

March 12, 2017

Dear Search Committee,

I would like to present myself as a candidate for the position of President at McNeese State University. As you can see from my resume, I have a great deal of experience and knowledge in the higher education arena. All of my experience from the areas of adult education, economic development, and student services prepared me to be successful in my current position as Chancellor of SOWELA Technical Community College. As Chancellor, I have had the unique experience of leading an institution through tremendous growth in enrollment, fiscal resources, and physical facilities. This growth was made possible by putting in place the basic building blocks that enable a higher educational institution to survive and thrive even when state resources are declining. The building blocks which I am referring to are: trust, integrity, and transparency when dealing with faculty and staff; fiscal and financial responsibility; strong work ethics; modeling the type of behavior and performance you expect from your staff; and strong relationships with business, industry, and the community.

The leader of a college must be very visible within the institution as well as in the community if he/she expects to build the collaborative relationships necessary to move the institution forward. Being visible helps the faculty, staff, students, and community members get to know the leader and this visibility helps build a certain camaraderie that leads to positive morale and a healthy climate within the institution as well as strong community support. As Chancellor of SOWELA Technical Community College, I have been able to build a strong sense of trust between the administration, faculty, staff, and students that has led to a renewed sense of optimism and pride in the institution. This accomplishment has been made possible by truly listening to the concerns, ideas, and suggestions of employees at all levels of the institution as well as students and then putting action plans in place that help build consensus and resolve problems and issues that derail progress. My hands-on type of leadership philosophy has also resulted in stronger collaborative relationships with business and industry that has produced financial resources and in-kind support which has led to enhanced operations throughout the College.

The transformation of SOWELA from an "old trade school" into a comprehensive community college has taken place within the last four years. This transformation has resulted in a completely new public perception of the institution that has helped increase enrollment, generate renewed institutional pride, and produced greater business and industry support. One would ask; why would the Chancellor of a thriving community college want to become President of McNeese State University? The answer is multi-faceted. Since moving to Louisiana from Georgia about five years ago, I have seen first-hand the strong support and pride the community has for McNeese. This community support is a vital key to ensure that the institution continues to grow and thrive in today's environment of competitiveness in the higher education community. McNeese has a long history of providing higher educational programming and training to southwest Louisiana and I think the College is at a critical point in history and needs a leader who can be creative and innovative and move the institution to a higher level of excellence and performance. With a strong entrepreneurial spirit and a drive to "stretch" and embrace new ideas and remove any obstacle that inhibits students from learning and achieving their goals, I

believe I can work with the faculty and staff at McNeese to mold and shape a culture that will create an environment where students can achieve their higher education goals efficiently and effectively.

McNeese State University needs a leader who not only understands the importance of quality educational programming and comprehensive student services, the institution also needs a leader who understands that the College also has to be thought of as a business enterprise. In order for MSU to remain viable and strong during times of declining state funding support, the new President must have the leadership skills necessary to project a vision and direction for the College that keeps the faculty, staff, and students focused on the mission of the institution and not become distracted by issues that produce negativity and adversely affect the learning and work environment. McNeese has a great reputation and even greater potential; however, in order to achieve even greater and bolder goals, the new President has to set the tone and direction for the institution and have the courage to make decisions that will move the College forward even when those decisions may not be the most popular but are overall best for the institution. I believe I have the requisite leadership skills and the vision necessary to ensure that McNeese State University becomes the best college in the State of Louisiana and the natural first choice for students seeking a quality education.

I hope this brief summary of my interest and leadership philosophy along with my resume will help you determine whether or not to give any further consideration to me as a candidate for the President of McNeese State University.

Thank for your time and I look forward to hearing from you.

Sincerely,

Neil Aspinwall

# Stacy Neil Aspinwall *(Neil)*

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## **Professional Experience**

**Chancellor**  
**SOWELA Technical Community College**  
**May 2012 – present**

### *Areas of Responsibility*

Leadership -- Provide effective leadership in carrying out the mission of the institution. Build and maintain positive morale within the organization while encouraging participation of personnel. Stimulate and motivate others to become involved and to accept responsibility. Provide leadership to create innovative and contemporary academic programs.

Management -- Make effective use of and appropriately allocate all resources (personnel, financial, equipment, space, facilities, etc.) and ensure efficient and effective fiscal management. Implement institutional objectives through proper planning and budgeting. Ensure academic soundness in activities for students and faculty.

Planning -- Provide a clear and well-defined vision for the institution, consistent with the Board of Regents' Master plan, the LCTCS Board of Supervisors Strategic Plan and expectations of the System President. Meet deadlines for Chancellors' commitments and responsibilities.

Academic Quality -- Understand differences among educational programs in order to be able to promote efforts to improve quality in academic programs and encourage achievement of professional accreditation as appropriate. Recruit and retain outstanding faculty and staff. Encourage institutional efforts to improve retention and graduation rates.

Human Relations/Public Relations -- Demonstrate effective human relations skills with subordinates, community leaders, legislators and others associated with the institution. Maintain excellence in public relations with the internal and external communities. Ensure that recommendations/requests are legal, ethical and in compliance with policies and procedures of the LCTCS Board of Supervisors, the Board of Regents and appropriate state statutes.

Spokesperson -- Be a strong persistent advocate for the institution in its relations with state and local government, business and industry, the private sector, and the general public.

Resource Development -- Engage in effective external resource development as appropriate. Manage and maintain institutional facilities in a safe and excellent manner utilizing available resources.

Legislative Liaison – work closely with the legislative delegation to help ensure the priorities and strategic initiatives of the College and LCTCS are accomplished.

## **Accomplishments**

- Physical Facility Growth – \$60 million plus
  - \$2.5 million Process Technology Building
  - \$8 million Arts & Humanities Building
  - \$10 million Nursing & Allied Health Building
  - \$20 million Regional Training Facility
  - \$10 million – Jennings, Louisiana Campus
  - \$8 million Student Services Center
  - \$2 million campus revitalization
- Enrollment Growth – record enrollment growth for three straight years. Named the 8<sup>th</sup> fastest growing 2-year college in the nation in 2014 by *Community College Weekly*.
- Workforce Development – named one of the best colleges in Louisiana for workforce training by *Southern Business & Development Magazine* in 2015
- SACSCOC Accreditation – SOWELA achieved candidacy status in April 2013 and submitted the compliance certification documents for full accreditation in October 2013. Compliance certification visit resulted in No Recommendations and SOWELA was granted SACSCOC accreditation in 2014.
- Campus Revitalization – created and managed the implementation of a \$2 million campus revitalization plan that made the physical campus more functional and aesthetically pleasing.
- Center of Workforce Excellence in Industrial and Process Technology – approved by the Louisiana Board of Regents in 2014 SOWELA’s Center of Workforce Excellence is an important economic driver, generating public and private investment, attracting talent, and creating an energized, entrepreneurial environment that prepares students to enter the workforce.
- SOWELA Foundation – endowed scholarships and professorships increased by 500% during 2015/2016.
- College Reserves – college reserves increased from \$4 million to over \$10 million.
- Dual Enrollment Growth – implemented MOUs with all public school systems and home school organizations in the five parish service delivery

area to provide programs which increased the dual enrollment population to the highest in the College's history.

- FastTrack P-Tech Program – instrumental in creating a FastTrack Process Technology program that allowed students to earn an Associate of Applied Science Degree in just 16 weeks.
- Positive & Healthy College Climate/Culture – implemented processes to create an atmosphere of trust and transparency that resulted in increased productivity and positive morale throughout the college.
- Business & Industry Partnerships – established stronger collaborative partnerships with business and industry to help build a stronger workforce for southwest Louisiana to address the \$110 billion petro-chemical expansion projects in the region.
- Time to Degree Completion – implemented programs/services that reduced the time to degree completion to 2.1 years as compared to the national average of 3.8 years for an Associate's degree.
- Partnerships with Universities – strengthened partnerships with regional universities to help advance the mission of the College. Collaborative partnerships include:
  - Reduced tuition agreements
  - Reverse transfer agreements
  - Transitional/remedial course instruction
  - Residential housing agreements
  - Athletic facility agreements
  - Cross Enrollment Agreement
- Co-Enrollment ASN Program – implemented an Associate's of Science Degree in Nursing program that allows a student to be co-enrolled at SOWELA and McNeese State University (MSU). Allows a student who completes the ASN program to enroll at MSU and complete their BSN in just two additional semesters.

**Vice President of Enrollment & Student Services**  
**Waycross College**  
**August 2007 – May 2012**

Areas of Responsibility

Recruitment – responsible for the oversight and management of the recruiting activities throughout the College's primary service area.

Strategic Planning – responsible for creating the division goals and objectives which correlate with the overall institution mission and vision.

Financial Aid – manage the operations of the Financial Aid office and staff.

Enrollment Management – plan, create, and maintain the Strategic Enrollment Management Plan that includes the goals and objectives for enrollment growth, recruitment, and retention.

Orientation – manage and oversee all orientation activities/classes for new freshmen and transfer students.

Instructor – teach the *Waycross 1101-Steps to Student Success* course.

High School Collaborative Programs -- responsible for the planning, creation, and establishment of collaborative high school dual-enrollment programs throughout the College's primary service area.

Admissions -- responsible for all aspects of the admissions process which includes records retention, orientation, application, transfer credit, state data reporting, and related admission processes.

Advertising – chairman of the Advertising Committee and which plans, creates, and/or approves all advertising activities for the College.

Personnel Supervision/Evaluation/Selection – supervise, manage, and perform annual summative and performance evaluations on the division personnel (directors, coordinators, and clerical staff).

Budgeting – create annual budgets for and maintain fiscal responsibility for all areas of the Student Services Division.

Athletics – manage and supervise the staff of the athletic and intramural programs.

Campus Customer Service Champion – manage the activities of the Customer Service Committee to help accomplish the University System of Georgia's campaign of Faster, Friendlier, and Easier service.

Accreditation Oversight – serve on the campus steering committee responsible for ensuring consistency and compliance with all COC requirements.

## **Accomplishments**

- Accel Program -- Created, designed, and implemented the College's first high school based dual enrollment program that allows 11<sup>th</sup> and 12<sup>th</sup> graders to enroll and earn college semester credit by completing core curriculum courses.
- Teaching as a Profession Program – implemented the Certificate in Teaching Program at a local high school. This program allows 11<sup>th</sup> and 12<sup>th</sup> graders to complete Education courses that could be counted towards an Associate Degree in the Teaching Education field and simultaneously earn college credit as well as high school Carnegie Unit credit.
- Nursing Program Grant – wrote the grant proposal for implementing an Associate Degree Program
- Recruitment/PR CD – instrumental in creating the first promotional CD that showcases all aspects of the college.
- Freshman Experience -- wrote and was awarded the grant for designing and implementing a Freshman Experience program. This program was designed to provide new students with the advising, counseling, and

various activities needed to help them remain and achieve success in college.

- Electronic Advisement & Registration – implemented the first electronic advisement program that allows students to self-advise and provides faculty a more accurate flow of student data to aid in the registration process.
- Nursing Feasibility Study – instrumental in carrying out a comprehensive nursing feasibility study to determine if an Associate degree in Nursing program could/should be implemented at the College.
- Rebranding Campaign – co-chair of the first ever marketing and rebranding campaign for the College.
- Collegiate Athletics – instrumental in planning, creating, and implementing the first collegiate athletics program at Waycross College.
- Enrollment – instrumental in helping to increase the summer, fall and spring semester enrollments to the highest number in the 34 year history of the College.
- Banner Document Management System – instrumental in implementing the first Banner imaging system which scans and stores Admissions, Records, and Financial Aid documents electronically thereby eliminating the traditional paper filing system.
- Retention/Graduation Plan – planned, designed, and created the retention/graduation presentation for the University System of Georgia Committee on Retention and Graduation.
- Tobacco Free Campus – instrumental in creating and implementing the plan to eliminate all tobacco products from the campus.

**Vice President of Economic Development  
Okefenokee Technical College  
January 1999 – August 2007**

Areas of Responsibility

Personnel Supervision/Evaluation/Selection – supervised, managed, and performed annual summative and performance evaluations on the division personnel which included directors, coordinators, faculty, and staff at the main campus as well as extension campuses throughout six counties.

Program Forecasting and Implementation – implemented needs assessment surveys, data gathering techniques, and the related research necessary to create and startup new programs and services.

Accreditation – served on the steering committee responsible for the creation and implementation of the processes and procedures needed to meet the guidelines for initial candidacy and approval for accreditation by the Commission on Colleges (COC).

Strategic Planning – responsible for needs assessments, data gathering, and the long range planning needed to maintain the continuous progress and improvement necessary to accomplish the vision and mission of OTC.

Facilities Management – served as chairman of the Facilities Committee which was responsible for the oversight and management of all aspects of on and off campus buildings and facilities.

Budgeting – created annual budgets for and maintained fiscal responsibility for continuing education, contract training, credit, and non-credit instructional areas for on and off-campus sites.

Continuing Education and Non-Credit Programs – created, implemented, and scheduled continuing education and non-credit programs throughout the college's service delivery area.

Contract Training – created and implemented customized training programs focusing on the needs of local business and industries. Programs were designed to enhance the skill levels of company employees in order to help them become more efficient and effective in their current jobs or to help them advance in their careers.

Revenue Generation – generated revenue from instructional programs in credit, non-credit, and customized contract-training.

Off-Campus Centers – supervised and managed off-campus training centers/sites throughout six counties. Negotiated rental agreements with various business/industry and city/county government entities for facility utilization.

Adult Education – responsible for the oversight and supervision of the Adult Education programs/centers that provide adult basic education, pre-GED, and GED instruction throughout the six county service delivery area.

Cornell Corrections Training Center – supervised the creation and implementation of credit and non-credit programs for D. Ray James Prison.

High School Dual-Enrollment Programs – established and implemented dual-enrollment high school programs in collaboration with local boards of education within the six counties the college serves.

## **Accomplishments**

- Implemented the Freight Conductor program. This program provided qualified conductors to CSX Transportation. Over 975 individuals were successfully placed in jobs in Georgia, South Carolina, and Alabama.
- Successfully implemented the Licensed Practical Nursing, Criminal Justice, Commercial Truck Driving, and Medical Assisting programs at off-campus locations.
- Increased the credit enrollment of the Economic Development Division from 26 to an average quarterly enrollment of 450 students.
- Increased the yearly revenues for the Economic Development Division from approximately \$115,000.00 to over \$1,750,000.00.
- Successfully implemented dual-enrollment programs in 6 area high schools in Computer Aided Drafting (CAD), Wire Welding, Web Design Associate,



- Certified Nurse Assisting, Certified Manufacturing Specialist, Carpentry/Framing, Criminal Justice, & Computer Applications Specialist.
- Implemented the Certified Manufacturing Specialist (CMS) program for the second largest bedding manufacturer in the world (Simmons Mattress Company).
  - Successfully created and setup 13 off-campus training sites throughout a six county service delivery area by negotiating with city and county government entities for the use of facilities.
  - Planned, created, and implemented an approved Council on Occupational Education (COE) Instructional Service Center at an off-campus site in order to provide the Criminal Justice Technology program.
  - Successful at writing and receiving two separate grants (\$177,000) through the United States Department of Agriculture-Rural Development for the purchase of a truck driving simulator and a truck and trailer combination.
  - Nominated and helped coordinate the winner of the 2003 Georgia Manufacturer of the Year (Lee Container-Homerville, Georgia).
  - Planned, designed, and implemented the first local manufacturing appreciation ceremony for area manufacturers.
  - Planned and implemented the Electrical Lineman Apprentice program which provides electrical lineman candidates to Georgia Power/Southern Company, Florida Light and Power, Jacksonville Electrical Authority, and several Electric Cooperatives throughout Georgia.

**Director of Instruction (evening division)  
Okefenokee Technical College  
July 1997 – December 1998**

Areas of Responsibility

Course Scheduling – created the evening schedule of classes each quarter and coordinated rooms to accommodate the needs of each specific course and program being offered.

Counseling and Advising – counseled students concerning their educational choices and then advised them regarding the appropriate program(s) of study and/or courses for which they should enroll.

Technical Certificates of Credit – designed and implemented new technical certificates of credit to meet the needs of the business and industries and citizens within the service delivery area of the college.

Faculty/Staff – interviewed, hired, supervised and evaluated all adjunct faculty for the evening division programs and services.

Quarterly Reports – compiled the relevant information and created the quarterly reports for enrollment, tuition/revenue, scheduling, and the bookstore.

## **Accomplishments**

- Increased evening division credit enrollment from 325 to over 500 students per quarter
- Implemented the state re-direct budget plan for cutting personnel costs by implementing an alternative full-time faculty teaching schedule
- Created electronic quarterly reporting procedures and forms utilizing Excel spreadsheets
- Implemented the use of full-time day faculty as evening adjunct instructors to cut personnel costs for the school

## **Director of Adult Education Okefenokee Technical College July 1995 – June 1997**

### *Areas of Responsibility*

Grant Writing – planned, wrote, and successfully obtained the federal and state grant funds necessary to operate the seven county adult education program.

Budgeting – established and managed the budgets for all aspects of the seven county service delivery area.

Staff Development – developed and implemented staff development plans for full and part-time faculty.

Personnel – supervised and managed all faculty and staff which included performing annual summative and formative evaluations.

Workplace Literacy – established cooperative agreements with local business and industries in order to provide literacy skills education to their employees and allowed the Adult Education program to generate additional revenue.

## **Accomplishments**

- Implemented the Georgia Adult Literacy Full-Time Teacher initiative by establishing full-time adult education centers and full-time teachers in all seven counties of the college's service delivery area.
- Successfully wrote the state and federal grants to obtain the grant funds necessary to operate the Adult Education program.
- Created an Excel spreadsheet program used to record and report statistical enrollment and completion data that was eventually used by Adult Education programs throughout the state.

**Technology Education Instructor**  
**Glynn Academy High School**  
**August 1986 – June 1995**

Courses Taught:

Drafting Technology – the course content focused on technical, architectural, and computer aided drafting (CAD) as well as the necessary techniques, processes, and procedures associated with these subject areas.

Introduction to Technology Education – this course exposed students to the many technological advancements used by modern society. The curriculum was presented in a modular concept which allowed students to get hands-on experience in areas such as computer numerical control (CNC), lasers/satellite communications, meteorology, robotics, electronics, structural engineering, fluid power, and flight/space systems.

Materials Processing – the course content consisted of laboratory safety, mass production processes and procedures, computer numerical control (CNC), and machine tool operations.

**Accomplishments**

- Designed the facility and implemented the Technology Education Program
- Implemented the first Graphic Arts program
- Implemented the first Computer Aided Drafting (CAD) program
- Setup and implemented the first Computer Numerical Control (CNC) lathe

**Interim Assistant Principal**  
**Glynn County Night High School**  
**June 1992 – August 1992**

Areas of Responsibility

Student Discipline – counseled students concerning behavioral problems and implemented the appropriate corrective action plans necessary to alleviate the disruptive behavior.

Classroom Observations – performed teacher evaluations and completed the Georgia Teacher Observation Instrument (GTOI) on specified teachers.

Textbook Inventory – issued textbooks and resource materials to teachers and maintained an inventory system.

**Accomplishments**

- Created and implemented the first textbook inventory system for the Night High School

## **Education**

Doctor of Education (Ed.D.)  
Major: Educational Administration  
1999 – Georgia Southern University

Education Specialist (Ed.S.)  
Major: School Administration and Supervision  
1994 – Georgia Southern University

Master of Education (M.Ed.)  
Major: School Administration and Supervision  
1992 – Georgia Southern University

Bachelor of Science in Education (B.S.Ed.)  
Major: Technology Education  
1986 – Georgia Southern College

## **Activities**

- Board of Directors – Southwest Louisiana Chamber & Economic Development Alliance
- American Association of Community Colleges (AACC) – Advocacy Advisory Group
- Board Member – Southwest Louisiana Workforce Investment Board
- Program Coordinator for the Rotary Club of Lake Charles
- SACSCOC – Off-Site reaffirmation committee member 2015/2016/2017
- Chairman of the Student Services Committee at Waycross College
- Former Board Member - Okefenokee Chamber of Commerce
- Past Chairman - Okefenokee Education Consortium/Tech Prep
- Past member of the Board of Directors/Okefenokee Education & Research Center
- Past Chairman - Waycross-Ware County Development Authority
- Parliamentarian - Board of Directors/Southeast Georgia Workforce Investment Board
- Chairman - Georgia Occupational Award of Leadership (GOAL) school level screening committee / 1999-2006.
- Dissertation Committee Member -- Georgia Southern University
- Member of the Okefenokee Education and Career Partnership (OECF) Program

## **Publications**

- High School Diploma and GED: Are they equivalent?  
Dissertation Abstracts International 60-06A: 1928 – 1999
- Partners Perspective – Georgia QuickStart Magazine – Winter 2005

## **Presentations**

- United States Senate – Senate Committee on Small Business and Entrepreneurship. Testimony in support of federal funding to support short term workforce development training programs for the Oil & Gas Industry – July 2015
- Louisiana Technical & Community College System (LCTCS) Annual Conference – Utilizing “Blue Banner” to help with student advising, faculty workflow, and student services functions – 2014/2015
- Tribal Graduate Banquet Speaker/2016 – Coushatta Sovereign Nation
- Fiscal Year 2005 & 2006 capital outlay requests presentation to the Georgia State Board of Technical and Adult Education for Okefenokee Technical College
- Waycross Kiwanis Club, Waycross Exchange Club, Rotary Club, and the Okefenokee Lions Club concerning programs, services, and off-campus activities of Okefenokee Technical College
- Presented the training plan used to implement the Certified Manufacturing Specialist (CMS) program for the Simmons Mattress Company to the Certified Economic Developer Trainer (CEDT) class IX in Atlanta – 2004
- “Dual Enrollment Utilizing Full Time Site Specific Instructors” Vice Presidents of Economic Development quarterly business meeting – April 2006
- Dual Enrollment Programs – presentation given to the Bacon County Board of Education/member retreat – April 2006
- Facilitator – Implementing On-Line Learning – Certified Economic Developer Trainer (CEDT) Conference – August 2006
- Dual Enrollment Options – presentation given at the Brantley County Board of Education – September 2006
- Waycross College Overview – Leadership Brantley (2007/08/09), Waycross Exchange Club (2007), Pierce County Exchange Club (2008), Leadership Pierce (2007/2008)
- “You Mean You Teach College Courses at the High School Campus?” – Discussion session for the Statewide Joint Enrollment Conference at Georgia Perimeter College – May 2009

**Additional Training**

- Harvard Graduate School of Education – Institute for Educational Management (IEM) – 2014
- Council for Resource Development – President’s Fund Raising Academy -- 2013
- Development Authority Board Member Basic Training Course University of Georgia/Fanning Institute - 2007
- American Association of Community Colleges - Future Leaders Institute/Advanced - 2006
- Certified Economic Developer Trainer (CEDT) – Georgia Department of Technical and Adult Education - 2000
- Georgia Institute of Technology – Economic Development Course – 1999
- Executive Leadership Institute – University System of Georgia 2009/2010
- University System of Georgia – Leading Innovation Project Team Member – 2010-2011