

# Jeanne Gleason, Ed.D.

**Professor and Executive Producer, NMSU Media Productions**

## **Brief Summary of Career**

- 40+ years on the NMSU Extension Faculty with an international reputation as an early innovator and creator of technology-enhanced educational programs used in classrooms, homes, businesses, Extension programs, international locations and online learning environments.
- Frequent member of USDA-funded, multi-state grant team as the PI or co-PI of national projects involving partnership with 40+ universities and national organizations including Purdue, Rutgers, Drexel, Clemson, The Ohio State, Oregon State, NC State, The Smithsonian Institution, FBI, USDA, EPA, and the Department of Education. The total value of these multi-state projects (mostly USDA grant projects) exceeds \$50 million.
- Enhanced NMSU Extension and Ag Research communications technologies by building a nationally acclaimed team of professional artists, programmers, animators, writers, web experts, instructional designers and media placement specialists who are consistently recognized by their international professional society as “top of class” for creation of innovative educational media tools.
- Recipient of NMSU’s 2015 Fabian Garcia Founders’ Award recognizing her national reputation for staying on the cutting edge of technology innovations.
- Nationally recognized as a designer of culturally-sensitive educational programs with awards from USDA, ACE and ADEC.
- Received NMSU Senior Creative Scholarly Award.
- Received NMSU’s Globalization Awards recognizing her communications and agricultural work in 18 countries.

## **Education**

**Doctor of Education**, 1991, Curriculum and Instruction, with a specialty in Instructional Technology Interactive Multimedia, Virginia Polytechnic Institute and State University. **Dissertation:** *Development of an Interactive Multimedia Presentation For Use in a Public Delivery Setting.*

**Masters of Science**, 1977, NMSU, with emphasis in Family Counseling and Television. **Thesis:** *The Effect of Television Viewing on Family Evening Mealtime Conversation.*

**Bachelor of Art**, 1974, NMSU, Journalism & Mass Communications.

**Bachelor of Science**, 1974, NMSU, Family Science and Business.

## **Professional Positions/Significant Assignments**

- Professor, Instructional Designer and Executive Producer. Director of Media Productions, PI or co-PI on numerous grants, 2005–Present. Multimedia and Video Supervisor, 1991–2005. Associate Professor, 1984–1991, Acting Department Head, 1986–1987. Assistant Professor, Media Training, 1979–1984, TV and Video Producer, Established Studio, 1982. Instructor and Associate Editor, 1975–1979, Agricultural Communications, New Mexico State University.
- Served on the Afghanistan Water, Agriculture and Technology Transfer Program (AWATT), grant-funded project from USAID (2008–2011).
- Led the Communications Capacity Building Project in Iraq in conjunction with Texas A&M University, leading three training workshops in Jordan and Iraq (2008–2010).
- Worked in China 2004–2005 (sabbatical) developing technology-enhanced agricultural training programs for use in agricultural minority villages.
- Represented NMSU on US Department of Agriculture Scientific Exchange study tour, 2007. Dave King, Oregon State University; Roger Terry, University of Nebraska; and Robert Rubinyi, University of Minnesota, were also on this tour.
- Established a relationship with the China Ministry of Agriculture’s Central Agricultural Broadcasting and Television School (CABTS). Have co-led or taught workshops or study tours in China almost every year since 2008 with Oregon State, USDA and other partners.
- Smithsonian Institution (sabbatical), Washington D.C., Director of Digital Desert Library Distance Outreach National Curriculum Project, 1998–1999.
- Project Manager of USDA’s First National CD-ROM Sampler: An Extension Reference Library. Interactive Design & Development, 1989–1990, while on sabbatical at Virginia Tech.

## **Selected Top Recent Awards and Achievements**

Note: Gleason is the executive producer as well as an active member of the production team creating these educational materials. Many of these awards recognized the joint creative work of Drs. Gleason and Chamberlin as well as those in their media productions studio.

### **Selected Awards**

#### **Career awards for service and achievements:**

- USDA Superior Service Honor Award for first decade of career
- USDA National Diversity Award for creating education materials for at-risk clientele
- NMSU Distinguished Centennial Alumna
- NMSU Globalization Award
- NMSU ACES Distinguished Service Award
- NMSU "Millionaire" Award for multiple years
- NMSU University Research Council's Distinguished Career Award
- NMSU ACES Distinguished Extension Award
- Diversity Award from ACE (Association for Communications Excellence in Agriculture, Natural Resources, and Life and Human Sciences)
- National Pioneer Award – ACE for outstanding early career achievement

#### **National and international awards for creation of outstanding media:**

- World Fest Houston Film Festival – Ancient Roots, Modern Medicine
- Platinum Best of Show, Aurora Award – Survivors in the Sand
- AXIEM Award – Bosque del Apache: Ancient Flyway
- Houston International Film Festival Worldfest Award
- REMI Award for Science and Research
- New York Festivals top award for Science Films
- International Wildlife Film Festival Award
- Santa Fe Film Festival Award for Documentary Production
- Platinum Best of Show, Aurora Award
- International Telly Award
- Serious Games Showcase & Challenge Finalist
- National Golden ARC Awards
- International CINE Award for Environmental Documentary
- International Serious Play Best in Show
- International Serious Play Gold Award
- International Telly Awards for four documentaries
- National Educational Media Network
- El Paso Addy Awards Best of Show
- National CASE Award
- CINE Golden Eagle Award for an environmental documentary

The Silver Apple Award for the National Educational Film & Video Festival  
The Gold Statuette – Houston International Film Festival WorldFest  
New Mexico Press Women – 14 Gold awards during multiple years  
During 1978–2016, the studio won 44 Outstanding Professional Skill ACE Awards.

### **Samples of Contracts and Grants 2000–2015 (Partial List)**

***NOTE: This list below is only a representative sample of the more recent grant-funded projects that have brought programs and opportunities to NMSU students and clientele that were not otherwise available.***

- Gleason, J. , and Chamberlin, B. "Coordinating Nontraditional Sustainable Water Use in Variable Climates (CONSERVE): A Center of Excellence for Safe and Sustainable Water Reuse in Agriculture," USDA with University of Maryland; NMSU Award: \$586,500, Total grant value \$9,998,337 (2015–2019).
- Gleason, J., Chamberlin, B. "Bridging Home and Preschool Environments to Promote Healthy Eating and Activity Behaviors and Prevent Obesity in Early Childhood," USDA with Colorado State University; NMSU Award: \$750,000; Total grant value: \$4 million (2015–2020).
- Flynn, R., Ulery, A., Gleason, J., Chamberlin, B., "Developing Digital Tools to Improve Soil Sampling and Analysis for Sustainable Agriculture in the Western U.S.," USDA; NMSU Award: \$49,566. (2015–2017).
- Hawkes, G., Moore, G., Gleason, J., "Sustaining the Future of Navajo Rangelands via Mobile Learning Tools to Promote Enhanced Vegetation Management," USDA; NMSU Award: \$46,408 (2015–2017).
- Gleason, J., Chamberlin, B. "Fitness and Nutrition Clubs in Motion," USDA with University of Connecticut; NMSU Award: \$243,458; Total grant value \$1,721,954, (2013–2017).
- Gleason, J., Chamberlin, B. "Development and Assessment of an Educational Platform for Awareness and Attitudinal Changes of Food Safety and Agriculture for College Students," USDA with University of Delaware; NMSU Award: \$136,142 Total grant value: \$250,000 (2012–2016).
- Gleason, J., Chamberlin, B. "Building Capacity to Control Viral Foodborne Disease," USDA with North Carolina State University; NMSU Award: \$586,499; Total grant value: \$24,810,181 (2011–2016).
- Gleason, J., Chamberlin, B. " Homestyles: Shaping Home Environments and Lifestyle Practices to Prevent Childhood Obesity: A Randomized Control Trial – English & Spanish," USDA with Rutgers; NMSU Award: \$80,520; total grant value \$4.5M. (2015–2016).
- Chamberlin, B., Gleason, J. "Credit Score Game Targeting High School Students," University of Idaho; NMSU Award: \$90,000 (2015–2016).
- Gleason, J., Chamberlin, B. "Lung Cancer Screening Decision Aid" UNM School of Medicine. NMSU award: \$10,000 (2015)
- Gleason, J. "Inactivation Of Enteric Foodborne Viruses In High Risk Foods By Non-Thermal Processing Technologies" USDA; NMSU award: \$12,000, Total grant value \$4,997,078 (2015).

- Chamberlin, B., Gleason, J. "Games Implementation Project," Gates Foundation award with BrainPOP; NMSU Award: \$10,000 (2014–2015).
- Chamberlin, B., Gleason, J. "National 4-H Eat&Move-o-Matic Revision," National 4-H Council; NMSU Award: \$35,000 (2014–2015).
- Chamberlin, B., Gleason, J. "Market Animal Project Tracking App," National 4-H Council; NMSU Award: \$35,000 (2014).
- Chamberlin, B., Gleason, J. "A Collaborative Mind-Mapping Solution to the Obesity Challenge," USDA award with University of Arizona; NMSU Award: \$93,132; total grant value \$250,000 (2010–2014).
- Chamberlin, B., Ulery, A. Gleason, J. "Supporting Instruction in Soil and Plant Sciences: Filling in Gaps in Key STEM Understanding for Undergraduate Students," NMSU Award: \$290,000 (2010–2014).
- Gleason, J., Chamberlin, B. "Identifying and Addressing Potential Poultry and Egg Mishandling Habits of Minority Ethnic and Racial Populations," USDA award with Drexel University; NMSU Award: \$210,519; total grant value \$500,000 (2009–2014).
- Gleason, J., Chamberlin, B. "Pathogen Inactivation in Fresh Produce by Incorporation of Sanitizers into Existing Operations within the Produce-Chain," USDA award with Ohio State University; NMSU Award: \$94,998; total grant value \$1M (2009–2014).
- Chamberlin, B., Gleason, J. "Innovative STEM Instructional Techniques to Increase the Number and Diversity of Students in Food Safety Majors," USDA with South Dakota State University; NMSU Award: \$155,894; total grant value \$250,000 (2011–2014).
- Chamberlin, B., Gleason, J., "Peer Networking and Social Norms Design: Implications for Food Safety Media and Behavioral Change," USDA with Rutgers; NMSU Award: \$350,000; total grant value \$600,000 (2009–2013).
- Gleason, J., Chamberlin, B. "Foodborne Norovirus in Elder Care Facilities: An Integrated Approach to Prevention and Control", USDA with Michigan State University; NMSU award: \$197,539; Total grant value \$599,939 (2009–2013).
- Chamberlin, B., Gleason, J., "Preventing Obesity for At Risk Audiences Through Exergames: Relationship between Food, Activity, Self-Esteem and Family Involvement," USDA; NMSU Award: \$1,499,835. (2007–2013).
- Gleason, J., Chamberlin, B. "Enhancing and Modernizing Nationally Distributed Fight BAC! Educational Curriculum Especially for Youth-At-Risk Audiences," USDA with Michigan State University; NMSU award \$140,07, Total grant value \$250,000 (2009–2012).
- Gleason, J., Chamberlin, B. "Growing and Improving the Great Plains Institute of Food Safety," USDA with North Dakota State University, Fargo; NMSU award: \$315,941; total grant value \$500,000 (2008–2012).
- Gleason, J., Chamberlin, B. "Improving Hygienic Food Preparation Practices in Childcare Centers," USDA with Michigan State University; NMSU Award: \$70,017; total grant value \$500,000 (2008–2012).
- Chamberlin, B., Gleason, J., "Youth Understanding of Food Borne Illness with Computer-Based Interventions for Science Classrooms and Informal Learning Settings," USDA; NMSU award: \$599,692 (2007–2012).

- Gleason, J., Chamberlin, B. "Improving Hiring Practices and Retention of the Horse Industry Labor Force through Traditional and Online Employer Training Programs," North Central Risk Management Education Center. NMSU award \$30,000; total grant value \$60,000 (2012–2013).
- Libbin, J., Beck, R., Ramirez, O., Patrick, J, Ward, F., Gleason, J., "New Mexico State University's Afghanistan Water, Agriculture and Technology Transfer Program (AWATT)," USAID, NMSU award: \$16,056,596; total grant value \$22M (2008–2011).
- Gleason, J., Chamberlin, B. "CYFERnet Technology," USDA with University of Minnesota; NMSU Award: \$24,852; total grant value \$300,000 (2009–2011).
- Gleason, J., Chamberlin, B. "Iraq Phase II Communications Capacity Building," USDA with Texas A&M University; NMSU award \$211,836; total grant value \$2M (2008–2010).
- Chamberlin, B., Gleason, J., "Carve your Path Video and Online Interactive Tools," State of New Mexico; NMSU award: \$45,000 (2010).
- Gleason, J., Chamberlin, B. "Farm and Ranch Digital Media Project," New Mexico Farm and Ranch Heritage Museum; NMSU award: \$6,550 (2010).
- Gleason, J., Chamberlin, B. "CYFERnet Technology - 2010" USDA with University of Minnesota; NMSU award: \$15,076; total grant value \$300,000 (2009–2010).
- Chamberlin, B., Gleason, J., "4-H ATV Safety Game," National 4-H Council; NMSU Award: \$161,000 (2009–2010).
- Gleason, J., Chamberlin, B. "CYFERnet Technology," USDA with University of Minnesota; NMSU Award: \$56,300; total grant value \$300,000 (2004–2009).
- Gleason, J., Chamberlin, B. "Oral History Museum Kiosk," NM Department of Cultural Affairs; NMSU Award: \$70,000 (2008–2009).
- Gleason, J., Chamberlin, B. "Chinese Food Safety Training and Certification Preparation Program for Retail and Commercial Food Handlers," USDA with North Carolina State University; NMSU award: \$254,401; total grant value \$600,000 (2003–2008).
- Gleason, J., Chamberlin, B. Archuleta, M. "Science-Based Food Safety Education: Interactive Media Development for Hard-to-Reach and High-Risk Adolescents," NMSU Award: \$450,000; total grant value \$600,000 (2003–2008).
- Gleason, J. B. (Principal), Sponsored Research, "Research-Centered Web-Based Student Communities: Multidisciplinary Approach for Adolescent Obesity Prevention," USDA with Purdue University NMSU award: \$294,922; Total grant value \$1.2M (2004–2008).
- Gleason, J. B. (Principal), "Food security resource center – Engaging and educating small producers and processors in security," USDA; NMSU Award: \$250,000 (2004–2007).
- Gleason, J., Chamberlin, B. "Southwest Marketing Network: Expanding Markets for Small-Scale Alternative and Minority Farmers and Ranchers," Farm to Table, Inc.; NMSU Award: \$43,200 (2004–2007).
- Chamberlin, B., Dormody, T., Gleason, J., "Strengthening Technology Competency and Instructional Delivery Systems in Institutions Serving Hispanic Agricultural Students," USDA; NMSU Award: \$299,980 (2004–2007).
- Gleason, J., Chamberlin, B., Clary, C. "Building Resources for Retention and Maximum Achievement of First-Generation and Culturally-Identified Hispanic Agricultural Students." USDA; NMSU Award: \$299,949 (2003–2007).

- Gleason, J. "Enhancing Understanding of Sustainable Water Management In Arid Lands," International Arid Lands Consortium; NMSU Award: \$70,000 (2006–2007).
- Gleason, J. B. "Extending Existing Diabetes Education Via Technology," USDA with Colorado State University; NMSU Award: \$100,000 (2004–2006).
- Gleason, J. "Improving Food Safety Education through Use of Music-Based Curricula," USDA with University of California, Davis; NMSU Award: \$79,457; Total grant value: \$500,000 (2002–2006).
- Gleason, J., Turner, T., "Lower Rio Grande Pro SE Claimant Education Video Project," USDA with University of New Mexico; NMSU award: \$10,000 (2006).
- Gleason, J. "Food Safety Internet and Media Training for Hard-To-Reach and High-Risk Groups," USDA; NMSU Award: \$496,781 (2001–2005).
- Gleason, J., "Southwest Range and Invasive Plants Initiative," USDA with University of Arizona/Water Quality Center Lab; NMSU Award: \$196,332.00 Total grant value: \$621,455 (2000–2005).
- Gleason, J., Fedio, W. "Improving Safety of Fresh/Minimally Processed Fruits/Vegetables on Small/Medium-Sized Farms Operated by Minority Farmers," USDA; NMSU Award: \$234,153 (2002–2005).
- Gleason, J. "Cyber Camp," USDA with University of Minnesota; NMSU Award: \$25,000 (2003–2005).
- Gleason, J., Chamberlin, B., Archuleta, M. "Interactive Educational Software for Adolescent Training via CD-ROM and Web Site," USDA with University of Mississippi; NMSU Award: \$199,544 (2003–2005).
- Gleason, J., Chamberlin, B., Clary, C. "Closing the Digital Divide for a Minority-Serving Institution Delivery Systems," USDA; NMSU Award: \$99,933 (2001–2004).
- Gleason, J., Chamberlin, B., Clary, C. "La Biblioteca Electronica de Hispano: Digital Teaching and Curricular Resources for Hispanic-Serving Institutions," USDA; NMSU Award: \$149,585 (2000–2004).
- Gleason, J. "Navajo Indian Meat Handling Safety Training via Distance Education," USDA; NMSU Award \$24,972 (2002–2003).
- Gleason, J., Chamberlin, B., Archuleta, M. "Spanish Fight BAC Internet and DVD Training for Home-Based Child Care Providers," USDA; NMSU Award: \$529,528 (2000–2003).
- Gleason, J., Chamberlin, B. "Zinkicide-A Nanotherapeutic for HLB," USDA; NMSU award \$299,905; Total grant value \$4,613,838 (2015–2020).

### **Sample of Pre-2000 Grant-Funded Projects**

- Building Resources for Retention and Maximum Achievement of First-Generation and Culturally-Identified Hispanic Students
- Desert Flora Socioeconomic Impacts on Traditional & Modern Systems of Minority Peoples
- La Biblioteca Electronica Del Hispano: Digital Teaching and Curricular Resources For Hispanic-Serving Institutions
- Closing The Digital Divide For A Minority-Serving Institution With Faculty Preparation
- Food Safety Internet & Educational Media For Hard-To-Reach And High-Risk Groups
- Spanish Fight BAC! Internet and DVD Training For Home-Based Child Care Providers

- Children, Youth & Families at Risk Technology
- Navajo Food Safety
- Trilingual Games And Interactive Activities For Hard-To-Reach Audiences Via Internet
- Jicarilla Apache Resources, Jicarilla Apache Tribe
- Multiple Media Techniques For Geographically-Isolated And Minority Students
- Now And Then, Youth Changing America: 4-H Youth History Project
- Digital Desert Library: Expanding Libraries into Living Laboratories through Cross-Cultural Development,
- Voices: Juvenile Drug Court
- Along The Border
- Long Live La Familia
- Trilingual Interactive Nutrition Education For Minority Audiences Via Touch Screen/CD-ROM
- Tobacco Risk Awareness Distribution Program For Culturally Diverse Audiences
- Every 30 Seconds: A Family Violence Prevention
- Cultural Tourism Development For African, Hispanic, Asian And Native American Groups

#### **SELECTED PUBLICATIONS**

1. Henley, S. C., Gleason, J. & Quinlan, J. J. (2016). *Don't Wash Your Chicken!: A food safety education campaign to address a common food mishandling practice*. *Food Protection Trends* 36(1):43-53.
2. Chamberlin, B. A., Gleason, J. B., Garza, M. (2013). Exergames Unlocked: Preventing Obesity for At-risk Audiences through Exergames. *Journal of Nutrition Education and Behavior* (ed., vol. 45, pp. S79). SNEB 2013 Annual Conference Proceedings.
3. Quick, V., Heller, R., Corda, K. W., Martin-Biggers, J., Shaffner, D., Gleason, J. B., Chamberlin, B. A., Byrd-Bredbenner, C. (2013). Don't Be Gross! Development of food safety 'video snacks' viral marketing campaign for middle school youth. *Journal of the Academy of Nutrition and Dietetics*, 113(A-56).
4. Winter, C.K., A.M. Fraser, J.B. Gleason, S.K. Hovey, S.M. McCurdy, and O.S. Snider (2009). Food safety education using music parodies. *Journal of Food Science Education*.
5. King, D., Gleason, J., Todd, E., Thippareddi, H., McGorin, R. (2009). China Scientific Exchange: A USDA Report of Food Safety Training, USDA. Washington, DC.