

Vita

Beth Elena Eschenfelder, Ph.D.

Department of Communication • The University of Tampa
401 W. Kennedy Blvd. • Box 106F • Tampa, FL 33606-1490
813.257.3120 • fax: 813.253.6246 • cell: 727.412.3957 • beschenfelder@ut.edu • www.betheschenfelder.com

Education

Ph.D., Communication, University of South Florida (2007)

Dissertation: *Interagency collaboration and communication: Funders and service providers working together to create a management service organization*
(<http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1699&context=etd>)

Master of Public Administration, University of South Florida (2007)

Master of Science, Public Relations, Syracuse University (1989)

Bachelor of Arts, Public Relations and Psychology, Syracuse University (1987)

Teaching Experience

Associate Professor, Department of Communication, The University of Tampa (2013–present)

Assistant Professor, Department of Communication, The University of Tampa (2007–2013)

- Assist with oversight and planning for the Advertising/Public Relations major
- Teach three classes per semester, all levels and types (four credit hours each)
- Support students pursuing specialized research through collaborative independent study projects
- Incorporate service learning into courses, where appropriate
- Teach hybrid, intensive (intersession) and summer courses, and honors freshman orientation

Assessment Coordinator, College of Arts & Letters, The University of Tampa (2008–2012)

- Served as the first assessment coordinator for the college; served as liaison between the college, *Operations and Planning*, and other colleges and academic offices to help faculty develop and execute assessment of student learning and program development

Courses Taught at The University of Tampa

Advertising and Public Relations: Strategic Design, Communication and Innovation, COM 482

Business Communication and Interpersonal Skills, SMBA 715/EMBA 815

Communication Research Methods, COM 470

Critical Issues in Public Communication, COM 436

Gateways 1 & 2, GTW 100 & 102

Independent Studies in Communication & Senior Project, COM 398, COM 399, COM 499

Media Writing, COM 225; *also taught in hybrid form and intersession*

Pathways to Honors 1 & 2, HON 101 & 102

Organizational Communication, COM 301

Public Relations Campaigns, COM 584

Public Relations Principles, COM 284

Survey of Advertising and Public Relations, COM 282

Writing for Advertising and Public Relations, COM 382

Writing for Electronic Communication, COM 225

Writing for Public Relations, COM 384

Teaching Experience *(continued)*

Adjunct Instructor and Teaching Assistant (2001–2007, and 1987–1989)

College of Arts and Sciences / Communication, University of South Florida-St. Petersburg (2001–2007)

Communication Department, Florida Southern College, Lakeland, FL (2007 and 2003–2004)

Department of Communication, University of South Florida-Tampa (2006 and 2002–2004)

Department of Psychology and Psychiatric Counseling Center, Syracuse University, NY (1987–1989)

Department of Psychology, Syracuse University, FL (1987)

Courses Taught at Other Institutions

Communication, Culture and Community, SPC 4714 (*exit requirement*)

Communication for Business and Professions, COM 3110

Communication Directed Study, SPC 4900

Fundamentals of Speech, COM 101

Introduction to Organizational Communication Theory, COM 3120 (teaching assistant)

Introduction to Public Relations, COM 305

Introduction to Public Speaking, SPC 2600

Media Writing, COM 201

Persuasion, SPC 2541

Psychology Directed Study, PSY 470

Sex Differences, Origins and Implications, WSP 410

Honors and Awards – Academic and Teaching

Top Professional Paper, Florida Communication Association Convention (2009)

Un-Sung Hero award for service to student organizations, The University of Tampa, Leadership and Student Engagement (2008)

The Ann Winch Fellowship for academic achievement, scholarship and leadership at the graduate level, University of South Florida-Tampa Graduate School (2007)

Provost's Award for Outstanding Teaching by a Graduate Teaching Assistant, University of South Florida-Tampa, 2004 Commendation; 2003 Award Recipient

Honors and Awards – Professional and Community Service

Creative Clay, Inc.; Cultural Arts Center, *Our Hometown Hero* Award (2005)

Pinellas County Coalition for the Homeless, *Special Service Award* (2005); *President's Award* (1999)

Executive Service Corps of Tampa Bay (ESCOT), *Executive Director of the Year* (Finalist, 2000 and 1998)

Scholarship – Grants Received

2010-2011 Page and Johnson Legacy Scholars Grant (\$5,000). *Enhancing public relations ethics pedagogy through student-professional narratives.*

Private research grant to conduct a *Human Services Needs Assessment of North Pinellas County* for Clearwater Salvation Army; fall 2008 through spring 2009 (up to \$29,494).

Research Experience and Interests

Principal Investigator. (2010–2011). *Assessment of member and partner uses and needs for the DaySpring Episcopal Conference Center*. Episcopal Diocese of Southwest Florida. Ellenton, FL.

Principal Investigator. (2010–2011). *Enhancing Public Relations Ethics Pedagogy Through Student-Professional Narratives*. Grant-funded research, Page and Johnson Legacy Scholars Grant. Tampa, FL.

Co-Principal Investigator. (2008–2009). *Human Services Needs Assessment of North Pinellas County*. Clearwater Salvation Army. Clearwater, FL.

Principal Investigator. (2005). *The management service organization: A case study of interagency collaboration and communication*. Juvenile Welfare Board, Pinellas County, Pinellas Park, FL.

Research Assistant, Department of Sociology. (2002, Summer). *2002 USF Campus Climate Survey*, research for the Office of the Provost, University of South Florida-Tampa. Tampa, FL.

Research Interests:

- Communication ethics in professional industries: public relations, real estate
- Emotion in the workplace, emotional labor and emotion in social service work
- Group communication and organizational identity
- Third places and group affiliation
- Public-private partnerships in addressing community needs
- Service learning, communication and community engagement

Scholarship – Publications

Eschenfelder, B. (2012, Feb.). Exploring the nature of nonprofit work through emotional labor. *Management Communication Quarterly*, 26(1), 173-178.

Eschenfelder, B. (2011, Nov.). The role of narrative in public relations ethics pedagogy. *Public Relations Review*, 37, 450-455.

Eschenfelder, B. (2011). Lessons about engaged communication scholarship: I Heard It Through The Grapevine[♫]. *Florida Communication Journal*, 39(1), 37-54.

Eschenfelder, B. (2011). Funder-initiated integration: Partnership challenges and strategies. *Nonprofit Management and Leadership*, 21, 273-288.

Eschenfelder, B. (2010). Using community-based needs assessments to strengthen nonprofit-government collaboration and service delivery. *Journal of Health and Human Services Administration*, 32, 406-447.

Eschenfelder, B. (2009). Critiques and commendations: Exploring service learning through diverse viewpoints and open dialog. In D. Worley, D. Worley, B. Hugenberg & M. R. Elkins (Eds.), *Best practices in experiential and service learning in communication*, pp. 445-451. Kendall/Hunt.

Eschenfelder, B. (2009). Forced collaboration. In J. Keyton & P. Shockley-Zalabak (Eds.), *Case studies for organizational communication: Understanding communication processes* (3rd ed.), pp. 357-366. Oxford.

Eisenberg, E. & Eschenfelder, B. (2009). In the public interest: Communication in nonprofit organizations. In L.R. Frey & K.N. Cissna (Eds.), *Handbook of applied communication*, pp. 355-379. Mahwah, NJ: Lawrence Erlbaum.

Scholarship – Publications in Process

Eschenfelder, B. (submitted; review pending). Negotiation, trust and positionality: Problematics during a collaborative AR study with nonprofits and funders. *Journal of Action Research*.

Eschenfelder, B. (in process; submitting this summer). *Interactive interviewing as method and action: Supportive communication during nonprofit organizational transition*.

Scholarship – Unpublished Works

Eschenfelder, B. (unpublished). *Case Studies in Public Communications Ethics, co-created narratives by students and professionals*.

Eschenfelder, B. (unpublished). *Meta-analysis on characteristics of nonprofit versus corporate workers as explored through studies of emotional labor and communication practices*.

Scholarship – Academic Conferences and Invited Presentations

Eschenfelder, B. (2016, April). Chair & Respondent: *Examining Media Coverage, Uses, and Future Trends in the Context of the 21st Century*. Southern States Communication Association, Undergraduate Honors Conference, Austin, TX.

Eschenfelder, B. (2011, March). *The role of narrative in public relations ethics pedagogy*. Southern States Communication Association Annual Conference, Little Rock, AR.

Invited Panel Chair. (2011, March). *Top Papers of the Theodore Clevenger, Jr. Undergraduate Honors Conference*. Southern States Communication Association Annual Conference, Little Rock, AR.

Invited Respondent. (2011, Nov.). *The Voice of Social and Emerging Media in Public Relations*. National Communication Association Annual Convention. New Orleans, LA.

Panel Participant. (2011, Nov.). *Giving Voice Through Student Advising: A Roundtable Discussion with Communication Faculty Advisors*. National Communication Association Annual Convention. New Orleans, LA.

Eschenfelder, B. (2010, Nov.). *Compassion vs. control: Characteristics of nonprofit versus for-profit workers as explored through studies of workplace emotional labor*. Organizational Communication Preconference/National Communication Association Convention, San Francisco.

Guest Lecturer. (2010, June). *Pragmatics, Not-For-Profits*. University of South Florida, graduate course in Organizational Communication.

Panelist & Panel Chair. (2010, April). *The transformative value of a public relations capstone course*. Southern States Communication Association Annual Conference, Memphis.

Invited Respondent. (April 2010). *Constructing the Positive: Communication and Changes in Public Perception*, Undergraduate Honors Division Panel. Southern States Communication Association Annual Conference, Memphis.

Panelist (discussion panel). (April 2010). *Teaching nonprofit communication: Its place and value in the communication curriculum*. Southern States Communication Association Annual Conference, Memphis.

Roundtable Participant. (2009, Nov.). *Engaged scholarship: Balancing community and research needs*. National Communication Association Convention, Chicago. (blind peer reviewed)

Panel Chair. (2009, Nov.). *From PR and radio to blogging and identity: Exploring changing intercultural discourse*. National Communication Association Convention, Chicago.

Eschenfelder, B. (2009, Oct.). *Lessons about engaged communication scholarship: I Heard It Through The Grapevine*⁴. Florida Communication Association Annual Conference, Orlando. (awarded best paper)

Scholarship – Academic Conferences and Invited Presentations (continued)

- Panelist & Panel Organizer. (2009, Oct.). *Communication among fellow scholars: Navigating tenure and promotion*. Florida Communication Association Annual Conference, Orlando.
- Panelist and Panel Organizer. (2009, Oct.). *Assessing Our Communication Programs*. Florida Communication Association Annual Conference, Orlando.
- Eschenfelder, B. (2009, August). *Addressing Tenure and Promotion Changes for Engaged Scholars* (white paper). Conference on Engaged Communication Scholarship, Aspen.
- Eschenfelder, B. (2009, April). *Action research in action: Reflection on a collaborative AR study with nonprofits and funders*. Southern States Communication Association Annual Conference, Norfolk.
- Eschenfelder, B. (2008, Nov.). *A theoretical equal ground for charitable nonprofits: A look across disciplines at networks and community collaborations*. National Communication Association Convention, San Diego.
- Preconvention Seminar Organizer and Presenter. (2008, Nov.). *UnConventional communication within state associations: Strategies and approaches to building strong associations and fostering professional development*. National Communication Association Convention, San Diego.
- Short Course Organizer and Presenter. (2008, Nov.). *Strategy and structure for successful service and scholarship: Incorporating service learning in courses across the communication discipline*. National Communication Association Convention, San Diego.
- Eschenfelder, B. (2008, Oct.). *Interagency collaboration and communication: Working together to create a management service organization*. Florida Communication Association Annual Conference, Gainesville.
- Eschenfelder, B. (2008, Sept.). *Funder-initiated integration: A funder and service providers working together to create a management service organization*. Southeastern Conference for Public Administration, Orlando.
- Invited Lecturer. (2007, Oct.). *Beyond research: Taking citizenship outside with community-based social action*. Citizenship Symposium, Keene State College, Keene, NH.
- Panelist. (2007, Oct.). *Best practices for teaching communication* (panel), *Talking about activism in the classroom*. Florida Communication Association Annual Conference, Orlando.
- Invited Lecturer. (2007, Oct.). *Conducting and Action Research Dissertation*. University of South Florida, Department of Communication, graduate-level Action Research course.
- Panelist. (2006, Oct.). *Reinventing the wheel: Innovative teaching ideas for the basic course*. Florida Communication Association Annual Conference, Tampa.
- Eschenfelder, B. (2004, Nov.). *Heart-felt change: Communicating merger and emotion in human service organizations*. National Communication Association Convention, Chicago.
- Eschenfelder, B. (2004, Nov.). *Dear Dad...Mending a deconstructed past through a narrative journey*. National Communication Association Convention, Chicago.
- Eschenfelder, B. (2004, April). *Engaging employees in organizational communication research: Interactive research with employees facing nonprofit merger*. Southern States Communication Association Annual Conference, Tampa.
- Eschenfelder, B. (2003, Oct.). *Preparing for organizational transition: Interactive interviewing with employees facing nonprofit merger*. Florida Communication Association Annual Conference, Kissimmee, FL.
- Invited participant. (2002, Jan.). Discussion of James Carey's *The Engaged Discipline*. Communication Department Colloquium Series, University of South Florida-Tampa.
- Assisted in planning the Communication Department Colloquium Series for fall 2002, University of South Florida-Tampa.

Scholarship, Applied – Invited Presentations

Invited Presenter. (2017, Feb.). *Inquiry in the Arts, Panel Presentation*. Center for Teaching and Learning, University of Tampa.

Invited Presenter. (2017, Feb.). *Effective Meetings*. Citizens Leadership Program, St. Petersburg Council of Neighborhood Associations.

Invited Panelist. (2017, April). *Group Communication*. President's Leadership Fellows, University of Tampa. (also presented 2009, 2010, 2011, 2013, 2014, 2015 and 2016).

Invited Panelist. (2015, Oct.). *WORKSHOP: 10 Ideas to Humanize Your Hybrid Course*, UT Center for Teaching and Learning.

Invited Panelist. (2015, Sept.). *PANEL - Helping Hands: Lessons Learned from UT Instructors*, UT Center for Teaching and Learning.

Invited Panelist. (2015, March). *Hybrid Learning Demos and Discussion*, UT Center for Teaching and Learning.

Invited Presenter. (2014, Nov.). *Coaching Skills for Leaders*. Management Practicum Workshop, University of Tampa.

Invited Facilitator. (2012, Jan.). *Long-Range Strategic Planning Retreat*. Clearwater Salvation Army Long-Range Planning Committee and Advisory Board. Clearwater, FL.

Invited Facilitator. (2010, May). *Long-Range Strategic Planning Retreat*. Clearwater Salvation Army Long-Range Planning Committee and Advisory Board. Clearwater, FL.

Invited Presenter. (2009, Nov.). *North Pinellas County Human Service Needs Assessment*. Tarpon Springs Rotary Club. Tarpon Springs, FL.

Invited Co-Presenter. (October 2009). *Human Service Needs Assessment of North Pinellas County (Community Leaders Forum)*. Clearwater Salvation Army, FL.

Invited Presenter or Co-presenter. (2008–2009, multiple presentations). *Human Service Needs Assessment of North Pinellas County*. Clearwater Salvation Army Long-Range Planning Committee and Advisory Board, and Tarpon Springs Rotary Club, Pinellas County, FL.

Invited Facilitator. (2008, July). *Tarpon Springs follow-up strategic planning retreat*. Tarpon Springs, FL.

Invited Facilitator. (2007, Oct.). *Tarpon Springs strategic planning retreat on homelessness*. Tarpon Springs, FL.

Conference presenter. (2006, Nov.). *Pooling political and community power: Innovative strategies to address homelessness, prevention and supportive housing*. Florida Supportive Housing Coalition Annual Conference, Orlando.

Conference presenter. (2006, Sept.). *Developing and implementing programs for extremely low-income and special needs*. Florida Housing Coalition Annual Conference, Orlando.

Conference presenter. (2006, Aug.). *Turning NIMBY around for Your Best Matches In Neighborhoods*. Annual Statewide Conference on Homelessness, Tampa.

Conference presenter. (2006, Aug.). *Hitting the streets: Building trust in an effective outreach model*. Annual Statewide Conference on Homelessness, Tampa.

Conference presenter. (2004, Oct.). *Leading effective meetings*. Annual Statewide Conference on Homelessness, Tampa.

Invited presenter. (2006, April). *Social services and community leadership. Focus St. Petersburg*. St. Petersburg Chamber of Commerce Leadership Workshop, St. Petersburg, FL. (also in April, 2005)

Invited presenter. (2006, May). *Social services as resources in St. Petersburg*. Council of Neighborhood Associations Leadership Training, St. Petersburg, FL. (also in May, 2005)

Scholarship, Applied – Invited Community Presentations (continued)

- Conference presenter. (2005, June). *Hold, fold or double-down: Mergers and other creative strategies for enterprising nonprofits that know the odds*. Bridges to Grant Writing Success Conference, Clearwater, FL.
- Invited presenter. (2005, May). *Social services as resources in St. Petersburg*. Council of Neighborhood Associations Leadership Training, St. Petersburg, FL.
- Invited presenter. (2005, April). *Social services and community leadership. Focus St. Petersburg*. St. Petersburg Chamber of Commerce Leadership Workshop, St. Petersburg, FL.
- Conference presenter. (2004, Oct.). *Leading effective meetings*. Annual Statewide Conference on Homelessness, Tampa.
- Invited presenter. (2004, Sept.). *Homelessness, community partnership and the City of Largo*. Largo City Commission, Largo, FL.
- Invited presenter. (2004, Aug.). *Homelessness in Pinellas County and best practices toward ending homelessness*. Pinellas Board of County Commissioners, Clearwater, FL.
- Invited presenter. (2004, Feb. & April). *Homelessness in St. Petersburg and best practices toward ending homelessness*. St. Petersburg City Council, St. Petersburg, FL.
- Panelist. (2003, Oct.). *Real life ways to address panhandling and homelessness*. Florida Redevelopment Association Annual Conference, Tampa.
- Conference presenter. (2003, Oct.). *Using data to complete the Gaps Analysis process* (post-conference institute). Annual Statewide Conference on Homelessness, Kissimmee, FL.
- Conference workshop facilitator. (2003, Oct.). *Networking session on mental health and substance abuse treatment services*. Annual Statewide Conference on Homelessness, Kissimmee, FL.
- Presenter. (2003, June). *Accessing funding through your local homeless coalition*. Bridges to Grant Writing Success Conference, Clearwater, FL.
- Conference workshop facilitator. (2002, Oct.). *Networking session on mental health and substance abuse treatment services*. Annual Statewide Conference on Homelessness, Orlando.
- Invited presenter. (2002, Aug.). *Active listening, gender and cultural relations*. University of South Florida Resident Assistant Training, Tampa.
- Conference presenter. (2001, Sept.). *Continuum of Care development and implementation*. Pasco County Education and Training Conference, St. Leo, FL.
- Presenter. (2001, Jan.). *Who is an activist?* Tampa Bay Regional Conference of the National Organization for Women, Indian Rocks Beach, FL.
- Invited presenter and trainer. (2000–2004). *Homeless Continuum of Care planning and development*.
- Pasco County Coalition for the Homeless (2004 & 2001)
 - Citrus County Coalition for the Homeless (2002)
 - Marion County Coalition for the Homeless (2000)
- Conference presenter. (1999, May). *The Changing Face of Homelessness-Children and Families*. District 8 Annual Homeless Conference, Florida Gulf Coast University, Fort Myers, FL.
- Invited presenter and trainer. (1993, 2000–2004). *Group facilitation, strategic planning, board and fund development*. Trainings provided to nonprofit organizations in the Tampa Bay area:
- Benedict Haven (mental health shelter) (2004)
 - Florida HIV/AIDS Community Planning Group (2000)
 - New Frontiers (substance abuse service organization) (2000)
 - Polk, Highlands and Hardee AIDS Services (1993)

Service to the Academic Community

International

- *Routledge publishing, special series book proposal review (2016)*
- *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations, review board/manuscript reviewer (2015–present)*
- *Journal of International & Intercultural Communication, review board/manuscript reviewer (2010-2011)*

National

- Association for Educators in Journalism and Mass Communication
Public Relations Division, paper reviewer (2009, 2011)
- Conference on Engaged Communication Scholarship, 2010 planning committee
- **National Communication Association**
Public Relations Division, Secretary (2009–2012);
Organizational Communication Division, 2012 book awards committee chair, 2011 book awards reviewer, 2010 preconference organizing committee, 2017 paper reviewer
Group Communication Division, paper reviewer (2010)
Public Relations Division, paper reviewer, panel chair, and panel respondent (2009, 2011)

Regional

- Central States Communication Association
Convention, Communication Theory Interest Group, conference paper reviewer (2009)
- Southern States Communication Association
Applied Communication Division, past chair and nominating committee (2012), chair (2011–2012), vice-chair (2010–2011), vice-chair elect (2009–2010), conference organizer (2010–2011)
Convention, Undergraduate Honors Council, panel respondent and panel chair (2010, 2011, 2016, 2017), top paper reviewer (2017)
Convention paper reviewer for multiple divisions (most years 2009–present):
Applied Communication Division, Media Studies Interest Group, Public Relations Division, and Undergraduate Honors Council
Outreach Award Committee (2016–present; chair-elect 2017–present)
- Southern Communication Journal special issue on qualitative research manuscript reviewer (fall 2008)

State/Local

- *Florida Communication Journal Editorial Review Panel (2007–2012, 2017)*
- Florida Communication Association Board of Directors
President (2011–2012); 1st vice president and conference organizer (2010–2011); 2nd vice president (2009–2010); secretary (2008–2009); education liaison (2007–2008)
- Tampa Bay Advertising Federation Education Committee (2007–2009)
- University of South Florida “Speaking of Method” Graduate Research Symposium, reviewer (2009)

Service to Students at The University of Tampa

- Advise 60-80 students and provide department-wide guidance for advising in the ADPR major
- Taught in the Gateways or Pathways Honors programs for entering first-year students
- Involve students in community-based research projects and sponsor independent studies for students with specialized educational interests
- Advise Omega Alpha Pi International Sorority targeting diversity (2015–present)
- Advise the Public Relations Student Club (2007–2012; 2016–present)
- Presented to graduate management students on *Coach Skills for Leaders* (2014)
- Presented to the President’s Leadership Fellows on *Group Communication* (2009, 2010, 2011, 2013, 2014)
- Engaged students in professional activities, including media tours, Student Addy competition, and creation of student chapters of professional organizations
- Co-advised the Advertising Student Club (2007–2010), won *Outstanding New Organization of the Year* (2008)
- Advised students starting a new student club called NeW (Network of enlightened Women) (2010)
- Served as a facilitator for the College of Business MBA FastStart Program (2010, 2011)
- Received an “Unsung Hero” UT Leadership Award for service to student organizations (2008)
- Coordinated special workshops to prepare ADPR seniors for their portfolio reviews (2007)

Service to The University of Tampa

- Ad Hoc Committee on Self Evaluations and Student Course Surveys, chair 2017–present)
- Tenure and Promotion Adhoc Committee (2016–present)
- University Commencement Marshal (2017–present)
- Faculty Senate, executive committee (2009–2010, 2017-2018), senator (2008–2010, 2017–2018), alternate (2008)
- College of Arts and Letters Tenure and Promotion Review Committee (2016–2018)
- Qualtrics Implementation Group (2017–2018)
- Chair, Hybrid Course Review Committee (2014–2017)
- Board of Trustees: University & Government Relations (2009–2015), Development (2016–present)
- Communication Department Search Committees (2007, 2008, 2009–2010, 2013–2014, 2017–present); co-chair (2009–2010)
- Honor Society of Phi Kappa Phi, president (2012), president-elect (2010–2012), member (2009–present)
- Program Coordinator (informal title), Advertising and Public Relations major (multiple alternating years, ongoing)
- Developed and enacted the process for portfolio reviews for graduating Advertising and Public Relations majors, involving multiple faculty and community professionals (2007 ongoing)
- Actively serve(d) on various faculty committees: Diversity Committee (2008–2009), Institutional Research and Assessment Committee (2009–2011), and Faculty Handbook Committee (2011–2013), Faculty Development Committee (elected position / 2008–2009), Hybrid Course Review Committee (2017-2018)
- American Association of University Professors (2008–present); secretary (2009–2016)
- College of Arts and Letters Committee for the Assessment of Learning (2010–2012)

Service to The University of Tampa *(continued)*

- Assessment Coordinator for the College of Arts and Letters (2008–2012)
- English Department, Journalism Search Committees (2009–2010)
- Served on special committees: Writing Committee (2007–2008), Associate Dean Workgroup (2007–2008)
- Proposed improvements to the Advertising and Public Relations major and minor (2008, 2010, 2011)
- Proposed four new courses in the Advertising and Public Relations, and Communication majors and assisted with the development of, or changes to four other courses (2007–2009)
- Participated in the Admissions Open House (spring 2008) and Sunshine Tours (2010, 2011)

Service to the Community – Offices Held

St. Petersburg Housing Authority, Commissioner; mayoral appointment (2003–2004)

Florida Coalition for the Homeless Board of Directors, President (2003–2004); Treasurer (2002–2003, 2004–2005); Secretary (2001–2002)

Pinellas County Coalition for the Homeless, President (2001–2003); Treasurer (1997–2001)

Service to the Community

American Assembly – Pinellas County, invited participant (May 2002)

City of St. Petersburg Social Service Zoning Task Force, Co-Chair (Aug. 1999–June 2000)

Community Alliance, St. Petersburg Chamber of Commerce; member (1998–2000);
Co-Chair, Public Relations Committee (1998–2000); Co-Chair, Housing Subcommittee (1999–2000)

Community Council on Housing, St. Petersburg Housing Authority; member (1999–2001);
Chair (Oct. 2000–Nov. 2001)

Florida Coalition for the Homeless, board member and offices held (2000–2006);
Chair, Board Development Committee (2000–2002)

Leadership St. Petersburg, St. Petersburg Chamber of Commerce (1998)

Mid-Day Business and Professional Women’s Organization, member (1997–1999); Special Events Chair (1998)

The Names Project Quilt – Local Organizing Committee-Tampa, Chair, Ceremonies Committee (1996–1997)

New Frontiers, board member and secretary (1999–2001)

Pinellas County Coalition for the Homeless, board member and offices held (1997–2007);
Co-Chair, *Communications Committee* (2006–2008); Chair, Reorganization Task Force (2003–2004);
Co-Chair, Community Relations and Advocacy (2000–2001); Originator and Co-Chair, Strategic
Planning Committee (1999–2000); Pinellas County Homeless Continuum of Care, co-author (2000)

Pinellas County “Complete Count Committee” (2000 Census), commissioner appointment (1999–2000)

Pinellas County Grants Collaborative, member (1997–2004);
Mentor (1999–2000);
Conference Planning Steering Committee (1997–1999)

Pinellas County Homeless Leadership Network (2004–2008); *10-Year Plan to End Homeless*, author (2006);
facilitated planning, development and writing of 10-year plan, involving a multi-jurisdictional board of
elected officials and community leaders; Co-Chair, *Communications Committee* (2006–2008)

St. Petersburg Chamber of Commerce, Co-Chair, Central Plaza Council (1998–2000)

Woodrow G. Wilson African-American History Museum – St. Petersburg;
board member – founding board of directors (2004); advisory board (2004–2006)

Professional Experience

Manager of Social Services Planning (mayoral appointment), *City of St. Petersburg* – St. Petersburg, FL (2004–2006)

- Served as primary liaison between city government and the community in areas of homelessness, social services and faith-based efforts
- Advised and supported the mayor and city council on human service issues concerning the city
- Developed and supported proactive efforts to build capacity among local nonprofit organizations, through such means as mentoring, providing technical assistance, trainings, etc.
- Identified and initiated opportunities to involve nontraditional partners in capacity building activities, including businesses, churches, neighborhoods, colleges/universities, etc.
- Conducted community-based research and recommended viable policies and plans of action that responded to the city's human service needs

Executive Director, *The Mustard Seed Foundation, Inc.* – St. Petersburg, FL (1997–2003)

- Provided direct management of all agency operations for a two-program homeless service organization serving more than 2,500 clients, annually
- Oversaw and carried out fiscal management and fund development activities for an annual operating budget of more than \$1-million
- Managed strategic planning activities for all areas of the agency
- Assisted with the planning and implementation steps of a merger, incorporating organizational communication theory and nonprofit management principles

Multiple positions, *Sun Coast AIDS Network, Inc.* – Tampa (1995–1997)

Positions held: **Director of Program Services, Medical Liaison Associate, RFP Coordinator, and Special Events Coordinator**

- Initiated and managed a Medical Advisory Committee on HIV/AIDS to involve local health care professionals in HIV primary care planning
- Acted as liaison to medical/health care providers, case managers and clients
- Managed all federal and state funding contracts (\$2.5 million) for a seven-county region
- Conducted quality assurance monitoring of funded agencies and coordinated and conducted training
- Restructured strategy for execution of a regional awareness and fundraising event

Director of Development, *Tampa AIDS Network, Inc.* (1992–1995)

- Managed development and public relations for central Florida's largest AIDS service organization; represented the agency as a spokesperson to the media for events and presentations
- Generated \$350,000 in private revenue annually through a variety of fund raising activities; coordinated more than 100 volunteers serving on eight planning and fund raising committees
- Conducted survey research to identify and respond to interests of donors and supporters

Public Relations Coordinator, *The Children's Home, Inc.* – Tampa (1991–1992)

- Executed and oversaw a comprehensive public relations plan for a centennial-year anniversary; initiated and coordinated publicity, promotional efforts and fundraising material development

Director of Public Relations, *St. Christopher's-Jennie Clarkson Child Care Services, Inc.* – Dobbs Ferry, NY (1990–1991)

Communications Associate, *American Heart Association, New York City Affiliate* (1989–1990)

Account Executive, *Horton•Berman Communications*, New York (1989–1990)

Other Professional Writing and Consulting

Research, strategic planning, grant writing, freelance writing, public relations, promotion (1986–present)

- **Broker/Realtor Robert Coscia, ReMax Metro II (2015–2017), Personal Realty Advisors (2017–present), St. Petersburg, FL**
- **SanCap Gateway Realty, Sanibel, FL (2014)**
- BayCare Health Systems, Pinellas County, FL (2007–2009)
- Tarpons Springs Housing Authority, FL (2007 and 2008)
- Operation PAR, Inc. and LiveFree! Coalition, Pinellas County, FL (2006–2007)
- Arrington-Marlowe Consultants, FL (2004)
- Pinellas-Pasco Sixth Judicial Circuit Court, FL (2004)
- WestCare Gulfcoast-Florida, Inc. (2003)
- The Mustard Seed Foundation, Inc., St. Petersburg, FL (2003)
- Equality Florida Legal Advocacy Project, Tampa, FL (2001–2002)
- Campaign for Robert Eschenfelder, St. Petersburg City Council, St. Petersburg, FL (2001)
- USF Center for HIV Education and Research, Tampa, FL (1997)
- Sun Coast AIDS Network, Inc., Tampa, FL (1996)
- The Florida Orchestra Auxiliary, Tampa, FL (1996)
- The Family Institute of Tampa Bay, NOVA Southeastern University, Tampa, FL (1996)
- Tampa AIDS Network, Inc., FL (1995)
- *Women's Yellow Pages of Tampa Bay*, Founding Partner, Tampa, FL (1993–1994)
- Mark P. Koestner, CFP, Barnett Bank, Tampa, FL (1992)
- *Here's Brooklyn* Magazine, NY (1990)
- Onondaga County Department of Health, Pregnancy CARE Program, Syracuse, NY (1986)

Academic and Professional Memberships

- Advisory Board, University of South Florida Public Administration Program (2009–2010)
- American Academy of Advertising (2008–2009)
- American Society of Public Administrators (2002–2009)
- **American Association of University Professors (2009–present)**
- American Advertising Federation (2007–2010)
- Association for Education in Journalism and Mass Communication (2007–2012)
- Florida Communication Association (2002–2012)
- Florida Public Relations Association (2007–2012)
- **National Communication Association (2001–2012, 2016–present)**
- Pinellas County Grants Collaborative (1997–2004)
- **Public Relations Society of America (2008–2011, 2016–present)**
- **Southern States Communication Association (2003–2012, 2016–present)**
- Tampa Bay Advertising Federation (2007–2010)
- Pi Alpha Alpha, The National Honor Society for Public Affairs and Administration (inducted 2008)
- Phi Kappa Phi, The Honor Society of Phi Kappa Phi (inducted 2001)