

From: Martin Shapiro, Ph.D.
To: Ms. Lucy Leske, Wittkiewer
Date: September 2, 2016
Re: President, Florida Gulf Coast University

Greetings:

Kindly accept my credentials in support of my candidacy for the presidency position at the Florida Gulf Coast University.

I firmly believe that the capability of communicating and interacting with faculty and staff is most important. My experience in long-range planning and institutional priority setting reinforce this attitude. And it is the President who has a prime responsibility for setting the tone of interaction and cooperation between and among the various instructional teams on campus and the business community at large.

One way to encourage faculty creativity and innovation is by creating an atmosphere which fosters flexibility, tolerance and responsiveness to the needs and aspirations of all faculty members. I feel that such an atmosphere can best be achieved via a communication system that is open and sincere, but clearly operative within a specific organizational structure.

I believe that college education is a privilege and students of diverse socio-economic and ethnic backgrounds should have the opportunity to explore as many options in education as is plausible for them. And in recognizing the needs to be well-prepared for successful entry into the 21st century, students of multicultural backgrounds, in particular, should experience people and customs and cultures other than their own, in settings that are not antiseptically academic. Time spent in the pursuit of education should be a time of exploration-exploration that will result in better informed and more credible citizens of tomorrow. And it is up to all of us in education to ensure that these groups are given the best use of these opportunities.

My exposure to international living and hands-on experience in marketing and international business, combined with solid accomplishments in academia may be attributed to my cross-cultural communication skills and multilingual capabilities

My background, which incorporates international living and hands-on business experience with academic preparation, has provided me with a comprehensive combination of resources for implementing outreach programs with high schools in the Bronx (NY), foreign-based academic institutions and with business and financial institutions.

My outreach activities and corporate relations resulted in funding of approximately \$250,000 to support a Certificate Program in International Marketing at PACE UNIVERSITY, as Director of the programs.

I was instrumental in expanding the outreach programs at Quinnipiac University and instituting developmental programs with foreign institutions and with business and industry, resulting in contributions amounting to \$15mm, as Professor and Consultant to the President.

I enhanced the visibility and exposure of the Management Department at Sacred Heart University through development programs and funding of a business journal “Vanguard” and the Women Institute for Global Orientation (WIGO) generating funding approximating \$5mm, as Editor, director of the Institute, and Director of a Certificate Program in Global management.

For over 10 years, since July of 1989 until the year 2000, I served on the faculty in the School of Business and Economics at Greenwich University in Hilo, Hawaii. And throughout my association with this institution, I was engaged in providing long distance learning and nontraditional academic programs on the master and doctoral level programs, including supervising and mentoring students in the fields of marketing, advertising, international business and sales management. My students were all mid-career professionals from an array of international settings.

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I have a thorough understanding, and a demonstrated commitment to a lifelong learning process, which will prepare today’s students for the challenges that they will face in the global economy. I believe that my combination of a strong academic background and extensive business experience affords me the ability to bring “the best of both worlds” to the position of President, a position that will increasingly value a broad range of experiences as the world continues to converge.

I look forward to the opportunity to discuss my qualifications for the above position with Member of the Search Committee.

Sincerely

Martin M. Shapiro, Ph.D.

