

Dawn Sohns

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EDUCATION

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

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

PROFESSIONAL TEACHING APPOINTMENTS

Lecturer – Department of Communication University at Albany, State University of New York (SUNY)	2024-Current Albany, NY
Visiting Instructor – Department of Communication & Media Studies College at Oneonta, State University of New York (SUNY)	2022-Current Oneonta, NY
Adjunct Instructor – Department of Communication State University of New York (SUNY) at Oswego	2023-Current Oswego, NY
Lecturer/Teaching Specialist & Preceptor –Communication Studies Dept. Stockton University	2021-2022 Galloway, NJ
Lecturer & Academic Advisor- Department of Communication Studies SUNY Oneonta	2000-2006/2010-2017 Oneonta, NY
Lecturer, Communication Department Salisbury State University	2009-2010 Salisbury, MD
Lecturer & Academic Advisor, First Year College North Carolina State University	2006-2009 Raleigh, NC
Adjunct Instructor- Individual Studies & Business Department State University of New York (SUNY) Delhi	1996-2000 Delhi, NY

ACADEMIC & PROFESSIONAL PUBLICATIONS

- 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

- 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).