

**CURRICULUM VITAE**  
**RICHARD T. ROGERS**

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**Education:**

- Ph.D. Agricultural Economics--May 1982, University of Wisconsin-Madison
- A.B. Economics (with distinction in General Scholarship)--June 1973, University of California-Berkeley

**Professional Employment:**

- 2011 to present Emeritus Professor, Department of Resource Economics, University of Massachusetts Amherst
- 2011-2012 Consultant to Simmons College on Teaching Technologies
- 2009-2010 Professor of Resource Economics (Industrial Organization, Food Marketing Economics, and Managerial Economics), University of Massachusetts Amherst
- 2008 to 2009 Associate Provost for Academic Technology University of Massachusetts Amherst
- 2003-2008 Faculty Advisor to the Provost for Undergraduate Education, University of Massachusetts Amherst
- 1996-2010 Professor of Resource Economics (Industrial Organization, Food Marketing Economics, and Managerial Economics), University of Massachusetts Amherst
- 2000 Visiting Scholar, Applied Economics, University of Minnesota--Saint Paul
- 1991-1996 Associate Professor of Resource Economics (Industrial Organization, Food Marketing Economics, and Managerial Economics), University of Massachusetts Amherst
- 1993 Visiting Scholar, Agricultural Economics, University of California, Davis
- 1985-1991 Assistant Professor of Resource Economics (Industrial Organization, Food Marketing Economics, and Managerial Economics), University of Massachusetts Amherst
- 1984 Adjunct Professor of Resource Economics, University of Mass Amherst
- 1983 Agricultural Economist with the Food Marketing and Consumer Demand Branch of the Economic Research Service, U.S. Department of Agriculture, Wash., D.C.
- 1977-1982 Agricultural Economist with U.S. Department of Agriculture stationed with the Food System Research Group at the University of Wisconsin-Madison.

## Teaching Experience:

### Graduate Courses:

Food Marketing and Policy: Organization and Performance of the U.S. Food System: Course develops and applies the tools of industrial organization and strategic management theory to the U.S. Food System. Taught once per year at the Master's level from 1986 to 1994 (except 1988 & 1990), three times at the Ph.D. level, from 1988 to 1998.

Taught a 3-week graduate level course on "Markets and Economic Performance" at the Polish-American Summer School in Economics, Poznan, Poland in July 1994 to 28 students.

Taught a 2-week graduate level course on "Institutions in Agricultural and Food Markets" for the International Master on Agro-Food Marketing at the Mediterranean Agronomic Institute in Zaragoza, Spain to 25 students, November 1999 and March 2004, April 2008, and April 2010.

### Undergraduate Courses:

Introductory Statistics: General Education requirement with large enrollments (150 to 400 students, with 3-5 teaching assistants). Taught every Fall semester since 1984. Have adopted Internet activities and quizzes, a Personal Response System (PRS) where students submit answers during lectures with a handheld transmitter that sends signals to my computer. The PRS records the student who sent the answer, as well as the answers, in a database. I am a frequent presenter at meetings on teaching technology.

Honors Colloquium associated with Introductory Statistics, 1 credit. Uses personal computer laboratory to enhance the general course. Enrollments vary from 5 to 30 students, with 10 being typical. Taught every Fall semester since 1984.

Industrial Organization in Resource Economics: Senior level course in industrial organization with coverage of the Structure-Conduct-Performance Model and Game Theory. Required for Food Marketing and Managerial Economics options. Taught every Fall semester since 1985 until 2004.

Quantitative Methods in Applied Economics: Departmental general requirement covering linear programming and other quantitative tools. Taught in Fall semester in 1986, 1987, and 1988.

Introduction to Food Marketing Economics: Sophomore level course, serves as the introductory course to the Department's Food Marketing option. Taught from Spring 1995 to Spring 2003.

## Research Experience:

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| 1986-2004 | Member of Northeast Regional Research Project (NE-165) on Food Marketing issues titled: "Private Strategies, Public Policies, and Food System Performance." Served as project Secretary from inception to 1997. Research areas include: Industrial Economics and Agricultural Cooperatives. |
| 1983      | Responded to public and Congressional inquiries about economic issues related to the food system and conducted research related to food manufacturing.  |
| 1977-1982 | Conducted research on the market structure and performance of the food manufacturing industries. Supervised researchers, graduate and undergraduate students.   |

**Honors and Awards (University of Massachusetts):**

Award for Innovative Excellence in Teaching, Learning and Technology given at the 18<sup>th</sup> International Conference on College Teaching and Learning, Ponte Vedra Beach, Florida, 2007.

Distinguished Service Award, Phi Kappa Phi, 2006

Mentor to the Lilly Teaching Fellows program, 2005-2006 and 2003-2004.

Faculty Associate to the Center for Teaching, 2002-2003

Elected as Honorary Member of Golden Key International Honour Society, 2001

Outstanding Advising Award, College of Food and Natural Resources, 1999.

TEACHnology Fellow, 1998-99, University of Massachusetts.

Mentor to the Lilly Teaching Fellows program, 1997-1998 and 1994-1995.

University Distinguished Teaching Award, 1994-1995.

National Award for Excellence in College and University Teaching in the Food and Agricultural Sciences, 1992. First recipient of an annual award given by the National Association of State Universities and Land-Grant Colleges.

Outstanding Teacher Award, 1990. First recipient of an annual College of Food and Natural Resources teacher award.

Lilly Endowment Faculty Teaching Fellow, 1989-1990.

Service Appreciation Award from Western Mass Food Industry Association, 1989. Quality of

Communication Research Award from the American Agricultural Economics Association for the coauthored book The Food Manufacturing Industries: Structure, Strategies, Performance, and Policies, 1985.

## PUBLICATIONS

### Books

Royer, Jeffrey S. and Richard T. Rogers, editors, The Industrialization of Agriculture: Vertical Coordination in the U.S. Food System, Ashgate Publishing, 1998, 475 pages.

Connor, J., R. T. Rogers, B. W. Marion and W. F. Mueller, The Food Manufacturing Industries: Structure, Strategies, Performance, and Policies, Lexington Books, 1985, 474 pages.

### Journal Articles

Lass, Daniel A., Bernard J. Morzuch, and Richard T. Rogers, "Teaching with Technology to Engage Students and Enhance Learning", Journal of Economic Education under review; 2010, available as a [working paper](#) from the Department of Resource Economics.

Richard T. Rogers. "Structural Change in U.S. Food Manufacturing, 1958 to 1997" Agribusiness: An International Journal, Vol. 17, Issue No. 1 (2001), 3:32.

Gruber, Jenifer L, Richard T. Rogers and Richard J. Sexton, "Do Agricultural Marketing Cooperatives Advertise Less Intensively Than Investor-Owned Food-Processing Firms?", Journal of Cooperation, Vol. 15 (2000), 31:46.

Rogers, Richard T. and Robert J. Tokle, "The Effects of Television Advertising on Concentration: An Update." New York Economic Review, XXX, Fall 1999, 25:31.

Willis, Michael S. and Richard T. Rogers, "Market Share Dispersion Among Leading Firms as a Determinant of Advertising Intensity," Review of Industrial Organization, 13:495-508, 1998.

Connor, John. M., Richard T. Rogers, and Vijay Bhagavan, "Concentration Change and Counter-vailing Power in the U.S. Food Manufacturing Industries," Review of Industrial Organization, Vol. 11, No. 4, August 1996, 473:92.

Rogers, Richard T. and Robert J. Tokle, "The Economics of Advertising: Where's the Data?," Review of Industrial Organization, Vol. 10, No. 6, December 1995, 675:87.

Rogers, Richard T. and Richard J. Sexton, "Assessing the Importance of Oligopsony Power in Agricultural Markets," American Journal of Agricultural Economics, Principal Paper, Vol. 76, No. 5, December 1994.

Richard T. Rogers and Lisa M. Petraglia, "Agricultural Cooperatives in Food Manufacturing: Implications for Market Performance," Journal of Agricultural Cooperation, Vol. 9 (1994):1-12.

Rogers, R. T. and B. W. Marion, "Food Manufacturing Activities of the Largest Agricultural Cooperatives: Market Power and Strategic Behavior Implications," Journal of Agricultural Cooperation, Vol. 5 (1990):59-73.

Tokle, R., R. T. Rogers and J. Adams, "Advertising Intensity and Concentration Change in Manufacturing Industries, 1967 to 1982," Midwestern Journal of Business and Economics, Vol. 5, No. 1 (Spring 1990):1-14.

- Rogers, R. T. and J. A. Caswell, "Strategic Management and the Internal Organization of Food Marketing Firms," Agribusiness: An International Journal, Vol. 4, No. 1 (1988):3-10.
- Padberg, D. I. and R. T. Rogers, "The Cyclical Nature of Politics and the U.S. Food System," Journal of Food Distribution Research, (September 1987):5-14.
- Rogers, R. T., "AA Structure-Price-Cost Model Estimated Over Time for Food and Tobacco Product Classes, 1954 to 1977," Agribusiness: An International Journal, Vol. 3, No. 2 (1987):241-252.
- Mueller, W. F. and R. T. Rogers, "Changes in Market Concentration of Manufacturing Industries, 1947-1977," The Review of Industrial Organization, Vol. 1, No. 1 (Spring 1984):1-14.
- Mueller, W. F. and R. T. Rogers, "The Role of Advertising in Changing Concentration of Manufacturing Industries," The Review of Economics and Statistics, LXII, No. 1 (February 1980):89-96.

### Chapters and Monographs

- Rogers, Richard T., "Broilers: Differentiating a Commodity." in Industry Studies, 3rd edition, edited by Larry L. Duetsch, M.E. Sharp, Armonk, NY, 2002.
- Richard T. Rogers. "Monopoly and Competition," Grolier Multimedia Encyclopedia, Grolier, Inc., 2001. <http://gme/grolier.com> (January 2, 2001).
- Richard T. Rogers, "The US Food Marketing System", Wiley Encyclopedia of Food Science and Technology, 2nd Edition". Frederick J. Francis, Editor, John Wiley & Sons, New York, NY, Copyright 2000, 2701:2724.
- Richard T. Rogers. "Sunkist: A Discussion" in the Proceedings from the Food and Agricultural Marketing Consortium 1998 Research Conference on "Economic and Policy Implications of Structural Realignment in Food and Ag Markets: A Case Study Approach" held in Park City, Utah, July 31-August 2, 1998.
- Richard T. Rogers. "The Role of Cooperatives in Increasingly Concentrated Markets" proceedings from "Cooperatives: Their Importance in the Future Food and Agricultural System" conference sponsored by National Council of Farmers Cooperatives and The Food and Agricultural Marketing Consortium, held in Las Vegas, Nevada, January 16-17, 1997, 49-65.
- Rogers, Richard T., "Broilers: Differentiating a Commodity." Chapter 3 in Industry Studies, 2nd edition, edited by Larry L. Duetsch, M.E. Sharp, Armonk, NY, 1998, pp. 65-100.
- Richard T. Rogers and Dennis West, "Livestock Production in Western Massachusetts and Southern Vermont." Final report to the Community Involved in Sustainable Agriculture (CISA) and was mailed to 60 interested farmers in Western Massachusetts and Southern Vermont in December 1996. 20 pages.
- Mueller, Willard F., and Richard T. Rogers. "Monopoly and Competition," in The Academic American Encyclopedia, published by Grolier Incorporated, CT, USA, 1996, 11 pages.
- Connor, John. M., Richard T. Rogers, and Vijay Bhagavan, "Concentration Change and Counter-

- vailing Power in the U.S. Food Manufacturing Industries," in Economics of Innovation - The Case of Food Industry, Physica-Verlag (a Springer-Verlag Co.) is the publisher, 1996, 33 pages.
- Willis, Michael S. and Richard T. Rogers, "Market Share Dispersion Among Leading Firms as a Determinant of Advertising Intensity," selected paper, Annual Meeting of the American Agricultural Economics Association, San Diego, CA, August 7-10, 1994, 14 pages.
- Ding, John Y., Julie A. Caswell, and Richard T. Rogers, "Restructuring's Effect on Related and Unrelated Diversification Among Top Food Manufacturing Firms in the 1980s," NE-165 Working Paper No. 38, Storrs, CT, Northeast Regional Project 165, December 1993, 15 pages.
- Rogers, Richard T. and Robert J. Tokle, "Advertising Expenditures in U.S. Manufacturing Industries, 1967 and 1982," NE-165 Working Paper No. 34, Storrs, CT, Northeast Regional Project 165, October 1993, 30 pages.
- Rogers, Richard T., "Advertising Strategies by Agricultural Cooperatives in Branded Food Products, 1967 and 1987." A chapter in New Strategic Directions for Agricultural Marketing Cooperatives, edited by Ronald W. Cotterill, Westview Press, 1994, pp. 59-97.
- Rogers, Richard T., "Advertising Strategies by Agricultural Cooperatives in Branded Food Products, 1967 to 1987." Research Report No. 21. Storrs, CT: Northeast Regional Project 165, 1993, 61 pages.
- Rogers, Richard T., "Broilers: Differentiating a Commodity." Chapter 1 in Industry Studies, edited by Larry L. Duetsch, Englewood Cliffs, NJ, Prentice-Hall, 1993, pp. 3-32.
- Rogers, Richard T., "Broilers: Differentiating a Commodity." Food Marketing Policy Center, Research Report No. 18, University of Connecticut, December 1992, 50 pages.
- Petraglia, L. M. and R. T. Rogers, The Impact of Agricultural Marketing Cooperatives on Market Performance in U.S. Food Manufacturing Industries for 1982, Storrs, Connecticut: Food Marketing Policy Center, University of Connecticut, June 1991, 85 pages.
- Rogers, R. T. and L. M. Petraglia, "Do Cooperatives Improve Market Performance? A Test of the Cooperative Yardstick Hypothesis in Food Manufacturing," in American Cooperation 1990, (July 1990):178-189.
- Rogers, R. T. and J. A. Caswell, "Strategic Management and the Internal Organization of Food Marketing Firms," Working Paper No. 1, Storrs, Connecticut: Northeast Regional Project 165 (NE-165), September 1987.
- Rogers, R. T., "Undergraduate Alumni Survey, 1960 to 1985," Departmental Report, December 1987, 74 pages.
- Connor, J., R. T. Rogers, B. W. Marion, W. F. Mueller and R. L. Wills, "The Organization and Performance of the Food Manufacturing Industries," in Organization and Performance of the U.S. Food System, Bruce W. Marion (ed.), Lexington Books (1986):197-292.
- Rogers, R. T., "A Structure-Price-Cost Model Estimated Over Time for Food and Tobacco Product Classes, 1954 to 1977," NC-117 Paper No. 75, Madison, Wisconsin, September 1985, 25 pages.
- Rogers, R. T. and L. C. Mather, "Food Advertising, 1954 to 1979," in Advertising and the Food

System, Connor and Ward (eds.), NC-117 Monograph 14, Madison, Wisconsin, (September 1983):75-103.

Rogers, R. T., "Advertising and Concentration Change in U.S. Food and Product Classes, 1958-1972," in Advertising and the Food System, Connor and Ward (eds.), NC-117 Monograph 14, Madison, WI, (September 1983):283-294.

Rogers, R. T., "Structure-Profits Relationship for Food Manufacturing Firms," in W. F. Mueller, The Cellar-Kefauver Act: The First 27 Years, Staff Report prepared for the Subcommittee on Monopolies and Commercial Law of the Committee on the Judiciary, House of Representatives, (July 1, 1978):184-188.

### **Extension Publications**

David Holm, Dan Lass, and Richard Rogers, "The Changing Landscape of Massachusetts Agriculture: Restructuring for the 21<sup>st</sup> Century," Massachusetts Benchmarks, University of Massachusetts, Winter 99/00, Volume 3, Issue 1: 12:18..

David Holm, Richard Rogers, and Daniel Lass. "Food Self-Sufficiency in the New England States, 1975B1997." Department of Resource Economics. University of Massachusetts Amherst. Presentation at Lancaster MA on 4/18/00. 25 pages.

David Holm, Dan Lass, and Richard Rogers, "Case Study of a Farm Viability Enhancement Program Participant," University of Massachusetts, August 2000.

David Damery, David Holm, and Richard Rogers, "Food Marketing and Lumber Processing in MassachusettsC1958 to 1997 ", University of Massachusetts, July 2000, 107 pages.

Rogers, Richard T., Geoff Allen, Besty Colucci, and Sandra Lavelle, "A Market Feasibility Study and Preliminary Business Plan for the Proposed Organic Cranberry Cooperative". Distribution of this study is controlled by the Cooperative Development Institute, Greenfield, MA, 80 pages.

Rogers, Richard T., "Selling It: Co-op Advertising Lags Behind Private Sector Food Companies," Farmer Cooperatives, Agricultural Cooperative Service, USDA. November 1993. 7 pages.

Engel, N. E., K. Fleming, R. T. Rogers and Daniel Lass, "Testimony: Public Hearing on Milk Markets," Cooperative Extension Staff Paper Series #89-4, March 1989.

Rogers, R. T. and Martha A. Kimball, "Cheese Flavored Popcorn, Stateline vs. Smartfood, Results of a Consumer Taste-Test," May 3, 1989, 25 pages.

Rogers, R. T. and R. E. Torgerson, "Ag Marketing Co-op Participation Limited in Food Processing Industry," Farmer Cooperatives, United States Department of Agriculture, October 1988:7-11.

Rogers, R. T., "Specialty Food Producers Find Their Niche," Western Mass Food Industry Association Newsletter, Spring 1988, 1-2.

Rogers, R. T., "Who Uses a Farmer's Market? Evidence from Pittsfield, Massachusetts," Distributed by Massachusetts Department of Food and Agriculture, June 1988, 2 pages.

Kimball, M. A. and R. T. Rogers, "Biotechnology in Massachusetts: Impact of Bovine Growth Hormone on the Dairy Industry with Comments on the Whole-Herd Buyout Program," Departmental Staff Paper, Extension Paper Series #86-2, October 1986, 27 pages.

Johnson, S. S. and R. T. Rogers, "Progress in Mechanization of Wine Grapes, Economic Factors," California Agriculture, August 1974.

### **Professional Presentations**

Richard T. Rogers. A commissioned paper on "Structural Change in U.S. Food Manufacturing, 1958 to 1997" at the joint US Department of Agriculture and NE-165 conference on "The American Consumer in The Changing Food System" in Washington D.C.. May 4, 2000.

Richard T. Rogers . "Agriculture and Competition Policy: The US Experience with Cooperatives and Marketing Orders" in Bologna, Italy on January 17, 2000.

Richard T. Rogers. "Sunkist: A Discussion" presented at the "food and Agricultural Marketing Consortium 1998 Research Conference" held in Park City, Utah, July 31-August 2, 1998.

Richard T. Rogers. "A Comparison Between the Advertising Strategies of Agricultural Marketing Cooperatives and Investor-Owned Firms in Food Processing" at the AARES Annual Conference at the University of New England, Armidale, NSW, Australia, January 1998.

Richard T. Rogers. "The Role of Cooperatives in Increasingly Concentrated Markets" presented at the symposium on "Cooperatives: Their Importance in the Future Food and Agricultural System" held in Las Vegas, Nevada, January 16-17, 1997.

Rogers, Richard T. "Concentration in Food Processing Industries-Concerns for Farmers and Consumers," April 22, 1996, Amherst, MA, Departmental Seminar.

Rogers, Richard T. and Yu Ma, "Concentration Change in an Era of Lax Antitrust Enforcement: A Comparison of Two Decades: 1967 to 1977 and 1977 to 1987, Evidence from the Food Processing Industries," presented at the Montreal Conference on "Interactions between Public Policies and Private Strategies in the Food Industries," June 28, 1994.

Rogers, Richard T. and Lisa M. Petraglia, "Agricultural Cooperatives in Food Manufacturing: Implications for Market Performance," presented as a seminar to the Department of Agricultural and Resource Economics, University of California, Berkeley, April 2, 1993.

Rogers, R. T., "Advertising Strategies by Agricultural Cooperatives in Branded Food Products, 1967 to 1987," presented to the Conference on New Strategic Directions for Agricultural Marketing Cooperatives, Boston, Massachusetts, June 24, 1992.

Rogers, R. T., "Use of Advertising Data for Leading National Advertisers," presented at the American Agricultural Economics Association's summer meeting in Baltimore, Maryland, August 11, 1992.

Tirupattur, V., S. Thompson, and R. T. Rogers, "Market Structure and Price Cost Margins of U.S. Food Manufacturing Industries: An Analysis of Some Recent Evidence," presented at the American Agricultural Economics Association's summer meeting in Baltimore, Maryland, August 11, 1992.

- Rogers, R. T., "Cooperatives in Food Manufacturing: New Challenges," presented to executives attending the Graduate Institute of Cooperative Leadership summer training program, University of Missouri-Columbia, June 11, 1991.
- Rogers, R. T., "Cooperatives' Role and Performance in Food Manufacturing," presented to 45 executives from agricultural cooperatives as part of the Graduate Institute of Cooperative Leadership summer training program, University of Missouri-Columbia, June 12, 1990.
- Rogers, R. T., "Participation by 100 Large Agricultural Marketing Cooperatives in Food and Tobacco Manufacturing," presented to 25 economists at their annual meeting of NCR-140 in St. Paul, Minnesota, April 13, 1989, 25 pages.
- Rogers, R. T., "The Performance Effect of Cooperatives in Food Manufacturing," presented to 45 executives from agricultural cooperatives as part of the Graduate Institute of Cooperative Leadership summer training program, University of Missouri-Columbia, June 13, 1989, 23 pages.
- Rogers, R. T., "Strategic Management in Agribusiness Firms: Discussion," reviewed two papers presented at the American Agricultural Economics Association's annual meeting, Michigan State University, East Lansing, Michigan, August 1987.
- Rogers, R. T., "Advertising as a Barrier to Entry," paper presented at the Allied Social Science Meetings, New Orleans, Louisiana, December 29, 1986, 23 pages.
- Rogers, R. T., "Linkage Between Aggregate Concentration and Market Concentration--Evidence from Food Manufacturing," Seminar in Department of Agricultural and Resource Economics, University of Massachusetts, April 1986.
- Rogers, R. T. and Elizabeth A. Schiferl, "Control of Leading Market Positions in Food Manufacturing by the 100 Largest Food Companies," paper presented at the AAEEA summer meetings at Cornell University, August 1984, 17 pages.

### **Research Symposia Participation**

- Co-organizer for conference on "Vertical Coordination in the Food System," organized by NE-165, Private Strategies, Public Policies and Food System Performance, held in Washington D.C., June 1995.
- Co-organizer and discussant for session titled "Changes in Information Technology and Reduced Public Information: Impacts on Food System Performance," at the Annual Meeting of the American Agricultural Economics Association, San Diego, CA, August 7-10, 1994.
- Co-organizer for session titled "Cooperative Strategies in Imperfect Markets: Theoretical Approaches," at the Annual Meeting of the American Agricultural Economics Association, San Diego, CA, August 7-10, 1994.
- Co-organized, moderated and presented a paper at the symposium "Food Industry Data: Sources and Uses," at the summer meeting of American Agricultural Economics Association, in Baltimore, Maryland, August 11, 1992.
- Co-organized, moderated and presented opening paper at symposium "Mergers in the Food System: Motives and Impacts," summer meeting of American Agricultural Economics Association, Baton Rouge, Louisiana, July 31, 1989.
- Co-organized and presented paper (with J. A. Caswell), "Strategic Management and Industrial

Organization of Food Marketing Firms,” summer meeting of the Northeastern Agricultural and Resource Economics Association, Morgantown, West Virginia, June 1986.

## Teaching Presentations

- Rogers, R. T., “Using Clickers to Engage Students and Enhance Learning: A Decade Later”, Clickerfest, Fitchburg State College, Fitchburg MA, May 21, 2008.
- Rogers, R. T., “Innovations in Teaching & Learning” at the Celebration of Teaching Dinner, University of Massachusetts, April 15, 2008.
- Rogers, R. T., “Teaching with Technology to Engage and Enhance Learning”, 18<sup>th</sup> International Conference on College Teaching and Learning, Ponte Vedra Beach, Florida, April 4, 2007.
- Rogers, R. T., “Teaching with Technology to Engage and Enhance Learning”, University of Massachusetts, Amherst, TEACHNOLOGY presentation, Wednesday, October 11, 2006
- Rogers, R. T., “Using PRS and OWL to Assess Student Learning and our Teaching”, University of Massachusetts, Amherst, National Taiwan University Delegation’s Visit, April 19, 2006
- McKenzie, Jr., John D, Richard T. Rogers, Stan Taylor, “Using Clickers; A Live Survey of Today’s First Course in Statistics”, MSMESB Conference 2006, Chicago, Illinois, June 23, 2006
- Lass, Daniel, A., Richard T. Rogers, Mei-Yau Shih. “Using Clickers to Engage Students and Enhance Learning”, Association of American Colleges and Universities Learning and Technology Conference, Seattle, WA, April 22, 2006
- Lass, Daniel, A., Richard T. Rogers, “Using PRS and OWL to Assess Student Learning and our Teaching” A University of Massachusetts Symposium, Shrewsbury, MA, April 7, 2006
- Rogers, R. T., “Using Personal Response Systems to Engage Students and Enhance Learning” Bucknell University, February 12, 2006
- Rogers, R. T., “Using Personal Response Systems to Engage Students and Enhance Learning” Amherst College, October 19, 2005
- Rogers, R. T., “Using Personal Response Systems to Engage Students and Enhance Learning” Tufts Summer Institute, Tufts University, May 25, 2005
- Rogers, R. T., “Using PRS to Engage Students and Enhance Learning” NERCOMP Workshop: Polling Devices, Clicker Buttons, PRSs, University of Massachusetts Amherst, May 17, 2005
- Rogers, R. T., “Using Personal Response Systems to Engage Students and Enhance Learning” MSMESB One-Day Conference, Georgetown University, Washington DC, November 22, 2003
- Rogers, R. T., “Finding Your Lecturing Voice in the Forest of Technology Tools,” December 3, 2002, UMass Center for Teaching Seminar, University of Massachusetts, Amherst.
- Rogers, R. T., “Using the Personal Response System to Engage Students,” September 27, 2002, 11<sup>th</sup> Annual Northeast Teaching Workshop, hosted by the College of Natural Resources

and the Environment, University of Massachusetts, Amherst.

Rogers, R. T., "Using the Personal Response System to Address Attendance and Passive Behavior," December 2001, University of Massachusetts, Amherst.

Mei-Yau Shih and Richard Rogers, "Pedagogical Applications of Technology: Tools for Teaching Large-enrollment Classes" EDUCAUSE, October 2001, Atlanta, Georgia.

Rogers, R. T., "Using Web CT in Large Gen Ed Courses" a presentation, November 14, 2000, University of Massachusetts, Amherst.

Rogers, R. T., "Assessing Technology in Teaching Statistics", TEACHnology presentation, March 24, 1999, University of Massachusetts, Amherst, see the presentation at [http://www.umass.edu/cft/1999\\_technology\\_presentations/presentation2/sld001.htm](http://www.umass.edu/cft/1999_technology_presentations/presentation2/sld001.htm)

Rogers, R. T., "Improving Lectures" given to a campus-wide orientation for teaching assistants, 1999, and given annually since 1990.

Rogers, R. T., "Teaching to Inspire Learning" at the Third Annual Northeast Region Teaching Workshop, October 9-11, 1994, Amherst, MA.

Rogers, R. T., "The Challenge of Teaching Introductory and General Education Courses," one of three speakers, May 1991.

Rogers, R. T., "Writing to Learn: Creating Writing Assignments," University of Massachusetts, October 11, 1990.

Rogers, R. T., "Managing Troublesome Behavior in the Classroom," University of Massachusetts, April 11, 1990.

Rogers, R. T., "Celebration of Teaching" Dinner Speech, University of Massachusetts, March 27, 1990.

Rogers, R. T., "Using Technology in the Classroom: Stats Live! A Computer Demonstration," University of Massachusetts, January 25, 1990.