

Speaker Bios for the 2025 TCU NONPROFIT COMMUNICATORS CONFERENCE



BOB SCHIEFFER
COLLEGE of COMMUNICATION

Strategic Communication

The State of Nonprofit Communication Today, Panel Discussion

Millicent Boykin is a connector, convener, and capacity builder who works with and for the community. With over 20 years of experience in the social sector, she currently serves as Vice President of Strategic Partnerships for OneStar, the State Service Commission for Texas. In this role, she oversees statewide networks, programs, and partnership initiatives focused on nonprofit capacity-building, advocacy, community engagement, and volunteerism. Before OneStar, Millicent was the Chief Program Officer for VolunteerNow, administering programs and services that supported 3,500 organizations and more than 100,000 community volunteers. In addition, as a consultant, Millicent is an instructor for APAC, a program of the University of Arkansas at Little Rock, where she provides training for the Certified Volunteer Manager (CVM) program. A dedicated community volunteer, Millicent serves on the Best Buddies North Texas Advisory Board, Read Up Advisory Council, and Leadership Dallas Alumni Council and is a member of the HERitage Giving Circle. She is an alum of Leadership ISD, Leadership Dallas, and Leadership Texas and was part of Independent Sector's Bridging Fellows cohort. Millicent has been honored as HOBY Alum of the Year by the Texas North chapter, received a special citation for Volunteer Excellence from the American Red Cross North Texas Region, and was featured as a "Hometown Hero" with Fox 4. Millicent holds a psychology degree from Northwestern University and is a Certified Group Facilitator. One of her favorite quotes exemplifies her passion for service: "I am only one, but I am one. I cannot do everything, but I can do something. And I will not let what I cannot do interfere with what I can do."

Adam D. Powell is president and CEO of United Way of Tarrant County, a leading nonprofit organization that has served the area for over 100 years. His role encompasses all aspects of leadership, including articulating his vision and bringing it to life through strategy, increasing financial support while ensuring fiscal oversight, developing new initiatives, improving processes and promoting a positive, inclusive culture. A compassionate and results-driven leader with over 20 years of experience in strengthening communities, Adam is responsible for advancing the organization's mission to improve the lives of Tarrant County and North Texas residents. Prior to joining UWTC in 2025, Adam led Communities in Schools of the Dallas Region as its president and CEO, where he doubled the organizational impact over five years and nearly tripled its revenue. In 2024, he was inducted into the Forbes Nonprofit Council, an honor set aside for top nonprofit executives around the country. Adam was named a D Magazine/D CEO Leadership Excellence finalist in 2024 and 2023 and was honored as a Dallas Business Journal 40 under 40 recipient in 2021. Adam holds a B.S. degree in mass communications from Jackson State University, an M.S. in social work from University of Texas in Arlington and is expected to graduate with his Ed.D. in leadership and innovation from Purdue University in December 2025. He currently resides in Fort Worth.

Amy Rasor is the Director of Giving for Arts Fort Worth. She has worked in the nonprofit sector in Fort Worth for more than 25 years at organizations including the Amon Carter Museum of American Art, Girls Inc. of Tarrant County, and the Better Business Bureau. Amy holds a degree in Art History from the University of North Texas. She obtained her CFRE (Certified Fundraising Executive) in 2014. Amy received the DOVIA (Directors of Volunteers in Agencies) Deborah Evans Young award in 2012, the Fort Worth Business Press 40 Under 40 in 2015, and has had several articles published in nonprofit publications. Amy is currently the Board Chair of Women's Policy Forum and the Secretary for Fort Worth chapter of Rotary International. Amy is married with two children. She is a Nebraska native and loves her Huskers no matter how their season ends each year. She truly loves Fort Worth and enjoys the small-town feel in a big city full of great people. Her favorite quote: "Be the change you wish to see in the world." ~Ghandi

Generational Shifts in Philanthropy

Sandy Díaz Haley, Founder and Principal, SDH Communications. Sandy founded SDH Communications out of a passion for people, connections, and storytelling. With 20+ years of communications experience, she believes in the value of storytelling and building connections that drive action. Having spent years collaborating with executives and HR leaders, Sandy understands the dynamic partnership between HR and corporate communications, as well as the importance of sharing your story. She helps bridge that gap and foster meaningful partnerships that can truly impact company culture and corporate reputation.

Aleta Stampley serves as the Managing Director of Philanthropy at Tolleson Wealth Management. The team provides strategy, analysis, and governance to families who hold philanthropic impact and community engagement as essential family values. Prior to joining Tolleson, Aleta was the former Head of Impact in the External Affairs Division at Capital One. She joined Capital One in 2016 and led an outstanding group of CSR professionals committed to delivering on the organization's socio-economic mobility commitment in the areas of financial wellness, income generation, and essential services across New York, New Jersey, Delaware, Greater Washington, Louisiana, Texas, and Oklahoma. Aleta is the former Director of K-12 Education and Community Relations for Texas Instruments, responsible for developing and driving the overall strategy, execution, and evaluation of all K-12 Education Programs supported by Texas Instruments. She previously spent 16 years at Bank of America (BAC) as a Community Relations Senior Vice President where she managed Philanthropic, Community Development, and Associate Volunteer Programs for the 20,000+ employees in the North Texas Region. Aleta is an active member of the Dallas community and has played a key role in the support of numerous organizations including Reading Partners, Big Thought, COMMIT, the Dallas Regional Chamber Education Advisory Board, and Teach for America. She is a 2019 graduate of both the David Rockefeller Fellows Program in NYC and the University of Virginia Executive Leadership Program. She is a former member of the North Texas Super Bowl Host Committee and was the 2008 Fund Development Chair of The Real Estate Council Foundation and 2008 chair of the Leadership Dallas Alumni Board. In 2010, Aleta received the Leadership Dallas Distinguished Alumni Award. The award emphasizes the importance of active involvement in the Greater Dallas region and serves to encourage and provide a role model for others. Aleta graduated from Washington University St. Louis School of Fine Art, where she majored in both Advertising Design and Illustration.

Moderator - Daneshé Bethune is Executive Director of C5 Texas, a youth leadership development program for 8th to 12th graders. She's worked in the nonprofit field for twenty years, serving as the Chief Development Officer, Regional Executive Director, Director of Foundation and Grants, Grants Manager, and other roles at organizations such as The Salvation Army, Big Brothers Big Sisters Lone Star, and Methodist Health System Foundation. She has experience in fund development, executive leadership, effective management, strategic leadership, grants management and writing, organizational development, board development and change management. She holds an MBA from Dallas Baptist University, and an undergraduate degree in journalism with a concentration in public relations from the University of North Texas (Go Mean Green!)

Advancing Your Career in the Nonprofit Sector

Lesa Engelthaler is a Senior Associate for Victory Search Group, assisting nonprofits to recruit transformational executive leaders. Lesa is also a speaker and writer for such publications as *The Dallas Morning News* and *Christianity Today*. A proud grandmother of five, most recently, Lesa published her first children's book, [*Joan of Art*](#) -- to empower children, and the adults who read to them, to find the courage to be themselves.

Errika Flood Moultrie is the founder of Connections Multiplied (formerly ConnectThree), which works to connect people and nonprofit organizations to the resources they need to be successful. An experienced consultant and coach with extensive knowledge in nonprofit management, program and fund development, capacity building and leadership development, she holds a master's degree in organizational management from Dallas Baptist University. Having held key leadership positions in top national, local and regional agencies of the nonprofit sector. She does the work to fulfill her passion for empowering nonprofit leaders to pursue personal purpose while leading with visionary excellence. With more than 30 years of related experience in coaching, leading, innovating and designing programs for the nonprofit sector, Errika intimately understands the challenges and opportunities in this space. Having designed the innovative Black Women in Nonprofit Leadership cohort in 2019, Errika has led dozens of Black women to find their voice, to achieve promotions and pay increases, and to use their power to change their communities. Errika has served in many leadership roles to include National Field Director for the American Diabetes Association, Director of Community Engagement for the Dallas Symphony Orchestra, and Senior Director of Marketing & Public Relations for the Dallas Black Dance Theatre. She is known as a "connection catalyst," equipped with the ability to guide and counsel leaders and organizations in the development, implementation and funding for innovative initiatives. As National Director for the American Diabetes Association, for example, Errika developed and implemented national programming that brought together faith-based organizations from across the nation to proactively provide education, health screenings and preventive services that saved thousands of lives. As a consultant with more than 10 years of providing facilitation, project management and strategic design for moving organizations through their organizational equity planning and implementation, Errika led the development of the W.W. Kellogg Foundation funded Truth, Racial Healing and Transformation efforts in Dallas. As the chief architect for the local initiative, she was responsible for facilitation of the donor collaboration seeking support, writing the grant to gain support from Kellogg. She led the project direction for the \$1.5 million effort in Dallas for six years. It is in this role that she leveraged her experience, passion and connection to the nonprofit sector to lead infrastructure development, community engagement and facilitation and training for the Racial Equity Now Cohort. The 16-agency cohort focuses on supporting, educating and building capacity for the community on the necessity of racial equity and policy implementation. This 18-month cohort program, the first of its kind

in Dallas, is designed to provide organizations with training and information sharing, case study presentations, policy review and development, and outcomes development.

Communication Planning 101

Dr. Sarah Maben, APR, recently joined TCU's Department of Strategic Communication as a full-time faculty member after serving as an associate professor in the Communication Studies Department at Tarleton State University. She teaches graduate courses, writing for strategic communication and public relations. Her research agenda includes experiential learning in communication programs, artificial intelligence and social media, public relations and media ethics. Her scholarship appears in numerous peer-reviewed journals and has garnered top paper awards. She founded *The Journal of Social Media in Society*, a peer-reviewed academic journal, and is a member of the Association for Education in Journalism and Mass Communication and the Greater Fort Worth chapter of PRSA. She has been part of the Certified Public Communicator Program® since Cohort 1. Before her academic career, she was director of communication for various associations.

Selling Volunteerism to a New Generation

[Brittni Coe, CVA, Volunteer Manager, Dallas Holocaust and Human Rights Museum](#)

Corina Sadler, CVA, is the Volunteer Resources Supervisor at the City of Plano, Texas. Her work includes supervising their municipal volunteer program of up to 10,000 volunteers a year. Her career spans 16 years in local government and committee work for several professional volunteer management associations. She enjoys providing volunteer management guidance to nonprofits and municipalities to empower the community through volunteerism. In 2019, Corina received a national IMPACT Award from the Association of Leaders in Volunteer Engagement as an emerging leader displaying exemplary leadership in the field. Corina has been featured speaker on several podcasts and has trained volunteer managers through virtual workshops and in-person presentations. Ms. Sadler holds numerous certificates in the fields of volunteer and nonprofit management along with a Bachelor of Science Degree in applied gerontology and nonprofit management from the University of North Texas. She has been a Certified Volunteer Administrator (CVA) since 2012 and is a National Service Commissioner at OneStar.

Closing Session: Using Listening to Innovate and Grow

Ashley E. English, Ph.D., is an associate professor of strategic communication for TCU's Bob Schieffer College of Communication in Fort Worth, Texas, where she also serves as a core faculty member in the Certified Public Communicator Program. English earned her Ph.D. in Public Administration & Management and is the co-founder of the TCU Nonprofit Communicators Conference. Her current research interests include organizational listening, especially with public-sector agencies, and examining public-sector communication with Black stakeholders.

Jacqueline Lambiase, Ph.D., is professor emerita of strategic communication in TCU's Bob Schieffer College of Communication. In the past two decades, she has published more than 50 articles on public relations, public-sector communication, digital marketing, and gender/sexuality in advertising. For more than a decade, she has worked with public-sector organizations on communication planning, organizational listening, ethics, writing, executive presence, digital engagement, and other topics. She directs the Certified Public Communicator Program at TCU.