

# Cheryl A. Buck

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## Objective

To develop and carry out communication strategies on behalf of a professional organization; and utilize my experience to develop marketing and educational materials in the agriculture industry.

## Summary of Skills

- ◆ 30+ years of communication work, organizational leadership, and internal/external advocacy efforts
- ◆ Excellent written and oral communication skills; proven technical writing and editorial skills
- ◆ Demonstrated ability to prioritize and manage a variety of projects simultaneously
- ◆ Experienced in association management, working with board members, committees, and volunteers

## Professional Experience

**Extension Communication Manager, Executive Assistant to the Director;** June 2011–present

**Program Manager, Assistant to the Director;** July 2008–May 2011

Ohio State University Extension; College of Food, Agricultural, and Environmental Sciences (CFAES)

- ◆ Develop/implement Extension communication plan; coordinate strategy and materials with CFAES marketing team.
- ◆ Manage Ohio State and CFAES brand application to properly represent OSU Extension as a university entity.
- ◆ Consult/coordinate with CFAES marketing liaison, social media team, video team, media relations coordinator.
- ◆ Manage director's video updates, newsletters, web content, brochures, announcements, annual reports, marketing/legislative materials, advertisements, displays, social media, and correspondence to represent OSU Extension.
- ◆ Write talking points, scripts, background information for presentations. Revise Extension chapter in CCAO handbook.
- ◆ Production point person for *Extension Today*, new in 2021 NBC4, OSU Extension, CFAES partnership.
- ◆ Work collaboratively with Administrative Cabinet members, as well as CFAES special teams.
- ◆ Website content manager and administrative liaison for all OSU Extension-owned websites (100+ sites).
- ◆ Maintain and upgrade as necessary OSU Extension's online personnel directory built with CFAES web team; maintain organization's master listservs, educator lists, office listings, etc.
- ◆ Develop content, incorporate relevant college contacts, teach marketing and support unit modules for OSU Extension onboarding series (new and experienced employees).
- ◆ OSU Extension annual conference—handle administrative messages; serve on planning committee (determine plan of action, marketing sub-committee, session proposal/program edits); host in-person and virtual sessions.
- ◆ Farm Science Review educational steering committee member for CFAES FSR programs and activities.
- ◆ COVID-19 crisis response—provided administrative support and develop system messages, shared resources online, made media connections, provided clarification for Extension employees about ever-evolving office/program plans.
- ◆ Community Engagement Conference—university-level planning committee member (2019, 2018); edited session proposals and presentation descriptions; developed published conference program; hosted sessions and speakers.

**Program Coordinator;** January 2006–May 2008

The Ohio State University; CFAES Department of Horticulture and Crop Science

- ◆ Coordinated planning process for annual OSU Nursery Short Course—with two program co-chairs, multiple committee members, and volunteers. Joint effort with the Ohio Nursery and Landscape Association (ONLA).
- ◆ Organized pre-event and on-site details, speaker/volunteer communication, and all logistics.
- ◆ ONLA Centennial Celebration planning committee member; Gala event logistics, script writer.
- ◆ Managed revision of Basic Green website and site development with CFAES marketing team.
- ◆ Managed logistics for special projects—Nursery and Landscape Research day, class study tours, and industry tours.

**Manager, Communications;** October 2001–November 2005

OFA—an Association of Floriculture Professionals

- ◆ Developed and implemented annual public relations and advertising plans for OFA and OFA Short Course.
- ◆ Managing editor for *OFA Bulletin*, *e-Bulletin*, *OFA Tips...* books.
- ◆ Connected with industry media about association and Short Course activities; coordinated public relations efforts.
- ◆ Served as public relations and publication committees' liaison; coordinated efforts with all association committees.
- ◆ Coordinated all promotions, publications, signage, and on-site press activities for OFA Short Course.

## Professional Experience (continued)

### **Foundation Resource Manager;** September 1999–September 2001

Ohio 4-H Foundation, via Ohio State University Extension

- ◆ Developed, produced inaugural foundation marketing pieces (4-H giving fact sheets, newsletter, annual report).
- ◆ Planned and implemented annual stewardship plan; coordinated major gifts activities and donor relations.
- ◆ Planned and produced fund-raising projects and special events each year.
- ◆ Served as liaison for several volunteer committees of foundation board members.
- ◆ Represented Ohio 4-H Youth Development at national and regional foundation director meetings.

### **Director, Communications;** November 1998–July 1999

Ohio Soybean Council; Ohio Soybean Association

- ◆ Responsible for implementation of the council's producer communications initiative.
- ◆ Assisted in development of the council's annual strategic plan.
- ◆ Directed association membership campaign and yearly program.
- ◆ Produced association newsletter; wrote news releases for the council and association.
- ◆ Represented the Ohio Soybean Council at trade shows; coordinated exhibits and displays.
- ◆ Represented council and association staff at Ohio Farm Bureau Federation functions.

### **Public Relations Coordinator;** September 1996–November 1998

#### **Communication Administrative Assistant;** June 1994–September 1996

Ohio Florists' Association (later, OFA—an Association of Floriculture Professionals)

- ◆ Developed and implemented annual public relations plan and advertising campaign; coordinated video production.
- ◆ Assistant managing editor for *OFA Bulletin*, *First News*, press releases.
- ◆ Coordinated job fair, workshops, signage, and committee activities for OFA Short Course.

### **Writing Course Part-Time Instructor;** March 1995–June 1995

The Ohio State University; CFAES Department of Agricultural Education

### **Assistant Editor;** September 1993–May 1994

Meister Publishing Company (*Farm Chemicals*, *Farm Chemicals International*, and *Application Technology* magazines)

### **Graduate Teaching Associate;** September 1991–June 1993

The Ohio State University, CFAES Department of Agricultural Education

## Education

MS, agricultural communications; The Ohio State University, September 1993

BSJ, magazine journalism (summa cum laude); Ohio University, June 1991

## Continuing Education

Women's Leadership Group (2010); The Women's Place at The Ohio State University

Leadership and Administration of Human Service Organizations course (2007); CFAES at The Ohio State University

## Service/Special Interests

Ohio Joint Council of Extension Professionals; national Epsilon Sigma Phi member (2014-present)

National Association of Extension Program and Staff Development Professionals; Ohio chapter (2018-present)

Association of Staff and Faculty Women at The Ohio State University (2014-present)

Ohio Farm Bureau Federation member

Ceres—Alpha Sigma Upsilon chapter faculty advisor (2009-2015)

Collegiate 4-H at The Ohio State University club advisor (2009-2015)

## Awards

Mid-Career Service Award—Epsilon Sigma Phi; Ohio Alpha Eta Chapter

Creative Works Award, promotional package (team) for videos Germinate Film Fest; OSU Extension annual conference

Farm Science Review virtual career fair team (first place); 2020 Extension annual conference