

Curriculum Vitae
Valerie K. York

Contact Information

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Education

Ph.D. in Social Psychology, May 2008
Kansas State University, Manhattan, KS
Thesis Title: Increasing the Effectiveness of Messages Promoting Responsible Undergraduate Drinking: Tailoring to Personality and Matching to Context

M.S. in Psychology, December 2004
Kansas State University, Manhattan, KS
Thesis Title: Attempting to Reduce College Students' Binge Drinking Behavior: Tailoring to Others, the Behavior, and Personality

Graduate Certificate in Occupational Health Psychology, Spring 2005
Kansas State University, Manhattan, KS

Certification in Food Safety, November 2004
ServSafe, National Restaurant Association Educational Foundation

B.A. *summa cum laude*, May 2002
Simpson College, Indianola, IA
Major: Psychology Minor: Religion

Awards and Honors

Epsilon Sigma, 2002
Psi Chi National Honor Society, 2001
Alpha Lambda Delta, 1999
Cowles Fellowship, Simpson College, 1998-2002

Grant Earned

Pilling, V.K. (Spring, 2005). Kansas State University Graduate Student Council, Travel Grant, \$200.

Applied Work Experience

May 2008 – Present:

Evaluator, Kansas State University College of Education, Office of Educational Innovation and Evaluation (OEIE)

Duties:

- Coordinate with administrators and clients to identify evaluation plans
- Conduct reviews of relevant literature
- Develop and administer instruments for hard copy and web-based data collection
- Conduct site visits, focus groups, and interviews
- Analyze quantitative and qualitative data
- Interpret results, write reports, and present findings

List of Current Projects:

- Kan-ed
- One Health Kansas
- Pathways to Public Health
- Military Academic Advancement Program

August 2004 – August 2008:

Graduate Research Assistant, Kansas State University Department of Hospitality Management and Dietetics, Funded by USDA Grant No. 2004-51110-02170

Focus of Research

Using the Theory of Planned Behavior to develop an intervention to promote food safety among a sample of restaurant foodservice employees and evaluating its success after implementation

Duties:

- Conducted literature reviews and achieved certification in food safety to master literature relevant to the project
- Developed surveys for data collection, and conducted focus group interviews and behavioral observations of restaurant employees
- Recruited participants, traveled to 31 restaurants within a 300-mile radius of KSU on many occasions for data collection, and served as liaison between participating restaurant managers/employees and principal investigators at Kansas State University
- Developed coding schemes for qualitative data, and created and managed multiple databases for longitudinal project
- Analyzed data using SPSS to evaluate restaurant employees' performance and effects of food safety training
- Designed an intervention based on interpretations of data, and evaluated effectiveness of intervention
- Had leadership role in interpreting results, presenting data at national conferences, and writing manuscripts

- Was lead author on 7 manuscripts accepted for publication, co-author on 2 additional manuscripts, and had authorship on 12 presentations at national conferences
- Worked effectively in a team and independently

August 2000 - May 2002:

Undergraduate Research Assistant, Simpson College Department of Psychology

Duties:

- Maintained a small rat colony
- Designed protocols for Skinner boxes to train rats in operant conditioning
- Provided demonstrations to General Psychology students on operant conditioning and shaping with rats

Teaching Experience

August 2004 – May 2005:

Teaching Apprenticeship Program, Kansas State University Department of Psychology

Spring, 2005 Instructor, General Psychology

Fall, 2004 Completed Principles of College Teaching class

Duties:

- Developed syllabus, learning objectives, and class activities
- Prepared, delivered, and encouraged student participation in lectures three times a week
- Evaluated student performance and assigned grades

August 2002 – May 2004:

Graduate Teaching Assistantship, Kansas State University Department of Psychology

Spring, 2004 Teaching Assistant; Advanced Experimental Design, General Psychology

Fall, 2003 Teaching Assistant; Clinical Psychology Lab, Social Psychology

Spring, 2003 Teaching Assistant; Psychology of Human Sexual Behavior, General Psychology

Fall, 2002 Teaching Assistant; Abnormal Psychology, Junior Seminar in Psychology

Duties:

- Videotaped classes and transferred to digital format for online access
- Providing statistical demonstrations using SPSS
- Developing exam questions, prepared class materials, and lectured
- Evaluated student performance, provided feedback to students, and maintained grade books

Peer-Reviewed Journal Publications

Richardson, D.C., Freeman, L.C., **York, V.K.**, Shuman, C.A., & Middendorf, B.J. (in press). Experiences and insights from use of a design-build process in founding a new campus. *Planning for Higher Education*.

York, V.K., Brannon, L.A., Roberts, K.R., Shanklin, C.W., Howells, A.D., & Barrett, E.B. (in press). Effects of observing employees for food safety compliance. *Journal of Foodservice Management & Education*.

York, V.K., Brannon, L.A., & Miller, M.M. (in press). Marketing responsible drinking behavior: Comparing the effectiveness of responsible drinking messages tailored to three possible 'personality' conceptualizations. *Health Marketing Quarterly*.

York, V.K., Brannon, L.A., & Miller, M.M. (in press). Increasing the effectiveness of messages promoting responsible undergraduate drinking: Tailoring to personality and matching to context. *Health Communication*.

Reddy, S.G., **York, V.K.**, & Brannon, L.A. (2010). Travel for treatment: Students' perspective on medical tourism. *International Journal of Tourism Research*, 12(5), 510-522.

York, V.K., Brannon, L.A., Shanklin, C.W., Roberts, K.R., Howells, A.D., & Barrett, B.B. (2009). Foodservice employees benefit from interventions targeting barriers to food safety. *Journal of the American Dietetic Association*, 109(9), 1576-1581.

York, V.K., Brannon, L.A., Shanklin, C.W., Roberts, K.R., Barrett, B.B., & Howells, A.D. (2009). Intervention improves restaurant employees' food safety compliance rates. *International Journal of Contemporary Hospitality Management*, 21(4), 459-478.

Brannon, L.A., **York, V.K.**, Roberts, K.R., Shanklin, C.W., & Howells, A.D. (2009). Appreciation of food safety practices based on level of experience. *Journal of Foodservice Business Research*, 12(2), 134-154.

York, V.K., Brannon, L.A., Roberts, K.R., Shanklin, C.W., & Howells, A.D. (2009). Using the Theory of Planned Behavior to elicit restaurant employee beliefs about food safety: Using surveys versus focus groups. *Journal of Foodservice Business Research*, 12(2), 180-197.

Howells, A.D., Roberts, K.R., Shanklin, C.W., **Pilling, V.K.**, Brannon, L.A. & Barrett, B.B. (2008). Restaurant employees' perceptions of barriers to three food safety practices. *Journal of the American Dietetic Association*, 108(8), 1345-1349.

Pilling, V.K., Brannon, L.A., Shanklin, C.W., Howells, A.D., & Roberts, K.R. (2008). Identifying specific beliefs to target to improve restaurant employees' intentions for performing three important food safety behaviors. *Journal of the American Dietetic Association*, 108(6), 991-997.

Roberts, K.R., Barrett, B.B., Howells, A.D., Shanklin, C.W., **Pilling, V.K.**, & Brannon, L.A. (2008). Food safety training and foodservice employees' knowledge and behavior. *Food Protection Trends*, 28(4), 252-260.

Pilling, V.K., Brannon, L.A., Shanklin, C.W., Roberts, K.R., Barrett, B.B., & Howells, A.D. (2008). Food safety training requirements and food handlers' knowledge and behaviors. *Food Protection Trends*, 28(3), 192-200.

Pilling, V.K., & Brannon, L.A. (2007). Assessing college students' attitudes toward responsible drinking messages to identify promising binge drinking intervention strategies. *Health Communication*, 22(3), 265-276.

Pease, M.E., Brannon, L.A., & **Pilling, V.K.** (2006). Increasing selective exposure to health messages by targeting person versus behavior schemas. *Health Communication*, 19(3), 231-240.

Brannon, L.A., & **Pilling, V.K.** (2005). Encouraging responsible drinking among underage drinkers. *Health Marketing Quarterly*, 23(2), 3-30.

Publications in Educational Resources

Brannon, L.A., & **Pilling, V.K.** (2007). Reasoned action theory. In R.F. Baumeister & K.D. Vohs (Eds.), *Encyclopedia of Social Psychology* (pp. 727-728). Thousand Oaks, CA: Sage.

Brannon, L.A., & **Pilling, V.K.** (2007). Personality and social behavior. In R.F. Baumeister & K.D. Vohs (Eds.), *Encyclopedia of Social Psychology* (pp. 655-659). Thousand Oaks, CA: Sage.

Pilling, V.K., & Brannon, L.A. (2009). Dispositional attribution. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., & Brannon, L.A. (2009). External attribution. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., & Brannon, L.A. (2009). Internal attribution. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., & Brannon, L.A. (2009). Person-situation debate. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., & Brannon, L.A. (2009). Reciprocal determinism. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., & Brannon, L.A. (2009). Situational attribution. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., & Brannon, L.A. (2009). Subjective norms. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., & Brannon, L.A. (2009). Theory of planned behavior. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Pilling, V.K., & Brannon, L.A. (2009). Theory of reasoned action. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*. New York City, NY: Cambridge University Press.

Published Proceedings

Roberts, K.R., Shanklin, C.W., Barrett, E.B., Brannon, L.A., Phillips, W., & **Pilling, V.K.** (2005). *Improving food safety practices of restaurant employees using the theory of planned behavior*. [CD-ROM] *Advances in Hospitality and Tourism Research: Volume X*. Proceedings of the Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.

Presentations

Miller, M.M., **York, V.K.**, & Brannon, L.A. (August, 2011). *Comparing the Effectiveness of Responsible Drinking Messages Tailored to Three Possible 'Personality' Conceptualizations*. Annual National Conference on Health Communication, Marketing, and Media. Atlanta, GA.

Brannon, L.A., **York, V.K.**, & Miller, M.M. (May, 2011). *Tailoring to Personality and Context in Responsible Drinking Messages*. Annual meeting of the Midwestern Psychological Association. Chicago, IL.

Bradford, S.A., **York, V.K.**, Middendorf, B.J., & Cole, J.R. (November, 2010). *Evidence of Impact: Informing Legislators to Improve Decision-making*. Annual meeting of the American Evaluation Association. San Antonio, TX.

Middendorf, B.J., Schroeder, A.J., Bradford, S.A., & **York, V.K.** (November, 2010). *Improving Evaluation Quality Through Use of an Interactive Database*. Annual meeting of the American Evaluation Association. San Antonio, TX.

Roberts, K.R., Shanklin, C.W., Barrett, E.B., Brannon, L.A., & **York, V.K.** (March, 2010). *Lessons learned in conducting food safety research in restaurants: The problems of recruitment and retention*. 2010 Food Safety Education Conference, *Advancements in Food Safety Education: Trends, Tools and Technologies*. Atlanta, GA.

Thurston, L.P., **York, V.K.**, & Middendorf, B.J. (November, 2009). *Utilizing accepted standards to evaluate an academic leadership development program at Kansas State University*. Annual meeting of the American Evaluation Association. Orlando, FL.

- York, V.K.**, Thurston, L.P., Middendorf, B.J., McGee, J.E., & Bradford, S.A. (November, 2009). *Examining the voices of stakeholders to inform the evaluation*. Annual meeting of the American Evaluation Association. Orlando, FL.
- York, V.K.**, Hodge, S.A., & Smith, C.A. (November, 2009). *Using cognitive interviewing to grasp cultural context: Evidence of construct validation among under-represented populations*. Annual meeting of the American Evaluation Association. Orlando, FL.
- Hodge, S.A., Smith, C.A., & **York, V.K.** (November, 2009). *Contextual factors in web-based surveying: A longitudinal investigation of rates of response patterns within the response window*. Annual meeting of the American Evaluation Association. Orlando, FL.
- Thurston, L.P., Bailey, S., Dunn, C., Hodge, S., Middendorf, J., Smith, C., **York, V.K.**, & Bradford, S. (November, 2008). *Communicating with clients: An interactive demonstration of do's and don'ts for evaluators*. Annual meeting of the American Evaluation Association. Denver, CO.
- Howells, A.D., Roberts, K.R., Shanklin, C.W., **Pilling, V.K.**, Brannon, L.A., & Barrett, E.B. (October, 2007). *Restaurant employees' perceptions of barriers to three food safety practices*. American Dietetic Association Food and Nutrition Conference and Expo. Philadelphia, PA.
- Pilling, V.K.**, Brannon, L.A., Roberts, K.R., Howells, A.D., Olds, D.A., Phillips, W., Shanklin, C.W., & Barrett, E.B. (August, 2007). *Evaluating safety training in restaurants using Theory of Planned Behavior*. Annual meeting of the American Psychological Association. San Francisco, CA.
- Roberts, K.R., Shanklin, C.W., **Pilling, V.K.**, Brannon, L.A., Howells, A.D., & Barrett, E.B. (July, 2007). *The impact of food safety training on foodservice employees' knowledge and behavior*. International CHRIE Conference. Dallas, TX.
- Brannon, L.A., & **Pilling, V.K.** (May, 2007). *College students react more favorably to individually tailored messages discouraging binge drinking*. Annual meeting of the Association for Psychological Science. Washington, DC.
- Pilling, V.K.**, Brannon, L.A., Roberts, K.R., Howells, A.D., Olds, D.A., Phillips, W., Shanklin, C.W., & Barrett, E.B. (May, 2007). *Effects of food safety training using Theory of Planned Behavior*. Annual meeting of the Association for Psychological Science. Washington, DC.
- Pilling, V.K.**, & Brannon, L.A. (May, 2007). *Tailoring to the person to increase acceptance of health communications*. Annual meeting of the Midwestern Psychological Association. Chicago, IL.

Pilling, V.K., Brannon, L.A., Roberts, K.R., Olds, D.A., Phillips, W., Howells, A.D., Shanklin, C.W., & Barrett, E.B. (May, 2007). *Use of Theory of Planned Behavior to improve food safety*. Annual meeting of the Midwestern Psychological Association. Chicago, IL.

Roberts, K.R., **Pilling, V.K.**, Phillips, W., Brannon, L.A., Shanklin, C.W., & Barrett, E.B. (September, 2006). *Influence of food safety training on students' appreciation of food safety behaviors*. 2006 Food Safety Education Conference: Reaching At-Risk Audiences and Today's Other Food Safety Challenges. Denver, CO.

Pilling, V.K., Brannon, L.A., Roberts, K.R., Phillips, W., Shanklin, C.W., & Barrett, E.B. (August, 2006). *Implications of Theory of Planned Behavior for workplace safety interventions*. Annual meeting of the American Psychological Association, New Orleans, LA.

Gopalan, N., Brannon, L.A., & **Pilling, V.K.** (August, 2006). *Increasing caregiver support by tailoring intervention messages to attachment style*. Annual meeting of the American Psychological Association, New Orleans, LA.

Selden, M.P., Brannon, L.A., & **Pilling, V.K.** (May, 2006). *Identifying health behavior personalities to improve health communication*. Annual meeting of the Association for Psychological Science, New York City, NY.

Pilling, V.K., Brannon, L.A., Roberts, K.R., Phillips, W., Shanklin, C.W., & Barrett, E.B. (May, 2006). *Theory of Planned Behavior belief elicitation: Surveys vs. focus groups*. Annual meeting of the Association for Psychological Science, New York City, NY.

Pilling, V.K., Brannon, L.A., Phillips, W., Barrett, E.B., Roberts, K.R., & Shanklin, C.W. (May, 2006). *Type of experience influences restaurant employees' appreciation of food safety*. Annual meeting of the Midwestern Psychological Association, Chicago, IL.

Pilling, V.K., & Brannon, L.A. (March, 2006). *Using the internet to present important health information*. Annual meeting of the Kansas State University Graduate Research Forum, Manhattan, KS.

Pilling, V.K., & Downey, R.G. (February, 2006). *Reliability and validity analysis of a risk behavior survey*. Annual meeting of IOOB, Fairfax, VA.

Pilling, V.K., Phillips, W., Roberts, K.R., Shanklin, C.W., Brannon, L.A., & Barrett, E.B. (October, 2005). *Students' perceptions of barriers to three food safety practices*. American Dietetic Association Food and Nutrition Conference and Expo. St. Louis, MO.

Pilling, V.K., McCabe, A.E., & Brannon, L.A. (May, 2005). *Preference for exposure to messages matching product's personality not limited by self-monitoring*. Annual meeting of the American Psychological Society, Los Angeles, CA.

Hatfield, J.D., **Pilling, V.K.**, & Brannon, L.A. (May, 2005). *Maternal employment status may influence child personality into adulthood*. Annual meeting of the American Psychological Society, Los Angeles, CA.

Pilling, V.K., & Brannon, L.A. (May, 2005). *Need-for-cognition affects extremity of attitudes towards mother's role*. Annual meeting of the Midwestern Psychological Association, Chicago, IL.

Hatfield, J.D., **Pilling, V.K.**, & Brannon, L.A. (May, 2005). *Working mothers' employment does not hinder children's secure attachment in adulthood*. Annual meeting of the Midwestern Psychological Association, Chicago, IL.

Pilling, V.K., McCabe, A.E., & Brannon, L.A. (April, 2005). *Preference for exposure to messages matching a product's personality*. Annual meeting of the Western Psychological Association, Portland, OR.

Gopalan, N., Brannon, L.A., & **Pilling, V.K.** (April, 2005). *Can you motivate them? A study focusing on family caregivers' children*. Annual meeting of the Western Psychological Association, Portland, OR.

Pilling, V.K., & Brannon, L.A. (May, 2004). *A survey of family life: Improving appreciation of stay-at-home mothers*. Annual meeting of the American Psychological Society, Chicago, IL.

Professional Affiliations

American Evaluation Association, 2008-present
American Psychological Association, 2006-2008
Midwestern Psychological Association, 2004-2008
American Psychological Society, 2003-2008
Western Psychological Association, 2004-2005