Introducing A New University President

Dr. Charlita Shelton was appointed to president of University of the Rockies, a graduate school specializing in master's and doctorate degree programs in Psychology, in October 2008. The national initiative to establish Dr. Shelton as a leader of diversity in higher education served as a powerful tool in promoting the university and attracting graduate degree students.

The public relations program included editorial news media coverage, industry expert commentary, by-lined articles and white papers, speaking engagements and national award nominations. We discovered her passion for diversity in higher education; developed her platform; and launched her appointment to president with an East Coast Media Tour, including The Chronicle of Higher Education, Inside Higher Ed as well as other national outlets.

In less than two years, secured more than 200 media hits; arranged and promoted four national speaking engagements; and identified and wrote nominations resulting in five national diversity awards. Today, Dr. Shelton is established as a thought leader who brings recognition and acclaim to the university.
Social Justice: Creating an Inclusive University Culture

By Charlie Sheehan

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Education and diversity are interconnected, and the university must be committed to creating an inclusive space for all students. This requires a commitment to diversity education, both for faculty and students. By providing opportunities for students to explore different perspectives, the university can help create a more diverse and inclusive campus community.

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