

## **BRADLEY D. STRATTON**

4143 East Buchanan Drive, Columbia, SC 29206  
(803) 318-6308 / bstratton@moore.sc.edu

### **TEACHING INTERESTS**

Professional communication; executive development; public speaking; business writing; technical writing; public management; grant writing and NGO development.

### **PROFESSIONAL AND ACADEMIC EXPERIENCE**

**Moore School of Business, University of South Carolina, Columbia, SC**

**Director, Center for Business Communication (2009 – present)**

**Executive Education Faculty (2010 - present)**

**Interim Director, Center for Business Communication (August 2008 – August 2009)**

**Lecturer in Management (August 1999 – August 2008)**

Supervise college writing center including all undergraduate, graduate and faculty consulting. Direct the required undergraduate business communication program and supervise eight faculty members who teach approximately 1500 students per year. Design and teach executive educational programs related to professional communication, writing, and public speaking. Teach the required undergraduate business communication course. Key accomplishments:

- Professionalized the MGMT 250 faculty;
- Developed the first-ever business writing center staffed entirely by faculty;
- Led the first comprehensive review and redesign of the college's undergraduate communication program;
- Started the Wolf-Kuiper Faculty Research Grant Program;
- Formulated the first MGMT 250 *statement of academic rigor and common learning outcomes and objectives*, and established research-based expectations for student performance;
- Taught custom courses for the Moore School *Rising Scholars* and *Business and Community Fellows* cohorts; and
- Developed multiple executive education programs, including one that ranks among the highest revenue-generating courses offered by the Moore School.

#### **Private Consultant (July 1998 - present)**

Provide writing, research, RFP and bid preparation, and curriculum design and instruction to corporate and public clients including local governments, NGOs, real estate management, and emergency services.

#### **Texas Municipal League, Austin, TX**

**Professional Training and Development Coordinator and Director of the Texas Foundation for Local Government (June 1993 - July 1998)**

Designed, managed, and conducted educational programs for mayors, city council members, city managers, and other public officials from more than 1000 member cities of TML, the professional and lobbying organization for Texas cities. Prepared curricula, assessment, and public relations documents for educational programs, and made media and public-speaking appearances on behalf of TML. Key accomplishments:

- Partnered with Texas A&M University to re-designed the *Public Executive Institute*, an executive development course for senior government administrators;
- Developed *Our Town, Texas*, a middle-school civics curriculum currently used in Texas public schools;
- Directed the *William “King” Cole Management Series*, a package of continuing professional education workshops for mid-level government administrators, created jointly with the University of North Texas Survey Research Laboratory; and
- Developed the *Public Funds and Investments Workshop*, the first public investments training program for elected officials in Texas, created in response to a legislative mandate.

#### **City of Georgetown, TX**

**Assistant to the City Manager and Public Information Officer (February 1991 - June 1993)**

Managed *Main Street* economic development program, low-income housing programs and grants, and state recycling grants for one of the fastest growing cities in the US. Served as public information officer and city liaison to community groups, including the Chamber of Commerce, the Downtown Georgetown Association, and local cultural and business groups. Coordinated public information, wrote press releases, and made media appearances on behalf of the city. Key projects:

- Researched and published two booklets on the multicultural history of Georgetown, funded by a grant from the Department of the Interior, in collaboration with local cultural and historical groups; and
- Co-wrote and managed a national award-winning HUD community development block grant.

#### **American Lung Association of Oklahoma, Oklahoma City, OK**

**Regional Director (August 1988-February 1991)**

Coordinated media relations, community relations, fund-raising, and educational outreach programs for statewide office of a national health organization. Managed adult and pediatric lung health programs. Key accomplishments:

- Designed and published the first pediatric asthma education program for daycare centers, funded by a grant from the Seagate Corporation;
- Designed and directed summer camps for children with asthma in Oklahoma and Wyoming; and
- Published organizational newsletter and press information.

## EDUCATION

### **Master of Public Administration, May 1990.**

#### **University of Oklahoma, Norman, OK**

*Areas of Concentration:* This interdisciplinary degree program included coursework in business (administration, management, and organizational development) and political science (public communication, public policy)

*Master's Report:* "Controlling Asthma in Preschool Settings: Designing Educational Materials for a Statewide Health Initiative"

### **Bachelor of Social Work, May 1987.**

#### **University of Oklahoma, Norman, OK**

*Areas of Concentration:* Social policy, organizational development.

## SELECTED PROFESSIONAL EDUCATION

- USCreativity INCUBATE Design Thinking Challenge, University of South Carolina, 2019.
- Center for Teaching Excellence Writing Across the Curriculum Task Force, University of South Carolina, 2008.
- Center for Teaching Excellence Service-Learning Workshops, University of South Carolina, 2007.
- Conference on College Composition and Communication, 2003.
- Management 250 / English 463 Instructor Workshop, March 2003.
- *Public Executive Institute*, George Bush School of Government, Texas A&M University, 1998.
- *Continuing Education Instructor Certificate Program*, University of Texas at Austin, 1997.
- *Advanced Public Information*, Federal Emergency Management Agency (FEMA), 1993.
- *Advanced Main Street Management*, Texas Historical Commission, 1992.
- *Basic City Management*, Texas A&M University, 1991.
- *Advanced Non-Mail Fundraising*, American Lung Association, 1990.

## SELECTED PUBLICATIONS AND PRESENTATIONS

- "Driving Fear Out of Business Presentations", Association for Business Communication International Conference, 2017.
- "Developing a Comprehensive Business Communication Program: An Interdisciplinary and Inclusive Approach", Association for Business Communication Southwest Conference, 2009.
- Guest Lecturer, University of South Carolina "Teaching Business Writing" Graduate Seminar, 2007 and 2008.
- "Service Learning from the Inside: Suggestions for Designing Service-Learning Assignments," Conference on College Communication, New York, 2003.

- *Salaries and Fringe Benefits of Texas City Officials*, Texas Municipal League, 1996
- *Our Town, Texas*, Texas City Management Association, 1995.
- “Despite Politicians Claims, Government Delivers,” *Public Administration Times*, June 1993.
- *Histories of Pride: Thirteen Who Shaped Georgetown’s African American History*, City of Georgetown, TX, 1992.
- *Recuerdos Mexicanos: A History of Hispanic Culture in Georgetown*, City of Georgetown, TX 1991.
- *Controlling Asthma in Preschools*, American Lung Association, 1990.