

# CYNDA R. CLARY

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## Present Position

July 2008 – Present: **Interim Department Head, Department of Agricultural and Extension Education, New Mexico State University.**

## Past NMSU Experience

September 2003 – July 2008: **Special Assistant to the Provost, New Mexico State University.** Provide leadership to NMSU's reaccreditation self-study process. Provide leadership in NMSU's assessment of student learning in academic programs, general education, academic advising, and co-curricular programs. Review curriculum submissions and facilitate the general education course certification process. Provide assistance to the Executive Vice President and Provost in areas of academic policy and student success.

August 2005 – July 2006: **Fellow, American Council on Education.** As the premier leadership development program in higher education, the ACE Fellows Program combines seminars, interactive learning opportunities, and campus visits to higher education institutions to condense years of on-the-job experience and skills development into a single year. As part of this fellowship, spent 5 months at the University of Minnesota learning about its undergraduate initiatives, strategic planning processes, and its challenges of leadership and communication within its very large institutional structure. Also, as part of this fellowship, developed a proposal for the NMSU University Advising Council. This proposal was implemented in Spring 2007.

August 2000 - January 2002, April 2003 - September 2003: **Assistant to the Associate Dean and Associate Director of Academic Programs, College of Agriculture and Home Economics, New Mexico State University.** Forty percent appointment. Responsibilities included advisement of the CAHE Ambassador Program, evaluation of transfer transcripts, NCAA athlete certification, design and implementation of faculty teaching development activities, creation and maintenance of articulation agreements with other educational institutions, coordination of the CAHE Mentor Program, and assistance with student recruitment and retention programs.

July 1993 to Present: **Professor (7/03 - Present), Associate Professor (7/99 - 6/03) and Assistant Professor (7/93 - 6/99), Department of Agricultural Economics and Agricultural Business, New Mexico State University.** Teaching and research programs addressed the marketing of agricultural products, evaluation of commodity specific and state-sponsored promotion programs, and teaching-related issues. Actively involved in undergraduate and graduate advising, undergraduate scholarship allocations, undergraduate and graduate recruiting, coordination of the senior project program, and undergraduate academic achievement recognition programs.

February 2002 - April 2003: **Interim Associate Dean and Associate Director of Academic Programs, College of Agriculture and Home Economics, New Mexico State University.** Responsibilities included the direction and management of recruitment, scholarship, and retention programs and budgets for the Academic Programs Office in the College of Agriculture and Home Economics. Provided academic advising for students on probationary or suspension status. Evaluated transcripts for incoming transfer students. Worked with faculty academic advisors to move student athletes from academic program advisors to department-specific advisors. Completed and/or certified NCAA student athlete academic progress reports. Continued to serve as faculty advisor for the CAHE Ambassadors, Alpha Zeta Honorary Society, and the CAHE Council. Also, continued to coordinate the Senior Project Program and served as an academic advisor for the Department of Agricultural Economics and Agricultural Business.

## Education

**Ph.D., 1993**, *North Carolina State University*, Major: Economics, Minor: Statistics  
**Doctoral Studies, 1986-87**, *University of North Carolina*, Major: Marketing  
**M.S., 1984**, *Purdue University*, Major: Management, Emphasis: Marketing  
**B.S., 1983**, *California Polytechnic State University*, Major: Agricultural Business Management

## Teaching Services

### *Academic Advising*

Serve as an on-call academic advisor (open door policy) for both undergraduate and graduate students. During most of my faculty advising career, advised 40-60 undergraduate students each semester.

### *Graduate Committees*

Chaired six master's committees at NMSU and served as a member of five other AEAB master's committees. In addition, served as the Graduate School representative on five other master's committees.

### *Career Advisement*

Work with students to develop and revise their resumes. Created a repository for those resumes in response to company requests. Coordinated company interviews through the AEAB department. Worked closely with the NMSU Placement and Career Services Center to connect students with this resource.

### *Other Advising Services to Students*

Served as the faculty advisor for CAHE Ambassadors (2000-2004) and Alpha Zeta (senior advisor: 2000-2004, junior advisor: 1998-2000). Also served as the financial advisor to the College of Agriculture and Home Economics Council (2000-2003) and was the primary advisor (2003-2005) for the NMSU chapter of the National Society for Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS). In addition, served seven years (1994-2001) as the advisor of the NMSU chapter of the National Agri-Marketing Association and six years as a co-advisor of CERES - an international women's fraternity. Also advised the little sisters of Alpha Gamma Rho (the RhoMates) for four years (1996-2000). During each year of my term as the NMSU/NAMA advisor, the chapter earned national recognition (1994/95 Outstanding Developing Chapter, 1995/96 1<sup>st</sup> place, National Outstanding Student Chapter, 1996/97 2<sup>nd</sup> place, National Outstanding Student Chapter, 1997/98 3<sup>rd</sup> place, National Outstanding Student Chapter, 1998/99 1<sup>st</sup> place National Outstanding Student Chapter and 4<sup>th</sup> place, National Marketing Competition, 1999/2000 3<sup>rd</sup> place, National Outstanding Student Chapter, 2000/2001 1<sup>st</sup> place, National Outstanding Student Chapter and 1<sup>st</sup> place, National Marketing Competition).

### *College of Agriculture and Home Economics Mentor Program*

Participated in the CAHE mentor program where faculty and freshman/transfer students are paired together to assist new students with the transition to NMSU (1995-2002). Over the seven years of the program, served as faculty mentor to approximately 40 students. Served as program coordinator for three years.

### *Committee Memberships Related to Academic Programs/Student Services*

NMSU HLC Reaccreditation Steering Committee Chair, 2005 - 2008

NMSU University Advising Council, chair, 2007

NMSU General Education Assessment Committee, chair, 2006 - 2008

NMSU Teaching Academy Advisory Board, January 2003 – present

NMSU Plan 2 Plan Task Force, 2007

NMSU Retention Advisory Task Force (formerly the Enrollment Management Task Force), 2001 - 2006

NMSU General Education Course Certification Committee, 2000 – 2005, chair, 2006 - 2008  
NMSU Teaching Academy Task Force, May 2002 - December 2002  
NMSU Distance Education Advisory Board, September 2002 - April 2003  
NMSU General Education Task Force, 2002 - 2005  
NMSU Articulation Task Force, 2002 - 2005  
NMSU V.P. of Student Services Search Committee, 2001  
AEAB Undergraduate Committee, 1995 to 2003, Chair 1999 - 2003  
AEAB Scholarship Committee, 1996 to 2003. Chair, 1998 - 2003  
National Agri-Marketing Association, National Careers Committee, 1996/97

## Awards and Honors

2002 Distinguished Teaching Award, Less Than 10 Years Experience, American Agricultural Economics Association  
2001 USDA Food and Agricultural Sciences Excellence in Teaching Award, Western Region Recipient  
2001 Honorary State FFA Degree, New Mexico State FFA Association  
1999 Young Achiever Alumni Award, NC State University, Dept. of Agricultural and Resource Economics  
1998 Outstanding Undergraduate Teaching Award of the Western Agricultural Economics Association With Less Than 10 Years Experience  
1998 NMSU College of Agriculture and Home Economics Distinguished Teaching Award  
1998 Award for Meritorious Achievement, National Agri-Marketing Association  
1997 NMSU, Patricia Christmore Faculty Teaching Award  
1997 NMSU, Donald C. Roush Award for Teaching Excellence  
1996 Honorary Member of the CAHE Sam Steel Society  
1995 Outstanding Advisor, National Agri-Marketing Association  
1995 Outstanding Teacher of the Year, NMSU Collegiate FFA award

## Scholarly Activity

### *Creative Activity*

As an AEAB faculty member, conducted research in the areas of teaching and agricultural marketing. Agricultural marketing work addressed issues tied to state-sponsored and producer-directed marketing efforts. Other grant funded creative work has been in the areas of teaching effectiveness, recruiting and retention issues, and job placement techniques. Student peer evaluation methods, organization advising issues, and strategies for improving internship and graduate placement have also been examined. ***Funded Research Projects ( as Principle Investigator or Co-Principle Investigator) Total: \$879,455.***

### *Funded Projects*

#### Building Resources for Retention and Maximum Achievement of First-Generation and Culturally-Identified Hispanic Agricultural Students

Funding: USDA-CSREES, Hispanic-Serving Institution Higher Education Challenge Grants (\$299,949)  
Duration: September 2003-August 2007, *Co-principle investigator with Dr. Jeanne Gleason*

#### Enhancing Learning Through Research

Funding: USDA-CSREES, Hispanic-Serving Institution Higher Education Challenge Grants (\$150,000)  
Duration: July 2001 - June 2005, *Co-principle investigator with Tom Bagwell and Rich Phillips*

Closing the Digital Divide for a Minority-Serving Institution Delivery Systems

Funding: USDA-CSREES, Higher Education Challenge Grants (\$99,921)

Duration: October 2001 - September 2004, *Co-principle investigator with Dr. Jeanne Gleason*

La Biblioteca Electronica del Hispano: Digital Teaching and Curricular Resources for Hispanic-Serving Institutions

Funding: USDA-CSREES, Hispanic-Serving Institutions Education Grants Program (\$149,585)

Duration: August 2000 - July 2004, *Co-principal investigator with Dr. Jeanne Gleason*

Multiple Media Techniques For Geographically-Isolated and Minority Students

Funding: USDA-CSREES, Higher Education Challenge Grants (\$80,000)

Duration: September 1998 - August 2000, *Co-principal investigator with Dr. Jeanne Gleason*

Measurement of Agricultural Producer Attitudes Toward Commodity Check-Off and Promotion Programs - Continued Funding

Funding: National Institute for Commodity Promotion and Research (\$5000)

Duration: April 1996 - September 1997, *Principal investigator*

Measurement of Agricultural Producer Attitudes Toward Commodity Check-Off and Promotion Programs

Funding: National Institute for Commodity Promotion and Research (\$5000)

Duration: April 1995 - September 1997, *Principal investigator*

Freeing Place-Bound Students - Interactive Learning Through Multiple Media

Funding: USDA -CSREES, Higher Education Challenge Grants (\$70,000)

Duration: September 1994 - December 1995, *Co-principal investigator with Dr. Jeanne Gleason*

The Effectiveness of Different Media in Generic and Brand Advertising Campaigns

Funding: National Institute for Commodity Promotion and Research (\$20,000)

Duration: April 1994 - September 1997, *Principal investigator*

***Refereed Journal Articles***

**Clary, C. R..** *Using Peer Review to Build Project Teams: A Case Study.* NACTA, 1997, Vol. 41, No. 3, pp 25-27.

**Kinnucan, H. W., and C. R. Clary.** *Brand Versus Generic Advertising: Toward a Conceptual Framework With An Application to Cheese.* Agribusiness, 1995, Vol. 11, No. 4, pp 355-369.

**Wohlgenant, M. K., and C. R. Clary.** *Development and Measurement of Farm-to-Retail Price Linkage for Evaluating Dairy Advertising Effectiveness.* Journal of Agricultural Economics Research, 1993, Vol.44, No. 4, pp 18-27.

***Abstracts Published in Journals***

**Henry, C. R. and C. R. Clary.** *Meta-Analysis of Generic Advertising Effectiveness.* American Journal of Agricultural Economics, 1998, Vol. 80, No. 5, p. 1170.

**Clary, C.R.** *Why Do We Advise? An Examination of Current and Former NAMA Advisors.* American Journal of Agricultural Economics, 1998, Vol. 80, No. 5, p. 1209.

**Clary, C. R. and M. K. Wohlgenant.** *Generic and Brand Advertising Effectiveness: An Analysis of Dairy Advertising.* American Journal of Agricultural Economics, 1996, Vol. 78, No. 5, p. 1404.

**Clary, C.R. and L. Catlett.** *Student Satisfaction with Multiple-Media: Off-Campus Versus On-Campus.* American Journal of Agricultural Economics, 1996, Vol. 78, No. 5, p. 1420.

**Clary, C. R. and R. Steiner.** *Attitudes Toward Commodity Check-Off Programs: A Cross-Commodity Look at U.S. Agricultural Producers.* American Journal of Agricultural Economics, 1995, Vol. 77, No. 5, p. 1390.

#### ***Book Reviews Published in Journals***

**Clary, C. R.** *A Review of: Food Marketing: An International Perspective (Schaffner, D. J., W. R. Schroder, and M. D. Earle).* NACTA, 1998, Vol. 42, No. 3, p 54.

#### ***Articles in Published Proceedings***

**VanLeeuwen, D.M., Birkes, D.S., Clary, C., and Robinson, C.** *Data Structure With Respect to the Main Effects Model: A Discussion Motivated by a Meta-Analysis Data Set.* Proceedings of the 2003 Kansas State University Conference on Applied Statistics in Agriculture.

**Villaseñor, M., C. R. Clary, and R. Steiner.** *U.S. Producer Attitudes Toward Commodity Check-Off Programs: A Preliminary Analysis.* in *Economic Evaluation of Commodity Promotion Programs in the Current Legal and Political Environment*, eds. J. L. Ferrero and C. R. Clary. Ithaca, New York: National Institute for Commodity Promotion Research and Evaluation, Cornell University, 1997.

#### ***Editing of Published Proceedings***

**Ferrero, J. L., C. R. Clary, and T. J. Richards (editors).** *Economic Analysis of Research and Promotion.* Ithaca, New York: National Institute for Commodity Promotion Research and Evaluation, Cornell University, 1997.

**Ferrero, J. L. and C. R. Clary (editors).** *Economic Evaluation of Commodity Promotion Programs in the Current Legal and Political Environment.* Ithaca, New York: National Institute for Commodity Promotion Research and Evaluation, Cornell University, 1997.

**Kinnucan, H. W., J. E. Lenz, and C. R. Clary (editors).** *Economic Analysis of Meat Promotion.* Ithaca, New York: National Institute for Commodity Promotion Research and Evaluation, Cornell University, 1995.

#### ***Cooperative Extension Publications***

**Clary, C. R..** *Developing a Marketing Plan for Chile.* NMSU Cooperative Extension Service, Guide Z-306, June 1995.

#### ***Poster Presentations***

**Clary, C.R.,** "New Mexico State University Foundations of Excellence in the First College Year: Building Support Through Collaboration," a poster presented at the 2007 Higher Learning Commission Annual Conference, Chicago, Illinois, April 23-24, 2007. *Invited.*

**Clary, C.R.** *Why Do We Advise? An Examination of Current and Former NAMA Advisors*, a poster presented at the 1998 AAEA Annual Meeting, Salt Lake City, Utah, August 2-5, 1998. *Competitive Selection.*

**Clary, C. R., L. Catlett, and C. Valdez.** *Student Satisfaction with Multiple-Media: Off-Campus Versus On-Campus. A Pilot Project Addressing Distance Education Issues*, a poster presented at the 1996 AAEA Annual Meeting, San Antonio, Texas, July 28-31, 1996. *Competitive Selection.*

**Clary, C. R. and R. Steiner.** *Attitudes Toward Commodity Check-Off Programs: A Preliminary Analysis of U.S. Agricultural Producers*, a poster presented at the 1995 AAEA Annual Meeting, Indianapolis, Indiana, August 6-9, 1995. *Competitive Selection.*

## Professional Presentations

*“Managing Multiple Constituencies,”* presented as part of a panel at the 2008 Texas Regional Leadership Forum, American Council on Education, Office of Women in Higher Education, Waco, TX, October 8, 2008. *Invited Speaker.*

*“Connecting with Students,”* presented as part of a panel at the 2008 Western Region Teaching Conference, Las Cruces, NM, September 19, 2008. *Invited Speaker.*

*“Using Special Emphasis as an Action Strategy to Improve the Beginning College Experience,”* Co-authored with Judy Bosland and Laurie Churchill, presented as part of a panel at the 2008 Higher Learning Commission Workshop on Self-Study, Chicago, IL, April 12, 2008. *Competitive Selection.*

*“A Leadership Journey,”* presented as part of the 2007-2008 NMSU ADVANCING Leaders Monthly Training Program, Las Cruces, NM, September 7, 2007. *Invited Speaker.*

*“Foundations of Excellence: Improving New Student Success on HLC Campuses,”* presented as part of a panel at the 2007 Higher Learning Commission Annual Meeting, Chicago, IL, April 23, 2007. *Competitive Selection.*

*“Excellent Teaching: Personality or Perseverance?,”* presented at the 2002 Western Region Teaching Conference, Davis, CA, September 13 - 14, 2002. *Invited Speaker.*

*“Great Ideas From Great Teachers,”* a panel presentation for the 2002 AAEA Annual Meeting, Long Beach, CA, July 28 - 31, 2002. *Competitive Selection.*

*“Applying Technology to Job Placement: The CD Interviewing Project,”* presented at the 2000 AAEA Annual Meeting, Tampa, Florida, July 30 - August 2, 2000. Co-authors included Shacey Sullivan, Kirby Chacon, and Jeanne Gleason. *Competitive Selection.*

*“Making the “Real World” Part of Your World: Ideas for Bringing Business Into Your Classroom,”* a symposium organized by Cynda Clary and Frank Dooley (Purdue University). I also made a presentation for the symposium entitled “Real Easy Marketing” where I discussed the AGE 305 produce projects. 2000 AAEA Annual Meeting, Tampa, Florida, July 30 - August 2, 2000. *Competitive Selection.*

*“Graduate Student to Faculty Member: Preparing for the Teaching Transition,”* presented to the Dept. of Ag and Resource Economics, North Carolina State University, January 29, 1999. *Invited Speaker.*

*"Meta-Analysis of Generic Advertising Effectiveness,"* presented at the 1998 AAEA Annual Meeting, Salt Lake City, Utah, August 3, 1998. Presented by co-author, Chadelle Henry. *Competitive Selection.*

*"U.S. Ag Producer Attitudes Toward Commodity Check-Off Programs,"* presented at the NEC-63 Research Committee on Commodity Promotion meeting (Economic Evaluation of Commodity Promotion Programs in the Current Legal and Political Environment), Monterey, California, October 7 and 8, 1996. *Invited Speaker.*

*"Generic and Brand Advertising Effectiveness: An Analysis of Dairy Advertising,"* presented at the 1996 AAEA Annual Meeting, San Antonio, Texas, July 30, 1996. *Competitive Selection.*

*"Economic Models of Program Effectiveness,"* presented at the NEC-63 Research Committee on Commodity Promotion meeting (Evaluation of Mandated Commodity Promotion Programs), Sacramento, California, October 5 and 6, 1995. *Invited Speaker.*

*"Attitudes Toward Commodity Check-Off Programs: A Pilot Study of Agricultural Producers,"* presented at the National Agri-Marketing Association ISSUES FORUM, Chicago, Illinois, September 18-20, 1994. *Invited speaker.*

*"Data Requirements for the Economic Evaluation of Commodity Promotion Programs,"* a Professional Development Seminar presented with Dr. Olan D. Forker (Cornell University) at the 1994 National Agri-Marketing Association Annual Conference, Indianapolis, Indiana, April 5-8, 1994. *Invited speaker.*

*"Brand Versus Generic Advertising: Toward a Conceptual Framework,"* presented by Kinnucan at the NEC-63 Conference on Generic and Brand Promotions in U.S. and Global Markets, Virginia, Oct. 7-8, 1993. (with Henry W. Kinnucan).

## **Service**

### ***Nation***

Adjunct Panel Member, 2003 USDA 1890 Challenge Grants Review Panel. Provided written reviews and rankings of 5 grant proposals.

Committee Member, 2002 USDA Food and Agricultural Sciences Excellence in Teaching Awards Program

Panel Member, 1997 USDA Small Business Innovation Research Program, Marketing and Trade Panel. Primary reviewer responsibility on five grants and secondary reviewer responsibility on four grants.

### ***Profession***

National Food and Agribusiness Management Education Commission, Team Leader, 2003-2004

Judge for Graduate Research National Poster Competition, 2003 Minorities in Agriculture, Natural Resources, and Related Sciences Annual Conference.

Committee Member for AAEA Teaching Awards Program, 2003

Committee Chair for Western Agricultural Economics Association Teaching Awards Program, 2002

Judge for SS-AAEA Undergraduate Paper Competition, 1994, 2001. Moderated Selected Paper Session, 1995 and 1998. Judge for SS-AAEA Quiz Bowl, 1995, 1998, 2002.

Organized the 1997 NAMA Commodity Promotion Special Interest Group Seminar and the 1994 Commodity Promotion Special Interest Group Seminar.

Regional Research Committee on Commodity Promotion (NEC-63), 1993- 2005. Planning Committee member for seven meetings, chaired 2002 Spring Meeting Committee, executive committee member, 2000 - 2005, treasurer, 2001-2005.

### ***Industry and Non-Profit Organizations***

Coordinator for the New Mexico FFA State Marketing Competition, 1994 – 2005, 2007-present  
Judge for the NM FFA District Chapter Prepared Public Speaking Contest, 1998, 2000

### **Professional Societies**

American Council on Education, Council of Fellows Executive Board, 2008- present

American Council on Education, State Coordinator ACE Fellows Program, 2006 – present,

State Coordinator, ACE Network, Office of Women in Higher Education, 2007 – present.

National Academic Advising Association, 2005 –2007.

American Agricultural Economics Association, 1991- 2005, chair of the graduate student sub-committee of the Committee on Women in Ag Economics: 1993-1995, CWAE membership chair, 2000-2005

Gamma Sigma Delta, 1992 to present, President of the NMSU chapter, 2001-03

Minorities in Agriculture, Natural Resources and Related Sciences, 2003-2005

National Agri-Marketing Association, 1982-2001, Co-chair of the Commodity Promotion Special Interest Group: 1995-96, Chair 1996-98; member of National Careers Committee: 1996-97; Member of National Strategic Planning Committee, 1996-97.

National Association of Colleges and Teachers of Agriculture, 1997-2000

Western Agricultural Economics Association, 1993-2005