

Thinking Intentionally about Your Academic Brand

April 14, 2021 | 3:30 - 5:00 pm

This webinar will be facilitated by Dr. Melva Robertson, Director of Communications for the Laney Graduate School at Emory University and scholar of leadership development and communications. She will provide participants with an overview of the importance of developing a professional brand in an academic context, and research-based practices for doing so effectively. We will then work to identify key elements of our individual academic brands and concrete steps we should take to better communicate that brand to key stakeholders (e.g. students, colleagues, campus leaders, external reviewers, and/or donors, to name a few).



Melva Robertson, DSL

Director of Communications, Laney Graduate School at Emory University

Dr. Melva B. Robertson is an award-winning senior communicator and leadership professional. As Director of Communications for the James T. Laney School of Graduate Studies at Emory University, she serves as the chief communications officer and leads all internal and external strategic efforts while providing communications perspectives on the school's initiatives and strategic planning. Additionally, Dr. Robertson is a Strategic Leadership Development Adjunct Graduate Professor in the College of Business at Clayton State University. She is also the owner of the Write Media Group Coaching and Public Relations Firm. Robertson is committed to equipping individuals with the tools, resources, and strategies to achieve their leadership, personal, and professional goals. Robertson has co-authored several books and is the author *Congratulations! It's a Brand: The Entrepreneur's Guide to Birthing the Brand, Identifying the Target Audience, and Increasing Visibility* (2015). In 2020, she released her latest book titled, *The Brand-New Leader: Recognizing the Impact of Your Leadership Brand*. This book is required reading for the Master of Science in Strategic Leadership Development courses at Clayton State University. Robertson earned a Bachelor of Arts degree in Mass Media Communications from Morris Brown College, a Master of Arts in Professional Writing from Kennesaw State University, and a Doctorate in Strategic Leadership from Regent University.

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