

**Michael J. Schoenfeld**  
**Vice President for Public Affairs and Government Relations**  
**Duke University**  
**Durham, NC**

Michael J. Schoenfeld is Vice President for Public Affairs and Government Relations at Duke University. He serves as chief communications and external affairs officer and the principal spokesperson for the university and its academic health system, directs Duke's Washington, DC, center and oversees the Duke-MMX Media Program in South Africa. Schoenfeld is also visiting professor of the practice in the Sanford School of Public Policy, where he teaches a seminar on media, politics and policy.

As the chief communications officer, Schoenfeld directs Duke's efforts to connect with local, regional, national and global audiences, leads university-wide marketing and branding initiatives, oversees crisis and issues management, manages executive communications, and counsels the president, board of trustees, faculty and students on a wide range of issues. Under his leadership, Duke has become an award-winning national leader in digital and social media, including new online, mobile and video channels, and developed the first-ever university-wide brand standards. He also enhanced Duke's capabilities in marketing, internal communications, digital and visual media, the use of public opinion research, and was responsible for overall communications strategy for the university's recently concluded \$3.85 billion comprehensive fundraising campaign, as well as for alumni relations and intercollegiate athletics.

With annual revenue of more than \$6 billion, 6,800 undergraduates, 7,500 graduate and professional students, and more than 37,000 employees, Duke is consistently ranked among the world's leading research universities and academic medical centers.

Since he arrived in 2008, Duke has earned numerous awards from the Council for the Advancement and Support of Education (CASE) as well as regional Emmy awards. Schoenfeld is also co-founder and chair of Futurity ([www.futurity.org](http://www.futurity.org)), an independent digital media consortium of more than 60 leading research universities from the U.S., Canada, Asia, the U.K. and Australia.

As Duke's chief external affairs officer, Schoenfeld leads global, federal, state and local government relations. He created and oversees the university's first Washington, DC, office, which integrates lobbying, communications, education and research activities, serving as Duke's "embassy" in the nation's capital. He has also led national and state-wide coalitions on education, non-profit positioning, and tax-exempt issues, among others, and is a frequent adviser to public officials.

Schoenfeld has played a key role in Duke's expanding international initiatives, including conceiving and directing marketing, communications, strategy and outreach efforts for the launch of Duke Kunshan University, a new joint-venture university in China, and the Duke-National University of Singapore Medical School. He established the first office of global communications and expanded Duke's presence in international social media, and currently runs the Duke-MMX Media Program, an annual symposium for journalists and media leaders in South Africa. Schoenfeld has traveled extensively in Europe, India, South America, Africa and Asia representing Duke with media, government agencies, alumni groups, and partner institutions.

From 1997-2008, Schoenfeld was vice chancellor for public affairs at Vanderbilt University in Nashville, TN. He created and led a comprehensive public affairs program that earned multiple honors, including a number of regional Emmy awards for television production. He also led Vanderbilt's legislative agenda at the local, state and federal levels on education and health care issues, and was widely credited with rebuilding Vanderbilt's relationship with the Nashville community through leadership in education, economic development and the arts. He was twice named volunteer of the year by the Nashville Chamber of Commerce and received the Otis Floyd Award for Distinguished Service to Education from the Tennessee College Public Relations Association.

Prior to joining Vanderbilt, Schoenfeld was senior vice president for policy and public affairs at the Corporation for Public Broadcasting (CPB) in Washington, D.C., from 1993-1997, where he was the chief spokesperson and senior corporate officer for media relations, community and Congressional relations, research and public policy. As the leader of CPB's Internet and technology initiatives, he helped develop one of the first public telecommunications websites and negotiated a partnership with the MIT Media Lab. He also helped lead industry-wide public affairs campaigns to defend public funding for CPB, the arts and humanities.

Schoenfeld started his career and spent seven years in international broadcasting and public diplomacy at the Voice of America in Washington. He held several reporting and leadership positions, including news and sports anchor, chief Congressional liaison officer, and executive assistant to the director, and helped coordinate VOA's response to major world events including Operation Desert Storm/Desert Shield and the collapse of the Soviet Union. He received a special commendation from the President's Advisory Board for Broadcasting to Cuba for his work on the launch of TV Marti. Schoenfeld also served as the first director of program development at Worldnet, the United States Information Agency's global satellite television network.

Schoenfeld is active in professional and civic affairs. He is a member and serves on the board of The Seminar, a group of senior public relations executives from the world's leading corporations and nonprofit organizations, and the Arthur W. Page Society, and previously served on the board of the Council for the Advancement and Support of Higher Education (CASE) and as chair of the Public Issues Committee of the Consortium on Financing of Higher Education (COFHE). He is a member of the Association of American Universities (AAU) Public Affairs Committee and Council on Federal Relations, and is currently vice chair of Hirondele USA, a global media NGO.

Locally, Schoenfeld is chair of the Carolina Theatre of Durham, vice chair of WUNC-North Carolina Public Radio LLC, vice chair for aviation of the Regional Transportation Alliance, and past chair of the Durham Chamber of Commerce, the Durham Cultural Advisory Board and the Durham Public Library. He is a member of the board of the Triangle Community Foundation, Higher Education Works for NC, Full Frame Documentary Film Festival, and the National Academy of Television Arts and Sciences (Midsouth).

A 1984 Duke graduate with a bachelor's degree in public policy studies, Schoenfeld earned a master's degree in public policy from the Stony Brook University in 1986. He is frequent public speaker and consultant to universities, NGOs, foundations and nonprofits on communications, public policy and leadership issues.

Schoenfeld and his wife Elizabeth, a writer and editor, live in Durham, NC. Their daughter Abby, a Barnard College graduate, is a student at the London School of Economics.

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