COMMUNICATIONS LEADERSHIP

Professional Organizations:
- Council for Advancement and Support of Education (CASE)
- Public Relations Society of America (PRSA)
- American Marketing Association (AMA)
- Central VA American Marketing Association (CVAAMA)
- College Communicators Association of Virginia and The District of Columbia

Events & Training:
- UVa Center for Leadership Excellence classes
- SkillSoft classes
- CASE conferences and training
- Public Relations Society of America (PRSA) training events
- Public Relations Society of America (PRSA) conferences
- Public Relations Society of America (PRSA) webinars
- American Marketing Association (AMA) events
- Central VA American Marketing Association (CVAAMA) events
- College Communicators Association of Virginia and The District of Columbia events
- Academic Impressions training and events
- Higher Ed Classes & Courses
- Higher Ed "On Demand" Programs
- Association for Education in Journalism and Mass Communications Events
- eduWeb Conference
- College Media Conference
- ONLC Training Center Classes (Charlottesville)

Education & Certifications:
- Adobe InDesign classes - Beginner & Intermediate (PVCC)
- Photoshop classes - Beginner & Intermediate (PVCC)
- Community Scholar (UVa SCPS)
- Certificate in Leadership (UVa SCPS)

Independent Learning:

Publications:
- Academic Impressions News & Publications

Books:
- A Practitioners Guide to Public Relations Research, Measurement and Evaluation by Don Stacks & David Michaleson
- Applying Communication Theory for Professional Life: A Practical Introduction by
Social Media:
- CASE Facebook
- CASE LinkedIn
- PRSA Facebook
- PRSA LinkedIn
- PRSA Twitter
- AMA Facebook
- AMA LinkedIn
- AMA Twitter
- CCA Facebook

Other Resources:
- CASE Publications
- AP StyleBook website
- Higher Ed Experts
- EDUniverse
- mStoner
- Elliance
- EDUI
- Higher Education Marketing
- Converge Consulting

On-the-job Resources:

Mentoring:
- Management Mentors
- National Mentoring Partnership
- Center for Creative Leadership (CCL) mentoring information
- Bringing People Together mentoring information
- Virginia Mentoring Partnership
- Free Management Library

Job Shadowing:
- Careers Out There
- "The Job Shadow Knows: Try on a Career Before You Commit"
- About.com "Job Shadowing is Effective On-the-Job Training"
- Success Mentor Education Inc. "Top 7 Questions to Ask on a Job Shadow Interview"

Informational Interviews/Networking:
- My UVa Career
- "Mastering the Informational Interview" (NY Times)
- "What is an Informational Interview Anyway?" (U.S. News & World Report)
- Informational Interviewing: The Neglected Job Search Tool
"How Does an Informational Interview Work?"

360 degree feedback:
UVa Center for Leadership Excellence: Leadership Consulting, 360 Degree Feedback
custom insight: "What is 360 Degree Feedback?"
American Psychological Association "Do 360 Evaluations Work?"
Sigma Assessment Systems: Best Practices in 360 Degree Feedback
About.com: "Sample Questions for 360 Reviews" by Susan M. Heathfield
SkillSoft: 360-degree Performance Appraisal