

**BOARD OF SUPERVISORS FOR THE
UNIVERSITY OF LOUISIANA SYSTEM**

PERSONNEL COMMITTEE

December 9, 2021

Item J.1. **Grambling State University's** request for approval to appoint Ms. Melanie Jones as Vice President for Advancement effective January 3, 2022.

EXECUTIVE SUMMARY

The University requests approval to appoint Ms. Melanie Jones as Vice President for Advancement effective January 3, 2022 at an annual salary of \$195,000. The staff recommends approval.

RECOMMENDATION

It is recommended that the following resolution be adopted:

***NOW, THEREFORE, BE IT RESOLVED,** that the Board of Supervisors for the University of Louisiana System hereby approves Grambling State University's request for approval to appoint Ms. Melanie Jones as Vice President for Advancement effective January 3, 2022.*



November 29, 2021

**MEMORANDUM TO THE BOARD OF SUPERVISORS
OF THE UNIVERSITY OF LOUISIANA SYSTEM**

**SUBJECT: REQUEST FOR APPROVAL TO APPOINT MS. MELANIE JONES AS
VICE PRESIDENT FOR ADVANCEMENT JANUARY 3, 2022**

Grambling State University (GSU) respectfully requests approval to appoint Ms. Melanie Jones as Vice President for Advancement, effective January 3, 2022, at an annual salary of \$195,000.

Your favorable consideration of this request is greatly appreciated.

Sincerely,

A handwritten signature in blue ink, appearing to read "RJ Gallot", is positioned above the printed name of the signatory.

Richard J. Gallot, Jr., JD
President

Attachment

EXECUTIVE SUMMARY

An experienced executive with over 20 years in education and non-profit management. A collaborative, results-oriented, and strategic leader with a proven record in building operational infrastructure, creating high-performing teams, and cultivating partnerships. An innovator in fundraising, marketing, and strategic communications. Extensive and broad-based proficiency in all aspects of higher education and administration, to include budgeting and finance, curriculum development, teaching and learning, facilities and campus planning, student and enrollment services, grants, accreditation, volunteer engagement and management, and strategic planning.

PROFESSIONAL EXPERIENCE

Vice President for College Advancement and Executive Director, August 2011 – Present
York Technical College and York Technical College Foundation, Inc., Rock Hill, South Carolina

Serve as the chief development, communications and marketing officer for a comprehensive, two-year community college, which serves nearly 8,000 students annually. As a member of the President's Cabinet, responsible for providing collaborative leadership for the college's enrollment, academic, capital, and sustainability initiatives. Primary areas of responsibility are Strategic Communications and Marketing, Grants and Sponsored Programs, Development, and Alumni Engagement. As the Executive Director of the York Technical College Foundation, Inc. a separate non-profit organization, responsible for its total operations and management.

To date, select accomplishments include:

- Increased the Foundation's net assets by 111% over a five-year period.
- Implemented the College's first comprehensive fundraising campaign and largest campaign goal of \$6.5 million; the campaign successfully exceeded its goal.
- Secured the Foundation's first seven-figure outright/unrestricted gift.
- Secured and realized the largest charitable bequest to the Foundation
- Increased the number and amount of student scholarship awards by over \$200,000 annually
- Produced and implemented the college's first integrated marketing plan and enrollment management marketing effort, leading to a 14% enrollment increase
- Secured over \$10 million in grant funding for college and workforce programs and equipment
- Established an alumni association for the College and implemented the first alumni giving week
- Expanded the use of technology to include a new donor management system, online scholarship application portal, project management software, and publication template and design portal
- Implemented *Standard Operating Procedures* for all division-level operational functions
- Completed a reorganization of personnel to align with the premise of a contemporary Advancement unit
- Provided comprehensive training for the Foundation's Board of Directors to transition to a fundraising board
- Serve as senior executive on all capital projects, completing one building renovation, new campus loop road, multiple building feasibility studies, and a new learning commons, completed fall 2019.

Vice President for Institutional Advancement, February 2008 – May 2011
Allen University, Columbia, South Carolina

Provided strategic direction, vision, and management of Allen's comprehensive fundraising program to meet long-term and short-term priorities; served as chief development and marketing officer for the University; served as resource and official University representative in community and governmental affairs; and managed the fund development and marketing programs. Provided executive leadership to the Office of Alumni and Parent Services, Development, Communications and Marketing, Sponsored Programs and Title III, Special Events, and Church and Community Relations. This position reported directly to the President and was a member of the President's Executive Cabinet. Additionally, worked collaboratively with the Chair of the Board of Trustees Development Committee.

Led several critical institutional initiatives, including, but not limited to: planning and executing a multi-million dollar capital campaign; establishing a culture of philanthropy for the University; researching, identifying, cultivating, and personally soliciting major donors and prospects; enhancing visibility of the University; serving as an executive speech writer; and providing leadership to ensure development of the University's brand identity in all institutional messaging.

Select key accomplishments included:

- Established a comprehensive operational and procedural document for support of University's advancement activities
- Expanded the University's annual gala to generate increased corporate sponsorships and participation, significantly increased revenue - with nearly \$200,000 raised for the 2011 event - and increased attendance by community constituents
- Launched a comprehensive branding initiative as part of an integrated marketing plan which entailed creation and adoption of a new academic logo, new athletic logo, revised academic seal, brand standards, a new and improved website for the University, and unifying key messaging for the University
- Directed President's solicitation activity for one building and several room naming gifts with a cumulative value of approximately \$1 million
- In conjunction with the Allen University Education Foundation, launched the *Designer Chairs* campaign, a \$5 million fundraising initiative to support endowed professorships
- Identified a planned giving program for the University resulting in over 100 new gift designations and receipt of nearly \$200,000 in estate gifts (exclusive of real estate and art bequests) in the first year
- Increased the number of proposals (more than quadrupled) submitted for federal, state, and private funding opportunities
- Established a corporate alliance initiative to promote corporate involvement and opportunities with the University
- Secured \$200,000 from university alumni to complete a campus construction project (over a one-month period)
- Raised over \$1.5 million in General Operating Support for the University; this figure exceeded the established goal and was procured in a four-month period through major gifts, annual fund, church contributions
- Inaugurated the Alumni Legislators Heritage Archives in recognition of the University's alumni serving in the state's General Assembly, securing a lead gift of \$50,000
- Established the University Print Shop to complete all of the University's printing needs along with providing services to external entities as an additional revenue source for the University

Director of Development and External Affairs, July 2005 – February 2008

Saint Augustine's College (now Saint Augustine's University), Raleigh, North Carolina

Responsible for the overall supervision and direction of the College's inclusive fund-raising campaigns, Corporate and Foundation Relations, Office of Alumni Affairs, special events, and marketing initiatives. These responsibilities required my attention to, but not limited to, project development, prospect/donor research and prospect management, program and financial analyses, reporting and follow-up in support of an aggressive prospect and donor identification, cultivation and solicitation program, budget management, proposal writing and review, and attending and/or coordinating a myriad of college and community events locally and nationwide. This position reported to the Vice President for Institutional Advancement and Development.

As needed, designed the major publications of the College, as well as served as writer and editor for various campus publications and press releases. Also, directly responsible for the management and implementation of the College's \$25 million Capital Campaign.

In the absence of the Vice President for Institutional Advancement and Development, managed the Office of Communications, Sponsored Research and Programs, WAUG Television and Radio Station, and Saint Augustine's College Community Development Corporation, and other duties as required.

Key accomplishments in this role included:

- Developed and implemented a strategic development plan for the College
- Restructuring and planning the College's annual Founders' Day celebration into a black-tie event, increasing attendance by 220% and netting nearly \$75,000 in donations— an increase of over 475%
- Implemented a strategic annual giving solicitation campaign which resulted in exceeding departmental fundraising goal by over 10%, for two consecutive years and increased individual gifts by over 107%;
- Soliciting over \$2.5 million dollars for the Capital Campaign during the silent phase
- Re-established critical former corporate partnerships and generated new partnerships for the College
- Directed the charter and implementation of the St. Agnes Foundation, Inc. and served as the College contact to the Board of Directors
- Designed and launched official logos for the College commemorating its 140th Anniversary and the Capital Campaign
- Published the College's first and subsequent Annual Report in over 10 years
- Improved donor relations by integrating a data management system for advancement services

Other Professional Experience

Instructor, First Year Experience (COL 101) | Saint Augustine's College, Raleigh, North Carolina

Director of Student Life and Student Union | Saint Augustine's College, Raleigh, North Carolina

Chemistry Teacher | Brainerd High School, Chattanooga, Tennessee

Interventionist | University of Tennessee at Chattanooga, Chattanooga, Tennessee

Assistant Program Director & Residential Director – University Bound Program | University of Tennessee at Chattanooga, Chattanooga, Tennessee

Intern | National Aeronautics and Space Administration (NASA), Marshall Space Flight Center, Alabama

Teaching Assistant | Spelman College, Atlanta, Georgia

EDUCATION

Master of Arts

Tennessee Technological University, Cookeville, Tennessee
Concentration: Instructional Leadership GPA: 4.0 on a 4.0 scale

Bachelor of Science

Spelman College, Atlanta, Georgia
Major: Chemistry/Mathematics (minor) GPA: 3.5 on a 4.0 scale

NOTABLE SKILLS AND TRAINING

Certifications

Certified Fund Raising Executive (CFRE)
Grant Writing – Quest Center for Professional Development, Inc. – West Chester, OH

Computer

Microsoft Office (Word, Excel, Power Point, Outlook, Access, Publisher); Website Design and Maintenance (HTML, Ektron WCMS, WordPress); CAMS Data Management; Donor Perfect; Benefactor; Ellucian Colleague; Blackbaud Raiser's Edge and Financial Edge; SunGard PowerCampus SCT; Adobe Creative Suite (Acrobat, Photoshop, InDesign, Illustrator); Final Cut Pro X

SELECT PRESENTATIONS

Creating Shared Value in Innovation Districts, 3rd International Placemaking Week Conference (October 2019)
Looking In: Getting Better All the Time...It's More than a Beetles Song, CASE Conference for Community College Advancement (October 2019)
For the Love of OU, Presentation to the Oakwood University Alumni Association (September 2019)
Hot Topics in Advancement, Speaker/Coach, Coach's Corner – CASE District III (February 2019)
Executive Coach, Coach's Corner – CASE District III (February 2018)

HONORS AND AWARDS

Young Professional of the Year 2010, Greater Columbia Chamber of Commerce (Columbia, SC)
Graduate, Leadership North Carolina – Class XIV (2006-2007)

PROFESSIONAL AND COMMUNITY AFFILIATIONS

Current

Board Member, American Red Cross, Upper South Carolina Chapter
Immediate Past President, Arts Council of York County Board of Directors
Council for Advancement and Support of Education
 -Member, CASE Council for USA/Canada, 2021-present
 -Member, CASE District III Cabinet (Southeast Region), 2018-present
 -Chairperson, CASE District III Annual Conference (2020)
Board Member, Rock Hill Economic Development Corporation, Inc.
 -Chairperson, Quality of Life Committee
Board Member, HBCU Grow Advisory Board
Board Member, Piedmont Medical Center
Board Member, Performing Arts and Education Center of York County
Member, Rotary International (Fort Mill Club)
Member, Association of Fundraising Professionals (AFP)
Diamond Life Member, Delta Sigma Theta Sorority, Incorporated
 -Member, National Information and Communications Committee (2020 – present)
 -Treasurer, July 2014 – June 2018, Rock Hill Alumnae Chapter
 -Soror of the Year, 2017, Rock Hill Alumnae Chapter
 -Delta of the Year, 2003, Chattanooga Alumnae Chapter
Member, National Alumnae Association of Spelman College (NAASC)
 -President, 2017 – 2021, Charlotte Chapter

Select Former Affiliations

Member, Optimist International (Central City Club)
Board Member, Greater Columbia Chamber of Commerce, Columbia, South Carolina
 Chairperson, Women, Minority & Small Business Council
Board Member, Benedict-Allen Community Development Corporation, Columbia, South Carolina
Member, Education Committee, United Way of the Midlands, Columbia, South Carolina
Member, Cooperating Raleigh Colleges Advisory Board
Big Sister/Volunteer, Big Brother Big Sister
Troop Leader, Girl Scout-Moccasin Bend Council (Studio 2B Program)
Volunteer, Junior Achievement
Member, Grants Allocation Committee, United Way of York County

References available upon request

**BOARD OF SUPERVISORS FOR THE
UNIVERSITY OF LOUISIANA SYSTEM**

PERSONNEL COMMITTEE

December 9, 2021

Item J.2. **University of Louisiana at Monroe's** request for approval to appoint Ms. Lisa Frey Miller as Vice President for Enrollment Management and University Relations effective January 1, 2022.

EXECUTIVE SUMMARY

The University requests approval to appoint Ms. Lisa Frey Miller as Vice President for Enrollment Management and University Relations effective January 1, 2022 at an annual salary of \$160,000. The staff recommends approval.

RECOMMENDATION

It is recommended that the following resolution be adopted:

NOW, THEREFORE, BE IT RESOLVED, that the Board of Supervisors for the University of Louisiana System hereby approves University of Louisiana at Monroe's request for approval to appoint Ms. Lisa Frey Miller as Vice President for Enrollment Management and University Relations effective January 1, 2022.

**Office of the President**

University Library 632 | 700 University Avenue | Monroe, LA 71209
P 318.342.1010 | F 318.342.1019

November 17, 2021

Dr. James B. Henderson, President
University of Louisiana System
1201 North Third Street – Suite 7-300
Baton Rouge, LA 70802

Dear Dr. Henderson:

I am requesting board approval to waive the requirement for a national search for the Vice President for Enrollment Management and University Relations position at the University of Louisiana Monroe. I further request permission to appoint Mrs. Lisa Miller to this position.

She is currently serving as the Interim Vice President for Enrollment Management and University Relations and has been a tremendous asset to ULM since she started the position in February of this year. She has demonstrated true leadership skills and ability in helping lead ULM through the Covid-19 crisis, Hurricane Laura, our 90th anniversary celebration, and our recent investiture. Understanding the importance of enrollment, she has rebuilt our enrollment management program by assembling a highly qualified team to reverse our enrollment downward trends and to address the upcoming demographic challenges.

She has extensive experience in higher education having served as Director of Recruitment and Admissions, Assistant Vice President of Enrollment Management and Chief Communications Officer. These experiences have uniquely prepared and qualified her for the role of Vice President of Enrollment Management and University Relations.

Attached is her resume for your review.

I request this appointment be effective January 1, 2022, at an annual salary rate of \$160,000.

Thank you for your consideration of this request.

Sincerely,



Ronald L. Berry, D.B.A.
President

#TAKEFLIGHT

LISA FREY MILLER

3605 Loop Road
Monroe, LA 71201
318-348-5579
lmiller@ulm.edu

EDUCATION

- University of Louisiana Monroe 2002 **+30 Teacher Certification – Administration and Supervision**
- University of Louisiana Monroe 1994 **Masters of Education – Counseling**
- University of Louisiana Monroe 1985 **Bachelor of Arts – Elementary Education**

WORK EXPERIENCE

- **Interim Vice President for Enrollment Management and University Relations**
University of Louisiana Monroe
February 2021 - Present
 - Provide leadership and direction for the University's comprehensive efforts to maximize and sustain enrollment for all populations
 - Cultivate and strengthen mutually beneficial relationships with internal and external stakeholders, including enrolled students, prospective students, alumni, faculty, staff, elected officials, government entities, business leaders, and community members

- Develop, evaluate, and implement policies, procedures, initiatives, and services that positively impact student enrollment and promote efficiency and effectiveness
- Serve as the chief strategist on all matters related to marketing and enrollment
- Develop a marketing and recruitment plan that aligns with the University's strategic plan
- Recommend strategic initiatives, actions, and policy considerations to the President and the Executive Council
- Market the University and its programs and services to a broad community, including internal and external communication mediums
- Identify, hire, and lead a motivated, talented team that can execute initiatives that yield positive results
- Provide direct leadership for recruitment, admissions, registrar, scholarships, financial aid, governmental relations, and marketing and communications
- Collaborate with departments across campus to maximize results
- Serve as a member of local and regional organizations and associations to stay abreast of current recruitment and marketing trends and initiatives
- Lead and oversee university events designed to strengthen the brand of the University, including the University's 90th anniversary and investiture week celebrations, service learning projects, and other strategic events
- Investigate and implement current digital methods that maximize student enrollment and constituent engagement
- Develop a systematic and efficient plan to leverage technology to enhance constituent engagement
- Analyze data to notice enrollment trends across disciplines, geographic zones, and target audiences
- Foster a culture of collaboration and inspire a team driven by creativity to produce positive results
- Provide support, professional development, and mentorship for all direct reports
- Ensure diversity, inclusion, and equity are always at the forefront of all decision-making
- Possess an understanding of NCAA regulations for Division I athletics and develop partnerships with coaches and athletic administrators
- Adhere to all state and university budgetary policies and monitor departmental budgets
- Support the University's goal of changing lives through all objectives and programs

Counselor and Development Officer

St. Frederick High School - Monroe, LA

August 2019 - February 2021

- Provided college advisement to all high school students
- Provided counseling to all students regarding their course of study
- Coordinated all standardized testing
- Served as the liaison for dual enrollment participation
- Coordinated and executed all graduation ceremonies
- Taught College and Career Awareness
- Served as the Yearbook Advisor
- Coordinated and facilitated information sessions regarding the transition to becoming an International Baccalaureate school

Chief Communications Officer

University of Louisiana Monroe – Monroe, LA

August 2015 - June 2019

- Provided leadership across campus regarding all marketing and communications that impact the University
- Served as the official spokesperson for the University
- Led the University's major rebrand in 2017, followed by an athletic rebrand to build consistency across campus
- Influenced and inspired the creative team to develop marketing materials that would positively affect the institution
- Oversaw the development of all traditional and nontraditional media, including advertisements, publications, videos, commercials, billboards, signage, news releases, social media, and more
- Collaborated with university police and media representatives to create and execute crisis communication plans
- Coordinated all special events hosted by the President, such as the screening of "Starving the Beast" and hosting a visit from the National Parks Director, Jonathan Jarvis
- Developed policies for faculty, staff, and students related to public information, including the University's social media policy
- Conducted market research through facilitating focus groups and surveys to both internal and external audiences
- Increased the number of Facebook followers by 10% during the academic year 2016-2017
- Increased the number of Instagram followers by 27% during the academic year 2016-2017
- Provided expertise as a member of the President's Executive Council
- Provided expertise as a member of the President's Administrative Council
- Analyzed data to allow data-driven decisions
- Redesigned and implemented an annual back-to-school athletic kick-off event focused on the prior year's accomplishments and goals for the upcoming year - in both the academic and athletic realms. Inaugural event produced a record-breaking crowd of over 550 attendees and raised over \$20,000
- Reestablished Night of Champions, a fundraising event generating over \$120,000 for athletes to attend summer school-2016
- Provided leadership and vision on the Women's Symposium Committee
- Collaborated with sports information and marketing for consistent messaging
- Attended all UL System Board of Supervisors meetings
- Collaborated with athletics for an athletic rebrand to build on the university rebrand
- Coordinated all events requested by the Board of Supervisors such as ULS Day at the Capitol and receptions for colleagues and elected officials
- Provided input on all presidential speeches and presentations
- Delivered presentation at the CASE conference 2019

Assistant Vice President of Enrollment Management

University of Louisiana Monroe – Monroe, LA

January 2007 - July 2015

- Provided leadership and vision to the University community on all issues related to recruitment, admissions, registration and records, retention, orientation, first-year program, residential life, and financial aid including the use of institutional and foundation scholarships
- Developed and implemented a strategic enrollment plan consistent with the university strategic plan

- Served as a member of the ULM President's Executive Council
- Served as an ad hoc member of the ULM Deans' Council
- Served as a member of the Board of Regents Council of Enrollment Managers
- Served on multiple selection committees for positions across campus
- Served on Title IX committee
- Provided input for all marketing strategies directly related to enrollment
- Oversaw a 26% increase in first-time freshmen enrollment during the transition from an open admission institution to a selective admission institution
- Led recruitment efforts of a freshman class that saw an ACT average increase from 18.8 to 23
- Provided leadership of a team that saw an increase in freshmen receiving TOPS from 37% to 78%
- Provided leadership that shifted the demographics of the freshman class from the majority of students coming from northeast Louisiana to beyond this region
- Oversaw over 60 professional staff
- Collaborated with the computing center to develop comprehensive reports that captured live data regarding registration and retention for making real-time data-driven decisions
- Analyzed data using pivot tables and disseminated to appropriate representatives across campus
- Provided presentations and reports to illustrate trends and current status
- Provided the vision for a one-stop-enrollment-shop of the new Sandel Hall
- Provided leadership of a 5% increase in retention from 69% to 74%
- Established Ace's Place, a centralized communication center for issues related to enrollment management
- Researched and implemented software products to allow an electronic workflow for admissions
- Researched and created a transfer center to expedite the processing of applications more efficiently
- Attended Noel Levitz, AACRAO, SACRAO, LACRAO, SEM and Academic Impressions conferences.

Director of Recruitment and Admissions

University of Louisiana Monroe – Monroe, LA

July 2002 - December 2007

- Led the first increase in enrollment following an 8-year enrollment decline
- Reorganized and rebuilt the recruitment and admissions organization
- Revitalized student orientation program, which increased student participation from 72% to 93%
- Created and implemented recruitment events throughout the state, Mississippi and Arkansas
- Implemented the first student recruitment group called the Hawkseekers (former Indian Trackers)
- Redesigned Browse on the Bayou, a student campus visit day, which yielded an increase from 40 students and parents in 2001 to participation of over 500 students and parents
- Led the creation of all student recruitment publications and videos
- Delivered numerous presentations to high school students, parents, counselors, and administrators
- Led the strategic recruitment plan that stabilized and increased enrollment during the implementation of selective admission standards established by the Board of Regents
- Offered ongoing training and mentoring to all staff members and student employees
- Served as a member of the academic affairs council and provided appropriate information to all members
- Served as the chair of the scholarship committee, which oversaw the awarding of millions of scholarship dollars
- Managed the budget for the entire department and oversaw a staff of 25 professionals
- Created and implemented unique student recruitment events on campus respective to various disciplines, including VAPA Day, Pharmacy Day, Health Science Day, A Day in the Life of a ULM Student, etc.
- Delivered presentations to the Board of Regents and the Board of Supervisors and at multiple conferences, including the ACT Conference in Chicago and the Louisiana Association of Registrars and Admissions Officers

Guidance Counselor

West Monroe High School– West Monroe, LA

August 1997 - July 2002

- Provided academic and career planning for students
- Guided post-secondary students per individual needs and desires
- Created and implemented thematic career academies
- Served as co-coordinator for SACS accreditation
- Coordinated all special events, including prom, awards day ceremonies, and homecoming
- Served as the Public Relations Coordinator
- Served at the PALS liaison (Parents, Alumni, and Loyal Supporters)
- Served as the liaison with the Chamber of Commerce for the Adopt-A-School initiative and the annual career day

Teacher

Western Monroe Junior High School – West Monroe, LA

August 1985 - July 1997

- Taught 7th grade American History, Science, and Language Arts
- Served as 504 Coordinator and collaborated with teachers and parents in constructing individualized student accommodation plans to promote student success for students identified as having learning impairments
- Served as a sponsor for spirit groups and the student government association

LEADERSHIP AND SERVICE ROLES

Ouachita Parish Scholars' Task Force

1997 - present

- Chair 2002, 2020, and 2021
- Board Member 2002-present
- Committee responsibilities included: coordinating the keynote speaker, emcee, and caterer

First United Methodist Church

2009 - present

- Wesley Foundation Board Member-2009-2012
- Trustee-2010-2012
- Member

Big Whit Foundation

2012 - present

- Board Member
- Community member facilitator during leadership conference

Children's Coalition

2016 - present

- Higher Education Board Representative-2016-present
- Dragon Boat fundraiser committee member 2017
- Fashion Fusion fundraiser committee member 2016

West Monroe High School Foundation

2018 - present

- Board Member

LEADERSHIP AND SERVICE ROLES

Louisiana Association of College Registrars and Admissions Officers (LACRAO)	2005 - 2019
<ul style="list-style-type: none">• President 2007• Executive Committee 2005-2009• Lead the incorporation of the organization during presidency• Presenter at annual conference-2003, 2004, 2006, 2007, 2015	
Young Life	
<ul style="list-style-type: none">• Board member	2017- 2019
NOVA	2008 - 2019
<ul style="list-style-type: none">• Advisory board member• Emcee for graduation ceremonies-2012• Outstanding Service Award-2015	
Children's Trust Fund	2009 - 2012
<ul style="list-style-type: none">• Appointed by Governor Bobby Jindal• Executive Board Member-awarded grants to organizations benefitting the advancement of children	
American Heart Association	2007 - 2010
<ul style="list-style-type: none">• Chair-2008-2009• Coordinated Go Red for Women annual luncheon	
Ouachita Parish School Counselors Association	1997 -2002
<ul style="list-style-type: none">• President 2001-2002• Coordinated annual high school career day	
Jesus the Good Shepherd	1998-1999
<ul style="list-style-type: none">• School Board Member-1998-1999• Middle School Task Force	

AWARDS AND HONORS

Trailblazer Award-Award named the Lisa Miller Award-ULM Women's Symposium	2019
Bayou Life Magazine Icon of the Month for Women's History Month	2019
University of Louisiana Monroe-Staff Excellence Award	2017
Louise Seymour Community Impact Award-Monroe Junior League	2017
University of Louisiana Monroe-Greek Advisor Award	2016
Sweet Sixteen Honoree-News Star World-One of Ouachita Parish's Most Influential Women	2013
West Monroe High School Distinguished Alumni Award	2008
ACT Panelist at ACT Conference held in Chicago, IL	2004
Presenter to Louisiana Board of Regents on how to effectively use ACT products	2003
West Monroe High School Commencement Speaker	2003
West Monroe Junior High Teacher of the Year	1997

**BOARD OF SUPERVISORS FOR THE
UNIVERSITY OF LOUISIANA SYSTEM**

PERSONNEL COMMITTEE

December 9, 2021

Item J.3. **University of Louisiana at Monroe's** request for approval to appoint Dr. Mark Arant as Provost and Vice President for Academic Affairs effective January 1, 2022.

EXECUTIVE SUMMARY

The University requests approval to appoint Dr. Mark Arant as Provost and Vice President for Academic Affairs effective January 1, 2022 at an annual salary of \$230,000. The staff recommends approval.

RECOMMENDATION

It is recommended that the following resolution be adopted:

NOW, THEREFORE, BE IT RESOLVED, that the Board of Supervisors for the University of Louisiana System hereby approves the University of Louisiana at Monroe's request for approval to appoint Dr. Mark Arant as Provost and Vice President for Academic Affairs effective January 1, 2022.

**Office of the President**

University Library 632 | 700 University Avenue | Monroe, LA 71209-3000

P 318.342.1010 | F 318.342.1019 | ulm.edu

11/29/2021

Dr. James B. Henderson, President
University of Louisiana System
1201 North Third Street, Suite 7-300
Baton Rouge, LA 70802

Dear Dr. Henderson:

The University of Louisiana at Monroe (ULM) requests approval to appoint Dr. Mark Arant as the Provost and Vice President for Academic Affairs, effective January 1, 2022, with an annual salary of \$230,000 with a moving allowance of up to \$7,000. He would also serve as a tenured full Professor of Chemistry.

A search committee consisting of representatives from faculty and staff, as well as a student and an alumnus (community member), conducted a national search for this position. The committee developed the job description that was advertised nationally. Thirty-eight qualified applications were received from across the country.

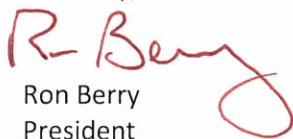
The search committee selected four semi-finalists for video-conference interviews. From this process three finalists were invited to interview on campus. Following the on-campus interviews, the search committee delivered a report containing the strengths and weaknesses of each candidate. I also visited with members of the executive committee, Dean's Council, our SGA President and Faculty Senate President, as well as several external community members who participated in the search process. Participants in the process were also invited to provide input through an online survey.

Based on the search committee's comments, on input received from various campus constituencies, and on my interviews with the finalists, Dr. Arant was the clear choice for the position. He received strong support across all constituencies.

Dr. Arant has an PhD in Organic Chemistry from The University of Alabama. He has significant successful academic experience as a Dean and Provost at several universities. Dr. Arant shares our campus vision of changing lives and serving the needs of northeast Louisiana.

Thank you for consideration of our request.

Sincerely,



Ron Berry
President

#TAKEFLIGHT

September 21, 2021

To Whom It May Concern:

I am applying for the position of Provost and Vice President for Academic Affairs at the University of Louisiana at Monroe. Currently, I serve the University of Central Missouri as the interim dean of the College of Health, Science, and Technology while the university begins its search for the new dean. I am seeking a university that is committed to the success of its students, faculty, staff, and community through fulfilling its mission as a regional institution. This mission motivates the university to meet students where they are and to graduate them with the knowledge, wisdom, and skills that society expects from tomorrow's leaders.

As we know, the environment a provost is compelled to nurture and lead is often one that is complex and fluid, providing significant challenges not only for the individual but for the institution as well. For transparency, I believe I need to explain my recent career arc, which has been one of rapid change, before I address my experiences that meet the desired characteristics sought in ULM's next provost.

After three productive years as provost at Northeastern State, I was unexpectedly recruited away to Murray State University. Thirteen months later, the president responsible for my hire left suddenly to take a role at another institution and some of his cabinet-level hires turned over, including my position. To pave the way for that change, I accepted a senior fellowship with the Kentucky Council on Postsecondary Education. This position was an excellent opportunity to expand my knowledge of program review, general education, teacher preparation, and state-level operations related to supporting public higher education, as well as enhance my work as SACSCOC peer reviewer.

Because this position was temporary, I accepted the role of Provost and Senior Vice President for Academic Affairs at Lindenwood University. Quickly, it became evident that my philosophies of higher education were not in sync with Lindenwood's new strategic direction. A change was needed and we amicably parted ways in late spring 2021.

The interim dean's role at the University of Central Missouri provided me with an opportunity to serve a public regional institution again. Regionals, in my opinion, have the best mission in the higher education arena as they provide access to higher education's defining hallmark, the interaction between world class faculty and students eager to advance and secure successful futures.

This position would be an academic "homecoming" for me. The fourteen years I spent at ULM gave me the opportunities to observe how vital higher education is for students and families to improve their quality of life. It also demonstrated the impact that the regional has on the quality of place for the community. Employers and students, particularly those who are first generation, are seeking the rigors of a university education that include practical application of their field of study. These outcomes emerge at the regional institution. Two of the universities that I have served previously (UAFS and NSU) were open enrollment or nearly so. Each one offered several relevant programs that connected with the students and regions strongly. For example, the Computer Science program at UAFS used worked-based learning and internships effectively to build the connections between higher education and employers. With over 95% of the seniors in the program having job offers from their internship hosts, the department helped many of those first-generation families not only navigate their college experience well but also paved a smooth transition to launching a successful, life-long career.

NSU (located in Tahlequah, OK, the capital of the Cherokee Nation), honoring the cultural heritage of its student base, tied the students' education experience to being successful Native American students in modern society. Building curricula, such as the master's degree in Social Work with an emphasis in tribal affairs, allowed the student to be a part of solutions to challenges they experienced in their communities.

A regional institution represents a powerful entity for student development. Leadership, problem solving, critical thinking, and communication are just some of the expected characteristics that students develop and hone through their curricular, co-curricular, and extra-curricular activities. Leading institutions provide meaningful experiences in all venues to ensure their graduates are highly prepared, possessing competitive advantages that allow them to excel among their peers. The foundations for these offerings are rooted in excellent faculty-student engagements, where faculty provide wisdom, insight, and mentorship to traditional and non-traditional learners. It is my opinion that without dynamic faculty interactions with students, higher education ceases.

These vital engagements thrive in active learning environments. Students must be connected to problem solving, big-picture solutions, and critical thinking throughout their curricula. General education, electives, study abroad, and key discipline courses should be intentionally developed to grow the characteristics that applied learning hopes to instill. Currently, I am advising and overseeing a project at the University of Central Missouri that will transform much of the teaching space in its science facilities to active learning venues to accompany the high-impact practices of applied learning in the science fields.

Institutions serving many demographics, including first generation graduate and undergraduate students, are proving grounds for some of the best student success initiatives. These students benefit immensely from a personalized approach to student engagement. As an example of this approach, I worked with student success offices at Lindenwood to initiate a mentorship program that involved technology, advising, career services, peer mentors, and faculty. Career and academic advisors work with students in their first semester to ensure that they are making the right academic decisions. Advisors aided by technology will provide detailed information regarding career, graduate, or professional school choices as well as automating scheduling. Students will have informed conversations about course selection, timely graduation, and efficient first steps into their post-graduation world. Providing mentorship from peers and faculty give support and insight that allow mentees to see opportunities within their challenges. This prompts the students to persist and complete their certification or degree in a timely fashion, reducing debt and moving the students to their next phase in life effectively. Dr. Christie Rodgers, the associate provost for student and academic success services at Lindenwood, can best describe my effort related to student success, including the new office of transition and transfer that was created to support first-generation and community college transfer students coming to Lindenwood.

No one person can support the students, staff, and faculty of a productive university. It takes a team. The accomplishments and successes that I have enjoyed have existed because of the work of others and a joint commitment to the betterment of faculty, staff, and students alike. I have been honored to stand on the shoulders of giants and learn from some of the best talent higher education can offer. All of these experiences are guiding me as I serve my institutions.

I would now like address specifically the duties and responsibilities of the Provost and Vice President for Academic Affairs listed in the advertisement posted on [higheredjobs.com](https://www.higheredjobs.com) on July 26, 2021. Greater detail can be found in my attached CV.

Oversees the proper functioning of the University Colleges and Graduate School, Honors Program and the operations of the Office of Academic Affairs. Provides guidance for all programmatic accreditations, connecting all accreditation efforts to the University's mission and strategic plan.

I have overseen the colleges, schools, and operations at Northeastern State, Murray State, and Lindenwood. This included successful college-, school-, and programmatic level accreditations acquisition and maintenance.

Establishes all academic policies, oversees reviews of all academic units, leads and implements strategic planning for academic affairs, including a comprehensive academic master plan. Ensures the quality and integrity of all academic programs, including program and accreditation reviews, annual reports for new degree programs to supervisory boards, and curriculum development

My experience includes comprehensive program portfolio reviews for universities, program review policies for Kentucky, annual program evaluations, as well as strategic and academic planning at all of the institutions I have served. I regularly defended budget, innovation, and curriculum proposals to governing bodies.

Coordinates with the President and other Vice Presidents to develop the University's annual operating and capital outlay budgets for submission to the University of Louisiana System, Board of Regents, and the Louisiana Legislature. Manages budgets and allocates funds appropriately to meet the needs of academic, co-curricular, and support units within Academic Affairs.

At NSU, MSU, and Lindenwood I was the budget manager for the Academic Affairs divisions, providing guidance, input, and strategy for university budgets and business models for new programs and initiatives. I have implemented numerous budget reallocations, reductions, and expansions as an associate dean, dean and provost.

Evaluates the performance of all tenure and promotion candidates, ensuring tenure and promotion decisions are based on approved guidelines.

I have evaluated almost 200 tenure/promotion candidates in my career and have presided over evaluation and guideline reviews at all institutions that I have served as provost.

Enforces the policies and rules of the University, the University of Louisiana System Board of Supervisors, and the Louisiana Board of Regents. Adjudicates policies and procedures of the Faculty Handbook.

I have enforced the policies and rules of three universities in three different states, including their respective governing boards and faculty handbooks. The faculty handbook at Murray State was significantly revised during my tenure as provost there.

Oversees the Associate Vice President who facilitates and coordinates all reaffirmation efforts as mandated by the Southern Association of Colleges and Schools Commission on Colleges.

I have overseen six associate provost positions and have served at the Accreditation Liaison Officer for Lindenwood University to the Higher Learning Commission (HLC). I have been trained as a peer reviewer

for both HLC and SACSCOC. Part of my current responsibilities at UCM is to advise and coach the accreditation team preparing for the 2023-24 HLC comprehensive evaluation.

Encourages and supports excellence in teaching, research/professional activity, and service.

I publish and present on topics in higher education as well as present professional development seminars for faculty and departments, e.g., seminars on the Boyer Model.

Maintains strong, healthy community, public, and legislative relations for the benefit of the University. Assists with University development activities, including public and private fund raising.

Connecting with the school districts within the University's service region has always been a priority at all of the institutions I have served. I have worked with tribal nations, legislative offices, international universities, and private industries to build lasting relationships to help them advance as well as provide new opportunities for students and faculty. Some of those relationships have resulted in fund raising opportunities as demonstrated by the most recent gift to Lindenwood University to help establish a nursing program.

Works closely with the University of Louisiana System and the Louisiana Board of Regents on System and University activities. Represents the University on the Council of Vice Presidents of Academic Affairs advising University of Louisiana System Board of Supervisors and the System staff.

In Oklahoma and Kentucky, I served as the 4-year institutional liaison to Complete College America on behalf of the states' higher education offices. I was elected as the chair of the chief academic officers' council for the state of Kentucky in my second year at Murray State and was selected to serve again the next year as well before taking the fellowship with the Kentucky Postsecondary Council.

Creates and maintains a positive climate within all academic units and supports effective communication and interaction among units.

In conjunction with the faculty council's at NSU, MSU, and Lindenwood, I held faculty brown bag sessions where I would meet with faculty to hear their concerns and answer questions, albeit those at Lindenwood were all virtual due to pandemic protocols. At Lindenwood, I initiated *The Linden Gold* project, which was designed to promote the activities and accomplishments of the faculty, staff, and students to the public. A similar project was planned at Murray State before I left for CPE.

Supports close working relationships with community and technical colleges, particularly Delta Community College, as well as other Louisiana school systems.

I have established articulation agreements, including reciprocity initiatives, with community colleges at all of the institutions I have served. During my tenure at Murray State, we established a consortium through which the community colleges in MSU's service region would meet with me to plan joint degree programs, dual enrollment initiatives, and strategies to manage dual credit activities.

Represents the University in speaking engagements and public appearances both on and off campus.

These are normal duties of a provost and my LinkedIn account shows endorsements from colleagues on my public speaking abilities. I have even had the honor of addressing a commencement class in China on behalf of NSU.

Represents the University in a leadership capacity for community organizations and activities;

My CV highlights my experiences with community organizations including hospitals in Fort Smith, Arkansas and most recently, as an advisor a youth council on behalf of the mayor of St. Charles, Missouri.

Performs the responsibilities of the President if he/she is unable; and may perform any other job-related duties as assigned by the President.

There are many instances where I have served in a president's stead on state committees or when they were out of town on business or vacation.

My career has allowed me to gain significant experience in all of the expected duties and responsibilities outlined for ULM's next provost. I believe that I hold the qualifications to be the next provost at ULM and work alongside President Ron Berry as he realizes new horizons for the institution where my academic career began.

My cell phone number is _____ and my email address is _____. My interest in the position is high and would welcome the opportunity to discuss it further. I look forward to our next steps.

Thank you for your consideration.

Sincerely,

Mark Arant

Mark E. Arant, PhD

Professional Experience

University of Central Missouri, Warrensburg, MO
Interim Dean, College of Health, Science, and Technology
July 2021 to current (Temporary Appointment, 1 year only)

Responsibilities

- Served as the Chief Academic Officer and Chief Executive Officer for the College
 - Supervised:
 - Deans Office Staff
 - Department of Agriculture
 - School of Computer Sciences and Mathematics
 - School of Geosciences, Physics, and Safety
 - School of Natural Sciences
 - School of Nursing
 - School of Nutrition, Kinesiology, and Psychological Science
 - School of Technology
 - Developed fund raising strategies for the College
 - Lead academic program development and strategic planning
 - Developed academic and financial strategies to lead the college out of retrenchment
 - Advised the Provost Office and the HLC Accreditation Reaffirmation Team on pending 2023-2024 comprehensive evaluation
 - Served as the ABET Computing Accreditation Institutional Representative
-

Lindenwood University, St. Charles, MO
Provost and Senior Vice President for Academic Affairs
May 2020 to March 2021

Activities and Achievements

- Gifts
 - \$250,000 to initiate a Nursing program
- Presentation
 - Arant, M. and Alden-Rivers, B. *Assuring Quality in an Uncertain World: Innovating Program Review*, HLC Annual Conference, April 2021. Chicago, IL (Virtual)
- Launched *The Linden Gold*, a student-led news service to highlight academic accomplishments of faculty, staff, and students.
- Served as an advisor to the St. Charles Mayor's Youth Advisory Taskforce
- Co-chaired strategy taskforce for development of the Lindenwood University strategic plan
- Established the Executive Academic Strategy Team, an oversight committee within Academic Affairs
- Developed a reorganization plan for Academic Affairs
 - Associate Provost of Undergraduate Studies
 - Associate Provost of Graduate Studies and Research
 - Transition and Transfer Office
- Initiated "Brown Bag's with the Provost", a regularly scheduled meeting in collaboration with the Faculty Council between the provost and the faculty
- Initiated the Provost's Community Engagement Taskforce dedicated to enhancing community involvement and service learning at Lindenwood.
- Launched revisions of Lindenwood University's institutional learning outcomes and general education curriculum
- Launched development of a co-curricular transcript
- Completed the first phase of a comprehensive academic portfolio review in collaboration with Gray Associates

- Initiated the Council of Deans and Directors
- Developed a new program review protocol in conjunction with the Office of Institutional Effectiveness
- Planned a new program review, program approval, and catalog policies
- Partnered with Human Resources and Faculty Council on new evaluation processes for faculty and academic administrators
- Led implementation of instructional strategies for Covid-19 in the fall 2020 semester
- Served on the Pandemic Preparedness Team
- Initiated strategic planning for international students and study abroad programs
- Established transfer agreements with:
 - St. Charles Community College, St. Charles, MO
 - Mineral Area College, Park Hill, MO
 - University of Wollongong, Wollongong, New South Wales, Australia
- Initiated preparations for the accreditation reaffirmation visit in the 2023-24 academic year by the Higher Learning Commission
- Launched the Provost's Taskforce on Sustainability to review opportunities to improve sustainable activities on campus and identify curricular options
- Obtained first "College of Distinction" designation.
 - Equity and Inclusion, 2020-2021
 - College of Business, 2020-2021
 - Career Development, 2020-2021
 - College of Education, 2020-2021
 - Military Support, 2020-2021

Responsibilities

- Serve in the absence of the President
 - Direct daily operations of Academic Affairs
 - Lead in the maintenance the Higher Learning Commission accreditation and serve a chief accreditation liaison to HLC
-

- Ensure the academic integrity of all curricular efforts
- Preside over promotion processes
- Mentor and provide professional development for leadership in Academic Affairs
- Collaborate with fellow cabinet members on the direction and policies of the University
- Recruit and retain faculty, staff, administrators, and students
- Pursue new academic and business relationships for the University
- Oversee commencement
- Supervise the Academic Affairs Office staff and all direct reports constituting Academic Affairs including:
 - the Associate Provost for Curriculum and Experiential Learning
 - the Associate Provost for Academic Operations
 - the Associate Vice President for Student and Academic Support Services and University Ombudsman
 - the Associate Vice President for Institutional Effectiveness
 - the academic deans
 - the Dean of Libraries
 - the Director of Professional and Continuing Education
 - the office of Study Abroad
 - the office of Career Services
 - the office of Research and compliance
 - the office of Institutional Effectiveness
 - Academic Advising
 - the Honors Program

Kentucky Council on Postsecondary Education, Frankfort, KY
Senior Fellow and Professor of Chemistry, Murray State University
August 2019 to May 2020

Activities and Achievements

- Served on a national panel that reviewed and made recommendations on the tenure, promotion, and post tenure processes for the University of Tennessee System
- Cited by the Division of Student Affairs at Murray State for supporting students and student life at MSU
- Created draft proposals for:
 - An essential skills profile that established outcomes for college and university graduates in Kentucky
 - General education guidelines
 - Dual credit policies
 - Program approval processes
 - Re-establishing the Kentucky P-16 Council
- Researching topics for possible implementation of direct admissions and institutional fit
- Apprenticeships for teacher preparation

Responsibilities

- Work with the president and staff to update general education requirements for Kentucky
- Develop optimized parameters for performance funding metrics for universities in Kentucky
- Develop advising strategies to enhance degree completion for universities in Kentucky
- Work in collaboration with Quality Assurance Commons to embed essential employability qualities into academic programs in Kentucky
- Guide implementation of a state-wide program review process for all baccalaureate programs

Murray State University, Murray, KY
Provost and Vice President for Academic Affairs
July 2017 to August 2019

Activities and Achievements

- Established Accelerate U! partnership with Western Kentucky Community and Technical College
- Co-chaired the President Commission on Strategic Enrollment Enhancement
- Co-authored the Murray State University Strategic Enrollment Enhancement Report, which was added to the strategic plan through Board of Regents approval in October 2018
- Initiated online campus development
- Selected as the Convener for the Chief Academic Officers for the
 - Commonwealth of Kentucky
- Co-chaired the stakeholders advisory committee for the establishment of essential employability qualities for the Commonwealth of Kentucky's higher education graduates
- Implemented new degrees including:
 - Civil and Sustainability Engineering
 - Languages and Culture
 - Human Services
- Co-lead an American Council on Education Leadership Conference for
 - Department Chairs at Kent State University
- Concluded improvements to the teaching evaluation process
- Implemented split spring commencement ceremonies
- Facilitated implementation three new academic centers studying
 - agricultural hemp
 - the autism spectrum
 - computer and information technologies, a metamajor approach to technology studies
- Facilitated an innovation laboratory in the university libraries
- Represented Murray State at the Ohio Valley Conference Academic Summit
- Co-represented Murray State at the Saudi Arabian Consulate visiting the Saudi Arabian Cultural Mission
- Represented Murray State as a delegate to the College Board Forum

- Represented the Commonwealth of Kentucky as the four-year college representative to Complete College America Annual Conference
- Represented Murray State as a delegate to the Annual Southern Association of Colleges and Schools Meeting
- Completed the training for the peer review core for SACSCOC
 - Initiated and/or established several new MOA's and transfer agreements with community college partners and universities:
 - Western Kentucky Community and Technical College
 - Motlow Community College (Tennessee)
 - Rend Lake Community College (Illinois)
 - Kaskaskia Community College (Illinois)
 - Jackson State Community College (Tennessee)
 - Henderson Community and Technical College
 - Madisonville Community and Technical College
 - Hopkinsville Community and Technical College
 - University of Louisville (3+3 agreements)
 - Political Science to Law (JD)
 - History to Law (JD)
 - Math to Biostatistics (PhD)
- Negotiated the dual degree agreement between Murray State University and Shandong University (China)
- Completed a Higher Learning Commission peer review site visit of a university in Kansas
- Presented two panel discussions at the Kentucky Student Success Summit on essential employability qualities
- Automated the curriculum and academic catalog processes
- Selected the next dean for the Jones College of Science, Engineering, and Technology
- Established accelerated programs (4+1), established a three-year baccalaureate program (Mechanical Engineering Technology), and a several certificate programs

- Co-authored Heflin, D.; Henderson, T.; Arant, M.; Mullins, M.; Duncan, R.; Hilnka, K.; Thompson, D. Partnership for Student Opportunity and Success: Accelerate U! at MSU *The Evollution*, 2018.
- Reappointed to Higher Learning Commission Peer Corps
- Restructured graduate tuition schedule which halted the rapid decline in graduate enrollment
- Initiated general education reform
- Initiated the unmanned aerial vehicle program
- Completed academic review of all programs, thus establishing the strategic plan for Academic Affairs
- Initiated comprehensive review and editing of the Faculty Handbook
- Developed the Center for Adult and Regional Education (CARE) from the former Office of Regional Academic Outreach
- Initiated a new active military tuition and fees model
- Implemented a voluntary transitional retirement plan
 - Initiated a student exchange partnership with Burgundy University (France)

Responsibilities

- Serve in the absence of the President
 - Direct daily operations of Academic Affairs
 - Lead in the maintenance SACCOC accreditation
 - Ensure the academic integrity of all curricular efforts
 - Preside over Academic Council
 - Establish strategic plans for the branch campuses
 - Preside over the tenure and promotion processes
 - Mentor and provide professional development for leadership in Academic Affairs
 - Collaborate with fellow executive team members on the direction and policies of the University
-

- Recruit and retain faculty, staff, administrators, and students
- Pursue new academic and business relationships for the University
- Oversee commencement
- Supervise the Academic Affairs Office staff and all direct reports constituting Academic Affairs including:
 - the Associate Provost for Undergraduate Education o the Associate Provost for Graduate Education and Research o the Associate Provost for Academic Initiatives
 - the academic deans o the Dean of Libraries
 - The Executive Director of the Center for Adult and Regional Education o the Registrar o Education Abroad
 - the Center for Teaching and Learning o the Office of Research and Sponsored Programs
 - the Honors Program
 - the Racer Academy

Northeastern State University, Tahlequah, OK
Provost and Vice President for Academic Affairs
July 2014 to June 2017

Achievements

- Selected for Higher Learning Commission Peer Corps
 - Served as the four-year representative to Complete College America
 - Hired a new dean of the College of Business
 - Hired a new dean for the Broken Arrow Campus
 - Hired a new Registrar
 - Hosted Dr. George Kuh at the 2016 NSU Community and Collaboration Day on the Broken Arrow Campus
 - Partnered with Student Affairs to create more academically focused Welcome Weeks
 - Completed the 2015 Becoming a Provost Academy sponsored by American
-

- Association of State Colleges and Universities
- Delivered a commencement address for the graduates of the Sino-American Sports Service and Management Project at Jinhua Polytechnic
- Established agreements with the International Student Exchange Program (ISEP)
- Established study abroad grants for students and faculty development grants for faculty wishing to initiate study abroad programs
- Initiated new recruiting efforts in India and the Bahamas
- Expanded International Student Week to include more activities and engagement
- Created the Asian Studies coordinator position
- Established new agreements with international universities o Hefei Normal o Huainan Normal
- Added the singing of the NSU Alma Mater in Cherokee at commencement ceremonies
- Hosted Oklahoma Research Day in 2015 and 2016
- Served on the Executive Council for Oklahoma Research Day
- Modified the academic calendar to allow multiple start dates during the year
- Increased enrollment in online programs such as RN to BSN
- Revised the curriculum approval process
- Developed strategic enrollment initiatives for the branch campuses with targeted programs
- Served on the Oklahoma State Regents for Higher Education's taskforce for corequisite scaling of concurrent developmental education
- Expanded corequisite offerings on campus
- Led the strategic plan development for Academic Affairs
- Established the Office of Institutional Effectiveness and hired its director
- Established new concurrent enrollment initiatives with area high schools
- Established new transfer programs with area community colleges
- Received a grant from AT&T for concurrent enrollment efforts in Coweta High School with Jerry Cook, Director of Community and Government Relations\$15,000

- Submitted a proposal to offer an MSW at NSU
- Restored the Oklahoma College of Optometry to full staffing after years of cuts
- Collaborated with the Dean of Optometry on plans for a new facility
- Began hosting the Oklahoma VEX robotics competition
- Arant, M. and Jackson, T. Public Higher Education: Keeping America's Greatest Asset Relevant and Accessible, *The Evollution*, 2017.
- Presentations
 - Ellis, G. and Arant, M. *Ensuring Student Success: Standards, Supports, and Strategies. Establishing a concurrent enrollment agreement at Coweta High School.* Concurrent Enrollment Partnerships: A Bridge to College Completion Conference, Tulsa University, OK November 2015.
 - Jackson, T. and Arant, M. *Successful Persistence Efforts at Northeastern State University*, AASCU Annual National Winter Meeting, Austin, TX February 2016

Responsibilities

- Ensure the academic integrity of Northeastern State University
- Pursue the academic vision for Northeastern State University
- Establish policies and protocols for Academic Affairs
- Manage the budget of Academic Affairs of over 35 million dollars
- Represent the President when needed
- Assume responsibility for the University when the President is out of the country
- Serve on the Council of Instruction for the State of Oklahoma and its subcommittees
- Serve on the Chief Academic Officers Council for the Regional Universities of Oklahoma
- Establish strategic plans for the branch campuses
- Mentor the college deans and department chairs in administration and advancement

- Collaborate with fellow cabinet members on the direction and policies of the University
- Recruit and retain faculty, staff, administrators, and students
- Pursue new academic and business relationships for the University
- Supervise the Academic Affairs Office staff and all direct reports constituting Academic Affairs including:
 - the Associate Vice President for Academic Affairs
 - the Assistant Vice President for Academic Affairs
 - the academic deans (including the Graduate College and the Oklahoma College of Optometry)
 - the campus deans
 - the Registrar (including Veteran's Affairs)
 - International Programs
 - the Center for Tribal Studies
 - the Center for Teaching and Learning
 - the NSU Libraries
 - the College of Extended Learning
 - the Office of Research and Sponsored Programs
 - the Honors Program
 - the Office of Institutional Effectiveness

University of Arkansas – Fort Smith, Fort Smith, AR
Dean, College of Science, Technology, Engineering, and Mathematics (STEM)

July 2008 – June 2014

Interim Dean, College of Education

July 2013 – June 2014

Achievements

- Founded the STEM College
- Established the STEM College's Advancement Council
- Established the STEM College's Strategic, Advancement, Marketing, Recruiting, and Master plans
- Established a new faculty advising model in the College

- Introduced new curricula in Geology, Physics, Biochemistry Cybersecurity, Statistics
- Initiated new College faculty evaluation and promotion models
- Initiated a pre-medical advisory committee
- Restructured the Science Department into the Departments of Biological Sciences and Physical Sciences
- Created research and new teaching laboratory space for the Math/Science Building
- Converted the Department of Information Technology to the Department of Computer and Information Sciences
- Established an Endowed Professorship in Engineering
- Completed Leadership Fort Smith
- Raised over \$1M in external funding and equipment for the College
- Presided over a distance program (ADTEC) where the BS in Information Technology is offered to community colleges in Eastern Arkansas that grew from 2 in 2008 to 30 students currently.
- Presided over growth in the STEM College that saw increases in graduation rates (100%), new majors (38%), student credit hour production (15%), faculty (8%), and scholarly production (50%) since 2008.
- Presided over a collaborative Engineering degree with the University of Arkansas, Fayetteville
- Presided over an increase in scholarship (grants, presentation, and publications) of over 200%
- Initiated international and national studies courses in the College o Belize o Trinidad/Tobago o Italy
- Ocean Springs, Mississippi o Owens Canyon, California
- Hired over 25 new faculty (most replacements)
- Assisted in the acquisition of honors society chapters o Tri-Beta o Alpha Lambda Delta
- Reorganized the College of Education

- Oversaw Education curriculum revisions

Responsibilities

- Strategic planning
- Budget oversight
- Faculty and department chair recruiting, hiring, retention, mentorship, and review
- Staff recruiting, hiring, retention, and review
- Curricular oversight
- General Education oversight
- Facilities oversight
- Development management and recruitment

University Service

- Chaired reform of the University's advising model
 - Assisted in formulating the Academic Alert system for the Campus
 - Served steering committee member for the NSF funded project entitled College Ready in cooperation with the University of Arkansas, Fayetteville
 - Served on the UA – Fort Smith strategic planning committee (Advancement subcommittee and Dean's Council)
 - Served as a member of the Teacher Education Council sponsored by the College of Education
 - Served on the University's International Studies Committee
 - Served on the Arkansas STEM Coalition □ Served on the Arkansas PARCC Initiative
 - Served on search committees:
 - Physical Plant Director
 - Budget Officer
 - Institutional Effectiveness Officer (chaired)
-

Community Service

- River Valley Botanical Gardens Committee
- Sparks Hospital Institutional Review Board (alternate)
- Mercy Hospital Board
- Fort Smith Public Schools Education Taskforce

Professional Development

- Completed the Council on Colleges of Arts and Sciences New Deans program, Denver, 2009
- Completed the Management and Leadership in Education Program presented by the Graduate School of Education at Harvard University, Boston, 2010
- Chaired panel discussions and case studies at the national conference of the
- Council on College of Arts and Sciences, Montreal, 2011
- Completed the Leadership Fort Smith program, 2013

University of Louisiana at Monroe, Monroe, LA
Associate Dean, College of Arts and Sciences
July 2007 – July 2008

Achievements

- Who's Who Among America's Teachers, 10th ed, 2007
- Phi Kappa Phi induction, 2007
- Served on the ULM Strategic Planning Committee
- Served as chair of the ULM Calendar Committee

Responsibilities

- ULM Graduate Council representative
 - Strategic planning
 - Budget oversight
 - Staff oversight
 - Student appeals
-

- Course scheduling oversight
- Facilities oversight
- College advising oversight

University of Louisiana at Monroe, Monroe, LA
Interim Dean, College of Arts and Sciences
July 2006 – July 2007

Achievements

- Alpha Lambda Delta Favorite Professor, 2006
- ULM Student Government Association Faculty Award of Excellence, 2006 □
Who's Who Among America's Teachers, 9th ed, 2006.
- Established a "College celebration" bringing top high school students and their teachers on campus to meet with faculty
- Established a new advising model for the College
- Established a new faculty evaluation system for the College
- Served on the ULM Strategic Planning Committee
- Served as chair of the ULM Calendar Committee

Responsibilities

- Strategic planning (17 programs, 23 degrees, 250 faculty)
 - Budget oversight
 - Faculty and department chair recruiting, hiring, retention, and review
 - Staff recruiting, hiring, retention, and review
 - Curricular oversight
 - Member of the Provost's Council
 - General Education oversight
 - Facilities oversight
 - Development management and recruitment
-

University of Louisiana at Monroe, Monroe, LA
Associate Dean, College of Arts and Sciences
July 2004 – July 2006

Achievements

- Grants:
 - NSF Acquisition of X-ray Diffraction Instrumentation--\$273,418 (Senior Personnel), 2006
 - LA Health TEACH BOR Award--\$100,000, 2006 (Co-author)
 - Howard Hughes Undergraduate Research Award--\$500.00, 2005
- Publications:
 - Sawant, S.; Youssef, D.; Mayer, A.; Sylvester, P.; Wali, V.; Arant, M.; El Sayed, K. Anticancer and Anti-inflammatory Sulfur-Containing Semisynthetic Derivatives of Sarcophine. *Chem. Pharm. Bull.* (2006), 54(8), 1119-1123.
- Abstracts:
 - Beezly, L.; Arant M. 5th Annual Research Symposium, Monroe LA, April, 2005, University of Louisiana at Monroe, Monroe, LA.
- Presentations:
 - Beezley, L.; Arant M. Environmentally Benign Suzuki Coupling 2005 Student Research Symposium University of Louisiana at Monroe (Received 1st place award, Undergraduate)
 - Arant, M.; Berry, R.; Corder, J.; Thomas, L. Post Tenure Review, University of Louisiana-Monroe, Monroe, LA January, 2005.
 - Arant, M. Designing the Learning Experience, University of Louisiana-Monroe, Monroe, LA, September, 2004.
- Designed a merit pay plan for the College
- Alpha Lambda Delta Favorite Professor, 2006
- ULM Student Government Association Faculty Award of Excellence, 2006 □
Who's Who Among America's Teachers, 9th ed, 2006.

Responsibilities

- ULM Graduate Council representative
- Strategic planning
- Budget oversight
- Staff oversight
- Student appeals
- Facilities oversight
- College advising oversight

University of Louisiana at Monroe, Monroe, LA
Assistant/Associate Professor of Chemistry
August 1994 – July 2004

Achievements

- Grants:
 - Howard Hughes Undergraduate Research Award--\$500.00, 2004
 - Howard Hughes Undergraduate Research Award--\$500.00, 2003
 - Howard Hughes Undergraduate Research Award (3)—\$1,500.00, 2002
 - ULM STAP for Software—\$4,720.00, 2001
 - Howard Hughes Undergraduate Research Award—\$500.00, 2001
 - Howard Hughes Undergraduate Research Award—\$1,000.00, 2000
 - BoRSF Traditional Enhancement—\$227,808.00, 2000
 - ULM STAP for NMR—\$30,000.00, 2000
 - ULM Foundation Faculty Development Grant—\$8,500.00, 1999
 - ULM Foundation Faculty Development Grant—\$3,000.00, 1999
 - LEQSF Educational Enhancement—\$144,000.00, 1996
 - ULM Teaching and Learning Center Grant—\$2935.00, 1996
 - ULM Teaching and Learning Center Grant—\$3955.00, 1995
 - ULM Research Council Grant—\$3717.00, 1994
- Publications:

- Caine, Drury S.; Arant, Mark E.. Further enolate alkylation studies of 2,5-dimethyl-3(2H)-furanone.. *Synlett* (2004), (12), 2081-6.
- Caine, Drury; Arant, Mark E.. The synthesis of 11oxabicyclo[6.2.1]undecenone derivatives. *Tetrahedron Letters* (1994), 35(37), 6795-8.
- Roberts, Donald D.; Arant, Mark E. Solvolysis Reactions: Relative Abilities of Cyclopentyl/Phenyl Groups To Stabilize an Electron Deficient Carbon. *Journal of Organic Chemistry* (1994), 59(21), 6464-9.
- Abstracts:
 - Saleh, M.; Arant M. 4th Annual Research Symposium, Monroe LA, Apr., 2004, University of Louisiana at Monroe, Monroe, LA.
 - Rughani, R.; Arant, M. 3rd Annual Student Research Symposium, Monroe, LA, Apr., 2003, University of Louisiana at Monroe: Monroe, LA, 4.
 - Gupta, J.; Arant, M. 2nd Annual Student Research Symposium, Monroe, LA, Apr., 2002, University of Louisiana at Monroe: Monroe, LA, 57
 - Rughani, R.; Arant, M. 2nd Annual Student Research Symposium, Monroe, LA, April, 2002, University of Louisiana at Monroe: Monroe, LA, 62
 - Williams, M.; Arant, M. 2nd Annual Student Research Symposium, Monroe, LA, April, 2002, University of Louisiana at Monroe: Monroe, LA, 69
 - Rughani, R.; Arant, M. Louisiana Academy of Sciences Meeting, Baton Rouge, LA, February, 2002, Louisiana State University: Baton Rouge, LA
- Presentations
 - Harish S. Parihar, Karen S. Kirschbaum, Mark E. Arant, and Ronald A. Hill* SYNTHETIC ROUTES FOR d-TUBOCURARINE FRAGMENT MOLECULES, PROBES OF THE 5-HT₃R AND nAChR. Poster

presented at the Fourth Annual ULM Student Research Symposium,
April 28, 2004.

- Saleh, M. and Arant, M. Addition vs. Substitution: A Study in Sterics
- 2004 Student Research Symposium University of Louisiana at Monroe
- (Received 2nd place award, Undergraduate) ○ Williams, M. and Arant, M. Preparation and Analysis of
- Naphtho[r,s,t]pentaphene Derivatives 2002 Student Research Symposium University of Louisiana at Monroe (Received 1st place award, Undergraduate)
- Rughani, R. and Arant, M. Chemical Behavior of Substituted
- Anthracenes 2002 Student Research Symposium University of Louisiana at Monroe (Received 1st place award, Graduate)
- Gupta, J. and Arant, M. Synthetic Approaches Toward Hortein 2002 Student Research Symposium University of Louisiana at Monroe (Received 3rd place award, Graduate)
- Rughani, R. and Arant, M. Syntheses and Reactivity Studies of Di- and Tetra-substituted Anthracenes 2002 Louisiana Academy of Sciences Meeting. Louisiana State University
- Arant, M. and Smith, S. Exploration of Enolate Diels-Alder reactions with Arynes, 2001 Student Research Symposium. University of Louisiana at Monroe
- Arant, M. and Fenoli, C. Preparations and Analyses of Naphtho[r,s,t]pentahene Derivatives 2001 Student Research Symposium. University of Louisiana at Monroe
- Harish S. Parihar, Karen S. Kirschbaum, Mark E. Arant, and Ronald A.
- Hill General Synthetic Route for Preparation of d-Tubocurarine Fragment Molecules: Probing the 5-HT₃R and nAChR. Platform presentation, MALTO Medicinal Chemistry Meeting, Memphis, TN, May 17, 2004.
- Arant, M. Stressed and Fused Anthracenes, University of Mississippi, Oxford, MS, 2003

- Arant, M. An Aromatic Bouquet, Northwestern State Louisiana University, Natchitoches, LA, 2003
 - Arant, M. Synthetic Studies toward Heliangolide Sesquiterpines , 2000. Louisiana Tech University, Ruston, LA
 - Graduate Students:
 - Ronak Rughani—Syntheses and Chemical Studies of Substituted Anthracenes-2003
 - Jasmine Gupta—Synthetic Approaches Toward Hortein-2002 o Zhixin Wen— Studies toward Synthesis of Naptho[1,2,3,4-rst]pentaphene and its derivatives-2000
 - Xin He—Studies toward the Syntheses of Tribenzo[a,i,l]pyrene, 5,8-Dimethyltribenzo[a,i,l]pyrene and 5-Methyltribenzo[a,i,l]pyrene-1998
 - YanWen Fu—Studies and Synthesis of 9,10-Epoxy-trans-7,8-dihydroxy-7,8-dihydro-1-methylbenzo[a]pyrene-1997
 - Xin Lin—Co-Advisor for Adjunct Faculty-1995
 - Graduate Committees:
 - Mr. Satyavijayan Danthi, Medicinal Chemistry, Ph.D.-Dr. Ron Hill, Director
 - Mr. Bing Tong, M.S.-Dr. Richard Norman, Director
 - Mr. Zhong He, M.S.-Dr. David Dawson, Director
 - Ms. Chamica Wansapura. M.S.-Dr. Stephen Fox, Director
 - Mr. Reddy Chilakuri. M.S.-Dr. Jeff Taylor, Director
 - Ms. Mihiri DeZoysa. M.S.-Dr. Richard Norman, Director
 - Ms. Ning Li, M.S.-Dr. Thomas Junk, Director
 - Ms. Prabodhika Mallikaratchy, M.S.-Dr. Thomas Junk, Director
 - Mr. Harish Parihar, Medicinal Chemistry, Ph.D.-Dr. Ron Hill, Director
 - Ms. Xiaojun Cai, M.S.-Dr. Thomas Junk Director
 - Ms. Swapnail Sawant, Ph.D.-Dr. Kahlid El-sayed, Director
-

- Professional Societies:
 - American Chemical Society
 - Sigma Xi
 - Phi Kappa Phi
 - Awards and Honors
 - Who's Who Among America's Teachers, 8th ed., 2004
 - ULM Outstanding Professor, College of Arts and Sciences, 2004-2005
 - Phi Mu Professor of the Month, November 2003
 - Mortar Board Junior Advisor, 2003-2004
 - Delta Zeta Chapter of Kappa Delta, Professor of the Week, 2003
 - Mortar Board Sophomore Advisor, 2002-2003
 - Who's Who Among America's Teachers, 7th ed., 2002
 - Alpha Lambda Delta Favorite Professor, 2002
 - Alpha Lambda Delta Favorite Professor, 2001
 - Tom and Mame Scott Endowed Professorship for Teaching Excellence, Nominee, 1999
 - Beta Delta Chapter of Lambda Tau Honorary Member, 1996
 - Pan-Hellenic, Interfraternity, and Panhellenic Council Outstanding Faculty Nominee, 1994

 - Courses taught:
 - General Organic Chemistry Lecture (Junior Level)
 - General Organic Chemistry Lab (Junior Level)
 - Advanced Organic Chemistry Lab (Senior Level)
 - Intermediate Organic Chemistry Lecture (Senior Level)
 - Advanced Organic Chemistry Lecture (Senior Level)
 - Organic Synthesis (Graduate Level)
 - Organic Spectroscopy (Graduate Level)
 - General Chemistry Laboratory (Freshman Level)

 - Committee Service:
-

- ULM Presidential Executive Advisory Committee—2003-2004
- ULM Strategic Planning Steering Committee—2003-2008
- ULM Executive Enrollment Management Council—2002-2008
- College of Arts and Sciences Curriculum Committee, Founding Chair—2002-2004
- University of Louisiana at Monroe Curriculum Committee—1997-2000
- College of Pure and Applied Sciences Curriculum Committee—1996-2001
- Departmental Organic Committee, Chair—1994-2004
- Departmental Curriculum Committee, Chair—1994-2004
- Totally restructured the Organic Chemistry Division
- Established Chemistry Reading Room for Chemistry Department
- Brought in research instrumentation (NMR and FT-IR)
- Other Honors of Note
 - Cieba-Giegy Outstanding Graduate Student Nominee, University of Alabama, 1993
 - Outstanding Senior Chemistry Major, Louisiana Tech University, 1990

Education

Becoming a Provost Academy

American Association of State Colleges and Universities/ American Academic Leadership Institute

May 2015

Harvard University, Cambridge, MA

Institute for Management and Leadership in Higher Education

June 2010

University of Alabama, Tuscaloosa, AL

PhD (Organic Chemistry)

Major Professor: Dr. Drury S. Caine

Dissertation Title: Synthesis of Potential Precursors of the Heliangolide

Sesquiterpenes
August 1994

Louisiana Tech University, Ruston, LA
BS (Chemistry)
August 1990

**BOARD OF SUPERVISORS FOR THE
UNIVERSITY OF LOUISIANA SYSTEM**

PERSONNEL COMMITTEE

December 9, 2021

Item J.4. **University of New Orleans'** request for approval to appoint Dr. Pamela Kennett-Hensel as Dean for the College of Business Administration effective January 1, 2022.

EXECUTIVE SUMMARY

The University requests approval to appoint Dr. Pamela Kennett-Hensel as Dean for the College of Business Administration effective January 1, 2022 at an annual salary of \$220,000. The staff recommends approval.

RECOMMENDATION

It is recommended that the following resolution be adopted:

***NOW, THEREFORE, BE IT RESOLVED,** that the Board of Supervisors for the University of Louisiana System hereby approves the University of New Orleans' request for approval to appoint Dr. Pamela Kennett-Hensel as Dean for the College of Business Administration effective January 1, 2022.*



THE UNIVERSITY of
NEW ORLEANS
OFFICE OF THE PRESIDENT

December 1, 2021

Dr. Jim Henderson
President
The University of Louisiana System
1201 North Third Street
Baton Rouge, LA 70802

Dear Dr. Henderson,

The University of New Orleans requests approval to appoint Dr. Pamela Kennett-Hensel to the position of Dean for College of Business Administration to begin effective January 1, 2022.

Thank you for your consideration of this request. Please do not hesitate to contact me should you have any questions.

Sincerely,

John W. Nicklow
President



THE UNIVERSITY *of* NEW ORLEANS

ACADEMIC AFFAIRS

To: John W. Nicklow
President

From: Mahyar Amouzegar, Provost & Senior Vice President
Academic Affairs

Mahyar Amouzegar

Date: December 1, 2021

Re: UNO College of Business Administration Dean

Based on feedback from the search committee, my interactions with the candidates, and a review of the survey results, I would like to recommend Dr. Pamela Kennett-Hensel for the position of Dean of the College of Business Administration.

The requested start date is January 1, 2022, at a salary of \$220,000. Attached is her resume, minutes of the search committee meetings and the job ad. Please let me know if additional information is needed.

Dr. Kennett-Hensel has demonstrated strong leadership as the interim dean helping to raise over a million dollars, managing the college expertise during and post Hurricane Ida, and developing a closer working relationship with students, faculty, staff and the community at large. In addition, she was the chair of the Department of Management and Marketing from 2014-2020 with significant accomplishments. Dr. Kennett-Hensel is also an accomplished scholar and teacher with dozens of peer-reviewed publications and presentations. I believe Dr. Kennett-Hensel will work closely with administration to ensure she fosters the success of her faculty at the University of New Orleans.

2011 Administration Building Annex | 2000 Lakeshore Drive | New Orleans, LA 70148
Phone 504.280.6726 | Fax 504.280.6020 | Website uno.edu

PAMELA A. KENNETT-HENSEL, PH.D.

**University of New Orleans, College of Business
Administration KH 419**

EDUCATION

Ph.D. in Marketing – 1995

Georgia State University, Atlanta, Georgia

Dissertation: The Role of Service Guarantees in the Consumer's Evaluation Process

Committee Chair, Kenneth L. Bernhardt

M.B.A. – 1990

University of Maine, Orono, Maine

B.B.A. in Marketing and Management – 1989

Loyola University, New Orleans, Louisiana

ACADEMIC EXPERIENCE

Interim Dean (July 2020 – present)

University of New Orleans, College of Business Administration

Chair (Fall 2014 – June 2020)

University of New Orleans, Department of Management & Marketing

Chair (December 2010 – Summer 2014)

University of New Orleans, Department of Marketing & Logistics

Freeport Mc-Mo-Ran Professor of Corporate Social Responsibility (Fall 2017 – present)

University of New Orleans, Department of Management & Marketing

Chase Endowed Professorship II (Fall 2013 – present)

University of New Orleans, Department of Management & Marketing

Professor of Marketing (Fall 2009 – present)

University of New Orleans, Department of Management & Marketing

Associate Professor of Marketing (Fall 2004 – Summer 2009)

University of New Orleans, Department of Marketing & Logistics

Assistant Professor of Marketing (Fall 2000 – Summer 2004)

University of New Orleans, Department of Marketing & Logistics

Assistant Professor Marketing (Fall 1995 – Spring 2000)
University of South Alabama, Department of Marketing and Transportation
Completed a successful mid-tenure review in Spring 1998.

Instructor (Fall 1994 – Spring 1995)
Georgia State University, Marketing Department

Graduate Teaching Assistant (Summer 1992 – Summer 1994)
Georgia State University, Marketing Department

RESEARCH AND PUBLICATIONS

Research Overview

- Published 31 peer reviewed journal articles and over 65 conference proceedings, presentations and abstracts.
- Research interests include:
 - The impact of event-induced stress and natural disasters on consumer behavior.
 - Understanding the role of corporate social responsibility (CSR) initiatives.
 - Advancing marketing education.

Journal Publications

Kennett-Hensel, Pamela, Kemp, Elyria, Williams, Kim and Aberdeen L. Borders (2019), “The Path to Adoption and Advocacy: Exploring Dimensions of Brand Experience and Engagement at Trade Shows,” Event Management, Vol. 23 (6), 871-883.

Kennett-Hensel, Pamela A. and Dinah Payne (2018), “Guiding Principles for Ethical Change Management,” Journal of Business and Management, Vol. 24 (2), 19-45.

Payne, Dinah and **Pamela A. Kennett-Hensel** (2017), “Combatting Identity Theft: A Proposed Ethical Policy and Best Practices,” Business and Society Review, Vol. 122 (3), 393-420.

Lacey, Russell and **Pamela A. Kennett-Hensel** (2016), “How Expectations and Perceptions of Corporate Social Responsibility Impact NBA Fans Relationships,” Sport Marketing Quarterly, Vol. 25 (1), 21-33.

Lacey, Russell, **Kennett-Hensel, Pamela A.** and Chris Manolis (2015), “Is Corporate Social Responsibility a Motivator or Hygiene Factor? Insights Into Its Bivalent Nature”, Journal of the Academy of Marketing Science, Vol. 43 (3), 315-332.

Kemp, Elyria, **Kennett-Hensel, Pamela A.** and Kim H. Williams (2014), “The Calm Before the Storm: Emotion Regulation Consumption in the Face of an Impending Disaster,” Psychology & Marketing, Vol. 31 (11), 933-945.

Sneath, Julie Z., Lacey, Russell and **Pamela A. Kennett-Hensel** (2014), "Chronic Negative Circumstances and Compulsive Buying: Consumer Vulnerability After a Natural Disaster," Journal of Global Scholars of Marketing Science, Vol. 24 (2), 129-147.

Hensel, Paul J., **Kennett-Hensel, Pamela A.** and Julie Z. Sneath (2013), "Community-Based Destination Governance in a Developing Economy: The Jamaican Experience," International Journal of Hospitality & Tourism Administration, Vol. 14 (4), 358-376

Pressley, Milton P. and **Pamela A. Kennett-Hensel** (2013), "Succeeding in the Corporate Arena: The Evolution of College Students' Perceptions of the Necessary Ethical Orientation," Journal of Education for Business, Vol. 88 (4), 223-229

Kemp, Elyria A., **Kennett-Hensel, Pamela A.** and Jeremy Kees (2013), "Pulling on the Heart-Strings: Examining Persuasive Appeals that Encourage Charitable Giving Behavior," Journal of Advertising, Vol. 42 (1), 69-79.

Kennett-Hensel, Pamela A., Min, Kyeong Sam and Jeff W. Totten (2012), "The Impact of Healthcare Service Guarantees on Consumer Decision-making: An Experimental Investigation," Health Marketing Quarterly. Vol. 29 (2), 146-162.

Kennett-Hensel, Pamela A., Sneath, Julie Z. and Russell Lacey (2012), "Responding to Loss and Change: Liminality and Consumption in the Aftermath of a Natural Disaster," Journal of Consumer Marketing, Vol. 29 (1), pp. 52-63. *Awarded Best Paper.*

Kennett-Hensel, Pamela A., Neeley, Concha R. and Kyeong Sam Min (2011), "Uncorking the Mystery of Marketing Wine to Generation Y: Lessons from Consumer Psychology," Marketing Management Journal, Vol. 21 (2), 54-69.

Kennett-Hensel, Pamela A., Hensel, Paul J. and Stephanie Dellande (2010), "The Marketing Research Portfolio: A Pedagogical Alternative for Improving Student Learning," Journal for Advancement of Marketing Education, Vol. 16 (Summer), pp. 27-35.

Lacey, Russell and **Pamela A. Kennett-Hensel** (2010), "Longitudinal Effects of Corporate Social Responsibility on Customer Relationships," Journal of Business Ethics, 97: 581-597.

Neeley, Concha, Min, Kyeong Sam, and **Pamela A. Kennett-Hensel** (2010), "Contingent Consumer Decision Making In the Wine Industry: The Role of Hedonic Orientation," Journal of Consumer Marketing, Vol. 27 (4), pp. 324-335.

Kennett-Hensel, Pamela A., Sneath, Julie Z. and Paul J. Hensel (2010), "Developing Sustainable Tourism: Managers' Assessment of Jamaica's Ten-Year Master Plan," International Journal of Culture, Tourism and Hospitality Research, Vol. 4 (2), 143-155.

Sneath, Julie Z., Russell Lacey, and **Pamela A. Kennett-Hensel** (2009), "Coping With a Natural Disaster: Losses, Emotions and Impulsive and Compulsive Buying," Marketing Letters, V 10 (20), 45-60.

Kennett-Hensel, Pamela A., Sneath, Julie Z., and Milton P. Pressley (2007), "PowerPoint and Other Publisher-Provided Supplemental Materials: 'Oh Lord, What Have We Done?'," Journal for Advancement of Marketing Education, V 10 (Summer), 1-11.

Kennett, Pamela A., Henson, Steve W., Crow, Stephen, and Sandra Hartman (2005), "Key Tasks in Healthcare Marketing: Assessing Importance and Current Level of Knowledge," Journal of Health and Human Services Administration, V 27 (4), 414-427.

Kennett, Pamela A., Sneath, Julie Z. and A. Leila Borders (2004). "High-Tech or High-Touch Positioning for the Regional Business Market: The Case of County Community Bank." Journal of Business and Industrial Marketing, V19 (7), 484-495.

Henson, Steve W., **Kennett, Pamela A.**, and Karen Norman Kennedy (2003), "Web-Based Cases in Strategic Marketing," Journal of Marketing Education, V 25, 250-259.

Sneath, Julie Z., **Kennett, Pamela A.**, and Carol M. Megehee (2002), "The Self- versus Full-Service Decision: Gender-Based Differences in Assessment of Risk," Journal of Targeting, Measurement and Analysis for Marketing, V 11 (1), 56-67.

Kennett, Pamela A., Sneath, Julie Z., and Steve Henson (2001), "Fan Satisfaction and Segmentation: A Case Study of Minor League Hockey Spectators," Journal of Targeting, Measurement and Analysis for Marketing, V 10 (2), 132-142.

Sneath, Julie Z., Hoch, R. Michael, **Kennett, Pamela A.**, and Joel W. Erdmann (2000), "College Athletics and Corporate Sponsorship: The Role of Intermediaries in Successful Fundraising Efforts," Cyber-Journal of Sport Marketing, V 4 (2 & 3), <http://fulltext.ausport.gov.au/fulltext/2000/cjsm/v4n2-3/sneath42.htm>.

Bernhardt, Kenneth L., Donthu, Naveen and **Pamela A. Kennett** (2000), "A Longitudinal Analysis of Satisfaction and Profitability," Journal of Business Research, V 47 (2), 161-171.

Kennett, Pamela A., Bernhardt, Kenneth L., and Julie Z. Sneath (1999), "The Impact of Service Guarantees on Consumers' Assessments of Service Providers," Journal of Customer Service in Marketing & Management, V 5 (4), 1-16.

Kennett, Pamela A., Sneath, Julie Z., and Joel W. Erdmann (1998), "The Quantitative and Qualitative Benefits of Sponsoring the 1996 Summer Olympics: An Exploratory Study," International Sports Journal, V 2 (1), 115-126.

Kennett, Pamela A., Sneath, Julie Z., and Joel W. Erdmann (1997), "Market Segmentation in the Sports Industry: Does Generation X Really Exist?," International Sports Journal, V 1 (1), 54-62.

Moschis, George P., Bellenger, Danny N., **Kennett, Pamela A.**, and Linda A. Aab (1996), "Targeting the Mature Consumer Market", Health Services Management Research, V 9, 90-97.

Kennett, Pamela A., Moschis, George P., and Danny N. Bellenger (1995), "Marketing Financial Services to Mature Consumers", Journal of Services Marketing, V 9 (2), 62-72.

Book Chapter

Kennett-Hensel, Pamela A., Lacey, Russell W. and Matt Biggers (2010), "The Impact of Corporate Social Responsibility on NBA Fan Relationships: A Conceptual Framework," book chapter in Consumer Behavior Knowledge for Effective Sports Marketing, Lynn R. Kahle and Angeline Close, eds., Routledge, Taylor & Francis Publishers.

Conference Proceedings, Abstracts & Presentations

Payne, Dinah and **Pamela Kennett-Hensel** (2019), "Effecting Positive Organizational Change: Development of a Change Characteristic Checklist and Decision Trees," Proceedings of ASAC.

Payne, Dinah, Soharu, Rajni, and **Pamela Kennett-Hensel** (2019), "The Values Change Management Cycle: Ethical Efficiency," Proceedings of the 16th EWEPA Conference.

Kennett-Hensel, Pamela, Williams, Kim H., Clark, June, and David Njite (2019), "The Moderating Role of Product Type on Promotional Effectiveness in the Hospitality Industry," Proceedings of Recent Advances in Retailing and Consumer Sciences.

Kennett-Hensel, Pamela and Russell W. Lacey (2018), "The Importance of CSR in Professional Sports: Key Take-Aways from a Multi-Season Research Partnership with an NBA Team," Proceedings of NASSM 2018.

Kennett-Hensel, Pamela, Kemp, Elyria, Williams, Kim H. and Aberdeen L. Borders (2018), Singled Out in the Crowd: Exploring Dimensions of Brand Experience at Trade Shows, Proceedings of the 2018 Winter American Marketing Association Conference.

Kennett-Hensel, Pamela (2017), "Social Media and Cultural Context Case Study: A Tale of a Mardi Gras Facebook Post," Proceedings of the 2017 Society for Marketing Advances Conference. ***This teaching moment has since been featured in "Teaching Moments: Rapidly Diffusing Pedagogical Advances," in Marketing Education Review.***

Cho, Woohyun, Min, Dong-Jun, and **Pamela A. Kennett-Hensel** (2016), The Varying Impact of Service Product Attributes on Customer's Quality Assurance Behavior in the U.S. Airline Industry," Proceedings of INFORMS.

Aguerri, Valeria, Silva, Francisco, Solorzano, Bellakarina and **Pamela A. Kennett-Hensel** (2016), "Social Media Monitoring as a Tool to Assess Customer Satisfaction: The Case of Spotify", Proceedings of the Customer Satisfaction/Dissatisfaction and Complaining Behavior Conference.

Kennett-Hensel, Pamela A. and Elyria Kemp (2016), “Trade Show Engagement and Brand Experience: The Impact on Retailer and End Consumer Adoption and Advocacy”, Proceedings of the 2016 EIRASS Conference.

Milewicz, Chad and **Pamela A. Kennett-Hensel** (2015), “Exploring Student Self-Efficacy Facets in Marketing”, Proceedings of the Marketing Management Association’s 2015 Fall Educators’ Conference, p. 84-85.

Kennett-Hensel, Pamela A., Geringer, Susan, Giulian, Karl, Naylor, Gillian and Judy Wiles (2015), “Being a Department Chair: Challenges and Opportunities”, Panel Session at the Marketing Management Association’s 2015 Fall Educators’ Conference.

Graeff, Tim, **Kennett-Hensel, Pamela**, Milewicz, Chad and Gail Zank (2015), “This is Not Your Father’s Marketing Research Class: Innovative Approaches to Teaching Graduate and Undergraduate Marketing Research,” Panel Session at the Marketing Management Association’s 2015 Spring Conference.

Anderson, Beverlee B., Hoel, Anne, Johnson, Carol, **Kennett-Hensel, Pamela** and Dan Rjaratnam (2014), “Successful Strategies in Mentoring Junior Faculty,” Proceedings of the Marketing Management Association’s 2014 Fall Educators’ Conference.

Kennett-Hensel, Pamela A. (2014), “Consumption Behavior and Disaster Recovery: Insights from Eight Years In a Living Laboratory,” Proceedings of the XVII ISA World Congress of Sociology.

Kennett-Hensel, Pamela A., Kemp, Elyria and Amanda Sutton-Davis (2014), “In Pursuit of a Model of Arts Engagement and Satisfaction: A Multi-Phase Investigation,” Proceedings of the Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference.

Kemp, Elyria, **Kennett-Hensel, Pamela A.** and Kim H. Williams (2013), “Emotion Regulation Consumption in the Face of Disaster,” In Rebecca Slotegraaf and David Griffith, 2013 AMA Summer Educators’ Conference Proceedings, Chicago, IL., 10.

Bacon, Donald and **Pamela A. Kennett-Hensel** (2013), “Publishing in Marketing Education Journals,” Proceedings of the 37th Annual Marketing Educators’ Association Conference.

Williams, Kim H., **Kennett-Hensel, Pamela A.** and Harsha E. Chacko (2012), “Using Destination Image Perceptions to Segment the African-American Tourism Market: An Application of Cluster Analysis,” in the Proceedings of the 6th World Conference for Graduate Research in Tourism, Hospitality and Leisure.

Kennett-Hensel, Pamela A., Totten, Jeff W. and Thomas Lipscomb (2012), “When Bad Things Happen to Good Marketing Professors: An Investigation of Stressors and Coping Strategies,” Proceedings of the 2012 Marketing Management Association’s Fall Educators’ Conference.

Sneath, Julie Z., Lacey, Russell W. and **Pamela A. Kennett-Hensel** (2012), "Chronic Negative Circumstances and Compulsive Buying: Consumer Vulnerability After a Natural Disaster," Proceedings of the Society for Marketing Advances 2012 Conference, *Awarded Best Paper in the Public Policy Track*.

Lacey, Russell W. and **Pamela A. Kennett-Hensel** (2012), "The Role of Corporate Social Responsibility in Consumer Relations: An Application of the Motivator-Hygiene Theory," in the Proceedings of the American Marketing Association's 2012 Summer Educators' Conference.

Kennett-Hensel, Pamela A. and Milton M. Pressley (2011), "Job Politics in the Corporate World: Twenty-Five Years Later Have Students' Perceptions Changed?", 2011 Marketing Management Association Fall Educators' Conference Proceedings.

Christo-Baker, Anne, Edmunds, Paulette, Hoel, Anne and **Pamela A. Kennett-Hensel** (2011), "Class Attendance: Record it, Reward it or Ignore it?," 2011 Marketing Management Association Fall Educators' Conference Proceedings.

Sneath, Julie Z., Hensel, Paul J. and **Pamela A. Kennett-Hensel** (2010), "Repositioning a Country's Brand Image: The Case of 'Brand Jamaica'," 2010 Society for Marketing Advances Conference Proceedings.

Kennett-Hensel, Pamela A. and Paul J. Hensel (2010), "The Marketing Research Portfolio: A Marriage of Content and Project-Based Approaches to Teaching Marketing Research," 2010 Marketing Management Association Proceedings.

Kennett-Hensel, Pamela A. (2010), "The Value of Service Learning: Providing a Meaningful Educational Experience Post-Katrina," 2010 Marketing Management Association Fall Educators' Conference Proceedings.

Lacey, Russell, **Kennett-Hensel, Pamela A.** and Julie Z. Sneath (2009), "Consumer Behavior Research in the Aftermath of a Natural Disaster: Lessons Learned," in Marketing Theory and Applications, Kristy Reynolds and J. Chris White, eds. 2009 AMA Winter Educators Conference Proceedings, 259-260.

Kennett-Hensel, Pamela A., Lacey, Russell W., Sneath, Julie Z. and Cherie Coursealt Trumbach (2009), "Hurricane Katrina and Retail Therapy: Tales of Devastation and Shopping", 2009 EIRASS Conference.

Kennett-Hensel, Pamela A. (2009), "Get Connected With Merlot," Special Session, Marketing Management Association 2009 Conference.

Kennett-Hensel, Pamela A., Sneath, Julie Z. and Russell Lacey (2008), "'Traumatized' Consumers: Examining Marketing Stakeholder Responsibility in the Aftermath of Hurricane Katrina," Society for Marketing Advances 2008 Proceedings. *Awarded Best Paper in Case Writing and Research Track*.

Kennett-Hensel, Pamela A., Lacey, Russell W., and Julie Z. Sneath (2008), "Impulsive and Compulsive Buying Behavior: the Aftermath of Hurricane Katrina", in the Society for Consumer Psychology 2008 Conference Proceedings. *Awarded Honorable Mention for Best Competitive Paper*, 371-373.

Kennett-Hensel, Pamela A. (2008), "Avoiding Career Interruptus: How to Manage One's Academic Career in the Face of a Stressful Life-Changing Event," Special Session, Society for Marketing Advances 2008 Conference.

Lacey, Russell W., **Kennett-Hensel, Pamela A.** and Christine Morgan (2008), "Assessing the Impact of an NBA Franchise's CSR Initiatives on Consumer Behavior," in the 2008 Summer Marketing Educators' Conference Proceedings, Special Session (Consumer Behavior and Sports Marketing SIGs).

Kennett, Pamela A. and Julie Z. Sneath (2007), "The Challenges of Multiple Markets in Healthcare Services Marketing: The Case of Public Access Defibrillation Programs," QUIS 10 – 10th International Research Symposium on Service Excellence Proceedings, 200-202.

Sneath, Julie Z., Pressley, Milton P. and **Pamela A. Kennett** (2005). "Traditional and Technology-Based Supplemental Materials: The Marketing Academic's Perspective," in the Society for Marketing Advances 2005 Conference Proceedings, 94-95.

Kennett, Pamela A. and Jeff W. Totten (2004). "Service Guarantees in the Healthcare Industry: Current Use and Proposed Relationships," in the Society for Marketing Advances 2004 Proceedings, 318-319.

Sneath, Julie Z. and **Pamela A. Kennett** (2004). "Case Study: Marketing a Public Access Defibrillation Program," in the Society for Marketing Advances 2004 Proceedings, 101-103.

Sneath, Julie Z. and **Pamela A. Kennett** (2004). "Technology-Driven versus Need-Driven New Product Development: Implications for Public Access Defibrillation Programs," in the Midwest Business Administration Association (MBAA) Proceedings. *Awarded Best Healthcare Marketing Paper*, published on CD-rom.

Sneath, Julie Z. and **Pamela A. Kennett** (2004). "Marketing Collegiate Athletic Programs: Do College Athletics Have Multiple Target Markets?" Proceedings of the Sport Marketing Association Conference.

Neeley, Concha R. and **Pamela A. Kennett** (2003), "Overcoming Consumer Ethnocentrism through Cultural Openness: The Role of Travel Experience," Proceedings of the Ninth Cross Cultural Research Conference, published on CD-rom.

Sneath, Julie Z., **Kennett, Pamela A.**, and Susan F. Sieloff (2003). "Recent Developments in Title IX Legislation: Implications for the Marketing of Collegiate Athletic Programs," in the Society for Marketing Advances 2003 Conference Proceedings, 206-207.

Kennett, Pamela A. (2003) "Integrating the International Experience Into the Marketing Curriculum," Special Session, Society for Marketing Advances 2003 Conference, 166.

Kennett, Pamela A. (2003) "Mardi Gras: Marketing, Money & Mayhem," Special Session, Society for Marketing Advances 2003 Conference, 262.

Sneath, Julie Z. and **Pamela A. Kennett** (2002), "The Impact of Explanatory Style on Event-Induced Stress: Buying-Related Manifestations of Coping Behavior," in the Society for Marketing Advances 2002 Proceedings, 198-201.

Kennett, Pamela A., Crow, Stephen M., Hartman, Sandra J., and Steve W. Henson (2002), "Key Tasks in Healthcare Marketing: Assessing Importance and Current Level of Knowledge," in the Society for Marketing Advances 2002 Proceedings, 202-203.

Kennett, Pamela A., Sneath, Julie Z., and Anita Balogh (2002), "Battle of the Sexes: Marketing, Title IX and Gender," in the 6th ACR Conference on Gender, Marketing and Consumer Behavior Proceedings, 123-134.

Kennett, Pamela A. and Julie Z. Sneath (2002), "Perceptions of Title IX: The Role of Marketing," American Marketing Association Consortium on Sports Marketing.

Megehee, Carol M. and **Pamela A. Kennett** (2001), "Self- vs. Full-Service: The Impact of Risk Perception on Service Choice," in the Society for Marketing Advances 2001 Conference Proceedings, 256-259.

Henson, Steve W., Kennedy, Karen and **Pamela A. Kennett** (2001), "Web-based Cases in Strategic Marketing," in the AMA 2001 Summer Marketing Educators' Conference Proceedings, 148-149.

Sneath, Julie Z. and **Pamela A. Kennett** (2001). "The Impact of Explanatory Style on Event-Induced Stress and Buying-Related Manifestations of Coping Behavior," poster presentation at the 2001 ACR Conference Proceedings, 251-253.

Grant, James, **Kennett, Pamela A.**, Erdmann, Joel W., and Kathryn Dobie (2000), "Collegiate Athletic Issues: The Student Perception," in the 2000 Atlantic Marketing Association Proceedings, *Outstanding Paper in Sport & Event Marketing Track*, 435-440.

Kennett, Pamela A., Sneath, Julie Z. and Joel W. Erdmann (2000). "Market-Driven Components Impacting Athletic Spectator Satisfaction and Intent to Return," in the North American Society for Sport Management Proceedings.

Menon, Mohan K. and **Pamela A. Kennett** (1999), "Consumer Ethnocentrism: An Exploratory Study of Influencing Factors," in the 1999 Atlantic Marketing Association Proceedings, 336-341.

Erdmann, Joel W., **Kennett, Pamela A.**, and Julie Z. Sneath (1999), "The Sponsorship Audit: A Collegiate Athletics Case Study," in the 1999 Atlantic Marketing Association Proceedings, 256-261.

Kennett, Pamela A., Sneath, Julie Z., and Mohan K. Menon (1999), "Service Guarantees as Marketplace Signals in the Consumer Choice Process," in the 28th EMAC Conference Proceedings, published on CD-rom, 23 pages.

Erdmann, Joel W., **Kennett, Pamela A.**, and Julie Z. Sneath (1999), "The Effect of Event Attendance Motivation on the Conspicuous Consumption of Sport-Related Apparel: The Professional Versus the Collegiate Fan," in the Proceedings of the 1999 NASSM Conference, 32.

Erdmann, Joel W., **Kennett, Pamela A.**, and Julie Z. Sneath (1999), "Athletic Corporate Sponsorships: An Examination of Corporate Expectations and the Influence of Perceived Outcomes on the Decision to Renew or Relinquish Sponsorships," in the Proceedings of the 1999 AAHPERD National Convention and in Research Quarterly for Exercise and Sport, V 70 (1), A-121.

Sneath, Julie Z. and **Pamela A. Kennett** (1998), "The Impact of Stress and Gender on Impulsive and Compulsive Buying Behaviors: A Life Event Perspective," Gender, Marketing, and Consumer Behavior, Fourth Conference Proceedings, 81-98.

Erdmann, Joel W., **Kennett, Pamela A.**, Sneath, Julie Z., and James Grant (1997), "Event Attendance Motivation: Its Effect on Conspicuous Consumption of Sport-Related Apparel," in the Thirteenth Annual Atlantic Marketing Association Conference Proceedings, 374-380.

Goodnight, J.E. and **Pamela A. Kennett** (1997), "Customer Switching Behavior in the Clinical Investigator Site Industry," in the Thirteenth Annual Atlantic Marketing Association Conference Proceedings, 107-114.

Sneath, Julie Z. and **Pamela A. Kennett** (1997). "Power-Dependency in Channels of Distribution: The Battle of Equities," in the International Conference on Recent Advances in Retailing and Services Science Proceedings, 79.

Erdmann, Joel W., **Kennett, Pamela A.**, and Julie Z. Sneath (1996), "A Study of NCAA Division I-A Athletic Booster Organizations: The Role of the University in Successful Fundraising Efforts," in the Academy of Business Administration 1996 Global Trends Conference Proceedings, 368-376.

Erdmann, Joel W. and **Pamela A. Kennett** (1996), "An Examination of Organizational Structure and Fundraising Performance of NCAA Division I-A University Athletic Booster Organizations," in the Twelfth Annual Atlantic Marketing Association Conference Proceedings, 134-140.

Kennett, Pamela A. and Julie Z. Sneath (1994), "Existing Measures of Brand Equity: Are They Appropriate for the Service Sector?" in the Seventh Bi-Annual World Marketing Congress Proceedings, 13-151-157.

Kennett, Pamela A. and Julie Z. Sneath (1994), "Brand Equity in the Service Sector: An Empirical Investigation," in the Southern Marketing Association 1994 Conference Proceedings, Awarded Best Student Paper, 496-499.

TEACHING

Courses Taught

Executive MBA Courses

MKT 6503 & 6595 (Strategic Marketing Management) for instruction in New Orleans and Kingston, Jamaica

MBA Courses

MKT 6503 (Strategic Marketing Management)
MKT 5535/6535 (Advanced Services Marketing Management)
MKT 5546 (International Marketing Management)
MKT 6555 (Marketing Research Methods)

Undergraduate Courses

MKT 2501/3501 (Principles of Marketing)
MKT 3505 (Consumer Behavior)
MKT 3590 (Special Topics – Sport & Event Marketing)
MKT 3510 (Intro to Marketing Research)
MKT 3530 (Sales Management)
MKT 4535 (Services Marketing)
MKT 4580 (Marketing Management)

GRANTS AND CONTRACTS

2011-12 Board of Regents Support Fund Grant, "Using Technology Based Active Learning to Enhance Student Success," awarded \$50,000.

ACADEMIC AWARDS

Honored as Fellow of the Marketing Management Association, 2019.

Interpretive Simulations 2015 Journal for the Advancement of Marketing Education Reviewer of the Year Award.

2012 Best Paper in the *Journal of Consumer Marketing*.

Best Paper in Public Policy Track, 2012 Society for Marketing Advances Conference.

2011 Marketing Professor of the Year, awarded by CBEC

2010 Marketing Professor of the Year, awarded by CBEC.

Sabbatical awarded for Spring 2009 to investigate the long-term impact of Hurricane Katrina on consumer behavior.

Best Paper in Case Writing and Research Track, 2008 Society for Marketing Advances Conference.

Honorable Mention, Best Competitive Paper, 2008 Society for Consumer Psychology Conference.

Best Paper in Healthcare Marketing Track at the 2004 Midwest Business Administration Association Conference.

Outstanding Paper in Sport & Event Marketing Track at the 2000 Atlantic Marketing Association Conference.

Best Student Paper at the 1994 Southern Marketing Association Conference.

AMA Doctoral Consortium Fellow (Summer, 1994).

Marketing Department Nominee for College of Business Administration Teaching Award (Georgia State University, 1994-1995).

SERVICE

Selected Service to Academic Marketing Community

Editorial Review Board, Marketing Education Review.

Editorial Review Board, Journal for the Advancement of Marketing Education.

Program Committee, Marketing Management Association 2018 Fall Educators' Conference.

Doctoral Consortium Faculty Participant, Society for Marketing Advances, Fall 2017.

Immediate Past President, Marketing Management Association, Spring 2017 – present.

Track Chair, Services, Sales & Retailing, Marketing Management Association Spring

Conference (2017).

President, Marketing Management Association, Spring 2016 – Spring 2017.

President-Elect, Marketing Management Association, Spring 2015 – Spring 2016.

Vice-President of Marketing, Marketing Management Association, Spring 2014 – Spring 2015.

Program Committee, Marketing Management Association 2013 Fall Educators' Conference.

Board Member, Marketing Management Association, Spring 2010 – 2014. Spring 2018 - present.

Co-Editor, 'Cases for Classroom Section', Marketing Education Review, 2010 – 2014.

Vice-President for Member Services, Society for Marketing Advances, November 2008 – November 2010.

Member of the Business Editorial Board, MERLOT - the Multimedia Education Resource for Learning and Online Teaching, www.merlot.org, 2006 –2010.

Track Chair, Case Studies Track, Society for Marketing Advances Conference (2011, 2012).

Track Chair, Technology & Marketing, Marketing Management Association Conference (2010).

Track Chair, Sport & Event Marketing Track, Marketing Management Association Conference (2009).

Reviewer, MERLOT - the Multimedia Education Resource for Learning and Online Teaching, (2004 – present).

Session Chair, Discussant and/or Reviewer, Society for Marketing Advances Conferences (2001-2017).

Reviewer and Discussant, Marketing Management Association Conference (2003-present).

Track Chair, Sport, Entertainment and Event Marketing, Society for Marketing Advances Conference (2005).

Reviewer for the Academy of Marketing Science (2003-2004, 2007).

Reviewer, 6th ACR Conference on Gender, Marketing and Consumer Behavior (2002).

Reviewer, American Marketing Association Educators' Conference (1999).

Discussant, Atlantic Marketing Association Conference (1996).

Session Chair, World Marketing Congress (1995).

Reviewer, Academy of Business Administration (1996).

Selected Service On-Campus

Chair, Search Committee, Director of the School of Hotel, Restaurant & Tourism, Summer 2019 – Spring 2020.

Management & Marketing Week Coordinator, Fall 2014 – Spring 2020.

Chair, Associate Provost Search Committee, Fall 2015 – Spring 2016.

Member, Recruitment and Retention Committee, University of New Orleans, Spring 2015-Spring 2017.

Thesis Committee Member, Masters in Arts Administration Program, 2014.

Member, Search Committee, Director of Honors College, 2012.

Member of the Faculty and Academic Administration Budget Committee, University of New Orleans, 2012–2013.

Faculty Advisor, UNO Student Chapter, American Marketing Association, 2011-2013.

Member of Strategic Planning Committee, College of Business Administration, University of New Orleans, 2010-present.

Member of Academic Honors Committee, College of Business Administration, University of New Orleans, 2008-present.

Member of the Committee for Mission Effectiveness and Accreditation, College of Business Administration, University of New Orleans, 2004-present.

- Attended AACSB Assessment Seminar, May 15-16, 2008 in Denver, Colorado
- Attended AACSB Maintenance of Accreditation Seminar, June 6, 2008 in Tampa, Florida
- Attended AACSB Dean's Conference, Spring 2021, virtual.

Member of Task Force on Student Persistence & Pride, University of New Orleans, 2007-2010.

- Designed online surveys for Office of Admissions.
- Assisted in the marketing and promotion of the 'Ask Lafitte' initiative.

Member of the SPRI Subcommittee on Student-Faculty Engagement, University of New Orleans, 2007-2010.

Member of UNO Marketing Committee, University of New Orleans, 2007-2009.

Designed survey instrument for evaluation of the Vice-Chancellors at the request of the Chancellor, University of New Orleans, 2008.

Member of the Graduate Programs Committee, College of Business, University of New Orleans, 2002-2008.

Member of the Department Recruiting Team at the 2002 and 2007 American Marketing Association, Marketing Educators' Conference.

Member of the ad-hoc Committee for International Ph.D. Program Development, College of Business, University of New Orleans, 2006.

Member of the Search Committee for the Director of Marketing, University of New Orleans, 2005 & 2006.

Member of the Dean's Search Committee, College of Business, University of New Orleans, 2004.

Member of the Writing Intensive Curriculum Committee, University of New Orleans, 2001-present.

Member of the College of Business Technology Committee, University of New Orleans, 2001-2002.

Member of the Scholarship and Awards Committee, University of New Orleans, 2000-2001.

Member of the University Senate, University of South Alabama, 1999 - 2000.

Member of the Intercollegiate Athletics Task Force Subcommittee on Campus, Community, and Alumni Support, University of South Alabama, 1999.

Chair of Departmental Search Committee, Department of Marketing and Transportation, College of Business and Management Studies, University of South Alabama, 1998-1999.

Member of University Library Committee, University of South Alabama, 1997-2000.

Member of Task Force to Review the College's Committee Structure, College of Business and Management Studies, University of South Alabama, 1998-2000.

Member of Strategic Planning Committee, College of Business and Management Studies, University of South Alabama, 1997-2000.

Member of Recruitment Committee, Department of Marketing and Transportation, College of Business and Management Studies, University of South Alabama, 1997 - 2000.

Member of Research Committee, College of Business and Management Studies, University of South Alabama, 1996 - 2000.

Internship Coordinator, Department of Marketing and Transportation, College of Business and Management Studies, University of South Alabama, 1996 -2000.

Member of University Writing Committee, University of South Alabama, 1996-1997.

Member of Scholarship Committee, College of Business and Management Studies, University of South Alabama, 1995-1996.

Off-Campus and Community Service

Supervisor of market research projects conducted for the following organizations: Tales of the Cocktail, Earl K. Long Library, Westwego Swamp Festival, Tennessee Williams Festival, Beacon of Hope, University of New Orleans Marketing Department, Go 4th on the River, New Orleans Hornets, New Orleans Musicians Clinic, The Jackson Brewery, UNO Athletic Department, and Parish National Bank.

Supervisor of service audits conducted for the following organizations: Ask Lafitte, UNO Student Health Services, N.O. Original Daiquiris, Aquarium of the Americas, CC's Coffeehouse, Cannon's Restaurant, Ritz Carlton Day Spa, Elmwood Fitness Center, LPO, Boudreaux's Jewelers, Café Roma, Audubon Zoo, N.O. Museum of Art, and the D-Day Museum.

Assisted undergraduate students in MKT 4580 with the writing of post-Katrina marketing plans for numerous small businesses in the New Orleans area.

Invited judge, Society for Marketing Professional Services – Southeast Louisiana Chapter, SeLabration Awards Gala.

Invited speaker at the Mississippi Recreation & Park Association Annual Meeting

Conducted membership surveys for NOMCVB through the Division of Business and Economic Research.

Conducted research for the New Orleans Hornets, Mobile Mysticks Minor League Hockey Team, and the Mobile BayBears Minor League Baseball Team.

Bayfest Music Festival, Media Team (1997-2000).

PROFESSIONAL SOCIETY MEMBERSHIPS

American Marketing Association
Marketing Management Association
Society for Marketing Advances
Public Relations Association of Louisiana – New Orleans Chapter

BUSINESS EXPERIENCE

The Jackson Brewery, Marketing Assistant (1990-1991)

Canadian-American Center, Researcher, University of Maine (1990)

Pro bono research and/or advisory roles for organizations including:

Krewe of Muses, Conduct Post-Parade Survey (2015 – present)
St. Joseph's Abbey, Covington, LA, Marketing & Communication Advisory Board (2013- 2015)
Acting Public Relations Director, University of New Orleans (Fall 2005)
New Orleans Hornets (2004-2005, 2007-2010)
New Orleans Musicians Clinic (2001)
New Orleans Metropolitan Convention and Visitors Bureau (2001-2002)
Mobile Mysticks Minor League Hockey Team (1998-2000)
Mobile BayBears Minor League Baseball Team (1997-1998)
Bayfest Music Festival, Media Team (1997-2000)