

# Dawn Sohns

## EDUCATION

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**Ph.D. ABD - Organizational Communication – In Progress** - University of Albany (SUNY)

**M.A. - Organizational Communication** - University at Albany (SUNY)

**B.S. Business Administration** - University of Albany (SUNY)

## RESEARCH & TEACHING INTERESTS

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Strategic communication, public relations, persuasion, leadership communication, professional communication, organizational communication, campaigns, social media strategy and design

## PROFESSIONAL TEACHING APPOINTMENTS

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**Visiting Instructor – Department of Communication & Media Studies** 2022-Current  
The College at Oneonta, State University of New York (SUNY) Oneonta, NY

**Adjunct Instructor – Department of Communication** 2023-Current  
State University of New York (SUNY) at Oswego Oswego, NY

**Full-Time Lecturer/Teaching Specialist & Preceptor –Communication Studies Dept.** 2021-2022  
Stockton University Galloway, NJ

**Full-Time Lecturer & Academic Advisor- Dept. of Communication Studies** 2000-2006/2010-2017  
SUNY Oneonta Oneonta, NY

**Lecturer, Communication Department** 2009-2010  
Salisbury State University Salisbury, MD

**Lecturer & Academic Advisor, First Year College** 2006-2009  
North Carolina State University Raleigh, NC

**Adjunct Instructor- Individual Studies & Business Department** 1996-2000  
State University of New York (SUNY) Delhi Delhi, NY

## ACADEMIC & PROFESSIONAL PUBLICATIONS

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- Sohns, D. (2024). “A Personal Connection.” In Kelly, S. & Prentiss, S. (eds.) *Stories from the Trenches: The Haha’s, Oh No’s and As Ifs that Lead to Better How-To’s in the Classroom*.
- Sohns, D. (2007). “Chapter 7: Staying Motivated and Making Connections” & “Chapter 13: What Happens Next?”. In Alexieff, B., Brandt, S., Burton, D., Simpson, M. & Wauls, H.(eds) *Transition to Higher Education Workbook*. First Year College. NCSU.
- Sohns, D. (2022). AtlantiCare Health Services Public Opinion Research Project.
- Sohns, D. (2015). Viability of Reopening the Historic Oneonta Theatre for the Oneonta Historical Foundation.

## RESEARCH INITIATIVES

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- Designed global research project with the Dean of Communication Studies at the University of Cartagena, Colombia on the global persuasive techniques used by MERCK for the distribution of the controversial HPV vaccine - SUNY Oneonta (Fall 2015).
- Piloted a Cross-Disciplinary Course for sophomore students called “The Big Question” class with the Psychology department designed to encourage interaction, learning, and research across disciplines & actively engage students academically to increase retention rates - SUNY Oneonta (Spring 2017).
- Conducted online interviews with 23 communication professionals in higher education across America to examine crisis communication and leadership strategies during the COVID-19 pandemic - SUNY Albany (Spring 2022).
- Designed a Social Networking Program called “The Love Connection” to research social media use in interpersonal relationships with college students - North Carolina State University (Fall 2008).