

## **JOHN O. OMACHONU, Ph.D.**

### **EDUCATION**

Howard University, Washington, D.C: Ph.D., Mass Communication; M.A., Mass Communication; B.S., Psychology/Zoology.

### **ADMINISTRATIVE EXPERIENCE**

#### **KENNESAW STATE UNIVERSITY, KENNESAW, GA SENIOR VICE PROVOST FOR ACADEMIC AFFAIRS, 2015-PRESENT**

Public comprehensive university, (recently consolidated with the Southern Polytechnic State University), and a member of the University System of Georgia. Has a total student enrollment of approximately 34,000, and economic impact of \$1.2 billion.

##### Key responsibilities:

- Overseeing the *Complete College Georgia Act, CCG*
- Campus Team Leader, *Re-Imagining the First Year Project* (Sponsor: AASCU)
- Increasing recruitment, retention, progression, and graduation, RRP
- Overseeing RRP Program for Hispanic and Latino Initiatives
- Overseeing a \$1m GOIZUETA FOUNDATION GRANT for RRP Hispanic/Latino students
- Overseeing \$3.2m DOE First-in-the-World (FITW) Grant for transfer advocacy gateways (TAG).
- Executive Oversight of all Success Initiatives including academic advising and academic analytics (EAB) – The *Student Success Campus (SSC)*
- Co-Chairing the 2018-2028 KSU *Quality Enhancement Plan, QEP*
- KSU Strategic Planning Committee Member
- Chairing the *Centers and Institutes Committee*
- Overseeing the *American Democracy Project (ADP)*.
- Member, Strategic Enrollment Plan (SEP) Action Steering Committee.

#### **MIDDLE TENNESSEE STATE UNIVERSITY, MURFREESBORO, TN VICE PROVOST FOR ACADEMIC AFFAIRS, CHIEF DIVERSITY OFFICER 2011-2015**

Public comprehensive university, Carnegie designated doctoral intensive University in Middle Tennessee with total Student enrollment of over 25,000, total foundation endowment of \$275m, and total full-time employees of 2,129 including 996 full-time faculty.

##### Key Responsibilities:

- Academic degree planning and policy application
- Assisting the University Provost with academic budget planning
- *Academic Master Plan Committee* member
- Chief Diversity Officer

- Student Success Taskforce Member
- Tenure and promotion Reviews
- Overseeing the Office of Institutional Effectiveness, Planning and Research

Achievement in academic program planning and policy:

- Redesigned the process for transmitting requests for new programs to the Board of Regents, thereby streamlining communication process.
- Mapped out new strategies for communicating program planning deadlines to deans, department chairs, and directors.
- Monitored all university program reviews and accreditation reports.
- Provided oversight for the *Gen. Ed.*, and *University Curriculum Committees*

Achievement in Budget Management:

- Worked with the University Provost to plan and administer the academic affairs budget of \$123m.
- Worked with the University Provost to establish strategic guidelines for reviewing budgets submitted by the academic deans.
- Monitored the access and diversity scholarships (over \$1m annually) to ensure conformity with guidelines established by the TBR.

Achievement in Academic Strategic Planning;

- Served as academic affairs representative on the strategic planning committee.
- Implemented provisions of the academic master plan.

Achievement in diversity and inclusive excellence:

- Developed (and now Implementing) the *MTSU Diversity Plan*.
- Chaired the Access and Diversity Advisory Board that reports to the Provost and monitors all diversity initiatives at MTSU.
- Created a taskforce to study recruitment and retention of minority faculty at MTSU and made recommendations to the Provost.

Achievement in Student Success:

- Reviewed and published on the web student retention plans prepared by the academic deans.
- Coordinated the Tennessee Board of Regents, TBR-sponsored student success initiative-*Access-to-Success*.
- Collaborated with the Office of Institutional Effectiveness, Planning and Research to revise current program review policies and procedures.

Achievement as Chief Diversity Officer:

- Developed and implemented the institutional *Diversity Plan*

- Redefined diversity for the institution
- Chaired the Access & Diversity Advisory Board that reported to the provost

### **INTERIM VICE PROVOST FOR ACADEMIC AFFAIRS, 2010-2011**

#### Key Responsibilities:

- Comprehensive campus internationalization
- Developed a campus *Diversity Plan*
- Oversaw campus internationalization
- Promotion and Tenure reviews
- Academic programs planning and policy

#### Achievement in international education:

- Identified and restructured international education personnel.
- Established new guidelines for recruiting students from China.
- Developed and implemented new policy for processing transfer students from China.
- Developed new MOUs with selected countries.
- Promoted comprehensive internationalization awareness across campus.

#### Achievement in diversity and inclusion:

- Developed and implemented a university *Diversity Plan*.
- Chaired the Access and Diversity Advisory Board that advises the University Provost on diversity issues.

### **INTERIM DEAN, COLLEGE OF MASS COMMUNICATION, 2008**

#### Brief position description:

- Led 2,500 majors, 85 FT Faculty, 45 adjuncts, and 40 professional staff
- Developed and implemented the college budget
- Hired new faculty and staff
- Evaluated department chairs and directors
- Supervised teams responsible for Curricular and new programs.
- Acquired and infused instructional technology
- Supervised departmental and college-wide promotion and tenure reviews
- Oversaw college strategic plan

#### Achievements in curriculum and new academic programs:

- Led budget reduction of more than \$300,000 from the operating budget, yet maintained quality in academic programs.
- Worked with chairs and directors to secure internal Technology Access Funds of almost \$1m to strengthen instruction.
- Strategically dispensed college-wide scholarship to top students.

Achievement in strategic planning:

- Revised and updated the college Strategic Plan

### **ASSOCIATE DEAN, COLLEGE OF MASS COMMUNICATION, 2004-2009**

Brief description of position:

- Supervised 80 full-time faculty and over 50 adjuncts
- Production the college *Annual Report*
- Supervised two department chairs and one director
- Maintained fiscal and administrative oversight in the absence of the dean
- Supervised the writing of College Promotion and Tenure document
- Constituted all College Standing committees
- Served as college liaison on assessment, diversity, and internationalization
- Oversaw curricular development including new programs
- Taught two graduate courses per academic year

Achievement in Strategic Planning:

- Assisted the dean in developing and implementing the first College Strategic Plan.

Achievement in diversity and inclusive excellence:

- Produced the first College Annual Report
- Supervised all college standing committees including internationalization, and diversity as well as promotion and tenure.

Achievement in academic development:

- Participated in phases of accreditation by ACEJMC

### **WILLIAM PATERSON UNIVERSITY, NJ**

### **CHAIR OF COMMUNICATION DEPARTMENT, 2000-2004**

Brief description of position:

- Managed Departmental budget
- Supervised 45 full-time faculty and over 60 adjuncts
- Developed the departmental course schedule
- Supervised an instructional technology engineer and a team of technical staff
- Led curriculum integration efforts
- Administered the departmental budget
- Led the efforts to specify academic concentrations for majors

Achievement in curriculum development:

- Implemented curriculum integration.

- Grew from under 1,000 to more than 1,500.
- Specified four academic concentrations.
- Conducted external program review for undergraduate and graduate communication programs.

**FORT VALLEY STATE UNIVERSITY, GA**

**CHAIR 1996-2000**

Brief position description:

- Converted quarter to regular semester and integrated the curriculum.
- Conducted first program review.
- Budget development and management.
- Supervised and evaluated faculty.
- Led faculty development initiatives.
- Conducted self-study.

Achievements in curriculum development:

- During tenure enrollment increased by 100%.
- Conducted the first program self-study.
- Increased budget to ensure implementation of student radio station.
- Secured funds for technology and faculty development.
- Expanded curricular offerings.

**FLORIDA A & M UNIVERSITY, FL**

**1993-1996**

- Assistant Professor and General Manager, WAMF, FM, 1993 – 96.
- Directed all university broadcast services, 1993 – 96.

**BETHUNE-COOKMAN UNIVERSITY, FL**

**1991-1993**

- Assistant Professor
- Implemented WBBC AM, 991-1993.

**HOWARD UNIVERSITY, WASHINGTON, D.C.,**

**1981-1983.**

- Graduate Teaching Assistant, School of Human Communication, Howard University, Washington, D.C.

**PROFESSIONAL DEVELOPMENT**

Becoming a Provost Academy 2013-2014, *BAPA*, sponsored by AASCU and AALI

Executive Leadership Academy Fellow, *AAHE* and the University of California, Berkeley, 2013

American Council on Education (*ACE*) Fellows Program Fellow, 2009-2010, IUPUI, Indianapolis, IN [host institution]

Center on Philanthropy at Indiana University, Fundraising for Deans and Directors, IUPUI, 2010.

Harvard University Management Development Program (*MDP*), 2007

Executive Leadership Summit, Hampton University, Virginia, 2007

Journalism and Mass Communication Leadership Institute for Diversity (*JLID*), Miami, FL, 2002.

## **ACADEMIC EXPERIENCE**

### **Courses Taught:**

MTSU: Media Management and Media Law & Ethics (graduate courses).

WPU: Media Management, Media Law (graduate courses).

FVSU: Mass Media Law, Media Ethics, Introduction to Mass Communication, Media Research, Media history (undergraduate courses).

Florida A&M University: Media Law, Media Ethics, Radio News, Practicum (undergraduate courses).

Bethune-Cookman College (now university): Public Opinion, Media Research, Media Law (undergraduate courses).

Graduate Student Master's Thesis:

2006 "The Mobile Workplace: The Impact of Computer-Mediated Communication in Workers' Lives." [Kathryn E. Pahl]

2007 "Strategic Interaction and ESPN's Framing of Major League Baseball's Steroid Crisis." [Joseph C. Fewell]

2008 "Merry Christmas vs. Happy Holidays: Newspaper Discourse and the Holiday Greeting Controversy, 1980-2007. [Sara Withrow]

### **Selected Grants Summary:**

\*Won \$1,000,000 - \$2,000,000 in Technology Access Funds (competitive State-administered funds), and research grants.

### **Publications:**

Omachonu, J., and Healey, K. Media Concentration and Minority Ownership: Intersections of Ellul and Habermas." Winner of the *Clifford Christians Award* for Best Research in Mass Communication Ethics for 2010, sponsored by the Carl Couch Center for Social and Internet Research.

Omachonu, J., and Healey, K. Media Concentration and Minority Ownership: Intersections of Ellul and Habermas." *Journal of Mass Media Ethics*, 24(2/3), 90-108, 2009.

Omachonu, J., and Healey, K. Media Concentration and Minority Ownership:

Intersections of Ellul and Habermas" accepted for Colorado Colloquium on Media Ethics & Economics: Competing Imperatives and duties, Boulder, CO, September 15-17, 2008.

Omachonu, J. "Right to Communicate" in *International Encyclopedia for Communication*, Blackwell Publishing Ltd., Spring 2008.

Omachonu, J. Reporters' Privilege," "Safety Valve Theory," "Cantrell v. Forest City Publishing Company," and "Media Concentration," in *Encyclopedia of the First Amendment*, CQ Press, Fall 2008.

Omachonu, J. Media Law Students Learn through Case Analysis, News." *Media Law Notes*, Summer 2002, Volume 30, Issue 4.

Omachonu, J. Managing a Diverse Labor Force in the Convergence Age: A Theoretical Synthesis." *Feedback*, Winter 1995, vol. 36, #1, pp. 24-27.

Gandy, O., Matabane, P., and Omachonu, J. Media Use, Reliance, and Active Participation," *Communication Research*, 12(6), Dec. 1987, pp. 644-663 with O. Gandy and P. Matabane.

Gandy, O., Matabane, P., and Omachonu, J. Understanding Social Conflict: Media and Student Perspectives on the Struggle in South Africa," *Proceedings From The 15th. Annual Communications Conference*, Howard University, Washington, DC 1986.

Gandy, O., Matabane, P., and Omachonu, J. Who Knows What From Which Media?" *Media Monitor*, 1(14), September/October 1986, with O. Gandy and P. Matabane.

Omachonu, J. WFVS AM Radio Policy & Training Manual. 1997.

### **Conference Papers and Creative Projects:**

Omachonu, J. "New Member Breakfast," for AEJMC at the 87<sup>th</sup>. Annual Convention of AEJMC, August 2004, Toronto, Canada.

Omachonu, J. "Black College Radio & the Mass Communication Curriculum at Historically Black Colleges & Universities (HBCUs)," Atlanta, Georgia, the 26<sup>th</sup>. Black College Radio & TV conference, April 7-10, 2004.

Omachonu, J. "Teaching Law and Ethics Together: Feast or Famine," and "Homeland Insecurity and Reporters at War." AEJMC 2003 Panel.

Omachonu, J. "Africa & the Information Superhighway: Dead End or Exit?" at the 2001 AEJMC Mid-Winter Conference (Northeast Colloquium) February 9-10, 2001, New York City. (with Dr. Imafidon Olaye, WPUNJ).

Omachonu, J. "First Amendment Summit" for HBCUs. Vanderbilt University, Nashville, TN. Thursday, February 10, 2000.

Omachonu, J. "First Amendment Issues at Historically Black Colleges & Universities," sponsored by The Freedom Forum Foundation, for the Black College Communication Association, BCCA, April 9-10, 1999, at Xavier University, New Orleans, Louisiana.

Omachonu, J. "Journalism Ethics," Summer Newspaper Workshop, Florida A&M University, Tallahassee, Florida. 1996.

Omachonu, J. "Strengthening and Developing Mass Communication Curriculums at HBCUs," at the 18th. Annual Convention of the Black College Radio Organization, Atlanta, GA, April 4-6, 1996.

Omachonu, J.  
Guest, *CNN's Talk-Back Live*, April 5, 1996.

Omachonu, J. "Connie Chung: A Tireless & Tenacious Journalist" & "Carole Simpson: A Committed, Courageous, & Caring Journalist." for the panel - "They Weren't all Males" at the BEA Annual Convention, Las Vegas, Nevada, April 7-10, 1995.

Omachonu, J. "Responsibilities of Journalists in a Pluralistic [American] Society,"

"Ethics and Student Journalists at Private Universities," Panel Presentation, Regent University School of Journalism Conference, Virginia Beach, Virginia, on February 23-25, 1995.

Omachonu, J. "Teaching College Students Moral Responsibility: Process or Destination?" Paper presented at the 5th. Annual Conference of the Institute on College Student Values, Florida State University, at the Wakulla Springs Lodge, Florida, on February 2-4, 1995.

Omachonu, J. \*Presenter, Fall Lecture Series - "Economic Development in the Third World - Africa," School of Business & Industry, Florida A & M University, Tallahassee, Florida, Oct. 1994.

Omachonu, J. "High School Press and the First Amendment," Florida Scholastic



Press Association (FSPA) District II Workshop, Tallahassee, FL.1993, & 1994.

Omachonu, J. "Radio Operations Workshop" for Black College Radio Convention, Atlanta, GA., April 1994.

Omachonu, J. "Satellite Technology, Television News, and Perceptions of Market Share Competition Among Network-Affiliated TV Stations," Howard University Annual Communications Conference, Washington, DC,1990.

Omachonu, J. "Media Evaluation, Use and Reliance: Understanding Student Perspectives on the south African Conflict," ICA conference, Chicago, 1986.

Omachonu, J. "The Washington Metropolitan Radio Reporter in the Media Organization: Issues of Professional Autonomy," School-Wide Research Forum, Howard University, Washington, DC 1984.

Omachonu, J. "Variations in Media Agenda and Public Agenda: An Audience-Oriented Analysis," Third Annual Eastern Conference, University of Massachusetts, Amherst, 1982.

***Book Review(s):***

Omachonu, J. Advertising and Public Relations law, 2<sup>nd</sup> Edition, by Roy Moore, Carmen Maye, and Erik Collins (2010) for Routledge Taylor & Francis Group Publishers. 2010.

Omachonu, J. *Diversity in U.S. Mass Media*, by Catherine A. Luther, Carolyn Ringer Lepre, and Naeemah Clark (2010) for Wiley-Blackwell: John Wiley & sons, Inc. 2010.

Omachonu, J. *The Law of Public Communication*, by Middleton, Lee & Shook for A. B. Allyn & Bacon Publishers. (2003).

Omachonu, J. *Communicating for Life: Christian Stewardship in Community & Media*, by Quentin J. Schultze (2002), in *Journal of Media and Religion*, 1(3), 197-198.

Omachonu, J. "Seven Elements to Positive Prayers," by Rev. Joseph O. Fawole, 2001.

Omachonu, J.

*Print & Broadcast Journalism: A Critical Examination*, by Edd Applegate in *Journal of Mass Media Ethics*, Vol. 14, #1, 1997.

Omachonu, J. *Media Ethics*, (2nd. ed.) by P. Patterson & L. Wilkins, in *Journal of Mass Media Ethics*, vol. 10, #1, 1995.

***Papers/Events Judged:***

2005, 2006, 2007 – Law Division papers, AEJMC & Mac Division papers

2003 Media Ethics Division – eight papers for the AEJMC Convention, Kansas City, Kansas.

2001 CT&P Division - research papers for the AEJMC Annual Convention.

2001- A. Phillip Randolph Messenger Awards, dedicated to professional minority print journalists, and co-sponsored by the National Newspaper Publishers Association. July, 2001, Atlanta, GA

1998-2000 - A. Phillip Randolph Messenger Awards (National Newspaper Publishers Association).

1998-2000 - CT&P Papers for the AEJMC Convention Baltimore, Maryland.

1998-99- AEJMC 1998 Southeast Colloquium, History division.

1999 SWECJMC competitive Papers Program

***Invited Lectures/Speeches (selected)***

“Media Ownership, the First Amendment and Diversity,” speech given at the Rotary Club of Smyrna, Tennessee, December 15, 2005.

“Searching for the Right Fit” (Keynote) delivered at the Winter meeting of the Association of Journalism and Mass Communication Schools (ASJMC) and JLID Class of 2005.

“Who is My Neighbor?” September 11 Commemoration Sermon given at the Prince of Peace Chapel, Campus Ministry serving the William Paterson University, Haledon, NJ, September 11, 2002

***Professional Memberships & Affiliations:***

Chair, AEJMC Membership Committee, 2003-2004, 2004-2006.

Member, ACEJMC, AEJMC 1993-present

Member, AEJMC Internationalization Task Force (ITF), 2001- 2003

The Freedom Forum Foundation, 1992 – present

Black College Communication Association, BCCA, 1996 – 2010

The Poynter Institute for Advanced Media Studies, 1992-present

Member, Black College Radio Organization, 1992-93.

ASJMC, 1993-present; individual membership 2004-2008

American Press Institute, API, 1993-present

President, Black College Radio Coalition, 1993 – 95

Member, Association for Education in Journalism and Mass Communication, *AEJMC* 1981 - 92, 96-2010.

Member, International Communication Association, ICA, 1982 - 1992, 1997.

Member, Broadcast Education Association, BEA, 1994 - 95, 96-97.

Member, Virginia Alcohol and Drug Abuse Council, Fairfax, VA. 1990-91.

## **SELECTIVE SERVICE**

### **Middle Tennessee State University Committees, 2004-2016**

Member: (by Presidential appointment) of the *Academic and Instruction Review Committee* to recommend ways to streamline and reposition MTSU in light of budget cuts, 2009-2009.

Member, Program Planning Committee, International Conference on Cultural Diversity, 2005-2007- (Service to the University).

Member, College of Mass Communication Executive Council; College Leadership Council; Dean's Advisory Council; Chair, Taskforce for revising College Document on Tenure and Promotion (Service to the College of Mass Communication), 2004-2008.

Providing oversight for Outreach through WMOT FM Radio, NPR-supported radio station (Service to the community), 2004-2008.

College point person for academic advising, outcomes assessment, institutional effectiveness, space allocation, graduate (M.S.) program planning, teaching of diversity across the curriculum, etc. (Service to the university), 2004-2009.

**William Paterson University, Wayne, NJ**

Member, First Year Experience, 2001-2001

Member, WPU's Senate Council on Admission & Academic Standards, 2001-2002

Member, College (Arts & Communication) Council, 2000-2004

Member, Council of Chairs, William Paterson University, 2000-2004

Member, Executive Committee, Department of Communication, 2000-2004

Friend of the Catholic Campus Ministry – Jesus Christ Prince of Peace Chapel, serving the William Paterson University and surrounding communities, 2000 - present

**Florida A & M University, Tallahassee, FL**

Member, Curriculum Revision Committee

Member, Committee on Diversity,

General Manager, WAMF - FM (campus radio station,

Chairman, Committee on Academic Honesty

Member, University Library Committee,

**Fort Valley State University, 1996 - 2000**

Chair, Educational Policy Sub-Committee

Member, School-Wide Curriculum Committee

Member, Honors Program

Member, School-Wide Strategic Planning Committee

Member, Liberal Arts Degree Committee

**Kennesaw State University, Kennesaw, GA.**

Member, Strategic Thinking and Planning Committee

Chair, Student Success Taskforce

Member, EAB's Leadership Team – *SSC Campus*

Co-Chair, Quality Enhancement Plan (QEP)

Member, QEP Executive Committee

Campus Leader, Re-Imagining First Year Group

Member, Gen. Ed. Committee

Member, Advising Council

Member, Dean's Council

Member, Provost's Cabinet

**HONORS, AWARDS & FELLOWSHIPS**

The James H. Ottaway (Journalism Educator), American Press Association, Virginia.

Hoover Presidential Researcher Award, 1997-98

Who's Who in the Media & Communications, First Edition. 1998-99.

Fellowship, American Press Institute, (API),, "Minority Journalism Educator's Workshop." UGA, Athens, 1995

Fellowship, The Freedom Forum - National Workshop on "The Teaching of Ethics in Journalism," U. Missouri, Columbia, 1994.

Fellowship, "Technology Studies Seminar," The Freedom Forum Media Studies Center, Columbia University, New York, 1992.

Fellowship, "Privacy in America: The Frontier of Duty and Restraint" The Poynter Institute, St. Petersburg, Fl. 1992.

Black College Radio Station-of-The-Year Award, 1992, Bethune-Cookman College, Daytona Beach, Fl.

Prudential Faculty Development and Retraining Award, UNCF, 1993, through Bethune-Cookman College, Daytona Beach, Fl.

Excellence-In-Teaching Award, Bethune-Cookman College, 1993

News writing Fellowship, The Poynter Institute for Media Studies, St. Petersburg, Fl. 1993.

Who's Who Among International Students in American Colleges and Universities, 1988.

Outstanding Young Men of America, 1989.

Who's Who in the Media and Communications, First Edition, 1998-99.

### **RESEARCH IN PROGRESS:**

Understanding the Challenges of Minority Media Ownership in the U.S: A Survey Analysis," partial funding by the 2007 NAB Research Grant. (Initial review: *Journal of Broadcasting & Electronic Media*).

Minority media [broadcast] ownership in the United States:  
The Many Faces of Minority Media Ownership in the United States: A Descriptive Study, partial funding by the 2007 NAB Research Grant. (Initial review: the *Howard Communications Journal*).

Global dimensions of the "Information Superhighway": Africa south of the Sahara. (with Dr. Imafidon Olaye, WPUNJ).

