

Jessica Schad¹
CURRICULUM VITAE

Utah State University
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EDUCATION

- Ph.D., Sociology (Community & Environment), *University of New Hampshire*, 2014
- M.A., Sociology (Inequality & Social Justice), *University of Montana-Missoula*, 2009
- B.A., Social Science (Political Science), *University of Montana-Western*, 2005

PROFESSIONAL EXPERIENCE

- College of Humanities & Social Sciences (CHaSS), Leadership Team, *Utah State University (USU)*, 2023-present
- Associate, Ecology Center, *USU*, 2023-present
- Associate Professor, Department of Sociology & Anthropology (SOCA), *USU*, 2021-present
- Director, Community and Natural Resources Institute ([CANRI](#)), *USU*, 2021-present
- Extension Rural Communities & Natural Resources Specialist, *USU*, 2021-present
- Assistant Professor, Department of Sociology, Social Work & Anthropology, *USU*, 2019-2021
- Associate Director, CANRI, *USU*, 2019-2021
- Assistant Professor, Department of Sociology & Rural Studies, *South Dakota State University*, 2015-2019
- Postdoctoral Research Assistant (Dr. Linda Prokopy), Department of Forestry & Natural Resources, *Purdue University*, 2014-2015
- Visiting Instructor, Department of Sociology, Criminal Justice, & Geography, *Winona State University*, 2013-2014
- Research Assistant, Community and Environment in Rural America (CERA) Survey Team and Vulnerable Families Research Team, *Carsey Institute-University of New Hampshire*, 2009-2014
- Research and Teaching Assistant (Dr. Cynthia Duncan, Dr. Thomas Safford), Sociology Department, *University of New Hampshire*, 2012-2014
- Research Assistant (Dr. Rosemary Caron), Health Management and Practice Department, *University of New Hampshire*, 2011-2012
- Teaching Assistant, *University of Montana-Missoula*, 2007-2009

AWARDS AND FELLOWSHIPS

- Researcher of the Year, *College of Humanities & Social Sciences, Utah State University (USU)*, 2025
- Giraffe Award Nominee (engaging in risky or new projects), *College of Humanities and Social Sciences (CHaSS), USU*, 2023, 2025
- Researcher of the Year, *Sociology, Anthropology, & Criminal Justice (SACJ) Department, USU*, 2024
- Graduate Research Mentor Award, *Sociology & Anthropology (SOCA) Department, USU*, 2022, 2023
- Undergraduate Research Mentor Award, *SOCA Department, USU*, 2021
- *Journal of Soil and Water Conservation*, Best Research Paper Award (Dunn et al. 2016), 2019
- SDSU College of Arts and Sciences nominee for SDSU Early Career Researcher Award, *South Dakota State University (SDSU)*, 2017

¹ I publish under Ulrich-Schad.

- Student Engagement Award, Sociology & Rural Studies Department, SDSU, 2016
- Early Career Research Award, *Rural Sociological Society (RSS)*, 2015
- Population Research Interest Group Best Graduate Student Paper, RSS, 2015
- Dissertation Year Fellowship, *University of New Hampshire, Graduate School*, 2012-2013
- Dissertation Research Award, RSS, 2012
- Passed all area exams with distinction (Community and the Environment, Sociological Theory, and Research Methods), *University of New Hampshire*, 2009-2011

PEER-REVIEWED PUBLICATIONS (*undergraduate/**graduate student at time of research)

Journal Articles

1. Theophilus, Alex**, **Jessica D. Ulrich-Schad**, & Courtney Flint. Accepted. "Community-Level Food Sovereignty and Wellbeing in the Upper Yakima River Basin: Framing Lived Experiences within Multiscalar Food Systems Discourse." *Sociological Inquiry*.
2. Petrzalka, Peggy, **Jessica D. Ulrich-Schad**, & Matt Yost. 2025. "Utah Producers and Soil Health: Digging Deeper." *Agriculture & Human Values*. <https://doi.org/10.1007/s10460-024-10697-7>
3. Gustine, Rebecca**, Alex Theophilus**, Courtney Flint, **Jessica D. Ulrich-Schad**, Emma Epperson**, Claudia Wright, & Jennifer Adam. 2025. "Managing beyond water: utilizing community wellbeing interviews in the Upper Yakima River Basin for climate change adaptation." *Ecology & Society*. <https://doi.org/10.5751/ES-15809-300107>
4. Theophilus, Alex**, **Jessica D. Ulrich-Schad**, Courtney Flint, & Emma Epperson**. 2025. "Amenity Migration & Community Wellbeing in Washington's Kittitas County Post-COVID-19 Pandemic." *Rural Sociology*. <http://doi.org/10.1111/ruso.12590>
5. Barkat, Zubair**, **Jessica D. Ulrich-Schad**, & Eric Thacker. 2024. "Ranchers' Views of Smart Foodscapes: Applied and Methodological Insights." *Rangeland Ecology & Management*. <https://doi.org/10.1016/j.rama.2024.08.027>
6. Abulbasher, Abdelrahim Haroun**, **Jessica D. Ulrich-Schad**, Deepthi Kolady, Tong Wang, & David Clay. 2024. "Entrepreneurial Aspirations of South Dakota Commodity Crop Producers." *Sustainability* 16:6839. <https://doi.org/10.3390/su16166839>
7. Petrzalka, Peggy, **Jessica D. Ulrich-Schad** (corresponding author), Matt Yost, and Matthew J. Barnett. 2024. "Crop Advisors' in the Intermountain West and the Challenge of Soil Health." *Agricultural & Environmental Letters* 9:e20142. <https://doi.org/10.1002/ael2.20142>
8. Avemegah, Edem**, Elizabeth Bennett**, **Jessica D. Ulrich-Schad**, Tong Wang, Weston M. Eaton. Heidi L. Sieverding, David C. Clay, and Shaina Westoff**. 2024b. "Understanding South Dakota Farmers' Adoption of Diversified Crop Rotation: An Examination of the Role of Sense of Place and Sense of Responsibility." *Agroecology and Sustainable Food Systems* 48(7). <https://doi.org/10.1080/21683565.2024.2346794>
9. **Ulrich-Schad, Jessica D.**, John Aloysius Zinda (shared first authorship), Hua Qin, David Matarrita-Cascante, Jennifer Givens, and Chuntian Lu. 2024. "Unveiling Perspectives and Insights: A Survey of Environmental & Natural Resource Sociologists & Social Scientists." *Society & Natural Resources*. <https://doi.org/10.1080/08941920.2024.2303747>
10. Avemegah, Edem**, Candace K. May, **Jessica D. Ulrich-Schad**, Péter Kovács, and Jason D. Clark. 2024a. "Understanding Farmers' Adoption of Conservation Tillage in South Dakota Using a Modified Theory of Planned Behavior." *Journal of Soil and Water Conservation* 79(1):31-42. <https://doi.org/10.2489/jswc.2024.00124>
11. Omisakin, Olusola A.**, **Jessica D. Ulrich-Schad**, Aaron Hunt, Jennifer Givens, Mitchell Beacham*. 2023. "Belief in Vaccine Myths and Vaccine Uptake in Utah During the COVID-19 Pandemic." *Preventive Medicine Reports* 36:102390. <https://doi.org/10.1016/j.pmedr.2023.102390>
12. Li, Shuang, **Jessica D. Ulrich-Schad**, Edem Avemegah**, A. Joshua Leffler, and Lora Perkins. 2023. "Dewormers, Dung Beetles, and Decision-Making: Using the Theory of Planned Behavior to Understand

- South Dakota Rangeland Livestock Producers' Usage of Parasiticides." *Rangeland Ecology and Management* 90:12-21. <https://doi.org/10.1016/j.rama.2023.05.003>
13. Petrzalka, Peggy, **Jessica D. Ulrich-Schad** and Matt Yost. 2023. "We're very late to the party': Motivations and Challenges with Improving Soil Health in Utah." *Agriculture & Human Values*. <https://doi.org/10.1007/s10460-023-10467-x>
 14. Etumnu, Chinonso, Tong Wang, Hailong Jin, Heidi L. Sieverding, **Jessica D. Ulrich-Schad**, and David E. Clay. 2023. "Understanding Farmers' Perception of Extreme Weather Events and Adaptive Measures." *Climate Risk Management*. <https://doi.org/10.1016/j.crm.2023.100494>
 15. Bennett, Elizabeth**, Morey Burnham, **Jessica D. Ulrich-Schad**, J. G. Arbuckle, Weston M. Eaton, Sarah P. Church, Francis Eanes, Jeni Cross, and Matt Williamson. 2023. "Testing the Affect of Modified Sense of Place, Conservation Ethic, and Good Farmer Identity Measures on Predicting the Adoption of Cover Crops in Working Landscapes in Iowa." *Society & Natural Resources*. <https://doi.org/10.1080/08941920.2023.2177917>
 16. Adhikari, Ram**, Tong Wang, Hailong Jin, **Jessica D. Ulrich-Schad**, Heidi L. Sieverding, and David E. Clay. 2023. "Farmer perceived challenges to conservation practice usage in the margins of Corn Belt, U.S.A." *Renewable Agriculture and Food Systems* 38(e14):1-14. <https://doi.org/10.1017/S1742170523000042>
 17. Clark, Jason D., **Jessica D. Ulrich-Schad**, Péter Kovács, Anthony Bly, and Edem Avemegah**. 2022. "Farmer Adoption of Efficient Inorganic Nitrogen Fertilizer Management Practices in South Dakota." *Journal of Soil and Water Conservation* 77(6):568-578. <https://doi.org/10.2489/jswc.2022.02152>
 18. Church, Sarah P., Chloe Wardropper, Emily M. Usher, Liam F. Bean**, Ashlie Gilbert**, Francis Eanes, **Jessica D. Ulrich-Schad**, Nicholas Babin, Pranay Ranjan, Jackie M. Getson, Laura Esman, and Linda S. Prokopy. 2022. "How does co-produced research influence adaptive capacity? Lessons from a cross-case comparison." *Socio-Ecological Practice Research* 4:205–219. <https://doi.org/10.1007/s42532-022-00121-x>
 - Editor's Choice article for Volume 4, Issue 3.
 19. **Ulrich-Schad, Jessica D.**, Shuang Li, J. G. Arbuckle, Edem Avemegah**, Kathryn J. Brasier, Morey Burnham, Anil Kumar Chaudhary, Weston M. Eaton, Wei Gu**, Tonya Haigh, Douglas Jackson-Smith, Alexander L. Metcalf, Amit Pradhananga, Linda S. Prokopy, Matthew Sanderson, Emma Wade*, & Adam Wilke. 2022. "An Inventory and Assessment of Sample Sources for Survey Research with Agricultural Producers in the U.S." *Society and Natural Resources* 35(7):804-812. <https://doi.org/10.1080/08941920.2022.2081392>
 20. Soyer, Mehmet, Gina McCrackin**, Sebahattin Ziyank, Jennifer Givens, Vonda Jump, and **Jessica D. Ulrich-Schad**. 2022. "Leaving the Lectures Behind: Using Community-Engaged Learning in Research Methods Classes to Teach Sustainability." *Teaching Sociology*. <https://doi.org/10.1177/0092055X221114688>
 21. Fairchild, Ennea, **Jessica D. Ulrich-Schad**, Peggy Petrzalka, and Zhao Ma. 2022. "The Lay of the Land: What We Know About Non-Operating Agricultural and Absentee Forest Landowners in the U.S. and Europe." *Journal of Environmental Management* 313(1):114991. <https://doi.org/10.1016/j.jenvman.2022.114991>
 22. **Ulrich-Schad, Jessica D.**, Paul M. Jakus (shared first authorship), Malieka Bordigioni, and Don Albrecht. 2022. "Preferences for Economic and Environmental Goals in Rural Community Development in the Western United States." *Rural Sociology* 87(2):605-641. <https://doi.org/10.1111/ruso.12429>
 23. **Ulrich-Schad, Jessica D.**, Jennifer E. Givens, and Mitchell Beacham*. 2022. "Preventive Behaviors Along the Rural-Urban Continuum in Utah During the COVID-19 Pandemic." *Journal of Rural Social Science* Special Issue on Space, Place, and COVID-19 37(2):4. <https://egrove.olemiss.edu/jrssh/vol37/iss2/4>

24. **Ulrich-Schad, Jessica D.**, Shuang Li, A. Joshua Leffler, Wei Gu**, Lealand Schoon, and Lora Perkins. 2021. "What and Why: South Dakota Rangeland Livestock Producers' Usage of Parasiticides." *Rangeland Ecology and Management* 79:190-200. <https://doi.org/10.1016/j.rama.2021.08.006>
25. Wang, Tong, Zheng Xu, Deepthi Kolady, and **Jessica D. Ulrich-Schad**, and David E. Clay. 2021 "Cover Crops Usage in South Dakota: Perceived Profitability and Future Adoption Decisions." *Journal of Agricultural and Resource Economics* 46(2):287-307. <https://doi.org/10.22004/ag.econ.304768>
26. Saak, Alexander E., Tong Wang, Zheng Xu, Deepthi Kolady, **Jessica D. Ulrich-Schad**, and David E. Clay. 2021. "Duration of Usage and Farmer Reported Benefits of Conservation Tillage." *Journal of Soil and Water Conservation* 71(1):65-75. <https://doi.org/10.2489/jswc.2021.00187>
27. Kolady, Deepthi, Weiwei Zhang, Tong Wang, and **Jessica D. Ulrich-Schad**. 2020. "Spatially mediated peer effects in the adoption of conservation agriculture practices." *Journal of Agricultural and Applied Economics* 53(1):1-20. <https://doi.org/10.1017/aae.2020.24>
28. Church, Sarah, Kristin Floress, **Jessica D. Ulrich-Schad**, Chloe Wardropper, Pranay Ranjan, Wes Eaton, Stephen Gasteyer, and Adena Rissman. 2020. "How water quality improvement efforts influence urban – agricultural relationships." *Agriculture and Human Values*. <https://doi.org/10.1007/s10460-020-10177-8>
29. **Ulrich-Schad, Jessica D.**, Eric C. Larson, Felix Fernando, and Abdelrahim Abulbasher**. 2020. "The Goldilocks View: Support and Skepticism of the Impacts and Pace of Unconventional Oil and Gas Development in the Bakken Shale of the United States." *Energy Research and Social Science* 70. <https://doi.org/10.1016/j.erss.2020.101799>
30. Avemegah, Edem**, Wei Gu**, Abdelrahim Abulbasher**, Kristen Koci**, Ayorinde Ogunyiola**, Joyce Eduful**, Shuang Li**, Kylie Barington*, Tong Wang, Deepthi Kolady, Lora Perkins, A. Joshua Leffler, Péter Kovács, Jason D. Clark, David E. Clay, and **Jessica D. Ulrich-Schad**. 2020. "An Examination of Best Practices for Survey Research with Agricultural Producers." *Society and Natural Resources*. <https://doi.org/10.1080/08941920.2020.1804651>
31. Stofferahn, Curtis W., and **Jessica D. Ulrich-Schad**. 2020. "Predicting Support for Oil Industry Regulatory Policy Alternatives During the North Dakota Oil Boom." *Journal of Rural Social Sciences* 35(2):1-28. <https://egrove.olemiss.edu/jrss/vol35/iss2/1>
32. **Ulrich-Schad, Jessica D.** and Jennifer Givens. 2020. "The Forest in the Future: A Response to Seeing the Forest for the Trees." *Society and Natural Resources* 33(9):1154-1161. <https://doi.org/10.1080/08941920.2019.1709004>
33. Qin, Hua, Martha Bass, **Jessica Ulrich-Schad**, David Matarrita-Cascante, Christine Sanders and Barituka Bekee**. 2020. "Community, Natural Resources, and Sustainability: Overview of An Interdisciplinary and International Literature." *Sustainability* 12:1061. <https://doi.org/10.3390/su12031061>
34. Prokopy, Linda S. Benjamin Gramig, Alisha Bower, Sarah Church, Brenna Ellison, Kristin Floress, Phil Gassman, Ken Genskow, Douglas Gucker, Stephen Hallett, Jason Hill, Natalie Hunt, Kris Johnson, Ian Kaplan, Paul Kelleher, Hans Kok, Michael Komp, Peter Lammers, Sarah LaRose, Matthew Liebman, Andrew Margenot, David Mulla, Michael O'Donnell, Alex Peimer, Elizabeth Reaves, Kara Salazar, Chelsea Schelly, Keith Schilling, Silvia Secchi, Aslihan Spaulding, David Swenson, Aaron Thompson, and **Jessica Ulrich-Schad**. 2020. "The Urgency of Transforming the Midwestern U.S. Landscape into More than Corn." *Agriculture and Human Values*. <https://doi.org/10.1007/s10460-020-10077-x>.
35. Alsharif, Shuruq**, and **Jessica D. Ulrich-Schad**. 2019. "Unemployed Women in Rural Saudi Arabia: Gender and Social Challenges." *Dirasat: Human and Social Sciences* 46(4):427-437. <https://archives.ju.edu.jo/index.php/hum/article/view/102439>
36. Joshi, Deepak**, **Jessica D. Ulrich-Schad**, Tong Wang, Sharon A. Clay, Barry D. Dunn, Stephanie A.H. Bruggeman, and David E. Clay. 2019. "Grassland Retention After Periods of High Commodity Prices and Climate Variability Pressures in the North America Midwest." *Soil Science Society of America Journal* 83:1290-1298. <https://doi.org/10.2136/sssaj2019.03.0090>

37. Church, Sarah P., Nicholas Babin, Belyna Bentlage, Michael Dunn, **Jessica D. Ulrich-Schad**, Pranay Ranjan, Joe Magner, Eileen McLellan, Susi Stephan, Mark Tomer, Linda S. Prokopy. 2019. "The Beargrass Story: Utilizing social science to evaluate and learn from the 'watershed approach.'" *Journal of Contemporary Water Resources and Education* (167):78-96. <https://doi.org/10.1111/j.1936-704X.2019.03313.x>
38. **Ulrich-Schad, Jessica D.**, Michael Fedder*, and Julie Yingling. 2019. "'You shouldn't worry walking a block and a half to your car': Exploring Perceptions of Crime and Community Norms in the Bakken Oil Play." *International Journal of Rural Criminology* 4(2). <https://doi.org/10.18061/1811/87903>
39. Eaton, Weston M., Francis Eanes, **Jessica D. Ulrich-Schad**, Sarah P. Church, Morey Burnham, Jennifer Cross, and J. Arbuckle. 2019. "The Trouble with Sense of Place in Working Landscapes." *Society and Natural Resources* 32(7):827-840. <https://doi.org/10.1080/08941920.2019.1568653>
40. **Ulrich-Schad, Jessica D.** 2018. "'We Didn't Move Here to Move to Aspen': Community Making and Community Development in an Emerging Rural Amenity Destination." *Journal of Rural and Community Development* 13(4):43-65. <https://journals.brandonu.ca/jrcd/article/view/1398>
41. Singh, Ajay S., Brian MacGowan, **Jessica D. Ulrich-Schad**, Michael O'Donnell, Heidi Klotz*, and Linda S. Prokopy. 2018. "The influence of demonstration sites and field days on conservation practices adoption." *Journal of Soil and Water Conservation* 73(3):274-281. <https://doi.org/10.2489/jswc.73.3.276>
42. Brock, Caroline, **Jessica D. Ulrich-Schad**, and Linda S. Prokopy. 2018. "Bridging the Divide: Challenges and Opportunities for Public Sector Agricultural Professionals Working with Amish and Mennonite Producers on Conservation." *Environmental Management*. 61(5):756-771. <https://doi.org/10.1007/s00267-018-0998-5>
43. **Ulrich-Schad, Jessica D.** and Cynthia M. Duncan. 2018. "People and Places Left Behind: Work, Culture and Politics in the Rural United States." Special Issue on Emancipatory Rural Politics in *The Journal of Peasant Studies* 45(1):59-79. <https://doi.org/10.1080/03066150.2017.1410702>
 - Also published as a chapter in: *Authoritarian Populism and the Rural World*. Edited by Scoones et al. 59-79. Routledge.
44. Floress, Kristin, Adam Reimer, Aaron Thompson, Marc Burbach, Cody Knutsen, Linda Prokopy, Mark Ribardo, and **Jessica D. Ulrich-Schad**. 2018. "Measuring Farmer Conservation Behaviors: Challenges and Best Practices." *Land Use Policy* 70:414-418. <https://doi.org/10.1016/j.landusepol.2017.11.030>
45. **Ulrich-Schad, Jessica D.** and Hua Qin. 2018. "Culture Clash? Predictors of Views on Community Development in Rural Recreation Counties." *Rural Sociology* 83(1):81-108. <https://doi.org/10.1111/ruso.12165>
46. **Ulrich-Schad, Jessica D.**, Silvestre Garcia de Jalon, Linda S. Prokopy, Nicholas Babin, and Aaron Pape. 2017. "Measuring and Understanding Agricultural Producers' Adoption of Nutrient Best Management Practices." *Journal of Soil and Water Conservation* 72(5):464-476. <https://doi.org/10.2489/jswc.72.5.506>
47. **Ulrich-Schad, Jessica D.**, Caroline Brock, and Linda S. Prokopy. 2017. "A Comparison of Awareness, Attitudes, and Usage of Water Quality Conservation Practices between Amish and non-Amish Farmers." *Society and Natural Resources* 30(12):1476-1490. <https://doi.org/10.1080/08941920.2017.1364457>
48. Floress, Kristin, Silvestre Garcia de Jalon, Sarah P. Church, Nicholas Babin, **Jessica D. Ulrich-Schad**, and Linda S. Prokopy. 2017. "Toward a Theory of Farmer Conservation Attitudes: Dual Interests and Willingness to Take Actions to Protect Water Quality." *Journal of Environmental Psychology* 53:73-80. <https://doi.org/10.1016/j.jenvp.2017.06.009>
49. Dunn, Mike, **Jessica D. Ulrich-Schad**, Linda Stalker Prokopy, Chad Watts, Karen Scanlon, and Rob Myers. 2016. "Perceptions and use of cover crops among early adopters: Findings from a national survey." *Journal of Soil and Water Conservation* 71(1):29-40. <https://doi.org/10.2489/jswc.71.1.29>
 - 2019 recipient of the *Journal of Soil and Water Conservation* Best Research Paper for Impact and Quality Award

50. **Ulrich-Schad, Jessica D.**, Nicholas Babin, Zhou Ma, and Linda Stalker Prokopy. 2016. "Out of state, out of mind? Absentee landowners and conservation practice decision making." *Land Use Policy* 54:602-613. <https://doi.org/10.1016/j.landusepol.2016.02.031>
51. Busse, Rebecca*, **Jessica D. Ulrich-Schad**, Lyn Crighton, Sara Peel, Ken Genskow, and Linda Stalker Prokopy. 2015. "Using Social Indicators to Evaluate the Effectiveness of Outreach in Two Indiana Watersheds." *Journal of Contemporary Water Research and Education* 156:5-20. <https://doi.org/10.1111/j.1936-704X.2015.03200.x>
52. **Ulrich-Schad, Jessica D.** 2015. "Recreational Amenities, Rural Migration Patterns, and the Great Recession." *Population and Environment* 37(2):157-180. <https://doi.org/10.1007/s11111-015-0238-3>
 - 2015 Population Research Interest Group Best Graduate Student Paper, *Rural Sociological Society*
53. Mullendore, Nathan D., **Jessica D. Ulrich-Schad**, and Linda Stalker Prokopy. 2015. "U.S. Farmers' Sense of Place and Its Relation to Conservation Behavior." *Landscape & Urban Planning* 140:67-75. <https://doi.org/10.1016/j.landurbplan.2015.04.005>
54. Caron, Rosemary, **Jessica D. Ulrich-Schad**, and Catherine Lafferty.* 2015. "Academic-Community Practice Partnerships: Effectiveness Evaluated Beyond the Ivy Walls." *Journal of Community Engagement and Scholarship* 8(1):125-138. <https://doi.org/10.54656/CZSN8168>
55. Mahoney, L. Meghan, Tang Tang, Kai Ji, and **Jessica D. Ulrich-Schad**. 2015. "The Digital Distribution of Public Health News Surrounding the HPV Vaccination: A Longitudinal Infodemiology Study." *Journal of Medical Internet Research Public Health and Surveillance* 1(1). <https://doi.org/10.2196/publichealth.3310>
56. Safford, Thomas G., Megan Henly, **Jessica D. Ulrich-Schad**, and Keith Perkins. 2014. "Charting a Future Course for Development: Natural Resources, Conservation, and Community Character in Coastal Alaska." *Journal of Rural and Community Development* 9(3):21-41. <https://journals.brandonu.ca/jrcd/article/view/904>
57. **Ulrich-Schad, Jessica D.**, Megan Henly, and Thomas G. Safford. 2013. "The Role of Community Assessments, Place, and the Great Recession in the Migration Intentions of Rural Americans." *Rural Sociology* 78(3):371-398. <https://doi.org/10.1111/ruso.12016>
58. Caron, Rosemary M., Edmond A. Hooker, and **Jessica D. Ulrich-Schad**. 2013. "Body of Knowledge for Health Administration Education: Teaching Epidemiology in the Age of Healthcare Reform." *Journal of Healthcare Administration Education* 28(2):115-164.
59. Safford, Thomas G., **Jessica D. Ulrich**, and Lawrence C. Hamilton. 2012. "Public Perceptions of the Response to the Deepwater Horizon Oil Spill: Personal Experiences, Information Sources, and Social Context." *Journal of Environmental Management* 113:31-39. <https://doi.org/10.1016/j.jenvman.2012.08.022>
60. Hamilton, Lawrence C., Thomas G. Safford, and **Jessica D. Ulrich**. 2012. "In the Wake of the Spill: Views of Oil and Environment Along the Gulf Coast." *Social Science Quarterly* 93(4):1053-1064. <https://doi.org/10.1111/j.1540-6237.2012.00840.x>
61. Caron, Rosemary and **Jessica D. Ulrich**. 2012. "Policy and Community Partnerships as Public Health Management Tools for Childhood Lead Poisoning." *International Public Health Journal* 4(3):221-233.

Extension Publications

1. Hotaling, Scott, Kendall M. L. Becker, Lendel K. Narine, **Jessica D. Ulrich-Schad**, Roslynn McCann, Peter D. Howe. "What do Utahns think about global warming and climate change?" *USU Extension Fact Sheet*. https://digitalcommons.usu.edu/extension_curall/2495/
2. Petrzalka, Peggy, **Jessica D. Ulrich-Schad**, Matt Yost, Jenae Dean**, Earl Creech, Linda Schott, Tony Richards, & Kristy Davis. 2024. "Utah Producers & Soil Health: Results from a Statewide Survey." *USU Extension Fact Sheet*. https://digitalcommons.usu.edu/extension_curall/2480

3. Petrzalka, Peggy, **Jessica D. Ulrich-Schad**, Matt Yost, Jenae Dean**, Earl Creech, Linda Schott, Tony Richards, & Kristy Davis. 2024. "Crop Advisors Approaches to Soil Health Advising and Opportunities for Improvement." *USU Extension Fact Sheet*. https://digitalcommons.usu.edu/extension_curall/2473
4. Petrzalka, Peggy, **Jessica D. Ulrich-Schad**, Matt Yost, Jenae Dean**, Tony Richards, & Kristy Davis. Accepted. "Agricultural Producers' Motivations and Challenges with Improving Soil Health in Utah." *USU Extension Fact Sheet*. https://digitalcommons.usu.edu/extension_curall/2482
5. Koci, Kristen**, **Jessica D. Ulrich-Schad**, Courtney Flint, Ashley Yaughner, Amanda McIntosh, Gabriela Murza, & Aaron Hunt. 2024. "Impacts of Coal Miners and Mental Health Event in Carbon County." *USU Extension Outcomes & Impacts Quarterly*. <https://doi.org/10.59620/2995-2220.1081>
6. Koci, Kristen**, Courtney Flint, and **Jessica D. Ulrich-Schad**. 2023b. "Utahns' Wellbeing and Mental Health by Rural-Urban Location." *USU Extension*. https://digitalcommons.usu.edu/extension_curall/2368/
7. Koci, Kristen**, Courtney Flint, and **Jessica D. Ulrich-Schad**. 2023a. "Utahns' Wellbeing and Mental Health." *USU Extension*. https://digitalcommons.usu.edu/extension_curall/2369/
8. Clark, Jason D., Péter Kovács, **Jessica D. Ulrich-Schad** and Anthony Bly. 2023. "2019 Survey South Dakota Corn Nutrient Management Practices." *South Dakota State University Extension Report*. <https://extension.sdstate.edu/2019-survey-south-dakota-corn-nutrient-management-practices>
9. **Ulrich-Schad, Jessica D.** and Aaron Hunt. 2022. "Debunking COVID-19 Myths in Utah." *Utah State University Extension Fact Sheet*. <https://extension.usu.edu/healthwellness/research/debunking-covid-myths>
10. Daly, Russ, **Jessica D. Ulrich-Schad**, Wei Gu**, Julie Yingling, and Jill Ayres. 2019. "Another Piece of the Puzzle? Understanding South Dakota Veterinarians' Response to the Opioid Epidemic." *South Dakota State University Extension*. ([Link to Publication](#))

Book Chapters

1. **Ulrich-Schad, Jessica D.**, J. Tom Mueller, Alex Theophilus**, Madelyn Verno**, and Kristen Koci. "Natural Resource Dependencies in Rural America: National Trends and Community Perspectives on Wellbeing." Invited chapter in *Rural America in the 2020s: Shocks, Stressors, and Successes* (edited by Shannon Monnat and John Green).
2. **Ulrich-Schad, Jessica D.**, Cynthia M. Duncan, and Kristen Koci.** 2022. "Poverty, Health and Healthcare in Rural Communities in the U.S." Invited chapter in *The Edinburgh Companion to the Politics of American Health* edited by Martin Halliwell and Sophie A. Jones: 33-50.
3. Fernando, Felix, **Jessica D. Ulrich-Schad**, and Eric C. Larson. 2021. "Analysis of Research Methods Examining Shale Oil and Gas Development." Chapter in *Energy Impacts: A Multidisciplinary Exploration of North American Energy Development*. Edited by J. Jacquet, J. Haggerty, and G. Theodori: 127-152.
4. Duncan, Cynthia M. and **Jessica D. Ulrich-Schad**. 2021. "Marginalization of Rural Communities in the United States." Invited chapter in *Investing in Rural Prosperity* edited by Andrew Dumont and Daniel Paul Davis (*Federal Reserve Bank of St. Louis and the Board of Governors of the Federal Reserve System*): 47-66.
5. **Ulrich-Schad, Jessica D.** 2014. "A Comparison of Chronically Poor and Transitioning Rural Counties." Appendix chapter in 2014 update of the book *Worlds Apart: Why Poverty Persists in Rural America* by Cynthia M. Duncan.

Manuscripts Under Review

1. Barkat, Zubair**, Stacia Ryder, and **Jessica D. Ulrich-Schad**. "Reimagining rangeland research: Feminist standpoint theory meets rangeland social science." *Rangelands*.
2. Barkat, Zubair**, **Jessica D. Ulrich-Schad**, Mark Brunson, Edem Avemegah**, Elizabeth Bennett**. Land, Legacy, and Livelihood: Beyond Dollars—How Senses of Place Influence Utah Ranchers' Economic Decision Making." *Society & Natural Resources*.

3. Bennett, Elizabeth**, **Jessica D. Ulrich-Schad**, Sydney Fisk*, & Emma Epperson**. "Using a Modified Drop-off/Pick-Up Survey to Reduce Costs and Increase Response Rates." *Society & Natural Resources*.
4. Theophilus, Alex**, **Jessica D. Ulrich-Schad**, and Courtney Flint. "Understanding the Role of Food Systems in Perceptions of Subjective Wellbeing: A Case Study in Washington's Upper Yakima River Basin." *TBD*.
5. Sullivan, Tina**, Matt Yost, **Jessica D. Ulrich-Schad**, and Marion Murray. *Revise & Resubmit*. "Lessons Learned from the Rise and Fall of Floral Hemp Production in Utah." *Agrosystems, Geosciences, & Environment (AGE) Journal* - Special Section, Industrial Hemp Production and Management.
6. Ryder, Stacia, Alexander Theophilus**, Charlotte Emelia Williams**, Elizabeth Brunner, **Jessica D. Ulrich-Schad**, Mufti Nadimul Quamar Ahmed**, Zubair Barkat**, Nowrin Fatema**, & Jordan Rowley**. *Minor Revisions*. "Understanding Socio-environmental Concerns about Bear Lake: Findings from a Community-Engaged Teaching Study. *Transforming Communities*.
7. Koci, Kristen**, **Jessica D. Ulrich-Schad**, & Courtney Flint. *Revise & Resubmit*. "Chronic Stress, Social Dislocation, and Mental Health in Rural Extractive and Non-Extractive Natural Resource Dependent Communities in Utah." *Rural Sociology*.
8. Koci, Kristen**, **Jessica D. Ulrich-Schad**, & Courtney Flint. *Minor Revisions*. "Extension Professionals' Perspectives on Mental Health Concerns in Rural Utah." *Journal of Extension*.
9. O'Shay, Sydney, Xianlin Jin, Bailey Hughlett**, Cristian Meier and **Jessica D. Ulrich-Schad**. "Predicting Urban and Rural Utahns' Protective Behaviors Related to Air Pollution Through an Examination of Risk Perception and Efficacy." *Journal of Health Communication*.
10. Avemegah, Edem** and **Jessica D. Ulrich-Schad**. "Residents' Support for Varied Scenarios for Agricultural Systems in Urbanized Landscapes." *Journal of Environmental Quality*.

Manuscripts in Preparation

1. Avemegah, Edem**, **Jessica D. Ulrich-Schad**, Sarah P. Church, and Brennan Radulski. "Agricultural and Non-Agricultural Residents' Perceptions of Water Quality Issues, Causes, and Interventions in the Chesapeake Bay Watershed." *Journal TBD*.
2. Villalba, Juan, Jennifer W. MacAdam, Doug Ramsey, Fernanda Batistel, Eric Thacker, Dave Dahlgren, Matt Palmer, **Jessica D. Ulrich-Schad**. "Creating new foodscapes to enhance the sustainability of rangelands in the Western US." *International Rangeland Proceedings*.
3. Avemegah, Edem**, **Jessica D. Ulrich-Schad**, and Anil Kumar Chaudhary. "Understanding Farmers' Intentions to Voluntarily Adopt Nutrient Management Plans in the Chesapeake Bay Watershed, United States." *Journal of Environmental Psychology*.
4. Avemegah, Edem** and **Jessica D. Ulrich-Schad**. Addressing Urban-Agricultural Tensions in the Chesapeake Bay Watershed: Perspectives on Concerns and Remedies. *Journal TBD*.

SELECT NON-PEER-REVIEWED PUBLICATIONS

Policy/Research Briefs or Reports

1. Wilson, Sarah and **Jessica D. Ulrich-Schad**. 2024. "Utahns' Generally Agree on Top Environmental Concerns, But Climate Change and Related Issues Reveal Political Polarization." Policy Brief # 2024-4. *Utah People and Environment Poll*.
2. Gill, A., M. Beattie, A. Theophilus, B. Tolbert, J. Sherman, **J. Schad**, & G. Reznowski. 2024. Housing market conditions in tourism-dependent communities. Washington State University, Metropolitan Center for Applied Research and Extension.
3. Fisk, Sydney* & **Jessica D. Ulrich-Schad**. 2024. "Environmental Views on the Rural to Urban Continuum." *Research Brief 2024-7*.
4. Theophilus, Alexander** and **Jessica D. Ulrich-Schad**. 2024b. "The Perceived Community and Environmental Impacts of Development around Bear Lake." *Research Brief #2024-8. Bear Lake Research*.

5. Theophilus, Alexander** and **Jessica D. Ulrich-Schad**. 2024a. "Short-Term Rentals: How are they Impacting the Bear Lake Community?" Research Brief #2024-7. Bear Lake Research.
6. **Ulrich-Schad, Jessica D.** and Jennifer E. Givens. 2023. "Are policymakers addressing Utahns' environmental concerns?" USU Janet Quinney Lawson Institute for Land, Water & Air 2023 Report to the Governor and Legislature.
7. Ahmed, Mufti Nadimul Quamar**, Jennifer E. Givens, Peter D. Howe, and **Jessica D. Ulrich-Schad**. 2023. "Utahns' Perceptions of Climate Change and Disaster Vulnerabilities." Research Brief #2023-5. Utah People and Environment Poll.
8. Adejugbe, Bosede**, Gabriele Ciciurkaite, Sydney O'Shay, and **Jessica D. Ulrich-Schad**. 2023. "Air Pollution Associated with Perception of Increased Health Risks for People Living with Disabilities in Utah." Policy Brief #2023-3. Utah People and Environment Poll.
9. **Ulrich-Schad, Jessica D.**, Jennifer E. Givens, Peter D. Howe, and Cole Lancaster*. 2023 "Utahns are Becoming More Likely to Say Human-Caused Climate Change is Happening." Research Brief #2023-1. Utah People and Environment Poll.
10. **Ulrich-Schad, Jessica D.** and Matthew J. Barnett. 2022**. "Population Growth is Related to Natural Hazard Exposure in the Rural Western U.S." Brief # 2022-7. Rural Population Research Network.
11. **Ulrich-Schad, Jessica**, Jennifer Givens and Connor Wengreen*. 2020. "Rural Utahns during the COVID-19 Pandemic: Impacts, Behavior, and Views on Government Response and Science." *Rural Connections: The Magazine of the Western Rural Development Center* 9-12.
12. Jackson-Smith, Douglas, **Jessica D. Ulrich-Schad**, and Curt Grimm. 2013. "Assessing the Impacts of Federal Farm Bill Programs on Rural Communities." *Background Report for the AGree Initiative*. ([Link to Report](#))
13. **Ulrich-Schad, Jessica D.** 2013. "Rural Natives' Perceptions of Strengths and Challenges in their Communities." *Issue Brief No. 61*. The Carsey Institute, University of NH: Durham, NH.
14. **Ulrich, Jessica D.** 2011. "Southeastern Kentuckians Remain Optimistic Through Great Recession: Growing Concerns about Sprawl, Housing, and Recreational Opportunities." *Issue Brief No. 36*. The Carsey Institute, University of New Hampshire: Durham, NH.
15. **Ulrich, Jessica D.** 2011. "The Social Impact of the Gulf Oil Disaster: Diverging Views from Communities in Florida and Louisiana." *Issue Brief No. 25*. The Carsey Institute, University of New Hampshire: Durham, NH.
16. **Ulrich, Jessica D.** 2011. "Education in Chronically Poor Rural Areas Lags across Generations." *Issue Brief No. 24*. The Carsey Institute, University of New Hampshire: Durham, NH.
17. **Ulrich, Jessica D.** and Thomas G. Safford. 2011. "Enduring Ties to Community and Nature: Charting an Alternative Future for Southeast Alaska." *Issue Brief No. 22*. The Carsey Institute, University of New Hampshire: Durham, NH.
18. Safford, Thomas G., Megan Henly, and **Jessica D. Ulrich**. 2011. "Jobs, Natural Resources, and Community Resilience: A Survey of Southeast Alaskans about Social and Environmental Change." *Report No. 11*. The Carsey Institute, University of New Hampshire: Durham, NH.
19. Staley, Michael J., Jessica Bean, and **Jessica D. Ulrich**. 2011. "Rates of Public Health Insurance Coverage for Children Rise as Rates of Private Coverage Decline." *Issue Brief No. 41*. The Carsey Institute, University of New Hampshire: Durham, NH.
20. **Ulrich, Jessica D.** 2010. "How Yoopers See the Future of their Communities: Why Residents Leave or Stay in Michigan's Upper Peninsula." *Policy Brief No. 17*. The Carsey Institute, University of New Hampshire: Durham, NH.

Other Public Publications

1. Yost, Matt, and **Jessica D. Ulrich-Schad**. "What crop advisers in Utah and Idaho have to say about soil health." *AgProud Idaho*. <https://www.agproud.com/articles/61070-what-crop-advisers-in-utah-and-idaho-have-to-say-about-soil-health>

2. Koci, Kristen**, **Jessica D. Ulrich-Schad**, and Courtney Flint. 2024. "Opinion: Utah's rural coal miners share what's fueling a mental health crisis." *The Salt Lake Tribune*. <https://www.sltrib.com/opinion/commentary/2024/06/24/opinion-utahs-rural-coal-miners/>
3. Petrzalka, Peggy and **Jessica D. Ulrich-Schad**. 2022. "Utah Soil Health Network On-Farm Trial Participant Report." https://ag.utah.gov/wp-content/uploads/2022/11/USHN-On-Farm-Trial-Participant-Report_2022.pdf
4. Wang, Tong, Jim Ristau, **Jessica D. Ulrich-Schad**, and Heidi L. Sieverding. 2021. "South Dakota Farm Survey White Paper Series." <https://openprairie.sdstate.edu/sdfarmsurvey/>.
5. Topics included: Views on Environment & Community, Perceived Value of Carbon Credits, Chemical Use on Cropland, Usage of Conservation Tillage, Usage of Cover Crops, Usage of Diversified Crop Rotations, and Usage of Integrated Crop & Livestock Management.
6. **Ulrich-Schad, Jessica** and Jennifer Givens. 2020. "COVID-19, Politics, and Science in Utah: Executive Summary of Research Findings." *Utah State University*. https://digitalcommons.usu.edu/sswa_facpubs/796/.
7. Higgins, Kenneth F., **Jessica D. Ulrich-Schad**, and Lora B. Perkins. 2018. "Temporal Impacts of Changing Agricultural Practices, Rural Populations, and Landowner Gender on South Dakota Waterfowl Habitats and Populations." *Proceedings of the SD Academy of Science* 97:15-22.

RESEARCH GRANTS

Pending External Research Support

1. "Understanding & Addressing Environmental Justice Issues Among Utah Youth." (PI), *Mountains and Plains Environmental Justice Grants Hub* (\$250,000), 2025-2027
2. "Fading Mountain Glaciers, Declining Snowpack, and Natural Resource Management: Bridging the Gap Between Transformative Change and Adaptive Capacity." (Co-PI), *North Central Climate Adaptation Science Center* (\$400,000/~\$150,000 portion), 2025-2028.
3. "Capturing True Free-Living Behaviors for More Inclusive and Accurate Physical Activity Measurement." (Co-PI), *National Institutes of Health* (\$534,537.96/~\$150,000 portion), 2025-2028.

Funded External Research Support

1. "Housing Costs in Tourism Dependent Rural Communities." (PI), *Metropolitan Center for Applied Research & Extension* (\$13,022), 2024-2025.
2. "Engagement, Consent & Community Wellbeing in Transitioning Coal Communities." (Co-PI), *Common Ground Consortium - Energy Policy Institute* (\$79,289/\$21,724 portion), 2024-2025
3. "Mapping Place Change, Risk Perceptions & Adaptation Experiences of Drying Lakes in Arid Climates." (Co-PI), *Southwest Climate Adaptation Science Center* (\$336,562/\$45,819), 2024-2026
4. "Utah Soil Health Partnership: Utah Soil Health Network." (Co-PI), *United States Department of Agriculture – Natural Resources Conservation Service, Conservation Innovation Grants On-Farm Trials* (\$1,710,288/\$274,125 portion), 2022-2026
5. "Using Smart Foodscapes for the Enhancement of Sustainability in Western Rangelands." (Co-PI), *United States Department of Agriculture – National Institute of Food and Agriculture, Sustainable Agricultural Systems* (\$6.8 million/\$471,164 portion), 2021-2026
6. "Creating Corn Premiums through Precision Conservation and Sustainability Documentation, Continued." (Co-PI), *South Dakota Corn Utilization Council* (\$200,000/\$20,218 portion), 2021-2022
7. "Creating Corn Premiums through Precision Conservation and Sustainability Documentation, Continued." (Co-PI), *South Dakota Corn Utilization Council* (\$200,000/\$38,847 portion), 2020-2021
8. "Survey of South Dakota Producers' Current Nutrient Management Practices: Year 2." (Co-PI), *Nutrient Research and Education Council* (\$40,434/\$31,434 portion), 2020
9. "Creating Corn Premiums through Precision Conservation and Sustainability Documentation, Continued." (Co-PI), *South Dakota Corn Utilization Council* (\$200,000/\$3,174 portion), 2019-2020

10. "Thriving Agricultural Systems in Urbanized Landscapes." (External evaluator), *United State Department of Agriculture – National Institute of Food and Agriculture, Sustainable Agricultural Systems* (\$9.986 million/\$396,730 portion), 2019-2025
11. "Survey of South Dakota Producers' Current Nutrient Management Practices." (Co-PI), *Nutrient Research and Education Council* (\$76,205/\$76,205 portion), 2019
12. "Creating Corn Premiums through Precision Conservation and Sustainability Documentation, Continued." (Co-PI), *South Dakota Corn Utilization Council* (\$300,000/\$33,091 portion), 2018-2019
13. "Environmental Sustainability of Rangeland Livestock Production: Decomposition, Dung Beetles, and Decision Making." (Co-PD), *United States Department of Agriculture – National Institute of Food and Agriculture* (\$478,453/\$144,253 portion), 2018-2021
14. "Migration Motivations of Graduates of Brookings, South Dakota." (PI), *Brookings Economic Development Corporation* (\$700), 2017-2018
15. "Creating Corn Premiums through Precision Conservation and Sustainability Documentation." (Co-PI), *South Dakota Corn Utilization Council and Natural Resource Conservation Service* (\$267,386/\$54,522 portion), 2017-2018
16. "The Center for Precision Agriculture: Data to Dollars: Societal value through precision agricultural research." (Co-PI), *South Dakota Governor's Office of Economic Development* (\$65,350/\$5,436 portion), 2016
17. "Perceptions of Community and Environment in Bakken Oil Field Communities." (PI), *Rural Sociological Society Early Career Grant* (\$2,500), 2015-2016
18. "Demographic Change and Community Making in Rural Recreation Places." (PI), *Rural Sociological Society Dissertation Award* (\$3,500), 2012

External Research Symposium Support

1. SDSU Sociology and Rural Studies Research Symposium – "Hope and Despair in Rural America: Learning from Sociological Investigations." *Alpha Kappa Delta* (International Sociology Honor Society) (\$500), 2019
2. SDSU Sociology and Rural Studies Research Symposium – "Making It in the 21st Century: Sociological Perspectives on Work, Poverty, and Culture." *Alpha Kappa Delta* (International Sociology Honor Society) (\$500), 2018
3. SDSU Sociology and Rural Studies 91st Anniversary Research Symposium – "Trumpexit: Promises & Pitfalls of Applied Sociology & Community Action." *Alpha Kappa Delta* (International Sociology Honor Society) (\$500), 2017
4. SDSU Sociology and Rural Studies 90th Anniversary Research Symposium – "The Many Faces of Rural America: Past, Present, and Future." *Alpha Kappa Delta* (\$500), 2016

Internal Research Support

1. "2024 UPEP 2024: A Better Understanding of All Utahns' Views on the Environment." (PI), *Center for Intersectional Gender Studies & Research* (\$5,000). 2024-2025.
2. "2024 Utah People and Environment Poll." (PI), *USU Institute for Land Water Air* (\$15,000), 2024-2025
3. "Climate Adaptation Intern Program" (Co-PI), *USU Extension* (\$30,000), 2024-2026
4. "The Utah People and Environment Poll: Training Undergraduate Students in Applied Survey Research" (PI), Faculty-Student Summer Mentorship Grants, *Utah State University* (\$4,000), 2024
5. "Assessing Bear Lake Environmental Concerns of Scientists, Residents, and Community Organizations." (Co-PI), *USU Institute for Land Water Air* (\$19,350.55), 2023
6. "Training Students in Research Methodology: Mentoring as a Learning Tool for Mentee and Mentor." (Faculty Mentor to Zubair Barkat), CHaSS Summer Graduate Student-Faculty Funding, *Utah State University* (\$4,000), 2023

7. "Investigating the Urban-Agricultural Divide in the Chesapeake Bay Watershed: A Qualitative Study." (Faculty Mentor to Edem Avemegah), CHaSS Summer Graduate Student-Faculty Funding, *Utah State University* (\$4,000), 2023
8. "Community Impacts of Increased High Net Worth Ownership of Rangelands in Southwest Montana." (Faculty Mentor to Elizabeth Bennett), CHaSS Summer Graduate Student-Faculty Funding, *Utah State University* (\$3,989), 2023
9. "Token Pre-incentives for the Utah People and Environment Poll (UPEP)." (Co-PI), Mountain West Center for Regional Studies, Faculty Small Grant, *Utah State University* (\$2,000), 2023
10. "The Social Science of Soil Health: Training Students in Survey Methodology." (PI), Faculty-Student Summer Mentorship Grants, *Utah State University* (\$4,000), 2023
11. "Utah People and Environment Poll (UPEP)." (Co-PI), CHaSS Research, *Utah State University* (\$23,613), 2023
12. "Exploring the Impacts of Growing High Net Worth Ownership of Western Rangelands on Rural Communities." (Faculty Mentor to Elizabeth Bennett), CHaSS Summer Graduate Student-Faculty Funding, *Utah State University* (\$3,882), 2022
13. "Building Community Resilience to Address Mental Health and Suicide in Rural Natural Resource Dependent Places in Utah." (PI), Utah Agricultural Experiment Station Seed Grant Program, *Utah State University* (\$50,000), 2021
14. "Using Smart Foodscapes to Transform Cowherd Nutrition on Western Rangeland." (Co-PI), Utah Agricultural Experiment Station Seed Grant Program, *Utah State University* (\$79,886), 2021
15. "Expanding & Extending Ongoing Agricultural Water Optimization Research." (Co-PI), Utah Extension Water Initiative, *Utah State University* (\$75,000), 2021
16. "Views on Science and Politics in Utah During the COVID-19 Pandemic." (PI), Faculty-Student Summer Mentorship Grants, *Utah State University* (\$4,000), 2021
17. "Views on Science and Politics in Utah During the COVID-19 Pandemic: A Follow-up Survey." (PI), College of Humanities and Social Sciences Creative Activity and Research Enhancement Grant, *Utah State University* (\$2,000), 2021
18. "Natural Resource Dependency and Suicide in Rural Utah." (PI), *Utah Agricultural Experiment Station* (\$186,245), 2020-2025
19. "COVID-19, Science, Politics, and Rurality in Utah Survey." (PI), Mountain West Center for Regional Studies, Faculty Small Grant, *Utah State University* (\$2,000), 2020
20. "Perceptions of Impacts of Oil and Gas Development in the Ute Tribe." (PI), College of Humanities and Social Sciences Creative Activity and Research Enhancement Grant, *Utah State University* (\$1,498), 2020
21. "Understanding Suicide in Rural Utah: The Role of Community and Natural Resource Dependency Disruptions." (PI), Faculty-Student Summer Mentorship Grants, *Utah State University* (\$4,000), 2020
22. "Protecting Water Quality and Farmer Livelihoods in South Dakota." (PI), Research/Scholarship Support Fund, *South Dakota State University* (\$2,500), 2017-2018
23. "Perceptions of Community and Environment in Bakken Oil Field Communities." (PI), Scholarly Excellence Fund, *South Dakota State University* (\$7,500), 2015-2016
24. "Examining the Conventional Wisdom: Do Demonstration Projects Influence Farmers to Adopt Conservation Practices?" (Co-PI), College of Agriculture, Seed Grant Proposal, *Purdue University* (\$50,000), 2015-2016

INVITED PRESENTATIONS

External

2024

- "Conducting Survey Research." Seminar, class, and panel at the *University of Nebraska-Lincoln*.
- "Surveying Rural Populations." Panel at Annual *Rural Sociological Society Meeting*; Madison, WI.
- "Reaction to *The Rural Voter*." Panel at Annual *Rural Sociological Society Meeting*; Madison, WI.

2023

- “Applied Demography: Environmental Issues and Demographic Trends in Utah.” *Rural Population Research Network* Rural Development Listening Session; Nashville, TN.
- (With Jennifer Givens and Sadie Braddock**) “Utahns’ Views on Environmental Problems and Solutions: Focus on the Drying of the Great Salt Lake.” *Henry’s Fork Foundation*; Ashton, ID.

2022

- “Interdisciplinary Collaboration and Knowledge Production.” Invited Panelist, *International Association for Society and Natural Resources*; Virtual Meeting.
- “Population Matters: A Symposium on Demography and Well-Being in Rural America.” Invited Moderator for Environment Panel, *Rural Population Research Network* Congressional Briefing; Washington, D.C.
- “Diverse Rural People and Places: Social Science Approaches for Research and Outreach.” Research and Innovation Course (Dr. Sarah Franklin), *University of Utah School of Medicine*.
- “Sociological Approaches to Rural Research.” Rural Research Panel, *Rural & Underserved Utah Training Experience (RUUTE) Program*, *University of Utah School of Medicine*.
- “Population Growth & Natural Hazard Exposure in the Rural Western U.S.” (Webinar). *Small Towns/Big Trends: Demographic Insights on Living, Working, and Thriving in Rural America*. Congressional Briefing sponsored by the Population Association of America.
- “Ranchers’ Use of Livestock Pest Products.” *South Dakota Ranchers’ Workshop*; White River, SD.

2021

- “Natural Resource Dependency in the Rural U.S.: Community Implications of Non-Extractive Forms.” *Montana State University Earth Science Seminar Series*; Bozeman, MT.
- “New Urbanism in a Rural Town: Impacts on Community and Social Interactions.” *Montana State University Land Use Planning Course*; Bozeman, MT.
- “Sociological Approaches to Rural Research” (Webinar). Rural Research Panel, *Rural & Underserved Utah Training Experience (RUUTE) Program at the University of Utah School of Medicine*.

2020

- “Conducting Research in Rural Communities” (Webinar). Rural Research Panel, *Rural & Underserved Utah Training Experience (RUUTE) Program at the University of Utah School of Medicine*.

2018

- “Utilizing the Social Indicator Planning & Evaluation System (SIPES) to Assess Conservation Outreach and Practices” (Webinar). *The Nature Conservancy*.
- “Richard Krannich’s Influence on ‘Early’ Career Scholars’ Current and Future Work” in panel titled “Understanding Natural Resource and Community Change: The Scholarship of Professor R. Krannich.” *International Symposium on Society and Research Management*; Snowbird, UT.

2016

- “Poverty Research in Rural Places” (Skype). *Winona State University*; Winona, MN.

2015

- “Understanding Farmers Awareness, Attitudes and Practices related to Nutrient Management in Indiana” (Webinar). *Environmental Protection Agency Webisode 28*.
- “Social Indicators: A Tool for Increasing Conservation Adoption.” *Indiana Watershed Leadership Academy*; Spencer, IN.

2014

- “Nutrient Management among Indiana’s Agricultural Producers.” *Indiana Corn Growers Association*; Indianapolis, IN.

2011

- “Place Matters: A Conversation about Rural America and Social Determinants” (Webinar) Rural Behavioral Health Webinar, *National Technical Assistance Center for Children's Mental Health*; Washington, D.C.

2009

- “Conducting Research in Fiji on the FIJI Bottled Water Company.” Alumni Lecture Series, *University of Montana-Western*; Dillon, MT.

Internal

2025

- “Tracking Utahns’ Views of Key Environmental Issues with the Utah People and Environment Poll.” Seminar for the Department of Civil & Environmental Engineering, *Utah State University*; Logan, UT.

2024

- “Best Practices for Conducting Extension Surveys.” Workshop at the *2024 USU Extension Annual Conference*; Logan, UT.

2023

- “Are policymakers addressing Utahns’ environmental concerns?” Panel for 2023 Report to the Governor and Legislature, *Institute for Land, Water, & Air, Utah State University*; Logan, UT.
- “The Utah People and Environment Poll (UPEP): Understanding Utahns’ Perceptions of Environmental Issues.” Spring Runoff Conference, *Utah State University*; Logan, UT.
- “Conducting Survey Research on People and the Environment.” Environmental Communications class, *Utah State University*; Logan, UT.

2020

- “Views on Science and Politics in Utah During the COVID-19 Pandemic” (With Jennifer E. Givens). Utah Demography Summit, *Utah State University*; Logan, UT.
- “National Parks, Forgotten Resources, and Growing Wisely.” President Cockett’s Research Landscapes Series, *Utah State University*; Logan, UT.
- “Best Practices on How to Launch Survey Effective Surveys.” Office of Research and Merrill-Cazier Library, *Utah State University*; Logan, UT.
- “Best Practices for Conducting Survey Research.” Graduate Research Methods class (SOC 6110), *Utah State University*; Logan, UT.
- “Research and the Census: USU Perspectives.” Merrill-Cazier Library, *Utah State University*; Logan, UT.

2019

- “Creating Effective and Attractive Academic Posters.” Graduate Student Organization, Department of Sociology and Rural Studies, *South Dakota State University*; Brookings, SD.
- “South Dakota Farmers: Usage and Determinants of Conservation Best Management Practices” (Webinar). *Regional Carbon Group*.
- “The Social Impacts of Energy Development.” Photovoltaic Systems class, *South Dakota State University*; Brookings, SD.
- With Dr. Julie Yingling and Wei Gu**. “The Role of Prescriptions Obtained from Veterinary Clinics in the Opioid Crisis: Emerging Evidence from South Dakota.” Sociology and Rural Studies Research Brown Bag Series, *South Dakota State University*; Brookings, SD.

2018

- With Dr. Julie Yingling. “Academic Publishing: The Process and Some Tips for Getting Your Work Published.” Graduate Student Organization, Department of Sociology and Rural Studies, *South Dakota State University*; Brookings, SD.
- “Using Surveys to Evaluate the Effectiveness of an Event.” Advanced Events and Facilities Administration class, *South Dakota State University*; Brookings, SD.

2017

- “Animals and Society.” Honors College Seminar, *South Dakota State University*; Brookings, SD.

2016

- “Survey Design” Workshop for *SDSU's Office of Research Assurance and Sponsored Programs*; Brookings, SD.

2015

- “Why Don't Farmers Adopt More Soil and Water Conservation Practices?” Sociology and Rural Studies Research Brown Bag Series, *South Dakota State University*; Brookings, SD.

2014

- “Multimethod Research Design: Studying Amenity Migration.” Department of Forestry and Natural Resources, *Purdue University*; West Lafayette, IN.

2011

- “FIJI Bottled Water Company: How an American MNC is Impacting Communities and the Environment in Fiji.” Department of Geography, *The University of New Hampshire*; Durham, NH.

ACADEMIC CONFERENCE PRESENTATIONS (*undergraduate/** graduate student)

2025

- Barkat, Zubair**, **Jessica D. Ulrich-Schad**, and Stacia Ryder. “Reimagining Rangeland Research: Feminist Standpoint Theory Meets Rangeland Social Science.” *Society for Range Management Annual Meeting*: Spokane, WA.
- Barkat, Zubair**, **Jessica D. Ulrich-Schad**, Edem Avemegah, Elizabeth Bennett**, and Mark Brunson. “Land, Legacy, and Livelihood: Beyond Dollars—How Senses of Place Influence Utah Ranchers’ Economic Decision Making.” *Society for Range Management Annual Meeting*: Spokane, WA.

2024

- Yingling, Julie, Alex S. Jones*, & **Jessica Ulrich-Schad**. “Prescription Opioids and Xylazine Obtained from Veterinary Clinics: Emerging Evidence Comparing Rural-Urban Pennsylvania.” *Rural Sociological Society Annual Meeting*: Madison, WI.
- Elizabeth Bennett** & **Jessica Ulrich-Schad**. “Concentrated Land Ownership, Inequality, and Community Change in Southwest Montana.” *Rural Sociological Society Annual Meeting*: Madison, WI.
- Edem Avemegah** & **Jessica Ulrich-Schad**. “Farmers' Adoption of Nutrient Management Plans in the Chesapeake Bay Watershed.” *Rural Sociological Society Annual Meeting*: Madison, WI.
- Alex Theophilus**, Courtney Flint, **Jessica Ulrich-Schad**, Emma Epperson**, & Bailey Holdaway**. “Bridging Community-Level Food Sovereignty and Wellbeing in the Upper Yakima River Basin: Framing Lived Experiences within Multiscalar Food Systems Discourse.” *Rural Sociological Society Annual Meeting*: Madison, WI.
- Zubair Barkat**, **Jessica Ulrich-Schad**, Kaitlin Welsh**, & Eric Thacker. “Voices from the Rangeland: Exploring Utah Ranchers' Perspectives on Smart Foodscapes.” *Rural Sociological Society Annual Meeting*: Madison, WI.
- Emma Epperson**, Courtney Flint, **Jessica Ulrich-Schad**, Alex Theophilus**, & Bailey Holdaway**. “Perspectives on Social and Environmental Change in the Upper Yakima River Basin.” *Rural Sociological Society Annual Meeting*: Madison, WI.
- Alex Theophilus**, **Jessica Ulrich-Schad**, Courtney Flint, Emma Epperson**, & Bailey Holdaway**. “Community Wellbeing and Amenity Migration in Washington’s Kittitas County Post-COVID-19 Pandemic.” *Rural Sociological Society Annual Meeting*: Madison, WI.
- **Jessica D. Ulrich-Schad**, Peggy Petrzalka, & Matt Yost. “‘We’re Very Late to The Party’: Motivations and Challenges with Improving Soil Health in Utah.” *International Association for Society and Natural Resources Annual Meeting*: Cairns, Australia.

- Edem Avemegah** & **Jessica D. Ulrich-Schad**. “Residents’ Support for Varied Scenarios for Agricultural Systems in Urbanized Landscapes.” *Chesapeake Community Research Symposium*.
- Micah Mathews*, Betsy Brunner, **Jessica D. Ulrich-Schad**, Stacia Ryder. “Assessing Bear Lake Environmental Concerns of Scientists, Residents, and Community Organizations.” (Poster). *Northern Utah Water Users Spring Runoff Conference*: Logan, UT.
- Bosede Adejugbe**, Gabriele Ciciurkaite, Sydney O’Shay, & **Jessica D. Ulrich-Schad**. “Air Pollution Associated with Perception of Increased Health Risks for People Living with Disabilities in Utah.” *Pacific Sociological Society Annual Meeting*: San Diego, CA.
- Stacia Ryder, Betsy Brunner, & **Jessica D. Ulrich-Schad**. “Understanding Community Environmental Concerns about Bear Lake: An Opportunity for Community-Engaged Teaching & Scholarship.” *Conference on Community-Engaged Scholarship and Teaching*: Moab, UT.

2023

- Jennifer E. Givens, **Jessica D. Ulrich-Schad**, & Sadie Braddock**. “Great Salt Lake Desiccation and Disproportionate Risk and Vulnerability to Environmental Change.” *American Sociological Association (ASA) Annual Meeting*: Philadelphia, PA.
- Edem Avemegah** & **Jessica D. Ulrich-Schad**. “Addressing Urban-Agricultural Tension in the Chesapeake Bay Watershed: Perspectives on Concerns and Remedies.” *Rural Sociological Association (RSS) Annual Meeting*: Burlington, VT.
- Kristen Koci**, Courtney Flint, & **Jessica D. Ulrich-Schad**. “Wellbeing and Mental Health Across a Rural-Urban Continuum in Utah.” *Rural Sociological Association (RSS) Annual Meeting*: Burlington, VT.
- Alex Theophilus**, Courtney Flint, & **Jessica D. Ulrich-Schad**. “Food Systems and Wellbeing along the Rural-Urban Continuum: Framing Lived Experiences within Discussions of Food Sovereignty.” *International Association for Society and Natural Resources Annual Meeting*: Portland, ME.
- **Jessica D. Ulrich-Schad** & Zubair Barkat**. “Ranchers’ Views of Smart Foodscapes: Applied and Methodological Insights.” *International Association for Society and Natural Resources Annual Meeting*: Portland, ME.
- Elizabeth A. Bennett** & **Jessica D. Ulrich-Schad**. “The Impact of High Net Worth Individuals on Communities and Rangeland Management in Southwest Montana.” *Society for Rangeland Management Annual Meeting*: Boise, ID.

2022

- Hua Qin, **Jessica D. Ulrich-Schad**, John Zinda, David Matarrita-Cascante, Jennifer Givens, & Chuntian Lu. “Seeing the Trees for the Forest: A Survey of Environmental and Natural Resource Sociologists and Social Scientists.” *Rural Sociological Society Meeting*: Westminster, CO.
- Edem Avemegah**, **Jessica D. Ulrich-Schad**, Candace May, Péter Kovács, & Jason Clark. “Understanding Farmers’ Adoption of Conservation Tillage in South Dakota Using a Modified Theory of Planned Behavior.” *Rural Sociological Society Annual Meeting*: Westminster, CO.
- Elizabeth Bennett**, Morey Burnham, **Jessica D. Ulrich-Schad**, J. G. Arbuckle, & Weston Eaton. “Testing Modified Sense of Place Measures on Adoption of Cover Crops in Working Landscapes in Iowa.” *Rural Sociological Society Annual Meeting*: Westminster, CO.
- **Jessica D. Ulrich-Schad**, Edem Avemegah**, Sarah P. Church, & Brennan Radulski. “Agricultural and Non-Agricultural Residents’ Perceptions of Water Quality and Interventions: Findings from the Chesapeake Bay Watershed.” (Poster). *International Association for Society and Natural Resources Annual Meeting*: San Jose, Costa Rica.

2021

- **Jessica D. Ulrich-Schad**, Shaina Westoff**, Edem Avemegah**, Tong Wang, Heidi L. Sieverding, & David E. Clay. “Sense of Place and Responsible Management of Working Lands in Eastern South Dakota.” *American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America Annual Meeting*: Salt Lake City, UT.

- Jennifer E. Givens & **Jessica D. Ulrich-Schad**. “Views on Three Environmental Issues and COVID in Utah: Political Polarization and Hope for Social Change.” *American Sociological Association Annual Meeting*; Virtual.
- **Jessica D. Ulrich-Schad**, Jennifer E. Givens, & Mitchell Beacham*. “Behavior Change Along the Rural-Urban Continuum in Utah During the COVID-19 Pandemic.” *Rural Sociological Society Annual Meeting*; Virtual.
- **Jessica D. Ulrich-Schad**, Shuang Li, A. Joshua Leffler, Wei Gu, Lealand Schoon, & Lora Perkins. “Rangeland Livestock Producers’ Usage of Parasitocides.” *International Symposium on Society and Research Management*; Virtual.
- Fernando, Felix, **Jessica D. Ulrich-Schad**, & Eric C. Larson. “Analysis of Research Methods Examining Shale Oil and Gas Development.” *International Symposium on Society and Research Management*; Virtual.
- Abby Palfreyman* & **Jessica D. Ulrich-Schad**. “Conflict between Personal Beliefs and Religious Orientation in Young Adults.” *Utah State University Student Research Symposium*; Virtual.

2020

- Wei Gu **, Weiwei Zhang, & **Jessica D. Ulrich-Schad**. “South Dakota Livestock Grazers’ Intentions to Convert Cropland to Grassland: Examining the Role of Soil Health Attitudes, Sense of Place, and Spatial Peer Effects.” *Rural Sociology Graduate Student Conference*; Virtual.
- **Jessica D. Ulrich-Schad**. “An Examination of Best Practices for Survey Research with Agricultural Producers.” *WEA 1010: Improving Data Quality from Sample Surveys to foster Agricultural, Community Development in Rural America Annual Meeting*; Tucson, AZ.
- Yingling, Julie, **Jessica D. Ulrich-Schad**, Wei Gu**, Russ Daly, & Jill Ayres. “Perceptions of and Adaptations to the Opioid Epidemic: A Survey of South Dakota Veterinarians.” *American Criminological Society Annual Meeting*; San Francisco, CA.

2019

- Yingling, Julie, **Jessica D. Ulrich-Schad**, Wei Gu**, Russ Daly, & Jill Ayres. “The Role of Prescriptions Obtained from Veterinary Clinics in the Opioid Crisis Along the Rural-Urban Continuum: Emerging Evidence from South Dakota.” *Rural Sociological Society Annual Meeting*; Richmond, VA.
- Eanes, Francis Weston M. Eaton, **Jessica D. Ulrich-Schad**, Sarah P. Church, Morey Burnham, & J. Arbuckle. 2019. “Sense of Place in Working Landscapes: Troubles and Opportunities.” *International Symposium on Society and Research Management*; Oshkosh, WI.
- Emireth Cancino* and **Jessica D. Ulrich-Schad**, & Elizabeth Fox. “Recycling Knowledge, Views, and Behavior of Brookings, South Dakota Residents.” (Poster) *SDSU Sociology and Rural Studies Research Symposium*; Brookings, SD.
- Kolady, Deepthi, Tong Wang, and **Jessica D. Ulrich-Schad**. “Adoption of Diverse Crop Rotation: Drivers and Implications.” *Southern Agricultural Economics Association Annual Meeting*; Birmingham, AL.

2018

- Saak, Alexander, Tong Wang, Deepthi Kolady, **Jessica D. Ulrich-Schad**, David Clay, & Abdelrahim Abulbasher**. (Poster). “Economic and Environmental Benefits of Conservation Tillage: Perceptions of Farmers in South Dakota.” *Soil Health Institute Annual Meeting*; Albuquerque, NM.
- Fedder, Michael*, **Jessica D. Ulrich-Schad**, & Julie Yingling. “‘You shouldn’t worry walking a block and a half to your car’: Exploring Perceptions of Crime and Anomie in the Bakken Oil Play.” *Rural Sociological Society Annual Meeting*; Portland, OR.
- Weston M. Eaton, **Jessica D. Ulrich-Schad**, Sarah P. Church, Francis Eanes, Morey Burnham, Jennifer Cross, & J. Arbuckle. “The Trouble with Sense of Place in Working Landscapes.” *International Symposium on Society and Research Management*; Snowbird, UT.

- Kenneth F. Higgins, Lora B. Perkins, & **Jessica D. Ulrich-Schad**. “Temporal Impacts of Changing Agricultural Practices and Rural Populations on South Dakota Waterfowl Habitats and Populations.” *South Dakota Academy of Science Annual Meeting*; Brookings, SD.
- Michael Fedder*, **Jessica D. Ulrich-Schad**, & Julie Yingling. “Anomie and Crime Perception in the Bakken Oil Fields.” *Midwest Sociological Society Annual Meeting*; Minneapolis, MN.
- **Ulrich-Schad, Jessica D.** & Cynthia M. Duncan. “People and Places Left Behind: Work, Culture and Politics in the Rural United States.” *Authoritarian Populism and the Rural World*, Emancipatory Rural Politics Initiative; The Hague, Netherlands.
- **Ulrich-Schad, Jessica D.** “Perspectives on “Making It” in Different Rural Places in the U.S.: Why Do They Matter?” *SDSU Sociology and Rural Studies Research Symposium*; Brookings, SD.
- Emireth Cancino* & **Jessica D. Ulrich-Schad**. “South Dakota Farmer’s Sense of Place in Relation to the Land They Farm.” (Poster Presentation) *South Dakota Water Conference*; Brookings, SD and *SDSU Sociology and Rural Studies Research Symposium*; Brookings, SD. (Winner of undergraduate student poster award (at SDSU symposium))

2017

- Eric Larson, **Jessica D. Ulrich-Schad**, & Felix Fernando. “Residents’ Sense of Place and Views on Oil and Gas Development in the Bakken Shale Oil Play.” *Rural Sociological Society Annual Meeting*; Columbus, OH.
- **Jessica D. Ulrich-Schad**, Eric Larson, & Felix Fernando. (Poster) “Drill, baby, drill?: Perceptions of the Environmental Impacts of Oil and Gas Development in Bakken Communities.” *Energy Impacts Symposium*; Columbus, OH.
- **Jessica D. Ulrich-Schad**. “Perceived Community Adaptation to Oil Booms and Busts in the Bakken Region.” *International Symposium on Society and Research Mgmt.*; Umea, Sweden.
- Cassie Anderson**, Annelieke Sinnema**, & **Jessica D. Ulrich-Schad**. “Public Perceptions of Crime and Personal Safety in the Bakken Region: A Tale of Two Counties.” *Midwest Sociological Society Annual Meeting*; Milwaukee, WI.
- Susan Kroger** & **Jessica D. Ulrich-Schad**. “Media Influence on Public Perceptions of Fracking Risk.” (Poster). *Midwest Sociological Society Annual Meeting*; Milwaukee, WI and *SDSU Sociology and Rural Studies Research Symposium*; Brookings, SD. (Winner of graduate student poster award (at SDSU symposium))
- Michael Fedder* & **Jessica D. Ulrich-Schad**. “The Impact of the Oil Industry on Crime Perceptions and Anomie.” (Poster). *Midwest Sociological Society Annual Meeting*; Milwaukee, WI and *SDSU Sociology and Rural Studies Research Symposium*; Brookings, SD. (Winner of undergraduate student poster award (at SDSU symposium))

2016

- **Jessica D. Ulrich-Schad**. “Perceptions of Community and Environmental Change in the Bakken.” *Great Plains Sociological Association Annual Meeting*; Sioux Falls, SD.
- **Jessica D. Ulrich-Schad**, Caroline Brock, & Linda Prokopy. “*We want to be good stewards of our land*”: Perceptions and Barriers to Usage of Water Quality Conservation Practices among Amish Farmers” *Rural Sociological Society Annual Meeting*; Toronto, Canada.
- Sarah Church, Linda Prokopy, Ajay Singh, Brian MacGowan, **Jessica D. Ulrich-Schad**, & Mike Dunn. “What marginal land? I don’t have marginal land, but I’ll tell you how to manage yours.” *International Symposium on Society and Research Management*; Houghton, MI.
- Caroline Brock, **Jessica D. Ulrich-Schad**, & Linda Stalker Prokopy. “Bridging the Divide: Agricultural and Conservation Support for Plain Producers.” *Annual Amish Conference*; Elizabethtown, PA.
- **Jessica D. Ulrich-Schad**, Sarah P. Church, & Linda S. Prokopy. “Measuring Farmers’ Sense of Place in the Context of Conservation Decision-Making.” *Midwest Sociological Society Annual Meeting*; Chicago, IL.

2015

- **Jessica D. Ulrich-Schad.** "Recreational Amenities, Rural Migration Patterns, and the Great Recession." *Rural Sociological Society Annual Meeting*; Madison, WI.
- **Jessica D. Ulrich-Schad,** Caroline Brock, & Linda Stalker Prokopy. "Conservation Practice Adoption and Attitudes Among Amish Farmers." *Rural Sociological Society Annual Meeting*; Madison, WI.
- Rebecca Busse*, **Jessica D. Ulrich-Schad,** & Linda Stalker Prokopy. "Understanding Effective Outreach for Water Quality in Indiana Watersheds." *International Symposium on Society and Research Management*; Charleston, SC.
- **Jessica D. Ulrich-Schad,** Nick Babin, Zhou Ma, & Linda Stalker Prokopy. "Out of State, Out of Mind? Absentee Landowners and Conservation Practice Decision Making." *Midwest Sociological Society Annual Meeting*; Kansas City, MO.
- Rebecca Busse*, **Jessica D. Ulrich-Schad,** & Linda Stalker Prokopy. "Understanding Effective Outreach among Lake Residents for Water Quality in the Upper Tippecanoe Watershed of Indiana." *Indiana Lakes Management Conference*; Syracuse, IN.

2014

- **Jessica D. Ulrich-Schad.** "Culture Clash: Predictors of Views on Community Development in Rural Recreation Counties." *Rural Sociological Society Annual Meeting*; New Orleans, LA.
- Douglas Jackson-Smith, **Jessica D. Ulrich-Schad,** & Curt Grimm. "Assessing the Impacts of Federal Farm Bill Programs on Rural Communities." *Rural Sociological Society Annual Meeting*; New Orleans, LA.
- Linda Stalker Prokopy & **Jessica D. Ulrich-Schad.** "Understanding Nutrient Management Decisions: An Examination of the Agricultural Community in Indiana." *Soil and Water Conservation Society Annual Meeting*; Lombard, IL.
- **Jessica D. Ulrich-Schad.** "Is There a Culture Clash Over Community Development in Rural Recreation Counties?" *Midwest Sociological Society Annual Meeting*; Omaha, NE.

2013

- **Jessica D. Ulrich-Schad.** "The Flintstones and the Jetsons: Contrasting Views on Community Identity and Development in a High-Amenity Rural Town." *Rural Sociological Society Annual Meeting*; New York City, NY.
- **Jessica D. Ulrich-Schad.** "'I'm Not Native, But I Got Here as Soon as I Could': Views of Community and Development in a High-Amenity, Rapidly Changing Town in Rural Colorado." *International Symposium on Society and Research Management*; Estes Park, CO.
- **Jessica D. Ulrich-Schad.** "Rural Recreation Counties, Population Change, and Community Capital: Case Study of Buena Vista, Colorado." *Eastern Sociological Society Annual Meeting*; Boston, MA.

2012

- Rosemary M. Caron, **Jessica D. Ulrich-Schad,** & Catherine Lafferty*. "Academic-Community Practice Partnerships: Effectiveness Evaluated Beyond the Ivy Walls." *American Public Health Association Annual Meeting*; San Francisco, CA.
- Jessica Bean, Marybeth Mattingly, & **Jessica D. Ulrich.** "Timing, Depth, and Duration of Childhood Poverty and Later-Life Outcomes." *American Sociological Association Annual Meeting*; Denver, CO.
- Thomas G. Safford, Megan Henly, & **Jessica D. Ulrich.** "Natural Resource Development, Conservation, and the Rural-urban 'Divide' in Alaska." *American Sociological Association Annual Meeting*; Denver, CO.
- **Jessica D. Ulrich,** Thomas G. Safford, & Megan Henly. "Who is Hollowing Out the Middle?: The Role of Adult Encouragement in Rural Youth Outmigration." *Rural Sociological Society Annual Meeting*; Chicago, IL.

- **Jessica D. Ulrich.** “Demographic Change in Rural Recreation Counties in the U.S.: The Effect of the Great Recession.” (Poster). *Rural Sociological Society Annual Meeting*; Chicago, IL.
- Rosemary M. Caron, Edmond Hooker, Emmanuel Rudatsikira, & **Jessica D. Ulrich.** “Teaching Epidemiology-Body of Knowledge Initiative.” *Association of University Programs in Healthcare Administration Annual Meeting*; Minneapolis, MN.
- **Jessica D. Ulrich.** “Demographic Change in Rural Recreation Counties in the U.S.” (Poster Presentation). *Graduate Research Conference*, University of New Hampshire; Durham, NH.
- Catherine C. Lafferty*, Rosemary M. Caron, & **Jessica D. Ulrich.** “Addressing Persistent Public Health Problems via Academic Community Partnerships.” *Undergraduate Research Conference*, University of New Hampshire; Durham, NH.
- **Jessica D. Ulrich.** “The Push and Pull of Rural Places: Community Evaluations and Migration Intentions in Four Rural Americas.” *Eastern Sociological Society Annual Meeting*; New York City, NY.

2011

- **Jessica D. Ulrich.** “Differences in Educational Attainment across Rural America.” *Rural Sociological Society Annual Meeting*; Boise, ID.
- Megan Henly and **Jessica D. Ulrich.** “Why Do People Stay? Community Attachment and Migration Decisions in the Rural U.S.” *Rural Sociological Society Annual Meeting*; Boise, ID.
- **Jessica D. Ulrich.** “The Social Impact of the Gulf Oil Disaster: Diverging Views from Communities in FL and LA.” *Rural Sociological Society Annual Meeting*; Boise, ID.
- **Jessica D. Ulrich** & Thomas G. Safford. “Enduring Ties to Community and Nature: Charting an Alternative Future for Southeast Alaska.” *Eastern Sociological Society Annual Meeting*; Philadelphia, PA.

2010

- **Jessica D. Ulrich** & Thomas G. Safford. “Ties to Place: A Comparison of Native and Non-Native Southeast Alaskans’ Ties to Their Communities.” *New England Sociological Association Fall Meeting*; Durham, NH.
- **Jessica D. Ulrich.** “It is a Strange Thing for Us to See Water Being Sold: Local Perceptions of the Fijian Bottled Water Industry.” *Eastern Sociological Society Meeting*; Boston, MA.

2009

- **Jessica D. Ulrich.** “The Social, Cultural, and Environmental Impacts of the Bottled Water Industry in Fiji.” *Pacific Sociological Association Annual Meeting*; San Diego, CA.

TEACHING

2019-Present

Utah State University, Sociology & Anthropology Department

- Social & Community Dimensions of Natural Resources (graduate) (designated a Community-Engaged Learning Course)
- Social Dimensions of Natural Resources (graduate)
- Research Methods (undergraduate)
- Survey Methods (graduate)
- Community Theory & Analysis (graduate)

2015-2019

South Dakota State University, Sociology and Rural Studies Department

- Introduction to Sociology (undergraduate, online)
- Sociology of Rural America (undergraduate, face-to-face and online)
- Research Methods I (undergraduate, face-to-face and online)
- Family (undergraduate, online)
- Population Studies (graduate and undergraduate, online)
- Rural Community Development (graduate)

- Advanced Survey Research Methods (graduate)
 - Community Natural Resource Management (graduate, online)
- 2011-2015 *Granite State College, Social Science Department* (all undergraduate)
 - Social Science Research Methods (online)
 - Introduction to Sociology (online)
 - Social Psychology
 - Work and Society (online)
 - Society and the Individual (online)
 - Integrative Capstone
- 2013-2014 *University of New Hampshire, Sociology Department* (all undergraduate)
 - Introduction to Sociology (online)
- 2013-2014 *Winona State University, Sociology Department* (all undergraduate)
 - Sociology of Families
 - Families and Social Inequality
 - Families and Poverty

STUDENT ADVISEES

PhD

- Christine Eschenfelder, Sociology, Committee Member, 2025-present
- Alex Theophilus, Sociology, **Chair**, *USU*, 2024-present
- Angie Kleven, Sociology, Committee Member, *USU*, 2024-present
- Aishwarya Kokorde, Landscape Architecture & Environmental Planning, *USU*, 2024-present
- Tejinder Singh, Soil Science, Committee Member, *USU*, 2024-present
- Ngonidzashe Mufute, Soil Science, Committee Member, *USU*, 2024-present
- Britta Schumacher, Ecology, Committee Member, *USU*, 2023-present
- Rory Eggleston, Wildland Resources, Committee Member, *USU*, 2023-present
- Sale Rhodes, Department of Earth Sciences, Committee Member, *Montana State University*, 2023-present
- Zubair Barkat, Sociology, **Chair**, *USU*, 2022-present
- Erika-Danielle Lindström, Sociology, Committee Member, *USU*, 2022-present
- Elizabeth Bennett, Sociology, **Chair**, *USU*, 2021-present
 - *USU* Presidential Doctoral Research Fellow, 2021-2025
 - Rural Sociological Society Dissertation Award, 2023
- Leonard Henderson, Sociology, Committee Member, *USU*, 2021-present
- Edem Avemegah, Sociology, **Chair**, *USU*, 2020-2024 (graduated)
- Kristen Koci, Sociology, **Co-Chair**, *USU*, 2019-2024 (graduated)
 - Department and College PhD Student Researcher of the Year, 2019
- Wei Gu, Sociology, Committee Member, *SDSU*, 2018-2024 (graduated)
- Claudia Mendez Wright, Sociology, Committee Member, *USU*, 2020-2023 (graduated)
- Adrienne Brown, Sociology, Committee Member, *University of New Hampshire*, 2021-2023 (graduated)
- Matthew Barnett, Sociology, **Co-Chair**, *USU*, 2019-2022 (graduated)
 - Department and College PhD Student Researcher of the Year, 2022
- Susan Kroger, Sociology, Committee Member, *SDSU*, 2016-2022 (graduated)
- Bradley Crookston, Soil Science, Committee Member, *USU*, 2019-2021 (graduated)
- Suzanne Smith, Sociology, Committee Member, *SDSU*, 2018-2019 (graduated)
- Abdelrahim Abulbasher, Sociology, **Chair**, *SDSU*, 2017-2019 (graduated)

- Tim Hanna, Sociology, **Co-Chair**, *SDSU*, 2016-2019 (graduated)
- Tingting He, Sociology, Committee Member, *SDSU*, 2016-2019
- Shuang Li, Sociology, Committee Member, *SDSU*, 2016-2019 (graduated)
- Mary Killsahundred, Committee Member, Sociology, *SDSU*, 2016-2019
- Cassie Anderson, Sociology, Committee Member, *SDSU*, 2016-2019
- Ruthie Wienk, Sociology, Committee Member, *SDSU*, 2016-2018 (graduated)
- Mike Lynch, Sociology, Committee Member, *SDSU*, 2016-2018 (graduated)
- Eric Guthrie, Sociology, Committee Member, *SDSU*, 2016-2018 (graduated)
- Umit Shrestha, Sociology, Committee Member, *SDSU*, 2015-2017 (graduated)

MA/MS

- Emma Epperson, Environment & Society, *USU*, 2024-present
- Alex Theophilus, Sociology, **Chair**, *USU*, 2023-2024 (graduated)
 - International Association for Society & Natural Resources Best MA Paper Award, 2024
 - Department Master's Student Researcher of the Year, 2023
- Sadie Braddock, Sociology, Committee Member, *USU*, 2023-2024 (graduated)
- Georgie Corkery, Environment & Society, *USU*, 2023-2024 (graduated)
- Connor Smith, Landscape Architecture & Environmental Planning, Committee Member, *USU*, 2022-2023 (graduated)
- Sarah Wilson, Environment & Society, Committee Member, *USU*, 2021-2023 (graduated)
- Jace Colby, Geography, Committee Member, *USU*, 2021-2023 (graduated)
- Forest Kane Cook, Geography, Committee Member, *USU*, 2021-2022 (graduated)
- Tina Sullivan, Soil Science, Committee Member, *USU*, 2020-2021 (graduated)
- Edem Avemegah, Sociology, **Co-Chair**, *SDSU*, 2019-2020 (graduated)
- Ty Werdel, Natural Resource Management, Committee Member, *SDSU*, 2017 (graduated)
- Lucas Bohn, Civil Engineering, Committee Member, *SDSU*, 2016 (graduated)

Undergraduate

- Faith Walker, *USU*, 2024
- Sydney Fisk, *USU*, 2024
 - Undergraduate Student Researcher of the Year, *SACJ Department, USU*, 2024
 - Extension Intern, 2024
 - Research on the Hill Presenter, 2025 (<https://research.usu.edu/ur/roch/current-presenters>)
- Cooper Page, *USU*, 2024
- Micah Mathews, *USU*, 2024 (graduated)
- Cole Lancaster, *USU*, 2023 (graduated)
- Mitchell Beacham, *USU*, 2021 (graduated)
- Josie Tollefson, *USU*, 2021 (graduated)
- Abby Palfreyman, *USU*, 2020-2021 (graduated)
 - Recipient of USU Undergraduate Research & Creative Opportunity Grant (\$1,500) for project titled "Attitudes Towards Queer Sexual Orientation and Cognitive Dissonance in LDS Young Adults" (Faculty Mentor); Work featured in *Liberalis*
- Russell Grant, *USU*, 2020
- Alexis Stewart, *USU*, 2020
- Connor Wengreen, *USU*, 2020 (graduated)
- Alex Fallon (Jensen), *USU*, 2020 (graduated)
- Koralene Tapoof, *USU*, 2019-2020 (graduated)

- Kylie Barrington, *SDSU*, 2019 (graduated)
- Emireth Cancino, *SDSU*, 2017-2019 (graduated)
- Michael Fedder, *SDSU*, 2016-2018 (graduated)

SERVICE

Department

2024-present	Chair, Community-Engagement Committee, <i>USU</i> , Sociology Program
2019-2024	Faculty Advisor, AKD (Honor Society), <i>USU</i> , Sociology Program <ul style="list-style-type: none"> • Received travel grants each year applied (\$1500-\$400/year) for graduate students to travel to regional academic conferences
2021-2022	Search Committee Chair-Assistant/Associate Professor Position (two positions), <i>USU</i> , Sociology Program
2019-2022	Graduate Executive Committee, <i>USU</i> , Sociology Program
2020-2021	Website Committee, <i>USU</i> , Sociology Program
2015-2019	Research Symposium Committee and Chair, <i>SDSU</i> , Sociology and Rural Studies Department
2015-2019	Faculty Advisor, AKD (Honor Society), <i>SDSU</i> , Sociology and Rural Studies Department <ul style="list-style-type: none"> • Received travel grants each year (\$1200-\$800/year) for graduate students to travel to regional academic conferences • Received research symposium grant each year (\$500)
2017	Search Committee Co-chair-Assistant Professor Position, <i>SDSU</i> , Sociology and Rural Studies Department
2016	Search Committee-Assistant Professor Position, <i>SDSU</i> , Sociology and Rural Studies Department
2011-2012	Graduate Student Representative, Graduate Committee, <i>UNH</i> , Sociology Department
2007-2009	Graduate Student Representative, Graduate Committee, <i>UM-Missoula</i> , Sociology Department
2005	Student Representative, Search Committee for Political Science Professor, <i>UM-Western</i> , Social Science Department

College

2023-present	College of Humanities & Social Sciences, Leadership Team, <i>USU</i>
2021-present	Director, <u>Community and Natural Resources Institute (CANRI)</u> , <i>USU</i>
2022, 2024	Mountain West Center, Small Grants Reviewer, <i>USU</i>
2019-2021	Associate Director, CANRI (Previously ISSRNR), <i>USU</i>
2020	Faculty Mentor, Unveiling the Anthropocene (CCA 3070), <i>USU</i>
2018-2019	Global Studies Advisory Committee, <i>SDSU</i> , College of Arts, Humanities & Social Science

University

2024-present	Societal Impacts Advisory Committee, <i>USU</i>
2022-present	Omsbudsperson, <i>USU</i>
2020-2021	<u>Climate Adaptation Science Program</u> , Leadership Team, <i>USU</i>
2019-2021	Faculty Peer Evaluation Committee for University Awards, <i>USU</i>
2020	Graduate Research and Creative Opportunities Grant Reviewer, <i>USU</i>
2019	Undergraduate Research and Creative Opportunities Grant Reviewer, <i>USU</i>

Faculty Tenure Advisory Committees (USU)

- Dr. Kirsten Koci, **Chair**, *USU Extension Home & Community*, 2024-present
- Lewis Kogan, *USU Extension Swaner Preserve & EcoCenter*, 2024-present
- Dr. Charlie McMartin, *English*, 2024-present
- Dr. Stacia Ryder, **Chair**, *Sociology*, 2023-present
- Dr. Dorothy Wallis, *Social Work*, 2023-present
- Dr. Kirsten Vinyeta, **Chair**, *Sociology*, 2022-present
- Dr. Aaron Hunt, *Kinesiology & Health Sciences*, 2022-present
- Dr. Sydney O'Shay, *Communication Studies*, 2021-present
- Dr. Stephen VanGeem, *Sociology*, 2021-present
- Terry Powers, *Art & Design*, 2021-present
- Dr. Guadalupe Marquez-Velarde, *Sociology*, 2021-2023 (tenured)
- Dr. Jennifer Givens, *Sociology*, 2021-2022 (tenured)

Professional

2024-2027	Chapter Lead Author for the Rural Communities Chapter in the <u>Sixth National Climate Assessment</u>
2023-present	Chair and Chair Elect (elected positions), <i>Rural Population Research Network/W-5001 Rural Population Change and Adaptation in the Context of Health, Economic, and Environmental Shocks and Stressors</i>
2023-present	<i>Journal of Environmental Quality</i> , Social Science Review Panel
2023-present	Conference Support Committee, <i>International Association for Society and Natural Resources</i> (IASNR)
2023-present	Land Grant Institution Council Representative (elected position), <i>Rural Sociological Society</i> (RSS)
2023-present	Chair and Co-chair (elected positions), Publications Committee, <i>RSS</i>
2021-2024	Ethics Committee, <i>International Association for Society and Natural Resources</i> (IASNR)
2020-2022	Gateway and Natural Amenity Region (<u>GNAR</u>) Initiative Steering Committee/Super GNARio
2023	Manuscript Reviewer: <i>Rural and Small-Town America</i> (Tim Slack and Shannon Monnat)
2022	Delta Science Fellowship Social Science Technical Panel, <i>California Sea Grant</i>
2018-2021	Nominations Committee Co-Chair and Chair (elected position), <i>RSS</i>
2021	Sociology Program Proposal Reviewer, <i>National Science Foundation</i>
2021	Manuscript Reviewer: <i>The Community in Rural America, 30th Anniversary Expanded Edition</i> (Edited by Gene Theodori and Mark Brennan)
2017-2020	Guest Editor, special issue "Community, Natural Resources and Sustainability" in <i>Sustainability</i>
2020	Manuscript Proposal Reviewer: <i>Uphill Battle: The Politics of Rural Inequality, Grassroots Activism, and Social Justice</i> (Routledge)
2020	Grant Proposal Reviewer – USDA AFRI - 'Rapid Response to Novel Coronavirus (SARS-CoV-2) Impacts Across Food and Agricultural Systems'
2019	Grant Proposal Reviewer - Iowa Nutrient Research Center
2019	Grant Proposal Reviewer – USDA's McIntire-Stennis Forestry Research and Education Capacity Building Grant
2016	Manuscript Reviewer: <i>Reinventing Rural: New Realities in an Urbanizing World</i> (Edited by Alexander R. Thomas and Gregory M. Fulkerson)
2015-2018	Membership Committee (Chair 2016-2018), <i>RSS</i>
2015-2017	Chair and Co-chair, Population Research Interest Group, <i>RSS</i>
2014-2016	Chair and Co-chair, Natural Resources Research Interest Group, <i>RSS</i>
2013-2014	Graduate Student Representative, Awards Committee, <i>RSS</i>

Manuscript and Book Chapter Peer Reviews

- *Renewable Agriculture and Food Systems*, 2025, 2024, 2017
- *Rural America in the 2020s: Shocks, Stressors, and Successes (chapter in book)*, 2024
- *Society and Natural Resources*, 2024 (2), 2023, 2020, 2018
- *Rural Sociology*, 2024, 2023, 2022, 2021, 2020, 2018, 2015 (multiple each year)
- *Agriculture and Human Values*, 2024 (2), 2023, 2021(2), 2016
- *Journal of Rural Social Sciences*, 2023(2), 2020
- *Journal of Rural Community Development*, 2023, 2022, 2019
- *Social Science Quarterly*, 2021
- *Rangelands*, 2021
- *Journal of Environmental Policy & Planning*, 2020
- *Energy Research & Social Science*, 2020, 2019
- *Journal of Rural Studies*, 2020, 2019
- *Population and Environment*, 2020, 2019
- *Journal of Soil and Water Conservation*, 2020, 2019, 2016, 2015
- *Population Research and Policy Review*, 2020, 2017
- *Demography*, 2019
- *Land Use Policy*, 2018
- *U.S. Forest Service (internal review)*, 2018
- *Coordinating Research on the Social Impacts of Energy Development: Synthesis across the Social Sciences (chapter in book)*, 2018
- *Sustainability*, 2018, 2017, 2016
- *Environmental Management*, 2016
- *Small Scale Forestry*, 2016
- *Sociological Inquiry*, 2015