

Speaker Bios for the 2026 TCU NONPROFIT COMMUNICATORS CONFERENCE



BOB SCHIEFFER
COLLEGE of COMMUNICATION

Strategic Communication

What is Collaboration and What Are Our Options?, Panel Discussion

Shaneika Nelson Frazier is a purpose-driven leader dedicated to strengthening communities through meaningful partnerships, innovative programs, and collaborative problem-solving. With more than a decade of experience in higher education and community engagement, she brings people together to create opportunities that support students, families, and local organizations. Shaneika serves as the Director of Community Relations & Solutions at Dallas College, where she helps guide major initiatives that connect the college with community partners across Dallas County. She works closely with campuses and community centers to build strong, equity-focused relationships and to design strategies that improve the experiences of students, partners, and residents. Her work has expanded access to community-based learning, strengthened local engagement efforts, and supported programs that respond directly to community needs. She is a 2025–2026 member of the NABCA Leadership Institute’s BCLI VIII Cohort and the 2025 recipient of the Dallas College Distinguished Alumni Employee Award. Shaneika has shared her expertise at events hosted by Southern Methodist University, Dallas College, the Pathways Summit Conference, and several regional leadership and business forums. Her recent case study, “Partner Ambassador Program: Building a Community Partner Ecosystem that Grows Nonprofit Leaders for High-Impact Higher Education Initiatives,” highlights Dallas College’s innovative approach to supporting nonprofit leaders, uplifting youth voice, and creating stronger pathways into higher education. This work reflects her long-standing commitment to designing systems that empower people and strengthen communities. Shaneika holds a Master of Science in Management and Leadership from Western Governors University, a Bachelor of Social Work from the University of Texas at Arlington, and an Associate of Arts from Dallas College. She also serves on several community boards, including the West Dallas Chamber of Commerce and the Halperin Park Community Advisory Board

Johny Garner, Ph.D., is a professor of communication studies and specializes in organizational communication at Texas Christian University. His primary research interests involve how employees and supervisors communicate with each other and how that communication can be improved. He also examines dissent, suggestions, and feedback in nonprofit organizations and churches. Garner is a member of the National Communication Association and the International Communication Association. His research has been published in *Journal of Applied Communication Research*, *Management Communication Quarterly*, the *Western Journal of Communication* and other academic journals.

Hee Soun Jang, Ph.D. is a professor in the Department of Public Administration at the University of North Texas and serves as assistant department chair. Prior to joining the University of North Texas, she was an assistant professor in the Division of Politics, Administration, and Justice at California State University, Fullerton for four years. She teaches courses on nonprofit management, public and nonprofit partnership, public administration seminars, leadership and organization in public administration, and personnel management in the public sector. Her research explores nonprofit and government partnerships, local government

management and policy choices, the nonprofit sector in South Korea, and the role of government in civil society initiatives in Korea. Her research has been published in scholarly journals, including *Public Administration Review*, *Administration and Society*, *The American Review of Public Administration*, *International Review of Administrative Sciences*, and *Journal of Policy Development and Research*. Dr. Jang leads the Collective Solutions Lab at UNT that focuses on collective action and network governance as ways to address critical social service challenges, such as homelessness. The lab's research explores public-private (nonprofit and for-profit) partnerships and how they develop effective strategies for resource-sharing and coordination of activities. They take an interdisciplinary approach to finding innovative solutions for service delivery, seeking to enhance the sustainability of individual nonprofits and networks of organizations that assist vulnerable populations. Dr. Jang and her team have published multiple peer-reviewed journal articles, book chapters and grant-funded reports on their research. They have also presented talks at leading conferences, such as ARNOVA and ASPA, about homelessness and network governance and performance

Jang received her PhD from Florida State University in public administration in 2006. She also has received her BA and MA from Sungshin Women's University in political science in Seoul, Korea.

Troy Williams, serves as the City of Arlington's Director of Community Outreach. In this role, he oversees the Office of Business Outreach and Grants Management. Prior to joining the City of Arlington, Troy was appointed as Baltimore County's inaugural Chief Diversity Officer, where he established the county's first Diversity, Equity and Inclusion Office. In addition to serving as the Chief Diversity Officer, Mr. Williams served as the Executive Director of the county's Human Relations Commission. Under Troy's leadership the DEI Office's efforts were highlighted by the restructuring of the county's MWBE program; the establishment of an immigrant affairs practice; the delivery of enterprise-wide DEI training; the creation of various departmental DEI initiatives & positions; and the expansion of internal and external stakeholder engagement and inclusion practices. Mr. Williams began his career in higher education administration, serving in Student Affairs and Institutional Advancement, during which he was responsible for the development of an "African-American Male Leadership Institute" which focused upon student retention supports. Troy then joined the Maryland State Department of Education (MSDE), where he administered the development and implementation of the state's first service-learning graduation requirement for all Maryland students. Upon departing MSDE, Troy was appointed as the nation's first Community Specialist in a United States Attorney's Office. Troy joined DOJ's Community Oriented Policing Services (COPS) Office in Washington, DC, where he served as a Grant Monitoring Supervisor and later as the National Program Coordinator of the Obama Administration's "Advancing 21st Century Policing Initiative". He also served an executive detail with DOJ's Community Relations Service (CRS). He has developed and evaluated community reinvestment/development initiatives; school violence reduction strategies; gang prevention/intervention programs; and police reform legislation. Upon departing DOJ, Troy established a consulting and legal practice, which provided legal representation to underserved populations and consulting services to academic institutions, governments, and small businesses. Troy holds an undergraduate degree in Marketing from Howard University and a master's degree in Adult Education Administration from Coppin University. Mr. Williams also holds a JD from the University of Maryland. He also attended American University where he earned an MPA in Executive Leadership. Troy resides in Arlington with his wife, Alicia. Troy also has three adult children that reside in Arlington, TX and Raleigh, NC.

The Stories Between Us: How Nonprofits Collaborate to Advance Mission

Shelley Bettis is the Executive Director of The WARM Place Grief Support Center for Children and Families in Fort Worth, Texas and has served in this role since 2017. Her career at The WARM Place started in 2012 as the Volunteer Coordinator and later she served as the Director of Public Relations and Events. Shelley has a BS in family consumer science along with a minor in business administration. Prior to her career in non-profits, she worked in oil and gas management. Shelley was chosen by the Fort Worth Business Press as a '40 under 40' recipient in 2021. Shelley has been involved in a variety of non-profit organizations throughout Fort Worth for over 20 years and is a member of the National Alliance for Children's Grief. She is responsible for the overall management and supervision of all functions of The WARM Place and reports directly to The WARM Place Board of Directors, which is comprised of 24 community leaders in law, banking, healthcare, and business.

Beth Lamb, MA, APR, is a strategic communicator and nonprofit leader known for translating complex issues into clear, compelling stories that inspire action. With nearly 30 years of experience in public relations, she specializes in mission-driven communications that build understanding, strengthen community partnerships, and elevate important causes. Beth currently serves as Executive Director of Key School and Training Center in Fort Worth, Texas, where she leverages strategic communication and leadership to expand opportunities for students with dyslexia, dysgraphia, ADHD and other language-based learning differences. An Accredited Public Relations professional (APR), Beth earned a Bachelor of Science in Mass Communications from Texas Wesleyan University and a Master of Arts in Nonprofit Management from the University of Houston-Downtown. She also teaches Public Relations Campaigns as an adjunct instructor at Texas Wesleyan University and serves on the boards of the Public Relations Society of America Greater Fort Worth Chapter, the Women's Policy Forum, the Women's Policy Forum Foundation and the Texas Wesleyan University Alumni Association. Design and Illustration.

Moderator - Kim Brown, APR, is the co-founder of Story and Strategy, a boutique strategic communications firm based in Fort Worth. With nearly two decades of experience in media and public relations, Kim specializes in helping nonprofits find and amplify their voice. Her career spans broadcast journalism, including as news producer at CBS 11, and communications leadership at Cook Children's Health Care System, where she helped guide the organization through globally covered crises and led strategic communications on legislative issues affecting millions of Texans. Kim also serves as an adjunct professor in the Bob Schieffer College of Communication at TCU and as a board member for The WARM Place.

Nonprofits and AI Searches: A New Collaboration

Dr. Sarah Maben, APR (Ph.D., University of North Texas), is an assistant professor in the Strategic Communication Department at Texas Christian University's Bob Schieffer College of Communication. Her research focuses on public relations, AI, organizational listening, social media, and experiential learning. Her industry experience includes director of communication roles at nonprofit and membership associations. She is also a co-director of the Certified Public Communicator Program © at TCU.

Reggie Johnson, APR, is the communications director for Student Affairs at UNT Health Fort Worth. Reggie operates at the intersection of strategic communication, digital media innovation and relationship building. He has remained on the cutting edge of AI, SEO and the burgeoning field of Generative Engine Optimization (GEO), presenting and writing on the topic as well as co-hosting a weekly chat on LinkedIn about AI, Innovation and Ethics in Marketing.

Lunch Keynote: Finding Inspiration Through Collaboration

Ashley Owen Brundage, MSSW, is the Chief Executive Officer of Dallas Area Habitat for Humanity, committed to building a better Dallas through the transformative power of affordable homeownership. Ashley's vision for Habitat includes strengthening its advocacy platform to drive systems-level change, developing innovative solutions to scale the availability of affordable housing, and bringing together public and private partnerships to break the cycle of poverty and transform communities. Most recently, Ashley served as Executive Director of Housing Stability and Senior Vice President of Community Impact at United Way of Metropolitan Dallas, where she worked for 17 years. As a leading advocate for affordable housing and ending homelessness, she spearheaded United Way's work in this space, aligning cross-sector partners and driving large-scale community impact. A committed community leader, Ashley serves on several local boards, including Chair of the Dallas Housing Coalition, which she helped launch in 2023. The coalition successfully advocated for \$82M in bond funding for affordable housing and homelessness solutions and supported the passage of ForwardDallas 2.0 and updated parking standards. She also serves on the Board of Directors for Housing Forward and the All Neighbors Coalition and is a member of the HouseDTX Advisory Board, advancing regional strategies to increase housing supply and affordability. Through her board leadership and a six-month tenure as Co-Interim CEO of Housing Forward, Ashley led the transformation and reconstitution of governance structures for both Housing Forward and the All Neighbors Coalition Continuum of Care. This work helped return more than \$100 million in federal, city, county, and private funding to the region and supported the creation of hundreds of housing units and services that have significantly reduced unsheltered homelessness. Ashley is a trusted advisor to City of Dallas staff and elected officials and has served in leadership roles for several city commissions, including the 2016 City of Dallas Homelessness Commission, the Economic Development and Housing Subcommittee of the 2024 City of Dallas Bond Task Force, and the Dallas Area Partnership for Ending and Preventing Homelessness. During the COVID-19 pandemic, Ashley launched two major collaborative responses. She created the Dallas Rental Assistance Collaborative (DRAC), a citywide partnership of 16 organizations that deployed nearly \$40 million in assistance and kept more than 7,500 residents housed. She also launched North Texas Cares, a funders collaborative spanning 47 foundations and United Ways across 16 counties, distributing \$58.7 million in grants to over 1,000 nonprofits. A native Texan, Ashley grew up in Coppell and graduated from Coppell High School. She earned her undergraduate degree from Texas A&M University and holds a Master of Social Work from the University of Texas at Arlington. She is a Leadership Dallas Class of 2019 alum and a member of YPO DFW. Ashley and her husband, Chris, live in Coppell with their two children, Owen and Mary.

Partners in Purpose: Leveraging Volunteers and Collaborations to Strengthen Your Nonprofit

Millicent Boykin is a connector, convener, and capacity builder dedicated to working with and for the community. She serves as Vice President of Strategic Partnerships at OneStar Foundation, the State Service Commission for Texas, where she leads statewide networks, programs, and partnership initiatives focused on nonprofit capacity-building, advocacy, community engagement, and volunteerism.

Before joining OneStar, Millicent was the Chief Program Officer for VolunteerNow, where she led programs and services that supported over 3,500 organizations and more than 100,000 community volunteers. Millicent is also 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.

An active community volunteer, Millicent currently serves on the Best Buddies North Texas Advisory Board and the Read Up Advisory Council. She is an alum of Leadership Dallas, Leadership ISD, Leadership Texas, and Leadership America. Past board service includes Reading Partners North Texas, the American Red Cross Diversity Leadership Council, and the Woodrow Wilson High School Community Foundation. She 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.

Carol Pierce Goglia serves as President & CEO of Catch Up & Read, a Dallas, Texas-based literacy nonprofit. With a mission to equip children to read on grade level by the end of third grade, Catch Up & Read closes the literacy gap by empowering educators with best practices in reading instruction in both English and Spanish. The nonprofit currently serves 25 Title I elementary schools across Dallas and Tarrant Counties by training over 170 teachers and providing teacher-directed tutoring for more than 1,200 1st-3rd grade students. Carol came to Catch Up & Read from United to Learn where she served as President and Strategic Impact Advisor helping the education nonprofit double its footprint across public elementary schools and communitywide partnerships. For almost a decade prior, Carol oversaw all marketing and communications for Communities Foundation of Texas (CFT). Among her responsibilities was leading marketing for CFT’s North Texas Giving Day. The nation’s (and world’s) largest community wide giving event grew tenfold during her tenure from \$5 million to \$50 million and has become a philanthropic movement that still defines the generosity of the 16-county region. Carol and her team were recognized nationally and locally and was awarded *PRNews* Marketer of the Year, Dallas-Fort Worth American Marketing Association’s Marketer of the Year and CNM Connect’s Communicator of the Year.

Leading Through Collaboration

Jennifer Treviño is the Executive Director of Leadership Fort Worth and a graduate of the LeadershipClass 2009. Prior to joining LFW in January 2021, she was the Chief Development Officer for Girls Inc. of Tarrant County where she led the agency’s fundraising and marketing efforts, ensuring growth and sustainability while increasing brand and community awareness to support the mission to inspire all girls to be strong, smart, and bold. Before Girls Inc., Jennifer was a management consultant with the Brittain-Kalish Group (BKG), a management consulting firm based in Fort Worth that specializes in healthcare. She was involved with client projects from a provider credentialing audit to a practice start-up to physician recruitment and process improvement for human resources and clinical leadership teams. From 2007-2017, Jennifer was Vice President of Administration and Chief of Staff to the President at UNT Health Science Center. Jennifer served as the liaison between the President and 11 direct reports, where she managed special projects, implemented new programs, and helped maintain the strategic focus of the academic health center. Jennifer is a member of several organizations, including the Fort Worth Chapter of the Hispanic Women’s Network of Texas (HWNT) and the Women’s Policy Forum. She is a former District 2 Appointee to the Zoning Commission and City Plan Commission, Planned Parenthood Community Advisory Board, and Tarrant Transit Alliance Board. She also served as a member of Fort Worth’s Race & Culture Task Force.

Sara Fairley-Luna is the Senior Program Director overseeing LeadershipClass, LeadingEdge, LeaderKids, and LeaderPrime programs of Leadership Fort Worth. Before joining LFW, Sara began her career as a Case Manager for Refugee Services at Catholic Charities Fort Worth, which motivated her to learn about transforming conflict and understanding peacebuilding tactics. Following graduate school, she moved overseas and spent a year living in a Monastery in Myanmar, developing and disseminating training curricula for adult learners. Sara returned to Fort Worth, in 2018 to support a local political race and to bring meaningful and

impactful change to her hometown. Most recently, she was the Chief Social Programs Officer with RAICES, one of the largest legal nonprofits in Texas, where she created a department, launched three new social service programs, increased case management capacity, and invested in the leadership of her team.

Sara believes relationship building is central to leadership. Sara always brings a sense of curiosity with her personally and professionally and is an avid reader, dabbles in creative projects, loves visiting and supporting local art in Fort Worth, and spoils her dog, Harley. She holds her Bachelor's in Social Work from the University of Texas at Arlington and a Master's Degree in Conflict Transformation and Peacebuilding. Sara has lived and worked in Vermont, Washington D.C., Myanmar, and San Antonio.

Conference Co-Founders

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 co-director of 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 co-directs the Certified Public Communicator Program © at TCU.