

Cassidy Sonnier Doucet

The University of Texas at Austin | Department of Communication Studies
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EDUCATIONAL BACKGROUND

- Ph.D. The University of Texas at Austin, Expected May 2023
Communication Studies; Organizational Communication & Technology
Advisor: Dr. Keri K. Stephens, Ph.D.
- M.S. The University of Louisiana at Lafayette, May 2019
Communication; Organizational and Interpersonal Communication and Public Relations
Thesis: Investigation of Sorority Members' Perceptions of Hazing and Their Communication Networks: Using and Theory of Planned Behavior and Diffusion of Innovations
Thesis Committee: Do Kyun Kim, Ph.D. (Chair); Caryn Winters, Ph.D.; Philip Madison, Ph.D.
- B.A. The University of Louisiana at Lafayette, May 2017
Major: Public Relations
Minor: Spanish
Honors: Summa Cum Laude

UNIVERSITY EXPERIENCE

University of Texas at Austin

- Assistant Instructor, Professional Communication (CMS 306M), Department of Communication Studies, SP 2021 - Present
- Teaching Assistant, Political Communication (CMS 342K), Department of Communication Studies, FA 2020
- Teaching Assistant, Communication in Philanthropy and Development (CMS 321D), Department of Communication Studies, FA 2019 – SP 2020

University of Louisiana at Lafayette

- Teaching Assistant & Lab Instructor, Intro to Human Communication (CMCN 100), Communication Department, FA 2017 – SP 2019

RESEARCH PROJECTS

Cytomegalovirus National Foundation Mini Grant, SP 2020 – Present

- Lead Research Assistant on Cytomegalovirus National Foundation Mini Grant
 - Project Title: Sharing CMV Information with Patients: PIs: Kimberly Carter, MD & Keri K. Stephens, Ph.D.
 - Assisted in the study design, data collection and analysis
 - Participated in grant-writing activities

Organizing & Communicating with Technology Lab, SP 2020 – Present

- Research Assistant
 - Project Title: Disasters and Employee Communication: PI: Keri K. Stephens, Ph.D.
 - Assisted in the study design, data collection and analysis
 - Participated in grant-writing activities

Global Engagement in Moody College, FA 2019 – Present

- Research assistant to Shiv Ganesh, Director of Moody College Global Engagement Committee
 - Conducted a content analysis of global engagement promotion on R1 university websites
 - Analyzed the UT Austin website for mention of global engagement and compared each college's promotional efforts
 - Collaborated with faculty and staff to create global engagement activities and developed promotional videos and website copy.

PUBLICATIONS

Conference Paper Presentations (peer reviewed)

Stephens, K. K., Tich, K. P., Harris, A. G., & Doucet, C. (accepted). *Helping employees when a crisis hits: Using lists and stories in employer emails to motivate protective action taking & sensemaking*. Paper to be submitted at the 2021 International Communication Association Conference, Denver, CO. (Virtual Conference)

Doucet, C. S. (accepted). *Compassion, crisis, and organizational communication*. Paper to be submitted at the 2021 International Communication Association Conference, Denver, CO. (Virtual Conference)

Stephens, K. K., Tich, K. P., Harris, A. G., & Doucet, C. (accepted). *Helping employees during a global crisis: Using crisis narratives in employer emails to motivate sensemaking and protective action taking*. Paper to be submitted at International Crisis and Risk Communication Conference. (Virtual Conference)

Stephens, K. K., Doucet, C. S., Bukowski, R. K., Gaither, K., Schultz, K. W., Semararo, D., & Zariphopoulou, T. (2020, Dec. 13-17). *Comprehending pregnancy risk with*

the assistance of a computational decision-making model. Virtual presentation at the Society for Risk Analysis 2020 Annual Meeting. (Virtual Conference)

Doucet, C. S. (2020, Nov. 19-22). *Supporting working mothers: Effects of social support through employer communication.* Presented as a research escalator in the Organizational Communication Division at the 2020 National Communication Association Conference. (Virtual Conference)

Doucet, C. S. & Montagnolo, C. (2020, Nov. 19-22). *Disclosing mental illness: Effect of in-group/out-group identity on the Health Disclosure Decision-Making Model.* Presented as a research escalator in the Health Communication Division at the 2020 National Communication Association Conference. (Virtual Conference)

Doucet, C. S. (2020, April 1-5). *Investigation of sorority members' perceptions of hazing and their communication networks.* Paper presentation accepted at the 90th Annual Southern States Communication Association Convention, Frisco, TX. (Conference cancelled due to COVID-19).

Stephens, K. K., Harris, A. H., Tich, K., Doucet, C. S., Powers, C. J., & Murthy, D. (2020, Mar. 26-28). *Sharing health information during disasters: Using findings from private social media and machine learning studies to set a research agenda.* [Conference Session]. 2020 Towards Health Futures, Austin, TX. <https://events.mcombs.utexas.edu/event/545c4b49-dc3d-41b7-8784-b4cab12ee6a8/summary> (Conference cancelled due to COVID-19).

Doucet, C. S. (2019, April 27). *Investigation of sorority members' perceptions of hazing and their communication networks: Using Theory of Planned Behavior and Diffusion of Innovations.* Presentation delivered at the Louisiana Communication Association Conference, Lafayette, LA.

Doucet, C. S. & Estrada, P. (2018, Oct. 25-28). *Are Facebook video ads ruining Facebook? User responses to Facebook's mid-roll video ads.* Presentation delivered at the 23rd annual Arab-U.S. Association of Communication Educators Conference, Lafayette, LA. (Recipient of the AUSACE Excellence in Graduate Research Award – first place).

Conference Poster Presentations (peer-reviewed)

Doucet, C. S. (2020, Feb. 26). *Investigation of Sorority Members' Perceptions of Hazing and Their Communication Networks: Using and Theory of Planned Behavior and Diffusion of Innovations.* Poster presented at the St. David's CHPR conference, Austin, TX.

AWARDS AND HONORS

- Center for Health Communication Doctoral Fellowship, UT Austin, 2020-2021
- Outstanding First Year Graduate Student, Department of Communication Studies, UT Austin, 2019-2020
- Moody Graduate Fellowship, UT Austin, 2020-2023
- Provost Supplement Fellowship, UT Austin, 2019-2020
- Graduate Research Showcase Paper Competition, Professional & Social Sciences Category, 2nd place, UL Lafayette, 2019
- AUSACE Excellence in Graduate Research Award, 1st place, 2018
- Brad Wedlock Memorial Scholarship, UL Lafayette, 2017 - 2018
- Lori Dahm Scholarship, Tri Sigma Foundation, 2017-2018

UNIVERSITY SERVICE

- Vice President, Graduate Communication Council (GCC), UT Austin, FA 20 – Present
- Secretary, Communication Studies Graduate Community, UT Austin, FA 20 – Present
- Secretary/Treasurer, Graduate Women in Communication (GWIC), UT Austin, SP 20 - Present
- Conference Volunteer, AUSACE 2018, Lafayette, LA, Oct. 2018
- Sigma, Sigma, Sigma: Housing Corporation Liaison; Membership Recruitment Chair; & Founders Day Chair, FA 18 – SP 19
- Facilitated Communication Department Food Drive, UL Lafayette, FA 17 – SP 19

PROFESSIONAL EXPERIENCE

Tech Ranch, Austin, TX 2019 <i>Communication Manager</i>	June 2019 – Aug.
BWPR, Lafayette, LA 2019 <i>Vice President, Project Manager</i>	Feb. 2018 – June
The Edge Ideas, Lafayette, LA 2018 <i>Public Relations Assistant</i>	Aug. 2016 – Jan.
Foster Marketing, Lafayette, LA May 2016 <i>Public Relations Intern</i>	Feb. 2016 –

NONPROFIT CAMPAIGN WORK

Coastal Wetlands Planning and Protection Act (CWPPRA)

SP 2018

Co-Account Executive

- Conducted and analyzed quantitative survey research; Created SWOT analysis; Designed SMART objectives; Designed social media content; Wrote stewardship plan; Collaborated directly with the CEO.

Vermillion Economic Development Alliance (VEDA)

SP 2017

Account Executive

- Conducted and analyzed qualitative research – long interviews; Curated photography and videography; Created social media content; Wrote stewardship plan; Communicated with clients

TECHNICAL SKILLS

- Statistical Package for the Social Sciences (SPSS)
- RStudio (data software)
- Adobe Creative Suite: InDesign, Illustrator, and Photoshop
- Microsoft Office Certified: Word, Excel, and PowerPoint
- Project management software
- Social media monitoring software
- Google AdWords Certified
- CPR/AED Certified

PROFESSIONAL ASSOCIATION MEMBERSHIPS

- National Communication Association (NCA)
- Society for Risk Analysis (SRA)