



Barbara Nicol, APR

President

Barbara Nicol Public Relations

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Barb Nicol has more than **30 years experience in the communications field**. She spent six years with Sheggeby Advertising, a business-to-business advertising agency, and two years as Communications Director for the Minnesota Private College Council, a consortium of private colleges, prior to founding Barbara Nicol Public Relations (BNPR) in 1990.

BNPR provides a wide range of communications services for clients in the education and non-profit sectors. Services include strategic communications and marketing planning, publication development, referendum campaign communications, project management and customer service training.

Barb has **worked with dozens of school districts, educational associations and non-profits**, and has presented at local, regional and national conferences on school marketing and communications strategies. She is a past-president of the Minnesota School Public Relations Association (MinnSPRA) and has earned her Accreditation in Public Relations (APR), a internationally recognized credential given to PR professionals who demonstrate expert knowledge, experience and judgment in public relations. In 2014 she received the Dawn Kay McDowell Award, the highest honor given by MinnSPRA to a school PR professional. She currently serves on the Universal Accreditation Board, which oversees the Accreditation in Public Relations credentialing process.

Clients have included: several school districts in Minnesota, Wisconsin and Colorado; the National School Public Relations Association (NSPRA); MESPA (Minnesota Elementary School Principals Association); MASSP (Minnesota Association of Secondary School Principals); MASA (Minnesota Association of School Administrators); the Minneapolis Youth Coordinating Board; the University of Minnesota-Center for Early Education and Development; Hennepin County; and Dakota County.

Examples of what Barb can do:

- Research and develop an employee communications plan.
- Launch a marketing campaign for specialty schools or an entire district.
- Develop and implement a communications plan to support a referendum campaign.
- Train staff at all levels in the importance of customer service.
- Write print materials, speeches and online content designed to inform, inspire and engage.
- Prepare and implement communications plans for special initiatives or campaigns.

Barb Nicol was born and raised in Minneapolis, Minnesota and is a proud graduate of the Minneapolis Public Schools. She graduated Phi Beta Kappa with a Bachelor of Arts degree in Behavioral Science and the Law from the University of Wisconsin-Madison in 1982 and received a Master of Public Affairs in Education Policy and Non-Profit Management at the University of Minnesota's Hubert H. Humphrey Institute in 2002.