

JOHN N. DIAMOND

Successful and innovative leader with 21 years of experience as chief strategic communications and marketing officer for two land-grant universities and a seven-institution state university system.

Nationally recognized thought leader on integrated advancement strategies to maximize a university's investment in its communications, marketing, brand management, development, alumni, governmental affairs, special events, and public outreach operations.

Unique combination of experience as an elected state official, print and broadcast journalist, higher education administrator and faculty member, fundraiser for charitable and political causes, civic and community leader, and business and economic development advocate.

Areas of expertise include:

- ◆ Strategic communications
- ◆ Marketing and brand management
- ◆ Media relations
- ◆ Risk management and crisis communication
- ◆ Governmental relations
- ◆ Institutional advancement
- ◆ Strategic planning
- ◆ Higher education administration
- ◆ Building stakeholder coalitions
- ◆ Public advocacy campaigns

PROFESSIONAL EXPERIENCE

UNIVERSITY OF ARKANSAS

Associate Vice Chancellor for University Relations

Fayetteville, AR

**September 2010 -
September 2013**

Senior executive responsible for strategic communications, marketing and brand management. • Oversaw a comprehensive communications and engagement plan targeting key constituencies, including donors, alumni, policy makers, opinion leaders, taxpayers, news media, employees, Razorback fans, and current and prospective students and their influencers. • Led a 43-person team of department directors, writers and editors, video producers, engineers, photographers, graphic and digital designers, website developers, a social media manager and administrative support staff. • Served as a partner and collaborator with the associate vice chancellors for Development and Alumni Affairs. • Maintained a close working relationship with the Athletics Director and collaborated with the Athletics Department's directors of Marketing, Public Relations and Media Relations on strategies, tactics and special events. • Provided strategic counsel and support for the U of A's senior officers overseeing Enrollment Services, Student Affairs, Diversity and Community Affairs, and Research & Economic Development. • Served as university's chief spokesperson on policy matters and sensitive high-profile issues. • Member of the Chancellor's Administrative Policy Council. • Served in a leadership role on the university's crisis preparation and response team.

Key Accomplishments:

- Transformed the Office of University Relations from a client-oriented public information/creative services/web management unit to an integrated, forward-looking strategic communications operation whose priorities and actions are closely aligned with, and designed to advance, the university's \$1 billion capital campaign and comprehensive plan.
- Led the design and implementation of the University of Arkansas's first-ever national branding campaign, which contributed to the University of Arkansas being named a "Top Ten 'Up-and Coming' Public University" in *U.S. News & World Report's* 2012 survey of university and college presidents, chancellors, provosts and admissions directors (*Best Colleges 2013 Rankings*).
- Successfully achieved campus stakeholder support for a complete redesign of the university web properties' look, functionality and strategic purposes.
- Established a social media coordinating committee to align messaging content and strategies.
- Created successful advocacy partnerships with the elected leaders of the student body, faculty and staff. Worked with them to generate internal and public support for community-based policy initiatives.
- Conceived and implemented a high-profile event, moderated by our Chancellor and featuring six undocumented young immigrants from around the U.S., on the topic, "What's it like to grow up in America but not *be* an American?" The event was an element of our strategic communications plan to help establish the University of Arkansas as a national thought-center for the discussion of important social, cultural and economic issues.
- Conceptualized and implemented *Arkansas Short Takes*, a weekly 90-second video which highlights an outstanding student or faculty member. Each Friday a new episode is distributed through the university's social media channels and e-mailed to 68,000 alumni and donors.
- Initiated new communications and outreach strategies to engage Arkansas's minority populations. In recognition, the Northwest Arkansas Martin Luther King Jr. Council named the Office of University Relations at the University of Arkansas its *2013 Organization of the Year*.
- Devised the university's national award-winning stakeholder communication plan that dealt with the termination of our nationally prominent football coach in light of his inappropriate relationship with a subordinate employee. Though public sentiment prior to the university's surprising action favored the coach, an independent public opinion poll conducted two weeks following the coach's termination found that 84 percent of respondents supported the university's action (*Talk Business-Hendrix College Poll, April 2012*).
- Organized the university's first-ever Capitol Hill reception, held in the Cannon House Office Building Caucus Chambers in Washington, D.C., to bring together Arkansas's Congressional delegation and staffers with university alumni and friends living and/or working in the District of Columbia. The event was billed as a celebration of the University of Arkansas's land-grant history and contributions.

UNIVERSITY OF MAINE SYSTEM
Executive Director of External Affairs

Bangor, ME
July 2002 -
September 2010

Served as a senior officer of the seven-member state university system and as a close advisor to the System Chancellor and Board of Trustees. • Responsible for strategic communications, advocacy, media relations, community relations, marketing, brand management, publications, website management, public opinion research and special fundraising initiatives. • Official spokesperson and chief speechwriter for the Chancellor and Board of Trustees. • System liaison with Maine's Congressional delegation and with the governmental affairs offices of AASCU and APLU (formerly NASULGC). • Member of the University System's risk management team. • Senior leader and fundraiser for multiple statewide higher education and R&D bond referendum campaigns.

Key Accomplishments:

- Developed a successful multi-faceted public awareness and outreach program to reach key opinion leaders and constituencies across the state.
- Crafted and implemented a re-branding initiative based on qualitative and quantitative research that revealed significant public confusion about the nature and purpose of Maine's diverse seven-institution University System. Subsequent research documented that the re-branding initiative significantly increased stakeholder understanding of the University System's role and relationship with its member institutions.
- Established a statewide, web-based University Advocacy Network to recruit, educate, and mobilize supporters to help advance the University System's public policy agenda. Over 6,000 individuals self-enrolled in the network within the first two years, far exceeding the initial goal.
- Established an annual "State Relations and Advocacy Retreat" to help advance collaboration and cross-training among the communications, development, alumni and governmental relations personnel of Maine's seven public universities. Featured presenters included advancement leaders from NASULGC and AASCU institutions, editors of the *Chronicle of Higher Education* and *Inside Higher Ed*, and leading elected officials from Maine and several other states.
- Created a research-based out-of-state marketing campaign that promoted the state of Maine as a destination offering a variety of attractive public higher education options to high school students considering post-secondary education. The initiative targeted certain regions of the North and Midwest United States. Student applications from targeted high schools increased 17% and 14%, respectively, among the first two cohorts.
- Successfully cultivated numerous businesses, organizations and policy makers as partners, supporters and advocates for university-related funding needs and initiatives, including base budget funding, capital improvements and bond referendum campaigns.

UNIVERSITY OF MAINE
Director of Public Affairs

Orono, ME
August 1992 -
July 2002

Served as a member of the President's Cabinet, the President's Development Council, and as a senior advisor to the President at Maine's land-grant university. • Responsible for advocacy, media relations, marketing, creative services, publications and productions, the university's in-house printing services and mail centers, the UMaine Visitors Center and high-profile special events. • Worked closely with the Athletics Director and maintained dotted-line oversight of Athletics' media relations and marketing staff. • Clerk of the Board for the university's Board of Visitors. • Senior university spokesperson and chief speechwriter for the President. • Maintained close collaboration and coordination with UMaine's senior officers in charge of Development, the UMaine Foundation, the UMaine Alumni Association, Enrollment Management and Research & Economic Development. • Institutional liaison with Maine State Government's Executive and Legislative branches. • Member of the President's risk management committee. • Held leadership and fundraising roles pertaining to higher education and R&D bond referenda campaigns and special projects.

Key Accomplishments:

- Led the design of, and successful transition to, an integrated strategic communications and marketing approach and mission within the Department of Public Affairs from what had been a traditional public information and creative services operation.
- Established a marketing and brand management unit within the Department of Public Affairs.
- Led campus stakeholders in a successful effort to coordinate internal and external communications and constituent relations across the university.
- Established an *ad hoc* task force of stakeholders to develop brand standards and strategies related to messaging and marketing.
- Conceptualized and successfully acquired outside funding to produce, in-house, *UMaine Today*, a high-quality, semi-monthly magazine focusing on "creativity and achievement at the University of Maine." Launched in 2001, the award-winning magazine is sent to alumni, donors, policymakers, opinion leaders and other key constituencies within and outside of Maine.
- Created a highly successful legislative relations and advocacy program, helping repair what had been poor relations between key state legislators and certain university officials. The effort helped cultivate new advocates for the university within the Maine State Legislature itself, and subsequently led to increased state appropriations.
- Served in leadership roles on strategic planning initiatives and on UMaine's reaccreditation team.
- Chaired and coordinated a series of public policy presentations featuring prominent national figures, attracting live statewide broadcast coverage and national rebroadcast on C-SPAN.

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- Created an aggressive media relations and public outreach plan which, according to independent statewide polling conducted in 1993 (prior to the start of the initiative) and in 1997, saw a 7% increase in positive public perceptions of the university; an 11% increase in perceptions of the quality of the faculty; a 14% increase in perceptions of the university's contributions to the state's economy; and a 13% increase in the public's willingness to increase state funding for the university (*Bangor Daily News*).

UNIVERSITY OF MAINE
Assistant Professor of Journalism & Mass Communication

Orono, ME
September 1989 -
August 1992

Taught journalism and mass communication courses at the 100, 200, 300, and 400 levels. • Faculty director/advisor for WMEB-FM, UMaine's student-operated radio station. • Academic advisor to 24 students per academic year. • Conducted and published scholarly research on mass media and semiotics.

MAINE PUBLIC BROADCASTING NETWORK

Bangor, ME
January 1989 -
July 1992

Served in multiple capacities for the University of Maine System's statewide public television network concurrent with service as a UMaine faculty member. • Wrote and co-produced an award-winning series of television case studies that revealed the inner workings of public policy-making in Maine. • One of four panelists on a weekly statewide television program that critiqued news media coverage of recent events. • Wrote and reported on a prolonged State budget impasse and eventual government shut-down involving Maine's Governor and Legislature.

- Executive Editor/Associate Producer, *Inside Augusta with John Diamond* (January 1989 – November 1990)
- Panelist/Media Critic, *Media Watch* (January 1989 – June 1992)
- Reporter/Associate Producer, *Augusta Live* (January – July 1991)

FREELANCE WRITER

1985 – 1992

Contributing writer to national publications such as *The Washington Monthly*, *Columbia Journalism Review*, and *Washington Journalism Review* (now known as the *American Journalism Review*). • Writer and producer for Maine publications and productions such as *Maine Sunday Telegram*, *Bangor Daily News*, and WABI-TV.

LEWISTON SUN-JOURNAL NEWSPAPERS
Staff Reporter

Lewiston, ME
July 1977 -
January 1978

Covered city government and politics related to Maine's second largest city and its municipal and state legislative delegations.

SELECTED PUBLIC SERVICE AND POLITICAL EXPERIENCE

Maine House of Representatives

**December 1980 -
December 1988**

- Served four terms, including two terms as House Majority Leader.
- Elected by Democratic and Republican colleagues to a two-year term as Chair of the Legislative Council, the group of House and Senate leaders responsible for the administration of the Maine State Legislature.
- Served on the State Government, Election Laws, and Taxation committees.
- Held leadership and membership roles in the National Conference of State Legislatures, Council of State Governments, and the Caucus of New England State Legislative Leaders.

George Mitchell for U.S. Senate Committee

**May 1981 -
December 1982**

- Field Coordinator for the Senator's successful 1982 election campaign.

Maine House of Representatives

**January 1979 -
December 1980**

- Administrative Assistant/Chief of Staff to Majority Leadership.

Committee to Re-Elect U.S. Senator Bill Hathaway

**June 1978 -
December 1978**

- District Office Manager for a five-county region during the General Election campaign.

Henderson For Congress

**February 1978 -
June 1978**

- Campaign Manager for a state legislator seeking the Democratic nomination for Maine's Second District House seat.

PROFESSIONAL AFFILIATIONS – HIGHER EDUCATION

Association of Public and Land-Grant Universities

1993 – Present

(formerly the National Association of State Universities and Land-Grant Colleges)

- Council for Governmental Affairs (2003—present)
- Council for Strategic Communications & Advancement (2010—present)
 - Executive Committee (2013—present)
- Council on University Relations and Development (1993—2002)
 - Executive Committee (1996—2002)

American Association of State Colleges and Universities

2002 – 2007

- Editorial Advisory Board for *Public Purpose*

Higher Education Government Relations Committee

1994 – Present

(formerly the AASCU/AACC/CASE/NASULGC Joint Task Force on State Relations)

- Appointed by NASULGC President Peter Magrath as NASULGC’s representative on a higher education task force created to promote best practices and collaboration among state government relations officers and advocates.
- Executive Committee (1997—2004)
 - Chair of Executive Committee (2000)

Council for Advancement and Support of Education

1993 – Present

- Member
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SELECTED CIVIC AND COMMUNITY SERVICE *(recent only)*

- United Way of Northwest Arkansas Campaign Steering Committee
 - Public Relations Society of America (Northwest Arkansas Chapter)
 - Catholic Foundation of Maine Board of Trustees
 - Bangor Region Chamber of Commerce Board of Directors *(2009 Chair of the Board)*
 - Maine State Chamber of Commerce
 - United Way of Eastern Maine Board of Directors
 - American Folk Festival Board of Directors
 - Maine Supreme Judicial Court’s Committee on Judicial Responsibility and Disability *(Public Member)*
 - Maine Public Relations Council
 - Maine Compact for Higher Education Board of Directors
 - Maine Press Association
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SELECTED HONORS

- Co-recipient of *PR Daily’s* 2013 award for “Best Crisis Management” for the communication strategy employed to defend the firing of the University of Arkansas’ head football coach.
 - Recipient of the Bangor Region Chamber of Commerce’s 2011 *Arthur A. Comstock Professional Service Award* “for outstanding contributions over an extended period of time to the region and the Chamber.”
 - Recipient of the Maine Public Relations Council’s 2009 *Edward L. Bernays Award*, the organization’s highest honor, “in recognition of his contributions to the public relations industry and to Maine communities.”
 - Co-recipient of *The Washington Monthly* magazine’s May 1989 journalism award for analytical reporting.
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SELECTED PUBLICATIONS, PRODUCTIONS, AND SCHOLARLY PRESENTATIONS

Tonn, M. B., Endress, V. A., & Diamond, J. N. (1993). Hunting and heritage on trial in Maine: A dramatic debate over tragedy, tradition, and territory. *Quarterly Journal of Speech*, 79 (2), p. 165-181.

Diamond, J. N. (1992). Lessons of the special interests. *Focus on Public Policy*, 2 (1), pp. 1, 5, 8.

Diamond, J. N. & Craig, R. S. (1992). *The Complete Sexual Harassment Prevention Training Program*. Sleeper's Video Productions. Bangor, ME.

Diamond, J. N. (1991, June). Maine stations feast on New Hampshire trial. *Washington Journalism Review*, p. 15-16.

Diamond, J. N. (1990). Saying what we mean: Avoiding gender bias in language. In E. E. Peterson et. al. (Eds.). *Contemporary Issues in Interpersonal Communication (3rd edition)*. Lexington, MA: Ginn Press. p. 1-11.

Diamond, J. N. (1990, November/December). Where Karen Wood was killed: A death, a deer hunter, and a definition. *Columbia Journalism Review*, p. 14-16.

Diamond, J. N. (1989, July/August). Mr. Smith goes to Augusta: A young journalist gets a first-hand political education. *The Washington Monthly*, p. 36-40.

PAPER PRESENTATIONS

Diamond, J. N. (1992, April 30). Sexist language and the "Old Dawg": Applying Burke's cluster-agon criticism to Ward's "'De-sexing' the Maine Constitution." Portland, ME: 1992 Eastern Communication Association convention.

Tonn, M. B., Endress, V. A., & Diamond, J. N. (1992, April 30). Hunting and heritage on trial in Maine: A dramatic debate over tragedy, tradition, and territory. Portland, ME: 1992 Eastern Communication Association convention.

Tonn, M. B., Endress, V. A., & Diamond, J. N. (1991, November 2). Cultural collision, culpability, and catharsis: A Burkean analysis of the killing of Karen Wood. Atlanta, GA: 1991 Speech Communication Association convention.

SELECTED PRESENTATIONS ON HIGHER EDUCATION COMMUNICATIONS AND ADVOCACY

"A Critical Partnership: How Public Affairs and Government Affairs Can Work Together Effectively"

Presented/facilitated on August 7, 2013. Joint Session of the Council on Strategic Communication & Advancement and the Council on Governmental Affairs. Association of Public and Land-grant Universities Summer Meeting. Charleston, SC.

"Communicating the Benefits of Public Research Universities"

Presented July 17, 2013. University of Iowa. Iowa City, IA.

"A Hog Tale on the Pig Trail: Jeff, Bobby, Harley and Me"

Presented March 15, 2013. Crisis Communications Session, Public Relations Society of America—Central Arkansas Quarterly Meeting. Little Rock, AR.

"The Art and Science of Integrated Advocacy"

Presented November 13, 2007. Joint Session of the Council on University Relations and Development and the Council on Governmental Affairs. National Association of State Universities and Land-Grant Colleges Annual Meeting. New York, NY.

“Higher Education Messaging in the Information Age”

Presented December 1, 2005. State Relations Annual Conference. Co-sponsored by the American Association of Community Colleges, American Association of State Colleges and Universities, the Council for Advancement and Support of Education, and the National Association of State Universities and Land-Grant Colleges. Phoenix, AZ.

“Lobster Tales: The Story of Maine’s Strategic Planning Initiative”

Presented November 10, 2004. SREB Forum on Policy and Planning. Southern Regional Education Board. Charleston, WV.

“Reflections on a Decade: Higher Education, State Relations, and Advocacy”

Presented December 5, 2003. State Relations Annual Conference. Co-sponsored by the American Association of Community Colleges, American Association of State Colleges and Universities, the Council for Advancement and Support of Education, and the National Association of State Universities and Land-Grant Colleges. San Francisco, CA.

“Higher Education: The Engine for Economic Development”

Presented/facilitated December 5, 2002. State Relations Annual Conference. Co-sponsored by the American Association of Community Colleges, American Association of State Colleges and Universities, the Council for Advancement and Support of Education, and the National Association of State Universities and Land-Grant Colleges. Atlanta, GA.

“Support for University Research: What’s in it for the State?”

Presented December 9, 1997. State Relations Annual Conference. Co-sponsored by the American Association of Community Colleges, American Association of State Colleges and Universities, the Council for Advancement and Support of Education, and the National Association of State Universities and Land-Grant Colleges. New Orleans, LA.

EDUCATION

University of Maine, Orono, ME

- *B.A. in Journalism*
 - *M.A. in Speech Communication*
 - *63 credit hours earned toward interdisciplinary Ph.D. in Communication and Public Administration*
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