

# SONYA L. CLARK

6190 Girby Road, #724

Mobile, AL 36693

(334) 372-9082

STUDENT ENGAGEMENT ▪ EXPERIENTIAL EDUCATION

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## GLENN SEBASTIAN FACULTY MEMBER OF THE YEAR AWARD 2016 – 2017

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### PROFESSIONAL PROFILE

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- 15+ years of private sector management, training, and PR experience
  - 11 years of higher education experience training, advising students
    - Strong interpersonal communication skills: oral and written
    - Hands-on media knowledge: print, radio and television
    - Experience in recruitment and relationship building
      - Student internship placement, assessment
      - Blackboard, Sakai Learning Systems
      - Panopto Video Lecture Capture
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### CONTENT EXPERTISE

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Courses in Business Management; Organizational/Business Communication; Small Group Communication; Principles of Management; Human Behavior in Organizations; Strategic Management; Human Resources Management; Leadership; and Experiential Learning/Internship

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### EDUCATION

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<b>Doctor of Education</b>	<b>Educational Leadership, Policy &amp; Law</b> Alabama State University; Montgomery, AL	2013
<b>Master of Science</b>	<b>Human Resource Management</b> Troy University; Montgomery, AL	2009
<b>Master of Science</b>	<b>Applied Management</b> Troy University; Montgomery, AL	2006
<b>Bachelor of Arts</b>	<b>Communications, specialization in Journalism</b> Alabama State University; Montgomery, AL	2005

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### DISSERTATION

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**Title:** University Council for Educational Administration (UCEA) Academic Department Chairs' Self-Perceived Utilization of Bolman and Deal's Four-Frame Theoretical Model  
(Under the direction of Dr. Ronald A. Lindahl)  
Successfully Defended on November 5, 2013

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## HIGHER EDUCATION EXPERIENCE

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*Director (August 2015 – Present)*  
*Professional Readiness Engagement Program (PREP)*  
*Mitchell College of Business, University of South Alabama; Mobile, AL*

**TRAINING**— Develops, coordinates, and facilitates an experiential learning infrastructure for the newly adopted Professional Readiness Engagement Program (PREP).

**Qualifications:**

- Report to the Dean of the Mitchell College of Business
- Assemble 20+ advisory board of professionals across industries in Gulf Coast Region
- Work with students, faculty, and employers to identify and place students in experiential learning opportunities
- Plans and manages events: National Women's Business Week, National Career Development Week, Executive Forums, student events
- Attend community and Chamber of Commerce events to establish relationships with businesses and identify guest presenters
- Create policy and procedures and related materials to guide faculty in facilitation of internships and experiential learning projects
- Establish clear programmatic objectives; conduct needs assessment and evaluations for student learning and program improvement
- Develop and deliver workshops and courses to prepare students to for experiential learning opportunities and workplace success
- Supplies content to electronic job boards directly linking businesses to business students
- Travels to host recruitment events for the College to increase applicants and scholarship applicants in underrepresented Northern Alabama counties
- Assists faculty and administrators in the creation, development, and implementation of course activities to better prepare students for transition into the workplace
- Plans seminars, workshops for resume writing, interviewing skills, and other topics
- Develops and implements recruitment, retention plans to increase student population

*Assistant Professor of Management*  
*Mitchell College of Business, University of South Alabama; Mobile, AL*

**COURSE DESIGN AND INSTRUCTION**—Designs curriculum for three (3) required career portfolio courses and a required internship course

- Designed curriculum, syllabi and established student learning outcomes for courses
- Reviewed, selected course textbooks and supplemental instructional materials
- Required students to utilize Sakai Learning Management System for discussions, course documents and grades

**Courses Designed:**

BUS101, BUS201, BUS301: Professional Experience I-III, BUS302: Transfer Course

**Course Taught:**

BUS101 Professional Experience I (FA2016) - 3 Sections, 138 Students

***Adjunct Instructor (SP2014 – SP2015)***  
***Department of Communications, Alabama State University; Montgomery, AL***

**INSTRUCTION**—Provided course instruction to communication undergraduate students.

**Qualifications:**

- Reported to the Chair of the Communications Department
- Designed curriculum, established student learning outcomes and course objectives courses
- Reviewed, selected course textbooks and supplemental instructional materials
- Incorporated media clips, popular culture, and movies into class instruction as additional mediums to examine theory and concepts
- Utilized experiential in-class activities and discussion groups to engage students
- Advised students in matters related to the course, as well as course selections, complementary majors/minors, graduate school, and future career preparation
- Submitted grades and attendance records to Hornets Web database in accordance with the University grading policy procedures
- Documented student-athletes' progress for academic advisors of athletic programs
- Developed survey instruments, matrices to evaluate student assignments and performance
- Created course modules in Blackboard (Bb), an eLearning tool, for new course sessions
- Required students to utilize Bb for discussions, viewing course documents and grades
- Collaborated with faculty to improve student performance and maintains active membership on departmental service committees focused on organizing student events, recruitment/retention, and outreach activities

**Courses Taught:**

CMS300 Professional Communication (SP2015),  
CMS325 Small Group Communication (SP2014, FA2014, SP2015),  
CMS350 Organizational Communication (SP2014, FA2014),  
CMS260 Performance Studies (SU2014)

***Training Coordinator (10/2006-6/2014)***  
***Alabama State University; Montgomery, AL***

**TRAINING**—Assessed needs of students in communications studies and provided skill training.

**Qualifications:**

- Identified new internship sites and established relationships for student placement
- Placed approximately 50 students per year in practicum and internship work sites in public relations agencies, television and radio stations, newspapers, government and non-profits
- Advised students in choice of major and minor, as well as career decisions
- Presented workshops in media studies, graduate school preparation, career path, and professional development
- Measured student performance and maintained database (WeaveOnline) evaluating the internship program's effectiveness
- Created visual presentations and training materials, i.e. orientation and budget
- Designed and revised publications for internal and external publics: internship handbook, Student Success Guide, annual reports, and advisory council booklet
- Researched, wrote proposals for departmental initiatives independently or with chair

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## GUEST LECTURES

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Alabama State University - Topics: Professional development, ethical issues, & media studies

CMM 212	Beginning News Writing	FA 2011, SU 2011, FA 2013
CMM 313	Copy Editing	FA 2013
CMM 310	Introduction to Public Relations	FA 2010, SP 2011, SP 2012
CMM 330	Ethical Issues in Mass Media	FA 2011, SP 2012, FA 2013
CMM 400	Public Relations Campaigns	FA 2010, SP 2011, FA 2011, SP 2012
CMM 412	Entrepreneurship in Communications	SP 2011

Presenter. "The Whole Person Concept." Delivered Keirseley Temperament Sorter. University of South Alabama. Bedsole Leadership Project, June 2017.

Presenter. "Personality Types and Communication in the Workplace." Finance and Administration Staff Retreat. University of South Alabama, July 14 & 15, 2016

Presenter. "The Whole Person Concept." Delivered Keirseley Temperament Sorter. University of South Alabama. Bedsole Leadership Project, May 2016.

Presenter. "Defining Your Value as a Candidate." Troy University – Montgomery Campus Society for Human Resource Management (TmSHRM), Jan. 24, Spring 2014

Presenter. "Statistics Anxiety and Introduction to Quantitative Analysis." Troy University – Montgomery Campus, HR Staffing Course (David Hoover, PhD), Fall 2013

Presenter. "Resume Building and Professional Development." Troy University – Montgomery Campus, Society for Human Resource Management (TmSHRM), Fall 2013

Presenter. "Resume Building and Knowing Your Value." Alabama State University, Men's Basketball Team (Coach Steve Rogers), Feb. 3, 2015.

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## PUBLICATIONS

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**Clark, S.** and Lindahl, R.A. (2014). University Council for Educational Administration (UCEA) academic department chairs' self-perceived utilization of Bolman and Deal's four-frame theoretical model. *NCPEA Education Leadership Review of Doctoral Research*, 1(2), 40-48.

**Clark, S.** (2012). Revisiting the Peter Principle. American Society for Training and Development. Online. Retrieved from <http://www.astd.org/Publications/Newsletters/ASTD-Links/ASTD-Links-Articles/2012/06/Revisiting-the-Peter-Principle>

Davis, D.J., Provost, K. & **Clark, S.** (2012). Peer mentoring and inclusion in writing groups. In S. Fletcher & C. Mullen (Eds.), *The Sage Handbook of Mentoring and Coaching in Education* (445-456). Thousand Oaks, CA: Sage.

**Clark, S.** and Davis, D.J. (2011). Women of color in the academy. *Equality, Diversity and Inclusion*, 30(5), 431-436. doi:10.1108/02610151111150672

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## CONFERENCE PRESENTATIONS

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Wood, B. and **Clark, S.** (2016). "PEEP to PERP to PREP: The evolution of a business professional skills program at the Mitchell College." Southern Business Administration Association (SBAA). Summer Workshop, July 18, 2016 in Biloxi, MS.

Byrd, L. and **Clark, S.** (2011). "Using a Department Based Center for Communication and Media Training to Grow a New Generation of Communication Industry Entrepreneurs through Experiential Learning." Presented at the HBCU Entrepreneurship Conference at Howard University, Washington, D.C. (L. Byrd attended).

**Clark, S.** and Cook, D. (2010). "Doctoral Students' Reflection on a Service Learning Project." Presented at the 22<sup>nd</sup> International Conference on College Teaching and Learning in Ponte Vedra Beach, FL.

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## DEPARTMENTAL COMMITTEES

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Coordinator of the *High School Journalism Workshop* for the Department of Communications at Alabama State University (2007-2010, 2012, & 2014) included recruitment from public schools, speaker selection, publication production, and event management.

Coordinator of the *Advisory Council* for the Department of Communications Alabama State University (2008, 2012, & 2014) identified and invited working professionals from the communications industry to discuss development of CMM program.

*Recruitment and Retention*, committee member for the Department of Communications Alabama State University (2010 & 2012, 2013, 2014), attended recruitment events at local organizations to provide information about the departments and to identify qualified students.

*I for All, formerly Liberty Tree Initiative*, committee member (2012), a grant-funded forum, "The First Amendment in the Service of Civil Rights," featured activists from the Civil Rights Movement and representatives of the media who provided coverage of the Movement.

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## PROFESSIONAL DEVELOPMENT

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National SHRM 2017 Annual Conference & Exposition. June 18-20, 2017. New Orleans, LA.

ALSHRM State Council. October 28, 2016. Strategic Team Building. ALSHRM State Council. Perdido, AL.

6<sup>th</sup> Annual Alabama Innovation & Entrepreneurship Conference. August 30, 2016. Alabama Launchpad. Birmingham, AL.

Women's Forum 2016: Charting Your Own Course. August 26, 2016. Presented by Congressman Bradley Byrne and The Community Foundation of South Alabama. Mobile, AL.

AACSB International B-School Communications and Development Symposium. March 6-8, 2016. Washington, D.C.

Leadership™ Residential Intensive Training. May 14-17, 2012. Women's Leadership Institute. Auburn University. Auburn, AL.

Annetta Wilson Media Training. January 21, 2011. Alabama State University. Montgomery, AL.

The Gulf Coast Conference on the Teaching of Writing. June 29 - July 2, 2009. Destin, FL.

The Poynter Institute. Visual Media Workshop. April 3, 2009. Alabama State University. Montgomery, AL.

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## INTERNSHIPS

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H. Council Trenholm State Technical College. June 2012 – July 2012. Montgomery, AL.  
Supervisor: Sam Munnerlyn, President (334) 420-4295

Montessori at Hampstead (K7). January 2012 – April 2012. Montgomery, AL.  
Supervisor: David Hoover, PhD, President, Board of Directors (334) 241-7296

Sisters of the Academy Research Bootcamp®. July, 30 – August 8, 2011. Tallahassee, FL.  
Supervisor: Tamara Jones, PhD, Assistant Professor, Florida State University (850) 645-9558

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## PROFESSIONAL ASSOCIATIONS

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National Association of Colleges and Employers (NACE). USA Member. 2017 – Present.

National Career Development Association (NCDA). Master Career Specialist. 2016 – Present.

Society for Human Resource Management, National (SHRM). Professional. 2016 – Present.

Mobile Society for Human Resource Management (MSHRM). Professional. 2015 – Present.

Board of Trustees, member. Montessori at Hampstead, K-7.; Montgomery, AL 2012 - 2016.

## ADDITIONAL INDUSTRY WORK EXPERIENCE

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(1997-2003)

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PINGUELY-HAULOTTE; Glen Burnie, MD  
*Account Executive*

TOLL BROTHERS, INC.; Herndon, VA  
*Resident Manager*

ISEC, INC.; Bethesda, MD  
*Secretary/Document Specialist*

KAY MANAGEMENT; Silver Spring, MD  
*Assistant Manager*

KENNEDY-WILSON; Centreville, MD  
*Property Accountant*

CSN MANAGEMENT, INC.; Arlington, VA  
*Assistant Manager*

*References Follow*

**S O N Y A L . C L A R K**

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**Mobile, AL 36693**

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**PROFESSIONAL REFERENCES**

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**A. David Okeowo, PhD**, Chair  
Alabama State University  
Department of Communications  
(334) 229-4187  
dokeowo@alasu.edu

**David Hoover, PhD**, Associate Professor  
Troy University  
Sorrell College of Business  
President of the Board of Trustees  
Montessori at Hampstead (K7)  
(423) 902-1868  
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**Don Mosley, Ph.D.**, Professor & Executive Director  
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