

**Melinda Kiger Cheval**  
Director, CMCI CommRAP  
College of Media Communication & Information  
University of Colorado Boulder

## **Education**

West Virginia University, Reed School of Journalism, Bachelor of Science, Journalism

## **Academic Experience**

### **Senior Instructor, Department of Advertising Public Relations & Media Design, University of Colorado Boulder, Fall 2014 to present**

- Courses taught - Creative Industries, Principles of Advertising, Branding and Positioning, Introduction to Brand Strategy, Advertising Media, Communication Platforms, Campaigns, Productive Curiosity, Communication and Community, History of Advertising
- Courses developed/launched – History of Advertising, Productive Curiosity, Communication Platforms, Ideas Industries (RAP section)
- Courses proposed/approved - Content Strategy, Brands and Culture, History of Advertising, APRD Field Study, APRD Intensive
- Course load, six courses per year with a two course release - F16-present for administrative position

### **Senior Instructor, Journalism and Mass Communication, University of Colorado Boulder, Fall 2011 to Spring 2014**

- Courses taught - Principles of Advertising, Branding and Positioning, Advertising Media, Campaigns
- Course load, six courses per year

### **Senior Instructor, School of Journalism and Mass Communication, University of Colorado Boulder, 2004 to 2011**

- Courses taught - Principles of Advertising, Branding and Positioning, Advertising Media, Campaigns
- Course load, six classes per year

### **Instructor, School of Journalism and Mass Communication, University of Colorado, Boulder, 2003 to 2004**

- Courses taught - Principles of Advertising, Advertising Research, Advertising Media, Advertising Campaigns
- Course load, six classes per year

**Visiting Professor, School of Journalism and Mass Communication, University of Colorado Boulder, 1997 to 1999**

- Undergraduate courses taught - Advertising Media, Advertising Research and Advertising Campaigns
- Graduate courses taught- Zero-Based Communications Planning
- Courses developed - Zero-Based Communications Planning
- Course load, six classes per year

**Adjunct Professor, School of Journalism and Mass Communication, University of Colorado Boulder, 1996 to 1997 and 1999 to 2000**

- Courses taught - Advertising Media, Advertising Campaigns

**Academic Administrative Positions**

**Co-Chair, CU Boulder Residential Academic Program Council, May 2018 to present**

- Development and coordination of RAP campus programming for A&S, Business, Engineering and CMCI Residential Academic Programs. The RAP Council AY 18/19 programming includes four faculty events designed to increase the understanding of the first-year experience, two faculty community events and one all RAP student event. The student event, planned for Spring 2019, is a one man show written and performed by Jack Schultz is a theater artist from Chicago designed to start conversations about stigma surrounding addiction and our nations opioid crisis.
- Involvement in campus discussions on the future of residential academic programs and the increasing need for a more vibrant first-year experience for all students. These discussions include campus, college and RAP administration

**Director, CMCI Residential Academic Community (CommRAP), University of Colorado Boulder, July 2018 to present**

**Interim Director, CMCI Residential Academic Community (CommRAP), University of Colorado Boulder July 2016 to July 2018**

- Management of CMCI academic unit including:
  - Three full-time faculty, ten part-time faculty, one staff and four student employees
  - 25 courses with 33 total sections
  - Annual budget of \$217,000
  - Co-curricular and community-building programming

- Communication to and interaction with 200 residents
- Co-ordination of student housing and residential living process via other campus stakeholders including, Occupancy Management, Housing, Res Life, Admissions
- Development and execution of CommRAP communication including website, social, parent correspondence, recruitment
- Coordination with campus RAP Directors

**Associate Chair, Department of Advertising, Public Relations & Media Design, University of Colorado Boulder, January to July 2016**

- Management of 24 courses with multiple sections, eleven fulltime faculty and 15 adjunct professors (as of F16)
- Management of course offerings, including catalog and website content development
- Communication to and interaction with 500+ majors
- Organization of outside speakers, workshops and professional contacts
- Management of the student admissions process
- Hiring of three full-time instructors (S16) and eight new adjuncts

**Head of Advertising Sequence, School of Journalism and Mass Communication, January 2005 to January 2008**

- Management of 13 courses with multiple sections, five fulltime faculty and 12 adjunct professors
- Communication to and interaction with 185+ advertising majors
- Organization of outside speakers, workshops and professional contacts
- Management of the administrative process for three new courses
- Management of the student admissions process for sequence

**Programs and Initiatives developed at the University of Colorado, Boulder**

**advertising a2b, Creator and Director, CMCI/JMC/SJMC and Continuing Education, 2006 to 2015**

- advertising a2b was a three-week intensive certificate program designed to allow CU students to explore the advertising industry. Students are drawn from 17+ different majors across campus as well as other universities.
- 50 students class size limit and, at capacity, generated \$165,000 in gross revenue with approximately \$70,000 net surplus.

- The a2b program brought 25 major advertising industry executives to the CU campus.

### **Responsibilities as Director included:**

#### **Program and curricular design**

The program included three weeks of course instruction using 10 advertising industry professionals, select CU Boulder faculty and 15 national and local professionals as guest speakers.

#### **Management of program throughout the university system**

advertising a2b was a co-operative program between CMCI/JMC/SJMC and Continuing Education. All aspects of the student experience, including hiring and managing faculty, books, meals, supplies, field trips and development of final presentations are paid for and managed by the a2b organization. advertising a2b employed two CU advertising students.

#### **Marketing development and management**

The marketing program included a website, twitter, facebook, email marketing, brochures and postcards, on-campus viral/street marketing, local advertising, speeches at campus organizations and advisors' meetings, promotions and open house events.

#### **Revenue disbursement**

The revenue from advertising a2b provided funding for many department and school/college programs.

- Major advertising programs: Executive-in-Residence Program, juried student shows, advertising a2b China, funding for one special topics class.
- Major school/college programs: The Robbs Idea Series, Cultural Caffeine
- Student Scholarships. In 2011 and 2012 a2b donated \$10,000 to the JMC student scholarship fund.
- Diversity Scholarships. In 2011 and 2013 a2b donated \$2400 to pay RAP fees for four students of diverse backgrounds.
- ICJMT advertising. In 2012 a2b donated \$5,000 to support the ICJMT symposium.
- CEJ grant. In 2012 a2b sponsored the CEJ conference with a \$3,500 grant.
- Boulder Digital Works grant. In 2009 and 2010 a2b donated \$30,000 to launch Boulder Digital Works.
- Research Funding. In 2013 a2b donated \$10,000 to the research funds of an incoming Associate Professor. In 2016 a2b donated \$5000 to the research funds of two Assistant Professors.
- Creative Space. In 2016 a2b donated \$4000 to launch the CommRAP Creative Space allowing the until to bring in a nationally recognized speaker.

- Other advertising programs. Student trips, faculty participation in professional conferences and summer internship stipends for 12 students.

### **The Robbs Idea Series, 2008-present**

The Idea Series is designed to expose CMCI students to top communication professionals. The Idea Series is a live studio, streamed event held bi-annually.

Warren Berger, an award-winning journalist in the creative industry, is the Idea Series Professional-in-Residence. At the events, Mr. Berger interviews the executive selected as the guest.

#### **Past guests include:**

- Alex Bogusky, Co-Chairman, Crispin Porter + Bogusky- March 2008
- Kevin Roddy, Creative Director, BBH New York - April 2008
- Lee Clow, Global Director of Media Arts, TBWA Worldwide - March 2009
- Bruce Mau, Chief Creative Officer, Bruce Mau Designs. - February 2010
- Edward Boches, Chief Innovation Officer, Mullen, Boston – March 2011
- Jason Hoff, Creative Director, Grey Advertising, New York – October 2013
- Kelly Graziadei, Director, Global Marketing Solutions, Facebook – October 2013
- Tiffany Rolfe, Chief Creative Officer, co:collective, New York – October 2015

#### **Responsibilities include:**

- Recruitment and retention of Warren Berger
- Selection and recruitment of the industry guest
- Management and organization of the event
- Marketing of the event to students and the advertising community

### **Cultural Caffeine, Creator and Director, 2013**

Cultural Caffeine is designed to expose CU APRD students to top communication professionals who are also CU APRD alumni. It is a two-day event held every two years. The program was launched in 2013 is is scheduled for fall 2016.

2013 CU alumni guests included:

<b>Name</b>	<b>Title</b>	<b>Grad Year</b>
David Blaser	Sr. Manager, Digital Marketing, Activision LA	1999
David Irons	Lead User Experience Strategist, Deep Focus, NY	1997
Dennis Di Salvo	Producer, M&C Saatchi, LA	2004
Erica Leader	Sr. Integrated Producer, Wieden + Kennedy, OR	2007
Jared Levy	Owner, Neighbor Agency, SF	2004
Jason Hoff	Creative Director, Digital Integration, Grey, NY	2000
Jennifer Cunningham	Digital Marketing Manager, Disney Parks & Resorts	2004
Jessica Clifton-Czarny	Sr. Vice President, Edelman Digital, SF	2003

Jon Randazzo	Creative Director, Goodby, Silverstein & Partners, SF	2000
Jonathan Byrne	Associate Creative Director at Venables Bell SF	2002
Kelly Graziadei	Director, Global Marketing Solutions, Facebook, SF	1997
KT Thayer	Creative Director, Vitro San Diego	1999
Spencer Cross	Creative Director, Toyko Farm LA	1997
Norm Shearer	Creative Director, Cactus, Denver	1995
Eric Dieter	Co-Founder, Movement Strategy, Denver	2008

### **Quest for Famosness Contest, Creator, Advertising Sequence, Fall 2010 and Spring 2011**

Quest for Famosness gave the advertising students the opportunity to develop, plan, execute and evaluate a campaign of their design. The brief was simple; make something that matters famous.

Students had to develop their own working groups, determine a topic and present to the advertising faculty. Three teams were selected to execute their concepts. The winning team, Save the Bees, was rewarded with a \$2500 prize.

### **Executive-in-Residence Program, Creator, School of Journalism and Mass Communication, 2006 to 2011**

The advertising Executive-in-Residence (EIR) program brought communication executives to CU Boulder to interact in a more meaningful way with advertising students.

Some past EIR guests include:

- Brad Karsh, President, Job Bound, weekend career workshop with 60 advertising majors
- Kevin Carroll, author and consultant on creativity, semester-long program with six students. This program ran for two years.
- Gary Burandt, Executive Director, ICOM, three-day workshop with eight honors students
- Andrea MacDonald, President, MacDonald Media, New York, one-day program
- Mark Rice, Senior Partner, Managing Director, Mindshare LA, one-day program
- Ben Chung, Connection Planning Director, TBWA\Chiat\Day, one-day program

### **International Experience**

Director, advertising a2b China, Shanghai International Studies University, Shanghai, China, April 28 to May 9, 2008.

Visiting Instructor, advertising a2b China, Shanghai International Studies University, Shanghai, China, April 28 to May 9, 2008.

Director, advertising a2b Professional Series, Shanghai China, May 10 to 16, 2008

Instructor, advertising a2b Professional Series, Shanghai China, May10 to 16, 2008

## **Professional Experience**

Senior Partner, Associate Media Director, Ogilvy & Mather NY, 1985 to 1995

Responsibilities included:

- Development and execution of advertising media planning with client billings in excess of \$250 million
- Negotiation and management of \$100 million in print billings
- Management of a staff of 20
- Membership on 15-member departmental operating board

Advancement History at Ogilvy & Mather:

- Joined agency as a Planner in 1985
- Promoted to Assistant Media Director in 1987
- Named Vice President in 1988
- Named Senior Vice President in 1992
- Promoted to Associate Media Director in 1993
- Named Senior Partner in 1995

Media Director, The Sterling Rice Group, Boulder, Colorado 1996 to 2000.

Media Supervisor, Dancer, Fitzgerald and Sample, New York 1983 to 1985

Media Planner, Cunningham and Walsh, New York, 1982-1983

## **Awards and Honors**

Marinus Smith Award, University of Colorado Parents Association, 2015

Payden Award for Faculty Excellence, 2010

Pyle Teaching Award for non-tenured faculty, 2009

Outstanding Faculty Member, School of Journalism and Mass Communication, 2005, 2007, 2009 and 2016

David Ogilvy Award, 1989 and 1990

## **University Service**

Member, reappointment committee, Dawn Doty, 2018

Member, reappointment committee, David Smail, 2018

Member, reappointment committee, Dan Ligon, 2018

Member, CMCI Scholarship Committee, 2017

Member, Foundations of Excellence, sub-committee for all students, 2017 – 2018

Chair, Hiring Committee, CommRAP Program Coordinator, 2017

Member CMCI Student Experience Committee, 2016

Member, CMCI Advising Task Force, 2016

Member, RAP Director Council, 2016 - present

Chair, search committee, instructor in design 2016

Chair, search committee, instructor in creative 2016

Member, search committee, instructor in public relations 2016

Responsible for the execution of the APRD curriculum 2014-2016

Member Journalism and Mass Communication Executive Committee 2014 – 2015

Chair, search committee, assistant professor 2014-2015

Member, APRD curriculum committee 2013-2015. Ad hoc member, 2016.

Chair, reappointment committees, various, 2013-2015

Chair, promotion committee, Paul Daughtery 2014

Member, subcommittee advertising and design thinking ICJMT development, Fall 2011

Member, subcommittee for core curriculum development, 2010

Member, diversity committee for strategic review, 2009

Member, strategic planning committee, 2006-2007

Review panel for SJMC and JMC applicants 2004 - 2014

Member, scholarship committee, 2004-2012 and 2018

Member, assessment committee, 2004-2005 and 2007

## **Professional and Community Service**

Judge, e-commerce, national environmental advertising contest, 2009 -2018

Interview, Denver Post, *"Denver Airport Turns on Four LED Advertising Screens in*



*Terminal*" April 2013

Judge, Virginia Press Association, newspaper advertising contest Spring 2013

Interview, NPR Morning Edition, September 2012

Interview, Washington Post, digital edition, "*Ridiculous Political Ads Are Here to Stay*",  
September 2012

Judge, Green Screen environmental contest, University of Colorado, Boulder, 2012

Board Member, Boulder History Museum, 2008 to 2011

Consultant, Boulder History Museum Marketing, 2010

Guest Speaker, *Using Social Media*, Boulder Bar Association, CLE, 2010

Guest Speaker, *Storytelling in the Courtroom*, Boulder Bar Association, CLE, 2009

Guest, Dave Logan Show, 850 KOA. Super Bowl ads, 2009

Judge, NFL national consumer-generated Super Bowl advertising contest, 2008

Guest Speaker, Front Range Community College, Honors Society Induction, 2006

Committee member, American Association of Advertising Agencies-magazine  
committee, 1994-1995

### **Other Training**

Worldwide Senior Management Program, Ogilvy and Mather, London, England.

Management Program, Dancer Fitzgerald and Sample, New York