

LISA "ADY" DEWEY

Washington & Lee University
204 West Washington Street
Lexington, VA 24450
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EDUCATION

Master of Public Administration, University of Pennsylvania
Emphasis: Politics and Management Competency

Bachelor of Science, Virginia Polytechnic Institute & State University
Major: Education

ACADEMIC/TEACHING INSTRUCTION

Reynolds Visiting Assistant Professor of Strategic Communication, 2023-present
Washington & Lee University, Lexington, Virginia

Courses Designed and Taught:

- Who's Sorry Now? Apologies and the Media (JOUR 180)
- Introduction to Mass Communications (JOUR 101)
- Introduction to Digital Journalism (JOUR 202)
- Crisis Communications (JOUR 325)
- Communication Theory and Research Methods (JOUR 330)
- Writing Seminar for First Years: Fast Fashion, Slow Solutions (WRIT 100)

Practitioner in Residence, 2019-2023; Instructor, 2016-2019; Visiting Instructor, 2015-2016
Bridgewater College, Bridgewater, Virginia

Courses Prepped, Taught, and Assessed:

- Leadership Development Seminar (IDS 201)
- Strategic Public Relations (COMM 347)
- Nonprofit Communications (COMM 349)
- Introduction to News Writing (COMM 255W)
- News Practicum (COMM 131X)
- Oral Communication (COMM 100)
- Foundation of the Liberal Arts Seminar (FILA 150)
- Stories and Opera (COMM 370X)

Courses Designed:

- Leadership Development Seminar (IDS 201)
- Nonprofit Communications (COMM 349/DMS 549)
- Who's Sorry Now? Examination of apologies as an introduction to the liberal arts (PDP 150)
- How to Succeed in Failing: An introduction to college and the liberal arts (FILA 150)

- Heroes, Ghosts, & Flutes: Stories and Opera (COMM 370X), experiential European travel course

Pedagogical Activities:

- Advisor for the student-led campus news organization, BCVoice, 2019-2023.
- Selected participant, [Jamal Barzinji Project](#) for collaborative online international learning (COIL) to engage with a partner university located in a Muslim-majority country for the purposes of designing and implementing a virtual student exchange project. Planned and co-taught with faculty member at the International Islamic University Malaysia in [2021](#), [2022](#) and [2023](#).
- Recipient, Digital Humanities Grant, 2016-2017: Leading students in the understanding, design and production of infographics to promote digital scholarship on campus; target audience: faculty.
- Selected participant, 2016 Pedagogy Project: “Engagement in the Classroom and Beyond,” July 2016, on formulating big questions that encourage learning (applied this to first-year seminar course through [a video sent to students](#) prior to semester beginning). Also participated in Annual Pedagogy Project focused on incorporating student mentors in first year student seminar (2017) and eliciting effective peer response and revision (2019).

Guest Lecturer, 2013

Montgomery College, Rockville, Maryland

Course: Introduction to Communication Inquiry and Theory (SP 250)

Adjunct Associate Professor, 2008-2016

University of Maryland Global Campus (formerly University College), Adelphi, Maryland

2016 UMUC Stanley J. Drazek Teaching Excellence Award Nominee

Courses Prepped and Taught:

- Foundations of Speech Communication (SPCH 100, online and hybrid)
- Business Writing & Presenting (WRTG 394, hybrid)
- Effective Listening (SPCH 470, online)

Contracted Content Expert for SPCH 100 eResource Project:

- Lead developer for online course revision for content of course to enable no-cost subject content: Assessing course flow, evaluating current learning content/modules, finding additional readings and visuals freely available under creative commons licensing, drafting and revising following review
- Created content measurements tied to weekly readings made available in model classroom to be used by 20+ sections each semester

Certified UMUC online instructor:

- Completed five training courses to maximize online teaching including designing hybrid classes and understanding adult learners

Adjunct Instructor, 2003-2004

Rutgers University, New Brunswick, New Jersey

Courses Prepped and Taught:

- Writing and Presenting for Business Professionals (COMM 315)
- Expository Writing (EXPOS 101)

College of General Studies Instructor, 1995

University of Pennsylvania, Philadelphia, Pennsylvania

Course designed and team-taught: Writing Effective Speeches (Continuing Adult Education)

PROFESSIONAL EXPERIENCE

Consulting

Strategic communication consultant, 1997-2008 and 2011-2015

Public Relations & Digital Media: Envisioned and executed strategies to establish online presence, to proactively disseminate facts, to interact more effectively with stakeholders, and to build relationships and credibility, and to educate (including use of interactive games). *Clients:*

- Franklin Institute Science Museum
- National Association of State Retirement Administrators
- National Council on Teacher Retirement
- QSP Readers Digest

Speech Writing: Teamed with CEOs, senior executives, board chairs, and celebrities to discern style, capture vision, and advance strategy, mission, and policy through keynotes, introductions, briefings, awards, toasts, video scripts, board reports, testimonies, and media talking points. *Clients:*

- American Red Cross
- Association of Junior Leagues International
- Bank Street College of Education
- Consumer Credit Counseling Service
- Government of Ireland
- Girl Scouts of the USA
- March of Dimes Foundation
- New Jersey State Senate
- Philadelphia University
- Wharton School

Print: Conducted research for comprehensive writing and editing of feature articles, annual reports, and white papers as well as developing and teaching grammar workshops. *Clients:*

- Federal Aviation Administration
- Girl Scouts of the USA
- PJM Interconnection
- Public Agenda
- U.S. Department of Interior
- U.S. State Department

Employment History

- Public affairs communications, March of Dimes Foundation, Washington, DC, 2008-2011
- Content strategist for information technology, PECO Energy Company, Philadelphia, PA, 1995-1997
- Assistant director of development communications, University of Pennsylvania, Philadelphia, PA, 1992-1995
- Developer of networked interactive interpretative exhibits, Franklin Institute Science Museum, Philadelphia, PA, 1988-1991
- Rivers and trails community planner, National Park Service, Philadelphia, PA, 1987-1988
- Legislative and development intern, American Rivers, Washington, DC, 1986-1987

PUBLICATIONS

Speeches (Selected keynote titles from those written for more than 30 individuals)

Subject Area: Democracy / Public Service

“A model of shared responsibility.” Delivered by grandson of President Franklin D. Roosevelt. Event: Celebrating 75 years of the Social Security Act Title V, Washington, DC, 2010.

Children’s Health Insurance Program. Delivered by March of Dimes Foundation president. Event: Democratic Radio Address, October 2007.

“The democratic heart at work.” Delivered by the President and CEO, American Red Cross. Event: 45th National Convention of Woodmen of the World, Omaha, NE, 2005.

“Rebuilding broken hearts: The Asian tsunami.” Delivered by the President and CEO, American Red Cross. Event: Creve Coeur Club, George Washington Banquet, Peoria, IL, 2005.

“Empowering youth for the next millennium.” Delivered by the CEO, Girl Scouts of the USA. Event: United Nations Conference on Women, Dallas, TX, 1999.

Subject Area: Education

“Be flexible.” Delivered by distinguished alumna. Event: School of Social Welfare Graduate School Commencement, University at Albany, SUNY, May 2009

“Making a life.” Delivered by distinguished alumna. Event: School of Social Welfare Undergraduate School Commencement, University at Albany, SUNY, May 2009

“Writing your life story.” Delivered by the President and CEO, American Red Cross. Event: Occidental College Commencement, Los Angeles, CA, May 2005.

“Count on accountability.” Delivered by the President, Bank Street College of Education. Event: American Association of Colleges for Teacher Education Annual Conference, New York, NY, February 2002.

“Embracing change.” Delivered by distinguished alumnus recipient of honorary degree. Event: School of Engineering and Applied Sciences commencement, University of Pennsylvania, Philadelphia, PA, May 2001.

“Excellence in education for the 21st century.” Delivered by the Dean, Graduate School of Education, University of Pennsylvania. Event: Multinational CEOs convocation, Shanghai, China, October 1997.

“The future of higher education: Pennsylvania’s master Plan.” Delivered by the President, Philadelphia University. Event: Pennsylvania State Board of Education Conference, Harrisburg, PA, March 1996.

Subject Area: Ethics

“When the light is blue: Defining what matters most.” Delivered by the President and CEO, American Red Cross. Event: Simmons School of Management Leadership Conference, Boston, MA, 2005.

“The core of decision making.” Delivered by Rear Admiral, U.S. Navy (Retired). Event: 2003 Corbin Conference, U.S. Naval Academy, Annapolis, MD, 2003.

“The what ifs.” Delivered by Chair, Girl Scouts of the USA. Event: National Association of Asian American Professionals, Annual Convention, New York, NY, 2001.

Subject Area: Leadership / Motivation

“Em-POWER-ed.” Delivered by the Board Chair, Association of Junior Leagues International. Event: Annual Conference, Washington, DC, 2013.

“The impact of leadership.” Delivered by the President, Association of Junior Leagues International. Event: AJLI Fall Leadership Conference, 2006.

“Defining what is essential: Leadership lessons learned in public service.” Delivered by the President and CEO, American Red Cross. Event: The Council for Excellence in Government, Washington, DC, 2003.

“Leadership lessons from the frontlines.” Delivered by Rear Admiral, U.S. Navy (Retired). Event: Woman to Woman: Setting the Agenda for Business, San Francisco, CA, 2003.

“Unfolding leadership.” Delivered by President and CEO, American Red Cross. Event: The Fletcher School, Tufts University, Medford, MA, 2003.

“It’s a changed world! Strategies for leaders in the 21st century.” Delivered by the CEO, Girl Scouts of the USA. Event: Boston University, 1998.

“The imprint of a leader.” Delivered by the Senior Managing Director and Chairman of Investment Banking, Bear, Stearns, & Company. Event: Wharton School Seminar, Philadelphia, PA, 1995.

Subject Area: Operations / Management

“9/11 to Katrina: Lessons in crisis management.” Delivered by the President and CEO, American Red Cross. Event: The Economic Club of Chicago, Chicago, IL, 2005.

“Dragon slayers.” Delivered by the President and CEO, American Red Cross. Event: The Commonwealth Club, San Jose, CA, 2004.

“Nonprofit metamorphosis: Application of best practices from the business world.” Delivered by the National Executive Director, Girl Scouts of the USA. Event: 2nd World Conference for Cancer Organizations, Atlanta, GA, 1999.

“Un-mixing the mix: Outsourcing and PECO Energy.” Delivered by Executive Vice President and Chief Information Officer, PECO Energy Company. Event: Council of Utility CEOs, Stuttgart, Germany, 1997.

Online Content

PensionDialog (2011-2015). Developer, author, editor [blog and Twitter].

Stretching your mind...Slapping the water (2006). Email “netiquette” quiz and information for QSP and Girl Scouts of the USA online fundraising joint venture. Similar online activities published in 2007, 2008, 2009 and 2010. (Interactive content retired in 2011.)

Just for girls (2002). Web material included safety tips, educational information, interviews with professional women, and interactive quizzes. Topics: Sun Savvy, Air Savvy, Water Savvy. Made possible by a grant from the Environmental Protection Agency. (Content sections retired in 2005; interactive games retired 2011.)

Community toolbox (2001). Editor. U.S. Department of Interior, National Park Service. Philadelphia, PA. Contains 47 techniques for public involvement.

Unisystem: Franklin Institute Computer Network (1991). Developer, author [interactive computer network]. Franklin Institute Science Museum. Philadelphia, PA. Museum-wide, multi-level educational interpretative program accessed by public on touch-screen computers.

- Researched and wrote unique information for 16 exhibits targeting content for specific audiences in each exhibit: adults, ages 9-11, ages 6-8, and preschoolers
- Designed and developed interactive games and take-home activities suitable for elementary children (ages 7-11) and preschoolers.

- Managed consultant contract to create extension program for teachers (grades K-12): lesson plans with course objectives, pre- and post-visit classroom activities, site informational guides, cross-curricular links, and references for further study.

Print (Selected titles from over 100 published articles, collateral materials, and annual reports)

Michael, C. P. (2024). *An introduction to spiritual direction: Tools for the journey* (L. A. Dewey, Ed., 2nd edition). The Open Door, Inc. (Original work published 2004).

Dewey, L. A. (2021). Mentoring integrity: Helping students live their values. *The Chronicle of Mentoring & Coaching*, 5(14), 199-204. <https://www.mentor-cmc.com/cmc/cmc2021>

Michael, C. P. & Norrisey, M. C. (2021). *Prayer and temperament: Different prayer forms for different personality types* (L. A. Dewey, Ed., 30th anniversary edition. Open Door, Inc. (Original work published 1991).

Dewey, L. A. (2020). Multimedia production: Undergraduate program proposal for Concord University, West Virginia.

Dewey, L. A. *Leader*. Girl Scouts of the U.S.A. New York, NY (circulation 1 million+). Sample of feature articles:

- Fall 2006: “Education Secretary Spellings talks about girls, and math, and science, and the future,” pp. 8-9.
- Fall 2004: “Five qualities good leaders express – Being the kind of leader others want to follow,” pp. 10-12.
- Winter 2000: “A conversation with Madeleine Albright” and “Building tomorrow’s world leaders,” pp. 10-14.

Girl Scouts of the USA annual report. Completed years 2003-2007, 1998, 1999. Writer. New York, NY. Multiple wins in the International Annual Report Competition and the juried American Graphic Design Awards.

Public Agenda (2003). *Now that I’m here: What America’s immigrants have to say about life in the U.S. today* (L. A. Dewey, Ed.). New York, NY.

Dewey, L. A. (2002). “Girls online feeling out of bounds: Girl Scout Research Institute study on teenage girls and the Internet.” *Camping Magazine*, September/October. American Camping Association, pp. 48-50.

Federal Highway Administration (1999). *Byway beginnings: Understanding, inventorying and evaluating a byway’s intrinsic qualities* (L. A. Dewey, Ed.). Washington, DC.

PRESENTATIONS

Academic

Dewey, L. A. & Abdullah Sidek, `A. (Jan. 2024). “Exploring the role of humor in international collaborative projects,” COIL Community Webinar

Dewey, L. A. & Abdullah Sidek, `A. (Oct. 2023). "Shaking up with laughter, breaking down barriers our three-year COIL experience," International Virtual Exchange Consortium, Oct. 2023

Dewey, L. A. (Oct. 2021). "Mentoring integrity: Helping students live their values," 2021 Mentoring Conference, University of New Mexico (see corresponding paper listed above)

Di Desidero, L., Fennie, A., Dewey, L. A., & Schwenk-Borrell, M. (April 2013). "Turning the tide: Communication studies in digital waters," Eastern Communication Association 104th Annual Convention, Pittsburgh, PA

Di Desidero, L., Fennie, A., Dewey, L. A., & Schwenk-Borrell, M. (Oct. 2012). "Occupy online: Communication studies in digital spaces," Maryland Communication Association 27th Annual Conference

Workshops

Developer and facilitator of courses for The Writer's Well, Waynesboro, VA

- Sept. 2024: The reflective narrative
- Aug. 2024: Made you look: Playing with perception to inspire your writing

Developer and facilitator of interactive sessions for Bridgewater College Student Leadership Conference for residential advisors, first-year mentors, athletic team captains, club presidents, etc.

- Aug. 2022: Four Ps of public speaking
- Aug. 2020: The importance of communicating up, down, and sideways
- Aug. 2019: Leadership 101

Developer and trainer of interactive sessions for Bridgewater College Office of Institutional Advancement staff members to include team-building and skills development based on OIA-stated goals

- July 2022: Distinguished stewardship
- Sept. 2019: Strengthening transparent communication
- Sept. 2018: Differentiating audiences beyond class year
- July 2017: Branding through storytelling and listening
- July 2016: Writing skills refresher

Professional

"The public-side of public relations for pensions," Louisiana Association of Public Employees' Retirement Systems, New Orleans, LA, Sept. 2015

"The pension observer," National Association of State Retirement Administrators, Asheville, NC, Aug. 2014

"Using today's media to effectively reach members and other stakeholders," National Pension Education Association, Charleston, SC, Nov. 2013 ([conference preview](#))

"Communicating the new world of public pension data," National Conference of State Legislatures 2013 Legislative Summit, Atlanta, GA, Aug. 2013

“Using social media,” Government Finance Officers Association, Washington, DC, Feb. 2013

“Understanding social media,” National Association of State Retirement Administrators, Olympic Valley, CA, Aug. 2012

“Dealing with media in a crisis,” National Council on Teacher Retirement, Sacramento, CA, June 2011

HONOR SOCIETY MEMBERSHIPS

Lambda Pi Eta

Omicron Delta Kappa

CURRENT AND PAST PROFESSIONAL AFFILIATIONS/MEMBERSHIPS

Association for Women in Communications, Washington, DC, scholarship committee chair, 2008-2010

College Media Advisors, 2019-2023

Constant Contact, appointed member SmallBiz Council, 2012-2014

Google Analytics certification, 2023

International Association of Business Communicators, 2006-2011

National Press Club, 2009-2018

Public Relations Society of America, 2018-present

The Open Door, Inc., chair, 2019-present

Washington Speechwriters' Roundtable, 2004-2008