

Kerry L. O'Grady, Ed.D.

Curriculum Vitae

NYC | kerryleeogrady@gmail.com |

Education

Vanderbilt University, Doctor of Education, Leadership and Learning in Organizations (2021)

- Capstone: "Prioritizing the Part-Time Professor: How Cultivating Community Impacts Adjunct Faculty Motivation, Participation, and Performance"

New York University, Master of Science, Public Relations and Corporate Communications (2011)

- Dean's Scholarship recipient, distinguished graduate, convocation speaker, first student to achieve a concentration in integrated marketing while earning a degree in public relations

University of Massachusetts, Amherst, Bachelor of Arts, Journalism and English; Minor, Psychology, Summa Cum Laude (2006)

Harvard University, Graduate School of Education

- Questions at the Core: Extending the Question Formulation Technique to Sustain an Inquiry-Based Culture in Schools (2024)
- Instructional Moves: Making Classroom Discussions More Inclusive and Effective (2019)
- Women in Higher Education Leadership (2019)

Stanford University, Graduate School of Education

- Rising Movements for Change (2021)

Academic Experience

University of Massachusetts Amherst
Senior Lecturer (Full-Time; 9 month-Contract)
Isenberg School of Management

September 2025
On-Campus

Course Taught:

- Business Communications

Holy Family University
Instructor (Part-Time)
Business Administration, MBA

January 2025 – Present
Remote

Course Taught:

- Marketing Management

**Pedagogical Innovation Consultant
Self Employed (Part-Time)**

December 2024 – Present
Hybrid

- Develop and implement strategies to enhance pedagogical practices aligned with institutional goals
- Lead initiatives to integrate emerging technologies and evidence-based teaching methodologies
- Collaborate with educators, administrators, and instructional designers to identify and address teaching challenges
- Provide expert guidance on designing inclusive and student-centered learning experiences
- Design and deliver professional development workshops, webinars, and customer resources for educators
- Mentor and support faculty in adopting new strategies and tools
- Conduct needs assessments and classroom observations to identify root cause issues and suggest continuous improvement

Clients Include:

- The University of Massachusetts, Amherst
- Fordham University
- One-on-one faculty coaching (various institutions)

Workshops Include:

- Faculty Mapping Workshop: How to Evaluate Skills to Introduce, Reinforce, and Master Learning Competencies
- Revolutionizing Engagement: Atypical Ways to Capture Student Attention
- Using AI in the Classroom: Ideas to Promote Professional Acumen
- Empowering Stronger Writers: Ways to Elevate Student Writing Skills

**Princeton University Press
Manuscript Referee (Part-Time)**

November 2024 – Present
Remote

- Assess the quality, originality, and validity of the research
- Checking for sound methodology that enhances the credibility of the manuscript
- Help determine whether the manuscript meets the journal's standards and provides constructive feedback to improve the work
- Provide recommendations to significantly influence whether the manuscript is accepted, revised, or rejected
- Maintain the integrity and quality of academic research

**College Board, Advanced Placement Program
AP Research Exam, Reader (Part-Time)**

March 2022 – Present
New York, NY

- Rater and scorer, College Board AP Research Exam

**Fordham University
Instructor (Part-Time)
Gabelli School of Business**

June 2024 – May 2025
New York, NY

Course Taught:

- Public Speaking

University of Massachusetts, Amherst
Instructor (Part-Time)
Isenberg School of Management

September 2023 – May 2025
Remote

Course Taught:

- Management Communications

Columbia University
Director for Teaching Excellence (Full-Time)
Columbia Business School

November 2023 – December 2024
New York, NY

- Led the Samberg Institute strategic planning for educator development programs and services
- Researched and implemented learning theory, course design best practices, and technologies to improve courses and programs
- Led Samberg instructional coaching program. Developed coaching protocols for new and existing full-time and adjunct faculty
- Assigned and monitored coaching staff and conducts periodic reviews of the coaching program
- Coached faculty in individual consultations and workshop settings to enhance the pedagogy by:
 - Reviewing courses during the design, development, and delivery phases for sound instructional design practices
 - Assisting faculty with selecting instructional strategies and ensuring course quality through the appropriate blend of pedagogy and technology based on learning theory and instructional design practices
 - Advising faculty on the appropriate assessment instruments and criteria
- Collaborated with the managing director, staff of the Samberg, Senior Vice Dean for Curriculum and Instruction, and faculty leaders to develop and provide a robust, ongoing program of faculty development opportunities to support teaching, learning, and related activities
- Used data to assess CBS's educator development needs, plan programs, and prepare reports on what services faculty use and how
- Developed and facilitated workshops, faculty learning communities, webinars, video tutorials, and other online resources to address the specific teaching and learning needs at CBS
- Led the review of course evaluations at the end of each semester, prepares reports, recommends course decisions, tracks decisions, and facilitates communications for the Curriculum and Instruction Committee.
- Planned, managed, and synthesized feedback from Mock Lectures for prospective adjunct faculty, new faculty, and new courses
- Cultivated partnerships on campus to identify new opportunities for teaching support and identify best practices and resources available beyond Columbia Business School
- Engaged with the teaching and learning literature, scholarship of teaching and learning (SoTL), considers trends, and experiments with innovations in educational development

Columbia University
Team for Instructional and Pedagogical Support (Part-Time)
Pre-College Programming

May 2023 – October 2023
New York, NY

- Provided instructional support to pre-college faculty, including assisting with syllabi development and lesson plans
- Reviewed course proposals for development and design potential
- Revised current coursework for relevance and sound pedagogy

- Created new courses based on student demand and the competitive set (including writing course descriptions and learning objectives)
- Analyzed faculty evaluations for quantitative and qualitative themes and systemic improvement opportunities
- Revised underperforming classes based on student feedback and low enrollment
- Developed teaching resources to be shared in Columbia's instructor handbook
- Created and host professional development opportunities for pre-college faculty that improve the student and faculty experience (i.e. building classroom community, cultural responsiveness, and inclusive teaching practices)
- Substitute instructed for pre-college programming across a variety of subject areas

New and Redesigned Curriculum

Highlights include the following launches:

- True Crime: Introduction to Forensic Psychology: On-ground, new
- Exploring Sociology: How Human Interaction Shapes Our World: Remote synchronous, new
- Game Theory: A Course in Mathematical Economics: On-ground, new
- The Leadership Lab: On-ground, new
- Weird Science: The World of Quantum Mechanics: On-ground, new
- Urban Planning and Design: On-ground, new
- Trial Advocacy: On-ground, redesign
- Exploring Careers in Law: On-ground, redesign
- Data Science and Machine Learning I: On-ground and remote synchronous, redesign
- Data Science and Machine Learning II: On-ground and remote synchronous, redesign

Rochester Institute of Technology

Consultant, Faculty Affairs and Curriculum Development (Part-Time)

RIT Certified

March 2022 – September 2023

New York, NY

Micro Credential Development and Degree-Program Redesigns

- Developed mastery certificate programs that meet the needs of today's employers
- Revitalized master's degrees across the school to include more applied practice and industry relevance
- Trained subject matter experts on inclusive pedagogy, learning outcomes, scaffolding, and drafting lessons
- Created resources for program directors to prepare for degree-audits and assist faculty with syllabi review

Georgetown University

Senior Investigator, Honor Council (Part-Time)

May 2023 – August 2023

Remote

- Investigated academic integrity issues throughout the university
- Wrote comprehensive case reports reviewed for violation and sanction determination
- Participated on hearing boards that adjudicate cases

Georgetown University

Faculty Director and Associate Professor of Practice (Full-Time)

School of Continuing Studies

Master of Professional Studies, Public Relations and Corporate Communications

January 2020 – May 2023

Washington, D.C. (Remote)

- *Faculty Directors report to the Vice Dean of Education and Faculty Affairs (who report directly to the Dean of the School of Continuing Studies)*
- *Direct Reports: 72 adjunct faculty*

Results and Awards During Tenure:

- Intelligent: Best Two-Year PR Master's Degree Winner
- PR News: 2021-2023 Education A-List Winner
- PR News: 2022 Social Impact Awards – "Graduate Student of the Year" (finalist)
- Best Accredited Colleges: 2021 Best Master's Degree in Public Relations Winner
- Best Value Schools: 2021 Best Online Public Relations Degree Program Winner
- Best Value Schools: 2021 Best Online Master's Program Winner
- 50% Increase in BIPOC faculty (2020 to 2023)
- 40% Enrollment Growth Year-Over-Year (2020-2021)
- 200% Increase in Applications (Fall 2021)

Administration Highlights Leading to Results and Awards:

Faculty Affairs

Highlights include:

- **Effectively managed 72 faculty remotely**, inclusive of creating community and collaboration through virtual communities of practice, on-boarding and training, and one-on-one mentorship
- **Created a hiring strategy** that resulted in increased diversity and representation of our student body in the classroom (16% BIPOC faculty in 2020 to over 50% in 2023)
- **Developed game-changing course policies** that reduced grade grubbing and unexcused student absences
- **Managed all escalated student issues**, including grade appeals, student/instructor disagreements, leaves of absence, classroom management issues, and student complaints with a combination of policy enforcement and empathy
- **Created a comprehensive new faculty on-boarding program** which included templated communication at specific points during a faculty member's on-boarding process, a mandatory eight-module teacher training via Canvas LMS (self-created), peer mentorship opportunities, and a teaching observation schedule.
- **Hosted a variety of activities for faculty** that resulted in improved classroom management, collaboration with one another, grading practices, and pedagogy inclusive of authoring the "Faculty Teaching Tip of the Month" blog post, quarterly faculty meetings to discuss pressing issues, open office hours for faculty brainstorming sessions, and creating on-going workshops on teaching techniques
- **Developed a course readiness guide** that included standardized language for lateness, attendance, Zoom etiquette, and participation expectations, which resulted in synergy across all classes and instructors
- **Demonstrated leadership in DE&I** through a custom-created anti-racist education training for faculty, which resulted in an overhaul of course content to ensure voices, materials, and guest speakers were diverse throughout the curriculum

Programmatic Excellence

Highlights include:

- **Redesigned current curricular offerings and created over 15 new classes** that meet employer needs, student demand, and strengthened competitive advantage (including course descriptions and learning objectives)
- **Overhauled the PRCC Capstone** experience that resulted in a richer research component and industry praise for applied practice in data-driven decision making
- **Advocated for more student options for flexibility during trying times**, which resulted in the addition of the "Individual Learning Plan" for PRCC students. This agreement plan between the department and student provides deadline and attendance grace and flexibility without formal accommodations. The result was higher student retention and fewer withdrawals

- **Created a “Capstone Mentorship Program”**, dedicated to alumni re-engaging with students during their Capstone experience to mentor, help workshop drafts, and act as guest lecturers in class. This opportunity resulted in a pipeline for future Capstone advisors and keeps alumni part of the PRCC community
- **Worked alongside our marketing and admissions departments** to develop atypical student outreach techniques for application starts and completion. Examples include sending prospective students recorded videos from alumni, developing “promo reels” for the PR program, and hosting interdisciplinary conversations with other programs (and inviting prospective students)
- **Developed the course sequencing for the PRCC program**, ensuring students had foundational knowledge from specific courses before moving on to higher-level electives
- **Created the “Outstanding Capstone of the Semester” Award** for the Public Relations and Corporate Communications program, awarded to one student each semester for exemplary skills in communication planning

New and Redesigned Curriculum

Highlights include the following launches:

- Government Relations and Lobbying: On-ground, new
- Media Relations: Asynchronous, redesign
- PR Consulting: Asynchronous, redesign
- PRCC Consultancy Lab: Hybrid, new (experiential course working with real clients throughout the semester)
- Personal Branding: Asynchronous, new
- Social Media: Remote synchronous, redesign
- Elements of Communications Planning: Asynchronous, redesign
- Political Communications Strategy: On-ground, redesign
- Storytelling for Change: On-ground, redesign
- Communications Research (Research for PR Practitioners): Asynchronous, redesign
- Healthcare Communications: On-ground, new
- Diversity, Equity, and Inclusion in Communications: Remote synchronous, new
- Public Affairs: Asynchronous, new
- Conversations in Ethics (Ethics: Integrity and Care): Asynchronous, redesign
- Digital Communications Strategy: Asynchronous, redesign
- Grassroots Communications: On-ground, redesign
- Theoretical and Historical Context in Public Relations: On-ground, new
- Emergency and Disaster Communications: On-ground, new
- Capstone: Hybrid, redesign

Partnerships

Management highlights include:

- **Managed key partnerships with both the Army and Navy.** Responsibilities included writing MOUs, hosting roundtable discussions, presenting updates on programming, and ensuring students are fulfilling specific requirements for Department of Defense-specific curriculum needs
- **Managed the relationship with The Museum of PR for Black History Month** (sponsor of the 6th and 7th annual virtual event, as well as brokered a content share to highlight Museum content on the PRCC social pages during Black History Month)
- **Organized the PR News “Dean’s Q&A”**, a sponsored event for prospective students to learn about the benefits of our master’s program

Courses Taught

- Capstone: Asynchronous
- Capstone: Synchronous, Remote

New York University

September 2016 – December 2019

Faculty Lead (Chair) and Clinical Assistant Professor (Full-Time)

School of Professional Studies, Division of Programs in Business

Master of Science, Public Relations and Corporate Communications

- *The Faculty Lead and Clinical Assistant Professor is the “chair” of the program, who reports directly to the Assistant Dean of the School of Professional Studies (who reports to the Dean of the School)*
- *Direct Reports: 28 adjunct faculty*

Results and Awards During Tenure:

- PRWeek: “Outstanding PR Program” Shortlist Winner
- PRSA-NY: PR Practitioner “35 under 35” Winner
- 40% decrease in grade inflation

Administration Highlights Leading to Results and Awards:

Faculty Affairs and Programmatic Excellence

Highlights include:

- **Creator and manager of the faculty community of practice**, which resulted in faculty coming together to collaborate on curricular goals, audit each other’s classes, share teaching practices, and professionally develop through workshops and events
- **Manager of all student-related issues**, including student/faculty disagreements, long-term assignment extensions, classroom management issues, and student complaints
- **Evaluated faculty performance through classroom observations**, which resulted in conversations, action plans, and reassessments for under-performing faculty
- **Assisted in hiring new faculty through interviews and conducting teaching demonstrations** and was responsible for on-boarding and training, which resulted in prepared instructors for graduate-level teaching
- **Directed the Capstone program**, which included advisor hiring, training, student/advisor pairings, and leading mediation exercises for student/advisor disagreements
- **Redesigned the Practicum experience**, which moved it from a small group activity to a class simulation working as an agency
- **Advanced the curriculum through middle-states approval**, inclusive of developing program learning outcomes, course learning outcomes, and updating elective offerings

Courses Taught:

- Strategic Communication
- Integrated Marketing
- Integrated Marketing - Campaign 1
- Public Relations History, Theory, and Practice
- Critical Business Skills for Corporate Communications
- Public Relations Specialties
- Capstone
- Practicum

New York University
Visiting Clinical Assistant Professor (Full-Time)
School of Professional Studies, Division of Programs in Business
Master of Science, Public Relations and Corporate Communications; Integrated Marketing

November 2015 – August 2016
New York, NY

Courses Taught:

- Integrated Marketing - Campaign 1
- Public Relations Writing II
- Global Business Leadership Program: Marketing and Public Relations Strategies
- Cross-Cultural Communication (The American Language Institute)

Adjunct Instructor
School of Professional Studies, Division of Programs in Business
Master of Science, Public Relations and Corporate Communications; Non-Degree;
and the High School Academy

August 2011 – October 2015
New York, NY

Courses Taught, M.S. Program:

- Integrated Marketing
- Capstone
- Public Relations Writing I
- Public Relations Writing II
- Social Media

Courses Taught, Certificate Program:

- Public Relations Functions and Practices

Courses Taught, High School Academy:

- Interactive Marketing Campaigns – The Power of Public Relations and Social Media (created the course)

Achievement:

- Award for Outstanding Service and Teaching Excellence (2014)

Fashion Institute of Technology
Adjunct Instructor (Part-Time)
Bachelor of Science, Advertising and Marketing Communications

August 2015 – January 2017
New York, NY

Course Taught:

- Principles of Public Relations

The University of Massachusetts, Amherst
Visiting Lecturer/Workshop Lead (Part-Time)
Bachelor of Arts Programs, Journalism and English

September 2008 – November 2016
Amherst, MA

Workshops, Panels and Lectures:

- Workshop Lead: Social Media and the English Major – How to Influence Digital Writing
- Workshop Lead: Creative Communication in Publishing
- Panelist: Careers in Communication
- Visiting Lecturer: Entrepreneurial Journalism and Newswriting and Reporting

Professional Experience

Babel Audio English Generalist (Part-Time)

April 2025 – Present
Remote

- Record 12-15-minute conversations with other English Generalists to build AI training datasets
- Expert-level AI trainer in giving advice and podcast-style conversations
- Topics cover technology, ecology, leadership, death, relationships, and pop culture

Ragan Communications and PR Daily Course Instructor (Part-Time)

January 2025 – Present
Remote

Course Taught:

- Media Training During Times of Change

Integrative Inquiry Consultant

July 2023 – January 2024
Remote

- Partnered with organizations to design innovative, practical, and impactful strategies to address cultural changes
- Lead one-on-one training for handling difficult questions, reframing, bridging, and staying on message
- Conducted research initiatives that empower leaders to make data-driven decisions that alter hiring practices, optimize systems, and promote psychological safety and belonging
- Wrote white papers and blog posts demonstrating thought leadership on various DE&I-related topics

Reed Foundation for Autism Senior Trainer: Media (Part-Time)

May 2019 – October 2019
New York, NY

- Trained the company's founder on media relations
- Sessions included one-on-one training for handling difficult questions, reframing, bridging, and staying on message

Talkspace Executive Trainer (Part-Time) Senior Guest Trainer: Media

March 2019
New York, NY

- Trained founders and other members of leadership on working with the media
- Sessions included key message development, bridging, framing, hooking, flagging, interviews (on and off camera), and role playing

M&C Saatchi Sports & Entertainment Proposal Writing Team (Part-Time) Senior Guest Trainer: Writing and Public Relations

March 2018 – July 2018
New York, NY

- Hosted bi-weekly training sessions on best practices of clear, clean, and effective persuasive writing
- Session titles included: Media Training 101, Dynamic Writing and Persuasion, Your Best Writing on Deadline, Press Release Tips, and Writing with Purpose

ScalpMicro USA
Freelance Content Strategist/Blogger (Part-Time)

September 2017 – June 2018
New York, NY

- Worked with C-suite leadership on month-to-month content strategy and execution
- Ensured each blog post met the tone and style of the brand, maximizing reach and engagement with the target

Insight Strategy Group
Freelance Independent Research Assistant (Part-Time)

July 2016 – January 2018
New York, NY

- Pre-screened focus group participants based on predetermined audience segmentation categories (and deeming best fits)
- Note-taker for focus groups; responsibilities included looking for specific quotes and insights to help shape recommendations and campaigns (television show/network focused)

Rodale, Inc.
Women's Health (Full-Time)
Associate Director, Integrated Marketing

January 2015 – October 2015
New York, NY

Integrated Campaign Writing:

- Proposal writer for key clients in the fitness, beauty, apparel, auto, home, food, and consumer product categories.
- Responsible for developing strategies to achieve customer objectives, selecting appropriate tactics to yield high ROI, and creating overarching brand stories for consumer-facing efforts (inclusive of print, digital, social, and video platforms)

Campaign Activation:

- Activation manager for sold accounts, ensuring campaign elements were created and placed properly, while communication to the client and/or agency was clear and seamless

Signature Event Involvement:

- Fusion Fest: Responsible for managing talent throughout the event
- Beauty Awards: Responsible for VIP, press, and client check-ins/registration
- WH Covers the Hamptons: Oversaw fitness studio activation; VIP check in at Party Under the Stars
- RUN 10 FEED 10 NYC: Oversaw HOKA ONE ONE, Vitafusion, and Hydroxycut/StrongGirl activations

Key Clients:

- Clinique
- Avocados from Mexico
- Old Navy
- Nexxus
- Tampax
- New Balance
- Neutrogena
- USMC
- Simple
- Aveeno
- HOKA ONE ONE

Special Interest Areas and Programs:

- WH Fit Club: The brand's subscription-based online workout center featuring celebrity trainers and fitness experts
- Talent recruitment and management: Contract drafting and negotiations; video planning, scripting, styling, and production; promotion and logistics; business development; sponsor activation; website design and copy

Viacom**Global Communications Team (Part-Time)****Senior Guest Trainer: Writing and Public Relations****February 2014 – March 2015**

New York, NY

- Hosted quarterly webinars/webcasts on writing
- Subjects included audience targeting, clear and concise writing, persuasive writing, and peer editing

Meredith Corporation**Parents, FamilyFun, and American Baby (Full-Time)****Senior Integrated Marketing Manager****July 2014 – December 2014**

New York, NY

Integrated Marketing Manager**Associate Integrated Marketing Manager****October 2012 – July 2014****June 2011 - October 2012****Ideation and Strategy Team Member:**

- Tasked daily to answer client RFPs, creating large-scale integrated programs that not only met client objectives but included creative strategy and implementation. Category specialties: Beauty, food, pet, home, and new business)

Tactical Selection:

- Responsible for using all appropriate Meredith Parents Network assets to reach the consumer at multiple touch points including, but not limited to, print, digital, tablet, events, mobile, and video

Public Speaking:

- Presented programs to advertisers by using sophisticated presentation and people skills, such as active listening, body language cues, needs analyses, and relationship building/management

Activation and Project Management:

- Activated sold programming by working with internal and external departments, engaging in direct client interaction and follow-up, and consistently strengthened the brand-client relationship

Special Interest Areas and Programs:

- MRISearch and Readex custom question specialist; module reservation manager.
- Manager: Special programming in the beauty category
- Trainer: Advertising and marketing metrics

Special Achievements:

- E.T. Meredith Marketing Excellence Award Nominee (2014)
- Team lead: Hurricane Sandy Corporate Rebuilding Effort (2013)
- Top Integrated Marketer (2011 – 2012)

Kerry O'Grady Consulting
Freelance Writer and Marketer (Full-Time)

March 2010 – August 2011
New York, NY

Writing Services:

- Copywriting for both print and web
- Speechwriting for conferences and events
- Video scripting for voiceover YouTube videos and other promotions
- Press releases for newsworthy client activity
- Proofreading and editing websites, brochures, and other marketing materials

Integrated Marketing Services:

- Twitter/Facebook/LinkedIn page development
- Media relations for print and broadcast opportunities

Clients Included:

- Aftershock Enterprises
- Ehow.com
- BidderTruth.com
- HomeRun.com
- 6 Degrees PR
- Admix Social
- Proexquisite Marketing Group
- Ahoy New York Tours & Tasting
- La Voz and TV y Mas

Highlights: Media Appearances, Conferences, Publications, Memberships and Awards

Book Proposal in Progress

O'Grady, K. "Adjunct Life, Uncensored: Strategies, Stories, and Survival". Princeton University Press

Works Referenced

- (2025) Eaton, L., Kronenberg, D., & Torres, J.T. *Inside Higher Ed*. "Growing Orchids Amid Dandelions at Work"
- (2024) Baylor University Academy for Teaching and Learning. "Gleaning News Items"
- (2024) Drexel University Teaching and Learning Center. "Additional Resources and References: A Discussion of Post Pandemic Shifts in Grading Expectations"
- (2024) Olinto, A. Columbia University Center for Teaching and Learning "Annual Report: 2023-2024"
- (2024) Morris, M. University Life. "Bite Me"
- (2023) Mauro, B. The College Fix. "Trending: 'Grade Grubbing' Explodes as Students Beg for Better Grades, Educators Give in"
- (2022) Enoch, J. & Walston, A.S. Creating space for emotion in the composition studies archive. *Composition Studies*. 50.1. 73-78. <https://files.eric.ed.gov/fulltext/EJ1361669.pdf>
- (2019) Kein, G. *Communicating with memes: consequences in post-truth civilization*. Lexington Books

Local and National Recognition

- (2024) Winner, "Who's Who in American Education", Marquis
- (2023) *Inside Higher Ed*, "Most Read Career Article of the Year": "Getting a Grasp on Grade Grubbing"

(2023) *Chronicle of Higher Education*, "Popular Articles of the Year": "The Student-Professor Dynamic Has Shifted"
(2023) Selected Speaker, U.S. Department of Education Listening Session: "Title IV of the Higher Education Act of 1965"
(2022) Finalist, Public Relations Today MVP Awards: "Taking Care of Toxic: An (Unconventional) Leader's Guide"
(2022) Selected, National Lived Experience Task Force: The National Eating Disorder Association
(2022) Selected Keynote Speaker: The National Eating Disorder Association Annual Walk
(2018) Faculty Honors Recipient (via NYU President, Andrew Hamilton)
(2017) The Public Relations Society of America – NY Chapter "15 Under 35" Award Winner

Publications

(2025) LinkedIn: "It's Not Me, It's You: The Unspoken Crisis of Institutional Betrayal in Higher Education"
(2025) HigherEdJobs: "Finding Value in Student Feedback Without Taking it Personally"
(2025) LinkedIn: "The Dangers of AI Disillusionment"
(2024) *Inside Higher Ed*: "Teaching/Learning Centers Aren't Dumping Grounds"
(2024) *The Chronicle of Higher Education* (Letter to the Editor):
"How Colleges Should Handle Mental Health Disclosures From Employees"
(2024) *The Chronicle of Higher Education*: "How to Get Your Students to Read"
(2023) *The Chronicle of Higher Education* (Letter to the Editor): "How to Help Adjuncts Not Want to Give Up"
(2023) Institute for Public Relations Research Blog: "Persuasion and the PR Practitioner: Reflecting on Bernays's Work 100 Years Later"
(2023) *Inside Higher Ed*: "Getting Ahead of Ghosting"
(2023) *Inside Higher Ed*: "Getting a Grasp on Grade Grubbing"
(2023) *Crystallizing Public Opinion* by Edward Bernays (essay in the 100th Anniversary Edition): "Persuasion and the PR Practitioner: Are Trends in Behavioral Science Impacting Our Work?"
(2022) *The Chronicle of Higher Education*: "Leading From the Middle: Insight and Advice for Department Chairs"
(2022) LinkedIn: "Twas a Grade Grubbing and Ghosting Holiday: Considerations for Teachers"
(2022) The National Eating Disorders Association: "How to Handle the Holidays Healthfully"
(2022) LinkedIn: "Three Things Leaders Need to Stop Doing (Right Now)"
(2022) O'Dwyer's: "Be a Leader, Not a Boss"
(2022) LinkedIn: "Why Female Leaders are Failing Their Female Employees: Exploring #WomenSupportingWomen at Work"
(2021) LinkedIn: "Dear Students: A Year-End Letter About Teaching Methods, Communication, and Care"
(2021) The TalentHack, "Dear Studio/Platform Owners: It is Your Responsibility for Me to Live in a World Without Triggers"
(2021) LinkedIn: "Taking Care of Toxic: An (Unconventional) Leader's Guide"
(2021) LinkedIn: "The Crisis of Composure: Why Communications Professionals are in Crisis"
(2021) LinkedIn: "Dear White Deans, Chairs, Directors, and Faculty: Juneteenth is Not Just 'A Day Off'"
(2021) *The Chronicle of Higher Education*: "Managing Emotional Exhaustion: Crying, Compassion, and Care"
(2020) Georgetown School of Continuing Studies Blog: "Future of PR Lies with People, Not Products, Expert Says"
(2020) The TalentHack: "Responding Responsibly: A Guide for Instructors and Studio Owners"
(2019) The National Eating Disorders Association: "A Letter to the Fitness Industry: The Power of Influence"
(2018) Public Relations Society of America "Strategies and Tactics" - Reputation Management
(2018) The National Eating Disorders Association: "Holiday Gift Giving for Those in Recovery: A Little Sensitivity Goes a Long Way"
(2018) Public Relations Society of America, NY Chapter, "Is Being Direct a Downfall?"
(2018) Public Relations Society of America, NY Chapter, "Do You Need a Master's Degree in Public Relations?"
(2018) Public Relations Society of America, NY Chapter, "Ageism in the Workplace";
(2018) Public Relations Society of America, NY Chapter, "Ready to Take Your PR Training To the Next Level? You Need These Three Skills"
(2018) American Marketing Association Face-to-Face Training Series "Writing for Marketers – Editorial"

Speaking Engagements and Conferences

(2025) Keynote Speaker: The University of Dayton, "Now Hiring: Professional Troublemakers - Serving #RealTalk on Making Meaningful Change"

(2024) Selected Speaker: The University of Massachusetts Amherst, "Online Student Patterns and Trends in Management 310"

(2023) Selected Speaker: The Institute for PR Bridge Conference, "Sorry not Sorry: To Apologize or Not Apologize - That is the Question"

(2023) Breakout Session Host: The Institute for PR Bridge Conference, "Wellness at Work"

(2022) Webinar Host: Wells Fargo Executive Team, "How to Be the Organization Great People Won't Leave"

(2022) Webinar Host: O'Dwyer's PR, "Overcoming Toxic Culture: Everyday Practices That Make a Big Difference"

(2022) Selected Proposal: University Professional and Continuing Education Association, "The Role of Schools of Professional Studies in Management Education" – Mid Atlantic Regional Conference (Philadelphia)

(2022) Webinar Host: Institute for Public Relations, "How to Retain Your Best Employees in 2022"

(2022) Judge: PR News Platinum Awards

(2022) Webinar Host: Florida Public Relations Association, "How to Be An Organization Great People Won't Leave"

(2022) Speaker: Institute for Public Relations Bridge Conference, "Small Things Managers Can Do Every Day to Show Employees They are Valued"

(2022) Selected Speaker: Public Relations Society of America Counselors Academy Conference, "Be the Organization Great People Won't Leave" (AZ)

(2021) Guest Lecturer, University of Memphis, "Women in Higher Education Leadership"

(2021) Speaker: Institute for Public Relations Trustee's Event, "Emotional Exhaustion" (DC)

(2021) Expert Panelist: Education Week Leadership Symposium,

(2021) "How to Lead Through Emotional Exhaustion and Help Teams Reset"

(2020) Moderator: NEDA virtual panel: "Promoting Inclusivity During At-Home Workouts"

(2020) Moderator: NEDA virtual panel: "Inclusivity in Fitness and Yoga Spaces"

(2018) Featured Speaker: Public Relations Society of America International Conference, "Online Trolling" (Austin, TX)

(2018) Attendee: PR News' Social Media Summit (San Francisco, CA)

(2017) Welcome Speaker: Public Relations Society of America Tri-State Conference (NYC)

(2017) Trainer: American Marketing Association Face-to-Face Series: "Cross Cultural Communication Skills for Marketing Success"

(2016) Pre-Panel Speaker (introducing the moderator for two panels):

(2016) New York Women in Communications, Student Career Conference

(2016) Welcome Speaker: Public Relations Society of America Tri-State Conference (NYC)

Media Appearances

(2025) *The Chronicle of Higher Education*, quoted, "Book Recommendations from Your Fellow Readers"

(2025) Ragan Communications and PR Daily, featured expert, "How Communicators Learn from Productive Failure"

(2025) Ragan Communications and PR Daily, featured expert, "The Importance of Layoff Communication Methods"

(2025) *The Chronicle of Higher Education*, background source, "The Reading Struggle Meets AI"

(2025) Ragan Communications and PR Daily, featured expert, "The Comms Implications of the Ben & Jerry's- Unilever CEO Outster Saga"

(2025) EDCARTA EdUp Curriculum Podcast, guest, "Higher Ed Unfiltered: Change, Challenges, and Innovation"

(2025) Ragan Communications and PR Daily, featured expert, "The Top Tips and Tactics for Communicating Negative News"

(2024) Ragan Communications and PR Daily, featured expert, "How Leaders Can Set the Right Tone for Year-End Updates"

(2024) NYU Alumni Association Newsletter, mentioned, "Amplifying Underserved Voices: Jamila Black's (SPS '20) Journey From the South Bronx to Social Impact Advocacy"

(2024) Columbia Business School, quoted, "Embracing AI in Digital Learning Communities"

(2024) Ragan Communications and PR Daily, quoted, "Beyond the Talk Track: Rethinking Recruitment Communications During a Reorg"

(2024) *The Chronicle of Higher Education*, quoted, "Teaching: Reaching Generation Why"

(2024) 90.3 WHPC-FM, "Instruction Discussion Podcast", guest, "How to Get Your Students to Read"

(2024) Ragan Communications and PR Daily, quoted, "How to Help Employees Recover After Their Colleagues are Laid Off"

(2024) *The Chronicle of Higher Education*, quoted, "Can You Teach Students to Read Effectively?"

(2024) Ragan Communications and PR Daily, featured expert, "Rethinking How You Communicate About Employee Reviews"

(2024) Center for Teaching and Learning - Columbia University, "Dead Ideas in Teaching Podcast", guest, "Dead Ideas in Adjunct Faculty Hiring, Teaching, and Learning"

(2024) Ragan Communications and PR Daily, quoted, "Communicators Can Empower Managers to Give Better Feedback. Here's How"

(2024) Ragan Communications and PR Daily, quoted, "How Managers Can Help Reports Ascend the Leadership Ladder"

(2023) Post Alley, Seattle, quoted, "A Tough Year for Higher Education in America"

(2023) Ragan Communications and PR Daily, quoted, "Kind Comms: How to Express Care and Gratitude for Employees"

(2023) Ragan Communications and PR Daily, quoted, "'I've Got You': How Managers Can Guide Team Members Through Major Life Events"

(2023) Ragan Communications and PR Daily, quoted, "Keeping Employees Engaged and Business Moving During Summer"

(2023) Teaching in the Center for Teaching Excellence and Innovation - Rush University, "Teaching in the CITI Podcast", guest, "AI in the Classroom"

(2023) "The PR Podcast", guest, "Dr. Kerry O'Grady on Getting an Education in PR"

(2023) *The Chronicle of Higher Education*, quoted, "How Professors Scrambled to Deal with ChatGPT"

(2023) Ragan Communications and PR Daily, quoted, "How Will AI Change Your Comms Work Flow?"

(2023) Ragan Communications and PR Daily, quoted, "The Right Way to Conduct a Layoff Communications"

(2023) *The Chronicle of Higher Education*, quoted, "The Student-Professor Power Dynamic Has Shifted"

(2023) *The Chronicle of Higher Education*, quoted, "The Ed Dept. is Reconsidering College-Recruitment Practices. Here Are 7 Reactions We Heard"

(2023) PR News, quoted, "Crisis Averted: Adani, Hindenburg, and PagerDuty Prove Communication Matters"

(2023) The Philip DeFranco Show, "The Comeback of Heroin Chic"

(2023) PRSA, quoted, "Welcome to 2023"

(2022) *The Wall Street Journal*, "Is Holiday Weight Gain Your Company's Business? Fitness Challenges Draw Some Privacy Pushback"

(2022) Yahoo! News, "Turkey Burns Demonize Thanksgiving Calories and Perpetuate Toxic Diet Culture, Experts Say Steer Clear"

(2022) PR News, expert interview, Crisis Insider Dialogue, "Communication to Employees: Roe v. Wade"

(2022) Well and Good, expert interview, "Why Do Digital Fitness Devices Still Count Calories, Even Though We Know the Numbers are Wrong (and Potentially Harmful)?"

(2022) PR News, expert interview, Crisis Insider, "Acknowledge Mistakes Promptly, Then Issue an Apology and Action Plan"

(2022) Radio Andy, SXM "The Marvelous Mrs. Maisel Town Hall"

(2022) PR News, expert interview, *Crisis Insider*, "December's Crises Show Direct Approach Works Best"

(2022) PR News, expert interview, "Better.com is Tip of 2022's CEO PR Crisis Iceberg"

(2021) PR News, quoted, "Credit Suisse: CEO Quarantine Breach"

(2021) MedFit Education Foundation & MedFit Network, expert interview "Eating Disorders: What Fitness Instructors Need to Know"

(2021) Katie Couric Media, expert interview, "How the Fitness Industry is Capitalizing on Weight Gain"

(2021) NBC News, expert interview, "Burger King's International Women's Day Campaign Decried for Sexism"
(2021) Guest, PR Bunker Podcast: The Belfort Group
(2020-2024) Today SXM, "The Hoda Show", guest, various topics
(2020) ABC News Washington DC affiliate, quoted feature: "Shipping Packages During the Holiday Season"
(2020) Contributor, *Forbes*, "2020 Trends in PR"
(2020) China Global National Television Network, live on-camera interview, "State of Education in the United States"
(2020) Deutsche Welle (DW), on-camera interview, "Why Dr. Fauci is an American Hero"
(2019) CNBC, expert interview, "Sarah Sanders/Announcements via iPhone Notes"
(2018) Public Relations Society of America, live on-camera interview, NY Chapter "PRSA-NY Big Apple Showcase Social Media Live Event" (broadcast via 17 websites)
(2017) *The Washington Post*, expert interview, "See the Hipsters Lined Up Outside That New Restaurant? This App Pays Them to Stand There"
(2017) Fox 5: "Serena Williams Pregnancy", live on-camera interview
(2017) *The Telegraph*, expert interview, "Minnesota Teenage Shoots Boyfriend Dead in YouTube Stunt to 'Boost Online Profile'"
(2017) ABC News "Uncomfortable" podcast, expert interview with Amna Nawaz, "Professor Mistakenly Trolled Says Social Media Has Become A Dangerous Place"
(2017) *The Washington Post*, expert interview, "How Secret Service Controversy Turned An Innocent Professor's Life Into an Online Nightmare"
(2017) CBS Denver, expert interview, "#NotSecretServiceKerry, 'It Still Hurts, After Twitter Attacks'"
(2016) J. Walter Thompson Intelligence, expert interview, "Post-Election Campaigns"
(2016) *New York Post*, expert interview, "How Gigi and Bella's Mom Made Them Social Media Supermodels"

Member

(2025) LinkedIn Advisors
(2025) Penguin Random House "The Reader's Lounge" Research Community
(2024) Bank of America Advisory Board
(2024) National Center for Faculty Development and Diversity
(2020-2022) American Association for University Professors
(2018) Board: The Public Relations Society of America – NY Chapter
(2018) Board: The Museum of Public Relations