people can call to find out what's going on locally, pursuit of Scenic Byway status for Highway 28, and the grand opening of a new business.

*Entrepreneurial Development Targeting Rural Hispanic Immigrants: A Collaborative Research and Extension Effort* (2008-2013). Collaborative research and outreach project with UA faculty from Department of Rural Sociology and Community and Economic Development to examine the entrepreneurial readiness and constraints among Hispanic migrants in rural and urban areas and develop educational outreach programs to facilitate and support entrepreneurial activity among targeted rural Hispanic populations.

*Mount Magazine Regional Tourism Program* (2006-2007). Multi-county program in collaboration with county agents to identify and implement strategies to increase regional tourism development.

Leadership for 4-H O-Rama state and district citizenship contest (2006-2011).

### **PROFESSIONAL CERTIFICATIONS & SELECT LEADERSHIP EXPERIENCE<sup>1</sup>**

Association of Public and Land-grant Universities (APLU) "Making it Count: Applying Science to Support Universal Affordable Broadband Adoption" Breakout Group Facilitator (October 2021).

National Extension Directors and Administrators (NEDA) Meeting Breakout Group Facilitator (September 2020).

Represented UADA Extension Director at Association of Public and Land-grant Universities (APLU) Joint Experiment Station Section (ESS)/Cooperative Extension Section (CES)/ National Extension Directors and Administrators (NEDA) Meeting. (September 2019).

North Central Region Administrative Management Boot Camp, sponsored by North Central Cooperative Extension Association. Selected by Association of Southern Region Extension Directors (ASRED) Executive Committee to participate. (June 2019).

LEAD21 - Leadership for the 21st Century, sponsored by Association of Public and Land-grant Universities (APLU). Selected to participate in Class 11. (2015-2016).

Joint Council of Extension Professionals (JCEP) Board of Directors. (2015-2017).

Elected positions on National Association of Community Development Extension Professionals (NACDEP) Board of Directors: Southern Region Representative (2012-2014); President Elect (2014-2015); President (2015-2016); Past President (2016-2017).

Elected positions on Southern Region-Extension Program Leadership Network (SR-PLN) Community Development Committee: Secretary (2016-2017); Vice Chair (2017-2018); Chair (2018-2019).

Southern Rural Development Center (SRDC) Technical and Operational Advisory Committee (TOAC). Selected to serve by SRDC Board of Directors. (2014-2016).

Elected position on Epsilon Sigma Phi (ESP) Alpha Iota Chapter: Vice President (2013).

Elected position on Arkansas Association of Cooperative Extension Specialists (AACES) Board of Directors: Treasurer (2005-2006); President Elect (2007); President (2008); Past President (2009).

---

<sup>1</sup> Additional leadership roles listed under SERVICE.

Social & Behavioral Research Basic Course. Certification by Collaborative Institutional Training Initiative (CITI Program). (October 2018).

RCR Basic Course. Certification by Collaborative Institutional Training Initiative (CITI Program). (June 2018).

Change Style Indicator Facilitator. Certification by Discovery Learning Inc. (December 2015).

True Colors Personal Success Facilitator. Certification by True Colors International. (July 2015).

Operation JumpStart Microenterprise Training Facilitator. Certification by Douglas C. Greene Center for Innovation and Entrepreneurship at Southeast Missouri State University. (November 2011).

Project Coordinator—Business Retention and Expansion. Certification by Business Retention and Expansion International. (January 2008).

Energizing Entrepreneurs in Rural America Facilitator. Certification by Heartland Center for Leadership Development and RUPRI Center for Rural Entrepreneurship. (June 2007).

## **HONORS & AWARDS**

2023 National Runner-up Distinguished Career Award. Presented by National Association of Community Development Extension Professionals.

2023 Southern Region Distinguished Career Award. Presented by National Association of Community Development Extension Professionals.

2023 Second Place in Communications Programs and Campaigns - Public Service Program or Campaign (with Kristin Higgins, Julie Thompson, Chris Meux, and Kerry Rodtnick), “2022 Arkansas Ballot Issue Education Program.” Presented by Arkansas Press Women.

2021 Excellence in Tourism Award (with Julianne Dunn, Brandon Mathews, Hazelle Whited, Murriel Whiley, Alison Davis, Mercedes Maness, Dan Kahl, Sara Siems, Mike Woods, Becky Bowen, Susan Jakes, Tim Hagaman, Michael Patrick, Patrick Vanderpool, Susan Odum, Zachary Kennedy, Rachel Welborn, Grace Langsford and Russ Garner). Presented by National Extension Tourism Network.

2020 Southern Region Excellence in Teamwork Award (with Dan Kahl, Iris Crosby, Rebecca Dudensing, Susan Jakes, Joy Moten-Thomas, Dave Shideler, Jamie Ray Walker and Mark Waller), “CD 101: Foundations in Community and Economic Development Workshop.” Presented by National Association of Community Development Extension Professionals.

2019 National Excellence in Teamwork Award (with Kristin Higgins, Wayne Miller, Tyler Knapp, Kerry Rodtnick, Julie Thompson, Chris Meux, Kimberly Rowe, Jon Marshfield and Alan Trammell), “2018 Ballot Issue Education.” Presented by National Association of Community Development Extension Professionals.

2019 Southern Region Excellence in Teamwork Award (with Kristin Higgins, Wayne Miller, Tyler Knapp, Kerry Rodtnick, Julie Thompson, Chris Meux, Kimberly Rowe, Jon Marshfield and Alan Trammell), “2018 Ballot Issue Education.” Presented by National Association of Community Development Extension Professionals.

- 2017 National Distinguished Service Award. Presented by National Association of Community Development Extension Professionals.
- 2017 National Educational Technology Team Award (with Kristin Higgins, Wayne Miller, Kerry Rodtnick, Chris Meux and Amy Cole), “2016 Arkansas Ballot Issue Education Program.” Presented by National Association of Community Development Extension Professionals.
- 2017 Southern Region Educational Technology Team Award (with Kristin Higgins, Wayne Miller, Kerry Rodtnick, Chris Meux and Amy Cole), “2016 Arkansas Ballot Issue Education Program.” Presented by National Association of Community Development Extension Professionals.
- 2015 National Educational Materials Team Award (with Kristin Higgins, Wayne Miller, Amanda Philyaw-Perez, Kerry Rodtnick and Chris Meux), “2014 Arkansas Ballot Issue Education Program.” Presented by National Association of Community Development Extension Professionals.
- 2015 Southern Region Educational Materials Team Award (with Kristin Higgins, Wayne Miller, Amanda Philyaw-Perez, Kerry Rodtnick and Chris Meux), “2014 Arkansas Ballot Issue Education Program.” Presented by National Association of Community Development Extension Professionals.
- 2014 Southern Region Excellence in Teamwork Award (with Carla Vaught, Tom Riley, Kim Magee, Joe Waldrum, Mark Peterson, Kristin Higgins and Bobby Hall), “Polk County Fair and Rodeo Association Leadership Development.” Presented by the National Association of Community Development Extension Professionals.
- 2013 National Educational Technology-Individual Award, “Advanced Entrepreneur Camp Curriculum.” Presented by the National Association of Community Development Extension Professionals.
- 2013 Southern Region Educational Technology-Individual Award, “Advanced Entrepreneur Camp Curriculum.” Presented by the National Association of Community Development Extension Professionals.
- 2013 Extension Excellence Diversity Award (with Wayne Miller, Terrie Treadway, Casey Scarborough, Frank Farmer and Zola Moon), “Entrepreneurial Development Training.” Presented by the University of Arkansas Cooperative Extension Service.
- 2<sup>nd</sup> Place - Public/Educational Policy, Fifth Annual Graduate Research Symposium and Career Networking Event (February 10, 2012). Presented by University of Arkansas.
- 2011 National Educational Package-Team Award (with Tom Riley, Wayne Miller, Lorrie Barr, Debbie Henry, John Payne, Laura Connerly, Elizabeth Fortune, Chris Meux, Donna Rinke and Laura Goforth), “2010 Ballot Issues Education.” Presented by the National Association of Community Development Extension Professionals.
- 2011 Extension Excellence Unit Team Award (with staff of Community and Economic Development Unit), “CED Marketing Project.” Presented by the University of Arkansas Cooperative Extension Service.
- Employee of the Quarter (December 2011). Presented by the University of Arkansas Cooperative Extension Service.

2010 Lynn R. Russell Endowed Award for Professional Excellence. Presented by the University of Arkansas System Division of Agriculture.

2009 Extension Excellence Unit Team Award (with Tom Riley, John Payne, Debbie Henry, Lorrie Barr and Wayne Miller), "Ballot Issues Education." Presented by the University of Arkansas Cooperative Extension Service.

2008 Extension Excellence Unit Team Award (with Mark Peterson, Wayne Miller, Maureen Rose and Sandy Roberson), "21<sup>st</sup> Century Vision." Presented by the University of Arkansas Cooperative Extension Service.

2007 Extension Excellence Award, Early Career, Non-Classified. Presented by the University of Arkansas Cooperative Extension Service.

### **EXTRAMURAL FUNDED PROJECTS**

"Advancing Digital Access." (2022). Stacey W. McCullough (PI). Mississippi State University. \$5,000.

"Strategic Plans for Downtown Communities." (2021-2022). Stacey W. McCullough (PI). National Main Street Center/Main Street Arkansas. \$9,000.

"CREATE BRIDGES: Celebrating Retail, Accommodations, Tourism, and Entertainment by Building Rural Innovations and Developing Growth Economies." (2020-2023). Stacey W. McCullough (PI). Mississippi State University/Walmart Foundation. \$260,232.

"MS4 Stormwater Education for the City of Pine Bluff" (2020-2022). Stacey W. McCullough (PI). City of Pine Bluff. \$266,491.

"MS4 Stormwater Education for the City of White Hall" (2020-2022). Stacey W. McCullough (PI). City of White Hall. \$23,512.

"MS4 Stormwater Education for Jefferson County" (2020-2022). Stacey W. McCullough (PI). Jefferson County. \$6,068.

"Strengthening Retail in Rural America." (2018-2022). Stacey W. McCullough (PI). Mississippi State University/Walmart Foundation. \$776,499.

"Nonpoint Source Management Planning and Project Review Meeting." (2019). Stacey W. McCullough (PI). Arkansas Natural Resource Commission/Environmental Protection Agency. \$9,212.

"Positioning Rural Communities for Improved Broadband." (2019). Stacey W. McCullough (PI). University of Arkansas System Division of Agriculture, \$39,121.

"North Central Arkansas Economic Development Pilot Project." (2018-2019). Stacey W. McCullough (PI). University of Arkansas System Division of Agriculture, \$20,000.

"Measuring and Building on Local Food System Vitality for Communities in the South." (2018-2021). Stacey W. McCullough (PI). University of Kentucky/AFRI. \$45,000.

- “Facilitating Improved Cell Service in Rural Arkansas.” (2018). Stacey W. McCullough (PI). University of Arkansas System Division of Agriculture, \$94,000.
- “Stronger Economies Together.” (2017-2018). Stacey W. McCullough (PI). Mississippi State University/USDA-RD. \$31,900.
- “AMS Local Food Asset Mapping.” (2015-2018). Stacey W. McCullough (PI). Pennsylvania State University/USDA-AMS. \$29,999.
- “2015-2017 Ongoing Support of Arkansas NPS Adaptive Management Plan.” (2015-2018). Stacey W. McCullough (PI). Arkansas Natural Resource Commission/Environmental Protection Agency. \$109,011.
- “MS4 Stormwater Education for the City of Pine Bluff” (2015-2019). Stacey W. McCullough (PI). City of Pine Bluff. \$461,957.
- “MS4 Stormwater Education for the City of White Hall” (2015-2019). Stacey W. McCullough (PI). City of White Hall. \$40,758.
- “MS4 Stormwater Education for the University of Arkansas at Pine Bluff” (2015-2019). Stacey W. McCullough (PI). University of Arkansas at Pine Bluff. \$12,674.
- “MS4 Stormwater Education for Jefferson County” (2015-2019). Stacey W. McCullough (PI). Jefferson County. \$10,518.
- “Petroleum Production on Agricultural Lands: Managing Risks and Opportunities.” (2015). Stacey W. McCullough (PI). National Agricultural Law Center. \$2,656.
- “Environmental Regulatory Compliance for Farmers and Ranchers.” (2015). Stacey W. McCullough (PI). National Agricultural Law Center. \$3,586.
- “AMS Grant Writing Workshop and Technical Assistance.” (2014-2015). Stacey W. McCullough (PI). Pennsylvania State University/USDA-AMS. \$19,121.
- “Energizing Arkansas.” (2014-2015). Stacey W. McCullough (PI). Arkansas Energy Office. \$11,171.
- “Ongoing Planning Support, Data Management, Stakeholder engagement and completion of 2011-2016 Adaptive Management Plan appendix.” (2013-2015). Stacey W. McCullough (PI). Arkansas Natural Resource Commission/Environmental Protection Agency. \$256,988.
- “Managing crop residues to reduce particulate matter emissions.” (2013-2017). Yi Liang (PI), Stacey W. McCullough (Co-PI), Brad Watkins (Co-PI), and Jarrod Hardke (Co-PI). Arkansas Department of Environmental Quality, \$888,012.
- “Operation JumpStart—North Arkansas Delta.” (2012-2013). Stacey W. McCullough (PI). Winrock International/Arkansas Women’s Business Center/Delta Regional Authority. \$5,097.
- “Using Social Networking and Web 2.0 Tools to Enhance Small Businesses.” (2009-2010). Stacey W. McCullough (PI), Jefferson D. Miller (Co-PI), and Leslie D. Edgar (Co-PI). 2009 National e-Commerce Extension Initiative Grants Program. \$24,760.

“Agritourism Development in Arkansas: Economics & Associated Constraints.” Grant. (2008-2010). Daniel V. Rainey (PI), Stacey W. McCullough (Co-PI), Biswa R. Das (Co-PI), and Jefferson D. Miller (collaborator). University of Arkansas System Division of Agriculture Public Policy Center Research & Extension. \$15,600.

“Strengthening Rural Economies Through Agritourism.” (2007-2009). Stacey W. McCullough (PI). FY07 Associate VP’s Internal Innovative Grants Program. \$5,574.

“DMV High Risk Drivers Identification Procedures Program Assessment (Eight-Year Driver License Renewal Study).” (2000-2001). Stacey W. McCullough (PI). Wisconsin Department of Transportation and the Federal Highway Administration. \$89,842.

## PROFESSIONAL PAPERS

### **Book Chapter**

McCullough, S. W. (2021). Community Strategic Visioning and Planning. In L. Russell (Ed), Community Development Handbook (3rd ed., pp. 59-77). Community Development Council.

### **Journal Articles**

Abreo, C., Miller, W., Farmer, F. L., Moon, Z. K., & McCullough, S. (2014). “Developing Content Based Instructional Materials to Promote Latino Entrepreneurship.” *Journal of Extension*. 52(4).

Abreo, Christina, Wayne P. Miller, Frank L. Farmer, Zola K. Moon, and Stacey W, McCullough. (2014). “Training Materials Developed for Latino Entrepreneurs.” *Journal of Extension*. 52(1).

Miller, Jefferson D., Stacey W. McCullough, Daniel V. Rainey, and Biswa Das. (2012). “Communications Training Needs in Arkansas' Agritourism Industry,” *Journal of Applied Communications*. 96(1).

### **Extension Publications**

Higgins, K. & McCullough, S. (2022). *2022 Voter Guide: Arkansas Ballot Issues*.

McPeake, B. & McCullough, S. (2021). *Wildlife Enterprises*, FSA9113.

Higgins, K., Wheeler, E., Miller, W. & McCullough, S. (2020). *2020 Voter Guide: Arkansas Ballot Issues*.

Higgins, K., Miller, W. & McCullough, S. (2018). *2018 Voter Guide: Arkansas Ballot Issues*.

Higgins, K., Miller, W. & McCullough, S. (2016). *2016 Voter Guide: Arkansas Ballot Issues*.

Liang, Y., Daniels, M., Roberts, T., Watkins, K.B. & McCullough, S. (2015). *Particulate Matter and Air Quality Standards*, FSA1076.

Higgins, K., Miller, W., McCullough, S. & Philyaw-Perez, A. (2014). *Empowering the General Assembly to Provide for Legislative Committee Review and Approval of State Agencies' Administrative Rules*, FSPPC312.

- Higgins, K., Miller, W., McCullough, S. & Philyaw-Perez, A. (2014). *An Amendment Allowing More Time to Gather Signatures on a State-wide Initiative or Referendum Petition as Original*, FSPPC313.
- McCullough, S., Miller, W. & Higgins, K. & Philyaw-Perez, A. (2014). *The Arkansas Elected Officials Ethics, Transparency, and Financial Reform Amendment of 2014*, FSPPC314.
- Higgins, K., Miller, W., McCullough, S. & Philyaw-Perez, A. (2014). *The Arkansas Alcoholic Beverage*, FSPPC315.
- Miller, W., Higgins, K., McCullough, S. & Philyaw-Perez, A. (2014). *An Act to Increase the Arkansas Minimum Wage*, FSPPC316.
- Miller, W., Abreo, C., Farmer, F., Moon, Z & McCullough, S. (2013). *Challenges Faced by Latino Immigrant Entrepreneurs*. Cooperative Extension Service. University of Arkansas System Division of Agriculture, FSCED13.
- Miller, W., Abreo, C., Farmer, F., Moon, Z & McCullough, S. (2013). *Los Desafíos que Enfrentan los Empresarios Inmigrantes Latinoamericanos*. Cooperative Extension Service. University of Arkansas System Division of Agriculture, FSCED13SP.
- Miller, W., Abreo, C., Farmer, F., Moon, Z & McCullough, S. (2013). *Resources for Starting a Business in Arkansas*. Cooperative Extension Service. University of Arkansas System Division of Agriculture, FSCED14.
- Miller, W., Abreo, C., Farmer, F., Moon, Z & McCullough, S. (2013). *Recursos para Iniciar un Negocio en Arkansas*. Cooperative Extension Service. University of Arkansas System Division of Agriculture, FSCED14SP.
- Miller, W., Abreo, C., Farmer, F., Moon, Z & McCullough, S. (2013). *Creating Latino Community Outreach Programs: Lessons Learned*. Cooperative Extension Service. University of Arkansas System Division of Agriculture, FSCED15.
- Miller, W., Abreo, C., Farmer, F., Moon, Z & McCullough, S. (2013). *Creando Programas Comunitarios para Latinos: Lecciones Aprendidas*. Cooperative Extension Service. University of Arkansas System Division of Agriculture, FSCED15SP.
- Miller, W., Karov, V., McCullough, S. & Leslie, B. (2012). *Administration of Arkansas' Property Tax*. Public Policy Center. University of Arkansas System Division of Agriculture, FSPPC114. (Revision of fact sheet published in 2005).
- Miller, W., Karov, V. & McCullough, S. (2012). *Arkansas' Property Tax: A Local Tax Supporting Local Services*. Public Policy Center. University of Arkansas System Division of Agriculture, FSPPC113. (Revision of fact sheet published in 2005).
- Miller, W., Abreo, C., Farmer, F., Moon, Z & McCullough, S. (2011). *A Resource Guide to Latino Entrepreneurship Training Materials*. Cooperative Extension Service. University of Arkansas System Division of Agriculture, MP505.
- Miller, W., Abreo, C., Farmer, F., Moon, Z & McCullough, S. (2011). *Latino Immigrant's Guide to Starting a Business in Arkansas: A Handbook for Entrepreneurs*. Cooperative Extension Service. University of Arkansas System Division of Agriculture, MP497.

- Miller, W., Abreo, C., Farmer, F., Moon, Z & McCullough, S. (2011). *Guía para inmigrantes Latinoamericanos para empezar un negocio en Arkansas: Un manual para los empresarios*. Cooperative Extension Service. University of Arkansas System Division of Agriculture, MP497SP.
- Miller, W., Abreo, C., Farmer, F., Moon, Z & McCullough, S. (2011). *Business Owner's Records Portfolio*. Cooperative Extension Service. University of Arkansas System Division of Agriculture, MP498.
- Miller, W., Abreo, C., Farmer, F., Moon, Z & McCullough, S. (2011). *Survey Overview: Entrepreneurial Development Targeting Rural Hispanic Immigrants*. (Ed. Killen, J.). Cooperative Extension Service. University of Arkansas System Division of Agriculture, MP495.
- Barr, L., McCullough, S., Connerly, L. & Miller, W. (2010). *Issue No. 2: An Amendment Concerning Interest Rate Limits and the Issuance of Government Bonds for Energy Efficiency Projects*, Public Policy Center. University of Arkansas System Division of Agriculture, FSPPC306.
- Barr, L. and McCullough, S. (2010). *Issue No. 3: An Amendment to Lower the Threshold for Issuing State Bonds to Attract Major Industry*, Public Policy Center. University of Arkansas System Division of Agriculture, FSPPC307.
- Rhoades, S. and McCullough, S. (2009). *Agritourism Series: Assessing Your Resources*. University of Arkansas Cooperative Extension Service, FSCED300.
- Brandt, Sheila and Stacey W. McCullough. (2009). *Agritourism Series: Hospitality & Customer Service*. University of Arkansas Cooperative Extension Service, FSCED302.
- McCullough, S., Brandt, S. & Rhoades, S.. (2009). *Agritourism Series: Agricultural Diversification through Agritourism*. University of Arkansas Cooperative Extension Service, FSCED301.
- McCullough, S., Miller, W., Payne, J. & Riley, T. (2006). *Municipal Bonds in Arkansas*. Public Policy Center. University of Arkansas System Division of Agriculture, PPC003.
- McCullough, S., Miller, W., Payne, J. & Riley, T. (2006). *Proposed Constitutional Amendment No. 1: Bingo and Raffles*. Public Policy Center. University of Arkansas System Division of Agriculture, PPC001.
- McCullough, S., Miller, W., Payne, J. & Riley, T. (2006). *Referred Question No. 2: Higher Education Bonds*. Public Policy Center. University of Arkansas System Division of Agriculture, PPC002.
- Miller, W. and McCullough, S. (2005). *A Citizen's Guide to Arkansas State Taxes*. University of Arkansas Cooperative Extension Service.
- McCullough, S., Miller, W., Payne, J. & Riley, T. (2005). *Referred Question No. 1: Interstate Highway Bonds*. Public Issues Education Center. University of Arkansas System Division of Agriculture, PIEC001.
- McCullough, S., Miller, W., Payne, J. & Riley, T. (2005). *Referred Question No. 2: Higher Education Bonds*. Public Issues Education Center. University of Arkansas System Division of Agriculture, PIEC002.

McCullough, S., Miller, W., Payne, J. & Riley, T. (2004). *Referred Question No. 1: Statewide Property Tax for Schools*. Public Issues Education Center. University of Arkansas System Division of Agriculture, PIEC004.

McCullough, S., Miller, W., Payne, J. & Riley, T. (2004). *Proposed Constitutional Amendment No. 2: Economic Development Bonds*. Public Issues Education Center. University of Arkansas System Division of Agriculture, PIEC003.

McCullough, S., Miller, W., Payne, J. & Riley, T. (2004). *Proposed Constitutional Amendment No. 1: Term Limits*. Public Issues Education Center. University of Arkansas System Division of Agriculture, PIEC002.

McCullough, S., Miller, W., Payne, J. & Riley, T. (2004). *Proposed Constitutional Amendment No. 3: An Amendment Concerning Marriage*. Public Issues Education Center. University of Arkansas System Division of Agriculture, PIEC001.

### **Conference Proceedings, Technical Reports and Other**

McCullough, S., Higgins, K., Pittman, H., Rumley, E. & Rumley, R. (2015). *State Approaches to Particulate Matter Emissions from Agricultural Burning: Laws and Policies Across the United States*. Final Report to Arkansas Department of Environmental Quality as part of “Managing Crop Residues to Reduce Particulate Matter Emissions” grant.

McCullough, S. (2012). *Identifying Local Entrepreneurship Development System Policy in Rural Areas and How Local Context Shapes Entrepreneurship Policy Formation*. (Doctoral dissertation). University of Arkansas.

Rainey, D., McCullough, S., Das, B. & Miller, J. (2010). *Agritourism Development in Arkansas: Economics and Associated Constraints*. Technical report. University of Arkansas System Division of Agriculture Public Policy Center.

McCullough, S. and Deller, S. (2002). *Growth and Fiscal Health of Wisconsin Cities*. Staff Paper No. 446. University of Wisconsin-Madison Department of Agricultural and Applied Economics.

McCullough, S., Henningfield, J. & Baladi, M. (2001). *DMV High Risk Drivers Identification Procedures Program Assessment (Eight-Year Driver License Renewal Study)*. Final Report to Wisconsin Department of Transportation and the Federal Highway Administration under Project #SPR-0092-45-14.

McCullough, S and Deller, S. (2000). “Growth and Fiscal Health of Wisconsin Cities.” *The Small City and Regional Community* (Proceedings of the 2000 Conference, edited by Ron Shaffer and William Ryan), 14, 67-78.

## CONFERENCE PRESENTATIONS

### Invited

*Grant Writing Best Practices.* Presentation for the Mississippi Excellence in Tourism Leadership Program hosted by Mississippi State University at the Mississippi Governor's Conference on Tourism, October 19, 2022: Tunica, MS.

*Diversifying Income Streams on the Farm: AgriTourism Opportunities.* Webinar presentation at 11th Annual Small Scale Producer Conference hosted by Prairie View A&M University and University of Arkansas at Pine Bluff, April 29, 2021.

*Community Prosperity Summit.* Facilitator for USDA's Office of Partnerships and Public Engagement in collaboration with the Regional Rural Development Centers, June 19-20, 2019: Phoenix AZ.

*Mapping Community Assets.* Webinar presentation as part of Understanding Communities and Their Dynamics, Level One-Foundations of Practice in Community Development program presented through eXtension in collaboration with Regional Rural Development Centers, October 10, 2018.

*Conducting Successful Master Gardener Meetings,* Arkansas Master Gardeners P-N-G Leadership Conference, September 18, 2018: Little Rock, AR.

*Financial Tools for Community Development,* University of Central Arkansas Community Development Institute-Year 2, August 1, 2018: Conway, AR.

*Agritourism in Arkansas,* 2017 Small Farmer Agricultural Leadership Institute: Promoting Yourself and Your Business, September 26, 2017: Pine Bluff, AR.

*Parliamentary Procedures for Successful Meetings,* Arkansas Master Gardeners P-N-G Leadership Conference, September 26, 2017: Little Rock, AR.

*Discovering Community Assets.* Webinar presentation as part of Understanding Communities and Their Dynamics, Level One-Foundations of Practice in Community Development program presented through eXtension in collaboration with Regional Rural Development Centers, November 10, 2016.

*Discovering Community Assets.* Webinar presentation as part of Understanding Communities and Their Dynamics, level one of the Foundations of Practice in Community Development program presented through eXtension in collaboration with North Central Regional Center for Rural Development and North Central program leaders, February 19, 2015.

*Farmers Market Promotion Program,* Arkansas Farmers Market Association Meeting, February 6, 2015: Little Rock, AR.

*Farmers Markets to Family Fun: Adding Agritourism to Your Mix,* 34<sup>th</sup> Annual Horticulture Industries Show, January 16, 2015: Fort Smith, AR.

*Discovering Community Assets.* Webinar as part of Understanding Communities and Their Dynamics, level one of the Foundations of Practice in Community Development program presented through eXtension on behalf of The North Central Regional Center for Rural Development and the North Central program leaders. November 7, 2013.

*Economic Development: Extension's Role.* Galaxy IV Conference, September 16-20, 2013: Pittsburgh, PA (with Marion Bentley, Utah State University Cooperative Extension; Doug Arbogast, West Virginia University Extension; and Ryan Pesch, University of Minnesota Extension).

*Agritourism: Successful Diversity Strategies & Tools.* National Value Added Conference, May 19-21, 2013: Rogers, AR (with Donna Perrin, Arkansas Department of Parks & Tourism and Martha Glass, North Carolina Department of Agriculture & Consumer Services).

*Opportunities for Supporting Arkansas Businesses.* Poster presentation at Arkansas Galaxy Conference, March 27-29, 2013: Morrilton, AR (with Bobby Hall and Kim Magee).

*Entrepreneurship Development Targeting Rural Hispanic Immigrants: A Collaborative Research and Extension Effort.* Invited presentation at AFRI Project Directors Meeting, November 7-9, 2011: Miami, FL (with W. P. Miller, F. L. Farmer, Z. K. Moon, C. Abreo)

*Agritourism Development in Arkansas: Economics and Associated Constraints.* Presentation of research results at University of Arkansas System Division of Agriculture Public Policy Center Research Symposium, October 26, 2010: Little Rock, AR (with Dr. Daniel Rainey, Dr. Biswa Das, and Dr. Jefferson Miller).

*Agritourism—Farms Produce More Than Food & Fiber! Strengthening Rural Economies through Agritourism.* Presentation at Arkansas Governor's Conference on Tourism, March 16-17, 2009: Fort Smith, AR (with Joe Foster and Donna Perrin).

*Agritourism—Farms Produce More Than Food & Fiber! Starting an Agritourism Enterprise.* Presented at Arkansas Women in Agriculture Conference, March 10, 2009: North Little Rock, AR.

*Agro-tourism Ideas.* Presentation at 2007 Arkansas Women in Agriculture Conference. March 8-9, 2007: Hot Springs, AR (with Ron Rainey).

*Agritourism in Arkansas.* Presentation at 2007 Governor's Conference on Tourism. March 4-6, 2007: Hot Springs, AR (with Joe Foster and Harrison Pittman).

### **Selected Submissions**

*CREATE BRIDGES: Fostering Economic Development through Community Partnerships.* Post-conference workshop at National Association of Community Development Extension Professionals (NACDEP) Conference, April 30-May 3, 2023: Coeur d'Alene, ID (with Sara Siems, Alison Davis, Becky Bowen, Susan Odum, Michael Patrick, Grace Langford, Julianne Dunn, Michael Woods, Mercedes Fraser, Zachary Kennedy, Patrick Vanderpool, Daniel Kahl, Susan Jakes, Rachel Welborn, Brandon Mathews, Russ Garner, Tim Hagaman, Elissa Hashemi and Simona E. Balazs).

*CREATE BRIDGES: Celebrating REtail, Accommodations, Tourism, and Entertainment by Building Rural Innovations and Developing Growth Economies.* Poster presentation at National Association of Community Development Extension Professionals (NACDEP) Conference, June 5-8, 2022: Indianapolis, IN (with Julianne Dunn, Brandon Mathews, Alison Davis, Mercedes Maness, Sara Siems, Mike Woods, Grace Langford, Becky Bowen, Susan Jakes, Michael Patrick and Susan Odum).

*Resource Development to Support Extension Programs: Lessons Learned*, Presentation at National Association of Community Development Extension Professionals (NACDEP) Virtual Conference, May 29-June 3, 2020 (with Alison Davis).

*Creating Bridges for the Rural Retail Workforce: Bringing Businesses and Employees Together to Identify Long-Term Employment Solutions for Rural Retail*. Webinar presentation as part of Southern CRD Webinar Series, July 26, 2019 (with Alison Davis and Dave Shideler).

*Building a Business Retention and Expansion Training Focused on Workforce Development*, Presentation at National Association of Community Development Extension Professionals (NACDEP) Conference, June 9-12, 2019: Asheville, NC (with Julianne Dunn).

*A Longitudinal Evaluation of LeadAR*, Presentation at National Association of Community Development Extension Professionals (NACDEP) Conference, June 9-12, 2019: Asheville, NC (with Karen Ballard and Emily Smith).

*Creating Bridges for the Rural Retail Workforce: Bringing Businesses and Employees Together to Identify Long-Term Employment Solutions for Rural Retail*, Presentation at National Association of Community Development Extension Professionals (NACDEP) Conference, June 9-12, 2019: Asheville, NC (with Alison Davis and Dave Shideler).

*Extension Efforts to Strengthen e-Connectivity*, Presentation at National Association of Community Development Extension Professionals (NACDEP) Conference, June 10-13, 2018: Cleveland, OH (with Mary Kluz).

*Local Foods Resource Mapping Project*, Presentation at National Association of Community Development Extension Professionals (NACDEP) Conference, June 11-14, 2017: Big Sky, MT (with Amanda Perez, Susan Jakes, Stephen Brown, Stephan Goetz and Chance McDavid).

*Managing Conflict*, Presentation at Arkansas Galaxy Conference, March 17, 2016: Morrilton, AR.

*Educating Landowner Entrepreneurs about Outdoor Enterprises in Arkansas*, Presentation at National Association of Community Development Extension Professionals (NACDEP) Conference, May 17-20, 2015: Little Rock, AR (with Rebecca McPeake).

*Bringing Jobs & Dollars to Arkansas*. Poster presentation at Arkansas Galaxy Conference, March 19-21, 2014: Morrilton, AR (with Bobby Hall and Kim Magee).

*Building a Coalition to Support Agritourism Development*. Presentation at National Association of Community Development Extension Professionals (NACDEP) Conference, June 22-25, 2014: Grand Rapids, MI.

*Local Entrepreneurship Policy in Rural Areas and How Local Context Shapes Entrepreneurship Policy Formation*. Galaxy IV Conference, September 16-20, 2013: Pittsburgh, PA.

*Leveraging Local Assets to Create an Agricultural Development Center*. Poster presentation at National Value Added Conference, May 19-21, 2013: Rogers, AR.

*Expanding Extension's Partnership with County Government*. Arkansas Galaxy Conference, March 27-29, 2013: Morrilton, AR (with Dr. Wayne Miller and Vuko Karov).

- Rural Entrepreneurship Development Systems and Local Policy.* Poster presentation at National Association of Community Development Extension Professionals (NACDEP) Conference. May 20-23, 2012: Park City, UT.
- Creating a Public Value Message for Your Program.* Presentation at Arkansas Galaxy Conference. March 28-30, 2012: Morrilton, AR (with Bobby Hall and Kim Magee).
- Identifying Local Entrepreneurship Development Policy in Rural Areas: How Does Local Context Shape Policy Formation.* Poster presentation at University of Arkansas Graduate Student Research Competition. February 10, 2012: Fayetteville, AR.
- Entrepreneur Camp.* National Association of Extension 4-H Agents (NAE4-HA) Conference, October 24-28, 2011: Omaha, NE (with S. Caldwell).
- Community Involvement of Urban and Rural Latin American Migrant Entrepreneurs.* Presented at 74th Annual Meeting of the Rural Sociological Society, July 28-31, 2011: Boise, ID (with Z.K. Moon, F. L. Farmer, C. Abreo, and W. P. Miller).
- Barriers to Migrant Latino Entrepreneurship.* Presented at Cambio de Colores 10th Annual Conference, June 8-10, 2011: Kansas City, MO (with Z.K. Moon, F. L. Farmer, C. Abreo, and W. P. Miller).
- Agritourism Development in Arkansas: Economics & Associated Constraints.* Poster presentation at 2011 Arkansas Galaxy Conference Annual Conference, March 16-18, 2011: Winthrop Rockefeller Institute - Morrilton, AR (with D. V. Rainey, J. D. Miller, B. R. Das).
- 'If I Just Had a Piece of Paper': One Land Grant University's Response to Latino Immigrant Entrepreneurs.* Presented at the 2011 Arkansas Galaxy Conference Annual Conference, March 16-18, 2011: Winthrop Rockefeller Institute - Morrilton, AR (with C. Abreo, W. P. Miller, F. L. Farmer, and Z. K. Moon).
- Entre-WHAT? Business Basics for Arkansas Youth.* National Association of Community Development Extension Professionals (NACDEP) Conference, March 7-9, 2011: Charleston, SC (with K. Magee and J. R. Hall).
- 'If I Just Had a Piece of Paper': One Land Grant University's Response to Latino Immigrant Entrepreneurs.* SERA-37: The New Hispanic South annual conference, October 6-7, 2010: Raleigh, NC (with Cristina Abreo, Zola Moon, Frank Farmer, and Wayne Miller).
- Social Media and Small Businesses: Creating Marketing Strategies in the Digital Age.* Poster presentation at American Association for Agricultural Education (AAAE) Conference, May 24-27, 2010: Omaha, NE (with Dr. Jeff Miller, Dr. Leslie Edgar, and Kim Magee).
- Using Social Networking and Web 2.0 Tools to Enhance Small Businesses.* National Association of Community Development Extension Professionals (NACDEP) Conference, April 12-14, 2010: Bloomington, MN (with Dr. Jeff Miller, Dr. Leslie Edgar, and Kim Magee).
- Web 2.0 and Social Media for Rural Small Businesses.* Poster presentation at Arkansas Galaxy Conference, March 10-12, 2010: Morrilton, AR (with Dr. Jeff Miller, Dr. Leslie Edgar, and Kim Magee).

*Arkansas Agritourism Business Operators: Who They Are, How They Communicate, What They Want to Learn, and How They Want To Learn It.* Poster presentation at the Southern Association of Agricultural Scientists-Agricultural Communications Section annual meeting, February 6-9, 2010: Orlando, FL (with Dr. Daniel Rainey, Dr. Biswa Das, and Dr. Jefferson Miller).

*Web 2.0 and Social Media for Rural Small Businesses.* Southern Association of Agricultural Scientists (SAAS) Conference, February 6-9, 2010: Orlando, FL (with Dr. Jeff Miller, Dr. Leslie Edgar, and Kim Magee).

*Agritourism—Farms Produce More Than Food & Fiber! Strengthening Rural Economies through Agritourism.* Presentation at Arkansas at Galaxy Conference. March 4-6, 2009: Hot Springs, AR (with Sheila Brandt, Van Banks, and Shaun Rhoades)..

*Understanding Demographic Trends and Related Issues in Your State.* Presentation at Bridging the Culture Divide: Inclusive Extension Programming for Extension Professionals. October 12-14, 2008: Raleigh, NC.

*Planning Your Program.* Presentation at Bridging the Culture Divide: Inclusive Extension Programming for Extension Professionals. October 12-14, 2008: Raleigh, NC.

*Entre-WHAT? Business Basics for Arkansas Youth.* Presented at Land-Grant Youth Entrepreneurship Symposium. June 4-6, 2008: State College, PA.

*Community Development Made Easy.* Presented at 2008 Arkansas Galaxy Conference, February 19-20, 2008: North Little Rock, AR.

*Ballot Issues Education.* Poster presented at Joint Council of Extension Professionals Galaxy Conference. September 15-19, 2008: Indianapolis, IN.

*Ballot Issues Education.* Poster presentation at University of Arkansas System Division of Agriculture Public Policy Center Research Symposium. June 28, 2007: Little Rock, AR.

*Rebuilding a Community and Economic Development Program.* Presented at National Association of Community Development Extension Professionals (NACDEP) conference, April 16-19, 2007: Philadelphia, PA.

*Building Stronger Communities.* Poster presentation at Arkansas Galaxy Conference. February 21-23, 2007: Hot Springs, AR (with Deborah M. Tootle, Maureen Rose and Tammy Seefeld).

*Ballot Issues Education.* Poster presentation at National Public Policy Education Conference (NPPEC) sponsored by Farm Foundation. September 18-20, 2006: Fayetteville, AR.

*Ballot Issues Education.* Poster presentation at Policy Issues and Leadership Development (PILD) conference sponsored by Joint Council of Extension Professionals (JCEP). April 24-27, 2006: Washington, D.C.

*Roles for Extension in County Government Finance.* Poster presentation at Arkansas Galaxy Conference. February 22-24, 2006: Hot Springs, AR (with John Payne).

*Ballot Issues Education.* Presentation at National Association of Community Development Extension Professionals (NACDEP) conference. February 13-16, 2006: San Antonio, TX (with Wayne Miller).

*Extension Programs in Public Finance*. Poster presentation at Arkansas Women in Agriculture Conference, March 3-4, 2005: Hot Springs, AR.

*Economic Impact of Agriculture in Arkansas*. Poster presentation at Arkansas Women in Agriculture Conference, March 3-4, 2005: Hot Springs, AR.

*Extension Programs in Public Finance*. Poster presentation at Arkansas Rural Life Conference, February 11, 2005: Pine Bluff, AR.

*Growth and Fiscal Health of Wisconsin Cities*. Presentation at the Small City and Regional Community Conference. September 28-29, 2000: Madison, WI (with Steven Deller).

*Population Change, Fiscal Performances, and Health in Wisconsin Communities*. Presentation at the Mid-Continent Regional Science Association meeting. June 2, 2000: Milwaukee, WI (with Steven Deller).

### **CAMPUS TEACHING**

Guest Lecturer on Emerging Trends in the Discipline, University of Arkansas Department of Agricultural Education, Communications and Technology, 2021.

Guest Lecturer on Public Policy Advocacy, University of Arkansas for Medical Sciences Dietetics Internship Program, 2021.

Guest Lecturer on Community and Economic Development, University of Arkansas School of Human Environmental Sciences, 2019.

Master's Committee Member, University of Arkansas Department of Agricultural and Extension Education, for Kristin Higgins, 2014-2015.

### **SERVICE**

#### **Professional**

West Virginia University. External Promotion Review for Dr. Denis Scott, Associate Professor (2022).

Association of Public and Land-grant Universities (APLU) "Making it Count: Applying Science to Support Universal Affordable Broadband Adoption" Breakout Group Facilitator (2021).

Mississippi-Alabama Sea Grant Consortium Review Panelist (2021).

Mississippi State University Extension. External Promotion Review for Grace Langford, Extension Associate for Southern Rural Development Center (2021).

Arkansas EDA COVID-19 Recovery & Resiliency Initiative Statewide COVID-Response Plan Advisory Council Member (2020-2021).

University of Central Arkansas Community Development Institute Advisory Board Member (2020-present).

National Extension Directors and Administrators (NEDA) Meeting Breakout Group Facilitator (2020).

U.S. Department of Education Rural Tech Project Judging Panel (2020).

USDA/NIFA AFRI-Agricultural Economics and Rural Communities: Innovation for Rural Entrepreneurs and Communities Peer Review Panel (2020).

USDA/NIFA Small Business Innovative Research Program Phase I, Topic 8.6 Community & Rural Development Review Panelist (2020).

Cornell University. Re-appointment for Larry Van De Valk, Senior Extension Associate in the Department of Global Development (2020).

Ohio State University.

- Chair, Community Development External Program Review Committee (2019).
- External Peer Evaluation for Dr. Tom Blaine (2016).

Washington State University Extension. External Review Committee for Promotion of Non-tenure Extension Faculty for Dr. Trevor Lane (2019).

USDA/NIFA Small Business Innovative Research Program Phase I, Topic 8.6 Community & Rural Development Review Panelist (2018).

Arkansas Farm Bureau Officers & Leaders Conference Planning Committee Member (2018).

Arkansas Agritourism Association Advisory Panel (2018-present).

Arkansas Public Transit Coordination Council (APTCC) Member (2017-present).

Southern Rural Development Center Technical and Operational Advisory Committee (TOAC) (2014-2016).

Southern Rural Development Center. Served as reviewer of nominations for Bonnie Teater Award (2016).

Whitepaper Reviewer for Mississippi State University's Intelligent Community Institute (2015).

Reviewer for Americorps State Program applications, sponsored by Arkansas Department of Human Services Division of Community Service and Nonprofit Support (2013-2014).

West Virginia University Extension Service.

- External Peer Evaluation for Dr. Michael Dougherty (2018).
- Research External Review Committee for Promotion & Tenure for Dr. Kelly Nix (2013).

University of Florida Institute of Food and Agricultural Sciences.

- External Review Committee for Promotion of County Extension Faculty for Nicole Walker (2015).
- Part of multistate team (Florida, Mississippi, Kentucky, Indiana) to develop and conduct training program for Extension personnel new to community development work (2013).

Southern Region Sustainable Agriculture Research and Education (SARE) Program/Southern Rural Development Center (SRDC). Served as reviewer for 2012 Sustainable Community Innovation Grants.

Arkansas Department of Parks and Tourism. Served as an advisor in developing an advertising booklet (“Arkansas Grown”) focusing on agricultural products and agritourism in Arkansas (2011).

Retention Strategy Working Group. Serve as member of statewide service provider advisory group coordinated by Arkansas Economic Development Commission (2009-2011).

Pulaski County 4-H Foundation.

Vice president (2012).

Secretary (2010).

Board of Directors (2007-2012).

Arkansas Foodbank Network Board of Directors (2009).

Youth Entrepreneurship Showcase (Y.E.S.). Served as judge for youth business plan competition sponsored by Arkansas Capital Corporation (2006-2007).

### **Professional Associations**

National Association of Community Development Extension Professionals (NACDEP).

- Historian (2018-2023).
- Development Committee-co-chair (2017-2018); member (2019-2020).
- Board of Directors-Past President (2016-2017).
- Nominations Committee chair (2016)
- Policies & Resolutions Committee chair (2016-2017).
- Board of Directors-President (2015-2016).
- Board of Directors-President Elect (2014-2015).
- Board of Directors-Southern Regional Representative (2012-2014).
- Conference Steering Committee-co-chair (2015); member (2016)
- Conference Abstract reviewer (2018-2020)
- Member services committee-chair (2010-2011); member (2008-present).
- Communications committee-member (2011-2012).
- Conference planning committee-evaluation track (2009).
- National Galaxy Conference-NACDEP program planning committee (2008)
- Conference planning committee-local government/community services track co-chair (2007).

Joint Council of Extension Professionals (JCEP).

- Board of Directors (2015-2017).
- Policy Committee-chair (2017).
- Leadership Conference Planning Committee-member (2015)
- Marketing Committee-member (2016).
- Strategic Planning Committee-member (2015).
- Reviewer of presentation proposals for National Galaxy IV Conference (2013).
- Moderator for concurrent session at National Galaxy IV Conference (2013).

National Digital Extension Education Team (NDEET) (2019-2023).

Community Development Society: Article Review, “Minority Entrepreneurs in Wisconsin: Bridging the Gap in Resources to Mobilize Potential,” Community Development: Journal of the Community Development Society (2020).

Agricultural & Applied Economics Association (AAEA) Conference Abstract Reviewer (2018).

Southern Region-Extension Program Leadership Network (SR-PLN) Community Development Committee (2013-present).

- Southern Region Liaison to North Central Program Leadership Network (2017-present).
- Chair (2018-2019).
- Vice-Chair (2017-2018).
- Secretary (2016-2017).

Southern Extension and Research Activity (SERA-47): Strengthening the Southern Region Extension and Research System to Support Local & Regional Foods Needs and Priorities-member (2016-2018).

Southern Extension and Research Activity (SERA-37): The New Hispanic South.

- Training taskforce chair (2008).
- Conference chair: "Bridging the Culture Divide: Inclusive Extension Programming for Extension Professionals" (2008).

Arkansas Community Economic Development Alliance (ACEDA).

- Founding member (2014).
- Quarterly meeting host (2015-2022)

Arkansas Association of Cooperative Extension Specialists (AACES).

- Recognition and awards committee-member (2012-present); chair (2012).
- Fundraising committee-member (2013-present).
- Facilitator for concurrent session at Arkansas Galaxy Conference (2012-2013).
- Professional development committee-member (2012).
- Nominations committee-member (2012).
- Constitution and audit committee-member (2012).
- Social committee-chair (2010-2011)
- Arkansas Galaxy Conference planning committee (2007-2010).
- Board of Directors-treasurer (2005-2006); president elect (2007); president (2008); past president (2009)

Epsilon Sigma Phi (ESP).

- Alpha Iota Chapter Vice President (2013).
- Webpage and newsletter committees (2013).
- Awards and recognition committee (2009-2011).

### **University of Arkansas System Division of Agriculture**

Division of Agriculture Strategic Planning Initiative Lead (2023).

Division of Agriculture Non-Classified Support Personnel Award Committee Co-chair (2017-2022).

Cooperative Extension Service Excellence Awards Committee Administrative Advisor (2017-2022).

Cooperative Extension Service Assistant Vice President for 4-H and Youth Development Screening Committee Chair (2022).

Cooperative Extension Service County Agent Training Conference Committee Chair (2022).

Cooperative Extension Service Online Learning Systems Review Team Chair (2020-2022).

Cooperative Extension Service Assistant Vice President for Finance & Administration Screening Committee (2021).

Cooperative Extension Service Assistant/Associate Professor-Nutrition Education Screening Committee (2020).

Sr. Associate VP for Agriculture–Extension Director Search Committee (2019-2020).

Division of Agriculture Outstanding Classified Employee–AES Committee (2019).

Cooperative Extension Service Office Space Review Committee Member (2017).

Cooperative Extension Service Senior Grants Officer Selection Committee Member (2016).

Division of Agriculture Executive Committee Member (2015-present).

Division of Agriculture Unit Heads Team Member (2015-present).

Cooperative Extension Service Executive Team Member (2015-present).

Cooperative Extension Service Uniform Guidance Committee Member (2015-2016).

Cooperative Extension Service Website Redesign.

- Super User for Business & Communities section (2013-present).
- Migration committee-team lead for Business & Communities section (2013).
- Online survey of county agents regarding website needs (2013).

Cooperative Extension Service District Director Search & Screening Committee Member (2013-2014).

Division of Agriculture John W. White Outstanding Team Award Review Committee Member (2010-2013).

Division of Agriculture Federal Report of Accomplishments Writing Team.

- Economic & Community Development-member (2012-2016); team lead (2016-2019).
- Families, Youth & Communities committee member (2007-2011).

Division of Agriculture Federal Plan of Work Writing Team.

- Economic & Community Development-member (2012-2015); team lead (2016).
- Families, Youth & Communities committee member (2007-2011).
- Economics & Commerce committee member (2007-2008).

Division of Agriculture 2011-2015 Strategic Plan 1-Year Extension Writing Team Member - community and economic development section (2016).

Cooperative Extension Service Onboarding Strategic Planning Group Member (2011).

Division of Agriculture 2011-2015 Strategic Plan (2010).

- Facilitator at state stakeholder listening session.
- Writing team for community and economic development section.

Cooperative Extension Service Nutrition Committee Member (2006).

Cooperative Extension Service Obesity-Environmental Issues Committee Member (2006).

Cooperative Extension Service Community Development Committee Member (2005).

Cooperative Extension Service 4-H O-Rama Review Committee Member (2005).

Cooperative Extension Service Community and Economic Development Unit Committees.

- LeadAR Advisory Council (2015-present).
- Breakthrough Solutions Advisory Council (2013-2020).
- Program Associate promotion committee (2014).
- Public Policy Center program associate search committee (2013).
- Administrative Support Supervisor selection committee (2012).
- Leadership program technician selection committee (2012).
- Arkansas Procurement Assistance Center Director search committee (2011).
- CED impact evaluation committee (2011-2012).
- Public Policy Center program associate search committee (2011).