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ACADEMIC ADMINISTRATIVE/LEADERSHIP POSITIONS

Associate Dean for Access and Engagement, College of Information and Communications, November 2019 – Present.

Member, University of South Carolina Council of Academic Diversity Officers. 2016-Present; Co-chair, 2023-Present.

- Role and responsibilities include representing the College of Information and Communications on the council and working with the Dean and college leadership team to develop and implement college-wide diversity, equity and inclusion initiatives, and facilitate the development of programs, policies, and practices to promote critical understanding of DEI across the college, university, community, state and nation.
- Overall, the ADAE reports directly to the college dean and represents the unit on the Council of Academic Diversity Officers (CADO) with other reports to the Office for Access, Engagement and Opportunity and the office of the Provost.
- As ADAE, I have worked with DEI leaders to establish the CIC Diversity, Equity and Inclusion Research Symposium to highlight faculty and graduate student DEI research and collaborated with the leadership team for the Media and Civil Rights History Symposium to attract national DEI thought leaders as joint keynote speakers for both symposia.
- As ADAE, I provided leadership in establishing the historical 4+1 dual enrollment agreement with Claflin University's School of Humanities and Social Sciences as a pathway program to academia and industry.
- Additionally, as ADAE, I work with School directors on diversity matters that relate to accreditation standards and reaccreditation, and work with existing diversity and inclusion committees in the two schools to develop initiatives and promote a climate of inclusivity among faculty, staff and students.
- The ADAE is also responsible for developing, implementing, and managing efforts to enhance faculty, staff, and student recruitment, retention and success, with emphasis on women and underrepresented groups.
- As the front-facing college DEI leader, the ADAE cultivates relationships in the broader community—including industry and organizational partners—that align with the college's Access and Engagement vision. The ADAE also has an external fund/friend raising responsibility to support the college's Access and Engagement goals.

Founding Director, School of Journalism and Mass Communications, University of South Carolina, Columbia, S.C. July 2003-July 2008. Major Accomplishments: During my five-year appointment as inaugural director, I served as top academic and administrative officer in the school with oversight of faculty, professional staff, undergraduate and graduate majors, budgets, and resource development and allocation, and an undergraduate and graduate program that offers the B.A., M.A., MMC and Ph.D. degrees. During my tenure as director, we successfully achieved program re-accreditation, increased faculty and staff, established a new undergraduate major in Visual Communications, developed a collaborative Health Communications initiative, raised the school's national profile in faculty research and student achievement, created an international program to expand the school's global reach, enhanced and restructured student advising and career placement, and conducted an external review to enhance the school's doctoral program.

Director. Elliott School of Communication. Wichita State University, Wichita, KS. July 2000-July 2003.

Primary Responsibilities/Accomplishments: Led an integrated undergraduate and graduate communication program. Managed finances including an \$8 million endowment, and personnel issues; represented the school within the College of Liberal Arts and Sciences and the university; developed and maintained partnerships with local schools, industry and launched successful fundraising campaign to support the school's technology infrastructure, served as co-PI on DOE grant to develop a communications pathway program between WSU's Trio/Upward Bound program and the Elliott School.

Chairperson. Department of Mass Communications, Norfolk State University (VA) January 1994-July 2000.

As founding chairperson, successfully led the unit's merger, restructuring, and media outreach. Led the unit to first-time accreditation by the Accrediting Council on Education in Journalism and Mass Communications, becoming the commonwealth's only accredited program at a state-supported university at the time. Served as a member of the Honors Program and Graduate faculty.

Director. Department of Communications and Visual Arts. University of North Florida, Jacksonville. August 1991 – May 1994.

Led university initiatives examining critical issues in journalism and mass communication education; developed programming and funding strategies to provide additional educational opportunities in telecommunications; and fostered community and professional linkages in the communications industry.

Chairperson. Department of Communications and Visual Arts. University of North Florida, Jacksonville. August 1988 to August 1991.

Primary Responsibilities/Accomplishments: As founding chairperson, directed the successful merger of communications and fine arts programs. Administered undergraduate programs in communications and visual arts leading to the BA, BFA and MFA degrees, managed operational budget, faculty and support staff. Led State University System program reviews in fine arts and communications and departmental strategic planning in graduate and professional programs, faculty development and

- research activities and developed and cultivated strong linkages and alliances with local media industry.

Director, Multicultural Program in Journalism. Manship School of Journalism (now Manship School of Mass Communication). Louisiana State University, Baton Rouge. August 1985-August 1988.

Primary Responsibilities/Accomplishments: Assisted the then School Director in the development and implementation of a proposal to establish the Multicultural Program in Journalism to diversify the unit's faculty and students. The program initially received \$107,000 to fund scholarships and journalism workshops for high school students and continuing education for high school newspaper advisers.

Founding Chairperson, Department of Mass Communication. Prairie View A&M University, Texas A&M University System. Founder, KPVU-FM Public Radio Station July 1975-December 1982

Responsibilities/Accomplishments: Administered undergraduate program in mass communication. Guided the program's growth and directed an aggressive fund raising and development campaign that resulted in a \$2.5 million new facility, \$250,000 Dept. of Commerce grant and licensed public radio station, KPVU-FM, within six years. Strengthened university ties with Houston media market, recruited new faculty and students, managed staff of seven.

ACADEMIC APPOINTMENTS

Professor at the University of South Carolina, Wichita State University and Norfolk State University; Associate Professor at the University of North Florida; Assistant Professor at Louisiana State University; Instructor at Prairie View A&M University and Tuskegee University; graduate teaching assistant at Ohio State University. Teaching areas include public relations and strategic communications leadership and management.

RELEVANT ACADEMIC AND PROFESSIONAL QUALIFICATIONS

2022, co-author, "Footsteps: Translating Experience, Wisdom & Insight into Navigational Capital for New Black Women Diversity Officers" with Drs. Toby Jenkins, Michelle Bryan, Coretta Jenerette, chapter in *The Experiences of Black Women Diversity Practitioners in Historically White Institutions*, edited by Tristen Brenae Johnson, 239-260. Hershey, PA: IGI Global, 2023.

2020, Panelist, University of South Carolina's Teaching Toward Inclusive Excellence Program: An Institutional Model for Curricular Diversification," National Association of Diversity Officers in Higher Education annual conference, San Diego, CA, March 12-14, 2020.

2018, Co-founder and Contributor, the School of Journalism and Mass Communications Trailblazer Scholarship to attract underrepresented and first generation undergraduate and graduate students to the program.



RELEVANT ACADEMIC AND PROFESSIONAL QUALIFICATIONS continued

2017, Contributing Author: Digital Content, Chapter Questions and Discussions, Glossary, Online Resources and Tests in Kelleher, Tom. *Public Relations*, Oxford Press USA. (2017).

2014, Book Proposal Reviewer, *Public Relations in the Digital Age*, Tom Kelleher. Oxford University Press.

2014, Reviewer, Special Issue of *Howard Journal of Communication*, Vol. 25, Issue 4: Minorities and Mass Communication Scholarship.

2015, Keynote Presentation, Mass Communication Undergraduate Research Symposium, Winthrop University, April 15, 2015.

2013-2014, Mortar Board Excellence in Teaching Award. The University of South Carolina Alpha Order Chapter of Mortar Board, National College Senior Honor Society.

2013, Contributing Author: “Women in Online News.” In Strange, M.Z., Oyster, C. K. Sloan, J.E. (Eds.) *The Multimedia Encyclopedia of Women in Today’s World*, 1398- 1403. SAGE Publications, Inc. (2013).

2013, Contributing Author: “Diversity Issues in Higher Education,” In Strange, M.Z., Oyster, C. K. & Sloan, J.E. (Eds.) *The Multimedia Encyclopedia of Women in Today’s World*, 776-783. SAGE Publications, Inc. (2013).

2012, Presenter, “Teaching the Millennials,” Scripps Howard Foundation Teaching Excellence Panel, AEJMC Centennial Convention, Chicago.

2011, Presenter, “Women and Leadership: Lessons in Politics,” University of South Carolina Leadership Programs and Women Student Services, 2011 Mentor Network Seminar, January 19, 2011.

2010, Contributing Author: “Tips for Balancing Teaching, Research and Service in Academia,” In *Effective Teaching Strategies*, AEJMC Teaching Committee e-book. (2010).

2010, Presenter: “Proven Ways to Flourish in Academe: A Mentoring Plan to Balance Teaching, Research, Service and Life,” as part of the 2010 AEJMC convention, Denver, August 2010.

2008, Presenter: “Changing the Face of Journalism Administration: The JLID Program Eight Years Later,” AEJMC convention, August 2008.



RELEVANT ACADEMIC AND PROFESSIONAL QUALIFICATIONS continued

2008, Presenter: *Scripps Howard Academic Leadership Academy*, The Manship School of Mass Communication, Louisiana State University, Baton Rouge, June 2, 2008.

2008, Panelist: “*Claiming Our Voice: Building a Foundation for Leadership*,” Women’s Leadership Institute, Provost’s Advisory Committee on Women’s Issues annual conference, University of South Carolina, May 1, 2008.

2008-Present: Contributor, *She Source.org*, *The Women’s Media Center*, a resource of women experts on politics, media, communication, and diversity.

June 2007, Delegate and Program Participant in the first *World Journalism Education Congress in Singapore*. Received international travel grant. Served as a program panelist on diversity in journalism education and the profession and met with the administration and faculty of the School of Communication and Information Science at the Nanyang Technical University in Singapore.

2007, Presenter: “*Rewards and Challenges of Leadership*,” *Roundtable Discussion*, “*Transitions: Professional and academic pathways to administration*,” and “*Accreditation: The Future of Journalism and Mass Communications Programs*,” Scripps Howard Academic Leadership Academy, June 2007, Manship School of Mass Communication and the Scripps Howard Foundation, Louisiana State University.

2007, Panelist: “*Administrative Nuts and Bolts*,” 2006-2007 JLID Training Session, AEJMC Convention, August.

2007, Presider/Creator: “*New Media and New Challenges Facing JMC Educators and Book Industry*,” Recognition Panel for 2007 Scripps Howard Journalism Administrator of the Year, AEJMC Convention, August.

2007, Panelist: “*Leadership in Times of Change*,” University of South Carolina, October.

2007, Moderator/Presider/Creator: “*State of Scholastic Journalism Summit*,” panel presentations and workshops designed to promote and improve scholastic journalism at AEJMC Convention, August 2007, Washington, D.C.

2007, Panelist: “*African American Women in Media*,” sponsored by the Richland County Public Library, Columbia, SC.

2006, Presenter: *AEJMC*, “*Developing Resources: Personnel Issues*,” Journalism and Mass Communication Leadership Institute, AEJMC.



RELEVANT ACADEMIC AND PROFESSIONAL QUALIFICATIONS continued

2006, Panelist: *“Facing the Facebook: Administrative Issues Involving Social Networks,”* AEJMC.

2006-2007, Presenter: *Scripps Howard Leadership Institute*, Louisiana State University.

2006, Presenter: *ASJMC Winter Meeting, “Motivating Faculty,”* Leadership Workshop for Journalism Leadership Institute for Diversity, February.

2005, Moderator and Panelist: *2005 AEJMC Pre-Convention Workshop Session: “Sharing Ideas and Methods for Teaching Diversity,”* San Antonio, Texas, August 9.

2005, Panelist: *AEJMC Pre-Convention Workshop Session: “Making the Transition to Dean (and Above),”* and *“Why We Do It? The Joys of Directing and Deaning,”* San Antonio, Texas, August 9.

2006, Scripps Howard Foundation National Journalism Administrator of the Year, Charles E. Scripps Award. Awarded in collaboration with the Association for Education in Journalism and Mass Communication (AEJMC) for excellence in journalism education and leadership. The award included a \$10,000 prize to the recipient and \$5,000 grant to the recipient’s university. The first Black and woman to receive this award.

2005, Presenter: *Journalism and Mass Communication Leadership Institute for Diversity Training Session, “Leadership Strategies: Navigating Your Constituents: Faculty, Alums, Higher Administration,”* and *“Leadership Strategies: Selling Your Vision,”* Nashville, Tennessee, February.

2003, Panelist: *Diversifying the Adjunct Pool and Enriching the Learning Experience,”* AEJMC/ASJMC Committee on Alliances, AEJMC annual convention, July.

2002-2003, Panelist, Journalism Leadership Institute for Diversity (JLID) Training Session, AEJMC annual convention, July 2003, Kansas City, Missouri, *“Getting and Administrative Position: Marketing and Negotiating.”* Journalism Leadership Institute for Diversity, AEJMC Conference, Kansas City July.

2002, Presenter: *“Keeping Morale Up in Bad Times,”* ASJMC Winter Meeting Workshop, Palo Alto, CA. December.

2002, Presenter: *“Women in Academic Leadership,”* Panel: *Status Report: Women in Journalism and Mass Communication,* August 7, 2002, AEJMC annual convention, Miami Beach, FL. August.

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RELEVANT ACADEMIC AND PROFESSIONAL QUALIFICATIONS continued

2002, Presenter: *“Delving into Diversity: Race Reporting in US Newsrooms,”* Panel sponsored by the Civic Journalism Interest Group and Minorities and Communications Division, AEJMC annual convention, Miami Beach, FL. August 7.

2001, Presenter: *“Marketing to the New Majority,” American Marketing Association, Tulsa, OK chapter,* Lecture/multi-media presentation on successful strategies for marketing campaigns targeting African Americans, American Indians, Asian Americans, and Hispanics *November.*

2001, Producer, *Koch Forum on Media Issues, with Elliott School of Communication faculty and the Koch Foundation: “Journalism in the Age of New Technology.”* Featured participants: *Melissa McDermott, CBS News, New York, Adam Clayton Powell, III, then Vice President for Technology, The Freedom Forum, Washington, DC, Alan Schroeder, Interim Director, School of Journalism, Northeastern University, Boston, MA, 2001, Outstanding Alumnus Award recipient, Rick Thames, Editor, the Wichita Eagle, Al Buch, GM, KSNW-TV, Don Checots, KPTS-TV, Charles Self, Dean, Gaylord College of Communications, University of Oklahoma, and Jan Schaffer, Executive Director, Pew Center for Civic Journalism, Washington, DC. (October 25, 2001).*

2001, Presenter: *“Inclusivity: Building Diversity in Framing News Reports and Covering Communities of Color,”* Civic Journalism and Minorities and Communication Division panel presentation at AEJMC, annual convention in Washington, DC. August 5, 2001)

2001, Leadership Award. Presented by AEJMC 2000-2001 president Will Norton at AEJMC convention in Washington, DC, for co-founding the *Journalism Leadership Institute in Diversity in 1999*, a program designed to attract women and people of color to journalism and mass communication administration.

2001, Leadership Wichita-2001, Chamber of Commerce. Selected as one of 20 participants in Leadership Wichita, a leadership development program to identify individuals with distinguished community involvement, inform them of community issues and needs, and inspire increased commitment to leadership roles in the community.

2001, Invited Lecture, *“Marketing to the New Majority in the New Millennium,”* invited presentation to the Wichita Chapter of the American Marketing Association. Wichita, KS. (February 15, 2001).

2001, Invited Lecture. *“Cutting Edge or Fashionably Late: The Shifting Landscape of Journalism Education,”* invited presentation to the Wichita Chapter of the Public Relations Society of America. Wichita, KS. (March 21, 2001).

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RELEVANT ACADEMIC AND PROFESSIONAL QUALIFICATIONS continued

1993. The 2000 Michael Davis Lecturer. Presented the 2000 Michael Davis Lecture at the Southeast Missouri State University, “*The Impact of New Media Convergence and Population Shifts on Journalism Education in the New Millennium,*” as part of annual symposium memorial to former SEMO journalism student, Michael Davis.

1999-2000, ASJMC President, October 1999 through September 2000

As president, provided leadership in an international organization of administrators of journalism and mass communication programs in more than 200 universities. First Black American to serve in this capacity.

SELECT UNIVERSITY, PROFESSIONAL ORGANIZATION AND ASSOCIATION SERVICE

- 2016 – Present. 2023-Present: Co-chair. University of South Carolina Council of Academic Diversity Officers (CADO). Member, Building UofSC’s Diverse Faculty Pipeline Task Force.
- 2023-2024 – Appointed Co-Chair of University of South Carolina, Arnold School of Public Health Dean Search Committee
- 2023, Member, School of Journalism and Mass Communications Director Search Committee
- 2022. Chair, University of South Carolina Press Director Search Committee
- 2021-2022. University of South Carolina Faculty Senate Ad hoc Committee on Freedom of Expression.
- 2020-2021. UofSC Faculty Senate Committee of 9, +5 non-voting member.
- 2018. Appointed member, University Committee on Tenure and Promotion, August-December.
- 2018. Facilitator, USC Creativity Deep Dive Design Challenge, May 2018
- 2017-2018. Member, Garnet Apple Selection Committee, 2017-2018
- 2015- 2018. Member, Faculty Senate Committee on Faculty Civility, 2015-present
- 2014-2015. Co-Chair, Family Fund, University Advancement, 2014-2015
- 2014. Appointed Member, Faculty Senate Committee on Professional Conduct
- 2010-2013. Elected Member, Faculty Senate Committee on Faculty Grievance,
- 2010-2013. Member, Student Publication Board
- 2010-2012. Advisor, Undergraduate Honors Student Thesis
- 2011-2012. Member, Provost’s Advisory Committee for CMCIS Dean Evaluation and Review
- 2008-2011. Mentor, Dr. Anthony Palmer, African American Professor’s Program
- 2009. Faculty Platform Representative, Mace Party, Summer Commencement
- 2008-2010. Member, University Graduate Council

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RELEVANT ACADEMIC AND PROFESSIONAL QUALIFICATIONS continued

Select College of Information & Communication Studies Service

- 2009. Luncheon Guest Speaker, Office of Admissions, Multicultural Student Day • 2007-2015, 2021. Member, Carolina and McNair Scholarship Selection Committee
- 2007-2008. /Chair, Faculty Senate Admissions Committee.
- 2007-2008. Member, Provost Leadership Task Force
- 2006-2008. Member, Provost Advisory Committee on Women's Issues
- 2006-2012. Editor, AT&T African American History Calendar as part of University Community Outreach
- 2006-2008. Member, Office of Undergraduate Research (OUR) Advisory Board
- 2003-2008. Appointed as Professor and the inaugural Director of the School of Journalism and Mass Communications upon the merger of the previous Colleges of Journalism and Mass Communications and Library and Information Science. Served five-year term that ended in 2008.
- 2009-2011. 2012-2013. Chaired the SJMC Unit T&P Committee
- 2013-present. Chaired SJMC diversity strategic plan committee for ACEJMC accreditation
- 2013-2014. Served as member of various SJMC faculty search committees, including Broadcast, Big Data, Multiplatform, Public Relations/Digital, and Health Communications.
- 2016-2018. CIC representative on the UofSC Council of Academic Diversity Officers, as ex-officio chair of the college Inclusive Excellence Advisory Council
- 2018 –2023. CIC Associate Dean for Diversity, Equity, and Inclusion; 2023-Present. Associate Dean for Access and Engagement.
- 2017. Member, CIC Dean's search committee
- 2017 – present. Serve as member of the School of Information Science (iSchool) Unit T&P Committee as needed
- 2016, 2017. Chaired two SJMC faculty search committees for the Advertising and Public Relations sequences

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SELECT PROFESSIONAL SERVICE/JOURNALISM AND MASS COMMUNICATION

- 1993-Current. Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) Site Team Chair and Member since 1991. Schools visited include University of Iowa and University of North Texas, 2022, Site Team Chair, Indiana University-Bloomington, Buffalo State University, Middle Tennessee State University, Murray State University, Southeast Missouri State University, North Carolina A&T University, San Diego State University, University of Tennessee-Martin, University of South Florida, Hampton University, Drake University, Bowling Green State University, California State University-Fullerton, Ohio University, University of Arkansas-Little Rock, Florida A&M University, Baylor University, Texas Woman's University, Oklahoma State University, University of Tennessee-Martin, University of Wisconsin– Osh Kosh, Eastern Illinois University, and Howard University.
- 2000-Current. External Reviewer, Candidates for Promotion and Tenure at various institutions including the University of Missouri, University of Texas, Louisiana State University, University of Oklahoma, Indiana University-Purdue University-Indianapolis, Miami University, Texas Tech University, Florida International University, Mississippi State University, Kennesaw State University, and University of West Georgia.
- 2008. Institutional Program Evaluator. American University-Dubai proposal for new undergraduate program in communication and information studies, under the auspices of the American InterContinental University System & Georgia Nonpublic Post-Secondary Education Commission.
- 2004. Chair, Academic Program Review, School of Journalism and Electronic Media, College of Communication and Information, University of Tennessee-Knoxville.

Association of Schools of Journalism and Mass Communication (ASJMC)

- ***1999-2000. Completed historic term as the first Black president of ASJMC.***
As president, led international organization of administrators of journalism and mass communication programs in more than 200 universities. Two major initiatives: Fostered partnerships between mainstream and historically black colleges and universities and multicultural professionals to increase diversity in faculty, students and curricula.
Co-created joint leadership pathway program with the Association for Education in Journalism and Mass Communication to attract more women and people of color to leadership in the academy. Helped to launch the program with a Freedom Forum sponsored Leadership Resource for the Diversity Leadership Institute for Journalism Administrators, June 2000, as the precursor to the Journalism Leadership Institute for Diversity (JLID). JLID attracted nearly 100 future JMC department chairs, deans, endowed professors and other academy leaders from 1999-2009.

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Association of Schools of Journalism and Mass Communication (ASJMC) continued

- 2006-2007. Chaired the ASJMC Secondary Education Committee. Led the committee in hosting the first summit on the status of scholastic journalism in the nation's high schools.
- 2003-2006. Elected to three-year terms as the ASJMC representative on the Accrediting Council on Education in Journalism and Mass Communications. Previously elected to two terms in 1995 and 1998. Served on a task force to restructure the diversity standard, and on the ACEJMC appeals committee.
- 2001-2003. Co-chaired several ASJMC leadership committees including Strategic Planning, Professional Alliances, Nominations, and Human Resources.

Association for Education in Journalism and Mass Communications

- 2021-22. Mentor, Institute for Diversity Leadership Fellows (JLID successor).
- 2020. Interviewed as an AEJMC Trailblazer.
- 2012. Judge, AEJMC Senior Scholar Research Grant Program Competition.
- 2011. Reviewer, AEJMC Political Communication Interest Group.
- 2011. Mentor, AEJMC Commission on Status of Women Mentorship Project.
- 2010. Reviewer, Advertising Division.
- 2003-2008. Advisor, Kappa Tau Alpha, UofSC SJMC chapter.
- 2003-2004. Chair, AEJMC task force on the roles and responsibilities of elected standing committees.
- Current. Member of Minorities and Communication (MAC) and Public Relations Divisions. Past member of Advertising, Ethics, Mass Communications and Society, Civic Journalism, and Religion and Media divisions and interest groups, and Commissions on Status of Women and Minorities.

EDUCATION

Ph.D., Journalism, Advertising emphasis, University of Missouri-Columbia

M.A., Journalism, Public Relations emphasis, Ohio State University, Columbus

B.S., English, Secondary Education, Tuskegee University

