

Lolo Robison

Curriculum Vitae

Lolo Kazue Robison
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Education & Professional Qualifications

Cornell University
Ithaca, NY
May 2022
Diversity & Inclusion Certificate Program

Michigan State University
East Lansing, MI
December 2007
Master of Arts in Public Relations

Central Michigan University
Mt. Pleasant, MI
December 1998
Bachelor of Science in Administration, cum laude

Honors, Awards & Achievements

- 2023 Gold Addy Award, The American Advertising Federation, Dear Rider (Multiple Out-of-Home Installations) – February 2024
- 2023 Silver Addy Award, The American Advertising Federation, Dear Rider (Integrated Advertising Campaign) – February 2024
- Selected to participate in the Lansing Regional Chamber of Commerce Diversity, Equity & Inclusion Executive Roundtable – February 2022 – March 2023
- Founder and co-chair of the Capital Area Transportation Authority's Diversity Equity & Inclusion Task Force; facilitated stakeholder group discussions to define DEI strategy and formed employee-run subcommittees – June 2020 – present
- South Lansing Business Association Alfreda Schmidt Lifetime Achievement Award – May 2019
- 2019 Pinnacle Award, The Public Relations Society of America, Central Michigan Chapter, Outstanding Public Relations in Special Events, Imagine the Avenue, Transforming Community Feedback into an Immersive Experience
- 2018 Pinnacle Award, The Public Relations Society of America, Central Michigan Chapter, Outstanding Public Relations Success in Marketing Consumer Products and Services for Clean Commute Options
- American Public Transportation Association Class of 2017 Leadership Program Participant

- 2016 Award of Achievement, The Public Relations Society of America, Central Michigan Chapter, Outstanding Public Relations Success in Special Events Campaign for Come Clean Duathlon
- 2015 Award of Achievement, The Public Relations Society of America, Central Michigan Chapter, Outstanding Public Relations Success in Community Relations for Casual Commute Day
- 2014 Award of Excellence, The Public Relations Society of America, Central Michigan Chapter, Outstanding Public Relations Success in Radio PSAs for CATA Man Radio
- 2014 Award of Achievement, The Public Relations Society of America, Central Michigan Chapter, Outstanding Public Relations Success in a Social Marketing Campaign for CATA \$1K Giveaway
- 2014 American Public Transportation Association AdWheel Grand Award for Public Relations Special Event, Clean Commute Day
- Awarded highly coveted research assistantship through MSU College of Communication Arts and Sciences' Advertising, Public Relations and Retailing Department, August 2006 – December 2007
- Vice President of Development, Board of Directors, Society of Professional Journalists Mid-Michigan Professional Chapter, September 2005 – January 2008
- LSJ and MSU Next-Generation Diversity Initiative and Mentoring Partnership, August 2005 – June 2006
- Finalist, Lansing State Journal 2005 STAR (Service To Applaud and Reward) of the Year Award (September 2005) and first-quarter recipient of STAR Award for Relationships (March 2005)
- Nominated and selected in April 2005 for Gannett Midwest Newspaper Group "Grow Our Own" Career Development Program; graduated March 2006
- Advisory Board Member and Program Committee Chair, Inforum (formerly Women's Economic Club) Mid-Michigan, July 2004 – January 2007
- Lansing State Journal Operational Planning Committee, July 2004 – June 2006
- Lansing State Journal Editorial Board, April 2004 – January 2006
- Recipient, Regional Economic Development Team honorary award for community service in action through School-to-Work Initiatives and Youth Financial Literacy programs, February 2002
- Certified Coach, Excel® Service Plus (March 2001) and Excel® Sales Plus (January 2002)
- Recipient, Credit Union National Association advertising recognition for "Will the Real Jane Doe Please Stand Up" consumer theft-prevention campaign, October 2000

Published Work

- Lansing State Journal, Guest Writer, *Looking ahead to 2022, the art (and soul) of Greater Lansing*, <https://www.lansingstatejournal.com/story/opinion/contributors/viewpoints/2022/01/04/greater-lansing-place-artists-grow-and-thrive-2022/8966718002/>, Jan. 4, 2022
- Lansing State Journal, Ghost Writer, attributed to Bradley T. Funkhouser, Guest Writer, *CATA continues serving those with greatest need, providing transport to vaccination sites*, <https://www.lansingstatejournal.com/story/opinion/contributors/viewpoints/2021/02/21/cata-a-poised-help-get-those-need-covid-19-vaccination-sites/6778796002/>, Feb. 20, 2021
- Founding Editor, *Putting Research to Work – Bridging the Gap Between Academic Research and Industry*, Michigan State University, College of Communication Arts & Sciences, September 2006 – December 2007
- Founding Editor, *Greater Lansing Woman*, *Greater Lansing Parent* and *Finance* magazines, Lansing State Journal/Gannett Newspapers, November 2003 – July 2006

Professional Experience

August 2022 – present
Michigan State University
College of Communication Arts & Sciences
Department of Advertising & Public Relations
East Lansing, Michigan

Professor of Practice – As a fixed-term faculty member at MSU, I have taught three semesters of *Diversity, Equity and Inclusion in Public Relations and Advertising* (PR 310); and *Writing for Public Relations* (PR 225). Currently, I teach two sections of *Writing for Public Relations, Intermediate Social Media and Public Relations Techniques* (PR 325), and *Integrated Public Relations Campaign* (PR 485). Students work with clients to help solve real-world problems. My goal is to focus on research-based public relations and advertising strategies and theory. The classroom experience emphasizes opportunities for students to develop skills that are in demand and applicable to a public relations or advertising career post-graduation.

August 2014 – present
Crackin' Crow Pottery
Lansing, Michigan

Artist & Owner – Own and operate a pottery studio, focusing on processes, and the production of functional and non-functional clay art for sale or donation. A portion of my sales is donated to charitable organizations that help women, children and marginalized communities prosper.

July 2011 – present
Capital Area Transportation Authority
Lansing, Michigan

Chief Marketing & Public Information Officer; DEI Task Force Founder & Co-Chair – Serve as a member of CATA's executive leadership team, providing oversight and direction for the organization's marketing, customer experience and public relations efforts. Responsible for day-to-day communications and activities that ensure public trust and achieve regional mobility, customer experience excellence, organizational strength, community partnership and dynamic workplace. As a strategic leader, I work to advance diversity, equity and inclusion within the organization and the marginalized communities we serve; and implement processes and procedures for effective, integrated marketing communication that enhances CATA's brand.

January 2008 – July 2011
Michigan State University Alumni Association
East Lansing, Michigan

Director, Marketing and Public Relations – Provided oversight of marketing initiative to achieve acquisition, retention and non-dues revenue objectives; prepared monthly membership and activities reports and presented to executive leadership, national board of directors, college alumni professionals and marketing advisory board; directed third-party co-branded membership services/benefits providers; managed internal and external media and advertising relations and contracts to promote membership; analyzed audience behaviors. Directed daily activities of full-time support staff and student interns.

August 2006 – December 2007
Michigan State University College of Communication Arts & Sciences
East Lansing, Michigan

Graduate Research Assistant – Founding editor of *Putting Research to Work*, a project that bridged the gap between complex academic research and communications practitioners by presenting relevant research findings in an easy-to-digest, comprehensible format. Worked with department chair to provide oversight of editorial schedule, writing assignments and content.

November 2003 – July 2006
Lansing State Journal
Lansing, Michigan

Custom Publications Editor – As editor of Lansing State Journal's Custom Publications Department, contributed to newspaper's leadership; served as public face of family of niche marketing products. Ensured positive community and advertiser relations; managed and oversaw magazine production, product development, editorial and imagery content; defined workflow processes and product output standards, including layout, design and print quality. Recruited and managed community advisory board members and contributing writers. Supervised and mentored 25-person team of designers, copy editors, freelance writers and photographers, and college interns; provided product training for niche sales force. Contributed to organization's strategic planning effort. Founding editor of the *Greater Lansing Woman*, *Greater Lansing Parent* and *Finance* magazines.

June 2002 – December 2010
Robison & Associates Public Relations
Lansing, Michigan

President – Owned and operated small public relations agency. Provided diverse range of client services, including strategic public relations planning, research, issues and crisis management/communication, social media, branding and media relations. Defined and executed overall strategic business objectives, including budgeting, marketing, business development and operations. Hired and managed small team of writers, photographers, designers. Pro-bono advocacy on behalf of disadvantaged women and children.

July 1998 – June 2002
Capital Area School Employees Credit Union
Lansing, Michigan

Director of Operations, Marketing and Human Resources – Hired during critical period of leadership transition to create and implement new credit union brand and image. Responsible for change management, new business development, community partnerships, branding/marketing campaigns and comprehensive employee-training. Created and implemented Share in the Success pay-for-performance employee incentive program. Directed K-12 youth financial literacy activities and career development resources. Responsible for member and regulatory-agency communications; departmental and organizational strategic analyses and planning; annual budget preparation and oversight; policy development, implementation and administration; board reports; employee and member recruitment and retention. Oversight of hiring process and delivery of compensation, benefits and annual performance evaluations for entire workforce (approximately 100 full-time employees). Counseled senior management on personnel and policy matters. Extensive, simultaneous oversight of operations for four full-service branches, one call center and seven school-partnership teaching facilities.

Related Experience

- All-Employee Training on Public Rights Under Title VI (prohibits discrimination and access to transit services on the basis of race, color or national origin), Capital Area Transportation Authority, Lansing, MI, August 2018; February 2022; August 2022; May 2023.
- Participated in and contributed to CATA's triennial reviews by the Federal Transit Administration in 2012, 2015, 2018 and 2021. Led the resolution of all Title VI violations. The agency's 2021 triennial review resulted in zero findings and a certificate of achievement by the FTA.

Memberships

- Martin Luther King Jr. Commission of Mid-Michigan, May 2024 – present
- Community Economic Development & Continuum of Care, January 2024 – present
- Michigan Walk of Fame Board of Directors, October 2023 – present
- Arts Council of Greater Lansing Board of Directors, President, October 2021 – September 2023
- Arts Council of Greater Lansing Board of Directors, Secretary, October 2019 – November 2020
- Arts Council of Greater Lansing, Board of Directors, Board Development Committee Chair, October 2019 – November 2020
- Arts Council of Greater Lansing, Creative Placemaking Summit Steering Committee, October 2018 – present
- Arts Council of Greater Lansing, Cultural Economic Development Planning committees, October 2018 – present
- Rotary Club of Lansing, Chair, Public Relations & Image Committee – July 2024 – present
- Rotary Club of Lansing, Chair, Editorian Committee – July 2022 – present
- Rotary Club of Lansing, Board of Directors, Director at Large, July 2021 – June 2024
- Rotary Club of Lansing, Member, July 2019 – present
- City of Lansing Mayor's Arts & Culture Commission, Communication & Advocacy Committee Chair; Facilities & Infrastructure Committee Member, January 2021 – January 2022
- Lansing Community College Foundation, Board of Directors, Vice Chair; Nominating Committee Chair, December 2022 – present
- Lansing Board of Water & Light General Manager's Roundtable, February 2019 – present
- Lansing Regional Chamber of Commerce Business Roundtable – Delhi Township-Lansing and East Lansing-Meridian Township – February 2019
- Michigan Public Transit Association, Marketing & Communications Committee Board Chair, March 2022 – present
- Michigan Public Transit Association, Member – March 2018 – present
- American Public Transportation Association Class of 2017 Leadership Program
- American Public Transportation Association, Marketing & Communications Committee Member, Public Information Officer Task Force Member; Social Media Task Force Member; Advertising Revenue Task Force Member, July 2011 – present
- Public Relations Society of America and Central Michigan Public Relations Society of American, May 2009 – present