

DIONNE C. CLEMONS, PhD

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Education

Ph.D. 2009. School of Communication, Mass Communication & Media Studies, Howard University, Washington, DC

Dissertation Topic: *Coorientation of the Public Relations Role within the Public Sector*

M.P.A. 2003. School of Public Affairs, American University, Washington, DC

B.A. 1995. Telecommunications & Print Journalism, Morgan State University, Baltimore, MD.

Certifications

Executive Coach 2018. Sherpa Executive Coaching Certificate Program, Howard University, Washington, D.C.
PDI 360 Certified Facilitator, 2017. Korn Ferry, Washington, D.C.

Artist Residency

Fashion Designer in Residence, Design Park 3311, Prince Georges Arts Humanities Council, 2019 – 2021, Mount Rainier, MD

Academic Employment

University	Position	Dates
Trinity Washington University	Program Chair, Asst. Professor	2017 – 2019
Howard University	Lecturer	2012 – 2017
Towson University	Assistant Professor	2008 – 2012
The Washington Center	Associate Faculty	2010 – 2012
Johns Hopkins University	Adjunct Professor	Summer 2008
Howard University	Adjunct Professor	2004 – 2008

University Courses – Guest Lectures

At University of Maryland, University College – October 2002.

Using the Internet to Effectively Implement Public Relations Strategies.

At University of Maryland, College Park – October 2001. *Government*

Public Relations.

At Morgan State University – September 1998.

Management Consulting - Research Methods in Telecommunications undergraduate course

Teaching Experience

Undergraduate Courses

Introduction to Strategic Communications	Capstone Communications Lab
Fundamentals of Public Relations	Basic Public Relations Writing
Principles of Strategic Public Relations and Integrated Communication	
Strategic Communication for the Policymaking Process	
Public Relations Writing I & II	
Basic Public Relations Writing	

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Advanced Public Relations Writing
Advanced Public Relations Research
Professional Issues in Public Relations
Public Affairs Planning & Management

Graduate Courses

Seminar in Strategic Communication Management
Seminar in Leadership and Diversity
Professional Communication Competencies in a Changing Environment
Professional Issues in Public Relations
Public Relations Writing
Theories of Public Relations and Organizational Communication
Qualitative Research Methods
Strategic Communication Research Methods
Social Media for Public Relations
Public Relations Campaigns
Strategic Events Management

Public Relations Industry Experience

Chief Communication Officer/Founder Clemons Consulting, LLC	2015 – Present
Strategic Communications Manager CareFirst	2019 – 2020
Director of Communications United Planning Organization	2014 – 2015
Senior Consultant Brighter Strategies, LLC	2012 – 2015
Director, Client Services Alston Marketing Group/Edge Advertising, Washington, DC	2006 – 2011
Senior Associate ICF International, Fairfax, VA	2007 – 2008
Director of Communications City of Falls Church, Falls Church, VA	2000 – 2005
Communications Specialist Government of the District of Columbia’s Office of the Chief Financial Officer, Washington, DC	1999 – 2000
Public Outreach Consultant Booz Allen Hamilton, Aberdeen, MD	1997 – 1999
Marketing Coordinator Allstate Insurance Company, Northbrook, IL	1996 – 1997
Associate Editor Career Communications Group, Inc., Baltimore, MD	1994 – 1996

Strategic Communications Consulting Services

- Provided strategic communications counsel to St. Jude Hospital's senior executive communications team. Mission Partners, 2020.
- Developed a year-long strategic communication plan for the nonprofit, Stewards of Affordable Housing for the Future. Mission Partners, 2020.
- Provided strategic communications counsel to Americans for Financial Reform's senior executive communications team. Turner4D, 2020.
- Conducted a series of five focus groups to determine compliance and auditing requirements for internal stakeholders. CareFirst, 2019.
- Conducted a communication audit, strategic communication training, and developed a two-year strategic internal and external communication plan. Academy of Hope, D.C., 2018.
- Conducted one-on-one interviews, a communication audit, and a one-year strategic communication plan. The Kentucky Education Association, 2018.
- Conducted staff interviews, an environmental scan, developed an organizational needs assessment and an integrated marketing communication plan. Columbia Association, 2017.
- Developed an integrated marketing strategy to educate the real estate community. HUD's American Housing Survey data, 2017.
- Developed an internal communications content marketing plan. Department of Homeland Security, 2016.
- Provided strategic communication management and developed a social media strategic campaign to the nonprofit organization. ManneqART, 2015.
- Developed a social media manual and workbook to train medical doctors to run for office. American Medical Association, 2015.
- Conducted qualitative human capital planning interviews for Virginia-based human services nonprofit. MVLE, 2012.
- Conducted executive-level interviews; to educate executives on change management strategies; to develop a change management organizational plan. CRDF Global, 2012.
- Conducted stakeholder surveys, and strategic communications planning for a Virginia-based, foundation, Computer Core, 2012.
- Provided strategic communication planning consultation. The Greater Washington Fashion Chamber of Commerce, 2010.
- Developed a social media campaign to promote World Asthma Day. D.C. Department of Health, 2010.
- Provided strategic communication planning services. Washington, D.C. Autism Society, 2009.
- Developed communication outreach campaigns for youth violence prevention. D.C. Department of Health, 2006.

Speaking/Training

- 2020** Workshop, Strategic Marketing for Nonprofits, Tidewater Community College (November).
- 2020** Panelist, Where Ethics & Persuasion Meet, Community Conversations, Mission Partners (November).
- 2020** Guest Lecturer, Strategic Communications Planning for Higher Education Leaders, Howard University, College of Education (November).
- 2020** Guest Lecturer, Ethics and Persuasion, Towson University Mass Communication Course (October).
- 2020** Panelist, Eight News Values for a Compelling Story. Turner4D (July).
- 2020** Webinar, Give Local 757 Social Media Training, Tidewater Community College (January).

- 2019** Guest Lecturer, Strategic Communications Planning for Higher Education Leaders, Howard University, College of Education (November).
- 2017** Panelist, Strategic Communication Planning for Social Justice, YWCA National Conference (June).
- 2016** Panelist, Lessons in Leadership- The Power of Storytelling for Change, Nonprofit Capacity Conference (November).
- 2016** Workshop facilitator, “Strategic Communications Management for Public Sector Leaders,” Executive Leadership Institute of the National Forum of Black Public Administrators (September).
- 2016** Strategic Planning Meeting facilitator, “Message Design for Nonprofit Boards,” Space of Her Own (SOHO) nonprofit board strategic planning session (August).
- 2015** Workshop facilitator, “Finding Your Life’s Purpose and Passion,” University of Washington Women’s Leadership Conference (November).
- 2015** Workshop facilitator, “Strategic Marketing,” Association of Community Services 2015 Nonprofit Leadership Series (March).
- 2014** Workshop facilitator, “Strategically Communicating your Nonprofit’s Mission,” Community Action Partnership Convention (August).
- 2014** Panelist, “How to Put Together and Effective Strategic Communications Plan on a Shoestring Budget,” Public Relations Society of America (August).
- 2014** Panelist, “Communicating Across Cultures,” Washington Women in Public Relations (May).
- 2014** Speaker, “Understanding Your Audience to Fulfill Organizational Mission,” Nonprofit Capacity Conference (April).
- 2014** Webinar Speaker, “Take Charge of Your Nonprofit’s Reputation,” Network for Good (March).
- 2013** Panel facilitator, “How to Break into an Agency”, The National Press Club (October).
- 2013** Trainer, Individualized Social Media Training for Nonprofit Board Director’s, Computer Core (September).
- 2013** Workshop facilitator, “The Value of Communicating Strategically,” The Center for Nonprofit Advancement (August).
- 2013** Panel facilitator, “Communicating to Your Stakeholders,” Nonprofit Capacity Conference (June).
- 2013** Workshop facilitator, “New Technology & Crisis Communications,” The Washington Center (May).
- 2013** Workshop facilitator, “Story Stockpiling”, The Center for Nonprofit Advancement (March).
- 2013** Workshop facilitator, “Public Affairs Consulting”, DAI-Solutions (April).
- 2012** Workshop facilitator, “The Value of Communicating Strategically,” The Center for Nonprofit Advancement’s Professional Development Series (November).
- 2012** Workshop facilitator, “Research Methods and Legal and Ethical Issues in PR”, Presentation for the Senior International Public Relations & Advanced Media Management Programme within The Management School of London (October).
- 2012** Twitter Chat with Ideal Publicity’s PRcafe, “Nontraditional Ways to Get a Job,” <http://storify.com/IdealPublicity/pr-cafe-with-dr-dionne-clemons> (August).
- 2012** Guest Speaker, “The Media and Miss Representation,” University of Delaware’s 26th Annual Women’s History Month film series, “Women’s History, Women’s Lives (March).
- 2011** Workshop facilitator, “Research Methods and Legal and Ethical Issues in PR”, Presentation for the Senior International Public Relations & Advanced Media Management Programme within The Management School of London (October).
- 2010** Workshop facilitator, “Crafting Messages for the Media,” Presentation to the AmeriCorps members of the Maryland Court Appointed Special Advocate non-profit group (December).
- 2010** Presenter, “The Role of PR within American Government,” Presentation to the visiting public affairs professionals from Armenia at the USAID World Trade Institute (October).
- 2006** Workshop facilitator, “Public Communication: How to Get Your Events in the News,” Howard University Media Communication Workshop (November)

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- 2005** Panel presentation, “How to Handle the Media,” Certified Public Manager’s Meeting Metropolitan Washington Council of Governments (July).
Presenter, “Leadership & Diversity,” American Association of University Women 2005 National Conference for College Women Student Leaders (June).
- 2004** Panel presentation, “Landing a Career in Public Service,” Pi Alpha Alpha Career Event, American University (October).
- 2000** Panel presentation, “Effectively Implementing Public Outreach Programs for Government,” International Radio and Television Society Foundation (IRTS) Convention (March).
- 1999** Presenter, “Finding Your Career in Public Relations,” The National Black Media Coalition Convention (November).

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Creative Works/Campaigns

- 2020 – Stewards of Affordable Housing for the Future Strategy Development, Washington, DC
- 2019 – Art Works Here Branding Campaign, Gateway Arts District, Mount Rainier, MD
- 2019 – Northern Gateway International Corridor Campaign, Mount Rainier, MD
- 2016 – Criminal Justice Coordinating Council, Washington, D.C. Annual Report Development
- 2016 – Maryland Health Benefits Exchange HBCU Outreach Campaign
- 2016 – Department of Homeland Security Intelligence & Analysis Change Management Campaign
- 2015 – Food & Drug Administration – Office of Operations Internal Communications Campaign
- 2015 – Centers for Disease Control – ACT Against AIDS Campaign 2016
- 2011 – World Asthma Day Social Media Campaign
- 2010 – Greater Washington Fashion Chamber of Commerce Business Competition Campaign
- 2006 – D.C. Government Department of Health Youth Violence Prevention Public Outreach Campaign

Publications

Book Chapters

Clemons, D.C. (2010). Women as leaders in public relations. [Book chapter]. Created for O'Connor, K. (Ed.). *Gender & women's leadership: A reference handbook*. Thousand Oaks, CA: Sage. (Invited).

Conference Papers and Panels

Clemons, D.C. (2013, April). *My sister's keeper: An analysis of the use of social media to communicate messages of health and wellness among african-american women*. To be presented to the 104th Annual ECA Convention, Health Communication Interest Group.

Clemons, D.C. (2012, September). *Using Social Media to Mentor Millennials*. Presented to the 2012 Social Media Technology Conference and Workshop, Washington, D.C.

Clemons, D.C. (2011, October). *An examination of the 2011 Wisconsin protests using situational theory of publics*. Working paper presented to the 2011 Maryland Communication Association Conference, Frostburg, MD.

Clemons, D.C. (2011, September). *Your scholarship, your brand: using social media to promote your research*. Panel presentation presented to the 2011 Social Media Technology Conference & Workshop, Bowie, MD.

Clemons, D.C. (2010, October). *What does it all mean? Teaching students to monitor, analyze and interpret media coverage for clients*. G.I.F.T.S. presented to the 2010 Maryland Communication Association, Frostburg, MD

Clemons, D.C. (2010, April). *Examining the United Nations and the internet community relationships from the relational theory perspective*. Paper presented to the Communication & Technology Division of annual convention for the Eastern Communication Association, Baltimore, MD.

Clemons, D.C. (2008, March). *Coorientation of the public relations role within the public sector*. Paper presented at the International Public Relations Research Conference, Miami, FL.

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Essays

Clemons, D.C. (2013). Meeting my Roomie. [Essay]. Created for Cathcart, C.D. & Tyree, T.C.M. (Eds.). *The HBCU experience – The book*. (Invited).

Book Reviews

Clemons, D.C. (2006). Review of Steven Davenport's book, *Saving miss oliver's. A novel of leadership, loyalty, and change*. Oakland, CA: H.H. Bonnell Publishers. Oakland, CA. *Quill & Scroll*, Oct/Nov., 16.

Clemons, D. C. (2005). Review of James G. Stovall's book, *Who, what, when, where, why and how*. New York, NY: Pearson Education/Allyn & Bacon. *Quill & Scroll*, April/May, 17.

Clemons, D.C. (2005). Review of Elliott D. Cohen's book, *News incorporated: Corporate media ownership and its threat to democracy*. New York, NY: Prometheus Books, New York. *Quill & Scroll*, Dec/Jan. 17.

Column, Diversity Dimensions PRSA Public Relations Tactics

D.C. Clemons, "Look to Millennials to Lead," *PRSA Public Relations Tactics*. August 2014.

https://www.prsa.org/Intelligence/Tactics/Articles/view/10731/1097/Look_to_Millennials_to_Lead#.WGZwk3eZNmM

D.C. Clemons, "Fostering Diversity through Digital Storytelling," *PRSA Public Relations Tactics*. April 2014.

https://www.prsa.org/Intelligence/Tactics/Articles/view/10586/1091/Fostering_Diversity_Through_Digital_Storytelling#.WGZwwneZNmM

D.C. Clemons, "We Can Solve Social Media's Diversity Problem," *PRSA Public Relations Tactics*. November 2013.

https://www.prsa.org/Intelligence/Tactics/Articles/view/10451/1086/We_Can_Solve_Social_Media_s_Diversity_Problem#.WGZw6XeZNmM

D.C. Clemons, "Creating Bias-Free Communications," *PRSA Public Relations Tactics*. September 2013.

http://www.prsa.org/Intelligence/Tactics/Articles/view/10309/1082/Creating_bias_free_communications#.UnZL6RZBRFs

D.C. Clemons, "Engaging a New Kind of Workforce," *PRSA Public Relations Tactics*. May 2013.

http://www.prsa.org/Intelligence/Tactics/Articles/view/10179/1077/Engaging_a_new_kind_of_workforce#.UnZLDxZBRFs

D.C. Clemons, "Driving Diversity within Your Organization," *PRSA Public Relations Tactics*. January 2013.

http://www.prsa.org/Intelligence/Tactics/Articles/view/10027/1071/Driving_diversity_within_your_organization#.UnZLchZBRFs

D.C. Clemons, "Preparing Millennials for the PR Profession," *PRSA Public Relations Tactics*. October 2012.

http://www.prsa.org/Intelligence/Tactics/Articles/view/9936/1055/Preparing_Millennials_for_the_PR_profession

D.C. Clemons, "Why Nonprofits Need Public Relations," *PRSA Public Relations Tactics*, August, 2012.

http://www.prsa.org/Intelligence/Tactics/Articles/view/9887/1053/Why_nonprofits_need_public_relations

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D.C. Clemons, "Empowering Your Stakeholders to Take Action," *PRSA Public Relations Tactics*. April 2012. (http://www.prsa.org/Intelligence/Tactics/Articles/view/9694/1046/Empowering_your_stakeholders_to_take_action)

Industry Articles

D.C. Clemons, "Successful government and nonprofit capacity building requires strategic communication. Essay created for the International Public Relations Association Thought Leadership Essays [Invited], 2014. <https://www.ipra.org/news/itle/journey-to-opportunity-successful-government-and-nonprofit-capacitybuilding-requires-strategic-communication/>

D.C. Clemons, "Image Repair Strategies: Lessons Learned from Politicians' Public Apologies," *PRNews Crisis Management Guidebook*. August 2010.

D.C. Clemons, "No Love in Industry for Mothers," blog part of the Public Relations Society of America's (PRSA) *Diversity Today*, a group blog on public relations and diversity (<http://diversity.prsa.org/index.php/2010/09/no-love-in-industry-for-mothers/>)

D.C. Clemons, "TV's Portrayal of Women in PR," blog, part of the Public Relations Society of America's (PRSA) *Diversity Today*, a group blog on public relations and diversity (<http://diversity.prsa.org/index.php/2010/08/tvs-portrayal-of-women-in-pr/>)

D.C. Clemons, "You Owe Me," Clemons' blog, part of the Public Relations Society of America's (PRSA) *Diversity Today*, a group blog on public relations and diversity (<http://diversity.prsa.org/index.php/2010/07/you-owe-me/>)

Grants/Sponsored Funding Awards or Proposal

Independent Artist Grant

Fall 2020

Prince Georges Arts Humanities Council awarded a grant to fund the development of a 12-piece wearable art collection (development grant \$1,000)

Co-Author

Fall 2009

Grant proposal to develop Howard University's School of Communications' Initiative on Democracy, Markets, Communication and Technology think tank, Rochelle D. Ford, Ph.D. Associate Dean and Principal Author (grant for \$150,000 funded by the Carnegie Corporation of New York)

Co-Principal Investigator

Summer 2008

"Assessing Arbitron's Portable People Meter System Methodology," Prepared by the Howard University John H. Johnson School of Communications, Jannette, L. Dates, Ph.D., Dean and Principal Investigator (research grant \$130,000)

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Competitive Academic Honors and Awards

Fall 2006 – Spring 2007	Graduate Teaching Assistantship – Howard University Department of Journalism School of Communications (full scholarship & \$13,000 stipend)
Spring 2006 - 2007	Association for Education in Journalism and Mass Communications' Inez Kaiser Graduate Student of Color Awards (Recognizes persons of color within public relations scholarship)
Fall 2005-Spring 2006	Graduate Teaching Assistantship – Howard University Department of Journalism School of Communications (full scholarship & \$13,000 stipend)

Awards

- Who's Who Historical Society – International Who's Who of Professional Management, 2001-2002
- Morgan State University's Telecommunications Alumni of the Year Award, 1999

Professional Development

- *Grants Reviewer*, Opportunity Fund Artists Grant Review, Pittsburgh, PA, November 2020.
- *Presenter*, Social Media Technology Conference & Workshop, Howard University, Washington, DC September 2012.
- *Presenter*, Maryland Communication Association Conference, Frostburg, MD 2011.
- *Presenter*, Social Media Technology Conference & Workshop, Bowie State University, Bowie, MD, September 2011.
- *Participant*, Hyperlocal Coverage: Neighborhood Blogs, Community Websites and the Future of the News, The National Press Club, Washington, DC, July 2011.
- *Participant*, Getting Hands on with LinkedIn Workshop, The National Press Club, Washington, DC, June 2011.
- *Participant*, AEJMC Idea Summit – Keeping Journalism and Mass Communication Education Relevant in a Changing World, American University, Washington, DC June 2011.
- *Presenter*, 2010 Maryland Communication Association Annual Convention, Frostburg, MD.
- *Presenter*, 101st Annual Eastern Communications Association Convention, Baltimore, MD April 2010.
- *Participant*, 2nd Annual Grunig Lecture Series – Integrating Strategic Communication with Public Affairs: When Public Affairs, Public Relations and Issues Management Converge, College Park, MD October 2009.
- *Participant*, Association for Education in Journalism and Mass Communication 2008 Convention, Chicago, IL August.
- *University Co-Host*, (Howard University) Public Relations Student Society of America 2007 Convention, Philadelphia, PA October.
- *Participant*, Association for Education in Journalism and Mass Communication 2007 Convention, Washington, DC August.
- *Participant*, The Government Communicators' Conference, Lawrence Ragan Communications, Inc. Washington, DC, November 15-17, 2006.
- *Participant*, Virginia Government Communicators' Annual Conference, Richmond, Virginia, March 2005.
- *Participant*, National Communication Association's 89th Annual Convention, Miami, FL, November 2003.

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Service

To the Institution/Department

- *Member*, Search Committee, Generalist & Public Relations Tenure-Track Positions, SLMC School of Communications – Howard University, 2016-2017.
- *Chair*, Curriculum Committee, SLMC School of Communications – Howard University, 2015 – Present.
- *Member*, Annenberg Honors School-Wide Committee – Howard University, 2015 – Present.
- *Member*, Student Affairs Committee for the School of Communications' Department of Journalism – Howard University, 2012-2013.
- *Faculty Lobbyist*, Student Government Association's Tiger Pride Day 2011 – Took 25 students to Maryland's State Capital to lobby Maryland legislators on behalf of Towson University in Annapolis, MD, 2011.
- *Selection Committee Member*, Journalism/New Media Faculty Search Committee – Towson University, 2010-2011.
- *Member*, Publicity Committee for the Department of Mass Communication and Communication Studies – Towson University, 2010 – 2011.
- *Member*, University Student Appeals Committee – Towson University, 2009-2010.
- *Selection Committee Member*, Department Chair Search Committee – Towson University, 2009-2010.
- *Member*, Assessment Committee for the Department of Mass Communication and Communication Studies – Towson University, 2009-2010.
- *Chair*, Brown Bag Committee for the Department of Mass Communication and Communication Studies - Towson University, 2009-2010.
- *Member*, Programs & Projects Committee for the Department of Mass Communication and Communication Studies – Towson University, 2008-2009.
- *Member*, University Student Affairs Committee – Howard University, 2007-2008.
- *Chair*, Library Committee for the Department of Journalism – Howard University, 2007-2008.
- *Member*, Ad Hoc Committee on Research for the Department of Journalism – Howard University, 2007-2008.
- *Faculty Advisor*, D. Parke Gibson Chapter, Public Relations Student Society of America, (PRSSA) -- Howard University, 2007-2008.
- *Faculty Advisor*, Capstone Communications – Howard University, 2007 – 2008.
- *Judge*, American Advertising Federation (AAF) Most Promising Minority Students Competition, November 2007.

To the Profession

- *Founding Editorial Board Member*, Case Studies in Strategic Communication Journal, University of Southern California 2012 – 2019.
- *Panel Chair*, ECA Health Communication Interest Group for the 104th Annual ECA Convention, 2013.
- *Paper Reviewer*, ECA Health Communication Interest Group for the 104th Annual ECA Convention, 2013.

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- *Manuscript Reviewer*, “Finding publics within the blogosphere: The blogger public segmentation model,” *Asian Journal of Communication*, 2010.
- *Guest Editor*, *PRism*, the Online Public Relations Journal, 2010.
- *Paper Reviewer*, Public Relations Division for the Association for Education in Journalism & Mass Communication (AEJMC), 2008.

To the Community

Boards Served

- Board Member, Smithsonian Women’s Committee, Present.
- Committee Member, Capital Campaign Committee, Doctors Community Hospital Foundation, Prince Georges County, MD, 2017-2019.
- Board Member, ManneqART, Laurel, MD-based nonprofit providing arts education through sculpture on the human form, 2016-2018.
- Board Member, Academy of Hope, a Washington, D.C.-based non-profit providing adult education services to D.C. residents. Term 2010-2012.
- Board Member, Virginia Government Communicators, Term 2005-2007.

Membership in Professional Organizations

- Association for Education in Journalism & Mass Communication (AEJMC) Strategic Planning Committee member – 2009-2010
- Public Relations Division Co-Chair, Inez Kaiser Graduate Student of Color Awards, 2007-2008
- ColorComm – Women of Color in Communications
- Eastern Communication Association (ECA)
- Maryland Communication Association (MCA)
- The National Press Club (NPC)

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