

CURRICULUM VITAE

JUSTIN F. WILLETT, M.H.A.

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EDUCATION

Ph.D. in Journalism – expected May 2025

Area of study: Strategic Communication

University of Missouri School of Journalism, Columbia, Missouri

Master of Health Administration (M.H.A.) – granted December 2021

University of Missouri School of Medicine, Columbia, Missouri

Bachelor of Journalism (B.J.) – granted May 2001

University of Missouri School of Journalism, Columbia, Missouri

RESEARCH

Peer-Reviewed Journal Articles

Willett, J. F., LaGree, D., Warner, B. R., Houston, J. B., & Duffy, M. (in press). Flourishing with flexibility: Leader communicative support of flexible work arrangements (FWA) enhances employee engagement and well-being. *International Journal of Business Communication*.

Willett, J. F., Rodgers S., Stemmler, J. (2024). Seeking the public health angle in Missouri newspaper coverage of the opioid crisis. *Newspaper Research Journal*, 45(3), 311-331. <https://doi.org/10.1177/07395329241255158>

Zhang, W., Tsou, T. H., Rodgers, S., & **Willett, J. F.** (2024). Comparing Personalization Strategies in Social Network Advertising: The Role of Impression Motivation in Persuasion Outcomes. *Journal of Interactive Advertising*, 24(3), 247–264. <https://doi.org/10.1080/15252019.2024.2337057>

Willett, J. F., LaGree, D., Shin, H., Houston, J. B., & Duffy, M. (2023). The role of leader communication in fostering respectful workplace culture and increasing employee engagement and well-being. *International Journal of Business Communication*. Advance online publication. <https://doi.org/10.1177/23294884231195614>

Refereed Conference Papers

Willett, J. F. (2024, August 8-11). *The role of patient stories in health care brand storytelling* [Poster session]. Association for Education in Journalism and Mass Communication 2024 Conference, Philadelphia, Pennsylvania, United States.

Willett, J. F., LaGree, D., Warner B. R., Houston, J. B., & Duffy, M. (2024, June 20-25). *Flourishing with flexibility: Leader communicative support of flexible work arrangements (FWA) enhances employee engagement and well-being* [High-density session]. International Communication Association 2024 Conference, Gold Coast, Queensland, Australia.

Willett, J. F., Rodgers S., Stemmler, J. (2023, August 7-10). *Seeking the public health angle in Missouri newspaper coverage of the opioid crisis* [Poster session]. Association for Education in Journalism and Mass Communication 2023 Conference, Washington, D.C., United States.

Willett, J. F., LaGree, D., Houston, J. B., Shin, H., & Duffy, M. (2023, May 25-29). *The role of leader communication in fostering respectful workplace culture and increasing employee engagement and well-being* [Paper presentation]. International Communication Association 2023 Conference, Toronto, Ontario, Canada.

TEACHING

Courses Taught

Instructor of Record, Fall 2024

HLTH_ADM 8470 Strategic Planning and Marketing for Health Care Organizations
College of Health Sciences, University of Missouri

- Required course for residential students in the Master of Health Administration program

Instructor of Record, Spring 2023-present

JOURN 4242 Strategic Communication Leadership
School of Journalism, University of Missouri

- Elective writing-intensive course for upper-level University of Missouri students

Teaching Assistant, Spring 2022

JOURN 4242 Strategic Communication Leadership

School of Journalism, University of Missouri

- Elective writing-intensive course for upper-level University of Missouri students

Instructor of Record, Spring 2017

JOURN 2100 News Writing

School of Journalism, University of Missouri

- Required writing-intensive course for Missouri School of Journalism students

Certifications

Online Teaching Certification – completed May 2023

Missouri Online, University of Missouri

This certification involves training in online teaching strategies, including Canvas design, teaching presence, and motivating online learning communities.

Certificate in Inclusive Teaching – completed April 2023

Teaching for Learning Center, University of Missouri

This certificate involves training on equity-focused teaching strategies and the planning and implementation of a strategy in the classroom.

Faculty Writing Intensive Certification – completed August 2022

Campus Writing Program, University of Missouri

This certification involves training on designing writing assignments, providing feedback on writing, assessing writing assignments, and the use of revision and peer review in the writing process.

SERVICE

Service to the Discipline

Reviewer

Student & Junior Faculty Reviewer Training (SRT) Program, *Journal of Advertising*, 2023-24. Review scholarship submitted to the journal under the supervision of Dr. Shelly Rodgers, former Editor-in-Chief of *Journal of Advertising*.

Conference paper reviewer, American Academy of Advertising Conference, 2023

Conference paper reviewer, Association for Education in Journalism and Mass Communication Conference (Advertising Division and ComSHER Division), 2023

Association Service

Member, Communication Committee, American Academy of Advertising, 2023-24-present

Presenter, Graduate Student Symposium, American Academy of Advertising, 2024

Association Memberships

American Academy of Advertising (AAA)

International Communication Association (ICA)

Association for Education in Journalism and Mass Communication (AEJMC)

Service to the University

Research Fellow, Gregory Scholars Program, Missouri School of Journalism, Fall 2022-Present. Work under Dr. Shelly Rodgers, Maxine Wilson Gregory Chair in Journalism Research, to mentor undergraduate and master students in strategic communication research for positive social change.

AWARDS AND HONORS

2021 Bonnie and Douglas Wakefield Award

Department of Health Management and Informatics

University of Missouri School of Medicine

- Given to a master's student annually to recognize significant achievement and leadership outside the classroom. [Link](#)
- This award was presented for achievements leading COVID-19 communication for University of Missouri Health Care.

PROFESSIONAL EXPERIENCE

Strategic Communication

Program Director, February 2022-present

Novak Leadership Institute, School of Journalism, University of Missouri, Columbia, Missouri

- Website strategy and operations; strategic communication strategy; writing and editing; leadership research and teaching

Communication Manager, February 2018-January 2022

University of Missouri Health Care, Columbia, Missouri

School of Medicine, University of Missouri, Columbia, Missouri

- Manage a 6-person team responsible for promoting MU Health Care and School of Medicine through content, social media, and websites (muhealth.org and medicine.missouri.edu). Manage a \$900,000 annual budget. Collaborate with leaders across the health system and university.
- Public information section leader for MU Health Care COVID-19 Incident Command. Helped lead MU Health Care's COVID-19 communication efforts, including promotion of the health system's COVID-19 vaccine program. Under Willett's leadership, the health system's evidence-based COVID-19 vaccine content garnered millions of pageviews and boosted total pageviews of muhealth.org owned content by nearly 1200% in 2021 (13 times higher than 2020).
- Responsibilities: Website design and strategy; patient story advertising; social media strategy and planning; digital and print publications; content marketing; writing and editing

Communication Strategist, July 2015-February 2018

University of Missouri Health Care, Columbia, Missouri

School of Medicine, University of Missouri, Columbia, Missouri

- Individual contributor working on web development, content creation, patient story advertising, and social media strategy and planning.
- Led the redesign of the muhealth.org (2017) and medicine.missouri.edu (2018) websites.

Editor, November 2014-July 2015

Influence & Co., Columbia, Missouri

- Content marketing strategy, writing, and editing for clients in a variety of industries.

Journalism

Associate City Editor, April 2010-November 2014

Columbia Daily Tribune, Columbia, Missouri

- Planned news coverage for print and web editions, edited local news stories, posted content to the website, and helped manage the website and moderate online comments.

Business Editor, September 2007-November 2014

Columbia Daily Tribune, Columbia, Missouri

- Wrote, assigned, and edited business stories for the Tribune's daily print publication and for the award-winning Saturday Business section. Worked with local business professionals who generated contributed content for the Saturday Business opinion page.

Assistant Editor, May 2006-September 2007

Military Reporter, December 2003-May 2006

Fayetteville Observer, Fayetteville, North Carolina

- Supervised copy editors and oversaw production of the daily newspaper. Served as editor-in-charge on nights and weekends.
- Served as a military beat reporter covering the 82nd Airborne Division, Special Forces and other units at Fort Bragg and Pope Air Force Base. Traveled to Iraq in 2004 with the North Carolina National Guard.

Computer-assisted reporting intern, June 2003-August 2003

Miami Herald, Miami, Florida

- Worked on computer-assisted reporting projects and wrote a variety of daily stories for the Miami Herald and its zoned editions.

Reporter, May 2001-May 2003

Columbia Daily Tribune, Columbia, Missouri

- Covered a variety of beats, including city government and crime and courts.