

# Dr. Priscilla Berry

# Curriculum Vitae

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My professional life is dedicated to helping clients and students develop their leadership skills based on both self-assessment and demonstrating for them how to create their sphere of influence.

## EDUCATIONAL BACKGROUND

### **Doctor of Arts Degree || University of Mississippi, Oxford, 1982**

Interdisciplinary Degree in English & Humanities. Dissertation: The Rainbow: Lawrence's Painting of German Expressionism's Absolute Art

### **English Specialist Degree || University of Mississippi, Oxford, 1977**

Professional Degree, concentrated research on the non-graded classroom and performance-based teaching measurements

### **Master of Arts in English Degree || University of Mississippi, Oxford, 1971**

Master's Thesis: Madness as a Dramatic Device in English Drama from 1588-1632

### **Bachelor of Arts in English Degree || Lee University, Cleveland, TN, 1968**

Cum Laude, Editor of College Yearbook, Tuition Scholarship, Thespian, Delta Zeta

## PROFESSIONAL SUMMARY

- Education includes a Doctorate, two Master's degrees, and a Bachelor of Arts degree
- Authored one of the first books concerning corporate and government leadership responsibility and guidance for fostering diversity and sustainability, 2013
- International teaching in France, London, and China
- Major consulting projects for corporate and government entities
- Numerous illustrations of leadership on a variety of community issues

## SELECTED PROFESSIONAL HONORS

- Phi Theta Kappa Honor Society
- Who's Who in American Colleges and Universities
- Outstanding Young Women of America
- 2,000 Notable American Women
- Who's Who Among American Teachers 2006-2007
- Alpha Kappa Psi, Epsilon Tau Chapter, Honorary member, student invitation, 2007
- Fletcher High School Class of 1976 Reunion, Guest Speaker: If I could turn back time.
- Honored as most memorable teacher, Sea Turtle Inn, Jacksonville Beach, Florida, 2001

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### SELECTED MEMBERSHIPS

- Academic Integrity Association, Kenan Institute, Duke University | 2006, 2019-Current
- Clute Institute Board Member | 2009-2020
- World Affairs Council | 2007-2016
- Association of Business Communicators | 2006-2013
- Order of the Dolphin | 2010
- Jacksonville Chamber of Commerce | 2005-2009
- Economic Roundtable of Jacksonville Board Member | 2005-2009
- Friends of The Jacksonville University Library | 2009
- Friends of Fine Arts of Jacksonville University | 2009
- Family Foundations, Board Member | 2009
- International Visitors Corp, Member | 2009
- Mayor's Commission on the Status of Women, by Appointment | 2006-2008
- Salvation Army Council Board, Clay County | 1989-1999

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### SELECTED CIVIC SERVICE

- Elizabeth Edgar Hall, Board of Directors Member | 2009-2014
- Women's Affinity Group, CSX, Johnson & Johnson, Guest Speaker | 2008, 2010, 2011
- Family Foundations, Executive Board Member | 2008-2009
- Economic Roundtable of Jacksonville, Executive Board Member | 2008-2009
- Junior Achievement Girls, Social Media Consultant | 2009
- Mayor's Commission on the Status of Women, Raised \$100,000 for Financial Literacy for Women in Duval County, Awarded to two 501(c) 3s: Real Sense Campaign of Wells Fargo & Family Foundations, Consumer Credit Counseling | 2006-2008
- Jacksonville Symphony New Year's Eve Gala, Chair for coordination of Gala: Through the Streets of Time with John Peyton, Chairman for the Jacksonville Symphony Orchestra, Banner fundraising Moved Symphony from Red to Black | 2000-2001

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## SELECTED TEACHING & PROFESSIONAL EXPERIENCE



Owner & Founder | Communications Consulting and Leadership Training  
Jacksonville, FL | 2006-Current



Lecturer | Professional Communications | Writing & Speaking for Business  
University of North Florida, Jacksonville, FL | 2017-2022



Guest Lecturer for the Florida State Senate | Leadership Communication for Professionals | Presented to the ten incoming Florida State Senators & Senate Pro Tempore, Aaron Bean & Senate President, Wilton Simpson along with special guest of the Senate | Tallahassee, FL | February 2021



Guest Lecturer | International Business Communication | Huazhong Agriculture University | Wuhan, China Hubei Province | Summer 2017



Adjunct Lecturer | Warrington College of Business Administration | Specialized Master's Program | Hough Graduate School University of Florida, Gainesville, FL | 2011-2017



Assistant Professor, Business Communications, EMBA program | Davis College of Business, Jacksonville University, Jacksonville, FL | 1985-1991 | 2005-2011



Visiting Lecturer, Business Communications | University of Caen, Normandy International Graduate Students | Winter Semester 2006



Director of Children's Haven, A Home for Abandoned and Abused Florida State Youth and Family Service | Orange Park, FL | 1985-1994



Consultant | Army Corp of Engineers | Interviewed 200 employees, made management recommendations, conducted five workshops | Jacksonville, FL and Puerto Rico | 1990-1992



Public Relations Director | Americall LDC, aka Suddath Moving & Transportation Systems | Liaison for Legislation in deregulated industry | Jacksonville, FL | 1983-1985

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### SELECTED SPEAKING ENGAGEMENTS

#### **Rollins College Crummer Graduate School | Orlando, FL | 2015, 2016**

Management & Executive Education Workshop on Executive Presence, Communicating with Power. Corporate Workshops on Ethics and Compliance | Select corporate attendees include Florida Hospitals, Darden Restaurants, Walt Disney World, McGraw-Hill

#### **Consumer-Packaged Goods Trade Association | Orlando, FL | 2015**

Three-day keynote speaker at a 300+ conference, meeting with thought leaders, CIOs, and CEOs from relevant industry brands. My book, published by Business Expert Press, *Fostering Spirituality in the Workplace* on Ethics and Leadership was the basis for the presentation. The moral imperative to move from a culture of compliance only, to a culture of ethics where we do not ask “can I”, we ask “should I” was the focus. As a result, I was invited with 11 other industry experts to write a short article for their March publication on trends in sales and marketing.

#### **Association of Information Systems Organization | Gainesville, FL | 2012 - 2016**

Guest Speaker | Personal Branding and Professional Presentation | University of Florida | View on <https://goo.gl/9M6cHs>

#### **Clute Institute Conference | Las Vegas, NV | September 2013**

Keynote Speaker | Saving Darwin’s Soul: A Call for Corporate Leaders to Create a Sustainable World through Cultural Transformation

#### **World Justice Project Forum, 4th Annual Conference | The Hague, Netherlands | July 2013**

Invitation Only | Sat on an Educational Plenary Session | Developed plans to promote the Rule of Law via education in third world countries

#### **WJCT’s First Coast Connect hosted by Melissa Ross | Jacksonville, FL | Jan. 2012, June 2013**

NPR Affiliate | Talk-show guest on European Sovereign Debt Crisis

#### **Army Corp Engineers | Jacksonville, FL | March 2012**

Women’s History Month | Luncheon Guest Speaker on Communication and Power

#### **The University of South Florida | Tampa, FL | March 2012**

Invitation to coach the Mergers & Acquisition Graduate Team for regional competition | Team placed 2nd in competition

#### **Association for Business Communications Regional Conference | St. Petersburg, FL | March 2012**

Conference Presentation: The Impact of Technology & Globalization on Teaching Business Communication | Published in the American Journal of Business Education

#### **Optimus Literacy Institute | Jacksonville, FL | October 2011**

Guest Speaker | Education Reform and Political Will with retired Senator Steve Wise & City Education Commissioner Donnie Horner | View on <https://goo.gl/uND4Rb>

#### **Insurance Accounting & Systems Associations, Incorporated (IASA) | Jacksonville, FL | May 2011**

Conference sponsored by Johnson Lambert, CPA, and Accounting | Guest Presenter | The Impact of Social Media on Marketing

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### SELECTED INTELLECTUAL CONTRIBUTIONS | CONFERENCE PROCEEDINGS | PRESENTATIONS | PUBLICATIONS

Several of the publications may not seem current; however, Stats, from ResearchGate as of February 13, 2022, show overall reads of the publications and current statistics. As of this date, my publications had 53 new reads, and the publications were the most read publications from my department last week. Top reads are *The Impact of Globalization and Technology on Teaching Business Communication* and *The Redesign of the Undergraduate Business Curriculum*  
View: (17) Priscilla Berry | Stats (researchgate.net)

- Berry, P. (March 8-10, 2012) 2012 Southeast Regional Conference of the Association of Business Communicators. St. Petersburg, FL. The Impact of Globalization and Technology on Teaching Business Communication. Published in the *American Journal of Business Education*, (January/February 2013), 6(1).
- Berry, P. (October 5-7, 2009) Special Women in Business Session of the Ninth Annual International Business and Education Conference Sponsored by the Clute Institute for Academic Research, Las Vegas, NV. Presentation: Female CEOs: Their Preparation, Their Path, and Their Purpose, focuses on the path that female CEOs of Fortune 500 companies take to their positions of power. Presentation: Communication Skills for Women: Getting it Right and Moving Up! Outlines three areas for leadership communication that women must master to be perceived as a leader: the need to master the art of successfully confronting the problem when it appears, the process of leading a team, the special requirements of communicating with men.
- Berry, P. (March 29, 2007) Jacksonville University Faculty Symposium. Field Project for Business Communications: Final Exam in MGT 308 and the connection to AACSB measurable outcomes.
- Berry, P. (October 2006) Field Project for Business Communications: Warm Welcome to the Real World! Teaching Notes and Project Outline, The Association for Business Communications, *71st Annual International Convention*, San Antonio, Texas, Conference Proceedings published.
- Berry, P. & Baker, R. (October 2006) *What Students Believe Constitutes Cheating*, Florida Association of Teacher Educators, Annual Conference, peer-reviewed, Conference proceedings, Co-presentation.
- Berry, P. & Thornton, B. (May 2006) *Dealing with Digital Academic Dishonesty Workshop*, Conference for Writing Across the Curriculum at Clemson. Workshop presentation & Conference proceeding published.
- Berry, P. & Thornton, B. (May 2006) *Myers-Briggs Type Indicator as a Tool to Facilitate Learning Outcomes for Team Building in the Classroom*, Conference for Writing Across the Curriculum at Clemson. Workshop presentation & Conference proceeding published.
- Berry, P. & Baker, R., & Thornton, B. (March 2006) *The Demographics of Digital Cheating*, Southern Association for Information Systems Conference, Jacksonville. Presentation & Reviewed Proceedings Conference Proceeding Published.
- Berry, P., & Baker, R. (January 2006) *Educational Ethics and Technology: A Survey of Student Perceptions*, Conference of the International Academy of Business and Public Administration Disciplines, Orlando, Florida Conference Presentation & Conference proceeding published.

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### SELECTED JOURNAL PUBLICATIONS

- Berry, P. (2013) *Fostering Spirituality in the Workplace: A Leader's Guide to Sustainability*, Business Expert Press, Berlin.
- Berry, P. (2013) The Impact of Globalization and Technology on Teaching Business Communication, *American Journal of Business Education*, 6(1), Online: <http://journals.cluteonline.com/index.php/AJBE/article/view/7483>
- Berry, P. (January 2010) Communication Skills for Women in the World of Corporate Business: Getting it Right and Moving Up! *American Journal of Business Education* (1), 83-89. Cabells.
- Berry, P. (November 2009) Redesign of the Undergraduate Business Curriculum: The Way Forward, A Paradigm Shift. *American Journal of Business Education*, 2(8), 55-59. Cabells. "Best Paper Award" received from The Clute Institute for Academic Research at the 2009 International Applied Business Research (IABR) and The College Teaching and Learning (TLC) Conference: San Antonio, Texas
- Berry, P. & Boyd D. & Boyd S. (October 2009) A Primer for Accounting Certification, *The American Journal of Business Education*, 2, (7), 83-96. Cabells.
- Berry, P. & Franks, T. (April 2009) Women in the World of Corporate Business: Looking at the Glass Ceiling. *Journal of Contemporary Issues in Education Research*.
- Berry, P. Baker, R., Thornton, B. (January 2008) Student Attitudes on Academic Integrity Violation. *Journal of College Teaching and Learning*, 5(1), 5-13. Cabells.
- Berry, P. & Boyd, D. (December 2007) Accounting Information Overload, *Business Management Review*, 3(3), 121-134. Cabells.
- Berry, P. & Wood, C. & Thornton, B. (Fourth Quarter, 2007) The Myers-Briggs Type Indicator As A Tool To Facilitate Learning Outcomes For Team Building In The Classroom. *The College Teaching Methods and Styles Journal*, 3(4), 13-20. Cabells.

### SELECTED CONFERENCES

- Southeast Regional Conference of the Association of Business Communicators | Presentation | St. Petersburg, FL | 2012
- Ninth Annual International Business and Education Conference Sponsored by the Clute Institute for Academic Research | two presentations, one publication | Las Vegas, NV | October 5-7, 2009
- Oxford Roundtable Forum | One presentation: "Women's careers and the burden of proof" Published | 40 women selected by the forum from around the world | Oxford University | July 2009
- The International Applied Business Research (IABR) and The College Teaching and Learning (TLC) Conference | two presentations, published, session chair | San Antonio, TX | March 2009
- Association for Business Communication | Presentation | San Antonio, TX | October 2006
- Writing Across the Curriculum Conference | Two workshops | Clemson University, SC | May 2006
- Southern Association of Information Systems | Presentation | Jacksonville, FL | March 2006
- American Association of Collegiate Schools of Business Conference | Presentation | Tampa, FL | January 2006
- The International Academy of Business and Public Administrators | Presentation | Orlando, FL | January 2006
- Florida Association of Teacher Educators | Presentation | Orlando, FL | October 2005



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### SELECTED ACADEMIC SERVICE

#### **Member Academic Integrity Association | Jacksonville, FL | 2005-2006, 2019-2021**

Committee drafting Honor Code for the Jacksonville University Davis College of Business

#### **University of North Florida English Department, Writing Center | Jacksonville, FL | Summer A&B 2020**

Committee Selected to Research Writing Programs in comparable Institutions to determine the efficacy of the Writing Center and the English department separating or remaining as one entity. Interviewed three Writing Center Directors, from two programs that remained intact and one that separated. Presented report to the committee for decision making before voting

#### **University of North Florida English Department, Writing Center | Jacksonville, FL | Summer A&B 2020**

Committee selected to Research and Recommend curriculum for Anti-Racism Pedagogy

#### **University of North Florida | Jacksonville, FL | 2019**

Introduced the UNF Coggin College of Business to the Private Label Manufacturers Association (PLMA). Organized and executed multiple meetings with the Executive Team of PLMA and select faculty. Ongoing relationship. Vetted and selected two students to attend the National Trade Association for PLMA in Chicago for four days all expenses paid by PLMA.

#### **University of North Florida | Jacksonville, FL | 2018**

Trained and Certified for OER by CIRT faculty, and all my courses are created with complete instructional materials provided at no cost to students. My intellectual property is shared across the curriculum with other professors at UNF and globally. | The Open Education Consortium is a global network of educational institutions, individuals, and organizations that support an approach to education based on openness, including collaboration, innovation, collective development, and the use of open educational materials. UNF's initiative is a joint project by the Center for Instruction and Research Technology (CIRT) and the Thomas G. Carpenter Library that seeks to lower college costs for UNF students by encouraging UNF faculty to adopt quality open resources in their courses. UNF Open Education Resources (OER)

#### **University of North Florida | Jacksonville, FL | 2018**

Trained and Certified for Teaching Online (TOL), and all my courses are standalone units with complete instructions provided for assimilation and learning by traditional students and students with disabilities

#### **Jacksonville University Davis College of Business each semester | Jacksonville, FL | 2006-2011**

Academic Advisor for 30+ Management major candidate for Bachelor of Business Administration

#### **Charter Chapter of Toastmasters International | Jacksonville, FL | May 2005-2011**

Established program and Advisor for Jacksonville University

#### **Jacksonville University Skeet & Trap Club | Jacksonville, FL | 2005-2011**

Creator and recruited David Dobson to Faculty | JU went to the Olympics in 2010

#### **Jacksonville University Davis Thought Leaders Speakers' Series | Jacksonville, FL | 2010**

Created and executed, along with the Dean, inaugural event with Alex Sink, CFO for the State of Florida | Sustainability in the 21st Century

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## SELECTED ACADEMIC SERVICE, CONTINUED

### Honorary Member of Alpha Kappa Psi | Jacksonville, FL 2009

Inducted into the Jacksonville University chapter by student vote

### Jacksonville University Leadership Communication Seminar | Jacksonville, FL | February 2009

Executive Protocol | Presented to the Davis EMBA 2009 & 2010 cohort and faculty

### Center for Creative Leadership | San Francisco, California | December 2008

Completed Assessment Certification for 360 by Design, Skillscope, and Executive Dimensions

### Financial Literacy Curriculum for Corporate Women designed in conjunction with Family Foundations | Jacksonville, FL | 2007-2008

Created and facilitated four seminars hosted by Jacksonville University in Davis Conference Center

### Center for Teaching and Learning | Jacksonville, FL | October 2005

Presenter | Development Technology Training Session | *Digital Cheating, Using Computers to Commit Academic Integrity Violations: Identification and Prevention Methods* | Presented to Jacksonville University faculty-at-large

## AUTHOR | FOSTERING SPIRITUALITY IN THE WORKPLACE

**Berry, P. (2013)** *Fostering Spirituality in the Workplace: A Leader's Guide to Sustainability*, Business Expert Press, Berlin | United Nations sponsored publication as one of the books in a series of 12 books on Principles of Responsible Management Education.

