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Franklin, Ohio 45005  
November 7, 2016

FGCU Board of Trustees and FGCU Presidential Search Advisory Committee  
10501 FGCU Blvd. South  
Fort Myers, FL 33965-6565

I have heard important information about the opening for the President of Florida Gulf Coast University. I was impressed with the opportunities and challenges. Please consider me as a candidate for the position

Working with business, industry, political leaders, secondary and post-secondary partners, and other stake holders will allow Florida Gulf Coast University to fulfill it's vision of achieving national prominence in offering exceptional value in high-quality educational programs that address regional and statewide needs. Programs that are firmly grounded in the liberal arts and sciences, will employ emerging instructional technologies. Possessing entrepreneurial spirits, graduates will be well prepared for productive lives as civically engaged and environmentally conscious citizens with successful careers, ready to pursue further education.

## **RESPONSIBILITIES and REQUIREMENTS**

- **Execute New Strategic Plan for 2016-2021**

I have led and participated in several strategic planning processes for both public and private entities that aligned the strategic plan with the vision and mission of the organization with the priorities of the budget along with new programming. I have worked with School Leadership Services, the Valen Group, and several other firms on strategic planning. The strategic planning execution will include stakeholders from every area including faculty, staff, students, Board of Trustees, business/industry representatives as well as parents. Meetings minutes will be posted online and sent out to ensure transparency throughout the process. I will conduct "Town Hall" meetings with stakeholders to not only answer questions but to provide clarity on the Strategic Plan. My weekly communications with the staff, students, and Board of Trustees will reinforce and highlight the Strategic Plan. My bi-monthly or monthly staff meetings will begin with a review of our Strategic Plan and the actions plans and benchmarks that were used to

execute the Strategic Plan. Copies of the Strategic Plan will be given to all employees and posted around campus as well as on our social media platforms. Each department will review, implement, and monitor the progress of the Strategic Plan within their area.

- **Establish and Promote FGCU's Distinctive Institutional Identity**

As President of Florida Gulf Coast University, I will build relationships with the faculty and staff by meeting with every employee to address strengths and areas of improvement. I will send out handwritten birthday cards to each and every employee as well as "Thank You" cards and "Congratulations" cards when employees have accomplished great things. As President, I will set up a "coffee forum" where faculty and staff can come and talk about certain issues and topics of interest concerning FGCU. Furthermore, I would regularly eat lunch with the faculty and staff to foster and build personal relationships.

My experiences and connections working with all levels of education and workforce development will afford me the opportunity to build on FGCU's strong legacy while working with the regional community. In addition, I have partnered with private and public high schools and post-secondary institutions such as Miami University at Middletown, University of Dayton, University of Cincinnati, Sinclair Community College, Hocking College, Raymond Walters, Owens Community College, Ashland University, Wright State University, Southern State Community College, and Cincinnati State. Furthermore, I have worked with business and industry leaders like P&G, Trane, Johnson Controls, Lebanon Citizens National Bank, Forward Edge, SUMCO, BioOhio, Atrium Medical Center, Ohio Cat, Beacon Electrical Contractors GOP Limited, George Steel Fabricating, GM Mechanical, Workforce One and political leaders to create programs for students that align with business and industry needs as well as the colleges and universities for articulated and transcribed credit.

- **Increase Revenue to Support Strategic Goals**

As President, I would work closely with the other state and government institutions to ensure adequate funding and public policy. I have experience working with state and national politicians on funding issues and policy issues. I have been to Columbus and Washington D.C. to lobby for public policy on Perkins legislation and funding sources for certain programs. I would work with business and industry to create a plan to meet the needs of current and future workforce. Furthermore, I would work to create a President's Business Advisory Committee to help identify and procure potential revenue streams for FGCU.

- **Foster a Strong Sense of Community**

As President of FGCU, I will be visible and approachable by all stakeholders. I will be present at Athletic contests, performances of students, in the dining hall, in classrooms, and other activities to support our students and staff. I will create opportunities for students and staff to meet with me both formal and informal to discuss issues or concerns. During exam weeks, I would go the residence halls and hand out a “goodie bag” for students. Furthermore, I will work hard to get to know all employees as well as to know as many students as possible. I want to create an atmosphere where everyone belongs to the FGCU Family. Finally, I will send out birthday cards and Thank you notes to people for things that they have done.

- **Lead Fundraising Efforts**

My fundraising experience working for both a public and private school has allowed me to collaborate with many fund-raising activities and styles. I have worked with the Jewell Education Foundation to help with student financial need as well as scholarships for students. I have created Golf Outings, raffles, Galas, wine tasting, and other fundraising activities to support certain ideas or to raise money. However, there is a difference between fundraising and development. Development is the process of procuring financial resources for a key program, building, or major improvement. I have worked with many businesses on development for key projects.

- **Build and Lead a Strong Organization**

As President, I will bring each board of trustee to the campus for a tour and an informal conversation about FGCU. I will keep the Board of Trustees informed by my “Friday Updates” of what is going on at FGCU. The Trustees will not be surprised by events or activities. I will personally call each trustee in the event of a crisis situation or emergency. In addition, I will work with the Administrative Team on managing the day to day operations of the as well as the implementation of the Strategic Plan.

We will use all kinds of social media such as Twitter, Facebook, Instagram, Snapchat etc... to articulate our strengths and accomplishments. I will work closely with the Public Relations Department to increase the number of positive articles and press that we receive.

I will use my daily agenda to explain and reinforce the mission and vision of FGCU. At the start of every meeting, we will discuss the mission and vision and share how each person has acted to further that mission and vision.

My experience has proven to me that we should always use data to make decisions that are in the best interest of students. Everyone plays a key role in contributing to a quality education. An institution of higher learning must be student-centered, focusing on individual student achievement, needs, and abilities. Through student assessment, the administration and staff can detect flaws in the current educational process where student achievement, needs, or abilities are lacking. Administrators and staff can help correct these flaws by working closely with each other as well as students, and business and industry leaders. By securing quality, dedicated instructors who are committed to excellence, the students will be challenged in creative ways using a wide array of resources and effective teaching methods. Furthermore, the administration needs to be committed to growth and professional programs for the staff. Learning is viewed as a cooperative relationship between students, instructors, the board, parents, business and industry as well as community members. Everyone has a stake in the education process. Without each and everyone of them, the institution cannot and will not achieve it's goal of becoming EXCELLENT.

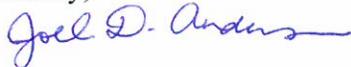
My training from School Leadership Services on Total Quality Improvement will afford me the opportunity to work with the faculty and staff on continuous improvement.

I have participated in learning circles with Dr. Thomas Guskey and studied his work on grading and reporting. Furthermore, I have researched and led teacher teams on standards and standards based assessment that involves the work of Dr. Douglas Reeves. I have training from Dr. Teresa Dempsey on Understanding by Design as well as experience in Differentiated Instruction. In addition, my dissertation involved the work of Robert J. Marzano on Classroom Instruction That Works, as well as Jay McTighe and Grant Wiggins work with Understanding by Design. I know the best practices for increased student achievement and how quality Technical programs and rigorous and relevant academics go hand-in-hand. Furthermore, I have developed training and professional development for staff, administration, and board by using small learning communities, content experts, and external providers to effectively engage the staff on increased student achievement.

Working for Florida Gulf Coast University would be exciting and challenging. In addition, I am organized, self-motivated, self-disciplined, trust worthy, ambitious, and committed to excellence -- all qualities that would make me a productive and successful member of the staff.

I look forward to hearing from you.

Sincerely,

A handwritten signature in blue ink that reads "Joel D. Anderson". The signature is written in a cursive style with a long, sweeping underline.

Dr. Joel D. Anderson