



The Lukaszewski Group

Management Consultants
In Communications

EXPERIENCE SUMMARIES

EDUCATION & ACADEMIA

Academic and educational clients have been a large part of James E. Lukaszewski's practice from its very beginning in the Twin Cities of Minneapolis and St. Paul, where he dealt with local educational issues and concerns. After moving his practice to New York in 1986, both his reach and the complexity of his academic practice grew significantly, both nationally and internationally.

The Lukaszewski Group works across the educational spectrum – elementary, middle, and high schools as well as colleges, universities, and teaching hospitals, both public and private. He advises the senior officials of educational systems as well as academic institutions.

The services The Lukaszewski Group provides educational and academic clients involve the full range of crisis response activity including pre-emptive planning for emergent situations, employee and community relations issues, negotiations of various kinds, and coaching for spokespersons, principals, presidents, chancellors, boards of trustees, and school boards.

Among the more recent issues and incidents for which The Lukaszewski Group has provided counsel and coaching are:

- Principal/school board member coaching & training
- Academic misconduct
- CEO/President under attack
- Community relationship repair
- Controversial speakers/events on campus
- Curriculum analysis
- Decertification
- Ethics, codes of conduct, compliance, integrity programs
- Faculty/trustee relationship restoration
- Kidnap incidents
- Labor negotiations
- Medical errors
- Medicare fraud
- NCLB underperformance
- Recruiting on campus
- School closures
- Scientific misconduct
- Sick buildings
- Student assault
- Takeovers & student negotiations
- Teacher assault

Lukaszewski is a frequent speaker at conferences of the National School Public Relations Association, and teaches and lectures at colleges and universities across the United States. He is

affiliated with New York University's School of Continuing and Professional Studies, a guest lecturer at Columbia University, a member of the Ansell School of Business Dean's Advisory Council, Western Connecticut State University, and a member of a special advisory panel to the president of Metropolitan State University in St. Paul, Minnesota.

Mr. Lukaszewski received Ball State University's National Public Relations Professional Achievement Award at its campus in Muncie, Indiana. It is the only national public relations award that recognizes individuals for their public relations experience, contribution to the profession, and encouragement of educational programs in public relations. Jim was selected because of his dedication to the field of public relations, his contribution to helping corporate America effectively and ethically manage its crises, and his relentless efforts to educate practitioners and students about public relations.

He received the Lloyd B. Dennis Distinguished Leadership Award during the Public Relations Society of America's International Conference in Salt Lake City. Presented annually by the Public Affairs and Government Section, the award singles out a public relations professional who has exhibited exceptional public affairs skills to promote truth and has demonstrated high standards of integrity and honesty in business dealings to affect positive change within organizations.