

Paul Kincaid, APR, Fellow PRSA

Education

1970-71 – College of Emporia, Emporia, KS

1971-73 – Kansas State University, Manhattan, KS

1973-75 – Phillips University, Enid, OK – B.S. in Mass Communications in April 1975

Public Relations Society of America (PRSA)

- 1988-Present – Member
- February 1990 – Earned accreditation – APR (Accredited in Public Relations) – first Springfield professional to earn accreditation
- November 2009 – Elected into PRSA College of Fellows

Professional Experience

July 1986-Present – Missouri State University, Springfield, MO (formerly Southwest Missouri State University)

- July 1986-June 1993 – **Director of University Relations** – first full-time director for newly organized unit that included 13 full-time employees in News Services, Publications, Photographic Services, Sports Information, and Television Services.
- July 1993-June 1995 – **Director of University Relations and Coordinator of Governmental Relations** – continued role as Director of University Relations, but added Governmental Relations. Joined the President's Administrative Council.
- July 1995-June 2005 – **Associate Vice President for University Advancement/Director of University Relations and Coordinator of Governmental Relations** – continued existing roles and added Associate Vice President duties. In addition to University Relations, University Advancement included the following units: Development and Alumni Relations, Intercollegiate Athletics, and Athletics and Entertainment Venues.
- July 2005-Present – **Chief of Staff/Assistant to the President for University Relations** – continued University Relations and Governmental Relations responsibilities, dropped University Advancement role, and added the Chief of Staff role as a direct report to the President. Staff now includes 21 professionals.

- Current Responsibilities – As Director of University Relations, I am the University's chief public relations officer responsible for developing and implementing Missouri State's public relations program. I also provide leadership for the university's marketing efforts. University Relations now includes these five units: University Communications, Publications, Photographic Services, Athletics Communications (formerly Sports Information), and Web and New Media. In my Governmental Relations role, I have responsibility for both state and federal relations. I develop and manage the Governmental Relations initiatives for the University, serving as the campus liaison with contract lobbyists in Jefferson City and Washington, D.C. And in my role as Chief of Staff, I advise the President on all matters related to public relations and governmental relations, and I have three specific responsibilities: 1) to strategically schedule the President, 2) to ensure that the initiatives of the President and Administrative Council are completed, and 3) to help manage the day-to-day operations of the President's Office.

August 1976 – June 1986 – Emporia State University, Emporia, KS

- August 1976-April 1977 – News Bureau Director, Office of Information Services
- April 1977-June 1984 – Director of Information Services
- August 1984-June 1986 – Director of University Relations (in recognition of the expanded role in public relations, the office name and title were changed; same units and staff)

May 1975 – July 1976 – Phillips University, Enid, OK

- Assistant Director, News Bureau – this office was responsible for all information and publications. I wrote news releases, wrote copy for publications, and served part-time as the Sports Information Director.

Professional Organizations

PRSA (Public Relations Society of America)

- Educational and Cultural Organization – Member 1991-98
- Member of the Educational and Cultural Organization Executive Committee 1991-94
- Member of Counselors for Higher Education 1999-Present

AASCU (American Association of State Colleges and Universities)

- Member of the Public Relations Advisory Council 1999-Present
- Provided public relations assistance for two AASCU task force reports

CASE (Council for Advancement and Support of Education)

- CASE District VI – Conference Program Chair 1993.....District Chair 1996-97
- CASE International – CASE Alumni Relations Commission 1996-99.....Board of Trustees 1999-2004.....served as Chair of the District Chairs Council 2001-03

Selected Honors and Awards

- **Leadership Springfield – 1986-87 (Class II)** – Springfield Area Chamber of Commerce-sponsored leadership development program
- **CASE District VI Distinguished Service Award – 2001** – honors “persons with exemplary professional service to CASE and District VI, including active involvement in the advancement profession for a minimum of ten years; professional employment with CASE VI member institutions for at least eight years; regular attendance at CASE VI meetings; volunteer service to CASE sponsored conferences, programs, and activities; and outstanding achievement in the total spectrum of endeavors represented by CASE’s objectives for the advancement profession” – CASE District VI includes eight Midwest states with 189 member institutions and more than 3,700 professionals
- **Marvin D. "Swede" Johnson Achievement Award – 2006** – presented since 1995, the award is sponsored by the Council for the Advancement and Support of Education (CASE), the National Association of State Universities and Land-Grant Colleges (NASULGC), the American Association for State Colleges and Universities (AASCU), and the American Association of Community Colleges (AACC) to recognize “an outstanding state government relations officer who over the course of his or her career has made an extraordinary contribution to the advancement, quality, and effectiveness of state relations on behalf of his or her institution(s) of higher education in his or her state(s)” – cash award of \$1,500
- **Leadership Missouri – 2007-08** – Missouri Chamber of Commerce-sponsored statewide leadership development program
- **Higher Education Roundtable (Lamplighters) – 2009** – founded in 1958 by four past presidents of the former American College Public Relations Association (ACPRA), the Higher Education Roundtable began as an informal gathering for university communicators concerned about the issues and challenges confronting higher education in the United States. Today, the organization continues on a relatively informal basis, but its membership has grown in diversity to include chief development and advancement officers, government relations directors, college presidents, journalists, education association executives, journalism faculty, and others concerned about the future of higher learning. Only practitioners who have achieved the highest standards and success in advancement are invited to join.
- **CASE District VI Virginia Carter Smith Award – 2014** – presented to senior advancement professionals with exceptional service to CASE who are ending or will be ending their careers within the last or next 12 months. Recipients must have at least 15 years of successful participation in institutional advancement and be employed by a CASE District VI member institution at the time of retirement. The award is named for the late Virginia Carter Smith, the first vice president for communications of CASE International, who also served as interim president of the organizations twice. CASE District VI includes eight Midwest states with 189 member institutions and more than 3,700 professionals.