

Abigail S. Borron

Associate Professor & Extension Specialist, Agricultural Communication

University of Georgia – Department of Agricultural Leadership, Education, and Communication

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Education

- 2012 **Ph.D.** — Youth Development and Agricultural Education, Purdue University
Emphases: Agricultural Communication and Communication with
Underserved Audiences
Dissertation Title: *A Culture-Centered Approach to Health and Nutrition
Among Underserved Groups: Recommendations for Land-Grant University
Engagement*
- 2007 **M.S.** — Youth Development and Agricultural Education, Purdue University
Emphasis: Agricultural and Risk Communication
- 1999 **B.A.** — English, Indiana University-Purdue University, Fort Wayne

Faculty

- 2019 to Present **Associate Professor, Agricultural Communication**
University of Georgia – Department of Agricultural Leadership, Education,
and Communication
- 2015 to 2019 **Assistant Professor, Agricultural Communication**
University of Georgia – Department of Agricultural Leadership, Education,
and Communication
- 2012 to 2014 **Assistant Professor, Agricultural Communication**
Purdue University – Department of Youth Development and Agricultural
Education

Professional

- 2009 to 2012 **Agricultural Communication Academic Advisor**
Purdue University – Youth Development and Agricultural Education
- 2002 to 2009 **Communication Specialist, Extension Disaster Education Network
(EDEN) Purdue University – Agricultural Communication Services**
- 2002 to 2009 **Marketing Consultant, Purdue Extension**
Purdue University – Agricultural Communication Service

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1999 to 2002 **Marketing Specialist/Business Development Officer**
DeKalb Financial Credit Union – Auburn, IN

Affiliations

- Association of International and Agricultural Extension Education (AIAEE), 2018 – Present
- Rural Sociological Society (RSS), 2007 – Present
- Agricultural, Food and Human Values Society (AFHVS), 2015 – 2023
- Association for Education in Journalism and Mass Communication (AEJMC), 2011 – 2020
- North American Colleges and Teachers in Agriculture (NACTA), 2012 - 2020
- Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE), 2010 – 2016
- Extension Disaster Education Network (EDEN): Communication Specialist, 2002 – 2009; Delegate, 2002 – 2014

INSTRUCTION (65%)

Courses Taught:

Development & Teaching of Courses:

The following are 12 courses that Dr. Borron developed and has taught for several consecutive semesters (in either fall, spring, or Maymester terms). Borron proposed each course to departmental faculty; submitted it for approval in college-wide curriculum committees; and the subsequently designed the reading list, assignments/projects with associated grading rubrics, and developed necessary community partnerships if designated as a service-learning course (S).

University of Georgia

1. *Introduction to Agricultural Communication* (AGCM 3200) – 3 credits
Designed to provide students an introduction to agricultural communication as a professional field, including its current status and role within the larger U.S. mass media system. The course also provides an overview of career options and professional skills and competencies required of agricultural communicators.
2. *Internship in Agricultural Communication* (AGCM 3910) – 3 credits
Co-designed with Dr. Jessica Holt, this program requirement is intended to place students in an immersive form of experiential learning that integrates communication knowledge and theory gained in the classroom with practical application and skills development in a professional setting.
3. *Media Literacy in Agricultural and Environmental Sciences* (AGCM 4100) – 3 credits
Designed to equip students with the essential tools and knowledge to navigate the complex landscape of media representations and communications within these industries. Throughout the course, students engage in a comprehensive exploration of various forms of media, including traditional journalism, social media platforms, advertising, and visual media, as they relate to agricultural and environmental issues. Emphasis is placed on developing a critical eye toward media content, understanding its sources, biases, and potential impacts on public perception and policy-making.
4. *Interactive Web Strategies in Agriculture* (AGCM 4200S) – 3 credits

Designed to introduce students to Web-based strategies for agricultural businesses and organizations. This course challenges students to (1) consider new and existing virtual marketing and communication tools; and (2) have a baseline understanding of how these tools function, and which one(s) best fits the needs and the audience for an ag business. All required work for the class is completed in partnership and collaboration with an ag-based client, ranging from university-based programs such as Georgia 4-H to local agrotourism businesses, such as blueberry or apple producers.

5. *Culture-Centered Communication in Agriculture* (AGCM 4300S) – 3 credits
Designed as a community partnership with Athens, GA area food pantries and their clients, at the completion of the course, students better understand the significance and application of culture-centered communication in communities that are local and abroad; they are able to develop co-constructed messages, narratives, and marketing collateral through various forms of media; and they better understand the broader implications and power of structural dynamics across cultures.
6. *Romania Culture-Centered Communication in Agriculture* (AGCM 4310S) – 3 credits
Designed as a two-week Maymester service-learning course working with Open Fields (formerly Heifer Romania) in Romania, at the completion of the course, students better understand the significance and application of culture-centered communication in communities that are local and abroad; they are able to develop co-constructed messages, narratives, and marketing collateral through various forms of media; and they better understand the broader implications and power of structural dynamics across cultures.
7. *Capstone in Agricultural and Environmental Science Communication* (AGCM 5500) – 3 credits
Designed to prepare students for entry into the workplace, assess and enhance their communication knowledge and skills, and provide multi-faceted project experiences that will demonstrate their ability to communicate scientific and technical information through multi-media platforms and multi-faceted projects, targeting a wide array of target audiences.
8. *Communication in Agricultural and Environmental Sciences* (ALDR 7400E) – 3 credits
Designed to introduce new masters-level students to (1) communication research and how it fits within the broader realm of social science research; (2) communication research paradigms and the placement of select theoretical constructs; and (3) agricultural communication research, past and present, and current trends in research in this field today.
9. *Culture-Centered Communication* (AGCM 8100) – 3 credits
Designed for doctoral level students to explore the interaction of communication, engagement, and community in the purview of social change. Of particular interest in the course is the examination of such areas as the knowledge structures of the modern university, the constitutive role of culture as a space of change, and the politics of transformative action directed toward achieving changes in local, national, and global contexts. All assigned work is intended to result in useful and useable concepts for research design and researcher responsibility.

Purdue University

10. *Introduction to Youth Development & Ag Education Programs* (AGR 12100) – 0.5 cr.
Designed to provide agricultural communication students a better understanding and feel for the opportunities available to them as undergraduates in the program, and future employees in the agricultural communication field.
11. *Oral Communication in Science and Agriculture* (YDAE 491) – 1 credit
Designed as a one-credit, eight-week course to prepare students in the College of Agriculture on audience-centered speaking by considering agriculture-related issues from the audience's perspectives, as well as defining key terms in agriculture and what those definitions mean to non-experts and members of the public.

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12. *Interactive Web Strategies for Agriculture* (YDAE 491) – 3 credits

This is the same as UGA’s AGCM 4200S – This course was originally designed at Purdue by Borron and then recreated at UGA – requiring an establishment of community partners to function as project clients for the duration of the semester.

Supervision of Graduate Student Research:

All students are listed in reverse chronological order, in regard to graduation date.

University of Georgia

UGA – Committee Chair & Advisor			
	Student	Degree Objective	Graduation Date
1	Elizabeth Abati	PhD – Dissertation	May 2027
2	Aishat Aina	MS – Thesis	May 2026
3	Sara Beth Massey	MS – Non-thesis	May 2026
4	Sarah Beth Kersey	MS – Non-thesis	May 2026
5	Eric Marlowe	MAEE – Thesis	TBD
6	Joseph Barbaree	MAEE – Thesis	May 2023
7	Barbara Worley	PhD – Dissertation	August 2023
8	Bill Taylor	MAEE – Thesis	Dec 2022
9	Ellen Farmer	MAEE – Non-thesis	May 2021
10	Caroline Hinton	MAEE – Non-thesis	May 2021
11	Catherine Jones	MAEE – Thesis	May 2021
12	Katie Sanders	MAEE – Non-thesis	May 2020
13	Katie Claxton	MAEE – Non-thesis	Aug 2019
14	Kelle Ashley	MAEE – Non-thesis	May 2019
15	Meredith Franks	MAEE – Non-Thesis	May 2019
16	Whitney Stone	MAEE – Thesis	May 2019
17	Hillary Jourdan	MAEE – Thesis	May 2018
18	Lauren Morris	MAEE – Thesis	Dec. 2016
19	Micayla Jo Scott	MAEE – Non-Thesis	May 2016

UGA – Graduate Student Advisory Committee Membership			
	Student	Degree Objective	Graduation Date
1	Maria Ramsey	PhD	May 2026
2	Nathasha Peck	PhD	TBD
3	Laura Beatriz Montes de Oca Vazquez	MAEE – Thesis	Aug. 2024
4	Giavanna Gonsalves	MAEE – Thesis	May 2024
5	Christina Garner	PhD	May 2024
6	Jade Fredrickson	PhD	Dec. 2023
7	Catherine Sanders	PhD	May 2023
8	JoHanna Biang	PhD	May 2023
9	Rachel Corry	MAEE – Non-Thesis	May 2023
5	Allison Fortner	MAEE – Thesis	Dec. 2021
6	Abigail Darwin	MS – Thesis	Aug. 2021
7	Kennedy Mayfield-Smith	MAEE – Thesis	May 2021

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8	Madison Hopkins	MAEE – Non-Thesis	May 2021
9	Maria Martinez	MAEE – Thesis	May 2021
10	Jenna Daniel	PhD	Aug. 2019
11	Micah Levinson	MAEE – Thesis	Dec. 2019
12	Jordan Dewitt	MAEE – Thesis	May 2019
13	Erin Burnett	MAEE – Thesis	Aug. 2018
14	Malanie Begay	MAEE – Non-Thesis	Aug. 2018
15	Robin Turi	MAEE – Non-Thesis	May 2018
16	Kelvina Doss	MAEE – Non-Thesis	May 2017
17	Anna Strickland	MAEE – Thesis	May 2017
18	Holly Ivy	MAEE – Non-Thesis	Dec. 2016
19	Hugo Chavez	MAEE – Thesis	May 2016
20	Heather Kolich	MAEE – Thesis	May 2016
21	Emily Urban	MAEE – Thesis	Aug. 2016
22	Victoria King	MAEE – Thesis	Dec. 2015
23	Cindy Young	MAEE – Non-Thesis	Dec. 2015

Purdue University

Upon Dr. Borron’s departure from Purdue to UGA, these students completed their program with Borron co-chairing the committee at a distance with a Purdue YDAE faculty member.

Purdue – Masters Chair			
	Student	Degree Objective	Grad. Date
1	Jessica Mills	YDAE – Thesis	Dec. 2015
2	Amanda Gee	YDAE – Thesis	Aug. 2015
Purdue – Graduate Student Advisory Committee Membership			
	Student	Degree Objective	Grad. Date
1	Jacqueline Reiter	MPH – Dir. Project	May 2014
2	Melissa Voigt	YDAE – Ph.D.	May 2015
3	Natalie Federer	YDAE – Ph.D.	May 2015

Instructional Grants Received – TOTAL: \$29,052.53

With a 75% teaching appointment, Dr. Borron regularly seeks funding that can help support program development and teaching/learning-related research. This is evident in the grants and fellowship listed below that enabled equipment purchases, study abroad development, and pedagogical research design in service-learning.

1. **Borron, A.,** Holt, J., Loizzo, J., & Vlad, T. (2015). *Romania: Culture-Centered Communication and Engagement*. Grantor: Academic Programs Section Innovation Teaching Awards, Association of Public and Land-Grant Universities. Grant amount: \$2,000 (with match from UGA College of Agricultural and Environmental Sciences). Total: \$4,000. Role: PI
2. **Borron, A.** (2015). UGA Service-Learning Fellowship. Funding source: UGA Office of Service-Learning. Total award/grant: \$2,500. Role: PI

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3. Loizzo, J., **Borron, A.**, & Tucker, M. (2014). *Engaging new audiences through science communication*. Grantor: Purdue Ag Alumni Trust Fund. Grant amount: \$3,200. Funding Period: 2014. Role: Co-PI.
4. Loizzo, J., **Borron, A.**, & Tucker, M. (2014). *Multimedia kits for science communication*. Grantor: Purdue University, Provost's Instructional Equipment Program. Grant amount: \$7,552.53. Funding Period: 2014. Role: Co-PI.
5. **Borron, A.** (2013). *Cultural Engagement and Professional Development in Agricultural Communication: Service-Learning Program in Romania*. Grantor: Purdue University International Programs. Grant amount: \$9,000. Funding Period: 2014. Role: PI.
6. **Borron, A.** (2012). *Heifer Romania: A Culture-Centered Service-Learning Program in Agricultural Communication*. Grantor: Purdue University International Programs. Grant amount: \$2,800. Funding Period: 2013. Role: PI.

Recognitions & Outstanding Achievements:

- Glover, Eliza Jane; Perdue, Madi; & Howard, Michael (Advisees, undergraduate students, UGA ALEC).
- 2024 Georgia Farm Bureau Advocacy Competition – Participated in and won first place in the collegiate division (\$1,000).
- Cooney, Molly; Kubek, Lauren; & Lee, Olivia (Advisees, undergraduate students, UGA ALEC).
- 2023 Georgia Farm Bureau Advocacy Competition – Participated in and won second place in the collegiate division (\$500).
- Easter, Benji; Lamberth, Sydney; & Morgan, Kaelyn (Advisees, undergraduate students, UGA ALEC).
- 2022 Georgia Farm Bureau Advocacy Competition – Participated in and won first place in the collegiate division (\$1,000).
- Coleman, Claire Marie; Davis, Taylor; Kerbers, Bella; & Mallard, Mary Beth (Advisees, undergraduate students, UGA ALEC).
- 2021 Georgia Farm Bureau Advocacy Competition – Participated in and won first place in the collegiate division (\$1,000).
- Jourdan, Hillary (Advisee, Masters Student, UGA ALEC, 2016 – 2018)
- *Ideas for Creative Exploration*. (2017). University of Georgia (\$500)
 - Best Research Poster Presentation, Southern Association of Agricultural Scientists, Mobile, AL. (2017)
 - FABricate Contest. (2017). Food and Agribusiness Entrepreneurial Initiative, University of Georgia (\$1,000)

Academic Advising:

In addition to teaching courses within the Department of Agricultural Leadership, Education, and Communication (ALEC), Dr. Borron also co-advises 35+ undergraduate students in regard to academic planning and career counseling in partnership with the other agricultural communication faculty member in the department (Dr. Jessica Holt). Upon arrival to UGA, both Drs. Borron and Holt were required to advise students on their courses and respective plans of study, as well as in career counseling as they prepared for intended career opportunities. This required at minimum 20+ hours per semester for each faculty member. In the fall of 2016, the College began a professional academic advising program, removing this responsibility from each department, but continuing to require faculty to oversee career counseling efforts. As a result, Dr. Borron continues to spend 20+ hours per semester meeting with students, offering course and career guidance, and researching potential

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opportunities for each student's respective career path interests. This time also includes writing 10+ letters of recommendation or support for students in pursuit of internships, employment, scholarships, and graduate programs. Once students have graduated and have secured a position within some scope of the agricultural industry, an average of five (5) per semester will contact Borron, seeking informal guidance on career opportunities and skills development.

Professional Development:

- **Reflective Structured Dialogue Training**, J.W. Fanning Institute for Leadership Development, University of Georgia, Nov. 9 & 10, 2017 (14 hours) – Dr. Borron participated in this training to help develop facilitation skills for contentious dialog in her *Culture-Centered Communication and Engagement* course (AGCM 4300S).

SCHOLARLY ACTIVITIES / CREATIVE WORK (0%)

Publications:

In the agricultural communication discipline, published work undergoes a double-blind peer-reviewed process. In addition, order of authorship is determined by level of effort in leadership, writing, and publishing a study. When the work of a graduate student is published, it is typically appropriate for the graduate student to serve as lead author, followed by his/her major professor or collaborative faculty member. **Advisees or graduate research assistants are denoted by an asterisk (*)**.

Book Chapter authored or co-authored

1. Dutta, M., Jones, C., **Borron, A.**, Anaele, A., Gao, H., & Kandukuri, S. (2013). Voices of Hunger: A culture-centered approach to addressing food insecurity. In M. Dutta & G. Kreps (Eds.), *Communicating health disparities*. New York, NY: Hampton Press.

Journal Articles – all based on a double-blind peer review process

1. *Ramsey, M., Holt, J., *Corry, R., Gonsalves, G., & **Borron, A.** (in review). Exploring the Influence of Demographics on Agricultural and Science Knowledge in Georgia. *Journal of Agricultural Education*
2. *Sanders, C. E., Lamm, A. J., **Borron, A.**, Hall, J., Navarro, M., & Anderson, J. C. (in review). A Critical Discourse Analysis of a Rural Health Promotion Project: Exploring Insights for Evaluation. *Journal of Rural Studies*.
3. Park, J., **Borron, A.**, Shannon, J., Rao, M., Berg, A., & Lee, J. S. (In Review). Examining charitable food assistance and community agency efforts through the lens of the Community Capitals Framework. *International Journal of Community Well-Being*.
4. *Martinez, M., Holt, J., Lamm, A., & **Borron, A.** (In Review). Generation Z and CRISPR: Using the theory of planned behavior to study voting intention. *Journal of Agricultural Education*.
5. *Sanders, C. E., Lamm, A. J., Hall, J. N., **Borron, A.**, Navarro, M., & Anderson, J. C. (In Review). Analyzing focus groups through poetic dialogues: Enhancing impact communication for community-based program evaluation. *The Qualitative Report*.
6. *Sanders, C., Lamm, A., Hall, J., **Borron, A.**, Navarro, M. & Anderson, J. (In Review). Proposing an Identity-in-Context Framework for Culturally Responsive Evaluation. *American Journal of Evaluation*.

7. *Byrd, A., Lamm, A., Holt, J., **Borron, A.**, & Moore, A. (In Review). Exploring engagement across social media platforms for agricultural and environmental sciences communication. *Journal of Agricultural Education*.
8. Ciocan, H. N., Batrina, S. L., Balta, I., Moraru, P. I., Sacaleanu, D. I., & **Borron, A.** (2024). A proposed agricultural extension model for Romania: Leveraging universities' resources to create a cost-efficient and impactful knowledge transfer system inspired by the U.S. model. *Scientific Papers Series, Management Economic Engineering in Agriculture and Rural Development*, 24(4), 191-204.
9. *Powell, A., Lamm, K. W., **Borron, A.**, & Lamm, A. J. (2024). Examining the relationship between geographic groupings and perspective of critical community issues: An audience segmentation analysis. *Land*, 13(5), 681; <https://doi.org/10.3390/land13050681>
10. *Darwin, A., Nunoo, N., Lee, J. S., **Borron, A.**, & Thompson, J. J. (2024). Setting the table for rural food access: Models from Appalachia and the Deep South. *Journal of Agriculture, Food Systems, and Community Development*. <https://doi.org/10.5304/jafscd.2024.141.016>
11. *Taylor, W., **Borron, A.**, Holt, J., & Monfort, W. S. (2024). Examining influences on cotton and peanut farmers' intentions to adopt agricultural best management practices. *Journal of Extension* 62(4), Article 5. <https://doi.org/10.34068/joe.62.04.05>
12. *Taylor, W., **Borron, A.**, Holt, J., & Monfort, W. (2024). Assessing Farmers' Perceptions of Best Management Practices: An Exploration of the Viewpoints of Cotton and Peanut Farmers in Georgia using Q Methodology. *Journal of Applied Communications*, 108(2). <https://doi.org/10.4148/1051-0834.2523>
13. *Sanders, C., **Borron, A.**, Lamm, A., Harrell, E., & Worley, B. (2024). Using dialogue-centered approaches to community-engaged research: An application of dialectical inquiry. *Discover Global Society*, 2(30). <https://doi.org/10.1007/s44282-024-00055-7>
14. *Schmidt, A., Lamm, K. W., **Borron, A.**, & Lamm, A. J. (2024). Examining the relationship between geographic groupings and perspective of critical community issues: An audience segmentation analysis. *Land*, 13(5), 1-20. <https://doi.org/10.3390/land13050681>
15. *Corry, R., Holt, J., Lamm, A.J., & **Borron, A.** (2023). Berry convenient: Online design preferences for local strawberries. *Journal of Applied Communications*, 107(4). <https://doi.org/10.4148/1051-0834.2490>
16. *Powell, A., Lamm, K. W., **Borron, A.**, & Lamm, A. J. (2023). Critical issues facing Georgia residents: An application of the Delphi technique and community capitals framework. *Journal of Agricultural Education*, 64(4). <https://doi.org/10.5032/jae.v64i4.102>
17. *Corry, R., Holt, J., Lamm, A.J., & **Borron, A.** (2023). Do you really want to know? Exploring desired information transparency for local food products. *Sustainability*, 15(24), 16752. <https://doi.org/10.3390/su152416752>
18. *Bethel, K., Fuhrman, N., Kelsey, K., & **Borron, A.** (2023). Recreational therapists and the duty of care. *Journal of Experiential Education*, 0(0), 1-19. <https://doi.org/10.1177/10538259231190844>
19. *Biang, J., Brooks, S., Herles, C., **Borron, A.**, Berle, D., Thompson, J. (2023). Understanding the Impacts of Intensive Student Internships at a Campus Agricultural Project. *Natural Sciences Education* DOI: 10.1002/nse2.20126
20. **Borron, A.**, Berg, A., Jones, C., Lamm, A., Sanders, C., Southall, H., Holmes, G., Brown, C., Davis, M., & Walker, B. (2023). Examining the relationship between existing community resources and community leaders' perceptions of resiliency and rural health during COVID-19. *Health Promotion Practice*, 24(1, Suppl 1), 56S-67S. doi: 10.1177/15248399221124596

21. *Carroll, A. A., Lamm, K. W., & **Borron, A.** (2022). Finding the right channel: An analysis of communication channel preferences amongst potential extension clientele. *Journal of Agricultural Education*, 63(2), 131-149. <https://doi.org/10.5032/jae.2022.02131>
22. *Fortner, A., Lamm, A., **Borron, A.**, Holt, J., & Moore, A. (2022). Examining source credibility when communicating about agricultural science on Twitter. *Journal of Applied Communications*, 106(3). <https://doi.org/10.4148/1051-0834.2436>
23. *Sanders, K., Lamm, A., & **Borron, A.** (2022). Exploring identity-oriented evaluation for rural community development: A constructivist ground theory approach. *Community Development*. <https://doi.org/10.1080/15575330.2022.2120510>
24. Lamm, K.W.; *Powell, A.; **Borron, A.**; Atkins, K.; Hollifield, S. (2022). Insights into rural stress: Using the community capitals framework to help inform rural policies and interventions. *Agriculture*, 12, 694. <https://doi.org/10.3390/agriculture12050694>
25. *Martinez, M. A., Holt, J., Lamm, A. J., & **Borron, A.** (2021). Generation Z and CRISPR: Measuring information processing using animated infographics. *Journal of Applied Communications*, 105(3). <http://doi.org/10.4148/1051-0834.2394>
26. *Mayfield-Smith, K., Lamm, A., Masambuka-Kanchewa, F., **Borron, A.**, & Holt, J. (2021). Arguing for argument's sake? Exploring public conversations around climate change on Twitter. *Journal of Applied Communications*, 105(4), <https://doi.org/10.4148/1051-0834.2382>.
27. Holt, J., *Crosby, M., Lamm, K., **Borron, A.**, & Lamm, A. (2021). Georgia Extension Agents' Perceptions of Rural Stress. *Journal of Southern Agricultural Education Research*. <http://jsaer.org/2021/04/02/georgia-extension-agents-perceptions-of-rural-stress/>
28. **Borron, A.**, Lamm, K., & Atkins, K. (2021). Perceptions of personal agency within communities: Validation of a diagnostic instrument. *Community Development*. doi: 10.1080/15575330.2021.1946577
29. *Scott, M., **Borron, A.**, Holt, J., & Peake, J. (2021). A quantitative analysis of perceptions and preferences of college online engagement methods among college of agriculture and non-college of agriculture students. *North American Colleges and Teachers of Agriculture*, 65, 212-222.
30. *Jones, C., **Borron, A.**, Lamm, A., *Dobbins, C., *Farmer, E., & Davis, M. (2021). Examining Extension-Supported Rural Community Coalitions During COVID-19. *Journal of International Agricultural and Extension Education*, 28(1). <http://doi.org/10.5191/jiaee.2021.28105>
31. Lamm, K. W., **Borron, A.** & Atkins, K. (2021). The development and validation of an empirical scale to inform community diagnostics and change. *Journal of Agricultural Education and Extension*, 27(3), 287-306. <https://doi.org/10.1080/1389224X.2020.1851270>
32. Lamm, K., **Borron, A.**, & Atkins, K. (2020). The community diagnostics and social impact toolkit: Development and validation of a reliable measure. *Journal of Agricultural Education*, 61(4), 249-265. <http://doi.org/10.5032/jae.2020.04249>
33. **Borron, A.**, Lamm, K., & Atkins, K. (2020). The development and validation of a personal agency scale based in the community capitals framework. *Journal of International Agricultural and Extension Education*, 27(3). doi:10.5191/jiaee.2020.27343
34. Shannon, J., **Borron, A.**, Kurtz, H., & Weaver, A. (2020). Re-envisioning emergency food systems using photovoice and concept mapping. *Journal of Mixed Methods Research*. doi:10.1177/1558689820933778
35. Lamm, K. W., Powell, A., Holt, J., **Borron, A.**, & Atkins, K. (2020). Development and validation of a rural stress instrument. *Journal of Agricultural Education*, 61(1). doi:10.5032/jae.2020.01032

36. *Wilson, M., *Stone, W., Holt, J., Lamm, K., **Borron, A.**, & Lamm, A. (2019). Extension's role in rural stress: An evaluation of Extension agents' perceptions of rural stress in Georgia. *Journal of International Agricultural and Extension Education*. doi:10.5191/jiaee.2019.26302
37. Lamm, K. W., *Nguyen, N. P., Edgar, D. W., **Borron, A.**, & Lamm, A. J. (2019). Know thy self: An examination between individual core self-evaluations and demographic characteristics among agricultural leadership development program participants. *Journal of Leadership Education*, 18(4), 15-27. doi: 10.12806/V18/I4/R2
38. Shannon, J., **Borron, A.**, & Kurtz, H., Weaver, A., Otto-Wang, S., & Gilliam, V. (2019). Translating across registers: The labor of pragmatist inquiry. *Journal of Higher Education Outreach and Engagement*, 23(2), 36-50.
39. Lamm, K. W., **Borron, A.**, Holt, J., & Lamm, A. J. (2019). Communication channel preferences: A descriptive audience segmentation evaluation. *Journal of Applied Communication*, 103(6), 1-18. doi: 10.4148/1051-0834.2238
40. *Burnett, E., Holt, J., **Borron, A.**, & Wojdyski, B. (2019). Interactive infographics' effect on elaboration in agricultural communication. *Journal of Applied Communication*, 103(3). Retrieved from <https://newprairiepress.org/jac/>
41. **Borron, A.**, Lamm, K., Darbisi, C., & Randall, N. (2019). Social impact assessment in the Cooperative Extension System: Revitalizing the community capitals framework in measurement and approach. *Journal of International Agricultural and Extension Education*, 26(2), 75-88. doi: 10.5191/jiaee.2019.26206
42. Kurtz, H., **Borron, A.**, Shannon, J., & Weaver, A. (2019). Community food assistance, informal social networks, and the labor of care. *Agricultural and Human Values*, 36, 495-505. doi: 10.1007/s10460-019-09943-0
43. *Urban, E., Navarro, M., & **Borron, A.** (2018). TPACK to GPACK? The Examination of the Technological Pedagogical Content Knowledge Framework as a Model for Global Integration into College of Agriculture Classrooms. *Teacher and Teacher Education*, 73, 81-89.
44. *Urban, E., Navarro, M., & **Borron, A.** (2017). Long-term impacts of a faculty development program for the internationalization of curriculum in higher education. *Journal of Agricultural Education*, 58(3), 219-238.
45. Duncan, D., *King, V. Fuhrman, N. & **Borron, A.** (2017). The impacts of a national animal health internship program on interns' perceived leadership, critical thinking, and communication skills. *Journal of Leadership Education*, 16(2), 23-39. DOI: 1012806/V16/I2/R2.
46. ¹**Borron, A.**, *Urban, E., & *Cabrera, E. (2017). Closing the professional gap between journalism and civic engagement using the culture-centered approach. *Journal of Mass Communication Quarterly*, 94(1), 286-302.
47. **Borron, A.**, & Holt, J. (2016). Expo Milano 2015: The overview, issue, and future of agricultural communicators. *Journal of Applied Communications*, 100(3), 7-11.
48. Loizzo, J., **Borron, A.**, *Gee, A., & Ertmer, P. (2016). Teaching Convergence in 21st Century Undergraduate Agricultural Communication: A Pilot Study of Backpack Multimedia Kits in a Blended Learning Course. *Journal of Applied Communication*, 100(2), 100-118.

¹ Selected as top paper from a national call for papers for the Association of Education in Journalism and Mass Communication (AEJMC).

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49. *Voigt, M. A., Hiney, K., Richardson, J., Waite, K., **Borron, A.**, & Brady, C. (2016). Show horse welfare: Horse show competitors' understanding, awareness, perceptions of equine welfare. *Journal of Applied Animal Welfare Science*, 19(4), 1-18.
50. *Voigt, M. A., Hiney, K., Croney, C., Waite, K., **Borron, A.**, & Brady, C. (2016). Show horse welfare: The viewpoint of judges, stewards, and show managers. *Journal of Applied Animal Welfare Science*, 19(2), 183-197.
51. **Borron, A.**, Loizzo, J., & *Gee, A. (2015). The role of critical reflexive analysis in a service-learning course in agricultural communication. *NACTA Journal*, 99(4), 285-292.
52. *Voigt, M. A., Russell, M., Hiney, K., Richardson, J., **Borron, A.**, and Brady, C. (2015). Show horse welfare: Evaluating stock-type show horse industry legitimacy. *Journal of Agricultural and Environmental Ethics*, 28(4), 647-666.
53. **Borron, A.**, Maurer, A., Schluttenhofer, L., Tucker, M. (2014). Washing fresh vegetables to enhance food safety. Purdue University: Purdue Extension. Available from <https://extension.purdue.edu/extmedia/ACE/ACE-1-W.pdf>
54. **Borron, A.** (2013). Picturing the underserved audience: Photovoice as method in applied communication research. *Journal of Applied Communications*, 97(4), 6-18.
55. Maurer, A. (2013). Voices from the table: Assessing the dynamic cultures of the food insecure and the food secure. *Journal of Purdue Undergraduate Research*, 3, 58-63.
 - a. *This was a mentored article by undergraduate honors student, peer reviewed for publication, and was based on an undergraduate research project supervised by Dr. Borron*

Grants Received – TOTAL: \$1,338,044

While Dr. Borron does not have a research appointment, much of her scholarly work and research efforts are conducted to enhance and enrich teaching and student development, as well as community engagement activities associated with her Extension appointment.

The following are funded grants:

1. **Borron, A.** (2024). *MSU Master Irrigator Evaluation & Farmer Perception*. Mississippi State University Subaward. [\$18,255]. PI
2. Scheyett, A., Coolong, T., & **Borron, A.** (2024). *Sustaining the Farmer to Sustain the Farm: Stress management education for farmer resilience and wellbeing*. Sustainable Agriculture Research & Education Foundation (SARE). [\$49,681]. Co-PI.
3. Lu, P; Lamm, A., Gratzek, J., Park, J., **Borron, A.**, Ye, H., & Deutsch, J. (2024-2025). Reimagining Sustainability: Pioneering Upcycled Foods in Circular Food Systems. UGA 2023 Presidential Interdisciplinary Seed Grant Program. [\$60,000]. Co-PI.
4. Bowie, M., & Scheyett, A. (2023-2025). *EXCITE 3: Increasing Vaccine Acceptance in Rural Georgia*. Extension Foundation, with the Centers for Disease Control. [\$100,000]. Project Consultant.
5. **Borron, A.**, McMaken, V., Carpenter, K., & Walker, B. (2023). *Romanian Extension Education Development Program at UGA*. Romanian-American Foundation. [\$315,000].
6. Lee, J. S., Berg, A., Shannon, J., & **Borron, A.** (2022-2023). *Georgia Hunger Study*. Feeding Georgia. [\$300,000]. Co-PI.

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7. Thompson, J., Jackson, K., **Borron, A.**, Thapa, J., Roberts-Gregory, F., Herles, C., & Cotwright, C. (2021-2024). *Food Scholars: Nurturing Cross-Institutional Relationships to Diversify Sustainable Food Systems Education*. USDA Higher Education Challenge Grant. [\$299,949]. Co-PI.
8. Rabinowitz, A., **Borron, A.**, Holt, J., Porter, W., Vellidis, G., Perry, C. (2018). *Measuring Sustainability and Technology Adoption to Increase Irrigation Water Use Efficiency in Peanut Production*. Grantor: MARS, Inc. [\$50,000]
9. **Borron, A.** (2018). *Assessing community development and vitality: Revitalizing the Community Capitals Framework (CFF) in measurement and approach*. UGA Public Service Outreach Fellowship Program in partnership with the J. W. Fanning Institute. [\$15,000]. PI.
10. **Borron, A.** (2018). *FY18 International Travel Funding*. UGA CAES. [\$2,000]
11. **Borron, A.** (2017). *Leadership development and strong communities: A mixed methods approach to impact prediction and evaluation*. UGA Public Service Outreach Fellowship Program in partnership with the J. W. Fanning Institute. [\$15,000]. PI.
12. Shannon, J., **Borron, A.**, & Kurtz, H. (2016). *Stabilizing lives: Pilot program in new food pantry model*. Research agreement with the Atlanta Community Food Bank. [\$23,823]. Co-PI.
13. Waddell, J., & **Borron, A.** (2014). *Increasing protein availability and consumption in low-income households of the Greater Lafayette area*. Grantor: AgSEED. [\$47,336]. Co-PI.
14. **Borron, A.** (2014). *Culture-centered engagement in university outreach: A critical examination of the undergraduate student*. Grantor: Agricultural Research at Purdue Assistantships in Food and Agriculture. [\$37,000]. PI.

Recognitions and Outstanding Achievements:

1. **Teaching Academy Inductee**, University of Georgia, 2023
2. **Distinguished Alumni Award**, Purdue University, ASEC, 2023
3. **New Teacher United States Department of Agriculture Food and Agriculture Sciences Excellence in Teaching Award**, Association of Public and Land-Grant Universities, 2019
4. **Public Service and Outreach (PSO) Fellowship**, Public Service & Outreach, University of Georgia. Project in collaboration with J. W. Fanning Institute for Leadership and Development (UGA PSO Unit), Faculty Fellow, Fall 2018
5. **Service-Learning Research Excellence Award**, Office of Service Learning, University of Georgia, 2018
6. **Teaching Academy Fellows Program**, University of Georgia, Faculty Fellow, 2017-2018
7. **Public Service and Outreach (PSO) Fellowship**, Public Service & Outreach, University of Georgia. Project in collaboration with J. W. Fanning Institute for Leadership and Development (UGA PSO Unit), Faculty Fellow, Fall 2017
8. **Global Thinking Academy Fellows Program**, University of Florida, Faculty Fellow, 2016-2017
9. **Teaching Award of Merit**, North American Colleges and Teachers of Agriculture (NACTA), 2016

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10. **Top Paper Award**, Special Research Call on Revitalizing the Bonds of Journalism, Citizenship and Democracy (Association of Education in Journalism and Mass Communication, Kettering Foundation), 2016
11. **Service-Learning Fellowship**, Office of Service Learning, University of Georgia, Faculty Fellow, 2015-2016.
12. **Educator Award**, North American Colleges and Teachers of Agriculture (NACTA), 2015
13. **Teaching Academy**, Purdue University, Associate Member Inductee, 2012 – 2015.
14. **Academic Programs Section Innovation Teaching Award**, Association of Public and Land-Grant Universities (APLU) (2015)
15. **Outstanding Dissertation Award**, Association of Communication Excellence (2013)
16. **Gold Award (Writing for targeted publics) – Eat Clean! Safer Vegetables for Family, for Health –** Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (2013)

Presentations:

Invited seminars / lectures

1. **Borron, A.** (2024). *Overview of Romanian Extension Education Development at the University of Georgia*. Invited presentation, University of Agricultural Sciences and Veterinary Medicine, Cluj-Napoca, Romania.
2. **Borron, A.** (2024). *Overview of U.S. Cooperative Extension & University of Georgia Extension*. Invited presentation, Consortium Meeting of Romanian Agricultural Universities, Băile Herculane, Romania.
3. **Borron, A.** (2024). *Review of Romanian Extension Education Development at the University of Georgia Following Year 1*. Invited presentation, Annual board meeting of the Romanian-American Foundation, Mila 23, Romania.
4. **Borron, A.** (2024). *Living in the United States: Addressing cultural adjustment and practical issues*. Invited panelist, Fulbright Romania Pre-Departure Orientation, Bucharest, Romania.
5. **Borron, A.** (2024). *The U.S. Academic Environment*. Invited panelist, Fulbright Romania Pre-Departure Orientation, Bucharest, Romania.
6. **Borron, A.** (2024). Fulbright-RAF Scholars. Invited moderator, Fulbright Romania Pre-Departure Orientation, Bucharest, Romania.
7. **Borron, A.** (2018, 2019, 2020, 2021, 2022, 2023, 2024). *Culture-centered communication and engagement amidst scientific fact, discovery, and application*. Invited lecture, Graduate seminar, Department of Plant Pathology, University of Georgia.
8. **Borron, A.,** Chazdon, S., Condie, A., & Emery, M. (2022). *Using the community capitals framework to measure program impacts*. Invited panelist, National Community Resource and Economic Development [Webinar](#).
9. **Borron, A.** (2021, 2022). *Cultivating connections and building community: Social Capital*. Invited seminar, Master Health Volunteer Training, University of Georgia, 4-H Rock Eagle.
10. **Borron, A.** (2019). *The value of culture-centered communication and engagement in customer service*. Invited workshop, Silveus National Sales Summit, Warsaw, IN.

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11. **Borron, A.** (2018). *Culture-centered communication and engagement amidst scientific fact, discovery, and application*. Invited lecture, Graduate seminar, Department of Food Science, University of Georgia.
12. **Borron, A.** (2016). *Culturally sensitive approaches to community*. Invited seminar, Graduate Scholars Leadership, Engagement, and Development Program, J. W. Fanning Institute, University of Georgia.
13. **Borron, A.** (2016). *Closing the professional gap between journalism and civic engagement using the culture-centered approach*. Invited presentation at the 6th Annual Conference on Media & the Public Sphere, Athens, GA.

Conference talks

In the agricultural communication discipline, presented work in oral presentation form undergoes a double-blind peer-reviewed process prior to acceptance at a conference. In addition, order of authorship is determined by level of effort in leadership and design of presentation. Advisees or graduate research assistants are denoted by an asterisk (*).

1. Moraru, P. I., Rusu, T., Ciocan, H. N., **Borron, A.**, Shonkwiler, V., Bogdan, I., & Pop A. I. (2025). *The necessity of implementing extension activities for sustainable agriculture in the Transylvanian Plateau, starting from the extension model in Georgia USA*. Agriculture for Life International Conference. Bucharest, Romania.
2. Sacaleanu, D. I., Asanica, A., **Borron, A.**, Sacala, I., Hawkins, G., Popescu, D., Ciocan, H., & Matache, M. G. (2025). *Precision agriculture extension model based on interdisciplinary collaboration*. Agriculture for Life International Conference. Bucharest, Romania.
3. Ciocan, H. N., Balta, I., Batrina, S. L., Sacaleanu, D. I., Moraru, P. I., & **Borron, A.** (2025). *Advancing agronomic education and knowledge transfer through agricultural extension systems to drive innovation and transform rural communities*. Agriculture for Life International Conference. Bucharest, Romania.
4. **Borron, A.**, Aina, A., Abati, E., Walker, B., McMaken, V., & Carpenter, K. (2025). *Romanian agricultural production and progress: Reconciling tradition with innovation*. Association of International Agricultural and Extension Education. Inverness, Scotland.
5. Ciocan, H., Batrina, S., Moraru, P., Balta, I., Săcăleanu, D., & **Borron, A.** (2025). *Identifying opportunities and challenges in establishing an agricultural extension system in Romania using PESTEL and SWOT Analyses*. Association of International Agricultural and Extension Education. Inverness, Scotland.
6. Walker, B., Carpenter, K., **Borron, A.**, McMaken, V. (2025). *Bridging communities through US-based programming for international audiences: Fostering mutual benefit*. Association of International Agricultural and Extension Education. Inverness, Scotland.
7. Shannon, J., Rao, M., Lee, J. S., Breg, A., Borron, A., Park, J., Klinker, A., Craft, D., & Malkoff, N. (2025). *Collaborative research on the charitable food system in Georgia: Making maps out of mess*. American Association of Geographers Annual Meeting. Detroit, Michigan.
8. Park, J. Y., **Borron, A.**, Shannon, J., Rao, M., & Lee, J. S. (May 2024). *Examining community agency efforts to offer charitable food assistance through the lens of the Community Capitals Framework*. 20th International Congress of Qualitative Inquiry. Urbana-Champaign, Illinois.
9. Park, J. Y., **Borron, A.**, Shannon, J., Rao, M., & Lee, J. S. (May 2024). *Food insecurity in Atlanta regions: A case study of food agencies in Atlanta, Georgia*. 20th International Congress of Qualitative Inquiry. Urbana-Champaign, Illinois.

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10. Idun, A., Lamm, K. W., & **Borron, A.** (February 2024). *Community health conditions: Does rurality matter? [Abstract]*. Paper submitted for presentation at the 2024 Southern Rural Sociological Association Annual Meeting, Atlanta, GA.
11. Park, J., & **Borron, A.** (June 2023). *Examining the value of perception: A methodological literature synthesis of individual perceptions within the community*. International Congress of Qualitative Inquiry. Urbana-Champaign, Illinois.
12. *Barbaree, J., **Borron, A.**, Thompson, J., & Lamm, K. (April 2023). *Beginning farmers in the Southeast United States: Lived experiences, persistent barriers, and interactions with Cooperative Extension*. Association of International Agricultural and Extension Education. Guelph, Canada.
13. *Barbaree, J., **Borron, A.**, Thompson, J., & Lamm, K. (April 2023). *Evaluating Cooperative Extension programming to support beginning farmers in the Southeast United States*. Association of International Agricultural and Extension Education. Guelph, Canada.
14. *Sanders C., Lamm A., **Borron A.**, Hall J., Navarro M., & Anderson J. (April 2023). *Proposing an identity-in-context framework for culturally responsive evaluation: Implications for Cooperative Extension in rural areas*. Association of International Agricultural and Extension Education. Guelph, Canada.
15. **Borron, A.**, Park, J., & Lamm, K. (April 2023). *Engaged learning strategies: When community diagnostic assessments meet civic engagement*. Gulf South Summit. Athens, Georgia.
16. *Sanders, C. E., Lamm, A. J., Hall, J., **Borron, A.**, Navarro, M., & Anderson, J. (February, 2023). *Using poetic dialogues as a focus group analysis method to highlight collective identity for culturally responsive evaluation*. [Oral presentation]. Southern Rural Sociological Association, Oklahoma City, OK, USA.
17. *Taylor, W., **Borron, A.**, Holt., J., & Monfort, S. (2022). Engaged Scholarship Consortium. Athens, GA.
18. *Taylor, W., **Borron, A.**, Holt., J., & Monfort, S. (2022). *How cotton and peanut producers perceive best management practices: A Q-methodology study*. Agriculture, Food, and Human Values Society. Athens, GA.
19. **Borron, A.**, Lamm, K., Atkins, K., & *Barbaree, J. (2022). *Moving toward a social impact assessment: The CD+SI ToolkitTM*. Association of International Agricultural and Extension Education. Thessaloniki, Greece.
20. *Worley, B., & **Borron, A.**, (2022). *Dynamic Model of Food Heritage Preservation: Analyzing culture in global foodways*. Association of International Agricultural and Extension Education. Thessaloniki, Greece.
21. *Fortner, A., Lamm, A., Holt, J., **Borron, A.**, & Moore, A. (2022). *Exploring the impact of source credibility when communicating about agricultural science on Twitter*. National Agricultural Communications Symposium. New Orleans, LA.
22. *Fortner, A., Lamm, A., Holt, J., **Borron, A.**, & Moore, A. (2022). *Exploring source credibility across social media platforms to inform agricultural and environmental science communication*. National Agricultural Communications Symposium. New Orleans, LA.
23. *Sanders, K., *Worley, B., *Harrell, E., **Borron, A.**, & Lamm, A. (2022). *Considering a rural capacity development framework using dialectical models*. Southern Rural Sociological Association. New Orleans, LA.
24. *Sanders, K., Lamm, A., & **Borron, A.** (2022). *Exploring a preliminary theory of identify-oriented evaluation*. Southern Rural Sociological Association. New Orleans, LA.

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25. *Sanders, K., Lamm, A., & **Borron, A.** (2022). *Proposing an identity-oriented framework for culturally-responsive evaluation in rural communities*. Southern Rural Sociological Association. New Orleans, LA.
26. Dobbins, C. E., Lamm, A. J., Southall, H., **Borron, A.**, Lamm, K. W., & Davis, M. (October 2020). *Assessing social impact for community-based health initiatives: An introduction to the CD+SI toolkit*. Abstract submitted for presentation at the American Public Health Association Annual Meeting: San Francisco, CA.
27. **Borron, A.**, Jones, C., & Martinez, M. (2020). *The Professional Development of TAs Using the Culture-centered Approach Pedagogical Model*. North American College and Teachers of Agriculture, Annual Conference (Virtual).
28. Lamm, K. W., **Borron, A.**, Atkins, K. (2020 - canceled). An empirical tool to inform community change: Validation of an instrument. International Symposium on Society and Resource Management. Cairns, Australia.
29. **Borron, A.**, *Jones, C., *Martinez, M., Strickland, A., Atkins, K., Lamm, K., & *Sanders, K. (2020). *Utilizing community diagnostics data to examine community development and vitality: A rural case study*. Southern Rural Sociological Association. Louisville, KY.
30. Lamm, K. W., **Borron, A.**, & Atkins, K. (2020). *The development and validation of a community diagnostics scale based in the community capitals framework*. Manuscript submitted for presentation at the 2020 American Association for Agricultural Education Southern Region Conference, in Louisville, KY.
31. *Stone, W., **Borron, A.**, Holt, J., & Rabinowitz, A. (2019). *Farmers' experiences with irrigation: A phenomenological photovoice study*. Association of International Agricultural and Extension Education. Trinidad and Tobago.
32. **Borron, A.**, Lamm, K., Darbisi, C., & Randall, N. (2019). *A critical examination of university outreach and engagement based on the community capitals framework*. Southern Rural Sociological Association. Birmingham, AL.
33. Lamm, K., **Borron, A.**, Holt, J., & Lamm, A. (2019). *Communication channel preferences: An audience segmentation analysis*. National Agricultural Communications Symposium. Birmingham, AL.
34. *Burnett, E., Holt, J., **Borron, A.**, Wojdyski, B. (2019). *Interactive infographics' effect on elaboration in agricultural communication*. National Agricultural Communications Symposium. Birmingham, AL.
35. Rabinowitz, A., *Cartwright, E., **Borron, A.**, Holt, J., & Smith, A. (2019). *Factors motivating producer use of soil sensor technology*. Southern Agricultural Economics Association. Birmingham, AL.
36. Holt, J., *Crosby, M., Rabinowitz, A., **Borron, A.**, & *Cartwright, E. (2019). *Collecting data from the field: Using text message surveys to engage with rural audiences*. Southern Region of Sociological Association. Birmingham, AL.
37. **Borron, A.**, Darbisi, C., Randall, N., & Lamm, K. (2018). *Assessing community development and vitality: Revitalizing the Community Capitals Framework (CFF) in measurement and approach*. Engaged Scholarship Consortium. Minneapolis, MN.
38. Walker, B., **Borron, A.**, Farner, K., Matthews, P., & Wilder, S. (2018). *Reflective structured dialogue and Q-Methodology as community-engaged research tools for inclusivity and intersectionality*.

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International Association for Research on Service Learning and Community Engagement. New Orleans, LA.

39. *Jourdan, H., **Borron, A.**, Kurtz, H., Bustle, L., & Holt, J. (2018). *Arts-based research in food security: A dialogical tool for creating open communication in social change*. Agriculture, Food, and Human Values Society. Madison, WI.
40. *Jourdan, H., **Borron, A.**, Kurtz, H., Bustle, L., & Holt, J. (2018). *Creating the “perfect pantry”: The use of creative workshops and toolkits as platforms of empowerment for individuals experiencing food oppression in food assistance programs*. Agriculture, Food, and Human Values Society. Madison, WI.
41. Kurtz, H., **Borron, A.**, Shannon, J., & Weaver, A. (2018). *The Stabilizing Lives Project: Refiguring the Pantry Client*. Agriculture, Food, and Human Values Society. Madison, WI.
42. Kurtz, H., Shannon, J., & **Borron, A.** (2018). *Empowering collectives, not assisting individuals: Community food assistance, informal social networks, and the labor of care*. American Association of Geographers, Annual Meeting, New Orleans, LA.
43. Shannon, J., **Borron, A.**, Kurtz, H., *Jourdan, H., Barrett, G., & Weaver, A. (2017). *Creating deeper engagement through photovoice and mixed methods*. Engaged Scholarship Consortium, Annual Meeting, Birmingham, AL.
44. **Borron, A.** (2017). *Deconstructing the communication researcher through the culture-centered approach*. Association of Education in Journalism and Mass Communication, Annual Meeting, Chicago, IL.
45. Forbes, B., Tucker, M., Pfeiffer, L., Halsema, M., Fernandez, J., Bracke, M., Ayres, J., & **Borron, A.** (2017). *ISSUES 360™: Students learn how to engage the public on controversial topics*. North American College and Teachers of Agriculture, Annual Conference, West Lafayette, IN.
46. **Borron, A.**, Shannon, J., Kurtz, H., Walker, B., & Holt, J. (2017). *Photovoice as a Pedagogical Tool to Examine Student Understanding*. North American College and Teachers of Agriculture, Annual Conference, West Lafayette, IN.
47. **Borron, A.**, *Gee, A., & Waddell, J. (2017). *Examining Protein Availability and Consumption Among Low-Income Families*. Agriculture, Food, and Human Values Society. Los Angeles, CA.
48. Walker, B., Matthews, P., **Borron, A.**, & O’Brien Wilder, S. (2017) *Using Q-Sort Methodology to Learn about Service-Learning: Voices from the Field*. Gulf-South Summit, Annual Conference, Greensboro, NC.
49. **Borron, A.** (2017). *Incorporating civic engagement into agricultural communication course design using the culture-centered approach pedagogical model*. Southern Association of Agricultural Scientists Annual Meeting, Agricultural Communication Division, Mobile, AL.
50. **Borron, A.**, *Urban, E., & *Cabrera, E. (2016). *Closing the professional gap between journalism and civic engagement using the culture-centered approach*. Association of Education in Journalism and Mass Communication, Annual Meeting, Minneapolis, MN.
51. Holt, J., & **Borron, A.** (2016). *Are you a food activist? Joining conversations around the world*. Association of Communication Excellence, Annual Meeting, Memphis, TN.
52. *Urban, E., & **Borron, A.** (2016). *Local and global engagement using the culture-centered approach: Creating globally competent and civically-engaged agricultural communication professionals*. 2016 Global Learning in Agriculture Conference, Virtual Conference.

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53. **Borron, A.**, & *Gee, A. (2015). *Enriching student engagement through critical reflexive analysis*. North American College and Teachers of Agriculture, Annual Meeting, Athens, GA.
54. *Voigt, M., Hiney, K., Russell, M., Richardson, J., **Borron, A.**, & Brady, C. (2015). *A model for understanding and influencing human behaviors toward show horses*. Proceedings of the 11th International Equitation Science Conference, Vancouver, British Columbia, Canada.
55. *Voigt, M., Waite, K., **Borron, A.**, Hiney, K., & Brady, C. (2015). *Exhibitors' perception of management, training, and competition practices impact on horse welfare*. Proceedings of the 24th Equine Science Society Symposium, St. Pete Beach, Florida.
56. **Borron, A.**, & Loizzo, J. (2014, June). *Preparing AgComm Undergraduates for 21st Century Careers: Purdue's Service-Learning Program on Cultural Engagement in Romania*. Presentation at the National ACE Conference, Portland, OR.
57. Loizzo, J., & **Borron, A.** (2014, June). *Preparing AgComm Undergraduates for 21st Century Careers: Purdue's Project-Based, Blended-Learning, Multimedia Approach*. Presentation at the National ACE Conference, Portland, OR.
58. Tucker, M., Lillard, P., **Borron, A.**, & LeJeune, J. (2013, June). *Consumer Perceptions of Food Risk and Media System Dependency*. Paper presented at the annual conference of Agriculture, Food and Human Values Society, East Lansing, MI.
59. **Borron, A.** (2013, June). *Picturing the underserved audience: Photovoice as method in applied communication research*. Paper presented at the National ACE Conference, Indianapolis, IN.
60. **Borron, A.**, & Tucker, M. (2013). *Improving Food Safety Information Delivery*. Presentation at the National ACE Conference, Indianapolis, IN.
61. Tucker, M., & **Borron, A.** (2013). *Practical Issues Management for Land-Grant Universities*. Paper presented at the annual meeting of the Association for Communication Excellence, Indianapolis, IN.
62. Voight, M., **Borron, A.**, Croney, C., Hiney, K., Waite, K., & Brady, C. (2013). *Show horse welfare: The viewpoint of judges, stewards and show managers*. Paper presented at the 9th International Equitation Science Conference, Newark, DE.
63. Jones, C., Dutta, M., **Borron, A.**, Anaele, A., Gao, H., & Kandukuri, S. (2012). *Voices of hunger: A culture-centered approach to addressing food insecurity*. Paper presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
64. Maurer, A., & **Borron, A.** (2012, June). *Voices from the Table: Assessing the Dynamic Culture of the Food Insecure*. Paper presented at the annual meeting of the Rural Sociological Society, Chicago, IL.

Poster Presentations

In the agricultural communication discipline, presented work in poster form undergoes a double-blind peer-reviewed process prior to acceptance at a conference. In addition, order of authorship is determined by level of effort in leadership and design of presentation. Advisees or graduate research assistants are denoted by an asterisk (*).

1. **Borron, A.**, Abati, E., McMaken, V., Carpenter, K., Walker, B. (2025). *Romanian Extension Education Development Program: Building a National Model of Extension*. Association of International Agricultural and Extension Education. Inverness, Scotland.
2. *Jourdan, H., & **Borron, A.** (2018). *Arts-based research in food insecurity: A dialogical tool for creating open communication in social change*. Georgia Organics Conference, Augusta, GA.

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3. *Levinson, M., *Cartwright, E., Holt, J., Rabinowitz, A., & **Borron, A.** (2018). *Farmers and surveys: Increasing farmer survey response rate*. Southern Association of Agricultural Scientists Annual Meeting, Agricultural Communication Division, Jacksonville, FL.
4. Holt, J., & **Borron, A.** (2017). *Using reflexive journaling in skills-based classes*. North American College and Teachers of Agriculture, Annual Conference, West Lafayette, IN.
5. *Dewitt, J., Holt, J., & **Borron, A.** (2017). *Integrating co-construction methods into course curricula*. North American College and Teachers of Agriculture, Annual Conference, West Lafayette, IN.
6. *Jourdan, H., & **Borron, A.** (2017). *The bridge to opening dialogue on food insecurity: A multi-layered approach to community-based participatory research using photovoice and other artistic media*. Southern Association of Agricultural Scientists Annual Meeting, Agricultural Communication Division, Mobile, AL.

PUBLIC SERVICE (25%)

Extension:

Agent & Specialist Training

1. **Borron, A.**, (2022, 2023, 2024, 2025). *Audience understanding and targeting*. UGA Extension Communication Foundations Training. 1-hour presentation with new county agents.
2. **Borron, A.** (2021, 2022, 2023, 2024, 2025). *3 x 3 messaging: Strategic communication & message development*. UGA Extension Online Training and Webinar. 1-hour workshop with county agents and specialists.
3. **Borron, A.**, Lamm, K., Barbaree, J., Taylor, B., & Worley, B. (2022). *Community capitals: Enhancing program planning, development & evaluation using the CD+SI Toolkit*. UGA Extension Winter Conference. 1.5-hour workshop with county agents and campus specialists
4. **Borron, A.**, & Edgar, D. (2020). *Writing your research for an audience*. UGA Extension Online Training and Webinar. 1-hour workshop with county agents and specialists.
5. **Borron, A.** (2020). *Culture-centered engagement and awareness*. UGA Extension Winter Conference. 1.5-hour workshop with county agents and campus specialists.
6. **Borron, A.** (2019). *Culture-Centered Engagement and Communication*. UGA Extension Online Training and Webinar. 1-hour workshop with county agents and specialists.
7. **Borron, A.** (2018). *Developing Online Communication Strategies*. UGA Extension Online Training and Webinar, 1.5-hour workshop with county agents and campus specialists.
8. **Borron, A.** (2018). *Culture-Centered Engagement and Communication*. UGA Extension Online Training and Webinar. 1-hour workshop with county agents and specialists.
9. Farner, K., Sapp, R., **Borron, A.**, & Walker, B. (2018). *Collaborate to innovate: Serving GA together (TRG-029684)*. UGA Extension Winter Conference. 1-hour workshop with county agents and campus specialists.
10. **Borron, A.** (2017). *Developing Online Communication Strategies*. UGA Extension Online Training and Webinar, 1.5-hour workshop with county agents and campus specialists.
11. **Borron, A.** (2017). *Culture-Centered Engagement and Communication*. UGA Extension Online Training and Webinar. 1-hour workshop with county agents and specialists.
12. **Borron, A.** (2016). *Developing Online Communication Strategies*. UGA Extension Winter School, 1.5-hour workshop with county agents and campus specialists.

International programs:

- **Heifer Romania (changed to Open Fields in 2016)** – Established and built collaborative partnership with Open Fields in July 2013, by creating service-learning study abroad program for undergraduates, as well as exploring funding opportunities for collaborative research. The result is collaborative partnerships with Open Fields and Babes-Bolyai University in Cluj-Napoca, Romania. These partnerships are further lending themselves to research and community development project opportunities for the rural communities throughout Romania.

Local community services and relations

- **Food Bank of Northeast Georgia (FBNG)** – Established partnership with FBNG and associated food pantries locally to conduct research, as well as enable student service-learning communication project.
 - **Sparrow’s Nest, Athens, GA** – Volunteering with students for a combined total of 150+ volunteer hours each spring semester (2016 - Present). Each location is provided written, designed, and printed copies of 2-4 client narratives to be used for communication and engagement purposes.
 - **Banks-Jackson Food Bank, Commerce, GA** – Volunteering with students for a combined total of 150+ volunteer hours each spring semester (2016 - 2020). Each location is provided written, designed, and printed copies of 2-4 client narratives to be used for communication and engagement purposes.

PROFESSIONAL SERVICE

University of Georgia

Service to professional societies, governmental organizations, or NGOs:

- Journal of Applied Communications, Editorial Board Chair, 2023 – 2024
- Journal of Applied Communications, Editorial Board member, 2019 – 2023
- Open Fields (Romanian NGO based in Cluj-Napoca), Consultant on interactive web strategies and rural community engagement, 2018 – 2020
- Int’l Advisory Committee – Babeş-Bolyai University, Cluj-Napoca, Romania, 2018 - 2019
- National Agricultural Communication Symposium
 - Secretary, 2016 / Vice President, Program Chair, 2017 / President, 2018 / Past President, 2019
- Experiment Station Committee on Organization and Policy – Social Sciences Subcommittee (ESCOP SSSc), North Central Rep, 2013 – 2014; Ad hoc, 2015 – 2018
- NCERA – Issues Management, 2012-2015

Review Panel Member:

- Romanian-American Foundation Fulbright Scholar for UGA Extension Program, Applicant Interview Panel, 2024, 2025
- RIDGE Doctoral Dissertation Research Grant Program, Applicant Review Cmte, 2015 – 2016

University, College, and Departmental Committees & Service:

University

- Archway Partnership Faculty Stakeholders Group, 2023 – present
- University of Georgia, Faculty Council Executive Committee, 2020 – 2023
- University Human Resources Committee, 2020 – 2023
- University of Georgia Faculty Council, 2018-2021

Borron, A.

- Intercultural Engagement Committee, Graduate School, University of Georgia, 2016 – 2020

College

- UGA CAES Office of International Programs Advisory Council, 2024-present
- UGA CAES Graduate Curriculum Committee, 2024-present
- UGA CAES Staff Search Committee – Director of Experiential Learning, April 2023
- UGA College of Agricultural and Environmental Sciences Faculty Council, 2018-2021
- UGA CAES Faculty Affairs & Grievances, 2017-2019
- UGA CAES Impact Reporting Committee, 2017-2019
- UGA Extension, Evaluation Specialist Search Committee, Sept. 2017 – Feb. 2018.
- UGA CAES Administrative Search Committee, Asst. Dean of Academic Programs, July-Oct. 2017

Departmental

- ALEC Graduate Program Coordinator, January 2025 – present
- ALEC Assistant Faculty Member Mentor Chair – Dr. Peng Lu – September 2023 – present
- ALEC Faculty Search Committee – IPA, Open Rank, Athens Campus – June 2022 – present
- Department Extension Coordinator, University of Georgia, 2015 – present
- ALEC Department Head Search Committee (UGA), 2020
- Graduate Committee, Dept of Ag Leadership, Education, and Comm. (UGA), 2016 – 2019
- Ph.D. Development Committee, Department of Agricultural Leadership, Education, and Communication (UGA), 2015 – 2016
- ALEC Faculty Search Committee – Ag Leadership, Athens Campus – Jan. 2017 – March 2017
- ALEC Faculty Search Committee – Ag Education, Tifton Campus – Nov. 2016 – Jan. 2017
- ALEC Faculty Search Committee – Ag Education, Athens Campus – Nov. 2016 – Jan. 2017

Service to Student Groups and Organizations:

- Graduate Student Organization, ALEC Graduate Students, Faculty Advisor, 2022 – present
- Ag Communicators of Tomorrow, UGA Student Chapter, Faculty Co-Advisor, 2015 – present

Purdue University

- Ag Communicators of Tomorrow, Purdue Student Chapter, Faculty Co-Advisor, 2012 – 2014
- Extension Communications Committee, Purdue University, 2014
- Agenda & Policy Committee, Purdue College of Agriculture, 2013 – 2014
- Honors Committee, Purdue College of Agriculture, 2012 – 2014
- Center on Public Health Iniquity, Purdue Regenstrief, 2012 – 2014

Community

- Sparrow's Nest, Athens, GA. – Board chair, 2025 – 2026
- Sparrow's Nest, Athens, GA. – Board member, 2022 – 2024
- Sparrow's Nest, Athens, GA. – volunteer and program facilitator, 2016 – present
- Redeemer Presbyterian Church, Athens, GA. – Advocacy Group team member, 2024 – present
- Redeemer Presbyterian Church, Athens, GA. – nursery volunteer, 2018 – present