

Summary

Thirty-four years experience in news, public relations and marketing, including 31 years of progressive public relations and marketing management experience at a major metropolitan research university.

Professional Experience

University of Louisville

Interim Senior Associate Vice President, Communications and Marketing

January 2017 - Present

Reporting to and working closely with the President, oversee all aspects of the university's communications and marketing efforts, including strategic communication and integrated marketing initiatives, for the university and related entities, including the Belknap, Shelby and Health Sciences campuses. Serve as chief communication strategist and member of the President's Leadership Team. Oversee staff of 30 professional communicators and support personnel in shaping, enhancing and protecting the university's image as a leading metropolitan research university.

Highlights: Reorganized unit to more strategically support the university and its leadership; shifted staff focus to fully integrated marketing; developed new crisis planning (in progress); enhanced social media presence through more strategic and integrated content; steered the university's communication efforts through several crises situations, including accreditation, financial and NCAA issues.

Associate Vice President, Communications and Marketing

April 2006-January 2017

Acting Associate Vice President, Communications and Marketing

January 2005 - March 2006

Reporting to the Vice President for University Advancement from 2005 to 2008, served as communications lead for the university, overseeing marketing, publications, brand management, media relations, broadcast and digital communication, internal communication. Oversaw 20 professional and student staff. Wrote remarks and provided communications support for the President's Leadership Team. Following reorganization and expansion of the department in 2009 and reporting to Senior Associate Vice President for Communications and Marketing, duties included developing "Destination UofL" strategy, including all visitor relations, special events and activities designed to enhance the university's role in the community. Oversaw internal communications and served as primary communication support for University Provost, Executive Vice President for Finance and Administration, and other key university leaders. Led crisis and issues management efforts for university.

Highlights: Created Integrated Marketing Communications group to better coordinate efforts between central office and departments throughout campus; created and secured funding for "Destination UofL" program, including signature special events and activities, to entice visitors to campus and increase community engagement; launched UofL News website and Localist calendaring system to better coordinate and promote university news and events.

Director of Communications and Marketing

July 2000 - December 2004

Direct media relations for the university. Manage a staff of five professional employees and oversee daily activities of support staff and student employees. Serve as university spokesperson. Oversea daily operations of the Office of Communications and Marketing, including oversight of broadcast communications, internal communications, web and other electronic communications. Participate in issues management and crisis communications. Work with other units on marketing materials. Fill in for associate vice president when appropriate.

Highlights: Award-winning efforts in issues management (KKK issue and others) and internal communications (creation of UofL Today daily email service, ULink internal portal and other systems), as well as memorable work on special events (Groundbreaking events for Belknap Research Building, Ralph Wright Natatorium, Jim Patterson Stadium)

Assistant Director of Communications and Marketing

January 1998 - June 2000

Assumed day-to-day management of the Public Information Office (reorganized into the Office of Communications and Marketing in 1999). Guided the unit's media relations and internal communications efforts. Oversaw all aspects of media relations program, including special and regular projects. Oversaw web communications, broadcast communications

John D. Drees

Professional Experience Cont.

(including the Video Source and Radio Source news services), and halftime radio spots. Oversaw communications and marketing budgets. Served as crisis communications, strategic planning leader for the office.
Highlights: Launch of national award-winning “dare to be great” marketing campaign, broadcast advertising and web site, creation of online media relations tools, successful office reorganization.

Manager, Public Information Office

April 1991 - December 1997

Supervised media relations efforts for Public Information Office, including daily contact with news media. Supervised media relations projects, including The Source media relations service, the Expert Source media directory and news releases. Guided internal communications. Directed special promotions such as Town and Gown and the Grawemeyer Awards program, a series of international prizes that led to national and international coverage of the university. Also oversaw development of and managed the university’s web site (1993). Managed the media relations budget.
Highlights: Creation of hometown news release program, development and growth of award-winning Grawemeyer Awards promotional efforts, development of widely recognized news promotion services (This Week at UofL, The Source, The Expert Source), and creation of and, briefly, day-to-day management of the university’s first public-facing web site.

Internal Communications Manager

May 1987 - March 1991

Edited and oversaw production of Inside UofL, the university’s bi-weekly internal newsletter; The Source monthly news tip service; news releases; and the electronic News Digest. Supervised staff of six student workers. Supervised professional staff in absence of Public Information Office director. Oversaw annual revisions of The Expert Source, a media guide to faculty and professional resources at UofL.
Highlights: Oversaw move from print to electronic production of The Expert Source, Inside UofL (bi-weekly newsletter) and news releases.

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Public Information Officer

May 1986-April 1987

Wrote articles and releases for internal and external promotion of the university. Covered Belknap Campus academic units, including the College of Arts and Sciences, as well as the Schools of Medicine, Dentistry and Nursing at the Health Sciences Center.

Louisville Skyline Managing Editor

December 1985-May 1986

Served as editor of this 30,000+ circulation newspaper focused on events and activities of interest to downtown Louisville’s business community. Oversaw writing and photography of four professional staff as well as freelance columnists and student interns. Sold and designed advertising, represented the organization at public events.

Voice Newspapers, Inc.

Sports Editor/Staff Writer

January 1983- November 1985

Served as sports editor for a chain of five to seven weekly newspapers covering eastern and southwest Jefferson County, KY. Produced stories on high school and youth sports, as well as sports columns. Also covered general news and features. Oversaw sports photography and work of freelance writers and photographers, student interns.

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Professional Experience Cont.

Kentucky High School Sports Report Columnist

1984-1985

Served as columnist covering Kentucky's Sixth and Seventh Region sports programs for this statewide sports publication, which ceased publication in 1985.

Freelance writer, sports commentator

1983-1987

Wrote sports and feature stories for a variety of media, including the Louisville Courier-Journal. Provided photography support, wrote brochures and copy for newsletters, magazines and annual reports for a variety of companies and agencies, including the March of Dimes, the Home of the Innocents and Kentucky Education Television (KET). Served as high school basketball expert commentator on WAVE (now WAVG) Radio in Louisville.

Education

Bachelor of Arts Degree in Communication, 1984, University of Louisville

Professional Affiliations

Member, Council for the Advancement and Support of Education; former member and Scholarship Committee Chair, Public Relations Society of America.

Honors and Awards

More than three dozen local, state and national public relations and writing awards, including a national award of excellence for marketing campaigns from the Council for the Advancement and Support of Education (CASE), CASE District III (Southeastern United States) awards of excellence for issues management, special promotions and internal communications programs; and numerous local and state awards from CASE-K (Kentucky), the Kentucky Association of Government Communicators and the Public Relations Society of America. Commissioned a Kentucky Colonel in 1989.

University Service

Task Force on Tuition and Fee Setting, 2005 - 2014

- Chair, Professional Schools subcommittee, 2012-2013

Grawemeyer Awards Executive and Advisory Committees, 1988 - 2006, 2009-2015

University Police Advisory Committee, 2004 - present

Emergency Preparedness and Response Work Group, 2007-2015

Strategic Technology Executive Committee (STEC), 2006-2009

Louisville Cardinal Advisory Board, 2002-2016

Rapid Response Team (Provost's group to deal with racial issues), 2003-2015

President's Leadership Team, 2005-2008, 2017

Great Places to Work Steering Committee, 2009-2015

- Campus Climate Committee Chair, 2009-2015

- Campus Rewards and Recognition Committee, 2009-2014

Smoke-Free UofL Committee, 2009 - 2015

HSC Emergency Management Committee, 2007-2013

Integrated Marketing Communications Group chair, 2011-present

Sustainability Council AFO Group, 2015-present

Community Engagement Steering Committee, 2011-present

Administration, Finance and Outreach Subcommittee, 2011-2016

Coalition of Urban and Metropolitan Universities Conference Committee, 2012-2013

Carnegie Community Engagement Accreditation Committee, 2013

- Marketing Subcommittee Co-Chair, 2013

Grawemeyer Awards 30th Anniversary Celebration Committee, 2014-2015

University Advancement Onboarding Committee, 2011-2013

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Professional Service

Council on Postsecondary Education PROS (Public Relations Officers), 2005-2008
Energizing Kentucky Conference Committee, 2007-2009
Bluegrass Chapter, Public Relations Society of America Executive Committee,
CASE-K Conference Planning Committee,

Community Service

St. Paul Church

President, St. Paul School Board, 2002-2004

Member, St. Paul School Board, 1997-2004

Member, PTA, Booster Club, Men's Club, Picnic Committee

Butler Traditional High School Booster Club, 2004-2012

Volunteer - March of Dimes, Home of the Innocents, Kentucky Education Television (KET), WUOL-FM
(public radio)

Youth Sports Coach -- St. Clement Church, Incarnation Youth Sports, St. Paul School, Southwest Jefferson
County YMCA, Valley Sports Little League