

Curriculum Vitae

Regina A. Bell, MA

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Personal Attributes and Experience includes:

Effective Communicator
Verbal and Written Skills
Life-Long Learner

Motivated
Innovative
Team Player

Strategic
Team Building
Goal Setting = Results Oriented

Full-Time Lecturer and Academic Advisor

2007-

Harrington School of Communication & Media
University of Rhode Island

Manage all aspects of the Public Relations Major by fostering an innovative learning environment complemented by strategic thinking.

Public Relations Major

- Instruct Public Relations Strategies (PRS340), Public Relations Practices (PRS441) and Strategic Media Communication (PRS442) by providing students with a comprehensive overview of the principles of Public Relations. (PRS340, 442, 491 are offered online) Invite numerous guest speakers to provide “real life” applications to support the theoretical component of the learning experience.
- Collaborated with the Theatre Department (UnClassroom Experience) resulting in a fast-moving experiential learning opportunity where PR/COMM/Journalism studies recommended long-term and short-term strategies to increase awareness of the Theatre Department in the local community and on campus.
- Facilitated an experiential learning opportunity (Strategic Media Communication-PRS442) at the request of Vice Provost Libutti involving 14 students resulting in recommendations delivered to University administrators regarding the effective use of social media to attract and retain students.
- Manage all aspects of the Public Relations Internship (PRS491) to ensure students experience a positive learning environment. A total of twelve students secured full-time employment as a direct result of their internship experience following graduation.
- Invited to be an advisor for students enrolled in the Honors Program (five consecutive years).
- Advise Public Relations students as part of the Advising Program at University College. Nominated for “Advisor of the Year” Award, 2013.
- Instructed Fundamentals of Communication for eleven consecutive semesters.
- Advisor of the Year, 2016.

Program Development

- Recommended changes to the Public Relations Program as a direct result of conducting a competitive analysis of local and regional competitors revealing specific changes were necessary to remain a competitive player in the academic landscape. Submitted proposal to Curriculum Committee to alter the pre-major and major requirements of the existing Public Relations Program to effectively manage student needs and university resources.
- Conducted a comprehensive needs assessment of the Public Relations Major and identified specific learning outcomes to sustain an effective curriculum mapping. Motivated per-course instructors to participate in the assessment process resulting in a year-long study of the identified learning outcomes. As a result, the Public Relations Program received the designation of excellent in terms of program development, a rich curriculum and measurable outcomes. Continue to monitor learning outcomes to effectively position the Public Relations Major as a competitive player in academia

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- Secured course approval of five strategic courses to advance the Public Relations Major: PRS100 - Introduction to Public Relations; PRS200 - Introduction to Event Management; PRS300 - Social Media Strategies and Tactics for the Public Relations Practitioner; PRS320 - Strategic Media Relations; PRS442 - Strategic Media Communication.

Community Outreach Efforts

- Collaborated with acclaimed filmmaker Tim Gray of the **World War II Foundation** to implement a semester-long awareness campaign, the goal of which was to increase awareness among Millennials of the complexities of World War II. A total of sixty students attended the premiere of “Journey Home to the Arizona” (November 4, 2017), and a total of 100 students participated in a round table discussion with six World War II veterans (November 8, 2017).
- Introduced the need to increase awareness at URI of AIDS awareness resulting in a collaborative effort with AIDS Project RI where more than 100 URI students were tested for AIDS as a direct result of a social media campaign.
- Motivated a small group of students to manage a fast-moving strategic social media campaign – **Make Your Green Count** - to increase awareness of the far-reaching impact of the Providence, RI based **Edesia**, the manufacturer of the Plumpy’nut. Malnourished children who consume the Plumpy’nut for 30 days will leave malnourishment. Impact: successful social media campaign generated approximately \$500.00 and garnered positive media attention: Huffington Post; Providence Journal; Providence Business News; radio interview on WADK (January, 2015).
- Cultivated a meaningful relationship with **Goodwill Industries of RI** resulting in a small group of students participating in a semester-long project resulting in the evaluation and implementation of changes to the social media tactics and specific public relations efforts of Goodwill Industries (Fall, 2013).
- Developed a relationship with the **Jonnycake Center** resulting in a strategic community outreach effort endorsed by the Jonnycake Center and managed by the Public Relations Majors (Baby Shower benefitting local residents) resulting in positive media attention spanning 2011-2014. Immersed students in the planning of the 40th anniversary celebration of the Jonnycake Center; students produced a video; developed branded message; compiled a timeline capturing the essence of this organization.
- Cultivated a relationship with the **Gloria Gemma Breast Cancer Research Foundation** resulting in unique learning opportunities for students to manage many facets of public relations when organizing campus-wide events resulting in positive media attention (Fall, 2013 to present).
- Implemented and managed the *Public Relations Summit* providing students with the opportunity to interact with business leaders in an effort to augment the theoretical component of the learning experience. As a result of the *Public Relations Summits*, six students participated in internships were hired following graduation. Guest speakers represent Alex and Ani; RI Monthly; South County Hospital; President Obama’s Press Secretary in Rhode Island. Positive media opportunities resulted (Providence Journal, South County Independent and The Quad).
- Implemented and managed *The Big Idea Group* to provide students with professional development opportunities (*e.g.*, students participated in Big Chill Event) resulting in real world experience, a driver for success indicated by industry leaders.
- Implemented and managed all details associated with “Get Career Connected” – a symposium for Public Relations and Communication Studies students featuring four high-profile business leaders and involving URI administrators.

Leadership

- Manage all aspects of the Public Relations Program: attracting/interviewing/hiring of instructors; scheduling of courses; developing courses; graduation details to ensure accurate completion of program requirements. Attend bi-weekly Chairs Meeting of the Harrington School of Communication & Media and Camp Harrington; represent the PR Program in a leadership role.
- Appointed advisor of the Public Relations Society of America (September, 2013). Collaborated with corporate sponsor (FM Global) to guide students during the approval process to secure national status: Public Relations Student Society of America.
- Public Relations Excellence Award – Coordinate all details of the awards ceremony recognizing outstanding PR Majors.

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- Fellows Program – Completed the Fellows Program as part of my commitment to my professional development.
- Online Teaching Fellows Program –Completed program as part of my commitment to my professional development.
- Co-Chairperson of the Social Media Committee charged with suggesting guidelines to advance the engagement of social media at the University. Presented findings, to include guidelines, to the College of Deans.
- Selected by Vice Provost Dean Libutti to recommend “next steps” to effectively advance the engagement of social media at the University. Formal recommendation submitted, July, 2011.
- Participated in the Grand Challenge Program for two semesters and invited to be a mentor as part of the Davis Grant. Integrated the topic of “homelessness” within the dynamics of Fundamentals of Communication and invited a guest speaker to enhance the learning environment.

Community Relations Manager for Cox Communications, New England

2000-2007

Managed innovative programs targeted at administrators, educators and parents to increase awareness of safe online educational resources. In this role, I managed several key programs: Be Web Smart, Cable in the Classroom and Webteacher.

Internet Awareness

- Instructed administrators, educators and parents in Rhode Island and Connecticut public schools of the safe use of the internet by developing and implementing an informational program entitled “Be Web Smart”.
- Authored and published several articles in local newspaper promoting the safe use by children of the Internet.
- Guest speaker at “Parenting Matters”, a local one-day event sponsored by Lifespan. Instructed parents and educators about online educational resources available through “Cable in the Classroom”, a national initiative of the cable industry. Invited to speak for three consecutive years at this one-day conference.

“Cable in the Classroom”

- Received approval from the Rhode Island Department of Education to award contact hours to educators and administrators participating in “Cable in the Classroom” Information Session. Conducted information sessions varying in length from two to four hours in ten school districts and numerous Catholic Schools. Facilitated all details of this workshop. Participants received 2.0 to 4.0 contact hours.
- Instructed educators and administrators in online educational resources available through WebTeacher, which is sponsored by the National Cable Television Association. Facilitated all details for six workshops involving more than 200 participants.

“School Biz”

- Produced and directed “School Biz”, a monthly educational show that aired on Cox3. Designed the set for the show and managed various production tasks to include writing the script’ creating a promo to advertise the show; secured guests; crafted media announcements and hosted the show.

Awards

- New England Cable Television Association: 1996, 1997, 1998, 1999, 200 (Contribution to Education)
- Beacon Award – 1997, 1998, 1999 (Excellence in Education)
- Women in Cable Television – 1996, 1997 (Commitment to Education)
- Northern Rhode Island Collaborative – 1999 (Outstanding Business Partner)

Guest Speaker

- *Parenting Matters* facilitated by Lifespan – 1997, 1998, 1999
- Rhode Island Scholars Program – 2003, 2004, 2005, 2006

Education

University of Rhode Island 2005
Master of Arts, Communication Studies
Focus: Organizational Communication

Bryant University 2000
Douglas Pike
Smithfield, Rhode Island
Bachelor of Science in Management
Minor in Communication