

## **Bradley D. Stratton**

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### **EDUCATION**

#### **Master of Public Administration, May 1990.**

**University of Oklahoma, Norman, OK**

*Areas of Concentration:* This interdisciplinary degree program included coursework in business (administration, management, and organizational development) and political science (public communication, public policy)

*Master's Report:* "Controlling Asthma in Preschool Settings: Designing Educational Materials for a Statewide Health Initiative"

#### **Bachelor of Social Work, May 1987.**

**University of Oklahoma, Norman, OK**

*Areas of Concentration:* Social policy, organizational development.

### **TEACHING INTERESTS**

Professional communication; public speaking; business writing; technical writing; public management; organizational development; grant writing and fund-raising.

### **SELECTED PROFESSIONAL EXPERIENCE**

**Interim Director, Center for Business Communication (August 2008 – Present)**

**Lecturer in Management (August 2006 – August 2008)**

**Adjunct Instructor of Management (August 1999-May 2006)**

**Moore School of Business, University of South Carolina, Columbia, SC**

- *Courses taught:* Professional Communication (MGT 250, undergraduate, MGT 790, graduate)
- *Duties:* Teach writing- and speaking-intensive courses to introduce business majors to the conventions and genres of professional communication.

**Private Consultant / Research and Writing (August 1998-present)  
Columbia, SC**

Provide freelance grant writing, research, curriculum preparation and design, and editing to public agencies and non-profit groups; present professional training workshops for public administrators.

Selected projects:

- Prentice Hall Higher Education Group, Upper Saddle River, NJ: research and editing assistance with college-level writing textbooks
- PMT Ambulance, Tempe, AZ: RFP and bid preparation
- Columbia Classical Ballet Company, Columbia, SC: grant writing (pro bono)

- City of Georgetown, TX: preparation of issue papers, grant proposals, and award applications

**Professional Training and Development Coordinator (June 1993-July 1998)  
Texas Municipal League (TML), Austin, TX**

Designed, managed, and conducted educational programs for mayors, city council members, city managers, and other public managers and officials from more than 1000 member cities of TML, the professional and lobbying organization for Texas cities. Prepared curricula, assessment, and public relations documents for these educational programs; made media and public-speaking appearances on behalf of TML. Selected projects:

- *Public Executive Institute*, an executive development course for city managers and other senior government administrators, created jointly with the George Bush School of Public Service at Texas A&M University;
- *Our Town, Texas*, a middle-school civics curriculum currently used in public schools across Texas.
- *William "King" Cole Management Series*, a series of continuing professional education workshops for mid-level government administrators, created jointly with the University of North Texas Survey Research Laboratory.
- *Public Funds and Investments Workshop*, the first public investments training program for elected officials in Texas, developed in response to a legislative mandate.

**Public Affairs and Public Information Officer (February 1991-June 1993)  
City of Georgetown, TX**

Served as public information officer, Assistant to the City Manager and city liaison to community groups (including the Chamber of Commerce, the Downtown Georgetown Association, and local cultural and business groups). Coordinated public information, wrote press releases and made media appearances on behalf of the city. Managed Main Street economic development program, low-income housing programs and grants, and state recycling grants. Key projects:

- Created and produced *City Letter*, a monthly newsletter informing residents about local government news and services, with a circulation of approximately 20,000;
- Researched and published two booklets on the multicultural history of Georgetown, funded by a grant from the Department of the Interior, in collaboration with local cultural and historical groups.
- Co-wrote and managed a national award-winning HUD community development block grant.

**Regional Director (August 1988-February 1991)  
American Lung Association of Oklahoma, Oklahoma City, OK**

Coordinated media relations, community relations, fund-raising, and educational outreach programs for statewide office of a national health organization. Managed adult and pediatric lung health programs. Key projects:

- Designed and published the first pediatric asthma education program for daycare centers, funded by a grant from the Seagate Corporation;
- Designed and directed summer camps for children with asthma in Oklahoma and Wyoming.

- Published organizational newsletter and press information.

## SELECTED PROFESSIONAL EDUCATION

- Center for Teaching Excellence Writing Across the Curriculum Task Force, University of South Carolina, 2008.
- Center for Teaching Excellence Service Learning Workshops, University of South Carolina, 2007.
- Conference on College Composition and Communication, 2003.
- Management 250 / English 463 Instructor Workshop, March 2003.
- *Public Executive Institute*, George Bush School of Government, Texas A&M University, 1998.
- *Continuing Education Instructor Certificate Program*, University of Texas at Austin, 1997.
- *Advanced Public Information*, Federal Emergency Management Agency (FEMA), 1993.
- *Advanced Main Street Management*, Texas Historical Commission, 1992.
- *Basic City Management*, Texas A&M University, 1991.
- *Advanced Non-Mail Fundraising*, American Lung Association, 1990.

## SELECTED PUBLICATIONS AND PRESENTATIONS

- “Developing a Comprehensive Business Communication Program: An Interdisciplinary and Inclusive Approach”, Association For Business Communication Southwest Conference, 2009.
- Guest Lecturer, University of South Carolina “Teaching Business Writing” Graduate Seminar, 2007 and 2008.
- “Service Learning From the Inside: Suggestions for Designing Service Learning Assignments,” Conference on College Communication, New York, 2003.
- *Salaries and Fringe Benefits of Texas City Officials*, Texas Municipal League, 1996
- *Our Town, Texas*, Texas City Management Association, 1995.
- “Despite Politicians Claims, Government Delivers,” *Public Administration Times*, June 1993.
- *Histories of Pride: Thirteen Who Shaped Georgetown’s African American History*, City of Georgetown, TX, 1992.
- *Recuerdos Mexicanos: A History of Hispanic Culture in Georgetown*, City of Georgetown, TX 1991.
- *Controlling Asthma in Preschools*, American Lung Association, 1990.

References Available