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Teri Rizvi, who has led communication efforts for the University of Dayton for more than 25 years, is stepping out of her administrative role to devote more time to writing and special projects. She will serve in a part-time role as executive director of strategic communications starting Oct. 1.

"It's been a privilege and a joy to help shape and write the University of Dayton's history for more than a quarter of a century, but I want greater work-life balance — and I want to challenge myself to develop my gift as a writer," said Rizvi, associate vice president for University communications. "I am grateful to President Dan Curran and Vice President Sundar Kumarasamy for their willingness to think creatively about a role that will allow me to continue to contribute to the University's mission and momentum, yet give me more time for other pursuits."

In her new role, Rizvi will be an adviser on strategic communication issues, take on high-level communication projects and serve as the lead writer for presidential communication. In addition, she will work with faculty in the College of Arts and Sciences to produce the Erma Bombeck Writers' Workshop, a national workshop she founded in 2000.

Through her leadership, the University's national visibility and reputation have increased as communications have expanded through print, electronic, online and social media. During her tenure, the University's communications staff won 50 national and regional awards from the Council for Advancement and Support of Education for best alumni magazine, media relations programs, marketing campaigns, design, photography, feature writing, special events, collaborative projects and e-marketing work.

In recent years, she has directed highly successful internal and external communications for major initiatives such the opening of the University of Dayton China Institute in Suzhou, the University's purchase of the former NCR world headquarters and the location of the GE Aviation research center on campus. In 2000, she founded the biennial Erma Bombeck Writers' Workshop, which has brought writers from across the nation and such household names as Dave Barry, Garrison Keillor, Nancy Cartwright, Phil Donahue and Gail Collins to campus.

In 2011, Rizvi was honored with the Communicator of the Year award by the Dayton chapter of the Public Relations Society of America. Last year, she was named to the 2012 Visions Roll of Recognition as an outstanding graduate of Vandalia-Butler High School. Early in her career, Rizvi received the 1996 Communications Leadership Award from the Dayton Chapter of the International Association of Business Communicators (IABC) in recognition of outstanding service to the communication profession.

"I've had the opportunity to help create the public image of two outstanding presidents, hire gifted staff, announce virtually every major news story over 25 years, and interview the biggest names in school history — from Nobel Prize winner Charles Pedersen to Hans von Ohain, co-inventor of the jet engine. It's been an amazing journey," she said. "As I reflect on the opportunities that await, I'm filled with gratitude for the support and encouragement of the administration, my colleagues and the Marianists."

Rizvi, of Butler Township, earned a bachelor's degree in journalism from Ohio University in 1980 and a master's degree in English from the University of Dayton in 1990. As a journalist early in her career, she worked for the Associated Press, McGraw-Hill World News, ABC News and various newspapers. Her freelance work has appeared in USA Today, the Christian Science Monitor and The Guardian (London), among other outlets.

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