

KAYLA SCHWOERER

Doctoral Candidate
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EDUCATION

May 2022
(Expected) Ph.D. Public Administration
Rutgers University, Newark, NJ
School of Public Affairs and Administration

Dissertation: “Macro, Meso, and Micro Perspectives of Transparency: Understanding the Effect of Communication Design on Public Engagement”

Committee Members: Suzanne J. Piotrowski (Chair), Gregory Porumbescu, Hindy L. Schachter, Stephan Grimmelikhuisen.

May 2016 Master of Public Administration (MPA)
Arizona State University, Phoenix, AZ
School of Public Affairs

Capstone: “Establishing Arizona’s State Economic Identity Through Innovation.”

December 2012 Bachelor of Arts, Sociology (Minor: Music)
Texas Tech University, Lubbock, TX
School of Sociology, Anthropology & Social Work

RESEARCH INTERESTS

Public and Nonprofit Management; Science and Technology Policy; Social Equity and Inclusion; Public Engagement; Communication; Governance of New and Emerging Technologies; Design Science; Behavioral Insights.

ACADEMIC RESEARCH APPOINTMENTS

Summer 2022 Visiting Researcher, Utrecht School of Governance, Utrecht University.

2020- Graduate Research Assistant, School of Public Affairs and Administration; Rutgers University-Newark; [Smart and Connected Communities Grant Funded by National Science Foundation \(NSF\)](#).

- 2018- Affiliated Graduate Student, [Transparency and Governance Center](#).
- Summer 2020 [Senior Research Manager, CoronaNet](#) Research Project
- Summer 2016 Graduate Research Assistant, Office of the President, Arizona State University.
- 2015-2016 Graduate Research Assistant, Center for Organization Research and Design, Arizona State University..
- 2015-2016 Graduate Research Assistant, Ira A. Fulton Schools of Engineering, Arizona State University.

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

Schwoerer, K. Keppeler, F., Mussagulova, A., Puello, S. “CO-DESIGNing a More Context-Based, Pluralistic, Goal-Oriented, and Participatory Future for Public Administration” *Public Administration*. <https://doi.org/10.1111/padm.12828>

Wiley, K., **Schwoerer, K.**, Richardson, M., & Barajas Espinosa, M. (Forthcoming) “Engaging Stakeholders: A Multi-level Social Media Analysis of Nonprofit Microvlogging” *Public Administration*.

Noor, Z., **Schwoerer, K.**, Siddiqui, S. (Forthcoming) “Muslim Women and the Effect of Prosocial Motivation on Giving Behavior During COVID-19.” *Voluntary Sector Review*.

Schwoerer, K. Antony, M., Willis, K. (2021). “#PhD Life: The Effect of Stress and Sources of Support on Perceptions of Balance Among Public Administration Doctoral Students.” *Journal of Public Affairs Education*. <https://doi.org/10.1080/15236803.2021.1876474>

Schwoerer, K. (2019). “Individuals’ Use of Twitter to Discuss Freedom of Information in the United States: A Social Network Analysis.” *The Journal of Civic Information* <https://doi.org/10.32473/joci.v1i2.119010>

BOOK REVIEWS

Schwoerer, K. (2020). “The Adjunct Underclass: How America’s Colleges Betrayed Their Faculty, Their Students, and Their Mission.” *Journal of Public Affairs Education* <https://doi.org/10.1080/15236803.2020.179873>

MANUSCRIPTS UNDER REVIEW & REVISION

Schwoerer, K. Perceptions of Performance and Organizational Publicness. [Invited to Resubmit]

Schwoerer, K. Social Media and Mobilization of Public Participation. [Invited to Resubmit]

Schwoerer, K., Public Attitudes Toward Expert Knowledge.

Schwoerer, K. Open Data and Democratic Inclusion.

Wiley, K., DeMasters, C., Morgan, K. Richardson, M, Barajas Espinosa, M, & **Schwoerer, K.** Nonprofits' social media strategy on TikTok.

WORKING PAPERS

Schwoerer, K., Piotrowski, S.J., Porumbescu, G., Damas, K. "A Conceptual Framework for Understanding Organizations' Adoption and Use of Algorithmic Decision-Making Systems"

Schwoerer, K., Zhang, Y. Usability of Open Government Data and Stakeholder Engagement

MANUSCRIPTS IN PROGRESS

Schwoerer, K. A Network Approach for Understanding Stakeholder Mobilization on Social Media

Schwoerer, K. & Wiley, K. What can we learn about nonprofit behavior from scraping social media data?

With Aroon Manoharan Public Communication and Public Administration: The Role of Communication in Promoting "the 5 E's"

PROFESSIONAL AND TECHNICAL REPORTS

Schwoerer, K. (2021). "Reflections on 20 Years of SEEDS Support: Findings from the 2020 Alumni Survey." Prepared for New Jersey SEEDS (501(c)3), Newark, NJ.

Antony, M., **Schwoerer, K.**, Sadovnik, A., Backstrand, J. (2018). "The Thriving Neighborhood Initiative (TNI) Project: Baseline Data Report, 2018." Presented to Victoria Foundation (Funder) and Greater Newark LISC (Community Organizer).

Schwoerer, K. (2018). "District Factor Quotient: A New Approach to Recruiting Based on Student Need." Prepared for New Jersey SEEDS (501(c)3), Newark, NJ.

BLOGS AND MEDIA

Schwoerer, K. (2021). "Disabled in the Workplace: Designing Work for Access and Inclusion." Initiative for Gender Equity in the Public Sector (IGEPS). Inclusion in Public Sector Workplaces Blog Series. www.igeps.org/designing-work-for-access-inclusion

FELLOWSHIPS, AWARDS, AND HONORS

2022	Walter W. Mode Scholarship
2022	Wallace O. Keene ASPA Conference Scholarship
2021	Emerging Scholar Award, Muslim Philanthropy Initiative (IUPUI Lilly School)
2021	Outstanding Reviewer Award, Academy of Management PNP Division
2020-2022	Fellow, ASPA Section for Science and Technology in Government (SSTIG)
2020	Rutgers-Newark Nominee for K. Patricia Cross Future Leaders Award
2019	Valerie Gregg Scholarship Award, Digital Government Society
2019	Digital Governance Junior Scholar Award Runner-up, ASPA SSTIG
2019	Best Paper Finalist, Freedom of Information Coalition (NFOIC)
2017-Present	Graduate Fellow, SPAA, Rutgers University-Newark

INVITED TALKS

April 2022	Guest Lecture, Introduction to Public Administration, College of Charleston, Charleston, South Carolina. “Big Data, AI, and the Future of Technology in Public Service.”
February 2022	Guest Lecture, Chair of Public Management, Zeppelin University, Friedrichshafen, Germany. “Public Organizations’ Adoption of Algorithmic Systems: An Organizational Learning Approach.”
November 2021	Invited Talk, Digital Governance Research Colloquium hosted by the Hertie School Centre for Digital Governance, Berlin, Germany. “Communicating Transparency: Designing the Information Environment for Equitable Public Engagement”
October 2021	Panelist & Moderator, American Society for Public Administration Webinar. “Public Communication: Skills, Applications, and Value”
May 2021	Welcome Address and Closing Remarks, American Society for Public Administration (ASPA) Students and New Professionals Summit.
March 2021	Guest Lecture, Chair of Public Management, Zeppelin University, Friedrichshafen, Germany.

- February 2021 “Designing Transparency: Leveraging Technology for Equitable Public Engagement in the U.S.”
Invited Talk, División de Administración Pública del CIDE Mexico City, Mexico.
- September 2020 “Managing Stress and Cultivating Social Support in Doctoral Programs”
Guest Lecture, Organizational Leadership in Nonprofits, Department of Family, Youth, and Community Sciences, University of Florida.
- August 2020 “Nonprofits and Social Media, Interview with Kayla Schwoerer and David Campbell.”
Invited Micro-Lecture, Public Governance Institute, KU Leuven, Belgium.
- March 2020 “Insights for Public Administration from Experimental Research Designs”
Guest Lecture, Zeppelin University, Chair of Public Management, Friedrichshafen, Germany.
- “Open Government in the United States: Promises, Obstacles, and Unanswered Questions”

CONFERENCE PAPERS AND PRESENTATIONS

*Presenter

- 2022 “The Adoption and Impacts of Algorithmic Decision-Making Tools in the Public Sector: An Organizational Learning Approach.” Public Management Research Conference (PMRC). Phoenix, Arizona.*
- “Does Communicating the Evidence in Evidence-Based Policy Matter for Individuals’ Policy Support?” Association for Public Policy Analysis & Management (APPAM). Austin, TX.* Postponed from November 2021.
- “Usability and Use of Open Government Data: A Multi-level Analysis of 15 Cities’ Open Data Portals.” American Society for Public Administration Annual Conference. Jacksonville, FL.*
- “Communicating the Evidence in Evidence-Based Policy: An Experimental Study of How Public and Nonprofit Organizations’ Communications Affect Coproduction Behavior.” Global Conference on Transparency Research. Copenhagen, Denmark.*

- 2021
- “How are Nonprofits Using TikTok to Engage Stakeholders?” Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA). Atlanta, GA. November 18-20, 2021.*
- “Gender Differences in Muslim Philanthropy: The Role of Prosocial Motivation in Charitable Giving During COVID-19.” Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA). Atlanta, GA. November 18-20, 2021.
- “Knowledge Co-Production and Co-Design with Citizens and Frontline Workers: Perspectives for more Context-based, Pluralistic, Goal-Oriented and Interactive Research.” International Research Society for Public Management (IRSPM), P13: Learning from the Frontline: Front Line Worker Attitudes, Decision-Making, and Behaviors.*
- “Designing Information for Engagement: Cities’ Use of Social Media to Communicate Climate Action Plans.” American Society for Public Administration (ASPA) Annual Conference. *
- 2020
- “Social Media for Social Accountability: Individuals’ Use of Twitter to Exercise Voice.” International Research Society for Public Management (IRSPM), Computational Methods Study Group. *
- “Assessing the Effect of Transparency on Partisan Motivated Reasoning: A Survey Experiment.” Association for Public Policy Analysis & Management (APPAM). *
- “Nonprofits’ use of social media during COVID-19.” Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA).*
- “Assessing the Effect of Transparency on Partisan Motivated Reasoning: A Survey Experiment.” European Group for Public Administration (EGPA), Behavioral Public Administration Study Group.*
- “Social Media for Social Accountability: Individuals’ Use of Twitter to Exercise Voice.” International Perspectives on Public Policy and Administration. George Mason University. Arlington, VA.*
- 2019
- “Tweeting for Transparency: Understanding Citizens’ Use of Social Media to Discuss Freedom of Information Laws.” Northeast Conference of Public Administration (NECoPA). Brooklyn, New York.*
- “Dimensions of Publicness and Perceptions of Performance: The Case of Charter Schools” Association for Public Policy Analysis & Management (APPAM). Fall Conference, Denver, Colorado. *

“Tweeting for Transparency: Understanding Citizens’ Use of Social Media to Discuss Freedom of Information Laws.” Transatlantic Dialogue (TAD) 2019. New York, New York. *

“Technology and Open Government: Thinking Critically About the Role of Social Media.” Digital Government Society. dg.o 2019 Doctoral Consortium. Dubai, UAE. *

“Perceptions of Performance and School Choice Behavior: An Experimental Study.” Public Management Research Association (PMRA) Academic Writing Workshop. City University of Hong Kong, Hong Kong SAR. *

“Social Media Use and Political Engagement: A Social Network Analysis of Individuals’ Use of Twitter to Discuss Freedom of Information in the United States.” National Freedom of Information Coalition (NFOIC) FOI Research Competition, Dallas, Texas.*

ACCEPTED BUT NOT PRESENTED DUE TO COVID-19

2020 “Assessing the Effect of Transparency on Partisan Motivated Reasoning: A Survey Experiment.” Public Management Research Conference (PMRC).

“Social Media for Social Accountability: Individuals’ Use of Twitter to Exercise Voice.” International Research Society of Public Management (IRSPM).

CONFERENCE PANELS ORGANIZED

2020 “Evidence and Implications of Science, Technology, and Innovation in the Public Sector.” Public Management Research Conference (PMRC).

Panel presenters (in alphabetical order): Jason Anastasopoulos, Aaron Deslatte, Mary K. Feeney, Federica Fusi, Micah Gell-Redman, Gregory Porumbescu, Kayla Schwoerer, Andrew Whitford.

CONFERENCE PANELS CHAIRED

2021 “Data and Measurements in Nonprofit Research.” Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) 2021 Annual Conference.

2021 “Experiences and Management of Frontline Workers.” ARNOVA 2021 Annual Conference.

2020 “Collaboration, Vulnerability and The Board,” ARNOVA 2020 Annual Conference.

CONFERENCE WORKSHOPS ORGANIZED

2022 “Developing the Data Science of Public Administration Research and Practice.” Pre-Conference Workshop for Public Management Research Conference (PMRC), Phoenix, AZ. Organized with (in alphabetical order): Jason Coupet, Sarah Larson, Michael Overton, Eric Stokan, and Samuel Workman.

SYMPOSIA ORGANIZED

2020 Virtual Doctoral Students’ Symposium.

“Meet the Editors” Virtual Panels (Co-organized with Dr. Maria Cucciniello)

Featuring journal editors from: *Journal of Public Administration Research and Theory*, *Review of Public Personnel Administration*, *Public Management Review*, *Journal of Behavioral Public Administration*, *Australian Journal of Public Administration*, *Journal of Health, Organization and Management*, and *Journal of Public Policy*

DEPARTMENTAL TALKS

2021 Presenter, “Attitudes Toward Expert Knowledge: Combining An Experimental and Computational Approach to Explore Partisan Responses to Climate Change Policy.”

2021 Panelist, “Navigating Work-Life Balance as a Doctoral Student”

2020 Presenter, “Social Media for Social Accountability: Individuals’ Use of Twitter to Exercise Voice.”

Presenter, “Assessing the Effect of Transparency on Partisan Motivated Reasoning: A Survey Experiment.”

TEACHING EXPERIENCE

GRADUATE-LEVEL

Summer 2022 Public Financial Management, School of Public Affairs and Administration (SPAA), Rutgers University, Newark.

Summer 2021 Administrative Ethics, School of Public Affairs and Administration (SPAA), Rutgers University, Newark.

Summer 2020 Public Sector Labor Relations, School of Public Affairs and Administration (SPAA), Rutgers University, Newark.

UNDERGRADUATE-LEVEL

Spring 2020 Introduction to Public Administration, School of Public Affairs and Administration (SPAA), Rutgers University, Newark.

Fall 2019 Public Service Organizations, School of Public Affairs and Administration (SPAA), Rutgers University, Newark.

TEACHING-ASSISTANTSHIPS

Spring 2019 Administrative Ethics (Graduate-Level), School of Public Affairs and Administration (SPAA), Rutgers University, Newark.

Spring 2019 Technology and Public Administration (Graduate-Level), School of Public Affairs and Administration (SPAA), Rutgers University, Newark.

Fall 2018 Master of Public Administration Capstone (Graduate-Level), School of Public Affairs and Administration (SPAA), Rutgers University, Newark.

Fall 2018 Administrative Ethics (Graduate-Level), School of Public Affairs and Administration (SPAA), Rutgers University, Newark.

Spring 2016 Public and Nonprofit Leadership (Undergraduate), School of Public Affairs, Arizona State University.

Fall 2015 Public and Nonprofit Leadership (Undergraduate), School of Public Affairs, Arizona State University.

PROFESSIONAL EXPERIENCE

2016-2017 Education Manager-School Leader, Success Academy Charter Schools (Harlem, NY)

2014-2015 Technical Writer (Municipal Projects Proposal Designer), Markham Contracting Co. (Phoenix, AZ)

2014 Economic Development Intern, Downtown Mesa Association (Mesa, AZ)

PROFESSIONAL AND COMMUNITY SERVICE

SERVICE TO THE FIELD

2022 Chair, ASPA's Student and New Administration Professionals Section

2021 Student Representative, ASPA National Council. [One year term]

2021 Board Member, Academic Women of Public Administration (AWPA). [One-year term]

2021 Board Member, ASPA Section for Women in Public Administration (SWPA).
[Three-year term]

SERVICE TO MY COMMUNITY

2021 Judge, Youth Entrepreneurship Challenge, Network for Teaching Entrepreneurship (NFTE)

2019-2020 Volunteer, Be Social Change (NYC)

2017-2020 Mentor, Network for Teaching Entrepreneurship (NYC Chapter)

2018-2020 Project Muse Committee Member, New York Junior League

2016-2017 Debate Judge, Success Academies & NYC Urban Debate League

2013-2017 Volunteer Coordinator, The Pet Knot (501(c)3)

2013-Present Co-Founder & Board Member, The Pet Knot (501(c)3)

2013-2013 Foster/Volunteer Coordinator, The Rescue Network of Arizona

SERVICE TO MY INSTITUTION

2019-2021 Founding President, Ph.D. Student Club, School of Public Affairs & Administration, Rutgers University-Newark.

2020 Doctoral Student “Super Sessions” Co-Organized with Dr. Yahong Zhang, School of Public Affairs & Administration, Rutgers University-Newark.

2015-2016 Graduate Student & Professional Association; Arizona State University.

MANUSCRIPT REFEREE

Journal of Public Administration Research & Theory (JPART)

Public Management Review (PMR)

Public Administration

Nonprofit and Voluntary Sector Quarterly (NVSQ)

Information Polity

Policy & Internet

Journal of Public Management & Social Policy

Journal of Public Affairs Education

Academy of Management (AOM) Annual Meeting Reviewer

Voluntary Sector Review

International Journal of Public Sector Management

RELEVANT TRAINING AND SKILLS

Spring 2022	Designing Student-Centered Courses, Association of College and University Educators (ACUE).
Fall 2021	Certificate for Lifelong Learning in Inclusive & Equitable Teaching. Competency 1: Facilitating Difficult Classroom Discussions. Competency 2: Universal Design for Learning and Inclusive Teaching Strategies. Competency 3: Disability as an Aspect of Diversity: Understanding Access and Inclusion in the Classroom.
Summer 2021	Micro-Credential: Creating an Inclusive and Supportive Online Learning Environment, Association of College and University Educators (ACUE).
Summer 2020	Micro-Credential: Promoting Active Learning Online, Association of College and University Educators (ACUE).
June 2021	Inter-University Consortium for Political and Social Research (ICPSR) Summer Program (Participation Funded by Rutgers-SPAA) Machine Learning: Applications in the Social Sciences Multilevel Models I: Introduction and Application Bayesian Modeling for the Social Sciences I: Introduction and Application. Introduction to the LaTeX Text Processing System Introduction to Python Introduction to R Statistical Computing Environment
May 2021	Summer Statistics Institute, The University of Texas at Austin Causal Inference with Observational Data

Scalable Machine Learning: Methods and Tools