



**Curriculum Vita  
September, 2022**

**Instructor:** Dr. Yvonne Villanueva-Russell; Dean, College of Innovation and Design; Professor of Sociology

**Academic Department:** Sociology & Criminal Justice

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### EDUCATION

Ph.D. Sociology  
University of Missouri-Columbia, 2002

M.A. Sociology  
Western Illinois University, 1992

B.A. Sociology  
Western Illinois University, 1990

### TEACHING EXPERIENCE

September 1, 2022 – present, Professor of Sociology, Department of Sociology and Criminal Justice, Texas A&M University-Commerce

September 1, 2008- August 31, 2022, Associate Professor of Sociology, Department of Sociology and Criminal Justice, Texas A&M University-Commerce

September 1, 2002 – August 31, 2008, Assistant Professor of Sociology, Department of Sociology and Criminal Justice, Texas A&M University-Commerce

### PUBLICATIONS

Rivers, C; Villanueva-Russell, Y & Fountain, J. 2020. "The ROI of CBE: A Six-Year Analysis." Evollution. [[https://evollution.com/revenue-streams/market\\_opportunities/the-roi-of-cbe-a-six-year-analysis/](https://evollution.com/revenue-streams/market_opportunities/the-roi-of-cbe-a-six-year-analysis/)]

- Villanueva-Russell, Y. Deviant Behavior. 2014. Dubuque, IA: Kendall Hunt.
- Villanueva-Russell, Y. "In Who's Interest Does Evidence-Based Practice Operate?" 2011. Illuminate. 4: 1,4.
- Villanueva-Russell, Y. "Caught in the Crosshairs: Identity and Cultural Authority Within Chiropractic." 2011. Social Science and Medicine. 72: 1826-1837. [Impact factor: 4.634]
- Villanueva-Russell, Y. "Chiropractors as Folk Devils: Published and Unpublished Coverage of a Moral Panic." 2009. Deviant Behavior. 30: 1-26. [Impact factor: 1.791]
- Villanueva-Russell, Y. "An Ideal-Typical Development of Chiropractic, 1895-1961: Pursuing Professional Ends Through Entrepreneurial Means." 2008. Social Theory and Health. 6:250-272. [impact factor: 1.143]
- Villanueva-Russell, Y. "Alternative Medicine: From 'Quackery' to 'Integrative'" Research Note in Thompson, William and Joseph Hickey. 2007. Society in Focus: An Introduction to Sociology (6<sup>th</sup> edition). Pp. 538-9. Boston: Allyn and Bacon.
- Villanueva-Russell, Y. "Early Advertising and Practice Building in Chiropractic: 1920-1950." 2006. Chiropractic History. 26(2): 35-47.
- Villanueva-Russell, Y. "Evidence-Based Medicine and Its Implications for the Profession of Chiropractic." 2005. Social Science and Medicine. 60(3): 545-561. [Impact factor: 4.623]
- Villanueva-Russell, Y. "The AMA versus Chiropractic: Themes of Opposition from 1963 to 1974." ICA Review. 2001. June: 14-20.
- Villanueva-Russell, Y. "Gynecological Neurologists and Other Lessons of History." 2000. ICA Review. 56(2): 21-24.

<b>RESEARCH GRANTS AND AWARDS</b>
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| 2022 | "Pride Pathway" Special Legislative Budget Request, State of Texas. \$3 million. Role: Principal Investigator (to be submitted October 2022)  |
| 2022 | "Pride Pathway: Designing Innovative Teacher Solutions from Paraprofessional to Classroom Leader" Department of Education. \$49,907.46. Role: Co-Principal Investigator   |
| 2022 | "Paraprofessional Teacher Preparation Pathway to Address Teacher Shortages" Community Project Funding Request, Texas 32 congressional District to the House Appropriations Committee. \$800,000. Role: Co-Principle Investigator. [Pending final notification 8.8.2022] |
| 2022 | "Texas Reskilling Grant Fund – Part Three." Texas Higher Education Coordinating board. \$112,500. Role: Principle Investigator. [Part of a consortium with four other North Texas Institutions]   |
| 2021 | "Texas Reskilling Grant Fund – Part Two." Texas Higher Education Coordinating Board. \$112,500. Role: Principle Investigator. [Part of a consortium with four other North Texas institutions]   |
| 2020 | "Texas Reskilling Grant Fund." Texas Higher Education Coordinating Board. \$300,000. Role: Principle Investigator. [Part of a consortium with five other North Texas]   |
| 2020 | "Creating Innovative Pathways to Adult College Completion." Greater Texas Foundation. Role: Co-Principle Investigator. \$783,000.   |

- 2018 Texas Affordable Baccalaureate Expansion Grant for FY17-19 60x30TX. Texas Higher Education Coordinating Board. Role: Co-Principle Investigator. \$780,000 [THECB \$340,000 + matching grant from TAMUC \$340,000]
- 2011 "Using Evidence to Make and Account for the Decision to Not Vaccinate." Faculty Development Leave [sabbatical]. January-May, 2011.
- 2010 "Using Evidence to Make and Account for the Decision to Not Vaccinate" Research Enhancement Grant. Graduate School, Texas A&M University – Commerce. \$6,000
- 2007 "Canadian Newspaper Coverage of a Moral Panic" Graduate School, Texas A&M University – Commerce, \$360
- 2006 "Subethnic Disparities in Cardiovascular Disease" with Chris Myers, Department of Marketing; Graduate School, Texas A&M University – Commerce, \$600