

workshop facilitator



With more than 30 years experience in public relations in both higher education and with a Fortune 500 company, Cindy's breadth of public relations experience includes crisis communications, issues management, media relations, web communications, advertising, institutional research, integrated marketing, photography and videography, event planning, publications, community relations, visitors centers, and speakers bureaus. In addition to her current job responsibilities as Assistant to the Chancellor for Marketing and Communications at the University of North Carolina Wilmington, Cindy provides crisis communications consultation to many universities throughout the United States, Canada and Africa and has been a lead instructor at the annual Crisis Communications Institute hosted by Academic Impressions. As a member of the Department of Homeland Security's National Emergency Response and Recovery Training Center, she provides consultation to cities, counties, and municipalities regarding their crisis communications preparedness.

Prior to her current position, Cindy served as the Vice President for Communications and Strategy Development for the University of North Carolina system and led the public relations teams at Texas A&M University, the University of Arkansas at Little Rock, the Culver Military Academy, and Eastern Michigan University. Prior to working in the higher education area, Cindy worked for more than 14 years in public relations at a Fortune 500 company in Detroit, Michigan.

Cindy handled the crisis communications during the 1999 bonfire tragedy at Texas A&M University, in which 12 students died and 27 others were injured. The way in which she handled the communications aspects of the tragedy became the benchmark for crisis communication in higher education. CNN, CBS, NBC and ABC reporters praised her for handling the crisis "as well or better than the Tylenol crisis."

Cindy has authored a crisis communications chapter for the book *Campus Crisis Management: A Comprehensive Guide to Planning, Prevention, Response, and Recovery* recently published by Jossey-Bass, and she has authored *Effective Crisis Communications*, a set of instructional materials for the National Response and Recovery Training Center. In addition to the many news and magazine articles written about Cindy's handling of the Bonfire crisis, several authors have written about her crisis communications leadership in their books, including Kathleen Fearn-Banks in the second edition of *Crisis Communications, A Casebook Approach*; PRSA's *Strategies and Tactics*; and *Weathering the Storm* by Christopher Simpson.

Cindy received both her B.A. Ed and M. A. Ed degrees from the University of Michigan, majoring in education and communication strategies. She has completed additional coursework in higher education management at Harvard University, in public relations at New York University, micro-economics at UCLA, and Economic Development certification from the University of South Florida.
