

125 Nicklaus Drive
Frankfort KY, 40601
September 27th 2016,
561-234-5651

Dear Dr. and the Presidential Search Committee:

Re: President- Florida Gulf Coast University (FGCU)

I am responding to the invitation to apply for the posted position of President at Florida Gulf Coast University (FGCU). The position is of interest to me for two reasons. First, my record as an experienced, senior administrator has shown successful results working with a multi constituents as I followed a trajectory of increased challenge in academic administration. Second, as a dynamic, principled, and proven leader in Academic Affairs and across the institution, I recognize that the skill set I hold match the current needs, expectations, and challenges of the next President of FGCU. My work, and my professional and personal leadership vision are reflected in the four key pillars of the University's 2016-2021 Strategic Plan and in the Presidential Leadership Profile.

Self-motivated, creative and bold in designing and identifying cutting edge applications, I am ready to offer the experience and skill set I have to guide FGCU to sustain its current successes and to advance ambitious bold ones. I have experience in advancing and prescribing agendas that constitute and prosecute data sets with strategic entrepreneurial intent and thorough comprehensive analysis that, in turn, drive multiple agendas to a winning outcome. At Lynn University, I founded a Department of Communication and experienced success, matriculating students from the undergraduate to the graduate program to above 45%. I developed faculty colloquia and student symposia for my faculty which advanced research platforms for both constituencies. I led multiple institutional designs with success. A portfolio design in which students were required to document hard items of achievement at Lynn. At Saint Rose, I developed *Dean's Initiative* (2012 and 2013) which led my faculty on an academic entrepreneurial path that resulted in the grafting of courses across the School and institution towards a more creative, attractive, and lucrative curriculum.

A deep thinker, with skills of reflexivity and synthesis, a long and solid knowledge of the complex protocols that drive the internal system of the University, I understand that to converge the work of academic achievement, with Advancement/Development and Town and Gown obligations, for example, can promote more than a legacy inheritance for the University, and yield immediate returns on the value of that transactional relationship.

In addition to understanding how to bundle and discriminate funds to sectors, such as Enrollment Management, IT (cutting edge website with multimedia reactivity capacity), financial aid, and Academic and Student Affairs (Predictive Analytic Advising-proactive- for retention and student academic success), my long administrative work in academia, has prepared me with a strong grasp of fiscal matters, as well as solid skills around a leadership agenda in relation to the budget and the state funding based metrics that are required of Presidents, to accomplish and advance the University's vision and mission.

My experience has given me a multiple skills set portfolio and I have worked successfully under challenging contexts including challenging personalities and external constituents like municipal officials, city executive and partners of the city affiliates of public access programming and maintained other town and gown relationships. Additionally, I work well with regents and trustees and I have had overall have excellent professional relationships with colleagues, faculty, and staff.

I understand the urgency and trends in higher education and those the economy and the state pose on colleges and universities. I have experience in leading with these key issues in mind and particularly within the context of recession and post-recession years from 2008 to the present. My leadership been collaborative, transactional, and its intent has been transformational relying on industry standards and benchmark practices. I have a core passion for leading towards success and with leading a winning team. I follow progress as a program and am good at a complex set of communication skills such as effective communicating, good listening, and establishing and maintaining stable relationships across constituencies. I bring passion and the ability to inspire the campus community and beyond in this fourth round to take the university to preeminence.

Sincerely,

Lorna Shaw-Berbick, Ph.D.

Assistant Provost, Academic Affairs

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