



News

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Dr. Boone Clemmons Named Assistant Vice President for Public Relations & Marketing at SWOSU



Southwestern Oklahoma State University (SWOSU) with locations in Weatherford, Sayre, and Yukon has named Dr. Boone Clemmons to the post of Assistant Vice President for Public Relations & Marketing. Clemmons will serve on the Executive and Administrative Councils and sit on the President's Cabinet.

Clemmons succeeds Mr. Brian Adler as SWOSU's chief communications, marketing, and public information officer. Adler recently retired after 36 years of service to SWOSU.

"I am excited to return to Oklahoma and to become part of the SWOSU family," Clemmons said.

A native of Sand Springs (OK), Clemmons grew up active in 4-H and FFA. He completed his undergraduate and graduate studies at Oklahoma State University and holds a PhD from the University of New Orleans.

Clemmons has served in a wide variety of roles at several institutions of higher education including Texas A&M University, Oklahoma State University, Northern Oklahoma College, Delgado Community College, and Tulane University. He has extensive experience in public relations and marketing, having worked at three different media agencies and previously operating his own photography and videography firm. Clemmons has been recognized within the national and international public relations industry for his ability to build strong media relationships, press placements, branding efforts, and expertise in social media, crisis communication planning, and agency leadership. Regional and national publications have featured Clemmons's photography as part of editorial coverage and reporting.

"SWOSU is delighted to welcome Dr. Boone Clemmons to the Hilltop," said SWOSU President Dr. Diana "Diane" Lovell.

Lovell added, "Dr. Clemmons is a proven public relations professional who will help promote SWOSU impactfully and engage prospective students and friends while informing both the general public and our campus communities in an effective, timely manner."

Clemmons will report to SWOSU for duty on June 10. For more information, please contact the SWOSU Office of the President at 580-774-3766, president@swosu.edu.

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