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SRCD Names Renée Williams Hockaday as Director for Communications and Marketing



Washington, D.C. – The Society for Research in Child Development (SRCD) is pleased to announce Renée Williams Hockaday, M.A. as the new Director for Communications and Marketing. In this role she will direct the communications and marketing efforts of the Society and work alongside the Society's leadership team, staff and members to fulfill SRCD's strategic goals to promote the use of developmental sciences and research to improve human lives.

"We are delighted to welcome Renée to SRCD," said Saima Hedrick, MPH, CAE, Executive Director of SRCD. "Her experience in marketing and public relations will be essential in increasing visibility of SRCD's programs and grant opportunities, and highlighting the Society as a convener of thought-leaders in the developmental sciences."

Hockaday has worked in the nonprofit sector most of her career and focused primarily on education organizations. She recently worked with SRI International's Education Division (SRI Education) on communications strategies for the DaSy Center and at the Division level on social media and external communications.

Hockaday holds a master's degree in Communication – Public Communication from American University and a bachelor's degree in Telecommunications – Broadcast Journalism from Morgan State University.

“I am excited to join SRCD as the new Director for Communications and Marketing,” said Hockaday. “I am looking forward to working with the Governing Council, staff, and membership to further SRCD’s communication goals and help improve human lives.”

About SRCD

The Society for Research in Child Development is one of the world’s most prestigious and respected professional organizations in the field of child development. Founded by the National Academy of Sciences in 1933 as a multidisciplinary, not-for-profit, professional association, SRCD consists of SRCD's membership consists of researchers, practitioners, and human development professionals from more than 60 countries. SRCD advances the developmental sciences and promote the use of developmental research to improve human lives. This mission is achieved through a variety of programs, publications, and policy advocacy initiatives.