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Professional Experience

- 2008 to present **Director of Marketing & Communications**, Eastern Virginia Medical School, Norfolk, VA (Established in 1973 to attract high-quality physicians to the Hampton Roads area, EVMS is the only academic health center in the country founded by a grassroots community effort.)
- Serve as Chief Marketing and Communications Officer and chief liaison to the news media.
 - Supervise Office of Marketing & Communications managing 10 employees including Creative Services, Digital Services (web, video and social media), and Media and Public Relations staff.
 - Develop and maintain strategic communications goals and crisis communication plan for academic health center.
 - Manage and direct the relationship with the academic health center's advertising Agency of Record to ensure creation and successful execution of comprehensive marketing plan that results in a strengthening of the EVMS brand.
 - Oversee implementation of all marketing, branding and public relations plans and production of all electronic and digital materials.
 - Advise President, Dean, Vice Presidents and other senior-level administrators regarding communications needs and potential public relations impact of decisions and actions.
 - Direct executive communications clarifying key messages, writing speeches and articles, developing presentations, and providing media coaching for the President, Dean, and Vice Presidents.
- 2002 to 2008 **Communications Manager & Clerk of the School Board**, Norfolk Public Schools, Norfolk, VA (NPS ranks in the top 150 largest school systems in the country; the largest urban district in Virginia and the 8th largest in the Commonwealth overall.)
- Supervise Office of Communications & Media Relations, Office of the School Board, Norfolk Public Schools Printing Services and Central Administration Mail Room managing 10 employees.
 - Develop and maintain strategic communications goals and crisis communication plan for district of approximately 37,000 students and nearly 6,000 employees.
 - Serve on Superintendent's Cabinet (Council for Leadership and Strategic Planning) developing strategic plans to meet School Board goals and directives and working with other senior staff to ensure efficient day-to-day operations.
 - Advise School Board members, Superintendent of Schools, Chief Officers and other senior-level administrators regarding communications needs and potential public relations impact of decisions and actions (including approximately 60 building principals and center leaders).
 - Interact with top-level officials (including local and state legislators) on frequently sensitive, confidential and controversial matters.
 - Serve as district spokesperson with media and direct crisis communications.
 - Direct executive communications clarifying key messages, writing speeches and articles, and preparing presentations for the Superintendent, School Board members and Chief Officers.
 - Plan, organize and assist in facilitation of School Board meetings, retreats and work sessions.
 - Ensure that Board policies are reviewed at appropriate intervals and that new and revised policies are reviewed for accuracy and compliance with practice and Virginia Code.
 - Coordinate responses to Freedom of Information Act requests.
 - Plan and coordinate district advertising and marketing efforts
 - Plan and coordinate special events.
 - Design advertisements, brochures and other print materials publicizing district.
- Note: Served as Communications Manager Intern Feb. – June 2002 and Manager, Communications & Media Relations June 2002 – Sept. 2004.*



- 1997 – 2002 **Teacher**, Granby High School, Norfolk, VA
- Taught Multimedia (Video) Production, News Production, Theory of Knowledge (International Baccalaureate), composition and Honors Contemporary Literature.
 - Advised award-winning student newspaper and television staffs.
 - Served on student discipline committee (1999-2002).
 - Redesigned and maintained school web pages.
 - Developed and conducted staff technology training.
 - Wrote and/or revised district curriculum for Journalistic Writing, News Production, Yearbook Production and Multimedia Production (2001).
 - Chaired Freshman Orientation committee (2001).
 - Coached award-winning Varsity and Junior Varsity debate programs (1998-1999)
- 1996 – 1997 **Enrollment Services Counselor**, Old Dominion University, Norfolk, VA
- Designed and coordinated production of 2 schedule books (main campus and distance learning editions) per semester (fall, spring and summer).
 - Designed internal and external communications materials including fliers, print advertisements, and forms used throughout the University community.
 - Designed and maintained department web pages.
 - Trained Enrollment Services personnel to use mainframe student information system (ISIS).
 - Assisted in design of graphic interface for campus information kiosk.
 - Assisted in supervising Enrollment Services staff.
 - Resolved customer complaints and problems.
 - Administered and interpreted University policies and procedures.
 - Served as liaison with University community including distance learning Site Directors.
- 1993 – 1995 **Managing Editor**, *Sport Diver*, Winter Park, FL
- Assisted start-up of this bi-monthly scuba diving publication. Over 100,000 copies of each edition were distributed for national and international sale. Each issue averaged 100 pages.
 - Generated story ideas and assigned stories and photos.
 - Solicited photography submissions and made initial image selections.
 - Wrote and edited features and departments (travel and equipment reviews, news briefs).
 - Kept editorial department consistently under budget.
 - Served as liaison between editorial, art, advertising and production departments.
 - Established and maintained communications with key industry contacts.
 - Established photo, copy and budget tracking systems and created corresponding computer templates.
 - Established assignment and deadline procedures and consistently met each issue shipping deadline.
 - Managed freelance writer and photographer contacts.
- 1992 – Present **Freelance Writer & Media Specialist**
- Write news and feature articles for local and regional publications (*list of published works available upon request*).
 - Ghost-write speeches and editorials for executive clients.
 - Provide media training and speech coaching.
 - Write, edit, and revise copy for client publications.
 - Design and critique document layout for publications.
 - Wrote, designed, and revised launch materials (including print, web and e-mail elements and publications) for Education Strategy Consulting (2007).
 - Produced short informational videos for the Dolphin Scholarship Foundation (2000, 2001).
 - Designed digital graphics for an instructional video assembled by a Mary Washington College communication professor (1993).
 - Retained by Kathy's Scuba (Harrisonburg, VA) for promotional planning, public relations and designing store materials such as newsletters, print advertisements and fliers (1992-1993).



1992 – 1995

Scuba Instructor, PADI

- Certified as Master Scuba Diver Trainer. Trained and certified students as Open Water and Advanced Open Water divers. Initial instructor certification obtained 1992.
- Obtained initial scuba diving certification in 1990. Advanced certifications include ice diving, cavern diving and intro cave diving

Special Skills

Computer: Extensive use of Macintosh and Windows computing platforms. Extensive use of QuarkXPress; Adobe Photoshop, Illustrator and Acrobat; Macromedia Dreamweaver; Microsoft Office (Word, Excel and PowerPoint) and Internet Explorer; Netscape; and Firefox. Also use a variety of internet/web publishing utilities including file compression and FTP software.

Video: Extensive use of both analog and digital formats in linear and non-linear editing and videography. Production experience includes producing, directing and switching for taped programs and live closed-circuit broadcasts. Extensive use of Sony DV cameras and decks, Casablanca non-linear editor, iMovie Macintosh digital editor, and Global Streams (formerly Trinity) switcher/CG.

Organizations & Awards/Recognitions

- National School Public Relations Association (NSPRA); Chesapeake Chapter of the National School Public Relations Association (CHESPRRA); CHESPRRA Planning Committee Member for 2008 NSPRA National Conference in Washington, D.C.
- Council of the Great City Schools Public Relations Executives
- Azalea Festival Public Relations Committee Volunteer (2003, 2004)
- Virginia Association of Journalism Teachers & Advisers (VAJTA), Board of Directors (2000 – 2002)
- Journalism Education Association (JEA) (2000-2002)
- Speechwriting published in the April 2007 edition of the nationally distributed *Speechwriter's Newsletter*
- Norfolk Public Schools Inspiration Award: Most Outstanding in Public Relations (2003)
- NSPRA Award of Excellence for 2002-2003 School Calendar & Information Guide and 2004-2005 Urban Advantage brochure
- NSPRA Awards of Merit for 2002-2003 *Urban Advantage* brochure, 2002-2003 *Urban Advantage* CD, 2002-2003 Speakers Bureau brochure, 2004-2005 School Calendar & Information Guide, and 2006-2007 School Calendar & Information Guide
- NSPRA Awards of Honorable Mention for 2005-2006 School Calendar & Information Guide, 2006 Op Ed "Thinking Positive Thoughts," 2006-2007 Employee Handbook, Logo/Identity Package for Norfolk Education Foundation, and 2006-2007 Urban Advantage Brochure
- CHESPRRA Award of Excellence for 2006-2007 Employee Handbook
- CHESPRRA Award of Merit for 2006-2007 Urban Advantage Brochure
- Adviser of award-winning student newspaper: Trophy Class rating and Charles Savedge Award from the Virginia High School League, Columbia Scholastic Press Association Gold Medal, Virginian Pilot/Norfolk State University Award for Writing and Design Excellence
- Bronze Award of Writing Excellence from Florida Magazine Association for article "Meet the Manatees"
- Degree of Special Distinction from the National Forensics League



Education

- **Ph.D. Student (English/Professional Writing & New Media)**, Old Dominion University, Norfolk, VA.
- **M.A. English (Professional Writing/Rhetoric)**, 2003. Old Dominion University, Norfolk, VA.
- **Virginia Teaching Certificate in English (additional endorsement in journalism)**, 1997. Virginia Wesleyan College, Adult Secondary Education Program. Norfolk, VA.
- **B.S. Communication, minor in Biology**, 1993. James Madison University, Harrisonburg, VA.

Other Professional Development

- **Executive Program for Educational Leadership**, 2004. Stanford University, Stanford, CA.
- **Educator's Leadership Development Program**, 2005. Center for Creative Leadership, Greensboro, NC.
- **National School Public Relations Association Conference**, 2002 (San Diego), 2003 (Denver), 2005 (Boston), 2006 (Chicago), 2007 (Phoenix) & 2008 (Arlington, VA).
- **Council of the Great City Schools Public Relations Executives Meeting**, 2002 (San Diego), 2003 (Denver), 2004 (Nashville), 2005 (Boston), 2006 (Chicago), 2007 (Phoenix) & 2008 (Arlington, VA).
- **Ragan's Speechwriters Conference**, 2004, 2005, 2006, 2007 & 2008. Washington, DC.

Presentations

- **Communicating NCLB: Understanding the challenges facing urban PR professionals**, Council of the Great City Schools Public Relations Executives Meeting, 2002 (San Diego).
- **Parent & Community Involvement**, Council of the Great City Schools Public Relations Executives Meeting, 2004 (Nashville).
- **The Superintendent Search**, Council of the Great City Schools Public Relations Executives Meeting, 2005 (Boston).
- **The Urban Advantage: Why You Should Recruit Urban Students**, Virginia Association of College Registrars and Admissions Officers Conference, Dec. 2005 (Virginia Beach, VA).
- **A Tale of Two Cities: Surviving Superintendent Searches in Neighboring Suburban & Urban Systems**, National School Public Relations Association Conference, 2006 (Chicago).
- **Working with the Media**, University of Virginia Turnaround Specialist Program (Darden-Curry Partnership), July 2006 (Charlottesville, VA); Los Lunas Public Schools, October 2007 (Los Lunas, NM).
- **Leveraging Executive Communications**, National School Public Relations Association Conference, 2007 (Phoenix); CHESPRA Fall Conference, 2007 (Arlington, VA); Council of the Great City Schools Public Relations Executives Meeting, 2008 (Arlington, VA).
- **Communicating with Stakeholders**, University of Virginia Turnaround Specialist Program & Executive Leadership Programs (Darden-Curry Partnership), June-July 2007 and July 2009 (Charlottesville, VA); Los Lunas Public Schools, October 2007 (Los Lunas, NM).
- **Unleashing Your Inner Ambassadors**, Council of the Great City Schools Fall Conference, 2007 (Nashville).
- **Is a Pixel Worth A Thousand Words? Why Graduate Students Avoid New Media & How Professors Can Encourage Them**, Center for Learning Technologies (Old Dominion University), May 2008.
- **Tweetagogy: Building Community in 140 Characters or Less**, Association of Teachers of Technical Writing Conference, March 2010 (Louisville, KY).
- **Moderation of Presentation? Using Twitter Backchannel for more Effective Conference Presentations**, Computers & Writing 2010, May 2010 [*forthcoming, proposal accepted*] (West Lafayette, IN)