

Christopher Mark Leland
Department of Communication Studies
Azusa Pacific University
Azusa, CA 91720

Personal Competencies

Strengths: Activator, Command, Strategic, Learner, Input
Personality Profile: ENTJ

Education

Ph.D. (Political Communication) - University of Oklahoma, Norman, Oklahoma May 1991. Dissertation: *"Narrative Functionality: Deconstruction, reconstruction, and comparison of political campaign narratives."*

M.A. - (Communication) - University of Arkansas, Fayetteville, Arkansas - May 1988

B.A. - (Speech Communication/ Politics and Government) - Ripon College, Ripon, Wisconsin - May 1986. (One year abroad - Florence/London - ACM Student Scholar)

Experience

Azusa Pacific University (College of the Arts) – Departments of Communication Studies, Interdisciplinary Studies (2017-2019) & Design Studies – Azusa, California – Professor, Chair, Graduate Program Director – July 2017-present.

Lead departments as chief representative and administrator that includes, budget creation and management; implementation and extension of existing strategic plan; creation of a departmental Faith Integration Plan; recruit, hire, develop and manage an effective and collegial faculty and staff; curricular creation, development and evaluation; teach with excellence; fully implement new program in Interdisciplinary Studies; create and shepherd new graduate program in Strategic Communication; and spearhead university wide program of "Conversations from the Messy Middle". Serve on Faculty Senate; Chair of Faith Integration Council; Dean's Leadership Council for COTA.

Colorado Christian University (College of Undergraduate Studies) – Department of Communication – Lakewood, Colorado – Professor & Director of Debate – July 2011-July 2017.

Responsibilities included creation, development, delivery and assessment of undergraduate courses in communication. Primary developer and lead faculty of new general educational core capstone course – "Great Issues of the 21st Century". Director of newly formed debate program. Development, training, recruitment, and coach of national championship intercollegiate debate/speech program traveling to tournament competitions regionally and nationally. Responsible for the budgeting and expenditures of program (\$120,000/year). Voted by students as "Professor of the Year" in 2011-2012. Honored with University Service Award in 2013.

Colorado Christian University – Assistant Vice President – Curriculum & Instruction. (May 2012- August 2015).

The AVP was considered the “keeper of the soul of the university” and as such responsibilities included creation, development and oversight of curriculum alignment with the mission and strategic objectives of the University; faculty development and enrichment; organizational alignment with mission and objectives; and assurance that there was extensive and accurate integration of the Christian faith into all classroom and curricular matters. Sat on Dean’s Council with VPAA and School Deans; advised all Faculty Committees; oversaw new annual faculty evaluation process; development of new honors program for traditional undergraduate students. Creation and implementation of long term Academic Strategic Plan. Headed efforts with HLC toward accreditation. Spoke on behalf of the University and the President as needed.

Focus on the Family – Focus Leadership Institute – Vice President of College Student Ministries and Senior Fellow for Christian Worldview Studies – July 2001 – May 2011

Responsibilities included creation, development, delivery and assessment of Christian worldview curriculum for 88 Institute students/semester. Primary duties include teaching and mentoring students. Overseeing the creation and development of a global program of outreach for college age students. National workshop/conference speaker for Focus. As VP oversaw staff of 10-25 directly; managed \$2.3 million budget; builder of long-term strategic vision of FLI; part of leadership team for FOF who oversaw \$150 million budget and over 1300 employees.

Colorado Christian University (Adult/Graduate Studies) – Lakewood /Colorado Springs – Adjunct Professor; Curricular Development Team – January 2006- present.

Taught courses in Christian Worldview and Social/Personal Ethics. Developed on-site and on-line versions of each course.

Huntington College - Department of Communication & Theatre – Department Chair & Associate Professor - August 1996 – July 2001.

Responsibilities in teaching, course preparation and administration. Chair responsibilities included oversight of departmental faculty, curricular planning, budget, and faculty development. Represented the department at Division and College level. Creating and developing an integrated communication curriculum. Courses taught include, Public Speaking, Oral Interpretation, Politics and Film, Language and Society, Capstone, Communication Theory and Ethics, Argumentation and Persuasion, Communication and Society, Organizational Communication, Broadcast Management. Small/Discipleship group leadership. Chair of Quality Steering Team. Chair of Forester Lecture Series. MindScape program author/advisor. 1998 Professor of the Year. **Grants: 1997 Summer Technical Grant (\$1500); 1998 Summer Technical Grant (\$1500); Lilly Endowment College Preparatory Grant Co-Author,(\$850,000).**

Indiana Wesleyan University – Adult & Professional Program – Adjunct Facilitator - January 1998 – 2008.

Facilitated/Instructed courses the following courses in the MBA and MSM program; Advanced Marketing Management, Organizational Development and Change, and Communication in Organizations. Wrote on-line and on-site curriculum.

Wichita State University - Elliott School of Communication - Assistant Professor and Director of Forensics - August 1991 - 1996.

Responsibilities in teaching included course preparation and administration. Undergraduate courses taught included Argumentation, Persuasion, Parliamentary Procedure, Rhetorical Criticism, Interpersonal, Public Speaking; Graduate courses taught include, Classical Rhetoric, Political Communication, Speechwriting, Training and Development, Advanced Communication Theory. Also served as director and instructor of General Education – Survey Course in Human Communication (approx. enrollment -200). As Director of the Speech and Debate program, responsibilities included fiscal (\$50,000 budget), administrative, and coaching duties.

University of Oklahoma - Department of Communication - Director of Forensics - January 1990 - August 1991.

Responsible for the coaching, administration and directing of the University's co-curricular program of Forensics/Debate. Directed a squad of 25 to national competitiveness. Responsible for the administration of a \$25,000 budget.

University of Oklahoma - Department of Communication - Graduate Teaching Assistant - August 1988 - August 1991.

Instructor of basic speech course, advanced public speaking course, and communication theory core curriculum course. Responsible for testing, lectures, speech grading and standardization of courses.

University of Arkansas - Department of Communication - Graduate Teaching Assistant - August 1986 - May 1988.

Work as instructor for the basic level communication/speech course which included preparation and presentation of lessons, grading and critiquing of speeches and testing.

Westark Community College - Ft. Smith, Arkansas - Department of Communication Instructor - August 1987 - December 1987.

Responsibility for basic public speaking sequence and coordinated the other instructors in standardizing the new core curriculum. Lessons, grading, testing, and critiquing of speeches.

Fulbright Scholars Institute - University of Arkansas, Summer 1987 / Summer 1988 - Instructor/Lecturer.

Taught as guest lecturer to gifted and talented high school students at summer institute in political film, political campaigning and television production.

Professional Activity

Publications

Leland, C. (1986). "A new look at freedom of speech issues in the courts regarding libel law." Joint Book Review, Free Speech Yearbook, 137-139.

Sawicki, F. & Leland, C. (1991). "Media and the Evolution of a specific issue: The issue of social welfare in France and the United States," Mediated Politics in two cultures: A comparative analysis of presidential campaigning in the US and France. L.L. Kaid & K. Sanders, eds. Washington D.C.: Praeger Publishing.

Kaid, L.L, Leland, C.M. & Whitney, S. A. (1992). "The impact of televised political ads: Evoking viewer responses in a 'kinder, gentler' way." Southern Speech Communication Journal. Vol. 57, no. 4 - Summer, pp. 285-295.

Kaid, L. L., Gobetz, R., Garner, J., Leland, C. and Scott, D. (July 1993). "Television News and Presidential Campaigns." Social Science Quarterly. Vol. 74, no. 2, pp. 274-285.

Leland, C. & Piscotte, J. (1993). Everything is politics and politics is everything. Communication: Reconnecting the community. The 1993 Wichita Assembly Proceedings, (V. Keel & M. Mack, eds.). Rand Publishing; Wichita, KS.

Leland, C. & Keel, V. (1993). To Connect or not to connect, that is the question. Communication: Reconnecting the community. The 1993 Wichita Assembly Proceedings, (V. Keel & M. Mack, eds.). Rand Publishing; Wichita, KS.

Leland, C.M. (1995). Striking a balance among choices in direction: Responses to Panel One. Proceedings from the Pi Kappa Delta Developmental Conference. McNeese University Publishing; Lake Charles, LA

Hodginkinson, G. & Leland, C. M. (1997). Metaphors in the 1996 Presidential Debates: An analysis of themes. The Electronic Election: Perspectives on the 1996 Campaign Communication. Eds. Kaid & Bystrom. Mahway, New Jersey: Erlbaum and Associates.

Leland, C.M. (2021). Introduction to Special Issue. The Forensic. (151 – March). Ripon, WI: Ripon Press/ Pi Kappa Delta

Articles - Over three dozen articles on the issues of Christian Worldview and comparative religious ideologies for online and print publications while at Focus on the Family from 2001-2011.

Scholarly Papers

Leland, C. "Legal Imagery in the Courtroom: Patty Hearst and the storytelling of the Defense," A paper presented to the Undergraduate Honors Conference, Memphis, 1985.

- Leland, C. & Leland, R. "Dual Career Couples: The early years, the wonder years." A paper presented to the Central Speech Communication Association Regional Convention, April, 1989, Kansas City.
- Leland, C., Whitney, S. & Kaid L.L. "The Impact of Televised Political Ads: Evoking Viewer Responses in a 'Kinder Gentler' way", Paper presented to the annual meeting of the Speech Communication Association Convention, San Francisco, November 1989.
- Leland, C., & Whitney S. "Media and the Evolution of a campaign issue: The social welfare issue in France and the United States." Paper presented to the annual meeting of the International Communication Association Convention, San Francisco, May 1989.
- Leland, C., "Janice Rushing: The Use of the Metaphor of the New Frontier," Paper presented at the annual meeting of the Speech Communication Association Convention San Francisco, November 1989.
- Leland, C. M. "The State of Southern Rhetoric: The State of the State, Equality, and the Southern Myth." A paper presented at the Southern Speech Communication Association Regional Convention, April 1990, Birmingham.
- Garner, J., Gobetz, R., Kaid, L. L., Leland, C. M., Scott, D., & Whitney, S.E. "Television and Presidential Campaigns: The Legitimization of Televised Political Advertising," Paper presented at the annual meeting of the International Communication Association Convention, Dublin, Ireland, June, 1990.
- Leland, C. M. (1990). "Heroes, Hoaxes, and Hucksters: The role of narratives in political campaign advertising." A paper presented to the Narrative in the Human Sciences Conference, Program of the Rhetoric of Inquiry, University of Iowa, Iowa City, July 1990.
- Leland, C. M. (1991). "Being everything to everybody: The coach as educator in public speaking and timed forensic events." A paper presented at the Speech Communication Association National Convention in Atlanta, Georgia, November 1991.
- Leland, C. M. (1991). "Where was George? A conversation analysis of the public conversation in the speeches of the 1988 Democratic National Convention." A paper presented at the Speech Communication Association National Convention, Atlanta, Georgia, November 1991.
- Leland, C. M. (1993). "Coaching, Recruiting, Surviving: The impact of Sweepstakes awards on program development." A paper presented to the Speech Communication Association National Convention, Miami, Florida, November 1993.
- Leland, C. M. (1993). "Questioning the use of questions in Public Address events." A paper presented to the Speech Communication Association National Convention, Miami, Florida, November 1993.
- Leland, C. M. (1993). "Becoming culturally conscious in an unconscious world: Public address and timed events as windows to the world." A paper presented to the

Speech Communication Association National Convention, Miami, Florida, November 1993.

Leland, C. M. (1993). "The state of limited preparation forensic events." A paper presented to the Speech Communication Association National Convention, Miami, Florida, November 1993.

Leland, C.M. & Jensen, S. E. (1994). Forensics and methodology: Methodological considerations and forensics as a "cite" for research. A paper presented to the Speech Communication Association's National Convention, New Orleans, Louisiana, November 1994.

Leland, C.M. (1996). The "health" of the Director of Forensics. A paper presented to the Speech Communication Association National Convention - November, 1996 - San Diego, California.

Leland, C.M. (1996). Training to take the helm: Pedagogical and Practical issues in the supervision and teaching of Graduate Forensics Assistants. A paper presented to the Speech Communication Association National Convention - November 1996 - San Diego, California.

Leland, C.M. (1997). Prescriptions for future action: Decision making and forensic organizations. A paper presented to the Pi Kappa Delta National Developmental Conference - March 1997 - Fort Mitchell, Kentucky.

Leland, C. M. (1998). Putting the Pizazz in Presentations: PowerPoint and Basic Public Speaking. Northeast Indiana Technology Conference. Fort Wayne, Indiana, March 1998.

Leland, C.M. (1999). A Remote Existence: Exploring the tension between theism and naturalism in today's media. Exploring the Truth in a Pluralistic Society: Scholarship for the Next Generation - Conference, Southern Nazarene University, Bethany, OK - March 3-5.

Leland, C. M. (2000). Issues that Resonate: Character as an acceptable campaign issue. Communicating politics: Engaging the public in campaign 2000 and beyond. Conference - Washington D.C., June 20-25.

Other Academic Activity

The Classical Academy - Charter School - Board Member and officer - 2004- 2014.

Colorado Charter School Institute - Gubernatorial Board appointment - November 2003 - 2007.

Academy Little League - Board Member and President - 2005- 2012.

Huntington County School Board - Member and educational consultant - 1998-2001

Sooner Communication Conference, (1992). "Political Communication Issues," Panel Respondent.

Sooner Communication Conference, (1992). "Contemporary Rhetorical Issues," Panel Respondent.

Director/Primary Planner - Wichita Assembly on Communication: Reconnecting the Community (September 1993).

Pi Kappa Delta National Developmental Conference Workshop Leader - "Personal Success in Coaching and Directing Forensics," - March 1997.

Chapel Speaker/Convocation Coordinator - Huntington College, 1996-2001.

Professional Presentations:

Over 100 addresses at college, universities, conferences, festivals, corporations, non-profits and churches on issues related to Worldviews and Truth claims in the culture, strengthening the family and society, and spiritual development (from 2001-2011)

"Great Issues of the 21st Century" – Cherry Creek Community Church – February-March 2012.

"News in the 21st Century" – Panel Moderator – Colorado Christian University & Centennial Institute, December 2011, April 2012.

"Educational pressures: Is what is new and improved in education either?" – Western Conservative Summit – panel speaker. July 2013.

"A new language for the role of Christians in the Public Square." CCU Symposium, September 2012.

Huntington Kiwanis Club – Business and Professional Speaker – "Leadership for today and tomorrow." Spring 1999.

Huntington Rotary Club – Luncheon Keynote Speaker – "When the road ahead is rocky." Spring 1999.

Huntington County Leadership Institute – "Communicating with and for success." Workshop facilitator – Spring 1999.

Huntington College, Student Services Offices – "Communication is more than just talk." Winter Workshop – January 2000.

Huntington College Foundation Speaker – April 2000 – "Campaigns of the new century."

Indiana Reading Council Speaker – April 2000 – "Beyond reading: Having fun with oral interpretation in the classroom."

Toastmasters International – February 2001 – "Communicating virtue: Tales of wonder and meaning." (Keynote delivered at Midwestern Regional Convention – Louisville, KY).

Consulting Activities

Campaign Chairman - Representative Dave Schultheis - Colorado State Senate Campaign - March 2006 - 2011.

Press Secretary for 1988 Congressional Campaign of David Stewart, Arkansas Third Congressional District, Jan.-Nov. 1988.

Trent Lott, United State Senate Race, 1988, media consultant, March-November 1988.

Wal Mart Inc. - worked as audio and video instruction program consultant, 1986-1989.

City of Fayetteville - Public speaking consultant. Seminars in public address to public officials, group communication and organizational communication skills development, 1986-1988.

College of Engineering - University of Arkansas - Teaching and Consulting for professors and graduate students in public presentation skills, 1987-1988.

National Governors' Association, consulting and speech writing. Including workshop presentation for NGA national meeting each year, 1986-2010.

Political Communication Center - University of Oklahoma - technical and research consultant for Commercial Archive and National Commercial Cataloging Grant, 1989.

Oklahoma Centennial Sports Commission, Volunteer Organizer for Opening Ceremonies and Events at Olympic Festival 1989, National Sports Festival, March-June, 1989.

University of Oklahoma, Athletic Department, Student-athlete tutor during academic 1989-90.

Brite Voice Systems, Inc. - Director of International Training Research. Did extensive evaluation of training and development systems at company - Winter 1992-93.

City of Wichita - Trainer - Communication in the Workplace - January / August 1994.

Pizza Hut Incorporated, Wichita, Kansas - corporation consulting in organizational communication, network analyses, and conflict management, 1991-94.

Wichita/Sedgwick County Prevention Center - Facilitator - Board of Directors - Strategic Planning Retreat - September 1993.

Wichita Crime Stoppers - Facilitator - Board of Directors - Strategic Planning Retreat - December 1993.

Wichita Crime Commission - Facilitator - Commission Membership - Strategic Planning Retreat - January 1994.

Heartspring (Institute of Logopedics) - Workshop - training/development Coordinator/trainer - "Teamwork and team building," Workshop - February, 1994.

Hugo Wall Center for Urban Studies - Workshop Instructor - Institutes for Government Officials - Sessions in Parliamentary Procedure and Media Relations - 1991-1996.

Promise Keepers - Public Relations Officer - Regional and National Event Staff - 1993-1998.

Huntington County United Way – Spokesperson and Trainer – 1998-2001.

Memberships/Honors

Who's Who Among America's Teachers - 2005, 2006, 2011, 2013
 Toastmasters International – Communication & Leadership Award (1994 & 2001)
 National Communication Association (1985-present)
 (Argumentation and Forensics Division Past Chair)
 International Communication Association (1987-present)
 Religious Communication Association (1996-present)
 Western Speech Communication Association (1988-present)
 Southern Speech Communication Association (1986-2001)
 Central States Speech Association (1985-2001)
 American Forensic Association (member; 1989-present; Board of Trustees, 1993-1998)
 Pi Kappa Delta (President, member/ degree of highest distinction)
 Pi Kappa Delta (National Professional Development Committee)
 Lambda Pi Eta (member and founding partner), Undergraduate Communication Honor Society.
 National Christian College Forensic Association (President – 2017-present)
 Alumni Association Board- University of Arkansas – (2004-2007)
 University of Oklahoma - President Communication Graduate Student Association (1990-91)
 University of Oklahoma - Sooner Communication Conference Coordinator (1990 & 1991)
 University of Oklahoma - Strategy for Excellence Committee (member and reviewer, 1988-present)
 University of Oklahoma - Department of Communication - Outstanding Graduate Student Award (1990)
 Huntington First Church of the Nazarene - preaching, Board Member; Planning/Purpose coordinator, choir member, Sunday School teacher, Men's Ministry Coordinator (1996-2001).
 Spring Calvary Church, Colorado Springs, CO - founding member of new church start/ plant (2006-2009).
 New Life Church, Colorado Springs, CO – Member; Christian Worldview Teacher (2009-2019)
 Life Fellowship Bible Church – Upland, CA – Member (2020-present)