

## Curriculum Vitae

### **Maria A. Dixon Hall**

Senior Advisor to the Provost for Campus Cultural Intelligence Initiatives  
Altshuler Distinguished Teaching Professor  
Associate Professor of Corporate Communication and Public Affairs  
Southern Methodist University Dallas, Texas  
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## Education

Ph.D. Organizational Communication-The University of Missouri-Columbia, 2004

*Dissertation: The Sword of the Word: The Use of Sermonic Discourse as Organizational Rhetoric in the Moderates' Defense of the Southern Baptist Convention*

Th.M. The Candler School of Theology, Emory University, Atlanta, GA 1999

M.Div. The Candler School of Theology, Emory University, Atlanta, GA 1998

B.S. Culverhouse School of Business, University of Alabama-Tuscaloosa 1989

## Academic Professional Experience

**August 2016-Present: Southern Methodist University, Dallas, Texas**  
**Office of the Provost**

*Senior Advisor to the Provost for Campus Cultural Initiatives (CIQ@SMU)*

Charged with leading the development and implementation of campus-wide cultural intelligence initiative. Through the development and implementation of a seven-year strategic plan for the adoption of cultural intelligence practices, nomenclature, and philosophy by all academic and student units by 2025 by:

- Developing and implementing original, centralized, distinctive cultural intelligence content for use by faculty, staff, and students.
- Coordinate with the Vice-President of Student Affairs to ensure the development and implementation of CIQ@SMU training in three key student activities-- Greek Life; Residential Life; and Experiential Learning.
- Coordinate with the Associate Provost of Curricular Innovation and Policy to develop new general education guidelines and assessment standards for academic coursework focused on human diversity and cultural intelligence.
- Coordinate with cultural intelligence directors within each of SMU's seven academic schools.
- Manage digital vendors and internal assets to ensure effective use and balance of e-learning technology versus traditional workshop pedagogy.

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- Identify and address misalignment of organizational practices, communication, and policies of Southern Methodist University's seven schools and colleges university athletics, student services, and enrollment and admissions to ensure the remediation of systemic barriers that inhibit the recruitment, development, tenure and promotion, and retention of underrepresented faculty, students, and staff.
- Serve as the university's chief counselor and communication strategist for issues on diversity and inclusion.

**August 2004-Present: Southern Methodist University, Dallas, Texas**  
**Division of Corporate Communication and Public Affairs**

*Director of Corporate Communication (2014-Present)*

*Director of mustangconsulting*

Oversight of the division's three academic areas of focus: political communication and organizational communication. Duties include:

- Scheduling and staffing of course sequences and enrollments
- Serving as faculty policy ombudsman
- Oversee the professional development activities of all junior faculty
- Managing SMU's only student consulting firm with total receipts and fees exceeding \$250,000.

*Associate Professor (with tenure awarded 2010)*

*Assistant Professor 2004-2010*

### **Professional Certifications/Licensing**

**The United Methodist Church**

*Clergy in full connection (Ordained June 2017)*

*The Order of Deacon*

*The North Texas Conference of the United Methodist Church*

**The Cultural Intelligence Center**

Certification in Training- Implicit Bias and Cultural Intelligence

### **Professional Consultancies**

Southwest Airlines, Dallas, Texas 2004-Present

Sam Houston State University, 2017-Present

Office of the Tarrant County District Attorney, 2018-Present

The Texas Annual Conference of the United Methodist Church 2016-Present

The Lydia Patterson Institute, El Paso, Texas 2011- 2014

The Ugandan American Partnership Organization, 2006-2010

Vox Humana, Nashville, Tennessee 2013- 2014

The Texas Methodist Foundation, Austin, Texas 2012

The Pittsburgh Area Annual Conference of the United Methodist Church, 2010-2011  
Texas Ballet Theater, Dallas, Texas, 2007- 2009  
Dance Theatre of Harlem, New York, New York 2006-2008

### **Selected Popular Media Publications**

- Dixon, M (2018). Hard Questions, Honest Answers. *The Chronicle of Higher Education*.  
Dixon, M. (2015). On Point. *The Dallas Morning News*.  
Dixon, M. (2015). So this is Selma? *Time Magazine*.

### **Selected Academic Publications**

- Dixon, M. A. (2017). The Word as Weapon: Sermons as Organizational Discourse During the 1979 Southern Baptist Convention. *Southern Communication Journal*, 82(3), 175-184.
- Dixon, M. (2017). Corporate Communication. In *The international encyclopedia of organizational communication* (C. R. Scott, L. K. Lewis, J. R. Barker, J. Keyton, T. Kuhn, & P. K. Turner, Authors). Chichester, West Sussex, UK: Wiley Blackwell.
- Dixon, M. (2017). Careers in Organizational Communication. In *The international encyclopedia of organizational communication* (C. R. Scott, L. K. Lewis, J. R. Barker, J. Keyton, T. Kuhn, & P. K. Turner, Authors). Chichester, West Sussex, UK: Wiley Blackwell.
- Dixon, M.A. (2013). The Exiled Native: The Paradox of the Black Scholar. In S. Scholz (Ed.), *God Loves Diversity: Progressive Theologians Speak Out*. Lexington Press: Rowan and Littlefield.
- Dixon, M.A. & Armfield, G.G. (2013). Not in my sandbox: Organizational Culture, identity, and interfaith collaboration. In D. Brown (Ed.) *Interfaith Dialogue: Listening to communication theory*. Lexington Press: Rowan and Littlefield.
- Murphy, A. & Dixon, M.A. (2012). Voices from Africa: Identity in International Non-Profit Organizations. *Management Communication Quarterly*, 26, 166-172.
- Dixon, M.A. (2011). In the Beginning: A review of Erik Doxtader's *With Faith in Words*. *Rhetoric and Public Affairs*, 14/3, 562-565.
- Dixon, M.A. & Dougherty, D.S. (2010). Managing multiple meanings of organizational culture. *Journal of Business Communication*, 47, 3-19.
- Dixon, M. A. & McPhail, M.L (2009). Radical dialogue: Ella Baker, bell hooks, and a renewal rhetoric of spirituality inspired militancy. *Philosophy and the Black Experience*.
- Dixon, M. A. (2008). The Words get in the way: The Paradox of reconciliation. *Liturgy*, 23 (4), 3-9.
- Dixon, M.A. (2007). Troubling Baptists: A Review of Carl Kell's Exiled. *Rhetoric and Public Affairs*, 10, 3.
- Dixon, M.A. (2007). Transforming Power: Rethinking our inheritance of Michel Foucault in Organizational Communication. *Management Communication Quarterly*, 20, 283-290.

- Kramer, M., Benoit, P., Dixon, M., & Benoit, J. (2007). Group processes in a teaching renewal retreat. *Southern Journal of Communication, 72, 145-169.*
- Armfield, G., Dixon, M., & Dougherty, D. (2006) The role of religion in voluntary anticipatory socialization. *Journal of Religion and Communication, 29, 421-444.*
- Holbert, R.L., Tschida, D., Dixon, M.A., Airne, D., Cherry, K. (2005). “The West Wing” and Depictions of the American presidency: Expanding the domains of framing in political communication. *Communication Quarterly, 53, 505-522*
- Dixon, M.A. (2004). Silencing of the lambs: The Catholic Church’s response to the 2002 sexual abuse scandal. *Journal of Religion and Communication, 27, 63-86.*

### **Selected Awards**

- The Altshuler Distinguished Teaching Award, The Office of the Provost, 2016.
- The ‘M’ Award for Highest Service to the University, The Office of the President, Southern Methodist University, 2011.
- The Rotunda Award for Outstanding Professor Southern Methodist University, 2010
- The Golden Mustang Award for Outstanding Junior Faculty, The Office of the Provost the Center for Teaching Excellence, Southern Methodist University, 2009.
- Willis M. Tate Outstanding Faculty Award, The Student Association, Southern Methodist University, 2006

### **Selected Grants**

- Texas Ballet Theater (Board Grant) (\$12,000) for implementation of the mustangconsulting pedagogical model in a non-profit organization 2007-2008.
- Provost Technology Grant (\$2000), for use the incorporation of gaming technology in organizational communication pedagogy (Management Communication) 2007-2008, Southern Methodist University.
- Provost Technology Grant (\$500), for use of simulation games in organizational communication pedagogy 2006-2007, Southern Methodist University, Dallas, Texas
- The EDGE for Excellence Grant (\$120,000) for development and implementation of the pedagogical model mustangconsulting with The Dance Theatre of Harlem, Harlem, New York from the Meadows School of the Arts, Southern Methodist University, 2006-2007.

### **Selected Research Presentations**

- Dixon, M.A. (2016). Beyond Diversity: Cultural Intelligence as a means of fostering organizational discussions on race. Paper presented at the Annual Meeting of the National Communication Association in the Organizational Communication Division in Philadelphia, Pennsylvania.
- Dixon, M.A. (2014). Please sir, may I have another: Framing hunger as moral failing. Paper presented at the Annual Meeting of the National Communication Association in the Organizational Communication Division in Chicago, Illinois.

- Dixon, M.A. (2012). Intersections of Race and Class in Communication research. Paper presented at the Annual Meeting of the National Communication Association in the Organizational Communication Division in Orlando, Florida.
- Dixon, M. A. & Murphy, A. (2010). Voices from Africa: Identity in International Non-Profits. Paper presented at the Annual Meeting of the National Communication Association, Pre Conference on Non-Profit Organizations in San Francisco, CA.
- Dougherty, D. & Dixon, M. (2010). Dreamweavers-Revisiting the Founding theory of Non-Profits. Paper presented at the Annual Meeting of the National Communication Association, Pre-Conference on Non-Profit Organizations in San Francisco, CA.
- Dixon, M., (2010). "Black Church CSI: Using Organizational Methodology to determine Religious viability" Conference on Black Church Studies, Emory University.
- Dixon, M. (2010), "The Tales of mustangconsulting Faculty Research Presentation to The Board of Trustees-Southern Methodist University, An invited presentation to the Board of Trustees of Southern Methodist University
- Dixon, M. (2010), "Teaching Non-Profit Communication: Its Place and Value in the Communication Curriculum". Presented at the Annual Meeting of the Southern Communication Association in Memphis, Tennessee.
- Dixon, M. (2010), "Trashtalking as a Basis for a Positive Community", Presented at the Annual Meeting of Southern Communication Association in Memphis, Tennessee.
- Dixon, M. A. & Wright, T. (2009). *Learning the White Ropes: A Reflective Examination of the Impact of the Invisibility of Race on Scholars of Color*. Paper presented at the Annual Meeting of National Communication Association, in Chicago, Illinois.
- Dixon, M. A. (2009). *Riding the wave or joining the revolution: The Rethink Church Campaign of the United Methodist Church*. Paper presented at the Annual Meeting of the Religious Communication Association, in Chicago, Illinois.
- Dixon, M. A. (2009). *A Call to Re-interpretation: 5 years out in organizational communication*. Paper presented at the Annual Convention of the National Communication Association, in Chicago, Illinois.
- Dixon, M. A. (2009). "Applied Activities in the Basic Course: Taking organizational communication outside the classroom". Paper presented at the Annual Meeting of the Southern Communication Association in Norfolk, Virginia.
- Dixon, M. A. (2008) "Taking communication pedagogy on the road: The tale of mustangconsulting" Paper presented at the Annual meeting of the National Communication Association, in San Diego, California.

### **Selected Invited Lectures/Presentations**

- 56<sup>th</sup> Annual Goolsby-Barton-Clinton Lectures (2018), Tulsa, Oklahoma  
Convocation (2017), Southern Methodist University, Dallas, Texas.  
Baccalaureate (2015), Southern Methodist University, Dallas, Texas.  
The Anna Julia Cooper Lecture (2015), Emory University, Atlanta, Georgia.  
The Council of Bishops Global Organizational Summit of the United Methodist Church(2013), San Diego, California.  
The PRSA-Ofield Dukes Lecture (2013), Wayne State University, Detroit, Michigan.

mobile.faith (2012), SXSW Festival, Austin, Texas.  
The Texas Association of Blacks in Higher Education Annual Meeting (2012), Dallas,  
Texas.

### **Selected Service to the Discipline**

Reviewer, Southern Communication Journal, January 2011-Present  
Reviewer for Management Communication Quarterly January 2007- Present  
Reviewer for Non-Profit and Voluntary Sector Quarterly, January 2010- Present  
Reviewer, Journal of Communication and Religion, 2004-Present  
Reviewer, National Communication Association, 2005-Present  
Member, Leadership Development Committee, The National Communication  
Association 2012-2016  
Chair, Division of Applied Communication, Southern Communication Association,  
2010-2011  
Vice-Chair/Planner, Division of Applied Communication, Southern Communication  
Association, 2008-2009  
Secretary, Division of Applied Communication, Southern Communication Association  
2006-2008  
Reviewer, International Communication Association, 2006-2008  
Member, Ad-Hoc Committee on Awards, Division of Organizational Communication,  
National Communication Association 2007-2008

### **Service to the School and University**

Member, Faculty Athletic Admission Committee, Office of the Provost, Southern  
Methodist University, 2012-Present.  
Member, Hunt Society Scholars Selection Committee, Office of the Provost, Southern  
Methodist University, 2012-2016.  
Member, Hyer Society Scholars Selection Committee, Office of the Provost, Southern  
Methodist University, 2011-2016.  
Member, University Judicial Council, Southern Methodist University, Dallas, Texas,  
2005-2017.  
Member, Lecturer, Ballet Search Committee, Division of Dance, Meadows School of the  
Arts, Southern Methodist University, Dallas, Texas 2012.  
Member, G.W. Bush Presidential Library-Director of Presidential History, Southern  
Methodist University, Dallas, Texas 2012.  
Task Force Chair, Dean's Committee-Interdisciplinary Public Relations Degree,  
Meadows School of the Arts, Southern Methodist University, 2011-2012.  
Member of the Provost's Committee on the University Curriculum, Community  
Engagement, Southern Methodist University, 2010-2012.  
Member, Meadows School of the Arts Search Committee for Asst. Professor of  
Advertising, 2010.  
Member, University Search Committee for University Chaplain, Southern Methodist  
University, Dallas, Texas, 2009  
Member, Dean's Faculty Advisory Board, Meadows School of the Arts, 2009-Present  
Member, Meadows School of the Arts Search Committee for Asst. Professor of Arts  
Administration, 2009.

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Campus Advisor, Alpha Kappa Alpha Sorority, Inc. 2005-2008  
Member, Meadows School of the Arts, Arts Administration Chair Search Committee,  
2008  
Member, Meadows School of the Arts Dean's Search Committee, Southern Methodist  
University, Dallas, Texas, 2005-2006

### **Service to Community**

Scholarship and Philanthropy Chair, The University of Alabama Alumni Association,  
North Texas Chapter, 2010-Present  
Co-Founder/Chair of the Board, The Union Coffee Shop, Dallas, Texas 2012-2014  
Member, General Commission on Communication, The United Methodist Church,  
Nashville, Tennessee, 2008-2014  
Chair of Board, The Ugandan-American Partnership Organization, Atlanta, Georgia,  
2009-2010

### **Affiliations**

University of Alabama Alumni Association, North Texas Chapter  
The 100- Candler School of Theology, Emory University  
National Communication Association  
Southern Communication Association  
Religious Communication Association  
Association for the Research Non-Profit Organizations  
Kappa Chi Omega Chapter, Alpha Kappa Alpha Sorority, Inc.

### **References**

Colleen Barrett, President-emeritus  
Southwest Airlines

Dr. Pamela J. Benoit, Provost  
The University of Alabama Birmingham

Dr. Debbie Dougherty, Professor  
Organizational Communication  
University of Missouri-Columbia

Dr. Michael Kramer, Professor & Chair  
Department of Communication  
University of Oklahoma-Norman

Johnny C. Taylor, President  
Society of Human Resource Management