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CURRENT POSITION:

Associate Provost and Dean of the Graduate School, Missouri Western State University.
Fallback rights: Professor, Tenured, Psychology (Board of Governor's Distinguished Professor, 2008)

EDUCATION:

PhD, 1993, Psychology

University of Wisconsin - Milwaukee, Milwaukee, WI

Major: Cognition and Perception

Minors: Quantitative Methods, Social Psychology, Computer Science

Dissertation: Semantic and repetition priming with homophones

MA, 1990, Psychology

Bradley University, Peoria, Illinois

Thesis: The comprehension of idioms: Familiarity, likeliness, and implications for current theories of idiom comprehension

BS, 1989, Psychology

University of Wisconsin - Madison, Madison, WI

PUBLICATIONS

- Cronk, B.C. (2012) *How to use SPSS: A step-by-step guide to analysis and interpretation* (7th edition). Los Angeles: Pyrczak Publishing. ISBN 1-884585-99-X
 - 6th edition (2010) - Had one-edition title change to reflect PASW/SPSS renaming
 - 5th edition (2008). ISBN 1-884585-79-5
 - 4th edition (2006). ISBN 1-884585-68-X.
 - 3rd edition (2003) ISBN 1-884585-55-8
 - 2nd edition (2002) ISBN 1-884585-42-2
 - 1st edition (1999) ISBN 1-884585-15-9
- Cronk, B.C. (2007). The OUR-IRB Project: A Necessary Tool for Risk Management and Ethics Education. *CUR Quarterly*, 27(4), 142-146.
- Cronk, B.C. (2007). Prejudice. Article in the *World Book Encyclopedia*.
- Cronk, B.C., & West, J.L. (2002). Personality research on the Internet: A comparison of web based and traditional instruments in take-home and in-class settings. *Behavior Research Methods Instruments and Computers*, 34, 177-180.

- Cronk, B.C. (2001). Phonological, semantic and repetition priming with homophones. *Journal of Psycholinguistic Research*, 30, 363-375.
- Cronk, B.C. (2001). Issues in Computer Dissemination of Undergraduate Research: The National Undergraduate Research Clearinghouse. *Social Science Computer Review*, 19, 94-99.
- Cronk, B.C. & Faulkner, E.E. (1995). *Instructor's Guide to Accompany Schweigert's Research Methods and Statistics (2nd Printing)*. Pacific Grove: Brooks/Cole.
- Cronk, B.C. (1994). *SPSS for Unix Quick Reference Guide*. Missouri Western State College, St. Joseph, MO.
- Cronk, B.C. (1993). *Instructor's Guide to Accompany Schweigert's Research Methods and Statistics*. Pacific Grove: Brooks/Cole.
- Cronk, B.C., Lima, S.D., & Schweigert, W.A. (1993). Idioms in sentences: Effects of frequency, literalness, and familiarity. *Journal of Psycholinguistic Research*, 22, 59-82.
- Cronk, B.C. & Schweigert, W.A. (1992). The comprehension of idioms: The effects of familiarity, literalness, and usage. *Applied Psycholinguistics*, 13, 131-146.
- Godley, M.D., Cronk, B.C. & Landrum, E. (1992). Alcohol-drug programs. In Crimando, W. & Riggart, T.F. (Eds.) *Utilizing Community Resources: An Overview of Human Services* (pp. 49-58). Orlando: Paul M. Deutsch Press.
- Schweigert, W.A. & Cronk, B.C. (1992). Ratings of the familiarity of idioms' figurative meanings and the likelihood of idioms' literal meanings among U.S. college students. *Current Psychology: Research & Reviews*, 11, 325-345.

SELECTED PROFESSIONAL PRESENTATIONS:

- Cronk, B.C. & Cronk, R.C. (2009, January). *Establishing a Collaborative Relationship with a Community Organization to Teach Statistics: Advantages and Disadvantages to Students, Faculty, and the Organization*. 31st Annual National Institute on the Teaching of Psychology. St. Petersburg, FL.
- Cronk, B.C. (2006, February). *The National Undergraduate Research Clearinghouse: Dissemination of Student Research over the World Wide Web*. Paper presented at the 1st annual statewide conference on Applied Learning, St. Joseph, MO.
- Cronk, B.C. (2005, May). *Automating IRB review and submission at an undergraduate institution*. Paper presented at the 77th annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Wann, P.D. & Cronk, B.C. (2002, May). *Educating psychology majors to think critically about pseudoscientific claims*. Paper presented at the 74th annual meeting of the Midwestern Psychological Association, Chicago, IL. NOTE: This presentation won the CTUP Creative Classroom award.
- Cronk, B.C. (1997, June). *Using the Internet to enhance your small business: Focus on the World-Wide-Web*. Presentation made to the St. Joseph Area Chamber of Commerce, St. Joseph, Missouri.
- Wann, P.D. & Cronk, B.C. (1996, June). *Using undergraduate research to develop a 'student culture' at an open admissions commuter college*. Paper presented at the 6th

national conference of the Council of Undergraduate Research, North Carolina Central University, Durham, N.C.

- 36 additional peer reviewed regional or national presentations not listed

GRANTS RECEIVED AND GRANT SPONSORED RESEARCH REPORTS:

- Cronk, B.C. (1998). Supplement to provide a National Undergraduate Research Clearinghouse (DUE#97-5113 supplement #1 proposal DUE#98-40914)
- Cronk, B.C. & Wann, P.D. (1997). A Computerized Laboratory to Enhance Undergraduate Psychology Education and Research. National Science Foundation (DUE#97-51113)
- Godley, M.D. & Cronk, B.C. (1990). *Counseling services for domestic violence perpetrators: Service descriptions and recommendations for McLean County*. Bloomington, IL: McLean County Illinois State's Attorney.
- Godley, M.D., Taricone, P.F., White, W.L. & Cronk, B.C. (1990). *Human resources in the Illinois substance abuse delivery system: An assessment of the crisis in recruitment and retention*. Chicago: Illinois Department of Alcoholism and Substance Abuse.
- Godley, M.D. & Cronk, B.C. (1990). *The effectiveness of interventions for DUI offenders in preventing recidivism: A review of the literature with special emphasis on remedial education*. Chicago: Illinois Department of Alcoholism and Substance Abuse.

SIGNIFICANT NATIONAL MEDIA EXPOSURE

- "Monsters, Ghosts and Gods: Why We Believe", *LiveScience*, August 18, 2008.
- "Despite Hoax, Bigfoot Believers Keep the Faith", *LA Daily News*, August 22, 2008
- "Bigfoot Searchers Carry On", *San Gabriel Valley Tribune*, August 22, 2008.
- "Using the Internet for Something Else – IRB Improvement" in Pollick, A. (2007, November). IRBs: Navigating the Maze. *APS Observer*, 20, 16-21.
- "Home Décor Fades to Black" *Wall Street Journal*, September 8, 2006 p.W10
- "The Youth Team", *Nature*, May 3, 2001, p. 13-14.
- "Netwatch", *Science*, December 11, 1998, p. 1951.

SELECTED AWARDS AND HONORS:

- Board of Governor's Distinguished Professor, 2008
- Outstanding Instructor, 2008 (only one award given across entire University)
- Outstanding Instructor, 2007 (several awards given across the University)
- CTUP Creative Classroom award (MPA, 2002)
- Jessie Lee Myers Excellence in Teaching Award, Missouri Western State College (1996)
- MWSU Psi-Chi/Psychology Club "most helpful professor." 1995 Psi-Chi/Psychology Club Awards Ceremony.
- MWSU Psi-Chi/Psychology Club "favorite professor." 1995 Psi-Chi/Psychology Club Awards Ceremony.
- American Psychological Association (APA) Dissertation Award. 1993.

LEADERSHIP POSITIONS

- Associate Provost and Dean of the Graduate School, Missouri Western State University, 2011-2012
 - Interim Dean, 2009-2011
- MWSU Faculty Senate
 - President, 1998-99
 - Vice President, 1995-1996, 1996-1997, 2007-2008
 - Past-President, 1999-2000, 2009-2010
- National CUR Councilor (elected), Psychology Division, 2008-2011; 2011-2014.
- St. Joseph Public Library Board of Trustees (appointed by mayor)
 - President, 2009-2011
 - Treasurer, 2011-2013

PROFESSIONAL AFFILIATIONS:

- Project Kaleidoscope, Faculty for the 21st Century member since 2001.
- American Psychological Society (APS) since 1989.
- Midwestern Psychological Association (MPA) since 1990.
- Midwestern Psychological Association Local Representative since 1993.
- Sigma Xi, the Scientific Research Society since 1991.
- Society for Computers in Psychology since 1995.
- Council on Undergraduate Research (CUR) since 1998.
- Council of Teachers of Undergraduate Psychology since 1995.
- American Psychological Association (APA) 1990 - 1995.
- Human Factors and Ergonomics Society since 2006.

LANGUAGE SKILLS:

German: reading, writing, and speaking skills (5 semesters plus 8 weeks living in Germany)

Programming Skills: PHP, HTML, MySQL, SQL, SPSS, Tableau

NSF REVIEWER SERVICE:

- Reviewer, National Science Foundation (NSF) CCLI Program (2005).
- Reviewer and Section Chair, National Science Foundation (NSF) CCLI Program (1999).
- Reviewer, National Science Foundation (NSF) Instrumentation and Laboratory Improvement Program (1998).

COMMITTEE AND COMMUNITY SERVICE:

- Board of Trustees, St. Joseph Public Library System, 2008 – current.
- MWSU Presidential Search Committee (2007-2008).
- Missouri Western Human Subjects Committee (IRB) chair (2003 to current)
- Faculty Grievance Committee (2002 – 2007). Hearing board chair, 2007. Vice-President 2006-2007.
- My service also included the following committee work:
 - Budget advisory council, curriculum committee, scholarship committee, enrollment management, instructional technology, strategic planning, accreditation (including being chair of a section), graduate council (including a term as chair), faculty senate (including several terms as a member of the executive committee), faculty grievance (including chair of a hearing board), AP and dual-credit .
 - Multiple employment searches for faculty, staff, and administrators.
 - IRB/CUHSR (chair since 2002)
- Board of Directors, Specialty Industries of St. Joseph (1999 – 2002, 2002 - 2005 terms). Secretary of Board 2001 – 2002, 2002 – 2003, 2003-2004 terms.

TEACHING EXPERIENCE:

Undergraduate Level

- Board of Governors Distinguished Professor, Service, 2008.
- Professor, Psychology, Missouri Western State University, St. Joseph, MO (Fall 2003 – current). Courses: General Psychology, Intermediate Psychology, Research Methods, Research Methods Laboratory, Introductory Statistics, Intermediate Statistics, Cognitive Psychology, Computers in Psychology, Human Factors Psychology.
 - Associate Professor, Psychology, Missouri Western State College, St. Joseph, MO (Fall 1997 - 2003). Awarded tenure in 1998.
 - Assistant Professor, Psychology, Missouri Western State College, St. Joseph, MO (Fall 1993 – Spring 1997)
- Laboratory Instructor, Research Methods, University of Wisconsin -- Milwaukee (Fall 1990, Spring 1991, Spring 1993).
- Teaching Assistant, Experimental Psychology, Bradley University, Peoria, IL (Spring 1990).
- Teaching Assistant, Introductory Statistics, Bradley University, Peoria, IL (Fall 1989, Spring 1990).
- Computer Center Instructor, University of Wisconsin - Madison (Spring 1987).

Graduate Level

- Graduate Faculty appointment, Missouri Western State University (Fall 2007 – current)
- Instructor, Experimental Psychology, Wisconsin School of Professional Psychology,

Milwaukee, WI (Fall 1991, Fall 1992).

TEACHING INTERESTS:

Introductory Psychology, Introductory Statistics, Advanced Statistics, Research Methods, Experimental Psychology, Psycholinguistics, Introductory Cognitive Psychology, Advanced Cognitive Psychology, Introductory Perception, Introductory Social Psychology, Using Computers in Psychology

RESEARCH INTERESTS:

Computers in research and teaching, Psycholinguistics (priming, processing of ambiguous items), Language effects on social interaction, Time estimation and perception,

RESEARCH AND CONSULTING POSITIONS HELD:

• ***Statistical and Research Consultant Positions:***

- The Blueside Company/Prime Tanning, St. Joseph, MO/Berwick, ME (1994 - 2001)
- MedClinic, St. Joseph, MO (2000 - 2001)
- Wisconsin School of Professional Psychology, Milwaukee, WI (1991 - 1993).
- Wheaton Franciscan Health System, Milwaukee, WI (1992 - 1993)
- Peoria Association for Retarded Citizens, Peoria, IL (1989-1990).
- Graduate Research Assistant, University of Wisconsin -- Milwaukee. (1991)
- Research Assistant, Lighthouse Training Institute Division of Chestnut Health Systems, Bloomington, IL. (1989-1990)
- University of Wisconsin Medical School, Madison, WI. (1987-1988)
- Dr. Donald P. Hay, MD, FAPA, President - Wisconsin Psychiatric Association. (1987)

• ***Computer/Internet Consultant Positions:***

- Owner, Education Data Systems, LLC (2005 - current)
- Owner, Easy-Efile, LLC (2001 - 2005). Sold in November 2005 and renamed Education Data Systems, LLC
- Coldwell Banker General Realtors, St. Joseph, MO (1998 - current)
- Specialty Industries, St. Joseph, MO (1996 - current).
- Sisson Co. Better Homes and Gardens Realtors, St. Joseph, MO (1996 - 1999).
- Coldwell Banker General Realtors, St Joseph, MO (1999 - current)
- William White, CPA, St. Joseph, MO (1997 - 2001)
- St. Joseph Allied Arts Council, St. Joseph, MO (1996 - current).
- Albrecht-Kemper Museum of Art Database Consultant, St. Joseph, MO (1995-1998).
- Internet Training Consultant International Brotherhood of Magicians, David Sandy and Associates, St. Joseph, MO (1996)

- St. Joseph Area Chamber of Commerce Web Site Designer, St. Joseph, MO (1995 - 1998).
- Computer Consultant, Caterpillar Corporation, Peoria, IL (1989).
- Metropolitan Insurance Corporation, Milwaukee, WI (1990-1991).

AWARD WINNING STUDENT RESEARCH PRESENTATIONS SPONSORED

Published Student Research

- Bland, Michelle (2001). Como Influye La Experiencia Del Parto En La Depresion Postparto. OB Stare, 2, 26-28.
- Davies, Scott, (1996). Avoidant personality trait: A Predictor of Night Work Adaptability? Proceedings of the 10th National Conference on Undergraduate Research. University of North Carolina at Asheville, 578-581.
- Myers, A.J. & Petty, M.O. (2008). Is alcohol a gateway drug. In Merino, N. (2008). *Opposing Viewpoints: Gateway Drugs*. Gale Cengage learning.

I have sponsored over two dozen award winning student presentations at the Missouri Academy of Science, Great Plains Student Psychology Convention, or the Psi-Chi sessions at the Midwestern Psychological Association.