

J. Cherie Strachan

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Education

Ph.D., Political Science Department, University at Albany, May 2000.

Field: American Politics.

Sub Fields: Political Communication, Political Parties, State and Local Government, and American Federalism.

Dissertation: Running for Mayor in America: The Trend toward Sophisticated Campaigns in Local Electoral Districts. (Committee: Anne Hildreth, Kathleen Kendall, Joseph Zimmerman and Frank Thompson).

M.A., Political Science Department, The University of Akron, May 1994.

Concentration: American Politics.

Certificate of Practical Politics, The Ray C. Bliss Institute of Practical Politics, Akron OH, May 1994.

B.A., Murray State University, Murray KY, May 1992.

Major: Public Relations

Minor: Political Science

Current Position

Assistant Professor, Political Science Department, Central Michigan University, Fall 2006 - Present.

Honors Courses

Civil Society & Politics (Spring 2009)

Interest Groups (Spring 2007)

Women & Politics (Fall 2007, Fall 2008)

Strategic Campaign Communication (Spring 2008)

Undergraduate Courses

Civil Society & Politics (Master Course Syllabus submitted)

Freshmen Year Experience (Fall 2007)

Deliberative Extracurricular Sessions (for PSC 105, Spring 2007, Fall 2007, Spring 2008, Fall 2008)

Political Behavior

Communication in Political Decision Making

Persuasion in Public Relations

Political Parties

Campaigns and Elections

Lobbying/Interest Groups

Mass Media and American Politics

Women in American Politics

Introduction to American Government, Writing Intensive

Communication and Political Science Internships, Writing Intensive

Graduate Courses

Scholarly Traditions in Political Science (Master Course Syllabus submitted)

Introduction to Research Methods (Fall 2008)

Communication in Political Decision-Making

Communication and Citizen Participation

Theories and Research in Political Communication

Lobbying/Interest Groups

Political Science Internships

Prior Positions

Assistant Professor, Communication Department, University at Albany, 2000-2006.

Course Designer, ACOM 399 Oral Discourse and Civic Culture, a 1-credit course meeting the University at Albany's undergraduate oral discourse graduation requirement.

Assistant Professor, Political Science Department, Indiana University of Pennsylvania, Indiana, PA, August 1999 - May 2000.

Instructor, American Judiciary, Campaign Management and American Political Parties, University at Albany, Fall 1998 - Spring 1999.

Teaching Assistant, American Politics, University at Albany, Fall 1997 (writing intensive) and Fall 1994.

Instructor, Political Internship, University at Albany, Spring 1995.

Teaching Assistant, Intro to Public Policy, University at Albany, Fall 1995.

Teaching Assistant, Campaign Management, The University of Akron, Summer 1993

Teaching Assistant, Intro to American Government, The University of Akron, Fall 1992 - Spring 1994.

Graduate Assistant, Ray C. Bliss Institute of Applied Politics, Akron OH, August 1992 - May 1994.

Helped to administer an educational program designed to introduce high school students to practical politics through activities such as field trips, lectures from guest speakers, and simulations.

Research Positions

Consultant, Civic Education and Youth Participation Research, Dickson Musslewhite, Senior Political Science Editor, Prentice Hall Publishers, Fall 2006.

Consultant, Civic Education and Youth Participation Research. Kathleen E. Kendall (Executive Producer). 2004. *Primaries, The Defining Battle in New Hampshire* (Video Tape). Princeton, NJ: Film for the Humanities and Sciences.

Senior Research Assistant to the State Capacity Project, Nelson A. Rockefeller Institute of Government, Albany, NY, August 1996 – May 1997. Constructed a database of state characteristics used to evaluate states= capacities to provide social services in the wake of welfare reform.

Senior Research Assistant to the State Campaign Finance Laws Project, Nelson A. Rockefeller Institute of Government, Albany, NY June 1995 - August 1996. Constructed a comprehensive data base on state campaign finance laws and created charts to facilitate the comparison of these laws.

Research Assistant, Political Science Department, The University of Akron, August 1992 - May 1994. Coded contributions to candidates for public office in Ohio and constructed a data base to analyze the revenues and expenditures of county party organizations in Ohio.

Grants, Awards, Distinctions & Professional Development

Participant, American Political Science Association Short Course on Mixed-Methods Research, Fall 2008.

Participant, ORSP grant-writing workshop, Spring 2007.

2006-2007 2010 Vision Plan Grant (Co-Recipient with Drs. Mary Senter, Angela Haddad, Chris Owens, and Lisa Patterson, \$170,000).

2006-2007 ORSP Travel Grant (\$1,000).

2006-2007 Faculty Center for Innovative Teaching, Professional Development Grant (\$650.00)

2004 Distinguished Paul J. Schupf Lecture, You Don't Have to Be a Politician: Reviewing the Role of Amateurs in Public Life. Cazenovia College, Cazenovia NY (\$1,000 honorarium).

University at Albany Travel Grants, 2000, 2001, 2002, 2003, 2004, 2005, and 2006.

Fall 2003 Center for Excellence in Teaching and Learning Innovation in Teaching Grant, Oral Discourse and Civic Culture: Promoting Participation and Social Responsibility, \$5,000. (Co-Recipient)

2002-2003 Faculty Research Assistance Program Grant, Elite Political Rhetoric and the Construction of Political Culture, \$4,910.

University at Albany President's Distinguished Doctoral Dissertation Award, May 2000.

1998 Graduate Student Association's Benevolent Fund Research Grant, \$500

University at Albany Political Science Department's Graduate Student Leadership Award, May 1998.

Publications

Books

Shea, Dan & Strachan, J. Cherie. (Forthcoming/2008). *The Pulse of Politics*. New York: McGraw-Hill Publishers.

Strachan, J. Cherie. (2003). *High-Tech Grass Roots: The Professionalization of Local Elections*. Lanham, MD: Rowman and Littlefield Publishers.

Peer-Reviewed Articles

Strachan, J. Cherie. (2008). Using the Classroom to Cultivate Student Support for Participation in Campus Life. *Journal of Political Science Education*, 4:1.

Strachan, J. Cherie. (2006). An Argument for Deliberative Civic Education in the Political Science Classroom. *PS, Political Science and Politics*. 39:4, 911-916.

Strachan, J. Cherie. (1995). Mario Cuomo and New York Legislative Campaigns. *Comparative State Politics*, June issue, pp. 13-22.

Invited Articles/Reviews

Smith, Troy & Strachan, J. Cherie (2008) Feeley and Rubin's Tragic Fundamentalism. *Publius*.

Book Chapters

Strachan, J. Cherie. (2009). Deliberation as a Civic Engagement Pedagogy. In Dan Shea, (Ed). *Teaching Matters: Strategies and Tactics to Engage Students in the Study of American Politics*. New York: Pearson Books. forthcoming

Strachan, J. Cherie (2008). College and Citizenship: Preparing Citizens for Political Engagement. In Jason Bently (Ed.) New York: Pearson Books.

Strachan, J. Cherie. (2006) Building Youth Party Identification & Revitalizing Democracy. In Dan Shea and John Green (Eds.) *The Fountain of Youth*. Lanham, MD: Rowman & Littlefield Publishers.

Hildreth, Anne, Murray, Leah & Strachan, J. Cherie. (2005). The Limitations of E-Democracy. In Mitchell S. McKinney, Lynda Lee Kaid, Diane Bystrom and Diana B. Carlin (Eds.) *Communicating Politics: Engaging the Public in Democratic Life*. New York: Peter Lang Publishers.

Strachan, J. Cherie & Kendall, Kathleen E. (2003). Convention Films, Finding the Perfect Image. In Charles A. Hill and Marguerite Helmers (Eds). *Defining Visual Rhetorics*. Mahwah, NJ: Lawrence Erlbaum.

Burrell, Barbara C. & Strachan, J. Cherie. (1996). Women's Political Leadership and the State of the Parties. In John C. Green and Daniel M. Shea (Eds). *The State of the Parties*. Lanham, MD: Rowman & Littlefield Publishers.

Dictionary Entries

Strachan, J. Cherie. (2007). Issue Coverage. In Thomas Birkland and Tod Schaeffer (Eds). *The Encyclopedia of Media and Politics*. CQ Press.

Book Reviews

Strachan, J. Cherie. (Review of Robert E. Denton, ed. *The 2000 Presidential Campaign: A Communication Perspective*. Westport, CT, Praeger). *Presidential Studies Quarterly*. 34:1:182-84.

Continuing and Anticipated Research Projects

Political Culture and Regional Political Rhetoric: The initial stage of this project involved collecting 50 years of gubernatorial inaugural addresses in three states with distinct political subcultures in order to identify rhetorical patterns associated with different approaches to democracy. The next stage, which is partially completed, involves collecting a similar data set from all the states in order to identify and explain cultural stability and shift across regions of the United States. Analyzing such a large data set will require the development of a content analysis scheme based on previously identified rhetorical patterns. Given the connection between language and the construction of culture, I would also like to use experimental designs to determine whether the language patterns identified promote the development of political norms or whether they simply reflect existing preferences.

I attended a Spring 2007 grant-writing workshop sponsored by the Office of Research and Sponsored Program. I gained feedback on two conference papers last year, and I intend to implement this advice in order to eventually pursue external funding to support this project.

Tracking the Effects of Deliberative Civic Education: This project emerged from the opportunity to develop a one-credit course meeting Albany's oral discourse requirement. As I argue that low youth political participation is linked to socialization during a time of declining associational life, the course focused on persuading students that collective participation is the path to political power and attempted to teach the deliberative skills needed to engage in such activities. Given the success of the initial intervention in improving the perceived efficacy of collective participation as well as trust in others, I would like to continue to fine-tune this intervention and to use longitudinal panel surveys to track the long-term effects of exposure to deliberative civic education interventions.

Work to integrate deliberative sessions into PSC 105 courses at CMU was initiated in the Spring 2007 semester, and continues through the Fall 2008 semester. Most PSC 105 students now have the opportunity to participate in deliberative extracurricular sessions. In addition, PSC graduate assistants, as well as some advanced undergraduate students, receive training as moderators in order to facilitate these sessions. One graduate student used data collected from this effort in his Master's thesis. Enrollments in the PSC 105 courses incorporating these discussion sessions have increased as students have started recommending the class to others. External funding to support this line of research will eventually be pursued by applying for a grant from the U.S. Education Department's Fund for the Improvement of Postsecondary Education (FIPSE).

Student Experiences in College, Enhancing Participation in Campus Life: This project is based on a civic education intervention assessed through a quasi-experimental design. Students in a Fall 2005 persuasion class researched the beneficial effects of campus life and designed persuasive campaigns targeting students, faculty, administrators and staff. Pre and post semester questionnaires, as well as focus groups, indicate that actively considering college experiences increases students' likelihood of participating in campus life, which is one of the few college experiences linked to future political participation. I would like to continue to develop and refine

similar interventions to improve the likelihood that college experiences will promote adult political participation. For example, I am applying for the position of FYE Faculty Fellow in order to test the effect of incorporating such messages in the FYE curriculum. Meanwhile my work for the 2010 Vision Plan project explores ways to increase diversity in campus and community associational life. Based on this work, I have been asked to participate in assessing whether CMU should apply the Carnegie Institute's new Community Engagement designation.

Cultivating Strong Partisan Identification: This project, which will follow the recommendations developed in a recent book chapter, requires the cooperation of local party committees to develop and test the effectiveness of a new youth recruitment program. The program will be based on insights from the persuasion and cognitive processing literature, which indicates that the parties must stop relying exclusively on short-term, emotional cues to get-out-the-vote if they want to develop a strong base of supporters in the electorate. Rather, the parties must teach young people to engage in deliberative activities, which lead to active processing, in order to develop their own political agendas. While this approach may result in less elite control over the parties' policy agendas, the party chairs would, arguably, gain a stable base of strong supporters in the electorate in exchange.

Competitive Conference Papers and Conference Participation

Strachan, J. Cherie & Owens, Christopher. (2009). Diversity and civic norms on college campuses. Southern Political Science Association. January, New Orleans, LA.

Strachan, J. Cherie. (2008). Citizenship, leadership & public life: Gubernatorial rhetoric from three distinct states. State Politics and Policy Conference, May, Philadelphia, Pennsylvania.

Strachan, J. Cherie (2008). Public life in gubernatorial inaugural rhetoric from three distinct states. Midwestern Political Science Association, April, Chicago, IL.

Strachan, J. Cherie & Ferguson, Mark A. (2008). Implementing deliberative civic education: The combined effect of persuasion and skill-building. Midwestern Political Science Association, April, Chicago, IL.

Strachan, J. Cherie. (2008). Discussant. Diversity on Campus. APSA Teaching & Learning Conference. February, San Jose, CA.

Strachan, J. Cherie (2007). Implementing deliberative civic education: The effects of formal rules and persuasion on willingness to deliberate. American Political Science Association, September, Chicago, IL.

Strachan, J. Cherie (2007). Addressing participation woes by building youth partisan identification. Annual meeting of the Midwestern Political Science Association, April, Chicago, IL.

Strachan, J. Cherie (2007). Using the classroom to cultivate student support for participation in campus life. Annual meeting of the APSA Teaching and Learning Conference, February, Charlotte, NC.

- Strachan, J. Cherie. (2006). Promoting civic participation: Insights from the construction of citizenship in gubernatorial inaugural addresses from three distinct states. Annual meeting of the National Communication Association. November, San Antonio, TX.
- Strachan, J. Cherie. (2006) Student experiences in college, enhancing participation in campus life Annual meeting of the American Political Science Association, September Philadelphia, PA.
- Strachan, J. Cherie. (2006) Measuring elite norms of political participation in regional political rhetoric Annual meeting of the American Political Science Association, September Philadelphia, PA.
- Strachan, J. Cherie. (2005). Vicarious learning in the university classroom: Can formal civic education efforts simulate the effects of real life experiences? Annual meeting of the American Political Science Association. September, Washington, DC.
- Strachan, J. Cherie. (2005). Do American political elite encourage radical individualism? Constructing norms of political participation in regional political rhetoric. Annual meeting of the American Political Science Association. September, Washington, D.C.
- Strachan, J. Cherie & Hildreth, Anne. (2004). Testing the effectiveness of collective civic education messages in the university classroom. Annual meeting of the American Political Science Association. September, Chicago, IL.
- Strachan, J. Cherie, Hildreth, Anne & Murray, Leah A. (2004). Civic education messages: Do high school government texts promote collective participation? Annual Meeting of the International Communication Association. May, New Orleans, LA.
- Strachan, J. Cherie. (2004). Norms of participation and Mississippi gubernatorial rhetoric. Annual Meeting of the Eastern Communication Association. April, Hartford, CT.
- Strachan, J. Cherie. (2003). Gubernatorial campaign speeches and political subcultures: Structuring political participation. Paper presented at the annual meeting of the Eastern Communication Association, April, Washington, D.C.
- Strachan, J. Cherie. (2002). The importance of historical rhetorical analysis in understanding the construction of political culture. Paper presented at the annual meeting of the National Communication Association, November, New Orleans, LA.
- Strachan, J. Cherie. (2002). State candidates' language choices as a reflection of American political subcultures. Paper presented at the annual meeting of the American Political Science Association, September, Boston, MA.
- Strachan, J. Cherie, Hildreth, Anne & Murray, Leah A. (2002). In search of effective civic education messages, A content analysis of high school government text books. Paper presented at the annual meeting of the American Political Science Association, September, Boston MA.

- Kendall, Kathleen E. & Strachan, J. Cherie. (2001). Convention films, Finding the perfect image. Paper presented at the annual meeting of the National Communication Association, November, Atlanta, GA.
- Strachan, J. Cherie (2001). Revisiting the grassroots. Paper presented at the annual meeting of the National Communication Association, November, Atlanta, GA.
- Strachan, J. Cherie & Hildreth, Anne. (2001). Youth vote sites, Can we rely on the Internet to socialize new citizens? Paper presented at the annual meeting of the American Political Science Association, September, San Francisco, CA.
- Hildreth, Anne, Strachan, J. Cherie & Murray, Leah A. (2001). Can internet voter simulation projects promote youth voting? Paper presented at the annual meeting of the International Communication Association, May, Washington, D.C., 2001.
- Strachan, J. Cherie. (2001). The re-introduction of Al Gore. Paper presented at the annual meeting of the Eastern Communication Association, April 26-29, Portland, ME.
- Strachan, J. Cherie. (2001). Sophisticated local campaigns and the need to abandon nonpartisan local elections. Paper presented at the annual meeting of the Northeastern Political Science Association, November 13-15 Albany, NY.
- Strachan, J. Cherie (2000). Political reporters' encouragement of sophistication in local elections. Paper presented at the annual meeting of the Southern Political Science Association, November 8-11, Atlanta, GA.
- Hildreth, Anne, Murray, Leah A. & Strachan, J. Cherie. (2000). Can we have "dot" gov. without "dot" org.? Paper presented at the National Communication Association Summer Conference, June 21-24, Washington, D.C.
- Strachan, J. Cherie. (1999). Turning to sophisticated campaigns in small constituency races. Paper presented at the annual meeting of the Northeastern Political Science Association, November 10-13, Philadelphia, PA.
- Strachan, J. Cherie. (1999). Political consultants' involvement in local level campaigns. Poster presentation at the annual meeting of the Midwest Political Science Association, Chicago, IL, April 15-17.
- Strachan, J. Cherie. (1997). Institutional power and gubernatorial influence on policy outcomes. Paper presented at the annual meeting of the Northeastern Political Science Association, Philadelphia, PA, November 13-15.
- Strachan, J. Cherie. (1996). Implications of the dual judiciary's concurrent jurisdiction on American justice. Paper presented at the annual meeting of the Northeastern Political Science Association, Boston, MA, November 13-15, 1996.

Service

Public Service

2006-2008 Interviews, provided interviews and news copy for numerous student and professional journalists and one state legislative staff member.

Discussant for the film, *Paul Conrad: Drawing Fire*, event co-sponsored by the Multi-cultural Education Center, the Mt. Pleasant Area Diversity Group and the CMU Public Broadcasting System. Fall 2008.

Presenter, Residential Life's Youth Participation Teach-In, October 2004. (University at Albany)

Sponsor, 2004 Campus Debate Watch, (in cooperation with the Commission on Presidential Debates, University at Albany).

Sponsor, 2000 Campus Debate Watch, (in cooperation with the Commission on Presidential Debates, University at Albany).

Assistant Political Instructor at the 1998, 1997, 1996, and 1995 Empire Girls State. This educational program, sponsored by the American Legion Auxiliary, introduces 400 young women per year to the processes of governing.

Discipline

Member, American Political Science Association Education Division's McGraw-Hill Civic Education Lifetime Achievement Award Committee, 2006 - present.

Chair, Nominating Committee, American Political Science Association Political Communication Division, 2003 - 2006.

Member, Nominating Committee, American Political Science Association Political Communication Division, 2001 - 2006.

Member, Nominating Committee, National Communication Association, Political Communication Division, 2001 - 2002.

Article, Book, Paper and Grant Reviewer for the Fonds National de la Recherche Luxembourg's Attract Programme, the *Journal of Political Science Education*, Strata Publishers, International Communication Association Political Communication Division, National Communication Association Political Communication Division.

University

Presenter, Campus Diversity Retreat, August 2008.

Member, 2010 Diversity Project, Fall 2007 to Present.

Member, Professional Education Curriculum Committee, application pending.

Faculty Advisor, Voter Brigade, Spring 2008 to Present.

Member, College Curriculum Committee, Spring 2008.

Faculty mentor, American Association of Political Consultants' Outreach Conference, Fall 2007.

Instructor, Freshmen Year Experience Program, Fall 2007.

Member, Speak Up Speak Out Advisory Board, Fall 2007 - Present.

Member, FACIT Advisory Board, Fall 2007.

Honor's Faculty, Spring 2007 – Present.

Member, Gabriel Chien Memorial Scholarship Committee, Spring 2007, Spring 2008.

Member, Warriner Scholarship Committee, Spring 2007, Spring 2008.

Member, Student Paper Competition Committee, Spring 2007.

Member, University Spirit Committee (promotes participation in university events), Fall 2004 – Spring 2006. (University at Albany)

Member, College of Arts and Sciences, Faculty Council Member, Fall 2002 - Spring 2004. (University at Albany)

Co-Chair, College of Arts and Sciences, Academic Programs Committee, Fall 2003 - Spring 2004 (University at Albany)

Member, College of Arts and Sciences, Academic Programs Committee, Fall 2002 - Spring 2004. (University at Albany)

Department

Internship Director, Fall 2007 - Present.

Ballenger-Browne Scholarship Committee, Spring 2008 to Present.

Faculty Advisor, Pi Sigma Alpha, Fall 2007 to Present.

Member, MPA Advisory Committee, Spring 2007 – Present.

Member, Department Personnel Committee, Fall 2006 – Present.

Member, Comprehensive Exams Revision Committee, Fall 2004 – Spring 2006. (University at Albany)

Member, Faculty Search Committees, Fall 2000, Fall 2002, Fall 2003, and Fall 2004 , and Fall 2005 (resulting in the successful hires of 7 new tenure-track Communication professors and 1 new tenure-track English professor, University at Albany).

Member, Graduate Admissions Committee, Fall 2000 - Spring 2003. (University at Albany)

Member, Task Force on Undergraduate Education, Fall 2001. (University at Albany)

Doctoral Dissertation Committees

Chair, Christina Knopf, *The Role of Religious References: Presidential Inaugural Rhetoric and Media Frames*. Fall 2002 - Spring 2005. (University at Albany)

Member, Gary Bugh, *The Electoral Landscape and Institutional Reform: Exploring Efforts to Amend the Presidential Election System, 1848-1979*, Fall 2002 - Spring 2004, (Awarded the President's Distinguished Doctoral Dissertation Award, 2004, University at Albany.)

Master's Thesis and Plan B Committees

Member, Kimberly Underwood, Spring 2008 - present.

Chair, Mark Ferguson, Spring 2008.

Member, Gloria Owens, Spring 2008.

Member, John LeBret, *The Use of Politically Elite and Non-Elite Sources in Political Journalism: A Content Analysis of Alternative Weekly and Mainstream Daily Newspapers*, Fall 2004 - Spring 2005. (University at Albany)

Member, Tomas Bodor, *The Spiral of Silence and Hungarian National Elections*, Fall 2003 - Spring 2004. (University at Albany)

Member, Jennifer Yosafat, *Culture in the Corporate Work Place*, Fall 2000 - Spring 2001. (University at Albany)

Honors Student Projects

Advisor, Brent Buesking, *Using Deliberation to Promote Political Participation Among Young Adults*, Expected completion, Spring 2009.

Advisor, Dana Gingrinch, *The Role of Associational Life in Increasing Diversity within the Higher Education System*. Expected completion, Spring 2009.

Prior Service

Academic Advisor to Pre-Law Students, Indiana University of Pennsylvania, Fall 1999 - Spring 2000.

Faculty Sponsor, Pi Gamma Mu, Indiana University of Pennsylvania, August Fall - Spring 2000.

Executive Committee, University at Albany, Graduate Association of Political Scientists, 1996 - 1998.

Other Work Experience

Campaign Field Coordinator, Bernadine Healy for U.S. Senate, January 1994 - May 1994.

Press Secretary, Sandy Pensler for U.S. Congress, June 1992 - August 1992.