

**Curriculum Vitae of  
ROBERT A. VARTABEDIAN**

Office of the President  
Missouri Western State University  
4525 Downs Drive  
St. Joseph, Missouri 64507  
Phone: 816-271-4237  
E-mail: rvartabedian@missouriwestern.edu

Born: Fresno, CA  
Marital status: Married

Present position: President  
Professor, Communication  
Missouri Western State University

**EDUCATION**

Ph.D. Communication, University of Oklahoma, 1978-1981  
M.A. Speech Communication, Wichita State University, 1977-1978; 1980  
California Teaching Credential Speech Arts and English, California State University, Fresno, 1974-1975  
B.A. Speech Communication major, English-Humanities minor, Magna Cum Laude, California State University, Fresno, 1970-1974  
Professional Harvard Institute of Educational Management, 2004

**ACADEMIC EXPERIENCE**

2008-present **MISSOURI WESTERN STATE UNIVERSITY** (Tenured 2008)  
President  
Professor, Communication

2005-2008 **EASTERN NEW MEXICO UNIVERSITY** (Tenured 2005)  
Vice President for Academic Affairs  
Professor, Communication

VPAA administrative responsibilities include oversight of:

- All academic programs at Eastern New Mexico University

- Colleges of business, education and technology, fine arts, liberal arts and sciences, graduate school, library, distance education and outreach, academic services, international programs, and center for teaching excellence, international programs, and academic services
- Initiatives to coordinate and promote academic efficiency and standards including articulation agreements with community colleges in New Mexico and Texas and a newly established university-wide program review process
- Public outreach and fundraising associated with the ENMU Peanut Project and the Portales Main Street Project—collaborative projects with local businesses and industry
- A university-wide wellness initiative resulting in approximately a 3% enrollment increase

1999-2005

**WESTERN CAROLINA UNIVERSITY** (Tenured 2000)  
Dean, College of Arts and Sciences (1999-2005)  
Interim Vice Chancellor for Academic Affairs (03-2004 to 11-2004)  
Professor, Communication

Interim VCAA administrative responsibilities included oversight of:

- Colleges of applied sciences, arts and sciences, business, and education and allied professions, library, distance and continuing education, summer school, international programs, graduate education and research, the honors college, enrollment management, and programs in Asheville
- Twenty-nine academic departments in four colleges with approximately 340 full-time faculty members
- All academic programs—as chief academic officer of the university with an annual operating budget of 100 million dollars
- Federal and state agencies from which substantial grants have been received and centers and institutes, including ones for rural development, developmental evaluation, rural education, math and science education, and the Highlands Biological Station.

Dean of Arts & Sciences administrative responsibilities included oversight of:

- The College's fourteen academic departments and four centers
- 194 full-time and 90 part-time faculty members
- Building projects totaling approximately 60 million dollars
- A total annual operating budget of approximately \$15 million
- Other typical Academic Dean responsibilities, faculty evaluation, curriculum development, outreach, periodic teaching, etc.

Fundraising activities have included:

- Working closely with donors who provide gifts and establish distinguished professorships to keep those donors apprised of program accomplishments
- Securing major gifts for scholarships, equipment, and special projects
- Creating advisory boards to involve the community and help direct major fundraising campaigns and initiatives within the college
- Working with other areas of the university, including student affairs, to promote non-profit initiatives

1988-1999

<b>WEST TEXAS A&amp;M UNIVERSITY</b>	(Tenured 1992)
Professor, Speech Communication	(1992-1999)
Associate Professor, Speech Communication	(1988-1992)
Director of Graduate Studies in Communication	(1988-1991)
Head, Dept. of Art, Communication & Theatre	(1988-1993)

Administrative Duties:

- Department Head responsibilities: fund solicitation, student recruitment, dept. grant proposals, course development, evaluation of faculty, departmental budgetary matters, and day-to-day operation and supervision of personnel in the department office
- Administrator responsible for the campus newspaper, radio station, art gallery, and university theatre

- Extensive university-wide committee work related to campus job searches, recruitment, retention, staff development, etc
- Directed sixteen theses to completion, supervised numerous graduate student grant proposals and research projects

Subjects Taught: Advanced Public Speaking, Basic Performance of Literature, Basic Public Speaking, Communication Instruction, Communication in the Legal Process, Debate and Forensics, Persuasion, Political Communication, Presidential Libraries, Presidential Rhetoric, Seminar in Research Methods, The Art of Creativity, Theories of Communication

1981-1988

**WICHITA STATE UNIVERSITY** (Tenured 1986)  
Assistant Dean of Graduate Studies (1987-1988)

- Chaired Graduate Program Review Committees for all areas
- Approved all admissions into the Graduate School--approximately 4,000 active graduate students in 50 Masters, Education. Specialist & Ph.D. programs
- Evaluated faculty for graduate faculty status
- Coordinated awards for graduate research grant funds
- Coordinated recruitment of prospective graduate students, university-wide, including campus visitations and creation of recruitment materials
- Reviewed admission documents of all international student applicants

Head, Division of Rhetoric and Communication (1985-1988)

- Evaluated faculty for tenure and salary review
- Scheduled courses each semester
- Conducted job searches/ handled curricular matters

Coordinator of Graduate Studies in Communication (1986-1987)

- Administration of an interdisciplinary program of Speech Communication, Journalism, Theatre, Minority Studies, and Mass Communications
- Management of budget
- Management of student admissions and records

Director of Forensics (1981-1986)

- Managed budget & program of nationally active team
- Procured funding annually
- Directed nationally attended tournaments, including hosting the first official Cross-Examination National Debate Tournament (1986)

Subjects Taught: Advanced Public Speaking, Argumentation and Advocacy, Basic Public Speaking, Debate and Forensics, Directing the Forensics Program, Historical and Qualitative Research Methodologies, Introduction to Communication Research, Persuasive Speaking, Processes and Effects of Mass Communications

1980-1981

**EAST CENTRAL OKLAHOMA STATE UNIVERSITY**  
Assistant Professor of Speech Communication (1980-1981)

Subjects Taught: Debate and Argumentation, Fundamentals of Speech, Group Discussion, Seminar in Contemporary Political Speaking

## **HONORS**

University Piper Professorship, West Texas A&M University, 1997

University Teaching Excellence Award, West Texas A&M University, 1996

Greek Council, Outstanding Faculty Member Award, West Texas A&M University, 1996

Carnegie Foundation Professor of the Year, West Texas A&M University, 1994

Dean's nominee, Outstanding Graduate Faculty Award, West Texas A&M University, 1991 & 1993

Mortar Board Teaching Award, Wichita State University, 1988

"President's Award" from the National Intercollegiate Cross Examination Debate Association, 1986

Outstanding Director of Forensics Award, from the University of Utah, 1983

Outstanding Teaching Award, University of Oklahoma, 1980

Listed in Who's Who Among Students in American Universities and Colleges, 1973-74

Outstanding Forensics Speaker Award, California State University, Fresno, 1971 & 1972

### **PROFESSIONAL CONSULTING/WORKSHOPS**

From 1980 to present, created and delivered over 150 public workshops and presentations on public speaking, creativity, teaching effectiveness, persuasion, humor, and other topics.

Speechwriting and public speaking consultant to the Amarillo, Texas law firm of Smith, Jarrell, and Associates, 1991-1999

Public speaking consultant for the Department of Energy, Pantex, 1993

Public speaking consultant to Mr. William Handy, Managing Editor of the Wichita Eagle-Beacon, 1986-1987

Speechwriting and public speaking consultant to Mr. Lionel D. Alford, President of Boeing Military Airplane Company, 1983

### **OFFICES HELD**

Chair, Speaker of the Year Committee, Delta Sigma Rho-Tau Kappa Alpha (National Honorary Forensic Society), 1985-1987

Member of the National Conference Committee of Delta Sigma Rho-Tau Kappa Alpha (National Honorary Forensic Society), 1984-1987

Committee Member (and Secretary), American Forensic Association - National Individual Events Tournament -- District III, 1982-1984

Member of the National Board of Trustees of the American Forensic Association - National Individual Events Tournament, 1982-84

Vice President, Graduate Student Association University of Oklahoma, 1979-1980

### **PUBLICATIONS/RESEARCH**

- Vartabedian, R.A. (2006). Apologia. In L.L. Kaid and C. Holtz-Bacha (Eds.), Encyclopedia of Political Communication. Thousand Oaks, CA: Sage Publications.
- Vartabedian, R.A. & Vartabedian, L.K. (2003). Clinton's address to the nation: A case study of apologetic goals. Speaker and Gavel, 40, 28-46.
- Vartabedian, R.A. (2002). Funding smart classrooms: Administrating technological advances. In Resources in Education, ERIC, Clearinghouse on Information & Technology (ED 474 107).
- Vartabedian, R.A. (2000). Public speaking: An executive summary. Amarillo, TX: American Quarter Horse Association Educational Publication.
- Vartabedian, R.A. (1998). Audience analysis. In L.W. Hugenberg and B.S. Moyer (Eds.), Teaching ideas for the basic communication course (pp. 123-125). Dubuque, IA: Kendall/Hunt.
- Vartabedian, R.A. (1998). Scholarly vs. non-scholarly print sources. In L.W. Hugenberg and B. S. Moyer (Eds.), Teaching ideas for the basic communication course (pp. 137-140). Dubuque, IA: Kendall/Hunt.
- Vartabedian, R.A. & Knight, R.A. (1998). Jones v. Clinton and the apologetic imperative. Speaker and Gavel, 35, 20-30.
- Vartabedian, R.A. & Burger, J.M. (1996). Self-disclosure and decreased persuasiveness of political speakers. Speech Communication Annual, 10, 117-127.
- Vartabedian, R.A. (1995). The loud, clear, and transporting voice of oral interpretation. In Resources in Education, ERIC, ED 393 146.
- Vartabedian, R.A. & Burger, J.M. (1994) Self-disclosure and decreased persuasiveness of political speakers. In Resources in Education, ERIC, ED 386 768.
- Vartabedian, R.A. (1993). Recruitment and retention of graduate faculty at the non-doctoral graduate program. In Resources in Education, ERIC, ED 363 899.
- Vartabedian, R.A. & Vartabedian, L.K. (1993). Humor in the workplace: A communication challenge. In Resources in Education, ERIC, ED 363 898.
- Vartabedian, L.K. & Vartabedian, R.A. (1992). Media and discourse in the twentieth century coffeehouse movement. Journal of Popular Culture, 26, 211-218.
- Vartabedian, L.K. & Vartabedian, R.A. (1991). The beat and beyond: Discourse and the 20th century coffeehouse. In Resources in Education, ERIC, ED 332 254.

- Lewis, T.V. & Vartabedian, R.A. (1989). Delivery skills in value debate. (2nd ed.). In S.C. Wood and J. Midgley (Eds.), Prima Facie: A guide to value debate (pp. 165-180). Dubuque, IA: Kendall/Hunt.
- Vartabedian, R.A. (1988). The dialogue of desperation: Toward a communication perspective on suicide. In Resources in Education, ERIC, ED 298 594.
- Lewis, T.V. & Vartabedian, R.A. (1986). Delivery skills in value debate. In S.C. Wood & J. Midgley (Eds.), Prima Facie: A guide to value debate (pp. 121-136). Dubuque, IA: Kendall/Hunt.
- Burger, J.M. & Vartabedian, R.A. (1985). Public self-disclosure and speaker persuasiveness. Journal of Applied Social Psychology, 15, 153-165.
- Vartabedian, R.A. (1985). From Checkers to Watergate: Richard Nixon and the art of contemporary apologia. Speaker and Gavel, 22, 52-61.
- Vartabedian, R.A. (1985). Nixon's Vietnam rhetoric: A case study of apologia as generic paradox. Southern Speech Communication Journal, 50, 366-381.
- Vartabedian, R.A. & Vartabedian, L.K. (1985). The Daily Oklahoman and persuasion in the early 1980 presidential campaign. In Resources in Education, ERIC, ED 252 909.
- Vartabedian, R.A. & Vartabedian, L.K. (1985). The role of the reviewer and other ethical/logical considerations: A rejoinder to Paul Harper. Journal of the Oklahoma Speech-Theatre-Communication Association, 8, 61-63.
- Vartabedian, S.M. & Vartabedian, R.A. (1985). Striking a delicate balance in sex abuse cases. Judges' Journal, 24, 16-19 & 47-48.
- Vartabedian, R.A. & Vartabedian, L.K. (1984). The Daily Oklahoman and persuasion in the early 1980 presidential campaign. Journal of the Oklahoma Speech-Theatre-Communication Association, 7, 27-43.
- Vartabedian, R.A. & Vartabedian, L.K. (1984). Political apologia: Edward Kennedy's double bind. Kansas Speech Journal, 45, 1-12.
- Vartabedian, L.K. & Vartabedian, R.A. (1981). The alcoholic family: A communication perspective. In Resources in Education, ERIC, ED 197 411.
- Vartabedian, R.A. (1981). Communication: A workshop manual. Oklahoma City: Department of Human Services, Title XX.
- Burger, J.M. & Vartabedian, R.A. (1980). Desire for control and reaction to pro-attitudinal and counterattitudinal arguments. Motivation and Emotion, 4, 239-246.
- Vartabedian, R.A. (1980). The Bernstein hypothesis in American communication education. Journal of the Oklahoma Speech Communication Association, 3, 57-66.

## **BOOK REVIEWS**

Vartabedian, R.A. (1984). The civic tongue: Political consequences of language choices (213 pp.). By Brian Weinstein. Political Communication Review, 8, 41-43.

Vartabedian, R.A. (1984). Communicating with confidence (130 pp.). Reviewed for the William C. Brown Company.

## **OTHER WORKS**

Vartabedian, R.A. (2007). "And the Winner Is." Directed a faculty showcase play with proceeds going to university scholarships and the Portales Main Street Project.

Vartabedian, R.A. (1996). "My Fair Lady--West Texas Style." Original musical play written and directed for the 1996 Canyon Follies, Canyon, TX, Chamber of Commerce fundraiser. The show raised over \$10,000 and involved over 100 community members.

Vartabedian, R.A. (1994). "Wizard of Oz--West Texas Style." Original musical play written and directed for the 1994 Canyon Follies, Canyon, TX, Chamber of Commerce fundraiser. The show raised over \$8,000 and involved over 150 community members, including 75 children.

Two studies on political communication by J.M. Burger and R.A. Vartabedian were discussed in Psychology Today (January, 1986), 20, 19-20.

Vartabedian, R.A. (1983). "Humanity and Industry: An Alliance of Need." Speech written for L.D. Alford, President, Boeing Military Airplane Company.

Vartabedian, R.A. (1983). "Sustenance of Quality." Speech written for L.D. Alford, President, Boeing Military Airplane Company.

## **CONVENTION PAPERS/PRESENTATIONS**

Vartabedian, R.A. (April, 2008). The form and function of the Presidential library system. Paper presented at the annual meeting of the Southern States Communication Association, Savannah.

Vartabedian, R.A. (April, 2008). The rhetorical, political, and commemorative functions of Presidential libraries. Chair of this panel at the annual meeting of the Southern States Communication Association, Savannah.

Vartabedian, R.A. (April, 2006). Presidential progeny. Featured guest scholar at West Texas A&M University's Communication Week, Canyon.

Vartabedian, R.A. (April, 2006). Self-defense rhetoric in the aftermath of Hurricane Katrina. Respondent of panel at the annual meeting of the Southern States Communication Association, Dallas.

Vartabedian, R.A. (April, 2006). Presidential progeny: The tragedy of excessive expectations. Paper presented at the annual meeting of the Southern States Communication Association, Dallas.

Vartabedian, R.A. (November, 2004). Collaborating all the way to the Fringe: Transforming university theatre to the New York stage. Chair of this panel at the annual meeting of the National Communication Association, Chicago.

Vartabedian, R.A. (April, 2004). The post-presidential rhetoric of William Jefferson Clinton. Chair of this panel at the annual meeting of the Southern States Communication Association, Tampa.

Vartabedian, R. A. (April, 2004). The future prospects for post-presidential rhetoric. Paper presented at the annual meeting of the Southern States Communication Association, Tampa.

Vartabedian, R.A. (November, 2002). Funding smart classrooms: Administrating technological advances. Paper presented at the annual meeting of the National Communication Association, New Orleans.

Vartabedian, R.A. (November, 2001). The power of performance: A musical journey to New York. Chair of this panel at the annual meeting of the National Communication Association, Atlanta.

Vartabedian, R.A. & Vartabedian, L.K. (November, 2000). Clinton's address to the nation: A case study of apologetic goals. Paper presented at the annual meeting of the National Communication Association, Seattle. ("Top Three" paper in the Political Communication Division)

Vartabedian, R.A. (November, 2000). The Presidential library system: A vital resource for rhetorical scholars. Paper presented at the annual meeting of the National Communication Association, Seattle.

Vartabedian, R.A. (November, 1999). The role of the former director of forensics at large research institutions. Paper presented at the annual meeting of the National Communication Association, Chicago.

Vartabedian, R.A. (April, 1999). The quality of mercy...: Clinton's August 17, 1998 apologia. Paper presented at the joint meeting of the Central States Communication Association and Southern States Communication Association, St. Louis.

Vartabedian, R.A. (April, 1999). The Hollywood White House. Chair of this panel at the joint meeting of the Central States Communication Association and Southern States Communication Association, St. Louis.

- Vartabedian, R.A. & Knight, R.A. (November, 1998). Jones v. Clinton and the diminishing apologetic imperative. Paper presented at the annual meeting of the National Communication Association, New York.
- Vartabedian, R.A. (October, 1998). Presidential Rhetoric. Workshop presented at the annual meeting of the Texas Speech Communication Association, South Padre Island.
- Vartabedian, R.A. (November, 1997). Obtaining tenure while directing forensics at a large research institution. Paper presented at the annual meeting of the National Communication Association, Chicago.
- Vartabedian, R.A. & Knight, R.A. (October, 1997). Jones v. Clinton and the apologetic imperative. Paper presented at the annual meeting of the Texas Speech Communication Association, San Antonio.
- Vartabedian, R.A. (October, 1997). The rhetoric of teaching as seen on the big screen. Respondent of panel at the annual meeting of the Texas Speech Communication Association, San Antonio.
- Vartabedian, R.A. (April, 1997). Apologia--here, there, and everywhere. Respondent of panel at the Lambda Pi Eta National Honors Conference, Canyon.
- Vartabedian, R.A. (October, 1996). The mentorship role in higher education. Paper presented at the annual meeting of the Texas Speech Communication Association, El Paso.
- Vartabedian, R.A. (March, 1996). Presidential speech writing in the Carter administration. Chairperson of panel at the second annual conference on presidential rhetoric, College Station.
- Vartabedian, R.A. (November, 1995). The loud, clear, and transporting voice of oral interpretation. Paper presented at the annual meeting of the Speech Communication Association, San Antonio.
- Vartabedian, R.A. (October, 1995). Challenges faced by communication department chairpersons. Paper presented at the annual meeting of the Texas Speech Communication Association, Houston.
- Vartabedian, R.A. & Burger, J.M. (November, 1994). Self-disclosure and decreased persuasiveness of political speakers. Paper presented at the annual meeting of the Speech Communication Association, New Orleans.
- Vartabedian, R.A. (October, 1994). Bill Clinton and the apologetic imperative. Paper presented at the annual meeting of the Texas Speech Communication Association, Dallas.

- Vartabedian, R.A. & Vartabedian L.K. (November, 1993). Humor in the workplace: A communication challenge. Paper presented at the annual meeting of the Speech Communication Association, Miami.
- Vartabedian, R.A. (November, 1993). Recruitment and retention of graduate faculty in the non-doctoral graduate program. Paper presented at the annual meeting of the Speech Communication Association, Miami.
- Vartabedian, R.A. (October, 1993). The rhetoric of song. Moderator of panel at the annual meeting of the Texas Speech Communication Association, Corpus Christi.
- Vartabedian, R.A. (February, 1993). Political communication. Respondent of panel at the Texas Communication Conference, Lubbock.
- Vartabedian, L.K. & Vartabedian, R.A. (November, 1990). The beat and beyond: Discourse and the 20th century coffeehouse. Paper presented at the annual meeting of the Speech Communication Association, Chicago.
- Vartabedian, L.K. & Vartabedian, R.A. (July, 1990). Small town tales: Anecdote and identity. Paper presented at a National Endowment for the Humanities Conference, University of Iowa.
- Vartabedian, R.A. (November, 1988). The dialogue of desperation: Toward a communication perspective on suicide. Paper presented at the annual meeting of the Speech Communication Association, New Orleans.
- Vartabedian, R.A. (November, 1987). The prospects for effective delivery in value advocacy. Paper presented at the annual meeting of the Speech Communication Association, Boston.
- Vartabedian, R.A. & Burger, J.M. (May, 1986). Self-disclosure and decreased persuasiveness of political speakers. Paper presented at the annual meeting of the International Communication Association, Chicago.
- Vartabedian, R.A. & Vartabedian, L.K. (November, 1985). The speech to entertain: Overview and invention. Paper presented at the annual meeting of the Speech Communication Association, Denver.
- Burger, J.M. & Vartabedian, R.A. (August, 1985). Self-disclosure by male and female political figures and speaker persuasiveness. Paper presented at the annual meeting of the American Psychological Association, Los Angeles.
- Vartabedian, R.A. (May, 1985). Political communication, socialization, and public opinion. Chairperson of panel at the annual meeting of the International Communication Association, Honolulu.

Vartabedian, R.A. (February, 1985). Nixon's Vietnam rhetoric: A case study of apologia as generic paradox. Paper presented at the annual meeting of the Western Speech Communication Association, Fresno.

Vartabedian, R.A. (February, 1985). Rhetorical role models as an introduction to the basic speech course. Paper presented at the annual meeting of the Western Speech Communication Association, Fresno.

Vartabedian, R.A. (February, 1985). Strategies related to the public speaking performance course. Chairperson of panel at the annual meeting of the Western Speech Communication Association, Fresno.

Vartabedian, R.A. & Vartabedian, L.K. (May, 1983). Political apologia: Edward Kennedy's double bind. Paper presented at the annual meeting of the International Communication Association, Dallas.

Vartabedian, R.A. & Vartabedian, L.K. (April, 1981). The Daily Oklahoman and persuasion in the early 1980 presidential campaign. Paper presented at the annual meeting of the Central States Speech Association, Chicago.

Vartabedian, R.A. & Vartabedian, L.K. (February, 1981). The Armenian people: Cultural identity and communication. Paper presented at the annual meeting of the Western Speech Communication Association, San Jose.

Vartabedian, R.A. & Vartabedian, L.K. (October, 1980). The early 1980 presidential campaign: An editorial perspective. Paper presented at the annual meeting of the Oklahoma Speech Communication Association, Oklahoma City.

Vartabedian, R.A. (October, 1979). The rhetoric of Billy Graham. Paper presented at the annual meeting of the Oklahoma Speech Communication Association, Oklahoma City.