

EDUCATION

Texas Tech University, Lubbock, Texas

Doctor of Philosophy in Agricultural Communication and Education, August 2017

Dissertation: Effects of repeat exposure on reported comfort levels while viewing the animal slaughter process

Chair: Dr. Cindy Akers, Professor and Associate Dean for Academic Programs

Angelo State University, San Angelo, Texas

Master of Science in Animal Science, August 2014

Thesis: Consumer attitudes and cookery behavior determining the effect of porkloin intramuscular fat content

Chair: Dr. Kirk Braden, Associate Professor

Texas Tech University, Lubbock, Texas

Bachelors of Science in Agricultural Communications, May 2012

Minor: Restaurant, Hotel and Institutional Management

CURRENT ASSIGNMENT

Assistant Professor

Agricultural Media and Communication

Duties include providing teaching, research, and service activities to the Department of Agricultural Sciences at West Texas A& M University.

ACADEMIC EXPERIENCE

Assistant Instructional Professor

July 2024 - Present

University of Florida, Department of Agricultural Education and Communication

Assistant Professor

July 2017 - May 2024

West Texas A&M University, Department of Agricultural Sciences

Research and Teaching Assistant

August 2014 - August 2017

Texas Tech University, Department of Agricultural Education and Communications

Instructor

May 2014-August 2014

Midland College-Williams Regional Technical Training Center

Research Assistant

August 2012 - May 2014

Angelo State University, Department of Agriculture

TEACHING EXPERIENCE

University of Florida, Department of Agricultural Education and Communication

AEC 30740C Digital Media Production in Agricultural & Life Sciences

Lead Instructor: Fall 2024

- Introduces the history and incorporation of electronic media used in agricultural and natural resources sciences. Hands-on learning of electronic media technology as it related to agriculture is emphasized.

West Texas A&M University, Department of Agricultural Sciences

**Indicates a new course that I developed at West Texas A&M University*

AGRI 2300 Personal and Professional Leadership Development

Lead Instructor: Fall 2017, Spring 2018, Fall 2018, Fall 2019, Spring 2020

- In this freshmen course, students explored the principles and practices of personal and professional leadership. The course focuses on the styles and roles of leadership with an emphasis on self-awareness, awareness of others, effective interpersonal communication, ethical consideration for leaders, and the building of personal professional relationships.

AGRI 2303 Video Production in Agricultural Communication*

Lead Instructor: Spring 2021, 2022, 2023, 2024

- Introduction to the basics of producing agricultural video. Students will focus on shooting video in outside environments and production agriculture sites and gain experience using video editing software.

AGRI 2310 Digital Media in Agricultural Communication*

Lead Instructor: Fall 2020, Fall 2021, Fall 2022

- In this course, students learned about the fundamentals of developing media for agricultural communications with an emphasis on graphic art production, photo manipulation and elements of design that prepare students to develop agricultural publications.

AGRI 3199 Stampede Productions Practicum*

Lead Instructor: Spring 2019, 2021, 2023

- This course provides students the opportunity to experience working for clients through Stampede Productions. The practicum will allow students to practice and further develop their design and campaign creation abilities.

AGRI 3301 Agricultural Agencies in the United States

Lead Instructor: Spring 2022

- This course gave students An in-depth study of the goals, mission and purpose of agricultural agencies, including the U.S. Department of Agriculture and the cooperative extension service.

AGRI 3311 Visual Storytelling for the Agricultural Sciences*

Lead Instructor: Spring 2018, Spring 2019, Spring 2020, Fall 2020, Fall 2021, Fall 2022

- The course offers students the opportunity to develop their agricultural advocacy skills through developing and sharing stories in agriculture. Throughout the course, students explore storytelling as a form of persuasive argument. The course utilizes video and photography in to order share stories as agriculturalists in a way that is captivating and thought provoking.

AGRI 4304 Transfer of Agricultural Technology

Lead Instructor: Fall 2020, Spring 2024

- This course examines the process by which professional agriculturalists influence the introduction, adoption and diffusion of technological change.

AGRI 4311 Writing for Scientific Publication

Lead Instructor: Spring 2018, 2019, 2020, 2021

- This class explores writing formats and styles associated with scientific publications while addressing trending topics in various agricultural issues. Students will learn formal writing techniques as well as explore ways to synthesize science information into formats the general public can understand.

AGRI 4312 Web Content Development for the Agricultural Sciences*

Lead Instructor: Fall 2017, 2018, 2019, 2020, 2021, 2022

- The course will offer the opportunity to develop media design skills through web-based mediums. The course will explore Adobe Muse as well as HTML and CSS as forms of developing web-based content. In addition to design skills, this course will explore writing web-based content.

AGRI 4380 Capstone in Agricultural Media and Communication

Co-Instructor: Spring 2019, 2022

Lead Instructor: Spring 2021, 2023

- This course is a supervised experience in professional development and design of an agricultural industry publication. This course will focus on writing, design, editing, advertising sales, social marketing and distribution of a magazine-style publication.

AGRI 7318 Agricultural Statistical Analysis II

Lead Instructor: Spring 2024

- Simple and multiple regression/correlation, multivariate analysis of variance, and experimental design. Emphasis on application and interpretation.

West Texas A&M University, Department of Communication

MCOM 1336 Basic Video Production

Lead Instructor: Fall 2018

- This course offers the students a hands-on experience designed to teach the concepts, tools, and techniques needed to become a viable media producer in the field of news, film, and other creative projects such as documentaries, commercials, etc.

Texas Tech University, Department of Agricultural Education and Communications

ACOM 2302 Scientific Communications in Agriculture and Natural Resources

Lead Instructor: Fall 2016

- In this writing intensive course, students are taught how to improve written, visual, and oral communication skills. This class was split into three sections: business writing, research writing, and communicating with a lay audience. I also had the opportunity to mentor undergraduate, master's, and doctoral students who served as my teaching assistants.

ACOM 1300 Introduction to Agricultural Communications

Lead: Fall 2015

- In this introductory course, students were given an overview of information systems and media associated with the agricultural industry. I had the opportunity to work alongside my major professor to redevelop the course.

Angelo State University, Department of Agriculture

ASCI 2241 Live Animal-Carcass Evaluation

Teaching Assistant: 2014

- A study of evaluation methods relating live animal traits to carcass traits of meat animals.

FSCI 4446- Meats

Teaching Assistant: 2014

- Introduction and survey of the meat industry; live animal carcass comparisons; harvest techniques, processing, storage, preservation, food safety and identification of meats.

RELATED EXPERIENCE

Troy G. Tarpley

Intercollegiate Meat Science Quiz Bowl Coach

Angelo State University- San Angelo, Texas

Spring 2013-2014

Intercollegiate Meat Judging Coach

Angelo State University- San Angelo, Texas

Fall 2012-Fall 2013

- Coached the 2013 reserve national champion intercollegiate meat judging team.
- Taught students how to grade carcasses, and objectively evaluate beef, pork and lamb, as well as how to defend their decisions through written reasons.

Undergraduate Research Assistant

Texas Tech University-Lubbock, Texas

Summer 2012

- Assisted with research in general meat science, muscle biology and food safety.
- Developed a website as well as a social media strategy for the departmental meat retailer Raider Red Meats.

Assistant Editor- The Agriculturist

Texas Tech University- Lubbock, Texas

Spring 2012

- Worked with editor and team of 25 writers to edit and develop original content for the Fall 2013 edition of the bi-annual departmental magazine.
- Developed a website with web exclusive stories as well as stories printed in the magazine.

COURSE DEVELOPMENT

ACOM 5303 – Advanced Imaging and Design in Agricultural Communications.

- Collaborated with instructor to develop the course syllabus, assignments, and required equipment for a faculty lead study abroad trip to Belize.

GRANTS

Total research, teaching, scholarship grants and awards: **\$159,904.20**

1. Braden, K., Cope, W., R., Boenig, M. and Branham, L., & **Tarpley, T. G.** (2013). *Consumer and retail case evaluation: Determining consumer attitudes and cookery behavior*. Research Enhancement Grant, Angelo State University. Asked: \$14,460 **Awarded: \$14,460**
2. **Tarpley, T. G.** (2018). CHS Foundation Ag Club Mini Grant, CHS Foundation. Asked: \$1,000 **Awarded: \$1,000**
3. **Tarpley, T. G.** (2019). WTAMU Foundation Development Grant, West Texas A&M University. Asked: \$1,664
4. **Tarpley, T. G.** (2019). CHS Foundation Ag Club Mini Grant, CHS Foundation. Asked: \$1,000 **Awarded: \$1,000**
5. **Tarpley, T. G.** (2019). Campus to Community Faculty Fellowship Grant, West Texas A&M University. Asked: \$2,340.02 **Awarded: \$2,340.02**
6. Howell, N., Subburaj, A., Subburaj, V., Sukcharoen, K., Guerrero, B., **Tarpley, T. G.**, Robertson, J. T., & Murimi, M. (2019-2024). *INFEWS T2 Reduction strategies for institutional-level food waste using a FEWS lens. NSF/USDA-NIFA*. Asked: \$294,058
7. **Tarpley, T. G.** (2020). Summer Faculty Development Grant, West Texas A&M University. Asked: \$1,105.53 **Awarded: \$1,105.53**

8. **Tarpley, T.G.** (2020). WTAMU Foundation Development Grant, West Texas A&M University. Asked \$2,198.90 **Awarded: \$1,500.00**
9. Williams, K., Keith, L., Robertson, J. T., Selph, L., Wolf, N. J., & **Tarpley, T. G.** (2020). *Agricultural careers and technologies program*. CHS Foundation. Asked \$125,000 **Awarded: \$125,000**
10. **Tarpley, T. G.**, & Robertson, J. T. (2020). *Utilization of eye-tracking software to improve animal welfare and labor efficiency*. Texas Cattle Feeders Association Research Grant, TCFA. Asked: \$25,000 **Awarded: \$5,000**
11. **Tarpley, T. G.** (2020). CHS Foundation Ag Club Mini Grant, CHS Foundation. Asked: \$1,000 **Awarded: \$1,000**
12. Vidmar, E. R., **Tarpley, T. G.**, & Robertson, J. T. (2020) *Analyzing consumers' visual attention while assessing specialty beef labeling*. West Texas A&M University Kilgore Graduate Student Grant. Asked: \$3499.63 **Awarded: \$3,499.63**
13. White, H. G., **Tarpley, T. G.**, & Robertson, J. T. (2020). *Trust in Agricultural Messages: A Moment-to-Moment Analysis*. West Texas A&M University Kilgore Undergraduate Student Grant. Asked: \$3299.00 **Awarded: \$2,099.00.**
14. **Tarpley, T. G.** (2021). CHS Foundation Ag Club Mini Grant, CHS Foundation. Asked: \$1,000 **Awarded: \$1,000**
15. **Tarpley, T.**, Robertson, T., Lucherck, L. W., Williams, K. (2021). *Developing Tomorrow's Agricultural Industry Workers: A Program to Recruit and Retain Students from Unrepresented Groups*. USDA-Agriculture and Food Research Initiative: Education and Workforce Development Program. Asked: \$288,000
16. **Tarpley, T. G.** (2022). CHS Foundation Ag Club Mini Grant, CHS Foundation. Asked: \$1,000 **Awarded: \$1,000**

SCHOLARSHIP

Refereed Journals

1. Setterbo, K., Akers, C., **Tarpley, T.**, & Kennedy, L. (2016). Going against the grain: Recruiting Atypical Students into a College of Agriculture. *North American Colleges and Teachers of Agriculture Journal*, 61(1), 46-51.
2. **Tarpley, T. G.**, Fischer, L. M., Steede, G. M., Cummins, R. G., & McCord, A. (2020). How much transparency is too much? A moment-to-moment analysis of viewer comfort in response to animal slaughter videos. *Journal of Applied Communications*, 104(2), 1-18.

Refereed Conference Presentations

1. Jackson, R. B., Akers, C., Doerfert, D., Brashears, T., Irlbeck, E., & **Tarpley, T.** (2016). *Major commitment as a predictor of student success*. Research paper presented at the annual meeting of the North American Colleges and Teachers of Agriculture, Honolulu, HI.
2. **Tarpley, T. G.**, Steede, G. M., Fischer, L. M., Krause, A., Cummins, R. G. & Akers, C. (2017). *Moment-to-moment analysis of viewer comfort in response to animal slaughter videos*. Research paper presented at the annual meeting of the Southern Association of Agricultural Scientists, Mobile, AL. **3rd Place Research Paper**
3. Crist, D., **Tarpley, T. G.**, Akers, C., Burriss, S., Street, C., & Doerfert, D. (2017). *Internships or study abroad: Influences of career decision making*. Research paper presented at the annual meeting of the North American Colleges and Teachers of Agriculture, West Lafayette, IN.

4. Young, M. A., Robertson, J. T., **Tarpley, T.**, Koennecke, E., & Coffman, C. (2023). *Better Beef at the Supermarket*. Research paper presented at the annual meeting of the National Agricultural Communications Symposium, Oklahoma City, OK.

Poster Presentations

1. **Tarpley, T. G.**, Branham, L. A., Cope, R.M., Boenig, M. W., Schwartz, B. W., Sanders, S. D., K. W. Braden. (2014). Multi-state consumer acceptance of porkloin chops of varied intramuscular lipid content. Research poster presented at the annual American Meat Science Association Reciprocal Meat Conference, Madison, WI.
2. Setterbo, K., Akers, C., Doerfert, D., Gibson, C., & **Tarpley, T.** (2015). Going against the grain: Recruiting atypical students into a college of agriculture. Proceedings of the 2015 American Association of Agricultural Education (AAAE) Western Region Conference, Corvallis, OR.
3. **Tarpley, T.** & Akers, C. (2016). Comparison of students' career aspirations and decisions before and after completion of an introduction to agricultural communications course. Presented at the annual meeting of the North American Colleges and Teachers of Agriculture, Honolulu, HI.
4. Steede, G. M., **Tarpley, T. G.**, Crayton, J., Gorham, L. M., & Gibson, C. D. (2016). The online communications plan: Communicating agricultural sciences to a lay audience. Innovative poster presented at the annual meeting of the American Association for Agricultural Education, San Luis Obispo, CA.
5. Gorham, L. M., Meyers, C. A., & **Tarpley, T.** (2016). Going viral: The creation of irresistible social media content. Innovative poster presented at the Western regional meeting for the American Association of Agricultural Education, Tucson, Arizona.
6. Kennedy, L., Gorham, L. M., Irlbeck, E., & **Tarpley, T.** (2016). Developing agricultural communications graduate student recruitment strategies. Research poster presented at the regional Western meeting for the American Association of Agricultural Education, Tucson, Arizona
7. Steede, G. M., **Tarpley, T.**, Crayton, J., Gorham, L. M., & Gibson, C. B. (2016). The online communications plan: Communicating agricultural sciences to a lay audience. Research poster presented at the Western regional meeting for the American Association of Agricultural Education, Tucson, Arizona.
8. Gorham, L. M., **Tarpley, T.**, & Meyers, C. A. (2016). Adding tools to the evaluation toolbox: Exposing undergraduate agricultural communications students to dynamic message evaluation tools. Innovative poster presented at the annual meeting for the American Association for Agricultural Education, Kansas City, MO.
9. Gorham, L. M., Steede, G. M., **Tarpley, T. G.**, & Gibson, C. D. (2016). Integrating infographics in the classroom: Student perceptions of using infographics to disseminate agricultural information. Innovative poster presented at the annual meeting of the American Association for Agricultural Education, Kansas City, MO.
10. **Tarpley, T.**, Gorham, L. M., & Akers, C. (2016). Exploring meaning: Insight into the semantics of slaughter and harvest. Research poster presented at the annual meeting of the American Association for Agricultural Education, Kansas City, MO.
11. **Tarpley, T. G.**, Bigham, A. L., Steede, G. M., & Akers, C. (2017). Who even cares about agriculture? An instrument for measuring agricultural involvement. Research poster presented at the annual meeting of the Association for Communication Excellence, New Orleans, LA.
12. **Tarpley, T. G.**, Maresca, S., Steede, G. M., Fischer, L. M., & Akers, C. (2017). Insight into viewer response to animal slaughter videos. Research poster presented at the meeting of the Association for Communication Excellence, New Orleans, LA.

13. Steede, G. M., **Tarpley, T. G.**, Coppedge, R. H., & Meyers, C. (2017). The gender diversity drought: Male students in the predominately female major of agricultural communications. Research poster presented at the annual meeting of the Association for Communication Excellence, New Orleans, LA.
14. Fischer, L. M., Meyers, C. A., & **Tarpley, T.** (2017). Going viral: The creation of irresistible social media content. Innovative poster presented at the annual meeting of the American Association for Agricultural Education. San Luis Obispo, CA.
15. **Tarpley, T. G.**, Maresca, S., Steede, G. M., Gorham, L. M., Akers, C. (2017). Insight into viewer response to animal slaughter videos. Research poster presented at the Association of Communication Excellence. New Orleans, Louisiana.
16. Fischer, L. M., Meyers, C. A., & **Tarpley, T.** (2017). Going viral: The creation of irresistible social media content. Innovative poster presented at the annual meeting of the American Association for Agricultural Education. San Luis Obispo, CA.
17. Vidmar, E., **Tarpley, T.**, Robertson, T., Garcia, N. (2021). Analyzing consumer visual attention while assessing beef specialty labels. Presented at the WTAMU Faculty Research Poster and Research Fair. Canyon, TX.
18. Johnson, J. L., Robertson, T. Kieth, L. **Tarpley, T.** Williams, K., Wolf, N., Small, G., Koennecke, E., & Coffman, C. (2022). Engagement, academic achievement, and grit as components of college freshmen success. Research poster presented at the Western Region of the American Association for Agricultural Education. Los Cruces, NM.
19. Gammill, W., Robertson, T., Kieth, L., **Tarpley, T.**, Williams, K., Wolf, N., Small, G., Koennecke, E., Coffman, C. (2022). A Comparison of Effective Recruitment Methods of In-State and Out-of-state Students in the Department of Agricultural Sciences at West Texas A&M University. Research poster presented at the Western Region of the American Association for Agricultural Education. Los Cruces, NM.
20. Gouldy, P., Kieth, L., Williams, K., Robertson, & T., **Tarpley, T.** (2024). Investing and assessing agricultural internships opportunities at West Texas A&M University. Research poster presented at the National Agricultural Association for Agricultural Education. Manhattan, KS.
21. Coffman, C., Williams, K., **Tarpley, T.**, Robertson, T., Wolf, N., & Kieth, L. (2024). Effects of immersive and in-class experiences on knowledge and perceptions of agricultural careers. Research poster presented at the National Agricultural Association for Agricultural Education. Manhattan, KS.

Invited Presentations

1. Gorham, L. M., & **Tarpley, T.** (2016, February). Exploring message-testing technologies. Lecture and demonstration in ACOM 4311, Convergence in Agricultural Media, Texas Tech University.
2. **Tarpley, T.** & Robertson, T. (2018, 2019, 2021, 2022, July). Media Training and Advocacy. Workshop for the Texas Pork Producers Association Texas Pork Leadership Camp.
3. **Tarpley, T.** & Robertson, T. (2018, 2019, 2021, 2022, June). Media Training. Workshop for the Texas Cattle Feeders Association's Junior Fed Beef Career & Leadership Program.
4. **Tarpley, T.** (2022, May). Visual Storytelling in Agriculture. Workshop for the Junior Braunvieh Association of America Ambassador Training.

Guest Lecturer

1. AGSC 2302- Principles of Effective Technology Use in Agriculture Science. Computer hardware and software used in agriculture science in Texas public schools, Angelo State University.
2. AGSC 3331- Agricultural Youth Leadership Organizations. Principles and application of leadership skills commonly taught in youth agricultural organizations. Emphasis on youth leadership development events and seamlessly integrating activities and curriculum, Angelo State University.

Graduate Students Advised

- Emma Deer, Capstone Project – 2023 **Advisor**
- Josie Hicks – 2023 Committee Member
- Enrique Ramirez- Muñoz – 2023 Committee Member
- Kyndall Hill, Thesis – 2023 Committee Member
- Grace Small, Thesis – 2023 Committee Member
- Rilegih Mumbolo, Thesis – 2023 **Committee Chair**
 - Factors that influence women to be primary-decision-makers in the dairy industry.
- Eric Koennecke. Thesis – 2022 Committee Member
 - Knowledge and perceptions of secondary students toward agricultural careers and technologies upon completion of an educational program.
- Courtney Coffman, Thesis – 2022 **Co-Committee Chair**
 - Profession perceptions: Effects of immersive and in-class experiences of knowledge and perceptions of agricultural careers.
- Ellis Vidmar, Thesis – 2022 **Committee Chair**
 - Analyzing consumer visual attention while assessing beef specialty labels.
- Whitney Mount, Thesis – 2021 **Committee Chair**
 - Recruitment of Non-Traditional Students to Agricultural Degrees
- Micah Davidson, Thesis – 2020 Committee Member
 - Developing a sequence for middle school agricultural education curriculum: A Delphi study.
- Morgan Young, Thesis – 2019, Committee Member
 - Better beef at the supermarket: Should animal welfare standards be marketed to the consumer?
- Taylor Riggins, Non-Thesis, 2019, Committee Member
- Janine Johnson, Thesis – 2019, Committee Member
 - Engagement, academic achievement, and grit as components of college freshman success.
- Gretchen Henley, Non-Thesis – 2018, Committee Member

HONORS/AWARDS

West Texas A&M University Student Senate Faculty Recognition 2020
Southern Association of Agricultural Scientists (ACOM), Third Place Research Paper **Tarpley, T.**, Steede, G., Fischer, L. M., Krause, A., Cummins, G., & Akers, C. (2017). Moment-to-moment analysis of viewer comfort in response to animal slaughter videos. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Communications Section, Mobile, AL. 2017

3rd Place American Meat Science Association Master Poster Competition	2014
Angelo State University Outstanding Graduate Student Nominee	2014
Outstanding Graduate Student Department of Agriculture, Angelo State University	2014
Rachel Hamilton Team Spirit Award	2010
CASNR Aggie for the month of October, Texas Tech University	2010.
Reserve National Meat Judging Team	2010
Co-National Champion Wool Judging Team	2009

SERVICE TO PROFESSION

National Agricultural Communications Symposium, Paper Reviewer	2022
Agricultural Communicators of Tomorrow- Professional Development Conference Host	2020
National Agricultural Communications Symposium, Poster Reviewer	2019
Agricultural Communications Vision Consortium; Southern Association of Agricultural Scientists Participant	2018
Western Region American Association for Agricultural Education Conference Facilitator	2015
Paper reviewer for the 2014 National AAAE Paper of the Year	2014