

**BOARD OF TRUSTEES
UNIVERSITY OF THE DISTRICT OF COLUMBIA
UDC RESOLUTION NO. 2025 - 39**

SUBJECT: APPOINTMENT OF MS. LAUREN BENNING-WILLIAMS AS VICE PRESIDENT, MARKETING AND COMMUNICATIONS AT THE UNIVERSITY OF THE DISTRICT OF COLUMBIA

WHEREAS, pursuant to 8B DCMR §210.1 the President is authorized to make executive appointments to designated positions in the Education Service in accordance with the provisions of 8B DCMR §§210 and 211; and

WHEREAS, pursuant to 8B DCMR §210.2, each person selected by the President for an executive appointment shall be qualified based on a description of their position or their roles and responsibilities and shall be approved by the Operations Committee; and

WHEREAS, pursuant to 8B DCMR §208.1, the Board determines executive compensation for administrators and non-administrators at Grade Level 1A and above, upon recommendation of the President through the Operations Committee; and

WHEREAS, Ms. Lauren Benning-Williams has been recommended to serve as the Vice President for Marketing and Communications, Office of the President, based on her knowledge, past accomplishments and experience, and;

WHEREAS, after review of her credentials, it has been determined that Ms. Lauren Benning-Williams is well qualified for such position and that the recommended salary adequately reflects the job duties and experience.

NOW, THEREFORE, BE IT RESOLVED that the Board of Trustees of the University of the District of Columbia approves the appointment of Ms. Lauren Benning-Williams as Vice President Marketing and Communications, Office of the President effective September 22, 2025, consistent with the terms and conditions of her appointment letter.

Submitted by the Operations Committee:

September 15, 2025

Approved by the Board of Trustees:

September 16, 2025



Warner H. Session
Chairperson of the Board



Maurice D. Edington, Ph.D.
President

August 18, 2025

Lauren Benning-Williams
[REDACTED]
[REDACTED]

Re: Executive Appointment, Vice President of Marketing and Communications at the University of the District of Columbia

Dear Lauren Benning-Williams:

I am pleased to offer you an executive appointment as **Vice President of Marketing and Communications**, at the University of the District of Columbia effective **September 22, 2025**, pending Board of Trustees approval. Pursuant to applicable District of Columbia law, an executive appointment as Vice President of Marketing and Communications is “at will,” which means that the appointment may be terminated at any time without appeal or right to compensation, because you serve at the pleasure of the President. As Vice President of Marketing and Communications, you will perform the duties and responsibilities of the position as directed by the Chief Advancement Officer.

Your salary under this appointment will be **\$183,335 (Grade 1A, Step 9)** on the non-union Administrative Salary Schedule. You will be fully eligible for cost-of-living increases in accordance with the applicable University policy. You will also be eligible for and may participate in the University of the District of Columbia health insurance, life insurance, retirement, and disability programs in the same manner and under the same conditions as regular administrative employees hired on or about the date of this appointment. The University will contribute seven percent (7%) of your salary to your Teachers Insurance Annuity and Association (TIAA) retirement account. Your leave accrual rates are as follows: annual leave accrual, six and half (6.5) hours per pay period, and sick leave accrual, three and half (3.5) hours per pay period. subject to university guidelines.

Please indicate your acceptance of this offer by signing and returning this letter to recruit@udc.edu within three (3) business days. This offer is contingent upon the completion of a full background check. To begin your background check, you must complete and submit the online application that you will receive directly from HireRight. If you do not receive an email from HireRight within seven (7) days, please contact Dominique Jackson at (202) 274-5380.

Sincerely,

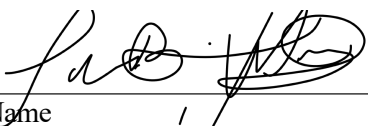
Maurice Edington, Ph.D.
President

ASPIRE. ACCOMPLISH. TAKE ON THE WORLD.

4200 Connecticut Avenue, NW — Washington, District of Columbia 20008
Phone: 202.274.6016 ▪ www.udc.edu ▪ Facsimile: 202.274.5304

cc: Dr. Richard Lucas, Chief Advancement Officer
Dr. Maurice Edington, President
Official Personnel File

I accept the terms and conditions of the foregoing executive appointment as Vice President of Marketing and Communications at the University of the District of Columbia.


Name

08.21.2025
Date



University of the District of Columbia Job Classification Description

Job Title: Vice President Marketing & Communications

FLSA: Exempt

Job Series/Salary Plan/Grade: 301/DS0058/1A

Union Status: Non-Union

Job Code:

GENERAL DESCRIPTION OF THE JOB:

The Vice President Marketing & Communications (VP) reports to the Chief Advancement Officer and is responsible for overall communications, research-based messaging, marketing, and branding management for the University as a key member of the University's leadership team. The incumbent will develop, refine, execute, and lead the University's communications strategy, brand, media relations, crisis communication, and reputation management. The VP will represent and promote the University, increasing its visibility as a vibrant and sustainable University supporting its mission, vision, and goals. Leads the University's central team of marketing and communications professionals. The VP provides strategic direction and coordinates communications produced by other academic, athletics, and administrative units and ensures key university activities are captured in Executive Management communications materials. The incumbent will oversee University Communications, Brand Management, Marketing, Publications, TV, Web, and News Media. The VP develops correspondence to internal and external audiences on behalf of the President's Office.

ESSENTIAL DUTIES & RESPONSIBILITIES:

SUPERVISORY ACCOUNTABILITY:

Leads and directs the marketing, communications management, and public relations staff and coordinates at the strategic and tactical levels with all University departments. Has overall responsibility for the supervision and management of professional and support staff for effective operations and results and is responsible for making recommendations related to compensation, staff selection, handling disciplinary action, complaints, implementing staff performance appraisals, and similar supervisory duties. Facilitates a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.

NATURE AND SCOPE:

Internal contacts include various persons, including Members of the Board of Trustees and the Executive Cabinet, Faculty, Administrators, Staff and Students. External contacts include radio, television, and print media as well as the public as it relates to speaking and interview opportunities for the President and the distribution of public relations information.

PRINCIPAL ACCOUNTABILITIES:

- Provides leadership and vision in developing and executing a comprehensive and proactive University-wide long-term strategy to include integrated communications, marketing, and branding functions consistent with the strategic goals, plans, and aspirations of the University.

- Prepares internal and external correspondence on behalf of the Office of the President, including speeches, talking points, and background information for media interviews and speaking engagements as designated.
- Designs marketing and branding, online engagement, and other social media presence, press/media relations, and team development and management strategies that enhance UDC's institutional identity, academic reputation, and goals for enrollment of students, fundraising, and community involvement.
- Creates a collegial, team-building work environment, motivating staff, and cultivating productive, collaborative relationships with all constituent groups.
 - Utilizes a research-based approach to identify key messages and audiences, works consistently to tell the University's stories by weaving them together to create a consistent, unified message in support of the UDC brand, and articulates the University's image and brand in the delivery of the University's message to all constituents.
 - Oversees the University's brand management strategy with the responsibility of positioning the University in the market, determining target audiences, and maintaining the desired reputation.
 - Organizes and facilitates marketing committee representing stakeholders for campus-wide collaboration and participation.
- Identifies situations needing immediate media or public response and responsible for crisis communication planning, serving as the University spokesperson, as necessary.
- Plans and oversees the design and production of all marketing, public relations, and advertising products.
- Ensures effective and efficient operation of the major units in University Marketing and Communications (Communications, Publications, Web and News Media, Photographic Services, and Academic, Athletics and Administrative Communications) by coordinating unit plans, goals, and objectives, designing systems of effective controls to guide work toward expected outcomes, and evaluating progress towards their accomplishment.
 - Coordinates synergies between print material, web presence, and social media.
- Develops, executes, and oversees programs necessary to communicate the University's mission and performance to the public.
 - Develops related policies and procedures for timely and effective execution of initiatives.
- Communicates the University's position and policies on a variety of issues to specific media and to various University constituencies, which includes serving as the University spokesperson with the media as appropriate.
- Ensures a fiscally sound operation of Marketing and Communications by exercising management practices and implementing income-generating activities, which result in operations within allocated budgets.
- Ensures continuity within the units of Marketing and Communications by developing media relations policies, writing stories and scripts, initiating special publications, writing articles for publications, and performing other related hands-on functions.
- Edits communications materials for distribution internally and externally to print and electronic media.
- Remains competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses as required by the President.
- Contributes to the overall success of the University by performing all other duties as assigned.
- Leads the development and implementation of the University's brand vision, strategy, and public relations campaigns to attract the best students, motivate alumni and donors, and recruit high-quality faculty and staff.
- Research issues that may impact the University and provide recommendations for strategic communications messaging.

MINIMUM JOB REQUIREMENTS:

- Bachelor's degree and experience in a relevant field is required; Master's degree preferred.
- Management/leadership experience is required, as is experience in one or more of these areas: marketing, public relations, media relations, news and information, video production, photography, publications, or athletics communications.
- A record of success in progressively responsible positions is required.

CORE COMPETENCIES:

- Experienced team builder and ability to manage high-visibility campaigns in the higher education arena as well as within District Government local, national, and international arenas.
- Implement strategies to create a vibrant and sustainable academic institution of exceptional quality.
- Knowledge of the principles, practices and methodologies of communications, public/media relations, and speech writing.
- Strong ability to write speeches and/or articles of interest to a wide variety of publics for consumption by local and national as well as international print and electronic media.
- Ability to effectively interpret speaking opportunities related to positioning the University and the preparation of speeches and talking points to meet these objectives.
- Expertise in making presentations and negotiating with the media.
- Ability to think critically and secure information needed to develop communications materials for the Office of the President.
- Knowledge of computer technology, including word processing, spreadsheet, database, display software, and other user-friendly software.
- Knowledge of research techniques with the ability to think critically and secure information needed to develop communications materials for the President's Office.
- Knowledge of and adherence to policy and procedures, with the ability to recommend changes and develop alternatives when and if necessary.
- Excellent oral and written communication skills, including expertise in writing and editing an assortment of communications materials.
- Demonstrated skill in negotiation, as well as in making oral and computerized presentations.
- Excellent leadership skills with ability to perform duties with tact, decorum, and diplomacy.
- Excellent decision-making skills; can think conceptually, analytically, and remain focused on goals and objectives.
- Ability to develop and implement strategic communications and research-based marketing plans.
- Ability to be flexible, responsive to change, use good judgment, makes sound decisions that demonstrate the ability to forecast issues, and use good problem-solving skills.
- Ability to write effective, persuasive speeches containing accurate, appealing information.
- Ability to establish and maintain effective and harmonious work relations with students, faculty, staff, University officials and the public.
- A commitment to working with multi-cultural populations and an awareness of issues affecting minorities and ability to develop knowledge of, respect for, and skills to engage with those of other cultures or backgrounds.

STANDARDS & EXPECTATIONS:

1. Expectations of the job:

Incumbent functions under the general direction of the President of the University of the District of Columbia. The supervisor provides direction with assignments in terms of broadly defined mission or functions. The incumbent has responsibility for planning, designing, and carrying out tasks, projects, or other work independently. Results of the work are considered as technically authoritative and are normally accepted without

significant change. If the work should be reviewed, the review concerns such matters as fulfillment of program objectives, effect of advice and influence of the overall program.

2. Development and Counseling:

Employee is expected to participate in activities that will help in the development of his/her career and help in the performance of the job. Employee may seek counseling from the immediate supervisor.

3. Training:

Training is available to help improve the skill and knowledge level, and for updates on the latest techniques, methods and theories that are being used in the industry.

4. Knowledge of UDC Rules and Regulations:

The position requires a solid understanding of the policies and procedures of the Board of Trustees, the University, as well as applicable Federal and D.C. government laws. The University provides all training required by OSHA to ensure employee safety.

5. Physical Demands:

The work is may be sedentary. However, the work requires standing for an extended period of time, bending, reaching, and carrying light items such as books and papers.

6. Work Environment:

The work includes the everyday risks and discomforts of an office setting.

The University provides all training required by OSHA to ensure employee safety.

Note: The University reserves the right to change or reassign job duties as provided in policy and negotiated agreements.

The University of the District of Columbia is an Equal Employment Opportunity Employer (EEOE).

Classification and Compensation Representative

Date

Vice President, Human Resources

Date

Version Date: **2.24.2021**

Communication Strategist | Marketing Expert | Brand Advisor | Reputation Consultant

SUMMARY

With more than 19 years of professional cumulative experience in marketing, communication, public relations, media relations, and business development, I've led numerous strategic initiatives for large organizations with over 500 personnel. As the Managing Director of communications and marketing, I interface with C-level executives and high-net-worth client stakeholders to guide brand notoriety, drive recruitment marketing, expand influence in thought leadership, and increase stakeholder engagement to enhance the organization's impact.

KEY ACHIEVEMENTS

Exceeded donor giving by 55%.
Increased social media followers and engagement by 150%.
Raised the school's national ranking by 14 spots in one year.
Established the first-ever communication and marketing team.
Increased fundraising engagement and giving by almost 150% in one year.

EXPERIENCE

The George Washington University (GW) School of Engineering and Applied Science (GW Engineering)

Managing Director, Communications and Marketing

March 2022 to Present

Currently lead a team of 30+ in surpassing engagement, recruitment, and fundraising targets by 55%.
Manage and supervise the entire GW Engineering marketing and communications staff of 15.
Created and currently implementing a communications strategy on behalf of the school to raise its visibility, recruit students, and increase engagement amongst all target audiences.
Cultivate strategic partnerships with major corporations, leading to a 15% increase in corporate contributions.
Implemented a new digital marketing strategy that broadened reach by 45%, engaging new stakeholders.
Serve as the communications lead for the school's strategic initiatives and research priorities, including GW Trustworthy Artificial Intelligence (GW TAI), Cyber@GW (Cyber Security), and Women in Engineering (WiE).
Leverage data analytics to fine-tune outreach, realizing a 35% boost in recruitment, retention, and responsiveness.
Draft executive communication on behalf of the Dean for internal and external event remarks, presentations, messaging, correspondence, emails, comments, and quotes for news outlets, as well as social media.
Developed and currently implementing a public relations strategy that promotes and disseminates key messages about the school's work and initiatives by developing articles, news releases, websites, videos, newsletters, print collateral, social media, messaging, policy communications, and other channels.
Oversee cost-efficient work processes for communications projects.
Regularly manage communications and marketing logistics for the school's in-person and virtual events, press conferences, and other activities designed to promote the work of the school.

The George Washington University (GW) School of Business (GW Business)

Adjunct Faculty

January 2024 to December 2024

Business Leader Development (BLD) program course instructor.
Responsible for individualizing and implementing lesson plans based on the program curriculum.
Create academic plans and set goals for the class.
Increase students' career-based knowledge and provide opportunities to collaborate with other students.
Student outreach: connect with students, academic advisors, and program leads on a frequent basis.

University of Maryland, College Park (UMD) College of Education (COE)

Director, Communications, and Marketing

January 2019 to March 2022

Managed and supervised UMD COE marketing and communications staff 4.

Spearheaded large-scale events that heightened visibility and raised record-breaking amounts in single events.

Coordinated all COE external messaging, provided strategic direction, created message platforms and materials, and solicited input to guide interaction and outreach to reach and engage COE stakeholders and audiences effectively.

Developed a strategic communications plan and brand identity to enhance COE's mission, values, goals, and objectives.

Served as a senior strategic advisor to the Dean, leadership team, and other senior staff on crisis management and communications strategies, public remarks and speeches, blog posts, and written briefings and policy proposals.

Editor of COE publications, Endeavors magazine, and managed COE's annual report, website, social media, etc.

Oversaw contracts with external providers and regularly and independently made decisions that aligned with the school's mission while considering the perspectives of all stakeholders to keep projects on track.

Used quantitative and qualitative metrics, such as monthly social media reports and monthly website reports, to assess the effectiveness of all communications activities.

Identified and developed processes to promote consistency and stakeholder engagement in the college's marketing and communications efforts, such as COE student Takeover Tuesdays on IG.

Developed and curated the "EdTerps" brand umbrella for COE, which includes EdTerpsEngage, EdTerpsVote, EdTerpsDialogue, and WhyEdTerps.

Developed, produced, and completed COE's first-ever professional promotional video – WhyEdTerps.

Lead in the COE's centennial celebration campaign "100 Years of Advancing Equity in Education."

Developed, produced, and launched COE's first podcast - The Benjamin Broadcast.

Housing Opportunities Commission

Manager, Communications and Public Relations

2017 to 2018

Managed and supervised marketing and communications staff 4.

Led the development and execution of external communications, managed the website, public affairs, and traditional and social media activities in support of HOC's mission.

Led the development and implementation of all traditional and social media activities, including Facebook, Twitter, HOCMC.org (HOC's website), and the Executive Director's blog.

Lead role in drafting articles, speeches, white papers, collateral materials, and the development of videos showcasing HOC.

Developed and managed communication resources to influence housing and social service policy, Capitol Hill staff, local officials/state representatives, public opinion, and news media.

Stewards of Affordable Housing for the Future (SAHF) / National Affordable Housing Trust (NAHT)

(Managing) Director, Communications and Marketing

2015 to 2017

Managed and supervised marketing and communications staff 2.

Built first-ever communication and marketing infrastructures, new brands, and unique identities for SAHF and NAHT.

Created and implemented both organizations' communications and digital media strategies and annual editorial calendars that effectively communicated to stakeholders.

Point of contact for events, media, business development contractors, and partners.

Led the development, design, and management of both organizations' websites.

Created and managed SAHF and NAHT's social media pages and original program and marketing content, such as Energy and Water Conservation and Public Health and Housing (news/press releases, announcements, blogs, social media posts, division descriptions, organizational descriptions, and messaging).

IMPAQ International

Manager, Communications and Marketing

2013 to 2015

Managed and supervised marketing and communications staff 2.

Developed effective media program management that used new and traditional media platforms to help the company educate and change public attitudes and behaviors about national and global issues.

Developed complex print and electronic products, ensured compliance with policy issues, and conformed to existing laws.

Developed and managed the first corporate social responsibility initiative.

TV One LLC

Specialist, Communications & Marketing

2011 to 2013

Developed complex print and electronic products in support of TV One's creative marketing/communication strategy.

Coordinated TV One "Where Black Life Unfolds" rebrand & Launch, Launch of ALL new shows (R&B Divas, Rickey Smiley Show, Unsung, Find Our Missing, Save Our Sons & Belles).

Coordinated directly with the broadcast team responsible for producing TV shows, the news, features, and program promotion in mass media, and managed on-air promotional, graphic, and print marketing.

Maslow Media Group

Specialist, Business Development & Marketing

2010 to 2011

Gathered requirements for proposals for RFQs and RFPs from the federal government.

Worked with the Business Development Manager to identify lost opportunities and shift strategy to correct issues.

Managed marketing collateral development and content, including brochures, tradeshow materials, and web content.

FTI Consulting

Executive Assistant, Marketing and Public Relations

2009 to 2010

Maintained and secured highly sensitive/confidential client information; produced discovery and production documents.

Arranged materials, integrated data, and briefs, and designed formats for presenting.

Tek Systems

Associate, Business Operations

2006 to 2008

Conducted quarterly conference calls to track client business; trained new employees and conducted company and product orientations; reviewed reports and data collection for verification of facts.

PROFESSIONAL FEATURES

SAIC (Science Applications International Corporation) AI Month Featured Speaker 2025

SAIC's AI Month is a month-long series hosted by their MarCom AI Acceleration Team to showcase leading thinkers who are shaping the future of AI from both inside and outside the company. I was invited as a featured speaker to discuss the SAIC-GWU partnership.

HashtagHigherEd US 2024 by Times Higher Education and Inside Higher Ed

Featured Panelist and Speaker

<https://www.timeshighered-events.com/hashtaghighered-us-2024/agenda/session/1379130>

The Engineering Education Communications Conference by the American Society for Engineering Education

Featured Panel Facilitator

<https://ecc.asee.org/>

Lauren Benning-Williams

HashtagHigherEd US 2023 by Times

Featured Panel Facilitator

<https://www.timeshighered-events.com/highered-us-2023/agenda/session/1112170>

The Evolution of Marketing in the Wake of AI featured in Evollution.com

Magazine Article Feature

<https://evollution.com/technology/tech-tools-and-resources/the-evolution-of-marketing-in-the-wake-of-ai>

EDUCATION

Trinity Washington University

Master of Arts in Communications (M.A.)

Bowie State University

Bachelor of Science in Business Management with a concentration in Marketing (B.S.)

PERSONAL & NONPROFIT EXPERIENCE

Jack and Jill of America, Inc.

Member and Committee Chair

2022 to Present

Imagination Stage

Board Member & Trustee

2021 to Present

N Street Village

Impact Committee (Junior Board) Member

2020 to Present

Alpha Kappa Alpha Sorority, Incorporated

Member – Active

2015 to Present

Bowie State University Alumni Association

Member - Active

2013 to Present

Lambda Pi Eta National Communication Honor Society

Inductee & Member

2012 to Present

The Cultural Divide Experiment Podcast

Co-host

2017 to 2019

SKILLS & AREAS OF EXPERTISE

Leadership and Project Management

Attention to Detail • Budget Oversight • Performance Evaluations • Onboarding • Strategic Planning • Partnership Engagement

Lauren Benning-Williams

Corporate

Public relations • Marketing • Commu[REDACTED], Fundraising • Community engagement • Website Content Management • Social Media Strategy • Business to Business Engagement • Fundraising • Content Development • Customer Relationship Management • Team Leadership • Business Strategy

Education

Recruitment • Fundraising • Peer to Peer Engagement • Student Engagement • Content Creation • Content Design • Content Integration • EdTech • Alumni Relations • Research Communications • Strategic Research Branding • Reputation Management • Brand Awareness • Constituent Engagement • Classroom Instruction • Market Planning

Software & Multimedia

Facebook • X (Twitter) • Instagram • YouTube • LinkedIn • Tik Tok • SnapChat • Drupal • Word press • Share point • Google analytics • Microsoft Office • Google Drive • Soundcloud • Adobe Creative • Photoshop • InDesign • Acrobat • Canva • Zoom • EverViz • Asana

Fiscal Impact Statement

TO: The Board of Trustees

FROM: Managing Director of Finance *David A. Franklin*

DATE: September 15, 2025

SUBJECT: Executive Appointment of Ms. Lauren Benning-Williams as the Vice President of Marketing and Communications

Conclusion

It is projected that there are sufficient unrestricted funds in the University of the District of Columbia's FY2025 budget—and beyond—to cover the cost of the salary and benefits associated with the appointment of the Vice President of Marketing and Communications. The role will report to the Chief Advancement Officer.

Background

The proposed resolution is to appoint Ms. Lauren Benning-Williams as the Vice President of Marketing and Communications. Ms. Benning-Williams's appointment will be effective September 22, 2025. This appointment is an "at will" appointment, serving at the pleasure of the President and terminable at any time without appeal or right to compensation.

Financial Impact

The salary for this appointment will be Grade 1A, Step 9 on the non-union administrative salary schedule, paying \$183,335.00 per year, with related benefits of \$47,667.10. The employee will be fully eligible for cost-of-living increases in accordance with applicable University policy.

Ms. Benning-Williams will be eligible for and may participate in the University of the District of Columbia health insurance, life insurance, retirement, and disability programs in the same manner and under the same conditions as regular administrative employees hired on or about the date of their initial appointment. The University will contribute the equivalent of seven percent (7%) of the employee's salary to their Teacher Insurance Annuity Association (TIAA) retirement. The employee leave accrual rates are as follows: annual leave accrual of six and a half (6.5) hours per pay period and sick leave of three and a half (3.5) hours per pay period.

There are no anticipated risks at this time.