

Curriculum Vitae of:

Susan Schaefer, Drs., APR
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PROFESSIONAL OBJECTIVE: Seeking a position in a non-profit, NGO, government, health care, higher education, arts and culture, architecture/urban planning, or civic organization. Organizations involved in efforts to contribute to and advance the interests of underserved communities and individuals are of particular interest.

PROFILE: Solid reputation as a leader in the field of integrated communications with unique experience bridging continents, cultures and disciplines, creating human-to-human engagement. Published photographer reporter.

Specific skills and expertise in:

- Strategic planning and problem-solving facilitation with emphasis on integrated communications
- Managing, mentoring, team building, supervising and developing staff
- Developing and managing budgets and funding sources
- Leadership, collaboration, executive coaching/training
- Developing and delivering training and education programs and seminars
- Research, analysis, program development and implementation
- Writing/editing including creating and maintaining social media, blog, and web sites

Over thirty-five years of progressive executive management, marketing communications, international public affairs, public relations, and education/training experience in academic, professional services, corporate, government, NGO and non-profit organizations.

- Have served as a professor and executive administrator in a number of colleges and universities.
- Have been conducting workshops and seminars on leadership, communications theory, public relations, marketing and interpersonal communications for the past 25 years.
- Certified as a facilitator from the MIT-Harvard Public Disputes Program, certified as a chaplain from the American Humanist Association, accredited in public relations (APR), certified from American Academy of Communication in Healthcare (AACH), in Spiral Dynamics Integral (SDi) and Presence Based Coaching.
- Have presented papers and published extensively, and received numerous professional honors, including the highest national honor in the public relations' field, the *Silver Anvil of Excellence*, and Temple University's *Diamond Achievement Award in Humanities* which acknowledges intellectual achievement and the integration of a liberal education with social responsibility.

PROFESSIONAL EXPERIENCE:

1992 – to date Principal: SCHAEFER COMMUNICATIONS, LLC **USA/Netherlands**

Have managed this communications consulting firm in USA and Europe, specializing in executive counseling, internal and external communications, marketing communications, strategic planning, crisis communications, media relations, coaching, training and public affairs. Representative clients include international organizations such as UNICEF, the European Centre for Development Policy Management (ECDPM), the Robert Schuman Centre of the European University Institute, Maastricht University's MBA program, Honeywell and Browning-Ferris Industries; US national organizations such as AARP, Faegre & Benson Law Firm and Ellerbe-Beckett Architects; regional organizations such as Hennepin County, Minnesota, City of Wildwood, New Jersey, Temple University, Philadelphia.

- Conceptualized, developed, implemented and achieved world-wide recognition for the MOBIUS™ Recycling Education Program for Browning-Ferris Industries (BFI), which launched BFI's Recycling Division. MOBIUS™ has been used in 87 countries, 30,000 classrooms, translated into four languages, and selected by the United States Peace Corps to teach recycling.
- Developed and supervised public relations launch of the Environmental Law Practice of Faegre & Benson LLP, leveraging the firm's international success on behalf of Valdez fisherman in Alaska.

- 2016 – present** **Freelance photojournalist** and regular columnist on arts and culture for *Southwest Journal*, *Mill City Times*, contributor to Commentary Pages of *Minneapolis Star Tribune*.
- 2013 – present** **Adjunct Professor: ST. CATHERINE UNIVERSITY** **USA**
Teaching: Strategic Communications, Master of Arts in Organizational Leadership Global Teams (MAOL); Global Communications, Leadership Institute; Lecturer, Leadership Conference
- 2005 – 2010** **Adjunct Professor: UNIVERSITY OF MAASTRICHT** **Netherlands**
Taught Influencing Strategies, Brand Management, Business Writing
- 2000 – 2004** **Adjunct Professor: UNIVERSITY OF ST. THOMAS** **USA**
Taught Introduction to Public Relations and Communications
- 1993 – 1999** **Director of Communications: CUNINGHAM GROUP** **USA**
Concurrent with managing Schaefer Communications: Established department of communications for international architecture firm developing all long-range strategic plans, including internal communications programs focused on executive and staff training, and external programs, including client relations and media relations.
- Launched the Urban Design group, designing and implementing an international, award-winning marketing/public affairs program: *Minneapolis Riverfront: Vision and Implementation*.
 - Conceptualized, developed and implemented *Metro Matters*®, a highly successful public affairs program which created access to key decision makers every month.
- 1988 – 1992** **SVP, Public Affairs: YEAGER PINE & MUNDALE** **USA**
As senior vice president, managed the public affairs division of this 32-person public relations firm, part of a 120 person integrated advertising/marketing communications firm. Responsible for business development, budgeting, supervising, developing, hiring and terminating staff, project management, strategic planning and implementation of client programs.
- In three years, grew division, developing clients such as Xcel Energy, CenterPoint Energy, Koch Refining, etc.
 - Created and developed national reputation for Environmental Communications Consulting with an emphasis on environmental integrity.
 - Launched Target Stores, Kids for Saving Earth™ Program with environmental activist, Will Steger.
 - Designed Crisis Communications program for Koch Refining working with local, state and national governmental and regulatory organizations.
- 1983 – 1988** **President/CEO: INGRAM & PICKER, INC.** **USA**
Founded this Philadelphia-based public relations firm, which grew to the fourth largest independent firm in the market.
- Developed and implemented internal communications program for Bell of Pennsylvania's merger into Bell Atlantic.
 - Founder Philadelphia Pro Athletes Against Driving Drunk (PAD), an award-winning non-profit coalition of the four Philadelphia professional sports teams, the Philadelphia School District, CBS and Coca-Cola.
 - Developed and supervised the public relations program that launched the CoreStates Financial Corp International Bicycle Championship, America's first classic bicycle race, working with state and city officials.
- 1982 – 1983** **Director of Communications: PNC FINANCIAL CORP** **USA**
Responsible for overall public relations for the then, fourth-largest U.S. financial institution. Managed entire department budget, supervised a staff of four, developed all strategic communications plans, both internal and external.

- Developed national media presence for Trust and Personal Banking Divisions.
- Product-launched first automatic teller machines (ATMs) and Discount Brokerage Division, *Tradesaver*.

- 1981 – 1983** **Publisher/Editor: *SOUTH STREET STAR* Newspaper** **USA**
Co-founder of this maverick center city Philadelphia bi-weekly publication. Covered business, culture, public affairs and neighborhood news. This edgy paper garnered a wide readership and earned much credit for breaking stories at the local level.
- 1974 – 1982** **Adjunct Professor: TEMPLE UNIVERSITY** **USA**
Taught Composition, Writing Skills and Introduction to Literature.
- 1976 – 1979** **Director, Bilingual English: CAMDEN COUNTY COLLEGE** **USA**
Responsible for development of entire program, including the six-course curriculum. Hiring and terminating staff of eight part-time faculty members, conducting and developing in-service training programs, selecting all course materials. Taught three courses per semester.
- 1973 – 1974** **Director of ECHO Homeless Program: VOA** **USA**
- 1972 – 1973** **Instructor: CENTRO-COLOMBO AMERICANO** **Bogotá, Colombia, SA**

AMPLIFICATION OF PROFESSIONAL EXPERIENCE:

- Developed *the Minneapolis Riverfront: Vision and Implementation* public affairs program in 1997 for Cunningham Group's Urban Design division won public relations' second highest national honor, *The Silver Anvil Award of Excellence*. The program's success was identifying and bringing together critical diverse publics, then formulating common visions for riverfront development and staged plans to implement them.
- Headed Seward Neighborhood Group's executive board's successful efforts to site the first light rail line in the City of Minneapolis. Developed programs designed to more fully integrate our immigrant population through social activities, economic development incentives and education in the mainstream of daily life.
- As external Director of Communications for Hennepin County, Minnesota, developed with Commissioners, new policy for public hearings; trained Commissioners on Mutual Gains strategies and tactics, media relations and presentation skills; conducted key stakeholder research and analysis and strategic plan to implement; developed policies and procedures for County graphic identity, served as ad hoc advisor and counselor.
- Communications Director for Minnesota Neighborhoods Association's Public Arts' initiative.
- Developed and conducted "Customer Service Workshop for Public Officials" for the Minnesota Valley Council of Governments, which was subsequently adopted as a training by the national board.
- Coached and trained elected officials on communications strategies and skills.
- Conceptualized and developed an elementary school curriculum, the MOBIUS program, on behalf of international waste giant Browning-Ferris Industries (BFI) used in 87 countries in over 30,000 classrooms, translated into four languages, and selected by the United States Peace Corps as its primary tool for teaching about recycling.
- Have advised and facilitated meetings with mainstream corporations such as: Whirlpool, Reynolds, Honeywell and PNC and CoreStates Financial, and have worked with the cities of Philadelphia, PA, Amsterdam, NL, and Minneapolis, MN, on policy issues, and with the counties of Hennepin, MN and Broward, FL on public presentation and issues shaping.

- Developed the public affairs program to launch the Environmental Division of Faegre & Benson Law Firm (an international organization based in Minneapolis). Part of that program included conceptualizing and implementing a highly successful client/media breakfast series that garnered widespread regional and national attention while serving to solidify critical relationships with key clients of the firm.
- Crafted the Communications and Public Relations Strategy for the Robert Schuman Centre of Advanced Studies of the European University Institute, Florence, Italy, and developed and conducted communications workshop for Centre staff.
- Worked with the Sheldahl Corporation of Northfield, MN, manufacturers of aeronautic adhesives, in their methylene chloride reduction program which was heralded for bringing together various environmental groups, student protestors from that city's two colleges -- St. Olaf's and Carleton, professors from the same, residents, employees, city and state officials and executive management for sometimes impassioned, but always focused meetings. The resulting program met the criteria of all parties and won several awards including the Minnesota's 1992 Governor's Award for Excellence in Pollution Prevention.
- Selected as one of eight professional trainers for the Public Relations Society of America's (PRSA) Professional Development Program from a field of thousands of qualified accredited society members. Three times a year I taught senior practitioners the principles of communications strategic planning in an intense, two-day workshop that I developed.
- Hired by Temple University's General Alumni Association in 1995 to undertake a strategic planning project to aid recruitment and development efforts. With an ultimate goal of increasing donor base and activity, I conducted primary research with members of the Board of Trustees, alumni, administrators, faculty and students and presented a major analysis with recommendations. Some of the important results from this project include relocating the General Alumni office from its downtown location to the main campus, and instituting a "young alumni" outreach program, resulting in higher visibility and connectivity with students before they become alumni. In 1997, partially as a result of this project, the University selected me for the *Diamond Achievement Award in the Humanities*. The University bestows this coveted honor once a year to three alumni who exemplify the highest standards in humanities, social science and science achievement.
- **Academic courses taught:** Management Principles, Principles of Public Relations, Public Relations Strategic Planning, Public Speaking, Business Communications, Interpersonal Communications, Introduction to Composition, Overview of American Literature, Introduction to Poetry, Basic Skills Writing, Creative Writing, English as a Second Language (Introduction, Intermediate, Advanced).

PROFESSIONAL CREDENTIALS AND SERVICE: Certified by the MIT-Harvard Public Disputes program and have completed two courses in Hamline University's Law School in Environmental and Public Interest Dispute Resolution. Bachelor and Master of Arts degree from Temple University, where I also was an adjunct professor of English for 10 years. 1992 Chair of the Greater Minneapolis Chamber of Commerce's *Leadership Minneapolis Program™*, sat on GMCC's Public Policy Committee, founded and chaired its Creative Class sub-committee. Accredited in public relations (APR), signifying that I have passed the rigorous oral and written examinations administered by the Public Relations Society of America (PRSA), was a member of its national professional development committee, was the 1995 President of PRSA Minnesota Chapter, served on its National Honors and Awards Committee, chaired its International Film and Video competition.

EDUCATION:

University of Minnesota	Minneapolis, MN	Student Fine Arts Dept.	present
St. Catherine University	St. Paul, MN	Women's Art Institute	2016
University of Maastricht	Maastricht, NL	(Drs.) Doctorate Degree, Public Affairs <i>cum laude</i>	2005

MIT-Harvard	Boston, MA	Certification, Dispute Resolution	1991
Public Relations Society of America (PRSA)	New York, NY	Accreditation (APR)	1983
Temple University	Philadelphia, PA	Master's Degree, English <i>summa cum laude</i>	1976
Temple University	Philadelphia, PA	Bachelor's Degree, Liberal Arts <i>cum laude</i>	1971
ACADEMIC AWARDS:			
Diamond Achievement Award in Humanities	Temple University		1997
Full Tuition Graduate Fellowship	Temple University Department of English		1971-76
Full Tuition Scholarship	Temple University/ City of Philadelphia Mayor's Merit Program		1967-71

PUBLICATIONS:

Books:

The Adventures of Yin & Yang:
Snoepje & the Pizza Box Muse River Productions
ISBN 978-160844-809-8 (2010)

The Minneapolis Riverfront:
Vision and Implementation Cuningham Group
ISBN 0-9652618-0-8 (1995)

Ride the New Morning:
Collected poems-Susan Schaefer Shepherd's Bush Press
1983

Walls & Bridges:
Authentic, Integrative, Expression© -
A Leadership Model In progress

Intentional Transitions© - A Guide In progress

Articles:

Various *Southwest Journal*
[Susan Schaefer Creative Class Column](#)

[Places in the Twin Cities Where Worlds Sit Side-by-Side](#) *Minneapolis Star Tribune*

[Reporter/Photographer](#) *Mill City Times*

"Confessions of a Culture Junkie:
PechaKucha in Maastricht"
<http://crossroadsmag.eu/2009/06/pecha-kucha-maastricht-review> *Crossroads Online Magazine*
June 30, 2009

"Maastricht's Bid for European Cultural Capital?"
http://www.intentionaltransitions.org/SCWeb/weblog/maastricht_as_europes_capit.html June 29, 2009

“Europe’s Lessons for Philly”	<i>Philadelphia Daily News</i> January 22, 2008
“Public Relations as Conflict Resolution”	<i>Inside PR Magazine</i> June/July 1993
“Industry Trends and Emerging Concepts”	Greater Minneapolis Chamber of Commerce Marketing/Communications Resource Guide 1993
“Manage the Spiral of Conflict”	<i>PRSA Today</i> May 1993
“Big Green Brother is Watching” (Cover story and editor of entire issue)	<i>National Public Relations Journal</i> , April 1991
PAPERS PRESENTED:	
“Walls & Bridges: Authentic, Integrative, Expression© - A Leadership Model”	European Parliament Women’s Information Network (EPWIN), Brussels, Belgium March 8, 2006
“Walls and Bridges: From contention to consensus through communications”	National PRSA Conference, Boston, MA October 20, 1998
“How to Market your CEO” (Video available: PRSA)	PRSA National Conference, St. Louis, MO November 1996
“Visions of Tolerance: PR’s Role”	MN Council of Religious Communicators, Minneapolis, MN, April 1996
“Reputation Management: New Role in Communications”	PRSA Student Midwest Leadership Conference, Minneapolis, MN, May 1995
“Managing the Spiral of Conflict”	PRSA National Conference, Seattle, WA, November 1995
“Managing the Spiral of Conflict”	American Institute of Architects MN, Minneapolis, MN, October 1993
“Managing the Spiral of Conflict”	PRSA San Diego, CA, July 1993
“Managing the Spiral of Conflict”	PRSA Minneapolis, MN, May 1993
“Managing the Spiral of Conflict”	MN. Institute of Legal Education (MILE) Minneapolis, MN, January 1993
“Environmental Communications”	MILE, Minneapolis, MN, December 1992
“Environmental Communications”	MN Pollution Prevention Conference, Minneapolis, MN, October 1992

PROFESSIONAL AWARDS:

Minnesota PRSA Award of Excellence	Metro Matters© Public Affairs Program	2000
PRSA National Silver Anvil Award of Excellence	Cunningham Group Urban Design Institutional Identity	1997
Minnesota PRSA Award of Excellence	Cunningham Group Urban Design Marketing	1996
Minnesota PRSA Award of Excellence	Cunningham Group Marketing	1995
Northstar IABC Award of Excellence (International Association of Business Communicators)	Cunningham Group Marketing	1994
Minnesota IABC Award of Excellence	Edward Kramer & Sons Media Relations	1994
National Environmental Environmental Council Award of Excellence	MOBIUS™ Program Browning-Ferris Industries (BFI)	1992
Solid Waste Association Award of Excellence	MOBIUS™ Program BFI	1992
Minnesota Governor's Award of Excellence in Pollution Prevention	Sheldahl Company's Methylene Chloride Reduction Program	1992
Minnesota PRSA "Best of Show"	MOBIUS™ Program BFI	1991
Northstar IABC Award of excellence	MOBIUS™ Program BFI	1991
Mercury Award Bronze Winner	"Philadelphia Pro Athletes Against Driving Drunk"	1988
City of Philadelphia Mayor's Award	"Philadelphia Pro Athletes Against Driving Drunk"	1987

PROFESSIONAL ASSOCIATIONS:**Public Relations Society of America – current member Past Presidents**

<i>National</i>	Founding Member, Environmental Section, 1992; Representative, Honors and Awards, 1989-1991; Judge, National Silver Anvil Awards, 1987-1991; Chair, International Film and Video Awards, 1986-1991; Accredited, 1987; Co-author, Accreditation Exam Case Study question, 1988. Member, Professional Development Committee, 2003.
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<i>Counselors Academy</i>	Roundtable leader, National Conference, 1990 and 1992; Chair, Accreditation Committee, 1987-1991.
<i>Minnesota Chapter</i>	President, 1995; 1990 –1996, Board of Directors; Chair, Prof. Dev. Curriculum Committee, 1991; Member, Awards Committee, 1990-1992; Member, Accreditation Committee, 1988 - 1990; Judge, National Bateman Student Awards, 1989.
<i>Philadelphia Chapter</i>	Member, Accreditation Committee, 1986-1988; Chair, Public Relations Committee, 1985-1987; Chair, Awards Committee, 1986; Chair, Professional Development Day, 1985.

COMMUNITY INVOLVEMENT:

Minnesota

Literacy Tutor	Seward Montessori	2018 – 2019
American Red Cross	Emergency Preparedness & CPR/AED Instructor	2015 - present
NEMAA Northeast Minneapolis Arts Association	Member	2014 – 2018
Women’s Caucus for Art (MN)	Member	2014 – 2018
Minnesota Women’s Political Caucus	Board of Directors	2004
Minneapolis Regional Chamber of Commerce (MRCC)	Public Policy Committee Chair, Creative Class Committee	2000 - 2004
Seward Neighborhood Group	Executive Committee: Board of Directors	1999- 2005
<i>Seward Profile Newspaper</i>	Chair: Advisory Board	1999 - 2005
Twin Cities Gay Men’s Chorus	Ex-officio, Board of Directors	
Temple University Leadership Network	Chair, Northwest Region	1996
Anne Frank Tour	PR Committee	1994
Greater Minneapolis Chamber of Commerce Leadership Minneapolis™ Program	Chair, Steering Committee	1992
Young Women’s Christian Association (YWCA) of Minneapolis	Member, Development Committee	1989-1991
WAKOTA CAER (Community Awareness Emergency Response)	Member	1989-1991

Habitat for Humanity	Team builder	1990
Maastricht		
Vesteda Housing Association	Tenants' Board of Directors	2009 - 2010
Florida		
University of Florida/Broward County	Florida Master Gardener	2011
Broward Homebound Program	Volunteer Strategic Planner/ Board Development	2011 -2012
Sample-McDougal House	Volunteer	2011
Philadelphia		
Philadelphia Pro Athletes Against Driving Drunk	Founding Executive Director	1984-1989
Greater Philadelphia Chamber of Commerce	Chair, Small Business Association PR Committee	1986-1988
Friends of the Free Library of Philadelphia	Board of Directors	1984-88
Settlement Music School	Chair, Annual Gala	1984
LANGUAGES:		
Spanish	Fluent	
Dutch	Conversational/Level2A+	

Outside interests: Photography, race walking, yoga, puppetry, sculpting, poetry and creative writing