

Rochelle Larkin Ford, Ph.D., APR

(AKA Rochelle Tillery-Larkin)

Rochelle9@elon.edu

301-832-7331

Skype: larkinford

Twitter: @rocford

www.rochelleford.com

A tenured full professor. Accomplished student-centered senior administrator at two comprehensive doctoral research universities. Plank Center Milestones in Mentoring Award Winner, 2012 recipient of Certificate in Management and Leadership in Education, Harvard University Graduate School of Education. Nationally recognized leader and scholar in communications and diversity with award-winning teaching ability incorporating new technologies. Experienced, collaborative academic and research leader. Innovative fundraiser and fiscally sound budget manager. Data-driven, visionary strategic planner known for successfully establishing relationships with the business and university communities.

SUMMARY OF ACCOMPLISHMENTS

Senior-level management in academic affairs

- Chaired the second-largest department in the S.I. Newhouse School of Public Communications at Syracuse University averaging 380 public relations bachelor students, 30 on-campus public relations master's students, 10 joint-degree public diplomacy master's students (international relations and public relations, and 30 online public relations specialization Communications@Syracuse master's students.
- Raised the national reputation of the public relations department by achieving the PRWeek Program of the Year for two consecutive years after being appointed chair (under-consideration for third award).
- Served as the senior academic officer in the second largest school/college at Howard University, a research university with high research activity, with 1,200 undergraduate students and 40 MFA students and four academic departments (journalism, communications and culture, communications sciences and disorders, and radio, television and film), handling with sound judgment all curriculum and departmental academic matters.
- Ensured quality delivery of academic advising, student success and retention programs, career development and educational technology units of the School of Communications, resulting in the School earning recognition in 2012-13 from the Office of the Vice President of Student Affairs at Howard University for providing a supportive and inclusive environment to learn.
- Coordinated the largest sequence in the School of Communications with an average of more than 300 majors and 50 minors, five full-time faculty and five adjunct faculty; resulting in the Advertising/Public Relations Sequence winning the *PR Week* top #1 rank for programs to recruit diverse candidates.
- Completed the 2012 Certificate in Management and Leadership in Education at the Harvard University Graduate School of Education
- Completed the 2006 Journalism and Mass Communication Leadership Institute Fellowship (JLID).

Curriculum reform based on assessment and industry insights

- Led the Newhouse undergraduate and graduate public relations curriculum changes based on assessment findings including the incorporation of digital analytics, free electives, and enhanced law content, resulting in short-term course updates and in increased credits required for master's programs and bachelor of science program to begin academic year 2018-2019.
- Created the first LA-based Newhouse public relations course focused on Entertainment Public Relations (one-week 1.5 credit).
- Co-Lead the Howard University Initiative to Establish Center for Academic Excellence that resulted in coordinated centralized academic advising for Howard University, a university-wide summer and winter bridge and orientation programs, enhanced university retention and academic support services, some coordinated honors student programming, common university-wide first year experiences and a university-wide career development support services.
- Led faculty in planning and implementing an academic renewal of curriculum (revision) to increase competitiveness of graduates, reduce time to degree and increase interdisciplinary activity and a reorganization of academic and support units to enhance research profile and increase cost effectiveness and efficiency, with the input of an external Blue-Ribbon Panel and a pro-bono strategic planning consultant.
- Helped develop Howard University's first interdisciplinary "build your own major" concentration in the School of Communications.
- Broadened students' options to meet Howard University general education requirements including fulfilling foreign language competency requirement through study abroad, community service, language immersion, technology or traditional coursework; incorporating career development, Washington DC exploration and experiential learning into the School of Communications' freshman orientation course; creating new interdisciplinary courses in Digital Media Literacy and in Ethical and Legal Issues in Communication; and collaborating across other University departments to ensure non-communications courses meet learning outcomes of communications majors.
- Counseled Provost / Chief Academic Officer at both Howard (2010-2012) and Syracuse (2016-2018) Universities' on Undergraduate Studies/General Education Reform, 2010-2012:
- Led the writing of Howard University's report recommending major revisions to general education taking a learning-outcome and campus-wide integrative approach.
- Chaired learning outcomes and co-curricular subcommittees at Howard.
- Gathered feedback from school and college faculty members on proposed recommendations.
- Chaired a university-wide shared competencies committee that included undergraduate and graduate students, faculty, and academic affairs and student affairs staff resulting in the University Senate advocating for adoption, implementation and assessment (Syracuse 4+4).
- Led Syracuse University Chancellor's Academic Strategic Planning Student Experience Committee resulting in recommendations being in-acted by both academic and student affairs.
- Served as a member of the Syracuse University Academic Strategic Planning Oversight

Committee 2015-2016 and on the Howard University President's Strategic Framework for Action II Committee 2000- 2001 including making recommendations to enhance student experience, research and innovation, university development, communications operations and community outreach.

- Served as a liaison to the university library systems for University Tennessee at Martin and Howard University and as a member of the library dean search committee at Syracuse University.
- Collaborated across Howard University's units, schools and colleges to ensure non-communications courses meet learning outcomes of communications majors and communications courses meet learning outcomes of other units.

Strategic planning, program review and aligning with institutional priorities and goals

- Led Newhouse public relations faculty in creating a departmental strategic plan in alignment with school-wide and institutional priorities including enhancing the student experience through an ePortfolio requirement and enhanced industry immersion/benchmark opportunities, internationalization with short-term study abroad courses, innovation-emphasis providing greater support to student-run agency and freelance matching, providing professional development and graduate education to veteran and active duty military, creating faculty-student-industry research opportunities.
- Completed first university-mandated program review of the Newhouse public relations undergraduate and graduate degree programs resulting in recommendations for continued support.
- Directed and supervised preparation of various school-wide academic reports including faculty workload, annual report, academic affairs recommendations for the Board of Trustees, and merit increases at Howard University.
- Analyzed and reported on school-wide and institutional student retention, graduation and DFW rates and developed strategies to increase retention and graduation rates at Howard and Syracuse Universities.
- Shepherded assessment of learning planning, data collection, analysis, reporting and tracking at the school and department level at Howard and Syracuse Universities.

ACEJMC accreditation, PRSA certification and regional accreditation expertise

- Helped create accreditation standards, policies and strategic plans for the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC) as a representative of the Public Relations Society of America 2012-present.
- Led the successful ACEJMC re-accreditation process of undergraduate academic programs achieving compliance on all measures for Howard University's School of Communications in 2009.
- Served as a member of an accreditation site team for ACEJMC at University of North Carolina, Louisiana State University, Southern University, University of Alabama, Shippensburg University, Virginia Commonwealth University and Southern Mississippi University.
- Achieved initial Certification for Education Public Relations (CEPR) for the master's programs and recertification (CEPR) for the undergraduate programs at the Syracuse University Newhouse School in 2017.
- Served as a CEPR site member at University of Alabama and on the PRSA Educational

Affairs Committee that manages CEPR.

- Co-led the Syracuse University Middle States Regional Accreditation process as the tri-chair of the Steering Committee for the decennial comprehensive review which included student, faculty and staff on all nine committees (2016-2018).
- Wrote the published recommendations for resources, faculty and administrative standards regarding graduate education in public relations for the Commission on Public Relations Education 2011-2012, recommendations related to diversity and pre-professional organizations in 2006
- Maintained personal Accreditation in Public Relations (APR) from the Universal Accreditation Board since 2001.

Budget planning, prioritization and management

- Served as the budget officer of the Howard University School of Communications and chair of the School's budget advisory committee and advised the Dean on development of the \$8.8 million total budget (\$8.3 million salary and benefits and \$500,000 in non-employment expenses) and expenditure of funds for the respective academic programs, support units and co-curricular activities.
- Reduced budget expenses strategically for the Howard University School of Communications while making strategic investments.
- Provided budget and financial management training to staff and departmental leadership (PeopleSoft-based system).
- Advocated for and increased the Newhouse Public Relations departmental by \$5,000.
- Met or exceeded graduate tuition revenue for Newhouse Public Relations Department.
- Managed the Newhouse Public Relations departmental budget within the responsibility centered management system ranging from \$16,500-\$21,500 annually for programs, speakers, and events.
- Served as the only faculty member of the Howard University Provost Academic Affairs Budget Officer Committee, 2010- 2012, that helped draft notifications regarding grant employees contract periods, develop a budget template for provost office, piloted new budget procedures before implementing across the university, and counsel the Vice President for Finance for Academic Affairs for policy changes and developments.

Fundraising, development and sponsored program funding

- Acquired and supported departmental faculty acquisition of more than \$30,000 in association and foundation grants and government contracts for research and training in the Newhouse Public Relations Department (the department had no external funding in the previous 3 years)
- Secured for the Newhouse Public Relations Department an in-kind donation of more than \$20,000 annually and a donation of a digital public display for ePortfolios by Newhouse public relations alumnus and founder of PAN Communications.
- Increased grant revenue from foundation, corporate, government and non-governmental organizations by \$4 million with each department in the Howard University School submitting at least one grant application annually (50% gain in departmental participation).
- Helped acquire a \$1 million planned gift and a \$250,000 gift to establish Media Messaging Fellowship at Howard University.
- Collaborated to generate nearly \$100,000 for alumni auditorium gift fund and to established the Adopt-A-Team corporate mentoring program \$100,000 in revenue annually.

- Raised more than \$50,000 in scholarships and paid internship partnerships for the undergraduate public relations program at Howard University.
- Increased faculty submission of requests to seek off campus funds with nearly half of the faculty submitting funds applications for external funding (36% gain in faculty participation) including collaborations interdisciplinary research grants for communications faculty to work with STEM faculty in atmospheric sciences (chemistry, physics and engineering), engineering, computer science, architecture, and medicine and with faculty in business, law, humanities and social sciences.
- Created a school infrastructure to support research and creative productions by faculty and by undergraduate and graduate students including assistance with locating external funds, grant writing, budget management, survey research and human subjects review.
- Obtained more than \$1.5 million in grants at Howard University as the lead principal investigator including:
 - \$1,244,000 from *Jumpstart for Young Children* through a cooperative agreement (2003-2014) to implement an annual literacy program that pairs Howard University students to work with pre-school children in District of Columbia schools, provides service-learning opportunities for public relations students, offers graduate assistantships, enhances family involvement between parents and school and provides data for national literacy research conducted by Jumpstart.
 - \$150,000 *Carnegie Corporation of New York* Grant (2009) to establish the Howard University Initiative on Democracy, Markets, Communication and Technology to encourage inter-disciplinary approaches to addressing critical issues such as health disparities and STEM education; to evolve into a think tank where the best minds at Howard University and external experts would focus on critical issues facing under-served and under-represented communities in their full national and global contexts, and to provide funding for interdisciplinary research, training and outreach.
 - \$199,700 *Carnegie Corporation of New York* grant (2006) with co-PI w/ Phillip Dixon, chair of journalism department, a to create the J-Faculty/Preparing Future Journalism Professor Program for doctoral students in the Mass Communication and Media Studies Program with cognate areas outside of communications, provide for distinguished lecture series targeting undergraduate students, provide assistantships for master's students, and support interdisciplinary research.
 - \$750,000 in funding from the *American Association of Advertising Agencies (4As)* through a cooperative agreement (2008-2011), with co-PI Jannette L. Dates, dean, to create a center for inclusion and diversity in advertising with an emphasis on mid- and senior level professionals through the Center for Excellence in Advertising at Howard University, which provided internships for undergraduate students, funding for faculty research and assistantships for graduate students.

Support for teacher-scholar-mentor model and entrepreneurship

- Incorporated pro-bono team-teaching of capstone course by leading public relations and advertising agencies including Ketchum, Ogilvy, Edelman, and APCO (valued at more than \$60,000) 2000-2007.
- Secured paying and high-profile clients for CapComm Lab, a student-run public relations and advertising agency course, including Congressional Black Caucus Foundation (\$20,000), International Anti-Counterfeiting Coalition (\$10,000), Smithsonian National Museum of

Natural History, VISA USA, Washington Post and Library of Congress 2000-2007.

- Coordinated Washington Post-Howard University partnership resulting in journalism students publishing stories and photos in the Washington Post and on Washingtonpost.com, participating in podcast discussing the partnership, conducting research about Hurricane Katrina and hosting a campus symposium about Hurricane Katrina.
- Secured high profile undergraduate internship partnerships for public relations students including World Bank, White House, House of Representatives, General Motors, General Electric, IBM, NASCAR.
- Won the 2002 Award for Innovations in Teaching, Learning and Technology presented by the International Conference on Teaching and Innovations.
- Nominated by Howard University in 2002 for The International Boyer Award for Outstanding Teaching.
- Received the 2011 Plank Center Honoring Milestones in Mentoring Award.
- Served as the faculty advisor to the 2004 PR Week Student of the Year, Keyanna Williams.
- Published the refereed journal article in 2005, “Activist Teaching? Try Public Relations” in Media and Culture Politics, 1(2).
- Published the refereed book chapter, “Motivating Students: Keeping It Real,” in two editions of the Learning to Teach book (3e/2003 and 4e/2013) published by the Public Relations Society of America: New York.
- Published a workbook to accompany award-winning introductory public relations textbook in 2003 Student Activities Workbook for Public Relations. Wadsworth: Belmont, CA.
- Awarded a \$6,000 Provost’s Fund for Entrepreneurship Internal Grant in 2005 to create a special program to encourage PR students to begin their own public relations practice by inviting alumni entrepreneurs as guest speakers, establishing a mentoring program and incorporating new business monetary incentives into CapComm Lab, a student-run agency.
- Obtained \$4,000 from the Provost Undergraduate Research and Creativity Award Grants to assist my Annenberg Honors advisees Jessica Johnson (2004) with her senior thesis which was made into a book and provided foundation for her company and non-profit Scholarship Academy and for my Annenberg Honors advisee Kenrya Rankin (2003) for her senior thesis.
- Helped secure with Dr. Robert Olins paid clients between 2003-2006 for Insights®, Departmental Research Firm, where undergraduate students collected data, analyzed findings and assisted with presenting results.

Recruitment, development and retention of staff and faculty of all ranks

- Increased the racial domestic diversity of part-time public relations faculty by 25% and full-time public relations faculty by 10% within two years at Newhouse School.
- Included administrative coordinator in national PRSA CEPR recognition in Boston, MA.
- Administered and made recommendations regarding the recruitment, appointment, evaluation, promotion, tenure and orientation of the Howard University’s School of Communications 45 full-time faculty and 30 adjunct faculty members.
- Created and implemented formal tenure track mentoring program from the School of Communications dean’s office resulting in 86% successful applications for tenure.

- Led the faculty, through shared governance process, in developing, implementing and assessing a new annual faculty performance evaluation program (evaluating teaching, research and service).
- Negotiated and coordinated the Phased Retirement Program for senior tenured faculty members which included development of strategic faculty recruitment plan that incorporates cluster hiring across Howard University and within departments in the School of Communications and strategic reduction in headcount across the University.
- Recruited faculty and staff at national conferences, via Linked-In and other social media, online, through trade and higher education publications, list-serves, word-of-mouth, and other resources.
- Incorporated Skype interviews and reference checks for recruiting faculty at Howard University.
- Increased by 50% the number of Howard University Communications faculty completing professional development courses through Center for Excellence in Teaching Learning and Assessment.
- Provided faculty forums to share innovations in teaching and assessment for the Howard School of Communications and the Newhouse Public Relations Department.
- Created professional development workshops for staff to enhance technology, customer service, research, sponsored programs and fiscal management skills at Howard University's School of Communications.
- Provided academic affairs insight and pilot testing for new financial and human resource upgraded modules of PeopleSoft as well as DocuSign and other technologies.
- Helped coordinate the School of Communications staff restructuring after the implementation of the University's Volunteer Staff Incentive Retirement Program.
- Recruited, hired, trained and evaluated staff members in the School of Communications and for grant funded projects.

Shared-governance and student-centered decision-making:

- Supported the faculty in revising the School's By-Laws, APT guidelines and other academic policies and procedures at Howard University.
- Collaborated with the faculty and central administration at Howard University, through shared governance process, in developing, implementing and assessing a new annual faculty performance evaluation program (evaluating teaching, research and service).
- Included students on search committees, university strategic planning and regional accreditation committees at Syracuse University.
- Served on the Howard University Student Activities Fee Committee that allocates funding to student-led programs that serve the general student body, 2013-2014.
- Served as the faculty advisor for the Transfer Student Association and member of the Student Affairs Advisory Board for Orientation Programs, 2013-2014.
- Made recommendations to enhance enrollment management at Howard University including admissions, financial aid and registrar functions, 2013-2014.
- Ensured Howard University School of Communication completion of NSSE surveys, career and job placement surveys of students and alumni, and other academic and professional surveys related to the School.

- Established the Council of PR Firms Spring Job Fair (only collegiate PR Council job fair for about seven years) annually resulting more than 325 jobs and internships for racial and ethnic minorities between 2001-2014.
- Co-chaired with the Syracuse University Athletic Director the search committee for the Chief Communications and Marketing Officer of Syracuse University.

Intercultural competence, global perspectives and diversity and inclusion expertise

- Completed 2015 Fulbright Specialist Fellowship in The Gambia, West Africa, teaching high school journalism, training government, NGO and corporate executives business and public relations writing, and started single and parenting support groups.
- Co-chaired the National Diversity & Inclusion Committee of the Arthur W. Page Society (2017-present).
- Received the 2007 National Capital Chapter of Public Relations Diversity Champion Award.
- Received the 2008 D. Parke Gibson Award, Public Relations Society of America.
- Wrote the monthly column “Diversity Dimensions” from 2004-2009 for the internationally distributed Public Relations Tactics (25,000 circulation) and available on- line at http://www.prsa.org/_About/Leadership/diversity-chapter.asp?ident=div4.
- Published three books, two refereed journal articles, three book chapters and 10 communications industry reports/white papers related to diversity and inclusion.
- Completed internal self-study assessment of Syracuse Abroad for the Middle States regional accreditation process (2017).
- Trained Bermuda Department of Communication and Information on New Media in 2010.

EDUCATION

University	Degree / Subject Area	Date
Harvard University	Institute for Management and Leadership in Education	2012
Southern Illinois University at Carbondale	Doctorate of Philosophy in Journalism	1999
University of Maryland, College Park	Masters of Arts in Journalism	1995
University of Maryland, College Park	Masters Certificate in Gerontology	1995
Howard University Washington, DC	Bachelors of Arts in Journalism	1993
American College of London	Coursework in International Marketing	1992

ACADEMIC ADMINISTRATIVE EMPLOYMENT

Dean, School of Communications, Elon University	July 2018-Present
Provost Faculty Fellow & Special Assistant to the Provost, Syracuse University, Syracuse, NY	August 2016-Present
Chair, Public Relations Department, Newhouse School of Public Communications Syracuse University, Syracuse, NY	June 2014-June 2018
Co-Director, Provost Center for Academic Excellence Initiative Howard University, Washington, DC	2013- 2014
Associate Dean, Research & Academic Affairs School of Communications, Howard University, Washington, DC	2007- 2013

ACADEMIC FACULTY APPOINTMENTS

School of Communications	Tenured Professor	July 2018 – Present
School of Journalism & Digital Media University of The Gambia, The Gambia, West Africa	Fulbright Visiting Scholar/Specialist	June 2016 – August 2016
Department of Public Relations, SI Newhouse School of Public Communications Syracuse University, Syracuse, NY	Tenured Professor	August 2014-June 2018
Department of Communication, Culture and Media Studies School of Communications & Graduate School Howard University, Washington, DC	Tenured Professor	July 2013-August 2014
Department of Journalism School of Communications Howard University, Washington, DC	Tenured Associate Professor	August 2006-June 2013
Graduate School Howard University Washington, DC	Graduate Associate Professor	January 2005-June 2013
Department of Journalism School of Communications Howard University, Washington, DC	Advertising and Public Relations Sequence Coordinator	December 2003-2007

University College University of Maryland College Park, MD	Adjunct Graduate Assistant Professor	August 2002-December 2002
Department of Journalism School of Communications Howard University, Washington, DC	Assistant Professor	August 1999-2006
Department of Journalism School of Communications Howard University, Washington, DC	Lecturer	August 1998-1999
Department of Communication University of Tennessee Martin, TN	Instructor	August 1995-May 1998

COURSES TAUGHT

Undergraduate Courses

Advertising Campaigns	Introduction to Public Relations
Advanced Public Relations (research and management)	Introduction to Mass Communication
CapComm Lab (student-run Advertising/PR agency)	Public Relations Campaigns
Ethics of Advocacy	Public Relations Techniques
Freshman (Introductory) Honors Seminar	Public Relations Writing I (media relations)
Fundamentals of Journalism	Public Relations Writing II (controlled communications)
Introduction to Journalism (for agricultural science majors)	Public Relations Research

Graduate Courses

Advertising and Public Relations Research	Public Relations Practicum
Mass Communications Research Methods	Public Relations Theory
Public Relations Agency Management	Qualitative Research Methods
Public Relations Management	Diversity and Public Relations

THESES OR DISSERTATIONS DIRECTED

Undergraduate Theses

“Using Applied Public Relations to Develop the Londonderry Rail Trail” Meghan Rhimol (defended April 2016) – Top Professional Program Capstone Project for Renee Crown Honors Program at Syracuse University

“The Nature of the Presence of Black Women in Advertising” by Kirsten McRae (defended April 2011)

“Accent and it's Affect on Employability: A Language Attitude Study” by Eddie L. Holiday, III (defended April 2010)

“Uses & Gratifications: The Magazine Usage of African-American Girls Ages 12-17,” by Kenrya Malikah Rankin (defended April 2003)

“Minority Scholarship Quest Workbook,” by Jessica Johnson (defended April 2004)

“The Role of the Media in the Image of Black Sports Figures: Kobe Bryant, Just Another Black Athletic Criminal,” by Rasheema Sweeting (defended April 2005)

“Public Information Campaign on the Social and Legal Issues Surrounding Ex-Offender Re-Entry,” by Sandra Wortham (defended April 2005)

Master’s Thesis

“Friend or Faux: Marketing Diversity in Higher Education “ Courtney Bowe (May 2008)

Doctoral Dissertation

"Assessing the Intention of Black MSM to Receive a HIV Test After Exposure to HIV Testing PSAs: An Exploratory Study of Phase Two of the Act Against AIDS Campaign" Jermaine Junius (May 2011)

“Latina Public Relations Agency Practitioners: An Examination of Career Experiences and Ethnic Diversity,” by Shaunee L. Wallace (May 2008)

“Excellence in Public Affairs: A co-orientation study of Virginia Public Affairs Offices,” by Dionne Clemmons (December 2008).

NON-ACADEMIC PROFESSIONAL SERVICES

Winter 2007-Present

**American Advertising Federation
Research Consultant**

Spring 2006

**McKinney & Associates
Research Consultant**

Summer 2003

**Advertising Education Foundation/Ogilvy Advertising
Visiting Professor**

Spring 2000-Winter 2003

Sylvia Cordy & Company, Bethesda, MD
Research Director

Winter 2000

SingleShop.Com, Herndon, VA
Public Relations Consultant

Winter 1999-Summer 2003

Colabours Communications, Alexandria, VA
Public Relations / Research Director

Winter 1998-1999

Mayor Anthony Williams Inaugural Activities, Washington, DC
Public Relations Volunteer

Spring 1998

McCracken County Sheriff's Department, Paducah, KY
Crisis Communications Volunteer

Spring 1996- Summer 1996

Olympic Torch Relay, Memphis, TN
Media Relations Volunteer

Winter 1994-Summer 1995

AARP, Alexandria, VA
Area Communications Director

Spring-Summer 1993

Arthur J. Schultz and Company, Washington, DC
Account Representative

Winter 1993

Presidential Inaugural Committee, Washington, DC
Press Relations Volunteer

HONORS, AWARDS AND OTHER DISTINCTIONS

2017 PRWeek Outstanding Educational Program

2016 Fulbright Specialist to The University of The Gambia, West Africa

2016 PRWeek Outstanding Educational Program

2016 Arthur W. Page Center Benchmarking Study Award

2016 Top Three Research Papers of Practical Significance Award, Institute of Public Relations Research Conference, Miami, FL

2015 PRWeek Outstanding Educational Program

2014 Inducted into Arthur W. Page Society

2014 Top Research Poster Award, "Jumpstart: Case study of service achieving general education learning outcomes," Education & Outreach, Howard University Research Day, Senior Scholar Poster.

2013 Fulbright Specialist Roster

2011 Plank Center Honoring Milestones in Mentoring

2011 National Black Public Relations Society Founders Practitioner Award

2010 PRWeek Honorable Mention Outstanding Educational Program of the Year

2008 D. Parke Gibson Award, Public Relations Society of America (National Multiculturalism Award)

2007 National Capital Chapter of Public Relations Diversity Champion Award

2006 Journalism and Mass Communication Leadership Institute Fellow (JLID)

2005 "Faculty Member of the Week," feature article in the *Hilltop*, campus daily newspaper

2004 Howard University Merit Award

2004 Faculty advisor to the PRWeek Student of the Year, Keyanna Williams

2003 Howard University Merit Award

2003 Jumpstart Burst Award

2003 Faculty Honors Howard Magazine

2003 Advertising Education Foundation Visiting Professor Program Fellow (VPP)

2002 Howard University Merit Award

2002 Award for Innovations in Teaching, Learning and Technology presented by the International Conference on Teaching and Innovations

2002 Howard University Nominee, The International Boyer Award for Outstanding Teaching

- 2002 Faculty Appreciation Award, School of Communications, Howard University
- 2002 Gahanna Lincoln High School Hall of Fame Inductee
- 2001 Howard University Merit Award
- 2001 Certificate of Accreditation in Public Relations, Universal Accreditation Council
- 2000 Howard University Merit Award
- 2000 Named by PRWeek, a top industry publication, as one of the “Top 30 Under 30” in Public Relations
- 2000 Public Relations Student Society of America Hall of Fame Inductee
- 2000 Howard University School of Communications Excellence Award for Outstanding Budding Research/Scholarship
- 2000 National PRSA Presidential Citation
- 2000 International Interdisciplinary Public Relations Behavioral Science Research Award (for top interdisciplinary research paper with Greg Smith, a gerontologist from the University of Maryland, “Segmenting Senior Citizen Publics Using Situational Theory of Publics.”)
- 1999 Top Paper Award, PRSA International Conference Competitive Faculty Paper Competition, for the single-authored paper, "Surveying Perceived Pigeonholing Among African-American Public Relations Professionals.”

PUBLICATIONS/CREATIVE PROJECTS

Books

Dukes, O. with **Ford, R.L.** & Pettus, U. L. (editors) (2017). *Ofield: The Autobiography of Public Relations Man Ofield Dukes*. PR Museum Press: New York, NY.

Prince, C. B. W. & **Ford, R. L.** (editors) (2016). *Administrative Challenges and Organizational Leadership in Historically Black Colleges and Universities*. IGI Global: Hershey, Pennsylvania

Prince, C. B. W. & **Ford, R. L.** (editors) (2016). *Setting a New Agenda for Student Engagement and Retention in Historically Black Colleges and Universities*. IGI Global: Hershey, Pennsylvania

Ford, R. L. (2003). *Student Activities Workbook for Public Relations*. Wadsworth: Belmont, CA.

Refereed Articles

Ford, R. L. (2005). Activist Teaching? Try Public Relations. *Media and Culture Politics*, 1(2).

Oliver, S.; **Ford, R. L.**; & Meyers, Y. (2014). Corporate Social Responsibility: Ensuring Supplier Diversity in the Advertising Industry. *Business Studies Journal*.

Oliver, S. & **Ford, R. L.** (2015). Exploring Qualifications for Senior-Level Advertising Agency Positions. *Journal of the Academy of Marketing Science* (Manuscript number: JAMS-D-14-00123)

Refereed Book Chapters

Ford, R. L. and Applebaum, L. (2014). "Diversity in Public Relations," in Sallot, L. M. and DeSanto, B. (eds.) *Learning to Teach* (4e); Public Relations Society of America: New York.

Ford, R. L. (2014). "Motivating Students: Keeping It Real," in Sallot, L. M. and DeSanto, B. (eds.) *Learning to Teach* (3e); Public Relations Society of America: New York.

Ford, R. L. (2003). "Motivating Students: Keeping It Real," in Sallot, L. M. and DeSanto, B. (eds.) *Learning to Teach* (3e); Public Relations Society of America: New York.

Ford, R. L. & Prince, C. (2014). "Jumpstart at Howard University: Sustaining 11 years of partnering with CNCS for school success among pre-school age children and college students," submitted to Kimberly E. Freeman, Ph.D. & Ivory A. Toldson, Ph.D. (editors) for the *The White House Initiative on Historically Black Colleges and Universities: The 2014 Compendium of U.S. Government Sponsored Research and Programs at Historically Black Colleges and Universities*.

Invited Book Chapters

Ford, R. L. (2013). "A Firm Foundation" in Kenrya Rankin Naasel (Ed.), *Bet On Black: African-American Women Celebrate Fatherhood in the Age of Barack Obama*. Kafani Press: Memphis, TN.

Sha, B-L. & **Ford, R. L.** (2006). Redefining "Requisite Variety": The Challenge of Multiple Diversities for the Future of Public Relations Excellence in Toth, E. L. (Ed.) *The Handbook of Excellence in Public Relations and Communication Management: Challenges for the Next Generation*. Lawrence Earlbaum: Hillsdale, NJ.

Other General Articles

Ford, R. L. & Terry-Williams, B. (2014). "School of Communications at Howard University Retention Program." The Mid-Atlantic Historically Black Colleges and Universities College Completion Research Alliance (HBCURA).

Dates, J. L.; Onwumehili, C.; Lawson-Borders, G.; Merritt, B. & **Ford, R.** (2013, Autumn). Academic Renewal In The Howard University School Of Communications: Scholars Outline Process Used To Reshape Curriculum. *ASJMC Insights*, pp. 9-16.

Ford, R.; Jenkins, J. & Oliver, S. (2013, Winter). Project Offers Insights On Perspective On Engaging Millennial Students. *ASJMC Insights*, pp. 19-22.

Ford, R. (2012). Diversity Exhibit for chapter 2 of Cutlip, Center and Broom's *Effective Public Relations*, 11th edition.

Ford, R. (2009). Diversity Exhibit for chapter 2 of Cutlip, Center and Broom's *Effective Public Relations*, 10th edition.

Ford, R. (September 2007). New Research Spurs Optimism: Respect, Resources, Results, Keys to Recruiting and Retaining Diverse Talent, *New York Times Sunday Magazine*

Ford, R. L. (August, 2003). "Motivating Students: Keeping It Real" in *PR Tactics*. (25,000 circulation)

Tillery-Larkin, R. (AKA Ford, R. L.) (November 2001). "The Importance of Promoting Tolerance" in *PR Tactics*. (25,000 circulation)

Monthly Column

"Diversity Dimensions" is a monthly column that I researched and wrote in the internationally distributed *Public Relations Tactics* (25,000 circulation). The column is now available free to anyone on-line at http://www.prsa.org/_About/Leadership/diversity-chapter.asp?ident=div4 (2004-2010). Sample of monthly topics:

- Diversity Dimensions: Every Day Could Be Considered Mother's Day in Public Relations (July 2009)
- Diversity Dimensions: Radio One Inc.'s "Black America Today" Study (September, 2008)
- Diversity Dimensions: Duran Duran and Diversity (July, 2008)
- Lessons from Obama's speech on race (May 2008)
- Recognizing diversity achievements in 2007 (December 2007)
- Study: Simplistic segmentation hampers multicultural marketing (November 2007)
- A Nation of "haves" and "have-nots?" (October 2007)
- Getting middle management involved in diversity (June 2007)
- When an ad buy becomes PR's business (October 2006)
- Reaching professional Latinos (August 2006)
- Duke and diversity (July 2006)
- Immigration spurs discussion (June 2006)
- Sensitivity in Language Use a Must (October 2005)
- Addressing Barriers to Advancement for Black and Hispanic Practitioners (August 2005)
- Asian-Americans: A Diverse Public (February 2005)
- Learning The Basics Of Hispanic Outreach (September 2004)
- Diversity Rankings Help To Establish Organizational Reputation As Inclusive (August 2004)
- Needs Assessment Helps Ensure Effective Diversity Training (July 2004)
- Pigeonholing: A Trap For Practitioners, Organizations And The Profession (March 2004)
- Understanding Multicultural Vocabulary (January 2004)

Creative Works / Major Productions

Jiang, H.; **Ford, R.L.**; Long, P.A.C.; & Ballard, D. (2016). *Diversity & Inclusion: A Summary of the Current Status and Practices of Arthur W. Page Society Members*. PRSA Foundation, New York, NY.

Ford, R.L. & Brown, C. (2015). *State of the Industry: Defining & Delivering on the Promise of Diversity*; National Black Public Relations Society, Washington, DC.

Eagan, B.A.; Johnson, C. & **Ford, R.L.** (2015). *AAF MPMS Alumni Study White Paper*, American Advertising Federation, Washington, DC.

Frasier, A.; King, H. K.; Vickers, J. (eds. Dates, J. L.; **Ford, R.L.**, et al.) (2015). *Reality TV: Entertaining But No Laughing Matter*, American Advertising Federation, Washington, DC.

Jenkins, J.; **Ford, R.L.** & Oliver, S. (2012). *Thought Leadership: A Millennial Perspective on Diversity & Multiculturalism White Paper*, American Advertising Federation, Washington, DC.

Oliver, S. & **Ford, R.L.** (2010). *Mosaic Center's Supplier Diversity Whitepaper*, American Advertising Federation, Washington, DC.

Ford, R. L. & Sturgis, I. (2010). *New Media and Communication Training for Bermuda Department of Communication and Information*. An intensive four-day training seminar tailored to assist Bermuda's government with its public relations efforts. Research papers are forthcoming based upon the results of the training.

Ford, R. L. (2008). *Perceptions of Diversity within the Advertising Industry: A case study of the 2007 Most Promising Minority Advertising Student Program*. (Principal Investigator on this year-long qualitative and quantitative case study)

This study has been presented at the AAF Mosaic Conference in September 2007, written about in the New York Times Sunday Magazine in September 2007 and has been presented to the AAF Mosaic Think Tank in March 2008.

Appelbaum, L., & **Ford, R.** (2005). *Multicultural public relations practitioner study*. www.cuny.cuny.edu/prsurvey. (Co-Principal Investigator of this one-year quantitative and qualitative study)

Served as co-principal investigator for \$750,000 grant from the American Association of Advertising Agencies (2008-present). (This grant established the Center for Excellence in Advertising at Howard University to increase diversity within the advertising agencies and advertising departments at mid- and senior-level of management.)

Served as principal investigator for more than \$450,000 in grants for the Jumpstart for Young Children program at Howard University (2003-2012). (This annual literacy grant pairs Howard University students to work with pre-school children in District of Columbia schools, provides service-learning opportunities for public relations students and literacy research.)

Served as account manager, writer and editor for the 2004 Older Americans Month, *What We Do Makes a Difference*, sponsored by the U.S. Department of Health and Human Services, Administration on Aging, retained through Colabours Communication. (This national campaign

encourages organizations to pay tribute to Older Americans during May. The campaign elements included CD-Rom, web-site, posters, fact sheets, camera-ready news vignettes, a publicity guidebook, and evaluation tools.)

Served as research strategist, editor and writer for the *Highway Safety in Black/African-American Communities: Issues and Strategies*, a national research study for the National Highway Traffic Safety Administration (NHTSA), retained through Cordy & Company. (This study provided the framework for local, regional and national outreach campaigns to African Americans.)

Hines, B. B. (editor) & **Tillery-Larkin, R.** (AKA Ford, R. L.) (assistant editor) (2000). *Directory of Multi-cultural Public Relations Professionals & Firms (2e)*, PRSA: New York. (The directory resulted from a year-long research project and was sold nationwide to help diversify the industry including serving as a population list for research involving multicultural public relations professionals.)

PRESENTATIONS

2017

“I’m a manager: Now what?”

Public Relations Society of America, Boston, MA

“The Hidden Power of Inclusion”

Arthur W. Page Society Annual International Conference, San Diego, CA

“Diversity & Inclusion in Public Relations: What research tells us”

Arthur W. Page Society, Lenox, MA

“Integrating Diversity & Inclusion into Your Brands DNA”

Maryland PRSA, Baltimore, MD

“History of Blacks in Public Relations”

Museum of Public Relations, New York, NY

2016

“Expert Express: Relationship Building”

PRSA International Conference, Indianapolis, IN

“Team Member Engagement: Building an Inclusive Environment

PRSA International Conference, Indianapolis, IN

“How are We Stacking Up? A Look at Surveys and Studies of Diversity and Inclusion in Communications”

Arthur W. Page Society Diverse Futures, Wheatleigh, MA

2015

“Mentoring” (panelist)

ColorComm National Conference, Miami, FL

“Gathering Meaning Insights on a Shoestring Budget”
PRSA International Conference, Atlanta, GA

“Social Media Analytics 101”
PRSA International Conference, Atlanta, GA

“Status of Blacks in PR”
National Black Public Relations Society Summit, Washington DC

2014

“Parent Engagement in Early Childhood Literacy Programs” (panelist)
Division for Early Childhood, DEC’s 30th Annual International Conference
St. Louis, MO

“Learn to Teach” (co-presenter)
Health Academy, Public Relations Society of America, Washington, DC

“Diversity and Public Relations” (workshop leader)
Jackson Spaulding, Atlanta, GA

“Metrics: A Foundation’s Perspective” (panelist)
Association for Schools of Journalism and Mass Communication, San Antonio, TX

“Diversity and Multicultural Public Relations” (guest lecture)
American University, Washington DC

2013

“Driving Diversity” (panelist)
Public Relations Society of America, Philadelphia, PA

“Crisis Communication” (instructor)
London School of Management, Shady Grove, MD

“Strategic Planning and Public Relations” (instructor)
London School of Management, Shady Grove, MD

“Diversity and Multicultural Public Relations” (guest lecture)
Brigham Young University, Provo, UT

“2013 Cone Communications Social Impact Study” (webinar co-leader)
Cone Communications (virtual)

“Diversity and Public Relations”
PRSA Foundation, New York, NY

2012

“Understanding Millennials” (moderator)

Association of Schools in Journalism Mass Communication Winter Workshop, Las Vegas, NV

“Communications is the Key: Enhancing Your Communication Skills to Get What You Need and Want” (workshop leader)

National Black Meeting Planners Association Meeting

Nassau, Bahamas

“Learn to Teach” (keynote speaker/workshop leader)

Public Relations Society of America’s National Conference for Counselors to Higher Education

Washington, DC

“Strategic Planning and Public Relations” (instructor)

London School of Management, Shady Grove, MD

2011

“ADCOLOR Reach Back Panel” (panelist)

Adcolor, Los Angeles, CA

“Academic Career Paths” (panelist)

Association for Education in Journalism and Mass Communication International Conference,

St. Louis, MO

“Diversity and Public Relations” (luncheon speaker)

Weber Shandwick, Washington, DC

“The Pipeline: Diversity in the PR Profession” (workshop co-facilitator)

Public Relations Society of America International Conference, Orlando, FL

2010

“Diversity and Public Relations” (keynote speaker)

Richmond Chapter Public Relations Society of America, Richmond, VA

“Diversity and Public Relations” (co-presenter)

National Public Relations Student Society of America Conference, Washington, DC

“Cost Efficiencies for National Market Testing and National Public Information Campaigns,”

(session moderator)

International Conference, Public Relations Society of America, Washington, DC

2009

Advertising Division Research Paper Panel (respondent)

Association for Education in Journalism and Mass Communication National Conference, Boston,

MA

2008

“Five Myths in Diversity” (keynote speaker)
Houston Chapter Public Relations Society of America, Houston, TX

“Diversity in Advertising: Consequences of Culture” (co-presenter)
Association of National Advertisers Multicultural Committee Meeting, Washington, DC

“Excellence, Best Practices in Strategic Communication Management” (seminar leader)
The Management School of London, Baltimore, MD

“Best Practices in Community Relations” (seminar leader)
The Management School of London, Baltimore, MD

2007

“Inclusive Connections” (panel moderator and research presenter)
American Advertising Federation Diversity Achievement and Mosaic Conference, New York

“How PR can help save the world” (panel moderator)
Public Relations Student Society of America National Conference, Philadelphia, PA

“Best Practices in Community Relations” (seminar leader)
The Management School of London, Baltimore, MD

2006

“Diversity and Public Relations” (seminar leader)
Roanoke Chapter Public Relations Society of America, Roanoke, VA

“Shoestring Tactics that Yield Measurable Results You Can Really Use” (featured seminar speaker)
Virginia Government Communicators Association Conference, Richmond, VA

“Hispanic and Black Public Relations Practitioners’ Perceptions and Experiences within the Industry” (paper presentation with Lynn Appelbaum, City College of New York)
Ninth Annual International Public Relations Conference, Miami, FL

2005

“Blacks in PR” (keynote address)
National Black Public Relations Society Conference, Las Vegas, NV

“Diversity in PR” (seminar leader)
Public Relations Student Society of America National Conference, Miami Beach, FL

“Research-based Strategies to Recruit and Retain a Multicultural Team,” (Co-presenter)
International Interdisciplinary Public Relations Research Conference, Miami, FL

“Diversity and Public Relations” (luncheon keynote address)
Maryland State Public Relations Conference, Public Relations Society of America,
Baltimore, MD

“Diversity and Public Relations 101” (seminar leader)
Professional Development Workshop Buffalo/ Niagara Chapter of Public Relations Society of
America, Buffalo, NY

“Practitioner Panel” (panelist)
Strategies to Achieve Minority Diversity in Public Relations, Black Public Relations Society,
Washington, DC

“Diversity & Education Panel” (panelist)
Focus on Diversity: Lowering the Barriers, Raising the Bar, 2005 Summit, PR Coalition, New
York

2004

“Diversity Initiatives: Taking the Lead on Diversity Recruitment, Retention and Relationships”
(panelist)
PRSA National Counselor Academy Meeting, Orlando, FL

“Diversity and Public Relations” (panelist)
April Professional Development Workshop Buffalo/ Niagara Chapter of Public Relations Society
of America, Buffalo, NY

“Converged Media Lab @ Howard University” (panelist)
ASJMC Winter Conference, New York, NY

2003

“Connecting Communities: Making Diversity Work for You and Your Organization” (keynote
and panelist)
November Workshop, Hampton-Roads (VA) Chapter of Public Relations Society of America,
Hampton, VA

“Targeting African Americans Using Culturally Relevant Strategies: Case of Coors Brewing
Company” (February Keynote Speaker)
Richmond, VA Chapter of Public Relations Society of America, Richmond, VA

“Public Relations and Pop Culture” (guest lecturer)
Graduate Seminar in Pop Culture and Media, Howard University, Washington, DC

“Please Don’t Pigeonhole: Approaching Diversity Management Holistically” (Panelist,
Convener)
Public Relations Society of American International Conference, New Orleans, LA

“Using Culturally Relevant Strategies to Communicate with African-American Publics” (Co-presenter)
Public Relations Society of America International Conference, New Orleans, LA

2002

“High School Journalism Workshop” (director of print journalism workshop)
Howard University, in conjunction with *USA Today* and *Baltimore Sun*, Washington, DC

“Internship Options: Discovering Personal Career Paths” (coordinator/moderator)
National Black Public Relations Society. National Conference, Washington, DC

“Masters and More: The Benefits of Furthering Your Education” (coordinator/moderator)
National Black Public Relations Society. National Conference, Washington, DC

“Career Counseling & Resume Critiques by PRSA Council of Fellows” (coordinator)
National Black Public Relations Society. National Conference, Washington, DC

“Public Relations Management Theory” (semester long-course adjunct professor)
University of Maryland University College, Masters of Science in Public Relations Management,
Hyattsville, MD

“Multicultural Competence: How Public Relations Practitioners Can Interpret the Changing World” (Convener and Co-presenters)
Public Relations Society of America International Conference, San Francisco, CA

“Targeting African Americans Using Cultural Relevant Strategies: Case of Coors Brewing Company” (Co-presenter) Public Relations Society of America International Conference, San Francisco, CA

2001

“High School Journalism Workshop” (director of print journalism workshop)
Howard University, in conjunction with *USA Today* and *Baltimore Sun*, Washington, DC
(For this two-week workshop, coordinated field trips and guest speakers, compiled workshop book, edited news stories and taught journalism classes.)

“A Brief History of Blacks in Public Relations” (speaker)
Virginia Commonwealth University, Minority and Communication Day, Richmond, VA

“Horizons of Opportunities for Minorities in Public Relations” (moderator)
Virginia Commonwealth University, Minority and Communication Day, Richmond, VA

“\$ and Sense of Multicultural Public Relations” (guest lecturer)
Edelman Worldwide Public Relations, Edelman U. Training, Washington, DC

“Preventing the Crisis: Communicating Effectively with African American Publics”
(moderator/coordinator)
Public Relations Society of America, teleconference

“Seizing the Opportunities” (keynote speaker)
University of Maryland, PRSSA Chapter Meeting, College Park, MD

“Connections at Your Fingertips” (Keynote Speaker)
Public Relations Student Society of America National Conference, Atlanta, GA

“Beyond September 11: A Conversation About the Role of Public Relations in Building a More Tolerant World” (Convener and Panelist)
Public Relations Society of America International Conference, Atlanta, GA

2000

High School Journalism Workshop (director of print journalism workshop)
Howard University, in conjunction with *USA Today* and *Baltimore Sun*, Washington, DC
(For this two-week workshop, coordinated field trips and guest speakers, compiled workshop book, edited news stories and taught journalism classes.)

“Making the Transition From College to the Workforce” (session speaker)
Public Relations Student Society of America National Conference, Chicago, IL

“Research and Professional Opportunities in Intercultural/International Communications”
Howard University School of Communications Job Fair, Washington, DC

“Career Changes: What’s Out There for Me?”
Black Public Relations Society, National Conference, New Orleans, LA

GRANTS

2015 National Black Public Relations Society (\$2,000) to analyze survey data and present results about status of Blacks in public relations

2015 PRSA Foundation (\$5,000) to research diversity best practices among Arthur W. Page Society Members (co-PI with Hua Jiang)

2015 Plank Center for Leadership in Public Relations (\$5,000) to research diversity best practices among Arthur W. Page Society Members (co-PI with Hua Jiang)

2013 Jumpstart for Young Children (CNCS \$84,600) to implement literacy program for pre-school children in District of Columbia schools and other headstart programs.

2012 Jumpstart for Young Children (CNCS \$61,953) to implement literacy program for pre-school children in District of Columbia schools and other headstart programs.

2011 Jumpstart for Young Children (CNCS \$88,000) to implement literacy program for pre-school children in District of Columbia schools and other headstart programs.

2010 American Association of Advertising Agencies (4As) (co-PI w/ Jannette L. Dates and grant administrator) **\$250,000** to create a center for inclusion and diversity in advertising

2010 Jumpstart for Young Children (CNCS \$87,000) to implement literacy program for pre-school children in District of Columbia schools.

2009 Carnegie Corporation of New York, Initiative on Democracy, Markets, Communication and Technology (PI) **\$150,000** to implement two symposium and support interdisciplinary research efforts.

2009 American Association of Advertising Agencies (AAAAs) (co-PI w/ Jannette L. Dates and grant administrator) **\$250,000** to create a center for inclusion and diversity in advertising

2008 Carnegie Corporation of New York, J-Faculty Grant (co-PI w/ Phillip Dixon, program administrator) **\$99,700** to implement year 2 of the J-Faculty/Preparing Future Journalism Professor Program.

2008 American Association of Advertising Agencies (AAAAs) (co-PI w/ Jannette L. Dates and Laura Fleet, and grant administrator) **\$250,000** to create a center for inclusion and diversity in advertising

2008 Jumpstart for Young Children (CNCS \$85,000) to implement literacy program for pre-school children in District of Columbia schools.

2007 American Advertising Federation (co-PI with Sloane Signal) **\$5000** to conduct interviews with alumni of the Most Promising Minority Student Competition

2007 Children's Defense Fund/Office of the Chapel (grant administrator) **\$5,200** (Co-PI w/ Tia Tyree) to conduct a content analysis about broadcast television and children's issues.

2007 Entrepreneurship Fund for Excellence (PI) **\$5,000** – to create a joint sponsored course about corporate PR and issues management for the MBA program in the School of Business and The Mass Communications and Media Studies program in Graduate School.

2007 Jumpstart for Young Children (CNCS \$84,000) to implement literacy program for pre-school children in District of Columbia schools.

2006 Congressional Black Caucus Foundation D.R.O.P. Squad Mini Grant (\$20,000) – to implement a counter-marketing campaign to encourage smoking prevention and involvement in anti-smoking initiatives.

2006 International Anti-counterfeiting Coalition, Get Real Campaign Grant (IACC-\$10,000) – to create an on-campus campaign, planned and implemented by CapComm Lab, to forge a consumer conscious about purchasing fake products.

2006 Jumpstart for Young Children (CityBridge \$70,000) – to implement literacy program for pre-school children in District of Columbia schools.

2006 Carnegie-Knight Initiative on the Future of Journalism Education (\$100,000 w/ Phillip Dixon) – to create a preparing future journalism faculty graduate program at Howard University for doctoral students.

2005 Provost's Fund for Entrepreneurship (\$6,000) to create a special program to encourage PR students to begin their own public relations practice by inviting alumni entrepreneurs as guest speakers, establishing a mentoring program and incorporating new business monetary incentives into CapComm Lab.

2005 Jumpstart for Young Children (AmeriCorps \$67,000) – to implement literacy program for pre-school children in District of Columbia schools.

2005 National Youth Service Day Grant (Serve DC \$980 ~ with CapComm Lab students) to plan and implement, in collaboration with the Howard University Community Association, the second annual Jumpstart-for-a-Day educational fair, in which 300 three to five-year-old children participated and 200 Howard University students volunteered. The event served as a service-learning component of the CapComm Lab, a student-run public relations and advertising agency.

2004 Travel Grant from the Provost's Fund of Academic Excellence, Howard University (\$1,500) covered expenses to the AEJMC National Conference to learn about media convergence and curriculum development.

2004 National Youth Service Day Grant (Serve DC \$700 ~ with CapComm Lab students) to plan and implement, in collaboration with the Howard University Community Association, Jumpstart-for-a-Day educational fair, in which 300 three to five-year-old children participated and 170 Howard University students volunteered. The event served as a service-learning component of the CapComm Lab, a student-run public relations and advertising agency.

2004 RFBinder Partners (in-kind services valued at \$10,000~ with Lynn Appelbaum, City College of New York) to conduct research on perceptions and experiences of multicultural PR practitioners. In-kind services included focus materials and refreshments, free-hosting of on-line survey, and focus group discussion leader.

2004 Jumpstart for Young Children (AmeriCorps \$63,000) to implement literacy program for pre-school children in District of Columbia schools.

2003 Provost Undergraduate Research and Creativity Award Grants for Jessica Johnson thesis (\$2,000) to assist my Annenberg Honors advisee with her senior thesis proposal and implementation.

2003 Provost Undergraduate Research and Creativity Award Grants for Kenrya Rankin thesis (\$2,000) to assist my Annenberg Honors advisee with her senior thesis.

2003 Jumpstart for Young Children (AmeriCorps \$58,000 and Gerber Foundation \$30,000) to implement literacy program for pre-school children in District of Columbia schools.

2000 Howard University New Faculty Research Grant (\$50,000) to conduct research (survey and content analysis) to develop a theory of excellence in multicultural public relations and communications management.

1999 Provost's Fund for Academic Excellence (\$5000) to host the Inclusivity Workshop at Howard University for public relations and advertising professionals, educators and students.

MEMBERSHIP AND OFFICES IN LEARNED OR PROFESSIONAL SOCIETIES

American Advertising Federation (AAF)

Most Promising Minority Student Competition Judge 2006; Mosaic Center Think Tank 2007, 2008; Mosaic Center Executive Committee 2007-2012

Accrediting Council for Education in Journalism and Mass Communication (ACEJMC)

Council Representative for Public Relations Society of America 2011-Present; Site Team Member 2008-2011

Arthur W. Page Society

Member 2014-Present; Diversity Committee Co-Chair 2015-Present

Association for Education in Journalism and Mass Communication (AEJMC)

Public Relations Division Member 1993-present; Advertising Division Member, 2007-present, Publications Committee Member, 2003-2006; *Journal of Public Relations Research* Editorial Board 2000-2010; *Journalism and Mass Communications Educator* Editorial Board 2000; Public Relations Division National Student Paper Competition Coordinator 1998-1999; Public Relations Division National Conference Panel Coordinator 1997-1998; Student Paper Judge for Minorities in Communication Division 1995-2000; Minorities and Communications Division Member 1994-present; Mass Comm. & Society Division Member 1997-1999; Graduate Student Division Member 1993-1998

Association for Schools of Journalism and Mass Communication (ASJMC)

Board Member representing the Black College Communication Association 2011-Present; Conference Participant 2010-2012; Diversity Committee Member 2011-12

Black College Communications Association (BCCA)

Chair of Public Relations Committee 2004-2006; Member 2000-present; Converged Media Tour 2000

Black Public Relations Society of Washington, DC (BPRS)

Planning Committee for Regional Conference on Diversity 2005; National Conference Planning Committee 2002, 2012; Charter member 1992-1995; 1998-present; Young Professionals Action Committee Chair 1992-93

Commission on Public Relations Education

Member, 2013-present; Faculty Section Writer/Editor 2012; Resource Section Editor 2012; Diversity Section Chair 2004-2006; Pre-professional Organization Section Editor 2006

Faculty Network; Campus Crusade for Christ

Co-chair/coordinator of Howard University Chapter 2005

National Academic Advising Association (NACADA)

Transfer Student Commission 2013-2014; Academic Advising Administrator Commission 2013-2014

National Association of Black Journalists (NABJ)

National Conference Exhibitor, 2014; Associate Member 1995-1998, 2000; UT Martin Advisor, 1995-1998; Conference Volunteer 1998

National Black Public Relations Society (NBPRS)

National Conference Planning Committee 2002; National Conference Presenter, 1998; 1999; 2000; Member 1998-present

PRSA Foundation

Programs Chair, 2012-present; Board Member, 2012-present

Public Relations Society of America (PRSA)

Senior Consultant to the National Board, 2016; National Diversity Committee, 2004-2014; Assembly Delegate, 2003-2005 and 2012; International Conference Planning Committee Member 2001, 2002, 2003, 2010; National Educators Academy Professional Development Chair 2001-2002; Fellows' National Diversity Committee 2001; Silver Anvil Awards Judge, 2000-2005; National Multi-cultural Communications Section Chair 2000; National Membership Committee 2000; Bronze Anvil Awards Judge 1999, 2005; National Multi-cultural Communications Section Chair-elect 1999; National Strategic Planning Committee 1998-2000; National Multi-cultural Communications Section Secretary 1997-1998; National Educational Affairs Committee Member 1996-1998; Memphis Chapter PRSSA Liaison 1995-1998; National Multi-cultural Affairs Committee Member 1995-1996, 2001-2002; Memphis Chapter Member 1995-1997; Friends of PRSSA 1994-present; National Capitol Chapter Member 1994-1995, 1998-present; National Capitol Chapter Student Affairs Committee Member 1994, 1998-present; National Educators Section/Academy Member 1994-present; National Multi-cultural Affairs National Conference Reception Committee Member 1994; First Place Graduate Student Paper 1994; National Multi-cultural Affairs Student Liaison 1990-92

Public Relations Student Society of America

Champions of PRSSA Co-chair 2010-present; National Conference Advisor 2006-2007;

National Faculty Advisor 2005-2008; 1996-1998; National Conference Keynote Speaker, 2001; D. Parke Gibson Chapter Faculty Advisor for Howard University 1998-2007; National Assembly Keynote Speaker, 1998; National Conference Advisor 1996-1997; Chapter Faculty Advisor for University of Tennessee at Martin 1995-1998

PUBLIC AND COMMUNITY SERVICE

Grace Baptist Church

- Single & Parenting Ministry Facilitator 2011-2014
- Substitute Second Grade Sunday School Teacher 2011-2014
- Awana Bible Story Teacher 2011
- Member 2010-present

Jack Johnson Inaugural Committee (Prince George's County Executive – MD)

- Coordinator, Howard University and University of Maryland PR volunteers 2002

Jumpstart for Young Children

- Board Member, Historically Black College and University Initiative 2002-2004
- Board of Directors, Washington, DC Affiliate 1999-2002

Kettering Largo Mitchellville Boys and Girls Club

- Team Mom 2000-2008

McCabe United Methodist Church

- Member 1995-1998
- Sunday School Teacher 1995-1998

Minority Scholarship Quest/Scholarship Academy

- Board of Advisors 2005-2010
- Volunteer Consultant 2012-present

Mount Pleasant Baptist Church

- Member 1993-1995
- Sunday School Teacher 1993-1995

North Syracuse Baptist Church / The Gathering Place of North Syracuse

- Member 2014-Present
- Single and Parenting Ministry Leader 2015-Present

People's AME-Zion

- Single and Parenting Ministry Leader 2016-Present

Strive DC

- Board of Advisors 2001-2002

White Oak Warriors (Pop Warner Football/Spirit League)

- Coach of Junior Pee Wee Cheerleading Squad 2005
- Board of Advisors 2001-2002

Woodstream Church (AKA Landover Memorial Baptist Church)

- Member 1998-2010
- Sunday School Teacher 2000-2010

Zeta Phi Beta Sorority, Inc.

- Member 1991-present

PROFESSIONAL DEVELOPMENT

2017

- Middle States Council on Higher Education, Annual Conference, Philadelphia, PA
- PRSA International Conference, Boston, MA
- Arthur W. Page Society International Conference, New York, NY
- Arthur W. Page Society Spring Seminar, New York, NY
- AAC&U Institute on General Education and Assessment Chicago, IL

2016

- Middle States Council on Higher Education, Self-study Institute, Philadelphia, PA
- PRSA International Conference, Indianapolis, IN

2015

- Arthur W. Page Society Conference, Chicago, IL
- Arthur W. Page Society Seminar, New York, NY
- Color Comm Conference, Miami, FL
- NBPRS Summit, Washington, DC
- PRSA International Conference, Atlanta, GA

2014

- AEJMC Conference, Montreal, CN
- Arthur W. Page Society Conference, Philadelphia, PA
- ASJMC Conference, San Antonio, TX
- NABJ National Conference, Boston, MA
- NBPRS Conference, Ft. Lauderdale, FL
- PRSA International Conference, Washington DC

2013

- AEJMC Conference, Washington, DC
- ASJMC Conference, New Orleans, LA
- International Interdisciplinary Public Relations Research Conference, Miami, FL
- NACADA National Conference, Salt Lake City, UT
- PRSA International Conference, Philadelphia, PA
- Students in Transition Conference, Atlanta, GA

2012

- ACEJMC Workshop, Chicago, IL
- AEJMC Conference, Chicago, IL

- ASJMC Conference, Las Vegas, NV
- NBPRS National Conference, Washington, DC
- NCA Conference, Orlando, FL
- PRSA International Conference, Washington, DC

2011

- ASJMC Conference, Dallas, TX
- PRSA International Conference, Orlando, FL
- AdColor Reach Back Conference, Los Angeles, CA
- NBPRS, Milwaukee, WI

2010

- ASJMC Conference, Atlanta, GA
- PRSA International Conference, Washington, DC
- ANA Multicultural Conference, Miami, FL
- Adcolor Workshop, Miami, FL

2009

- AAF Mosaic Supplier Diversity workshops, New York
- AEJMC National Conference in Boston, MA

2008

- PRSA National Conference
- AAF Most Promising Advertising Student workshops in New York,
- AAF Hall of Fame Luncheon, New York
- Advertising Week, New York

2007

- PRSA Certification Training
- PRSA International Conference
- PRSSA National Conference
- ACEJMC Accreditation Training
- AEJMC Journalism Leadership Institute in Diversity (JLID) Fellow
- Association of National Advertiser's Multicultural Conference
- ASJMC National Conference
- AEJMC International Conference
- AdColor Award Program
- AAF Mosaic Conference
- AAAA's fall board meeting
- Howard University Grants Management Workshops

2006

- Association for Education in Journalism and Mass Communication International Conference
- Grant Management Workshop (Office of Research Administration)

2005

- PR Coalition Focus of Diversity Summit
- Commission on PR Education Meeting
- National Black Public Relations Society (BPRS) Conference
- BPRS Regional Conference
- Association for Education in Journalism and Mass Communication International Conference

- Public Relations Student Society of America Conference
2004

- International Interdisciplinary Public Relations Research Conference
- Association for Education in Journalism and Mass Communication International Conference
- Association of Schools of Journalism and Mass Communication Winter Meeting
- PRSA's Counselor's Academy Conference
- Public Relations Society of America International Conference
- Public Relations Student Society of America Conference
- Advanced Blackboard Training
- PEP (Performance Evaluation Program) Training
- Grant Management Workshop (Office of Research Administration)

2003

- Advertising Education Foundation Visiting Professor Program
- National Black Public Relations Conference
- Sixth Annual Regional HBCU Summit on Retention
- Public Relations Society of America International Conference
- Public Relations Student Society of America Conference
- 10th National HBCU Faculty Development Symposium

2002

- International Teaching Innovations and Technology Conference
- Public Relations Society of America International Conference
- Public Relations Student Society of America Conference
- International Summit on Lifelong Learning

2001

- Public Relations Society of America International Conference
- Black College Communications Association Converged Media Tour
- National Association of Black Journalists National Conference
- Public Relations Student Society of America National Conference

2000

- Blackboard Training (CETLA)
- International Interdisciplinary Public Relations Research Conference
- Public Relations Society of America International Conference
- Black Public Relations Society National Conference
- Grant Management Workshop (Office of Research Administration)