

MELINDA MESSINEO

Department of Sociology
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Ball State University
Muncie, IN 47306

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EDUCATION

Ph.D.	Sociology	2000	University of California, Riverside
M.A.	Sociology	1994	University of California, Riverside
B.A.	Sociology & Education	1992	University of California, Riverside, <i>summa cum laude</i>

CURRENT POSITION

Associate Professor, Department of Sociology, Ball State University, Muncie, IN, 2000 – present.

PREVIOUS EMPLOYMENT

Contract Instructor, Department of Sociology, Ball State University, Muncie, IN, 1999 – 2000.
Coordinator, Teaching Assistant Development Program, Graduate Division, University of California, Riverside, 1995-1999.

RESEARCH INTERESTS:

Sociology of Media – Images of Race and Gender in Advertising
Sociology of Family - Coresidence Patterns
Pedagogy – Service Learning and Technology

COURSES TAUGHT

Introduction to Sociology (on campus and correspondence)
Sociology of Media.
Social Problems
Sociology of Leisure (on campus and correspondence)
Research Methods

HONORS AND RECOGNITIONS

- Selected as Virginia Ball Fellow for Creative Inquiry for project “Cyber Communities, Cyber Selves, and Constructed Realities.” Planning and recruitment Fall 2007.
- “Whitinger Scholar Lecture” – selected by fourth year Whitinger Scholars, 2008
- Enhancing Student Learning Initiative *Faculty Fellow* for College of Sciences and Humanities, Social Sciences Area, 2006 – 2007 and again for 2007 – 2008
- “Vivian Conley Award” – for Outstanding Achievement in Community Service, 2004.
- “Green Initiative Award” – for integration of environmental issues and sustainability into the First Year Experience program, BSU Council on the Environment, Spring 2004.
- “Lawhead Award” – For excellence in the Core Curriculum, 2003
- “Excellence in Teaching Award” Ball State University, 2002
- Visiting Professor, Advertising Educational Foundation, national competition (13 of 41 applicants, placed with Saatchi and Saatchi New York, New York)summer 2004
- The Diversity Policy Institute, Diversity Associate Fellowship
- Ball State’s nominee for “First Year Advocate” national competition, 2003

Thesis/dissertation/internship committee member or chairperson

5 dissertations, outside committee member
5 senior honors theses, (twice as chairperson)
1 masters thesis chairperson, 4 masters committee member Sociology, 2 masters committee outside
28 independent studies, 7 internships

PUBLICATIONS

Refereed

Messineo, Melinda, Gaither, George, Ritchie, Kristin and Jennifer Bott. (2007). "Inexperienced Versus Experienced Students' Expectations for Active Learning in Large Classes," *College Teaching*, Vol. 55 (3), June, 125-134.

Messineo, Melinda (forthcoming). "Are We Just Giving Credit for Time Served? Assessment and Evaluation Strategies in Service Learning Courses." *Journal of Excellence in College Teaching*.

Concepcion, David, W. and Melinda Messineo (2006) "Using Teaching and Learning Collaboratives for Faculty Development," *It Works for Us, Collaboratively*, Hal Blythe & Charlie Sweet (eds.) The New Forums Better Teaching Series (Stillwater, OK: New Forums Press), 55 David/ 45 Messineo

Messineo, Melinda (2005) "Influence of Expectations for Parental Support on U.S. Intergenerational Coresidence Behavior" *Journal of Intergenerational Relations*.

Messineo Melinda and Ione DeOllos (2004) "Are We Assuming Too Much? Exploring Students' Perceptions of Their Computer Competence" *College Teaching*.

Messineo, Melinda and Roger Wojtkiewicz. (2004). "Coresidence of Adult Children with Parents from 1960-1990: Is the Propensity to Live at Home Really Increasing?" *Journal of Family History*, 29:1 71-83.

Coltrane, Scott and Messineo, Melinda (2000). "Mass Mediated Inequality: Images of Race and Gender in 1990's Television Advertising." *Sex Roles*, 42 5/6 363-389.

Aguirre, Adlberto and Messineo, Melinda (1997). "Racially Motivated Incidents in Higher Education: What Do They Say About the Campus Climate for Minority Students?" *Equity & Excellence in Education*, 30(2): 26-31.

Instructional Materials

Messineo, Melinda, Kapinus, Carolyn A. and Mellisa Holtzman. (2005). *Sociology 100 Principles of Sociology: A Departmental Reader 8th Edition*. IA: Kendall/Hunt Publishing.

Messineo, Melinda (2004) "TAs Entering the Academy: Special Concerns," in *Traditions and Innovations* ed. Mary Kite, Ball State University.

Messineo, Melinda J. and Carolyn A. Kapinus. (2002). *Sociology 100 Principles of Sociology*. Iowa: Kendall/Hunt Publishing.

Messineo, Melinda J. (2001). *Graduate Student Instructor and Teaching Assistant Program Development: Materials for the Selection and Training of Teaching Assistants in Sociology Courses*. Editor, Third Edition. American Sociological Association: Washington, D.C.

Kapinus, Carolyn A. and Melinda J. Messineo. (2001). *Sociology 100 Principles of Sociology: A Departmental Reader 2001/2002*. NJ: McGraw Hill.

Messineo, Melinda J., and Carolyn A. Kapinus. (2000). *Sociology 100 Principles of Sociology: A Departmental Reader 2000/2001*. NJ: McGraw Hill.

Allan, Ken and Melinda J. Messineo (1997). *Training Teaching Assistants: Materials for the Selection and Training of Teaching Assistants in Sociology Courses*. Editors, Revised Edition. American Sociological Association: Washington, D.C.

Messineo, Melinda J. (1996). *The Next Step: A Handbook for UCR Teaching Assistants*. Editor and contributing author, Graduate Division, University of California, Riverside.

Messineo, Melinda J. (1994). "Test Bank for *Sociology and the Family: Gender, Love, and Property*," by Randall Collins and Scott Coltrane, Nelson-Hall Publishers, Chicago.

Messineo, Melinda. 2001 "Web Quizzing" for *Families in Context* by Starbuck, Harcourt Brace Publishers, Fort Worth.

Adams, Michelle, and Melinda Messineo. 2001. "2001 Edition of Instructor's Manual and Test Bank" for *Sociology of Marriage and the Family: Gender, Love, and Property*," by Scott Coltrane and Randall Collins, fifth edition, Wadsworth Publishers, Belmont.

Reports

Messineo, Melinda (2006). Contributing author to "The Computer: A Medium for All Reasons: Middletown Media Studies Observing Consumers and Their Interactions with Media." Edited by Robert A. Papper. Additional authors: Michael Holmes, Mark Popovich, Paul Biner, and Michael Bloxham. Center for Media Design, Ball State University.

Messineo, Melinda (2003). "Building the Four-Year Commitment 2002-2003 Retention Programs for Faculty Advising, Grant Activity Summary and Assessment submitted to Lilly II Grant re-granting committee.

Messineo, Melinda J. and Ione DeOllos. (2001). *Race Relations in Muncie and Delaware County*. Final Report Presented to TEAMwork for Quality Living and Pulliam Trust.

Grants

Teaching Commons Phi Kappa Phi re-grant recipient, Summer 2006. Modified reading, film, and note card instruction and application in Sociology of Media 333 course

New Faculty Grant for research project "Commercial Images of Race in Niche Markets, award Fall, 2001.

Research grant funded by the *Nina Mason Pulliam Charitable Trust* for Delaware County Race Attitudinal Survey (with Ione DeOllos, Co-PI, also Anne Brown, and Lisa Rich), TEAMWORK for Quality Living, Muncie, IN, 2000.

Papers Presented at Professional Meetings

Research

- Messineo, Melinda (2008). "Does Television Target Audience Impact Racial and Gender Stereotypes in Advertising?" Society for the Study of Social Problems Annual Meeting, Boston, July/August 2008.
- Messineo, Melinda (2008). "Crossing Virtual Borders: Constructing and Resisting Identities in Online Communities" with VBC students Society for the Study of Social Problems Annual Meeting, Boston, July/August 2008.
- Messineo, Melinda (2007), "Images of Race and Gender in Youth Targeted Television Advertising." Society for the Study of Social Problems Annual Meeting. New York, August 10-12.
- Messineo, Melinda (2006). "Is 'A-La-Carte' Cable Television Packaging Negative for Minorities?" American Sociological Association Annual Meeting. Montreal, Canada, August 13.
- Messineo, Melinda (2006). "Civic Engagement and Media Use." Broadcast Education Association Annual Meeting. Las Vegas, Nevada, April 27-29.
- Messineo, Melinda (2006). "Community Reflections on Black Culture Representations on Black Entertainment Television." Pacific Sociological Association Annual Meeting. Hollywood/Universal City, CA., April 20-23.
- Messineo, Melinda (2006). "Images of Gender and Niche Advertising: Spike TV vs. Lifetime Television." Pacific Sociological Association Annual Meeting. Hollywood/Universal City, CA., April 20-23.
- Messineo, Melinda (2005). "Adult Child and Parent Co-residence 1960-2000: A Trend Toward Independence." National Council on Family Relations, Phoenix, November.
- Messineo, Melinda (2005). "The Influence on Employment and Marital Status on Young Adult/Parent Coresidence from 1960-2000." American Sociological Association Annual Meeting, Philadelphia, August.
- Messineo, Melinda (2005). "Images of Race and Gender in Niche vs. Network Television Advertising." Society for the Study of Social Problems Annual Meeting, Philadelphia, August.
- Messineo, Melinda (2005). "The Effects of Advertising Market Segmentation on Racial Representations in Popular Culture." Pacific Sociological Association, Portland, OR, April.
- Messineo, Melinda (2004). "Globalization and the Future of Advertising." November 5, Department of Sociology, Colloquium Series. (2004).
- "The Effects of Advertising Market Segmentation on Racial Representations in Popular Culture." Pacific Sociological Association Annual Meeting, Portland OR, April 7-10. (2005).
- "Images of Race on Network versus Niche Market Television Advertising," Pacific Sociological Association, San Francisco, CA, April 15-18, 2004
- "Putting it in Black and White: Images of Race in Niche Television Advertising Markets." Pacific Sociological Association, Pasadena, 2003.
- "Challenging Racial Boundaries in Middletown" Small Cities Conference, "Small Cities: Past, Present, and Future", Muncie, Indiana, November 2, 2002, with Ione DeOllos.

“Coresidence Patterns Among Parents and their Adult Children from 1960-1990: Is the Propensity to Live at Home Really Increasing?” American Sociological Association annual meeting, Chicago, Illinois, August 2002, with Roger Wojtkiewicz.

“Crossing Racial Boundaries: Framing Inclusive Community Activities in a Racially Charged Climate.” Society for the Study of Social Problems annual meeting, Chicago, Illinois, August 2002, with Ione DeOllos.

“Why Do they Come Back? Motivations for Adult Children Returning to the Parental Home.” American Sociological Association annual meeting, Anaheim, August 2001.

“Race relations in Middletown U.S.A at the Millennium.” Pacific Sociological Association annual meeting, San Francisco, March 2001, with Ione DeOllos.

“Pushed to Extremes: Hypersexual vs. A-sexual Images of Mothers of Color in Advertising.” Pacific Sociological Association annual meeting, San Francisco, March 2001.

“Subtle Prejudice Perpetuated: The Portrayal of Race and Gender in Television Advertising,” Pacific Sociological Association annual meeting, San Diego, March 2000, with Scott Coltrane.

“You Can’t Have It All: The Confluence of Race and Gender in 1990’s Commercial Television Imagery,” American Sociological Association annual meeting, New York City, August 1996, with Scott Coltrane.

“Bigotry and Racial Violence on U.S. College Campuses: A Climate Perpetuated.” Pacific Sociological Association annual meeting, Seattle, March 1996.

Teaching

Concepcion, David and Melinda Messineo (2008). “Using Faculty Development to Improve Learning in First-Year Living-Learning Communities.” 21st annual International Conference on the First Year Experience, Dublin, Ireland.

Messineo, Melinda (2008). “Implementing a Common Reader Program on Your Campus: 10 years of Insights,” 21st annual International Conference on the First Year Experience, Dublin, Ireland.

Messineo, Melinda (2008). “Using Assessment to Increase Student Reading and Retention in Upper Level Sociology Courses.” American Sociological Association Annual Meeting, Boston, MA, August 1.

Messineo, Melinda. (2007). “Why Won’t My Students Read?” Lilly Conference, Oxford Ohio. Product from Phi Kappa Phi re-grant.

Messineo, Melinda (2007) Panelist at Best Practices Conference on Online Classes, Extended Education, Ball State University.

Messineo, Melinda (2006). “Common Reader Program Implementation Strategies.” Annual Conference on the First-Year Experience.” Atlanta, Georgia. February 24-28.

Messineo, Melinda and Ranieri, Paul (2007). “Comparative Living and Learning Community Models for Medium to Large Institutions.” Hawaii, July.

Messineo, Melinda (2005). “Interactive Approaches for Teaching Sociology.” Pacific Sociological Association, Portland, OR, April

Gaither, G.A., Messineo, M.J., Bott, J., & Ritchey, K. (2005). "Students' expectations for large classes: Implications for efficient active learning experiences." Abstract accepted for presentation at the International Society for the Scholarship of Teaching and Learning Annual Conference, Vancouver, BC, Canada, October.

"Interactive Approaches to Teaching Sociology." Pacific Sociological Association Annual Meeting, Portland OR, April 7-10, 2005.

"Reflecting on the Uses of Student Survey Data to Increase Classroom Productivity in Large Classes." Ball State University Teaching and Learning Conference, with George Gaither, Robin Rufatto, and Leonard Atherton, Muncie, March 18, 2005.

"Implementing a First-Year Common Reader Program on Your Campus" Annual Conference for the First-Year Experience and Students in Transition, Phoenix, Az February 4-8. with Paul Ranieri 2005.

Messineo, Melinda (2004). Presented on learning community models and implementation at IAAN, the Indiana Advising Conference, Spring 2004.

"Going the Distance - Learning Communities at a Mid-size University," International Conference on the First Year Experience, Maui, Hawaii, with Paul Ranieri, June 2004.

"Can you Grade Service? - Evaluation and Assessment in Service Learning Courses," Pacific Sociological Association, San Francisco, CA, April 15-18, 2004.

"Small Group Project in Large Classes: Ideas and Implementation" Presented at the Fifth Annual Teaching and Learning Conference, Office of Teaching and Learning Advancement, Ball State University, Spring, 2003.

"Are we Assuming Too Much? Comfort with Computer Use Among Undergraduates." Fifth Annual Teaching and Learning Conference, Office of Teaching and Learning Advancement, Ball State University, Spring, 2003.

"Creating a Model to Engage University Faculty in the Scholarship of Teaching." Mid-Western Educational Research Association annual meeting, Columbus, OH October 2002. Panel presentation: with Peter McAllister, Michael O'Hara, Taiping Ho, Robin Rufatto, Jay C. Thompson, and Charles Jones.

"Are We Assuming Too Much? Comfort with Computer Use Among Undergraduates." Society for the Study of Social Problems annual meeting, Chicago, Illinois, August 2002.

"Managing Group Projects in Large Classes: Social Construction of Race Group Project in a Large Intro Course." Pacific Sociological Association annual meeting, Vancouver, Canada, April 2002.

"How Do You Grade Service? Assessment of Learning in Service Learning Courses". Indiana Compact Annual Conference, "Serving through Scholarship" Muncie, Indiana, April 5, 2002.

"Showcasing Your Teaching Effectiveness on the Job Market." Pacific Sociological Association annual meeting, San Francisco, March 2001.

"Teaching Outside the Classroom Walls: Adding a Service Learning Component to a Social Problems Course." Ball State University Teaching and Learning Conference, Muncie, March 17, 2001.

"50 Ways to Make Your Large Lecture Feel Small." Ball State University Teaching and Learning Conference, Muncie, March 17, 2001.

Service

“Socialization in an Echo Chamber” panel member for Constitution Day presentation “First Amendment and the Digital Age.” September 18th, 2006 for Department of Journalism, 2006.

Invited Panelist McCormick Tribune Conference Series “Free Speech in Schools.” October 18-20, 2006, Chicago IL.

“Implementing a First-Year Common Reader Program on Your Campus.” Annual Conference for the First-Year Experience and Students in Transition, Phoenix, AZ., February 4-8, 2005.

“Academic Advising and Freshman Connections: The Challenge of Working with Learning Communities Referred” IAAN Conference May 14, 2004 Ball State University Muncie IN with Michael Haynes, Cynthia Marini, and Paul Ranieri.

Co-lead Faculty Advising round table IAAN Conference May 14, 2004 Ball State University Muncie IN.

Three professional development workshops on “Navigating the Job Market” two parts and “First Years Towards Tenure,” Pacific Sociological Association, San Francisco, CA, April 15-18, 2004.

“Academic Advising and Freshman Connections: The Challenge of Working with Learning Communities Referred” panel presentation - 1 in 3 acceptance rate, NACADA, Dallas, TX, October 3, 2004, with Michael Haynes, Cynthia Marini, and Paul Ranieri.

“Preparing for the Academic Job Search – The interview and Job Talk, Tips and Strategies for Success.” Eastern Sociological Society Annual Meeting, Philadelphia, 2003

“The Push-Pull of Motivating Student Clubs – 10 Steps Toward Change.” Pacific Sociological Association annual meeting, Vancouver, Canada, April 2002.

“The Interview and Job Talk – Tips and Strategies for Success.” Pacific Sociological Association annual meeting, Vancouver, Canada, April 2002.

“Presenting Yourself as an Effective Instructor on the Job Market.” Pacific Sociological Association annual meeting, San Diego, March 2000.

PROFESSIONAL SERVICE

Department

Committee Member, Social Activities Committee, Fall 2006 to Spring 2007.

Committee Member, Capstone Course Committee, Fall 2006 to present.

Committee Member, Chair Evaluation Committee (ad hoc), Fall 2006-2007.

Undergraduate Director, Department of Sociology, BSU, Fall 2001 through Spring 2004.

Internship Coordinator, Department of Sociology, BSU, Fall 2001 through Spring 2004 (part of duties as undergraduate director)

Advisor to department chapter of Alpha Kappa Delta, International Sociological Honor Society, Department of Sociology, BSU, Spring 2001 to Spring 2007.

Chair ad-hoc committee on strategic planning, Department of Sociology, BSU, Fall 2001.

Committee Member and Chair, Undergraduate Curriculum Committee, Department of Sociology, BSU. 2000 through spring 2004. (part of duties as undergraduate director) member 2006-2007.

Committee Member, Graduate Committee, Department of Sociology, BSU, 2002-2003

Committee Member, Recruitment Committee, Department of Sociology, BSU, 2000-2001, 2001-2002, 2002-2003.

Committee Member, Salary Committee, Department of Sociology, BSU, 1999–2000, 2000-2001, 2002-2003. 2005-2006, 2006-2007.

Committee Member, Undergraduate Curriculum Committee, Department of Sociology, BSU, 1999-2000, 2004-2005, 2006-2007, 2007-2008.

Department Representative, College Awareness Day, Spring 2002, 2003, 2005.

College

Task Force on the Status of Women, College of Science and Humanities, member 2001 to present.

Faculty to Student Mentoring Program, Ball State University, Spring 2000 to Spring 2002.

Member of Salary Appeal committee, Spring 2007.

University

Foundations of Excellence, Learning Dimension Chair 2006-2007.

Task Force on the First Year Experience, Member Fall 2007 to present. I was selected from the Foundations of Excellence group for this implementation task force.

Multi-cultural Center Review Team Spring 2007. This included an extensive review of the center including a public forum over the fate of the Multi-cultural center facility.

Center for Peace and Conflict Studies, Advisory Council, Fall 2005 to Spring 2007.

Disabled Student Mentoring Program, Faculty Mentor, Ball State University, 2006-2007, and 2007-2008 coordinated by Dr. Taiping Ho.

Member Faculty review committee, 2006. Ball State University's new branding and advertising campaign. Through Creative Communication Associates

Ad Hoc Committee for Assessment of Office of Teaching and Learning Advancement through Office of Assessment and Institutional Research fall 2005- spring 2006.

Committee Member, "Excellence in Teaching Award" Committee Spring/Summer 2004.

Chair, Book Selection Committee for the Freshman Connections Common Reader, Spring 2002-2007.

Committee Member, “Diversity Policy Institute” Selection Committee Summer 2003.

Chair, Fourth Annual Teaching and Learning Conference, “Teaching Technology and the Paradoxes of Democracy”, The Office of Teaching and Learning Advancement, 2001-2002.

Administrative and counseling/advising duties

Teacher Education Licensure Advisor – I am currently serving as the advisor to all students who are seeking secondary education licensure in sociology. This involves meeting with students at Decision Point 2 and Decision Point 3 to confirm their GPA, review their portfolio, review course progress and conduct a disposition assessment. I am also responsible for maintaining their records on rGrade and organizing the Major Field Exam administration. Area advisors meet bi-weekly to discuss program implementation. Fall 2006 to present.

Undergraduate Advisor, Department of Sociology, BSU, Fall 2001 through Spring 2004 (part of duties as undergraduate director responsible for all sociology students)

Assistant Director of Freshman Connections, Ball State University, Fall 2002 – Fall 2004.

Freshman Connections Course instructor and Team Captain, Ball State University, Fall, 2000 to present and Team Member, Ball State University, Fall, 1999

Freshman Convocation Freshman Common Reader discussion group leader, Ball State University, Fall, 2000, 2003.

Facilitator for Office of Teaching and Learning Advancement faculty development workshops, Ball State University, Alpha Beta and topical seminars, 2000 to present.

Service Related Grants Funded

Lilly Grant II, Ball State University, “Department of Sociology Departmental Retention Initiative and Curriculum Development Workshop Spring 2004” – Stage IV \$3,150.00 with Mellisa Holtzman.

Lilly Grant II, Ball State University, “Department of Sociology Advising Initiatives 2003” – Stage III - \$3,998.00

Lilly Grant II, Ball State University, “Department of Sociology Retention Initiatives 2003” – Stage III - \$3,000.00 including resources to bring students to conference

Building the Four-Year Commitment – Lilly II Grant, “Rebuilding Undergraduate Advising – Stage II” \$4,500.

Building the Four-Year Commitment – Lilly II Grant, “Rebuilding Undergraduate Advising” \$4,400.

Office of Teaching and Learning Advancement, Service Learning Grant, \$750, Course Modification Project, 2000.

Service to Local, State, Regional, National, and International Communities

Division Chairperson – Society for the Study of Social Problems, Racial and Ethnic Minorities Division, elected position, term 2006-2008.

Messineo, Melinda (2006). Invited Panelist McCormick Tribune Conference Series “Free Speech in

Schools.” October 18-20. Chicago II.

Editor – Society for the Study of Social Problems – Racial and Ethnic Minorities Division
newsletter (2005-2006).

Invited to present workshop, “Preparing the Next Faculty” by the American Sociological Association
at 2002 annual meeting.

Book Review of *Earthly Bodies, Magical Selves: Contemporary Pagans and the Search for
Community*, by Sarah M. Pike Berkeley: University of California Press. for Contemporary Sociology,
A Journal of Reviews Fall 2001.

Reviewer for National Science Foundation (NSF) Faculty Early Career Development (CAREER)
proposal, Fall 2001, Fall 2003.

Reviewer for *Sociological Perspective* since 2000

Reviewer for *The Sociological Quarterly* since 2005

Advanced Study or Other Professional Improvement

Fellowships

Selected as Virginia Ball Fellow for Creative Inquiry for project “Cyber Communities, Cyber Selves,
and Constructed Realities.” Planning and recruitment Fall 2007 (Listed above)

Enhancing Student Learning Faculty Fellow – invited by Dean to serve and college’s
representative for the social sciences. (Listed above)

Core Curriculum Fellow, University College, summer 2002. (Different from one week workshop
presented by University College.)

Office of Teaching and Learning Advancement, Faculty Fellow, 2001 – 2002.

Diversity Associates Fellow, 2000-2001.

Membership in Professional and Honorary Societies

Member of Graduate Faculty
American Sociological Association
Pacific Sociological Association
Society for the Study of Social Problems
Omicron Delta Kappa, National Leadership Honor Society
Alpha Kappa Delta, International Sociology Honor Society
UC Riverside Alumni Association

October 4, 2008