

**TRACY A. IRANI, Ph.D.**

**Chair and Professor**, Department of Family, Youth and Community Sciences  
3001 MCCD, University of Florida, Gainesville, FL 32611

**EDUCATION**

Ph.D. **University of Florida**, Gainesville, FL  
College of Journalism and Communications  
M.A. **Duquesne University**, Pittsburgh, Pennsylvania.  
Corporate Communications  
B.A. **Point Park College**, Pittsburgh, Pennsylvania  
Journalism and Communications

**PROFESSIONAL EXPERIENCE**

2014-present Chair, Department of Family, Youth and Community Sciences  
2009-2014 Professor; Development Director, Center for Public Issues Education in Agriculture and Natural Resources (PIE Center); Co-Director Scientific Thinking Educational Partnership (STEP), University of Florida, Gainesville  
2005-2009 Associate Professor, University of Florida, Gainesville  
1999-2005 Assistant Professor, University of Florida, Gainesville, Florida.  
Department of Agricultural Education and Communications, College of Agricultural and Life Sciences.

**COURSES TAUGHT**

AEE 4052 – Campaign Strategies - Theory and strategy of communication campaigns; development of communication skills and plans.  
AEE 4036 - Advanced Agricultural Communication Production - advanced course in Web design, multimedia and interactive design.  
AEE 6300 – Methodology of Planned Change—advanced graduate course in organizational change theory and leadership.  
AEE 6540– Theories and Strategies for Agriculture and Natural Resources – Advanced graduate level course in communication theory and strategy development. Utilizes decision case study method and application of relevant theoretical frameworks to important agricultural and natural resources issues.

**RECENTLY LED INITIATIVES**

- Co-chaired working group that developed the University of Florida’s Field and Fork Food Pantry, the university’s first food pantry for food insecure students and staff members. The pantry is a university-wide collaboration between Student Affairs, the Institute of Food and Agricultural Sciences, the senior vice president and chief operating officer, Student Government and other groups.
- Created and led development of the University of Florida’s Center for Public Issues Education in Agriculture and Natural Resources, a university level center funded by state legislative budget request to examine the knowledge, behaviors and attitudes of

consumers and constituents with respect to complex agricultural and natural resources issues and determine ways to foster informed decision making.

- Created and co-directed the Scientific Thinking Educational Partnership, a university level program aimed at examining how to develop effective academic science communication and community outreach.
- Chaired UF/IFAS Extension long range strategic planning effort that resulted in a new ten year roadmap for extension in the state of Florida.

### GRANTS AND AWARDS-LAST FIVE YEARS

- Ingram, J., New, M., Zencogel, G., Oughton, E., Gowe, J., Irani, T., Balser, T., Lamm, A., Termeer, C., Kasper, K., & Gillen, M. *Food System Governance, Food Security and Land Use in Southern Africa*, (2014). Belmont Forum and Joint Programming Initiative on Agriculture, Food Security and Climate Change (FACCE-JPI) International Opportunities Fund. \$167, 245.
- Irani, T. (applying as UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources). *Local Positioning of Florida Specialty Crops through Messaging and Media Strategies*, (2013). USDA FDACS Specialty Crop Block Grant. \$151,101
- Irani, T. (applying as UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources), (2013). *Increasing Consumer Preference and Differentiation of Florida Strawberries*, 2013 Florida Strawberry Research Education Foundation Grant. \$49,394
- Irani, T. (applying as UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources), (2013). *Planning for the CARES program in southern Florida*, Florida Farm Bureau & UF/IFAS Internal Grant. \$28,773
- Irani, T. (applying as UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources), (2012). *Connecting Florida-grown Specialty Crop Produce to K-12 Schools*, USDA FDACS Specialty Crop Block Grant. \$187,591
- Irani, T. (applying as UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources), (2012). *Positioning Florida-grown Fresh Specialty Crop Produce as a “Local” Choice*. Grantor: Grantor: FDACS Specialty Crop Block grant. Grant amount: \$151,073. Role: PI.
- Morris, G., Irani, T., Grattan, L., & Mayer, B. (2011). *Health Impacts of Deepwater Horizon Spill in Eastern Gulf Coast Communities*. Grantor: NIH. Grant amount: \$6,500,000. Role: co-PI.
- Graham, W., Irani, T., and Ingram, K. (2011). *Collaborative Development of Public Water Supply Utility Relevant Climate Information for Improved Operations*. Grantor: NOAA. Grant amount: \$300,058. Role: co-PI.
- Irani, T. (2011). *Assessing Marketing and Messages designed to Impact Graduate Student Career Decision Making in Floral Sciences*. Grant amount: \$5,000. Grantor: American Floral Endowment. Role: PI.
- Treadwell T., Hochmuth R., Irani T., Galindo-Gonzalez S., Schneider K., Richardson V., & Burbaugh R. (2010). *Florida Small Farms: Capacity-Building, Training and Outreach*. Grantor: FDACS Specialty Crop Block grant. Grant amount: \$105,000. Role: co-PI.

- Mangan, J., Irani, T., Galindo, S. (2010). *Developing Salient Messages to Facilitate Decisions Regarding Tuberculosis Testing and Treatment Among Hispanic Persons*. Grantor: American Lung Association. Grant amount: \$27,000. Role: co-PI.
- Chen, S., Koroly, M., and Irani, T. (2009). *Understanding molecular networks controlling plant glucosinolate metabolism*. Grantor: National Science Foundation. Grant amount: \$67,973. Role: co-PI.
- Irani, T. (2009). *Examining the Most Effective Ways to Market Indoor Foliage to End Users and Consumers*. Grantor: National Foliage Foundation. Grant amount: \$27,000. Role: PI.
- Irani, T. (2009). *Assessing Marketing and Messages designed to Impact Student career Decision Making in Floral Sciences*. Grant amount: \$5,000. Grantor: American Floral Endowment. Role: PI.
- Irani, T. (2009). *Examining extent to which hedonic response and social network value of Generation Y consumers can be used to open a new market segment for florals*. Grantor: IFAS Research Innovation Award. Grant amount: \$45,330. Role: PI.
- Snyder, L., Bidegaray, P., Brendemuhl, J. H. & Irani, T. (2008). *Developing Global Partnerships and Curricula: An Experiential Learning Approach to Agricultural Education in Sustainability and Social Entrepreneurship*. Grantor: USDA-HEC. Grant amount: \$145,000. Role: CO-PI.
- Doerfert, D., Irani, T., & Cartmell, D. (2008). *Introduction to Data Mining and Related Software Tools*. Grantor: Association for Communication Excellence in Agriculture, Natural Resources and the Human Sciences. Grant amount: \$1500. Funding period: 2008. Role: Co-PI.
- Friedel, C., Ricketts, J., Rhoades, E., Rudd, R., Irani, T., & Stedman, N. (2007). *Factors of Student Engagement in Agricultural Education Programs*. Grantor: National FFA Organization. Grant amount: \$79,791. Funding period: 2008-9. Role: Co-PI.
- M.J. Koroly, T. Irani, M. Gallo and T. Dana. (2007). *Precollege Science Education Initiative for Biomedical Research Institutions. Interdisciplinary Center for Ongoing Research/Education (ICORE) Partnerships*. Grantor: Howard Hughes Medical Institute. Grant amount: \$676,543. Funding Period: 2007-2010. Role: Co-PI.
- Gallo, M., Irani, T., Davis, J., (2007). *The Agricultural Genomics, Education and Metabolomics (GEM) Graduate Fellows Program*. Grantor: Grantor: USDA. Grant amount: \$229,000. Funding period: 2008-11. Role: Co-PI
- Irani, T., Gallo, M., Rudd, R., & Telg, R. (2006). *The Scientific Teaching Educational Partnership*. Grantor: UF RPG, UD College of Pharmacy, UF Genetics Institute, UF/IFAS. Amount: \$266,000. Funding Period: 2006-7. Role: Co-PI.
- Cartmell, D. Edwards, C. Sitton, S. Irani, T. (2006) *Nurturing the "Fourth Estate": Professional Development for Media Specialists in the Republic of Mali, West Africa*. Grantor: US Department of State. Grant amount: \$200,000. Fund period: 2007-8. Role: Co-PI, evaluator.
- Irani, T., (2006). *Examining Key Audience Segments Perceptions to Develop A Strategic Brand for IFAS*. Grantor: UF/IFAS. Grant amount: \$50,000. Funding period: 2007. Role: PI.
- Irani, T., Felter, L., (2006). *Marketing of the FCES Long Range Strategic Plan*. Grantor:

- UF/IFAS Extension. Grant amount: \$3500. Funding period: 2006. Role: PI.
- Washburn, S., Irani, T., Myers, B., & Osborne, E. (2006). Integrated Marketing Communications: A New Model for Recruiting Pre-service Agriculture Teachers. Grantor: USDA Higher Education Challenge Grant. Grant amount: \$150,000. Funding period: 2006-2009. Role: Co-PI.
  - Irani, T. (2005). *Perceptions of Delivering Extension Home Horticulture Education via an NPR radio Show*. Grantor: UF/IFAS Extension. Grant amount: \$3500. Funding period: 2005. Role: PI.

#### **REFEREED JOURNAL ARTICLES AND BOOK CHAPTERS-LAST FIVE YEARS**

1. Camp, E, Pine, W., Havens, K., Kane, A., Walters, C., Irani, T., Lindsey, A., & Morris, J. (in press). Collapse of a historic oyster fishery: Diagnosing causes and identifying paths towards increased resilience, *Ecology and Society*.
2. Mangan, J., Galindo-Gonzalez, S., Irani, T., (2015). Development and Initial Testing of Messages to Encourage Tuberculosis Testing and Treatment Among Bacille Calmette-Guerin (BCG) Vaccinated Persons, *Journal of Immigrant and Minority Health*, (17)1, 79-88.
3. Felter, L., Irani, T, Monaghan, P., Carter, H., & Dukes, M. (2015). It's going to take more innovation than technology to increase water conservation practices. *Technology and Innovation*, (17)1-2, 5-19.
4. Settle, Q., Rumble, J., Telg, R., Irani, T., Carter, H., & Wysocki, A. (2015). The impact of being a public organization on the public's perceptions of the Florida Forest Service's brand. *Journal of Applied Communications*, 99(1), 6-20.
5. Rumble, J. N., Holt, J., & Irani, T. A. (2014). The power of words: Exploring consumers' perceptions of words commonly associated with agriculture. *Journal of Applied Communications*, 98(2), 23-36.
6. Rumble, J. N., Chiarelli, C., Culbertson, A., & Irani, T. A. (2014). A picture is worth a thousand words: Consumer perceptions of agricultural images. *Journal of Human Sciences and Extension*, 2(2), 47-64.
7. Roper, C. G., Irani, T. A., & Rumble, J. N. (2013). *Focus group report: Consumer and opinion leader perceptions of agriculture in southwest Florida*. PIE2012/13-05D. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.
8. Settle, Q., Baker, L. M., & Irani, T. (Accepted). Employee perceptions of the brand salience and differentiation for a state forestry organization. *Journal of Applied Communications*.

9. Settle, Q., Telg, R., Carter, H. S., & Irani, T. (2013). Internal communication and morale in a natural resources public organization. *Journal of Applied Communications*, 97(3), 19-31.
10. Baker, L. M., Settle, Q., Chiarelli, C., & Irani, T. (2013). Recruiting strategically: Increasing enrollment in academic programs of agriculture. *Journal of Agricultural Education*, 54(3).
11. Thakadu, O.T., Irani, T.A. & Telg, R. (2013). Predictors of knowledge-sharing behaviors among community-based natural resources organizations in the Okavango Delta, Botswana. *Science Communication*, 35(5): 572-602. DOI:10.1177/1075547012470821
12. Brain, R., Irani, T., & Monroe, M. (2013). Researching and communicating environmental issues among farmers and ranchers: implications for Extension outreach. *The Journal of Extension*, 51(3). Available at <http://www.joe.org/joe/2013june/a4.php>
13. Brain, R., Hosteler, M.E., & Irani, T. (2103). (accepted) Why do cattle ranchers participate in conservation easement agreements? key motivators in decision making. *Agroecology and Sustainable Food Systems*, DOI:10.1080/21683565.2013.819479
14. Wilson, K., Barnes, C., & Irani, T. (2013). An exploration of consumer perceptions of plants and plant characteristics: a qualitative study of Florida plant and garden consumers. *Journal of Applied Communications*, 97(3). Available at: [http://journalofappliedcommunications.org/images/stories/issues/2013/jac\\_v97\\_n3\\_article4.pdf](http://journalofappliedcommunications.org/images/stories/issues/2013/jac_v97_n3_article4.pdf)
15. Irani, T., & Doerfert, D., (2103). Preparing for the Next 150 Years of Agricultural Communications. *Journal of Applied Communications*, 97(2). Available at: [http://journalofappliedcommunications.org/images/stories/issues/2013/jac\\_v97\\_n2\\_article1.pdf](http://journalofappliedcommunications.org/images/stories/issues/2013/jac_v97_n2_article1.pdf)
16. Mangan, J.M., Galindo, S., Irani, T. (2013). Development and initial testing of messages to encourage tuberculosis testing and treatments. *Journal of Immigrant and Minority Health*, DFOI 10.1007/s10903-013-9928-z
17. Goodwin, J, Chiarelli, C., & Irani, T. (in press). Is perception reality? Improving agricultural messages by discovering how consumers perceive messages. *Journal of Applied Communications*.
18. Baker L. M.; Irani T.; Abrams K. (2011). Communicating strategically with generation Me: aligning students' career needs with communication about academic programs and available careers. *NACTA Journal*, 55(2), 32-39.
19. Settle Q.; Telg R.; Irani T.; et al (2011). Instructors' social media use and preferences in agriculture classes. *NACTA Journal*, 55(2), 78-83.

20. Unruh-Snyder Lori J.; Lamm Alexa J.; Brendemuhl Joel; et al.(2011). Enhancing Cultural Awareness through an Agricultural Sustainability Course in Costa Rica. *Journal of Natural Resources and Life Sciences Education*, 40, 191-198.
21. Strong R.; Irani T. (2011). The relationship of future agricultural Extension educators' cognitive styles and change strategies for adult learners. *Journal of Extension*, 49(2), 2RIB2.
22. Thakadu, O.T., Irani, T., & Telg, R. (2011). Relative Effects of Visualized and Verbal Presentation Methods in Communicating Environmental Information among Stakeholders: Okavango Delta, Botswana. *Journal of Applied Environmental Education and Communication*, 10(1), 63-75.
23. Thakadu, O.T., Irani, T., & Telg, R. (2011). Communicating in the public sphere: Attitude toward public instructional communication methods. *Journal of Applied Environmental Education and Communication*, 5(1) 83-103.
24. Lamm, A.J., Rhoades, E., Snyder, L., Irani, T., Roberts, T.G., & Brednenmuhl, J. (in press). Utilizing natural cognitive tendencies to enhance agricultural education programs. *Journal of Agricultural Education*.
25. Abrams, K. M., Meyers, C. A., & Irani, T. (2010). Branding the land grant university: Stakeholders' awareness and perceptions of the tripartite mission. *Journal of Extension* (48)6. Available at: <http://www.joe.org/joe/2010december/a9.php>.
26. Meyers, C., & Irani, T. (in press) Measuring the public value of a land-grant university. *Journal of Applied Communications*.
27. Rhoades, E., Irani, T., Tignor, M., Kubota, C., Giacomelli, G., McMahon, M., and Wilson, S. (2009). A case study of agri-science education in a virtual world: a web-based multimedia approach. *NACTA Journal*, 4(53).
28. Stedman, N.L.P., Friedel, C., Rhoades, E., Ricketts, J., and Irani, T. (2009). Relationships between critical thinking disposition and need for cognition among undergraduate students enrolled in leadership courses. *NACTA Journal*, 53(3), 62-70. *Awarded honorable mention*.
29. \*Abrams, K., \*Meyers, C. & Irani, T. (2009). Naturally Confused: Consumers' Perceptions of All-Natural and Organic Pork Products. *Journal of Agriculture and Human Values*, DOI 10.1007/s10460-009-9234-5.
30. \*Hightower, L., Telg, R., Irani, T., Gallo, M., & Myers, B. (2008). The University of Florida's Scientific Thinking Educational Partnership Program: An approach for genetics outreach. *Journal of Applied Communications*, 92(1), pp. 21-29.

31. Sinclair, J., and Irani, T. (2009). Public Accountability Scale. In G. Bruner II (Ed.) *Marketing Scales Handbook, V5*, Carbondale, IL: GCBII Productions.
32. \*Kaufman, E.K., Israel, G.D., & Irani, T. (2008). Voter confidence in the agricultural industry. *Journal of Applied Communications, 92(1&2)*, 31-55.
33. Rhoades, E., & Irani, T. (In press). The stuff you need out here: A semiotic analysis case study of an agricultural company's advertisements. *Journal of Applied Communication*.
34. Irani, T., Roberts, G., Wilson, S., & Rhoades, E., (2009). Evaluation of the effect of multi-site distance education on knowledge gained in a plant propagation course. *Quarterly Review of Distance Education, 10(1)*, 27-36.
35. \*Brain, R., Irani, T., Hodges, A., & Fuhrman, N. (2009). Agricultural and natural resources awareness programming: Barriers and benefits as perceived by county extension agents. *Journal of Extension, 47(2)*. Available at: <http://www.joe.org/joe/2009april/a3.php>
36. Rhoades, E., Friedel C., & Irani, T. (2008). Classroom 2.0: students' feelings on new technology in the classroom. *NACTA Journal, 52(4)*, 32-38.
37. Doerfert, D., Evans, J., Cartmell, D., & Irani, T. (2008). Developing an international framework and agenda for agricultural communications research. *Journal of Applied Communication. 91(3-4)*, 7-22.
38. Friedel, C., Irani, T., Rhoades, E. B., Fuhrman, N., and Gallo, M. (2008). It's in the Genes: Exploring Relationships between Critical Thinking and Problem Solving in Undergraduate Agri-science Students' Solutions to Problems in Mendelian Genetics. *Journal of Agricultural Education, 49(4)*, 25-38.
39. Rhoades, E., \*Chodil, K., & Irani, T. (2008). Effective first impressions online: A case study of working with industry professionals to analyze web site usability. *Journal of Applied Communications, 91(1-2)*, Available at: <http://www.aceweb.org/JAC/v91n1-2/911.html>
40. Friedel, C. R., Irani, T. A., Rudd, R. D., Gallo, M., Eckhardt, E., & Ricketts, J. (2008). Overtly teaching critical thinking and inquiry-based learning: A comparison of two undergraduate biotechnology classes. *Journal of Agricultural Education, 49(1)*, 72-84.
41. Rhoades, E., Irani, T., Telg, R., & Myers, B. (2008). Internet as an information source: Attitudes and usage of students enrolled in a college of agriculture course. *Journal of Agricultural Education. 49(2)*, 108-117.
42. Telg, R., Irani, T., Place, N., \*DeGroat, A., Ladewig, H., Kistler, M., & Barnett, R. (2008). Disaster preparedness and professional and personal challenges of county

Extension faculty during the 2004 Florida hurricane season. *Journal of Extension*, 46(3).  
Online: <http://www.joe.org/joe/2008june/index.shtml>

43. Snyder, L., Gallo, M., \*Fulford, S., Irani, T., Rudd, R., DeFino, S., and Durham, T. (2008). European Union's moratorium impact on food biotechnology: a discussion-based scenario. *Journal of Natural Resources and Life Sciences Education*. 37, 27-32.
44. Irani, T., \*Lundy, L., Turner, E., Percival, S., Nieves, C.J., & Sharf, T. (2007). GNC University: Exploring the influence of a unique academic-industry partnership on understanding and use of nutritional concepts among GNC managers. *Quarterly Review of Distance Education*, 8(2), 127-139.
45. \*Friedel, C. R., \*Meyers, C., Mamontova, N., & Irani, T.. (2007). How Do Russians Conceptualize Genetically Modified Foods? *Journal of the Association for International Agricultural and Extension Education*. 14(3), 17-29.
46. Dooley, K., Lindner, J., Telg, R. W., Moore, L., Lundy, L. & Irani, T. A. (2007). Roadmap to measuring distance education instructional design competencies. *Quarterly Review of Distance Education*. 8(2), 151-159.
47. Telg, R. W., Irani, T. A., Kistler, M. J. & \*Hurst, A. (2007). Local marketing and promotional efforts of Florida Extension agents. *Journal of Extension*. 45(2), available at: <http://www.joe.org/joe/2007April/a5.shtml>.
48. Telg, R. W., Kistler, M. J., Irani, T. A., Place, N. T. & \*Muegge, M., (2007). Communication efforts of Florida extension agents during the 2004 hurricane season. *Journal of Extension*. 45(3), available at: <http://www.joe.org/joe/2007june/a4.shtml>
49. Tignor, M. E., Wilson, S. B., Giacomelli, G. A., Kubota, C., Irani, T. A., \*Rhoades, E. & McMahan, M. J. (2007). Multi-institutional cooperation to develop digital media for interactive greenhouse education. *HortTechnology*, 17:397-399.
50. \*McGovney-Ingram, R., Irani, T., & Telg, R. (2006). Who is an ACE Member? Results from a 2005 ACE Member Survey. *Journal of Applied Communications*, 90(3), 49-60.
51. \*Rhoades, E., Brain, R., Telg, R., Irani, T., & Roberts, G. (2006). Bridging borders: Organizing short-term agricultural communication study abroad programs. *Journal of Applied Communication*, 90(2), 1-18.
52. \*Meyers, C., Irani, T., & \*Eckhardt, E., (2006). Using focus groups to develop an Extension home horticulture public radio program. *Journal of Applied Communication*, 90(4), 39-54.
53. Lundy, L. & Irani, T. (2006). Media framing of agricultural biotechnology surrounding 9/11. In T. Płudowski's *Terrorism, Media, Society*.



54. Irani, T., \*Ruth, A., Telg, R., & \*Lundy, L. (2006). The Ability to Relate: Assessing the Influence of a Relationship Marketing Strategy and Message Stimuli on Consumer Perceptions of Extension. *Journal of Extension*, 44(6), available at: <http://www.joe.org/joe/2006december/a7.shtml>
55. \*Lundy, L., Irani, T. A., Telg, R. W. & Place, N. T. (2006). What in the world are they thinking? Perceptions of Extension personnel regarding internationalizing agricultural extension. *Journal of International Agricultural and Extension Education*, 13(1), 43-50.
56. \*Lundy, L., \*Ruth, A., Telg, R. W. & Irani, T. A. (2006). It takes two: Understanding of agricultural science and agricultural scientists' understanding of the public. *Journal of Applied Communications*, 90 (1), 55-68.
57. \*Lundy., L., Place, N., Irani, T., & Telg, R. (2006). Perceptions of Extension personnel regarding internationalizing agricultural Extension. *Journal of International Agricultural and Extension Education*, 13(1), 43-50.
58. Tignor, M. E., Giacomelli, G. A., Wilson, S. B., Kubota, C., Fitz, E., Irani, T. A., \*Rhoades, E. & McMahon, M. J. (2006). Development of a web-based multi-media resource for environmental control modeling and greenhouse education. *Acta Horticulturae*, 719, 303-310.
59. Sessums, C., Irani, T., Telg, R., & Roberts, G. (2006). Case study: Developing a university-wide distance education evaluation program at the University of Florida. In D.D. Williams, S.L. Howell & M. Hricko (Eds.) *Online Assessment, Measurement, and Evaluation: Emerging Practices*, Hershey, PA: Information Science Publishing, pp. 76-92.