

Ellis Jones

CURRICULUM VITAE

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Holy Cross College
Department of Sociology & Anthropology
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EDUCATION

- 2002 **University of Colorado**, Boulder, CO
Ph.D. in Sociology
- 1992 **University of Notre Dame**, South Bend, IN
M.A. in International Peace Studies
Specialization: Conflict Resolution *Honors:* Graduated with High Honors
- 1991 **University of Southern California**, Los Angeles, CA
B.A. in International Relations
Minor: Peace & Conflict Studies *Honors:* Magna Cum Laude
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POSITIONS HELD

- 2013 - Present **College of the Holy Cross**, Worcester, MA
Assistant Professor of Sociology
- 2011 - 2013 Visiting Assistant Professor of Sociology
- 2009 - 2011 Visiting Lecturer of Sociology
- 2007 - 2011 **Saybrook Graduate School**, San Francisco, CA
Visiting Professor of Social Transformation
- 2010 **Goddard College**, Plainfield, VT
Faculty of Sustainable Business & Communities
- 2005 - 2009 **University of California**, Davis, CA
Associate Lecturer of Sociology
- 2007 - 2008 **California Institute of Integral Studies**, San Francisco, CA
Visiting Professor of Integral Studies
- 2002 - 2005 **Sacramento City College**, Sacramento, CA
Assistant Professor of Sociology
Director of Service Learning
- 1995 - 2002 **University of Colorado**, Boulder, CO
Graduate Instructor
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AREAS OF INTEREST

- Public Sociology, Social Movements
- Ethical Consumerism, Corporate Social Responsibility
- Peace & Conflict Studies, Media Studies, Sustainability

COURSES TAUGHT

Holy Cross	<ul style="list-style-type: none"> • Utopian & Dystopian Worlds • Consumer & Corporate Social Responsibility • Sociology of Media & Television • Development of Social Theory • You – The Global Citizen (Montserrat 1st Year Program) • You – The Ethical Consumer (Montserrat 1st Year Program)
Sociology	<ul style="list-style-type: none"> • Critical Thinking in the Social Sciences • Nonviolence & The Ethics of Social Action • Sociology of Peacemaking • Social Movements • Self & Society • Social Problems • Social Conflict • Introduction to Sociology • Statistics
Interdisciplinary	<ul style="list-style-type: none"> • Introduction to Peace & Conflict Studies • Peace & Conflict Studies Senior Seminar • Democracy & Nonviolent Social Movements • Self & Consciousness • The Creative Self
Graduate-Level	<ul style="list-style-type: none"> • Self, Society & Transformation [Doctoral] • Conflict Resolution Theory & Methods [Masters] • Individualized Sustainable Business Tutorials [Masters]

PUBLICATIONS

(TBD)	<p>“Rethinking How We Measure Corporate Social Responsibility: A Comparative Analysis of Four Consumer-Oriented CSR Ranking Systems” Ellis Jones. <i>Under Review May 2014.</i></p>
(2015)	<p>“Sociologists In Action: Ellis Jones, Empowering Everyday People: Democratizing Access To Social Change” Ellis Jones. “Sociologists In Action: Empowering Everyday People: Democratizing Access To Social Change” in <i>Our Social World</i> by Jeanne Ballantine, Keith Roberts and Kathleen Korgen. 5th Edition. SAGE Publications. <i>Forthcoming January 2015.</i></p>
(2014)	<p>“Socially Responsible Marketing” Ellis Jones. In <i>The Encyclopedia of Consumption and Consumer Studies</i>, edited by Daniel Cook & J. Michael Ryan. Oxford, UK: Wiley-Blackwell. <i>Forthcoming 2014.</i></p>
2013, 2012	<p>“Sociology & Social Change: Creating A More Just & Sustainable World” Ross Haenfler, Brett Johnson & Ellis Jones. In <i>Sociological Odyssey: Contemporary Readings in Introductory Sociology</i> by Patricia & Peter Adler. Cengage, 4th ed Jan 2012. Also in <i>Sociology In Action</i> by M Messineo & M Holtzman. Hayden-McNeil, 14th ed 2013.</p>

PUBLICATIONS

- 2012 **“Discussion of ‘Consumer Perceptions of Sustainability: A Free Elicitation Study’ by B.J.K. Simpson & S.K. Radford”**
Ellis Jones. In *Journal of Nonprofit & Public Sector Marketing*. Dec 2012.
- 2012, 2010,
2008, 2006 ***The Better World Shopping Guide: Every Dollar Makes A Difference***
Ellis Jones. Gabriola Island, BC: New Society Publishers. Canada. 4th ed Oct 2012.
- 2012 **“Lifestyle Movements: Exploring the Intersection of Lifestyle and Social Movements”** Ross Haenfler, Brett Johnson & Ellis Jones. In *Social Movement Studies*. Jan 2012.
- 2012 **“Review of *Shop ‘Til You Drop: The Crisis of Consumerism* by G. Brockoff”**
Ellis Jones. In *Teaching Sociology*. Jan 2012.
- 2010 **“Review of *Contention and Corporate Responsibility* by S. Soule”**
Ellis Jones. In *American Journal of Sociology*. Nov 2010.
- 2009 **“Review of *Contesting Patriotism: Culture, Power & Strategy in the Peace Movement*, by L.M. Woehrle, P.G. Coy & G.M. Maney”**
Ellis Jones. In *Contemporary Sociology*. Nov 2009.
- 2007, 2001 ***The Better World Handbook: From Good Intentions to Everyday Actions***
Ellis Jones et al. Gabriola Island, BC: New Society Publishers. Canada. 2nd ed Sep 2007.

INVITED ACADEMIC PRESENTATIONS

- 2014 **Rutgers University**
“Researching Corporate Social Responsibility”
Guest Lecturer, ECOL 220: Environmental Solutions.
February 2014. New Brunswick, NJ.
- 2013 **Stanford University**
“Progressive Consumerism: Consuming in Line with Your Values”
Speaker, Shaking the Foundations: The West Coast Progressive Lawyering Conference.
November 2013. Palo Alto, CA.
- 2013, 2011 **University of Indianapolis**
“Shopping For a Better World: The Role of The Ethical Consumer”
Speaker. November 2011 & February 2013. Indianapolis, IN.
- 2012 **Ithaca College**
“Ethical Economics: Bringing Democracy To The Global Citizen-Consumer”
Speaker. April 2012. Ithaca, NY.
- 2012 **Central Michigan University**
“Service In Everyday Life: Building a Better World Through Economic Democracy”
Keynote Speaker, Service-Leadership Conference. February 2012. Mount Pleasant, MI.

**INVITED
ACADEMIC
PRESENTATIONS**

- 2011 **University of Arizona**
“The Ethical Consumer: Using Democracy To Reshape The Economy”
Speaker. October 2011. Tucson, AZ.
- 2011 **Drexel University**
“Beyond Green: Empowering Everyday Change Through Responsible Consumption”
Speaker & Workshop Leader. April 2011. Philadelphia, PA.
- 2011 **Siena College**
“The Role of Fair Trade in Socially Responsible Economics: A Consumer Perspective”
Speaker. April 2011. Loudonville, NY.
- 2011 **Gordon College**
“Ethical Consumerism: Matching Power & Responsibility Through Economics”
Speaker. March 2011. Wenham, MA.
- 2010 **Linfield College**
“Responsible Shopping: Democracy Meets Economy”
Speaker. February 2010. Portland, OR.
- 2010 **William Jewell College**
“24 Hours to a Better World: Turning Vision Into Action”
Speaker & Workshop Leader. January 2010. Liberty, MO.
- 2009 **Annual Meeting of the Association for Humanist Sociology**
“Democratizing Social Change: Building A Culture Of Empowerment”
Keynote Speaker. November 2009. New Orleans, LA.
- 2009 **Barry University**
“Building A Better World: The Realities Of Global Citizenship”
Speaker. October 2009. Miami Shores, FL.
- 2009 **Pitzer College**
“The New Global Citizen-Consumer: Bringing Social Responsibility To Everyday Life”
Speaker. September 2009. Claremont, CA.
- 2009 **California Lutheran University**
“Making A Difference With Public Sociology”
AKD Guest Speaker. April 2009. Thousand Oaks, CA.
- 2008 ***Sustainability: The Journal of Record***
“Green Labeling Roundtable: Are Products Tagged ‘Eco-Friendly’ Really
Environmentally Correct?” Interview with Cliff Davidson et al.
October 2008. Vol 1. No. 5.
- 2008 **University of Notre Dame**
“Bringing Peace Down To Earth”
Keynote Speaker. Undergraduate Peace Conference. April 2008. Notre Dame, IN.

**INVITED
ACADEMIC
PRESENTATIONS**

- 2008 **University of Nevada, Reno**
 “Global Warming: Simple, Effective Actions You Can Take”
 Focus the Nation Conference Speaker. January 2008. Reno, NV.
- 2007 **Bainbridge Graduate Institute**
 “Social Responsibility: Economics, Democracy & Marketing”
 Sustainable Business Program Guest Lecturer. October 2007. Online.
- 2007 **Presidio World College**
 “Market Mechanisms For Social Responsibility”
 Sustainable Management Program Guest Lecturer. April 2007. San Francisco, CA.
- 2004, 2003 **New College of California**
 “Social Responsibility Activism: An Emerging Social Movement”
 “Building A Better World: A Primer On Confronting Modern Global Challenges”
 Green MBA Program Guest Lectures. September 2003 & April 2004. Santa Rosa, CA.
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**INVITED PUBLIC
PRESENTATIONS**

- 2014 **The Jane Goodall Institute’s Roots & Shoots Youth Program**
 “Social & Ethical Consumerism Today”
 Presenter. March 2014. Webinar.
- 2014 **The Daughters of Charity, Advocacy & Social Justice Committee**
 “Understanding Ethical Consumerism”
 Presenter. February 2014. International Conference Call.
- 2013 **Unitarian Universalist Church of Attleboro**
 “The Citizen Consumer”
 Guest Sermon Presenter. May 2013. Attleboro, MA.
- 2010 **Shadowcliff Lodge & Retreat Center**
 “The Better World Retreat: Training for Social Change Professionals”
 Speaker & Workshop Leader. July 2010. Grand Lake, CO.
- 2009 **Unitarian Universalist Church of Fresno**
 “Democratizing The Economy: Keeping Corporations Accountable”
 Speaker. April 2009. Fresno, CA.
- 2009 **Lamorinda Earth Day Festival**
 “Changing The World With Your Consumer Dollars: From Local To Global”
 Headline Speaker. April 2009. Lafayette, CA.
- 2009 **REAP Down To Earth Week**
 “Using Consumer Dollars To Build A Better World”
 Keynote Speaker. April 2009. Calgary, AB. Canada.

INVITED PUBLIC PRESENTATIONS

- 2009 **CALPIRG Press Conference at State Capitol.**
“Seriously Addressing The Issue Of Global Warming”
Speaker. March 2009. Sacramento, CA.
- 2009 **First Congregational Church Of Sonoma**
“Revisiting The Rise Of The Citizen-Consumer”
Speaker. March 2009. Sonoma, CA.
- 2008 **The San Francisco Green Festival**
“The Seven Rules Of Shopping For A Better World”
Speaker. November 2008. San Francisco, CA.
- 2008 **Wisconsin Local Food Chautauqua**
“Democratizing The Food Economy: Why Local Is Essential”
Keynote Speaker. October 2008. Amherst, WI.
- 2008 **Southwest Washington Sustainability Conference**
“A Practical Guide To Building A Sustainable Economy”
Session Speaker. July 2008. Vancouver, WA.
- 2008 **Annual Conference: Global, Environmental & Outdoor Education Council**
“Empowering Global Citizens From The Ground Up”
Keynote Speaker. April 2008. Nordegg, AB. Canada.
- 2008 **First Congregational Church Of Sonoma**
“Social Responsibility In The Age Of The Citizen-Consumer”
Speaker. March 2008. Sonoma, CA.
- 2007 **Northern California Independent Booksellers Association**
“New Environmentalism” with Congressman Jay Inslee, M. Shellenberger & T. Nordhaus
Panelist. October 2007. Oakland, CA.
- 2007 **League of Women Voters**
“Democracy in the Age of the Citizen-Consumer: Our New Social Responsibility”
Keynote Speaker. September 2007. Stockton, CA.
- 2007 **The Whole Earth Festival**
“The Citizen-Consumer: Turning Dollars Into Social Change”
Speaker. May 2007. Davis, CA.
- 2007 **The Chicago Green Festival**
“Shopping For A Better World: The Seven Rules”
Speaker. April 2007. Chicago, IL.
- 2007 **The Better World Shopping Guide: Turning Dollars Into Social Change**
Presented at Books Inc., The Varsity Theatre, The Avid Reader, Black Oak Books, Cody’s
Books, The Ecology Center. March 2007. Alameda, Berkeley, San Francisco, Davis, CA.
- 2007 **Davis Food Co-Op**
“Socially Responsible Consumerism: Seven Rules”
Speaker. January 2007. Davis, CA.

INVITED PUBLIC PRESENTATIONS

- 2006, 2004 **The Sustainable World Symposium**
 “Global Vision: What Kind Of World Do We Want?” & “Actions For Sustainability”
 Co-Presenter. June 2004. May 2006. San Francisco, CA.
- 2005 **The Better World Handbook Festival**
 Sponsored by The SEFAC Foundation
 Master of Ceremonies, Presenter. March 2005. Vancouver, BC.
- 2004 **The Fine Living Network**
 “50 Ways To Save The Planet” by Melody Shafir
 Documentary Film Interview. Original Air Date: March 28, 2004.
- 2004 **East Bay Earth Charter Community**
 “Applying Green Values in Everyday Life”
 Interactive Workshop. January 2004. Oakland, CA.
- 2003 **Minnesota Earth Charter Action Summit**
 “Living The Earth Charter: Taking Everyday Actions To Create A Better World”
 Key Note Speaker. November 2003. St. Paul, MN.
- 2001 **Bringing Social Change to Average Folks: The Power of Everyday Actions**
 With Ross Haenfler and Brett Johnson. Left Hand Books. December 2001. Boulder, CO.
- 2001 **The Better World Handbook: From Good Intentions To Everyday Actions**
 With Ross Haenfler and Brett Johnson. Presented at the University of Colorado, Stanford University, Humboldt State University, University of Oregon, Western Washington University, Elliot Bay Bookstore, Grass Roots Books, Scott’s Books, The Tattered Cover. October 2001. Boulder, CO - Denver, CO - Palo Alto, CA - Arcata, CA - Corvallis, OR - Eugene, OR - Seattle, WA - Bellingham, WA - Mt. Vernon, WA.

ACADEMIC CONFERENCES

- 2014 **New England Regional Conference on Teaching the Social Sciences**
 “Lessons in Longitudinal Learning: Writing Multi-Edition Books As Class Projects”
 April 2014. Worcester, MA.
- 2013 **Annual Meeting of the American Sociological Association**
 Roundtable Presider for the ASA Section on Consumers & Consumption
 November 2013. New York, NY.
- 2013 **Sustainable Consumption Research & Action Initiative Conference**
 “Using Information to Empower Ethical Consumers: Comparing Four Social Responsibility Ranking Systems For Consumers in the US, UK, and Australia”
 June 2013. Worcester, MA.
- 2012 **Consumer Studies Research Network Conference**
 “Navigating Greenwashing: The Art & Science of Evaluating Corporate Social Responsibility” August 2012. Denver, CO.

ACADEMIC CONFERENCES

- 2009 **Annual Meeting of the American Sociological Association**
 “Social Responsibility Online: Public Sociology in the Digital Age”
 August 2009. San Francisco, CA.
- 2008 **Annual Meeting of the American Sociological Association**
 “The Challenge Of Lifestyle Movements: Simplicity & Social Responsibility”
 “Sociology and Social Change: Creating a More Just and Sustainable World”
 “The Better World Handbook: Small Changes That Make A Big Difference”
 With Ross Haenfler and Brett Johnson. August 2008. Boston, MA.
- 2007 **Annual Meeting of the Pacific Sociological Association**
 “Building Movements from the Bottom Up: Democratizing Social Change”
 “Empowering Global Consumers: Democratizing Social Responsibility”
 April 2007. Oakland, CA.
- 2004 **Annual Meeting of the Pacific Sociological Association**
 “Social Responsibility as Global Citizenship: A New Global Social Movement?”
 April 2004. Pasadena, CA.
- 2003 **Annual Meeting of the Peace & Justice Studies Association**
 “The Emerging Social Responsibility Movement: A Positive Peace Movement”
 October 2003. Olympia, WA.
- 2003 **Annual Meeting of the Pacific Sociological Association**
 “Service Heresy: Creative Alternatives to Traditional Service-Learning”
 “Empowering Students to Make A Difference Around Social Problems”
 April 2003. Pasadena, CA.
- 2001 **Annual Meeting of the American Sociological Association**
 “Turning Values Into Actions: Social Change in a Postmodern World”
 With Ross Haenfler. August 2001. Anaheim, CA.
- 2001 **Annual National Service-Learning Conference**
 “Service Learning Programs at the University of Colorado”
 With Sabrina Sideris. April 2001. Denver, CO.
- 1999 **Annual Midwest Radical Scholars Conference**
 “Everyday Activism: Acting on Our Values in our Daily Lives “
 Center for Study of Social Structure and Social Change. May 1999. Madison, WI.
- 1998 **Annual Meeting of the Peace Studies Association**
 “Unconventional Approaches To Teaching Nonviolence”
 April 1998. Bethel College. Newton, KS.

ACADEMIC & PUBLIC SERVICE

- 2014 ***Journal of Business Ethics, Reviewer***
 Reviewed Journal Article for Publication. June 2014.

ACADEMIC & PUBLIC SERVICE

- 2013 ***Social Problems*, Reviewer**
Reviewed Journal Article for Publication. October 2013.
- 2012 ***Introduction to Sociology by George Ritzer, Advisory Board***
1st Edition. Sage Publications, Los Angeles, CA. July 2012.
- 2011 - Present **Peace Around the World, Faculty Advisor**
College of the Holy Cross, Worcester, MA.
- 2011 - 2013 **Fair Trade Coalition, Faculty Advisor**
College of the Holy Cross, Worcester, MA.
- 2007 - Present **Good Things Green. Member, Nonprofit Advisory Board**
San Francisco, CA.
- 2007 - Present **Ecomom Alliance. Member, Nonprofit Advisory Board**
San Anselmo, CA.
- 2007 - 2008 **Mentor, McNair Scholars Program.**
University of California. Davis, CA.
- 2003 - 2005 **Social Sciences Senator, Academic Senate.**
Sacramento City College. Sacramento, CA.
- 1997 - 2002 **Associate Director, Peace & Conflict Studies.**
University of Colorado. Boulder, CO.
- 1996 - 1997 **Founder, Student Nonviolent Action Coalition.**
University of Colorado. Boulder, CO.
- 1995 - Present **Web Designer & Administrator, Social Responsibility Web Sites.**
- *Better World Shopper: www.betterworldshopper.org*
 - *The Better World Handbook Site: www.betterworldhanbook.com*

PROFESSIONAL ASSOCIATIONS

- American Sociological Association**, Member
Association for Humanist Sociology, Member
Consumer Studies Research Network, Member

HONORS & AWARDS

- 2009 **University of California, Excellence in Education Award Nominee.**
Letters, Arts & Sciences Division
University of California, Davis.

**HONORS &
AWARDS**

- 2002 **University of Colorado, Teaching Excellence Award Winner.**
University of Colorado, Boulder.
- 2002 **Best Spiritual Book of 2001** under the category of Hope, *The Better World Handbook*. Spirituality & Health Magazine.
- 2002 **Dakin Peace Award** for scholarship in international peace and understanding.
University of Colorado, Boulder.
- 2001 **Committee on Academic Support, Teaching Excellence Award Winner.**
University of Colorado, Boulder.
- 2001, 2000 **Mentor for Community Builder Award Winner.**
University of Colorado, Boulder.
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**INTERNATIONAL
EXPERIENCE**

- 1999 **China Agricultural University, Beijing, China**
Visiting Instructor of Sociology
- 1993 - 1995 **Peace Corps, Las Minas, Panama**
Teacher Trainer in Environmental Education
- 1990 **University of Strasbourg, Strasbourg, France**
Certificate in International Human Rights Law

REFERENCES

Paul Wehr

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Director of Peace & Conflict Studies
Department of Sociology
University of Colorado at Boulder
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David Pellow

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Minneapolis, MN 55455
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George Lopez

C.S.C. Chair of Peace Studies
Professor of Government & Intl. Studies
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University of Notre Dame
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Mary Conley

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Jim Downton

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Ross Haenfler

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Vicki Smith

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