

Kim M. LeDuff, Ph.D.



October 4, 2021

Mr. James Carter, Chair
Board of Supervisors
University of Louisiana System
1201 North Third Street, Suite 7-300 Baton Rouge, LA 70802

Dear Mr. Carter and members of the search committee:

It is with great interest and enthusiasm that I submit my application for the presidency at Northwestern State University (NSU) of Louisiana. It would be my honor to lead and uphold the deep history and traditions of this institution in my home state, while building a bright future upon a solid foundation. As the result of dedicated leadership and continued growth, NSU is poised to create new pathways for lifelong learning. I believe my unique path has prepared me to lead your campus into a dynamic future.

As a proven leader in higher education, I have driven student success and institutional metrics in a positive direction at each institution where I've served. I have a knack for building and motivating strong teams. I was a key leader on the team that strategized to raise UWF's score, rank and reputation in the Florida Board of Governor's metrics. UWF earned our highest score and ranking in 2019, and this year ranked first for the most graduates employed, (making \$35,000 a year or more) or enrolled in graduate school one year after graduation. As founding Vice President of the Division of Academic Engagement, dedicated to student retention and success, my team's work resulted in the greatest increase in Academic Progress Rate (APR) of any institution in the Florida State University System. APR at UWF went from 64.8% in 2014-2015 to 82.2% in 2019-2020.

Strong teams are made up of individuals who feel valued and supported and are eager to work together to achieve well-established goals. By working collaboratively and holding one another accountable, we will move our campus and community forward. I am a strong advocate for student success and for the faculty and staff who support the mission of the institution. Higher education, when done right, leads to better life circumstances and greater opportunities for all individuals on campus and in the community in which we learn, live and work.

Tourism is an economic driver in Natchitoches and NSU is a magnet for both direct and indirect economic development because it serves as a repository for a rich history, has strong athletics

programs, and boasts an outstanding School of Creative and Performing Arts. While at UWF, I witnessed the economic impact first-hand with the initiation and evolution of Division II football. It elevated the reputation of both academic and athletic programs, resulted in greater spending in town on game days, and gave the community a point of pride. Winning the Division II championship gave us a new opportunity to showcase our academic and extracurricular programs and the achievements of our students and faculty on a national stage.

I believe NSU is well positioned to strengthen the marketing of these assets to bolster interest in the university, the city and the region. As a communicator, I understand the importance of marketing to improve visibility and recognition. At UWF, I collaborated with the President's Office and University Communications to align the university's overall marketing and communication plan to improve brand recognition for the university and expanded our reach and reputation in key geographic areas.

As the university considers the future and enrollment growth in a challenging environment, it is important to establish multiple pathways for students at all stages. I am pleased to see how advanced NSU is with online education. I believe it is essential to think beyond traditional degree programs and create opportunities for our students to be lifelong learners. We can support students beyond graduation as they upskill and retool over the course of their careers. Universities of the future need to plan creatively for credentialing and certificate programs that meet workforce demand as new skills, knowledge and training are required.

Cybersecurity at UWF serves as one example of how we identified a need and saw an opportunity to contribute to economic growth and development in our community: There were many high paying entry level cybersecurity jobs going unfilled in the region. Strong military presence in our area meant that we had individuals with proper clearance and interest, and that perhaps we could support education and skill development. Computer Science faculty led the charge and in a few short years, the program gained national attention, resulting in the National Security Agency funding a two-year, \$6 million grant, to establish a workforce development program. The National Security Agency and the Department of Homeland Security also designated UWF as a National Center of Academic Excellence in Cyber Defense Education. I am well aware of similar efforts in Bossier City and know that NSU has partnered with other institutions in the region to support the Cyber Center Hub of North Louisiana. I see partnerships like this one and the NSU-Barksdale campus, as examples of fertile ground for expansion and new opportunities for economic development in the region. Partnerships like these expand opportunities for interdisciplinary research and set the stage for new degree programs and career paths.

Growth and development require appropriate resources. As NSU's president, I would make every effort to focus on fundraising and friend-raising — areas in which I have considerable experience. Donors and potential donors need to see the impact of their gifts at work. At the University of Southern Mississippi, I collaborated with the Development Office to establish the Journalism and Communication Hall of Fame and an Alumni Advisory Board. At UWF, I served on the 50th Anniversary Cabinet. Our 50th Anniversary Capital Campaign raised \$64.4 million from over 20,000 donors. I have also been awarded grants to support student success. I collaborated with *Take Stock in Children* (a state-wide program for high school students) to write a grant proposal that resulted in \$300,000 to develop *Take Stock Collegiate Scholars* at UWF. It served as a model for other universities across the state. I also worked with my staff to successfully acquire two Trio Student Support Services Grants (\$1.4 million, each).

Over the last few years, I have learned that even the best plans can sometimes get interrupted by Mother Nature. After navigating hurricanes and continuing to navigate a global pandemic, I know how to confidently lead through crisis. Responding to these unfortunate events requires gathering the right people at the table, swift and thoughtful decision making, and pivoting when needed to deliver mission-critical services to our campus community. We should also serve as good stewards to the surrounding community. While the global pandemic has been a major challenge for universities across the country, the silver lining is that it has allowed us to test ideas and practices that many have theorized about for a long time. As president, I would work with the campus community to reflect on lessons learned during this period that will help us moving forward.

As a leader, I have demonstrated how a natural commitment to inclusive practices leads to greater learning, stronger partnerships, and improved outcomes for everyone. If offered the opportunity, I will lead with that same spirit of collaboration and unity at NSU. If ever there was a time to infuse inclusive excellence in higher education, it is now. I eagerly anticipate discussing my candidacy with you.

Sincerely,

A handwritten signature in cursive script that reads "Kim M. LeDuff". The signature is written in black ink and is positioned above the typed name and title.

Kim M. LeDuff, Ph.D.

Vice President, Division of Academic Engagement and Student Affairs

Kim M. LeDuff, Ph.D.



Administrative Appointments:

University of West Florida, Pensacola

Vice President, Division of Academic Engagement and Student Affairs	2019-present
Chief Diversity Officer (CDO)	2013-present
Vice President, Division of Academic Engagement & CDO	2017-2019
Dean and Associate Vice Provost of University College & CDO	2016-2017
Associate Vice Provost for Equity, Diversity, and International Affairs & CDO	2013-2015

University of Southern Mississippi, Hattiesburg

School of Mass Communication and Journalism

Interim Director	2012-2013
Associate Director	2010-2012
Assistant Director	2008-2010

Education:

Ph.D., Mass Communication 2007

Indiana University, Bloomington

Dissertation: *Tales of Two Cities: How Race and Crime Intersect on Local TV News in New Orleans and Indianapolis*

M.A., Journalism 1997

University of Maryland, College Park

B.A., Mass Communication 1996

Xavier University of Louisiana, magna cum laude

Leadership Development:

Fundraising Management Certificate, Indiana University-Purdue University at Indianapolis (IUPUI), 2019

Institute for Education Management (IEM), Harvard Graduate School of Education, 2016

Spectrum Aspiring Leaders Program, American Council of Education, 2016

Institute for Future Presidents, Higher Education Leadership Foundation, 2015

Scripps Howard Academic Leadership Academy, Louisiana State University, 2012

Administrative Experience:

University of West Florida, Pensacola

The University of West Florida (UWF) is a public, regional comprehensive university established in 1963 as a member institution of the State University System (SUS) of Florida. Enrollment is 13,000 students. There are five colleges: Arts; Social Sciences and Humanities; Business; Education and Professional Studies; Usha Kundu, MD, College of Health; and the Hal Marcus College of Science and Engineering, with over 70 undergraduate and graduate programs. U.S. News and World Report ranks UWF in the Top 15 Public Schools in the Regional South.

2019 – present

**Vice President,
Division of Academic Engagement and Student Affairs (DAESA)
& Chief Diversity Officer**

In 2019, the president merged the divisions of Academic Engagement and Student Affairs, promoting me to vice president of the newly formed division.

Primary Responsibilities

- Oversee the following units in addition to those housed within Academic Engagement: Admissions, Dean of Students, Office of Student Rights and Responsibilities, Student Involvement, Student Government Association, The Commons and Conference Center, The Child Care Center, Counseling and Psychological Services, The Health Center, Recreation and Wellness
- Supervise two associate vice presidents, 10 executive directors, and approximately 150 employees
- Manage the largest division on campus with a budget of over \$16 million

Major Accomplishments

- Efforts of my team led to a 23.9% increase in Academic Progress Rate (APR) in the Florida Board of Governors' metrics over the course of five years. Our APR increased from 64.8% in 2014-15 to 80.3% in 2018-19, the highest increase of any institution in the SUS system.
- UWF had the highest rate of graduates employed or enrolled in graduate school in the state university system in 2020.
- Six-time winner of the Higher Education Excellence in Diversity (HEED) Award from *Insight Into Diversity* magazine.
- Collaborated with University Communications to develop an improved branding campaign for Admissions that better aligns with the university's brand and image
- Diversity and inclusion strategic planning and convening the President's Council on Diversity and Inclusion
- Increased the diversity of the incoming first time in college (FTIC) cohort by 5% in the first year of managing Admissions
- Admissions team established five new partnerships with state colleges for transfer admissions and created a transfer student support program
- Established relationships with international recruiters and guided collaboration between International Affairs and Admissions to improve the international admissions process
- Exceeded the housing goal (98%) for the first time in five years through increased marketing and leveraging financial aid packaging to encourage on-campus living; maintained a 79% occupancy rate during the pandemic

- Established a micro-internship program through the Career Development office in response to Covid-19
- Transitioned all student support services online seamlessly by requiring DAESA executive directors to present plans for increased online delivery of services
- Partnered with Pensacola Mardi Gras to celebrate and educate our campus on the history of the tradition and brought the first parade to campus
- Renewed the Trio Student Support Services Grant for another five years
- Collaborated with a university-wide committee to establish the university's Electronic Information Technology Accessibility Policy
- Worked with Title IX unit and general counsel updating university policies to reflect changes in Title IX

2017 – 2019

Vice President,

Division of Academic Engagement & Chief Diversity Officer

Appointed by the president to establish the Division of Academic Engagement, created to unify student support services and high-impact learning opportunities. As founding vice president, initially reported to the provost and subsequently directly to the president. Inclusive excellence is at the heart of the division's mission.

Primary Responsibilities

- Supervise the following units: Kugelman Honors Program, Center for Academic Success (First Year Advising), Tutoring and Learning Resources, Student Accessibility Resources, Testing Services, Career Development and Community Engagement, High Impact Learning/Quality Enhancement Plan, Diversity Programs, Title IX, EO, International Affairs, Study Abroad, Intensive English Program, Japan Center/Japan House/Florida-Japan Linkage, Confucius Institute (2014-2018) and Florida-China Linkage, Retention Programs—Dive Deep First Year Experience, Grit Summer Bridge Program, Returning in Search of Excellence (RISE), Foundations for Academic Success, Take Stock Collegiate Scholars, Trio Student Support Services, Divisional Assessment, Marketing and Communications
- Worked with the associate vice president, five executive directors, and approximately 75 employees
- Managed budget of \$7 million

Major Accomplishments

- Serve on the “War Room Team” responsible for leading UWF to score in the top three on Florida Board of Governors’ metrics, moving the institution’s ranking from last to third in the state
- Secured \$300,000 grant partnership with Gulf Power to create Take Stock Collegiate Scholars, which became a model program for other SUS institutions
- My Accessibility Resources team established award-winning Argos for Autism Program
- Created the Trailblazer Awards in partnership with Epps Christian Center to recognize unsung heroes in the Pensacola community during Black History Month
- Established new Living Learning Communities through collaboration with Housing and Residence Life and Retention Services
- Led units in the division to increases in Academic Progress Rate, four- and six-year graduation rates, and employment or enrollment in post-graduate educational programs
- Worked with academic colleges through the Advising Council to establish improved university advising policies and procedures

- Coordinated with the Innovation Institute to transform UWF's Cross Cultural Competence Program into a free Massive Open Online Course (MOOC)
- Moved the Grit Summer Bridge Program, a program to help students with the minimum qualifications for admission to achieve academic success, to fall semester, improving experiences of at-risk students and allowing them to transition to university life with their peers
- Collaborated with the director of Kugelman Honors Program to revamp the curriculum, diversify student participation, increase study abroad participation, and offer college level honors courses for STEM students

2016 – 2017

**Dean and Associate Vice Provost,
University College & Chief Diversity Officer**

The University College at UWF was established as the home for all incoming first-time-in-college (FTIC) students and offered support services as well as high impact learning opportunities for all undergraduate students.

Primary Responsibilities

- Supervised the following units: Kugelman Honors Program, General Education, First Year Advising Center, Equity and Diversity, Trio/Student Support Services, Academic Center for Excellence (ACE), International Programs, Intensive English Program, Japan Center/Japan House/Florida-Japan Linkage, Confucius Institute and Florida-China Linkage, Study Abroad, Equal Opportunity Office, ADA Employees, Quality Enhancement Plan
- Oversaw three assistant and associate deans and approximately 50 employees
- Managed budget of \$4 million

Major Accomplishments

- Worked with Academic Affairs, the academic colleges, and Human Resources to establish a professional career trajectory for academic advisors and establish equitable salaries for advisors across campus
- Revamped the Academic Advising Council to ensure all advisors were in communication and working toward improving student success
- Revised the Foundations for Academic Success course curriculum
- Coordinated with Enrollment Affairs to add EAB Student Success Collaborative Software to improve lines of communication for faculty, academic advisors, and students
- Established the following student support programs:

Returning in Search of Excellence (RISE)—FTIC students who earn below a 2.0 after the first semester have the opportunity to get back on track with support from an academic success coach and peer support. In the first two years, more than 50% of participants achieved above a 2.0 after engaging in the program.

Dive Deep First Year Experience—FTIC students learn to navigate university life socially and academically through a “common listen” and series of programming throughout the first year.

Grit Summer Bridge Program—designed to help incoming FTIC students get a jump start the summer before their first academic year by taking two courses, assigning each a success coach, and acclimating them to support services on campus. In the first year, all Grit participants finished their first semester in good academic standing.

2013 – present

**Chief Diversity Officer & Associate Vice Provost
for Equity, Diversity, and International Affairs**

The Office of Equity, Diversity, and International Affairs is dedicated to creating a culture of awareness, acceptance, and respect on the campus of University of West Florida. All programs and services were designed to fulfill the goals outlined in the UWF Diversity Plan. Led the process of drafting the university's first comprehensive diversity and inclusion plan.

Primary Responsibilities

- Coordinated diversity and inclusion efforts university-wide and focused on community relations
- Supervised the following units: 21st Century Scholars, Trio/Student Support Services, Academic Center for Excellence (ACE), International Programs, Intensive English Program, Florida-Japan Linkage, Florida-China Linkage, Confucius Institute, Study Abroad, Equal Opportunity Office, UWF Men's Empowerment Network (UWF MEN), Professionally Empowered and Ready for Life (PEARL) Women's Program
- Managed a team of three directors and approximately 30 employees
- Managed budget of \$2 million

Major Accomplishments

- Collaborated with the President's Council on Diversity and Inclusion to craft and implement the university's first comprehensive multi-year Diversity Plan
- Increased study abroad participation on campus by 300% by supporting new partnerships and promotional programs
- Renewed \$1.4 million Trio/Student Support Services Grant
- Established the UWF MEN program to offer support to a dwindling male population on campus
- Led the university in earning *Insight into Diversity's* Higher Education Excellence in Diversity (HEED) award for the first time
- Created the Cross Cultural Competency Program for Faculty and Staff, training completed by almost 100 employees in the first six months

University of Southern Mississippi, Hattiesburg

The University of Southern Mississippi (USM), founded in 1910, is a public research university with its main campus in Hattiesburg. USM supports four academic colleges and 65 academic majors, enrolling approximately 14,500 undergraduate and graduate students.

2012 – 2013

**Interim Director,
School of Mass Communication and Journalism (SMCJ)**

Primary Responsibilities

- Supervised the 16 faculty and six staff supporting the School of Mass Communication and Journalism (including nine undergraduate majors, the graduate program, film program, and the Student Media Center)
- Served on the College of Arts and Letters Executive Cabinet
- Produced semester course schedules for the school
- Assisted with fundraising efforts for the successful College Hall Building Campaign to transition the school to the university's original building
- Served on the school's Personnel Committee and managed tenure and pre-tenure faculty reviews

Major Accomplishments

- Advised students in all majors and created improvement contracts with students regarding academic probation and suspension
- Served on the school's Personnel Committee
- As chair of the University Diversity Committee, collaborated with the Director of Equal Employment and Affirmative Action to create the university's first Diversity Plan.
- Coordinated creating a five-year planning document for the school
- Led the faculty to achieve our first overall curriculum revision in at least 8 years

2008 – 2012

Associate and Assistant Director, School of Mass Communication and Journalism

Initially hired as Assistant Professor of Mass Communication and Journalism. After a successful third-year review, promoted to the assistant director of SMCJ. Upon tenure and promotion to associate professor, also promoted to associate director.

Primary Responsibilities

- Served on the College of Arts and Letters Executive Cabinet
- Served on College Council to approve curricular and catalog changes
- Assisted the director with departmental administrative responsibilities
- Assisted the director in creating the self-study document for Association for Education in Journalism and Mass Communication (ACEJMC) reaccreditation
- Approved faculty travel
- Produced summer and mini-session schedules for the school
- Coordinated portfolio evaluations at the annual career fair and assessed data for reaccreditation
- Attended meetings of the Mississippi Institutions of Higher Learning Diversity Committee, along with representatives from institutions across the state

Major Accomplishments

- Led the Faculty Diversity Initiative, compiling a report that outlined short- and long-term strategies to increase faculty diversity, in response to a charge from the provost and Director of Equal Employment and Affirmative Action
- Collaborated with the university's Director of Equal Employment and Affirmative Action to write a one-year and five-year Diversity Plan
- Chaired the university's first Diversity Committee
- Featured in a video presented to Mississippi Institutions of Higher Learning in the 2012-2013 academic year discussing the importance of diversity on USM's campus
- Contributed expertise to the Center for Black Studies as an Advisory Board member, assisting the founding director with planning and programming
- Presented a panel to the National Association for African American Studies about the first Center for Black Studies in the state of Mississippi
- Helped craft a Diversity Plan for SMCJ that was recognized by the Association for Education in Journalism and Mass Communication with an Honorable Mention

Awards and Honors:

- Leadership in Education Award, Greater Pensacola Chamber, Pensacola Area Commitment to Excellence (P.A.C.E) Awards, 2020
- Disrupt HR Speaker (an evening of talks by invited professionals), “Who Are the People in Your Neighborhood? Inclusivity = Excellence,” Pensacola, FL, 2019
- Pensacola Power List 100, *In Weekly* magazine, 2017-2019
- Higher Education Excellence in Diversity Award, University of West Florida, 2015-2019
- 40 Under 40 Alumni Award, Xavier University of Louisiana, 2015
- Association for Education in Journalism and Mass Communication Diversity Award, Honorable Mention, University of Southern Mississippi, 2013
- Heart of Hattiesburg: Women of Color Award, Alpha Phi Alpha Fraternity, Inc., 2012
- USM Armstrong-Branch Keynote Lecturer, Race and Representation in Media, Hattiesburg, 2012
- Educator of the Year Award, Mississippi Institutions of Higher Learning Diversity, 2012

Recent Affiliations:

- Board of Directors, United Way of Northwest Florida, 2020-present
 - Diversity & Inclusion Committee co-chair
 - Marketing and Communication committee member
- Links Incorporated, Pensacola Chapter, 2018-2020
- Fiesta of the Five Flags Pensacola, 2018-2019
- Pensacola African American Heritage Society Board of Directors, 2014-2017
- Escambia County Schools Foundation Board, 2014-2017
- National Association of Diversity Officers in Higher Education (NADOHE), 2013-2017
- Accreditation Site Team Member, Accrediting Council for Education in Journalism and Mass Communication (ACEJMC), 2012-present
- Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) accreditation team training, 2018

Teaching Experience:

2013 – Present

Professor of Communication, University of West Florida

Undergraduate Courses:

- Minorities and Media
- Leadership in Communication (Study Abroad)

Graduate Courses:

- Strategic Communication in a Global Society
- Multicultural Affairs for Student Affairs Personnel

Additional Responsibilities:

- Dissertation committees

2005-2013 Associate and Assistant Professor, School of Journalism and Mass Communication, University of Southern Mississippi

Undergraduate Courses:

- Advanced Broadcast Writing
- Introduction to Broadcast Writing
- Introduction to Mass Communication
- Women, Minorities and Media
- Writing for Radio and Television

Graduate Courses:

- Women, Minorities and Media
- Teaching Mass Communication
- Mass Communication Theories
- Critical Cultural Theories

Additional Responsibilities:

- Advised students in all majors/ chaired and served on dissertation and thesis committees

2003-2005 Assistant Professor, Scripps Howard School of Journalism and Mass Communication, Hampton University

Undergraduate Courses:

- Introduction to Mass Communication
- Introduction to Media Writing
- Introduction to News Writing

Additional Responsibilities:

- Academic advising & Advisor to *The Hampton Script*, campus newspaper

2000-2003 Associate Instructor and Instructor, Ernie Pyle School of Journalism, Indiana University

Undergraduate Courses:

- Advanced Media Writing
- Broadcast News Writing
- Introduction to Media Writing Visual Communication

1998-1999 Instructor, Mass Communications Department
Xavier University of Louisiana

Undergraduate Courses:

- Introduction to Mass Communication
- Introduction to Public Speaking
- Principles of Visual Media Electronic News Gathering and Reporting

Additional Responsibilities:

- Advised students on course selection, graduate school, and internships and coordinated production of weekly news show, "XTV Magazine"

Leadership in High Impact Teaching and Learning :

- **Partnership with Jikei Group of Colleges, Japan, and UWF, 2019**
Attended opening ceremonies at schools in Osaka and Tokyo to celebrate the 30-year relationship between UWF and the Jikei Group
- **Partnerships Between UWF and Japanese Institutions Tamigawa University and Musachino University, 2018**
Met with leadership at both universities for signing ceremonies to establish partnerships between UWF and these institutions
- **UWF Confucius Institute (CI) Meeting in China, 2015 and 2017**
Traveled with the CI staff and UWF administrators to Beijing, Chongqing, and Shanghai, meeting with faculty and administrators at our sister institution, Szechuan International Studies University, to discuss opportunities for faculty and students
- **The UWF Catalyst Study Abroad Program, Summer 2014 and Fall 2017**
Created a partnership with Global EDU to establish the Catalyst at UWF. Conducted site visits and taught with the Catalyst Study Abroad Program, in which students experience four countries in five weeks.
- **Media Consultant, Mississippi Department of Mental Health, Dream of Hattiesburg, and Dream of Jackson, 2012-2013**
Worked with all three organizations on a grant-funded project to produce content for a suicide prevention website and app to reach youth and military in the state. USM Mass Communication students participated as part of a high-impact learning experience.
- **Director, Youth Media Training Workshop, Dream of Hattiesburg, and the Department of Justice's Enforcement of Underage Drinking Laws, 2011-2013**
Conducted grant funded workshops to teach youth to create media messages countering negative messages publicized by major alcohol companies. Messages were placed on city billboards, in local media, and on social media.
- **Director, High School Journalism Workshop, University of Southern Mississippi, summers of 2011-2012**
Coordinated a one-week workshop for 16 high school students from around the state. Incorporating all forms of mass media, students reported on diversity in Mississippi, careers in journalism, and drug and alcohol prevention.
- **Coordinator and Instructor, Mississippi Ya'll (Youth Leadership) Media Workshop, Hattiesburg, summers of 2010 and 2012**
Led a workshop for high school students across Mississippi in which they created drug, violence, alcohol, and teen pregnancy prevention messages for radio, print, and social media
- **Assistant Director, Youth ACT Civic Journalism Workshop, Hampton, VA, Summer 2004** Co-coordinated workshop at Hampton University for high school students that focused on using the power of mass media to communicate issues that were of concern to their peer group
- **Assistant Director, Scripps Howard Summer High School Journalism Institute, Hampton**

University, Summer 2004

Co-coordinated workshop for high school students in which they spent a week on campus producing a newspaper and TV news show

Research and Scholarship:

Conferences

International Communication Association

Panelist: Blue Sky Session—"Transitioning to Diversity Work," San Diego, CA, 2017

Society for Industrial and Organizational Psychology __

Presenter: "Diversity Work in Higher Education and Industry," Philadelphia, PA, 2015

Globalization in Higher Education 2014

Attendee, Dallas, TX

National Association of Diversity Officers in Higher Education (NADOHE)

Attendee, Washington, DC, 2017

Attendee, San Diego, CA, 2014

National Conference on Race and Ethnicity in Higher Education (NCORE)

Presenter: "When Allies Attack," Washington, DC, 2015

Attendee, Indianapolis, IN, 2014

Attendee, New Orleans, LA, 2013

Discerning Diverse Voices Symposium

Panelist: "The Importance of Diversity across the Academic Institution,"

University of Alabama, Tuscaloosa, 2012

Mississippi State University Diversity Conference

Attendee representing USM Diversity Committee, Hattiesburg, 2012

Association for Education in Journalism and Mass Communication (AEJMC)

Presenter: "Yes We Did? Race, Myth and the News Revisited," (Campbell, LeDuff, and Brown, authors), Boston, MA, 2009

Presenter: "ICE, ICE Baby! Local News, Immigration Raids and Audience Reactions Online," (LeDuff and Cecala, authors), Chicago, IL, 2008

Organizer of plenary session and panelist: "Striking a Match: How Contemporary News Coverage Opened National Dialogue about Race and Gender in the US," Washington, DC, 2007

Presenter: "Recoding New Orleans: News, Race and When the Levees Broke," (Campbell and LeDuff, authors), Washington, DC, 2007

Presenter: "Rebirth of a Nation: Race, Myth and the News 2005," (Brown, LeDuff, and Campbell, authors), San Antonio, TX, 2005

Presenter: "There's a Little Rapper and a Little Dapper in All of Us: Race Relations MTV Style," Toronto, Canada, 2004

National Communication Association (NCA)

Panelist: "Media Coverage of the 2010 Census: Seen . . . But Not Heard," New Orleans, LA, 2011

Presenter: "Simple Incivility or Outright Racism? Depends on Which Newspaper Tells the Story," (LeDuff, author), San Francisco, CA, 2010

Panelist: "Race and News in America," San Diego, CA, 2008

Southern States Communication Association (SSCA)

Presenter: "A Gumbo of Opinions: Just Add a Hurricane, Racism, a Rise in Violent Crime, Political Corruption, Newspaper Coverage of All These Events and Watch It Simmer Online," (LeDuff, author), Savannah, GA, 2008

Panelist: "Media Images and Social Change," Louisville, KY, 2007

National Associations of African American and Hispanic Studies

Presenter: "Lost in Translation: Media Framing of Immigration and Audience Reactions to News Coverage in South Mississippi," (LeDuff and Cecala, authors), Baton Rouge, LA, 2009

Presenter: "A Gumbo of Opinions: Just Add a Hurricane, Racism, a Rise in Violent Crime, Political Corruption, Newspaper Coverage of All These Events and Watch It Simmer On-line," (LeDuff, author), Baton Rouge, LA, 2008

Panelist: "Establishing the First Center for Black Studies in South Mississippi," Baton Rouge, LA, 2008

Texas Southern University International Communications Conference

Presenter: "You Know . . . It Makes Me Want to Shout!!! Coverage of Obama's Speech and Wilson's Outburst. Was It Simple Incivility or an Act of Racism?" (LeDuff, author), Houston, TX, 2010

Presenter: "Race, Class and Murder: How Local Television News in New Orleans Told the Story of the Louisiana Serial Killer," (LeDuff, author), Houston, TX, 2008

Publications

LeDuff, Kim. Foreword to *Coping with Gender Inequities: Critical Conversations of Women Faculty*, by Sherwood Thompson and Pam Parry. Lanham, MD: Rowman and Littlefield, 2017.

LeDuff, Kim. "Critical Race Theory: Everything Old Is New Again." In *The Routledge Companion to Media and Race*, edited by Christopher Campbell. New York: Routledge, 2016.

LeDuff, Kim. "Down in the Tremé: Buck Jumping and Having Fun?" In *Watching While Black: Centering the Television of Black Audiences*, edited by Beretta Smith-Shomade. New Brunswick: Rutgers University Press, 2013.

Campbell, C.; LeDuff, K.; Brown, R.; and Jenkins, C. *Race and News: Critical Perspectives*. Philadelphia: Routledge, 2011.

Authored chapters:

Chapter 1: "Yes We Did?: Race, Myth and the News Revisited" by: Campbell, LeDuff, and Brown

Chapter 3: "Network News Coverage of Race in the Era of Obama" by: LeDuff

Chapter 5: "From the Water Cooler to the World Wide Web: Audience Commentary on News Stories On-line" by LeDuff and Cecala

Chapter 7: "Simple Incivility or Outright Racism? How Newspapers Covered Joe Wilson's Outburst during Obama's Congressional Address on Health Care" by LeDuff

Chapter 8: "The Real Price of Oppression: Fox News Coverage of the Virginia Tech Shooter" by LeDuff

Chapter 11: "Localizing Terror, Creating Fear in Post 9/11 Local TV News" by LeDuff

LeDuff, Kim. *Tales of Two Cities: How Race and Crime Intersect on Local Television News in New Orleans and Indianapolis*. Baltimore: Lambert Academic Publishing, 2009.:

LeDuff, Kim. "Al Roker," "Bernard Shaw," "Bryant Gumble," "Charlayne Hunter-Gault," "Ed Bradley," "Ed Gordon," "John Johnson," "John Russwurm," "Juan Williams," "Leonard Pitts." In *Great Lives from History: African Americans*. New York: Salem Press, 2010.

LeDuff, Kim. "Challenges and Opportunities Faced by Minority Students." In *Getting the Most from Your Graduate Education in Communication*, edited by S. Arneson and P. Morreale. Washington, DC: National Communication Association, 2008.

LeDuff, Kim. *A Gumbo of Opinions: Just Add a Hurricane, Racism, a Rise in Violent Crime, Political Corruption, Newspaper Coverage of All These Events and Watch It Simmer On-line*. 2008 Monograph Series. Westbrook: National Association for African American Studies, 2008.
<http://www.naaas.org/monograph2008.pdf>

Grants and Fundraising

Trio/Student Support Services Grant, US Department of Education, 2015 and 2020, \$1.46 million (each).

Primary Investigator on this five-year grant awarded to UWF to support students who are first generation, low income, and/or disabled.

Take Stock Collegiate Scholars at UWF, Gulf Power, 2017, \$300,000.

Take Stock Collegiate Scholars Program resulted in this four-year grant that supports student success for participants in Take Stock in Children, a state-wide program for academically talented, low-income

elementary and high school students in Florida. The program served as a model for the state and was later replicated at other institutions in Florida.

Federal Suicide Prevention Grant, Substance Abuse and Mental Health Services Administration (SAMHSA) grant to Mississippi Department of Mental Health and Dream of Hattiesburg, 2012, \$300,000.

Served as media consultant in the grant writing process, coordinating the development of the website and promotional materials for this three-year grant. The target is youth and military across the state.

Enforcing Underage Drinking Laws, E.U.D.L. Federal Grant to Dream of Hattiesburg, 2011, \$75,000.

Partnered with Dream of Hattiesburg to hold workshops teaching youth to design alcohol prevention campaigns, which were subsequently developed by college students and used on billboards, in radio PSAs, and on materials for distribution in elementary and high schools across the state of Mississippi. The grant was awarded for three years.

Mini Grant, Scripps Howard Foundation, 2004, \$18,000.

Co-investigator on this grant to host a summer high school journalism institute at Hampton University.

Mini Grant, Scripps Howard Foundation, 2004, \$6,000.

Co-Investigator on this grant to host a summer civic journalism institute for high school students at Hampton University in Partnership with Youth ACT.

Youth ACT Grant, the Kellogg Foundation, 2004, \$2,000.

Grant to support a summer civic journalism institute for high school students in Hampton, Virginia, to encourage youth empowerment through media. Students produced PSAs for radio, as well as a video and newsletter distributed to local high schools.

Xavier University of Louisiana Faculty Development Grant, Bush-Hewlett, 1999, \$5,000.

Grant supported On-line Writing Laboratory in Communications and the development of a website aimed at linking the field of communications, writing in the discipline, and technology.

University Service:

University of West Florida, 2013-present

- Graduation Committee
- President's Cabinet
- Provost's Council
- Retention Committee
- Search Committees
- Strategic Enrollment Committee
- United Faculty of Florida Collective Bargaining Team

University of Southern Mississippi, 2005-2013

- Advisory Board, USM Center for Community-Engaged Research to Reduce Health Disparities
- Facilitated sensitivity training for USM Sexual Misconduct Investigation team
- USM Committee on Services and Resources for Women

- Chair, USM Diversity Committee
- Graduate School Grievance Committee
- USM School of Mass Communication and Journalism: Assessment Committee, Diversity Committee, Faculty Search Committee, Hall of Fame Committee, Technology Committee, Chair, Search Committee(s), Chair, Summer School and Mini Sessions

Hampton University, 2003-2005

- Hampton University Catalog Committee, Spring 2003
- Scripps Howard School of Journalism: Academic Discipline Committee, Accreditation Committee, Curriculum Committee, Hampton Script Advisory Board, Spring 2003

Xavier University of Louisiana, 1998-1999

- *Across Curriculum Thinking Committee*
- *Faculty Council Representative*
- *Communication Department Liaison, Gradstar (graduate placement program)*
- *Evaluator, Speech Competency Exam*

Community Service:

Pensacola, FL, 2013-present

- UWF Campus Conversations
- UWF Women in Leadership Conference
- STEAM workshops, Pensacola Chapter of Links, Inc.
- Guest speaker, Subwest Rotary Club of Pensacola
- Mistress of Ceremonies, Gulf Coast African American Chamber of Commerce Awards
- Diversity Training for Achieve Escambia Leadership
- Xavier University of Louisiana Advisory Board for Mass Communication
- Panelist, "Women of Power," Gulf Coast African American Chamber of Commerce
- Front Row Expert, Pensacola Network for African American Business Owners

Hattiesburg, MS, 2005-2013

- Guest Speaker, "It's Your DREAM 2013," Sponsored by Dream of Hattiesburg, Inc., and Pine Belt Mental Health
- Guest Speaker, "Using Social Media in Prevention," Jackson State University School of Social Work
- Presenter, "Social Media and Safety," Unity in the Community
- Dream of Hattiesburg Community Planning Coalition, representing USM
- Panelist, "Cradle to the Prison Pipe Line," Children's Defense Fund, Regional Conference
- Guest Speaker, "Careers in Higher Education," Tulane University Career Center
- Free Speech Radio Network Training Workshop, Xavier University of Louisiana

Hampton, VA, 2003-2005

- Advisory Board, Youth ACT
- Guest, "The HBCU Experience," Earl Caldwell's Radio Show, Pacifica Radio, New York, NY

New Orleans, LA, 1998-1999

- Guest Speaker, Xavier University High School Journalism Workshop
- Board Member, Volunteers of America, New Orleans Training Center
- Producer, video of gospel performance, promotional video, and newsletter for local Boys' Center supported by Volunteers of America

Recent Publications and Social Media Coverage:

Profile/ Pensacola News Journal

<https://www.pnj.com/story/news/2019/09/04/new-uwf-vp-credited-impacting-student-achievement-university-of-west-florida-kim-leduff/2200046001/?fbclid=IwAR1d7EQca9KWkVBRcq1Qksq4kFYHQIXpvPTXpL1IIW9pDQSlvKaGVk9yY>

Public Speaking: Who are The People in Your Neighborhood

<https://disrupthr.co/vimeo-video/who-are-the-people-in-your-neighborhood-inclusivity-excellence-dr-kim-leduff-disrupthr-talks/>

Leadership in Education PACE Award

<https://www.facebook.com/PensacolaChamber/videos/235814347814698/>

Pensacola News Journal: Inclusive Excellence Video

<https://www.pnj.com/videos/news/2019/09/03/video-dr-kim-leduff-promotes-inclusive-culture-higher-education/2200970001/>

New Role Announcement

https://www.wuof.org/local-news/2019-07-16/uwf-diversity-officer-takes-on-new-positions?fbclid=IwAR0HG99YglS09am9_3oP3CKXfAecSTe165-9bfdEnK9UmEzrbj1oMrDZzYo#stream/0

Cross Cultural MOOC Announcement

https://www.diverseeducation.com/latest-news/article/15102854/online-course-focuses-on-diversity-awareness-in-the-workplace?utm_campaign=DIV1807+DAILY+NEWSLETTER+JULY17&utm_medium=email&utm_source=Eloqua&fbclid=IwAR1PXBQ2KpC-XTu5G3C49F98CVWLVV6qeghlzjyap-bNXBR6zgQ_Y8oEzEU

Sixth HEED Award

<https://news.uwf.edu/uwf-receives-6th-national-excellence-in-diversity-award/>

Mississippi Diversity Educator of the Year

<http://www.mississippi.edu/pr/newsstory.asp?ID=918>

UWF Diversity Plan

[https://uwf.edu/media/university-of-west-florida/academic-engagement-and-student-affairs/departments/equity-amp-diversity/diversity-plan/18_1518-Diversity-Plan-Final\(i\).pdf](https://uwf.edu/media/university-of-west-florida/academic-engagement-and-student-affairs/departments/equity-amp-diversity/diversity-plan/18_1518-Diversity-Plan-Final(i).pdf)