

PERRY D. WHITE, D.M.A.

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SUMMARY

Thirty-two years of senior administrative and teaching experience with professional competencies in:

- Administrative leadership and management
- Institutional and departmental strategic planning
- Program development
- Staff leadership and professional development
- Fundraising, Public Relations, College Communications & Alumni Relations
- Student recruitment & Institutional marketing
- College teaching and advising

AREAS OF ACHIEVEMENT

Leadership and Administration

- Chief Executive Officer and visionary leader for fully accredited institution of higher education
- Management of the daily performance for all aspects of college operations including Vice Presidents for: Academic Affairs, Admissions, Advancement, Business & Finance, Institutional Communications, Student Life, Director of Church Relations and Director of Athletics
- Partner and facilitator for Board of Directors development and recruitment activities
- Facilitator for Board of Directors visioning process and re-articulation of vision, mission and values statements and institutional strategic planning processes
- Conceptualization and implementation of full institutional and departmental strategic plans
- Leadership experience with all phases of collegiate capital campaign implementation from feasibility through closure
- Service as faculty chair of academic departments for two distinct institutions of higher education

Fundraising

- Successfully led and completed the fundraising for numerous capital, curricular and co-curricular projects at Bethel College. All projects were fully funded with no debt assumed by the institution.
- Provided leadership for new endowment and planned giving initiative that has helped Bethel to identify and secure significant future resources for the institution.
- Leadership through the feasibility and silent phase of the capital campaign at Silver Lake College, bringing the total amount pledged to over 40% of goal within six months
- Led to a close Monmouth College's largest capital campaign at 129% of the original goal
- Implementation of new fundraising strategies for annual fund, planned giving initiatives, corporate/foundation giving, government relations, college communications and public relations
- Cultivation and solicitation of leadership gifts
- Fundraising advisor for various non-profit capital project campaigns

Public Relations and Marketing

- Serve as the public face and spokesperson for institutions, programs and organizations - including extensive travel and presentations at regional, national and international venues
- Supervisory responsibilities for all areas of college communications: local and national media relations, capital campaign materials, alumni magazines, president's reports, annual reports, school calendars, and all printed solicitations
- Supervisory responsibilities for admissions office and all marketing materials
- Designed all admissions and marketing publications for the music department at three separate institutions of higher education
- Coordinator for alumni and student travel programs
- Responsible for coordination, booking, promotion and execution of annual music ensemble performance tours

Institutional Leadership and Staff Development

- Hired, trained and managed cabinet level positions and staff in all areas of the college
- Coordinated bi-annual staff retreats encompassing group cohesiveness-building activities and long-range planning
- Fostered professional development initiatives in employees
- Conducted workshops for staff on "future planning"

Teaching

- Faculty member in music, specializing in voice, music education and choral conducting
- Founded and lead Monmouth College Chorale to their first ever auditioned appearances for professional organizations of music educators and conductors
- Recorded and produced three choral CDs, while conductor of the Monmouth Chorale
- Lead a renaissance in choral music at Monmouth College and increased enrollment in choral ensembles by over 300%
- Lead music department through assessment and re-design of entire music curriculum at two separate institutions of higher education

EDUCATION

Doctor of Musical Arts in Choral Conducting, University of Oklahoma

Conferred: May 9, 1998

Dissertation: "The Whole Conductor: Weston Noble's Philosophies on the Psychology of Conducting and Musicianship"

Master of Music in Choral Conducting, University of Missouri at Kansas City

Conferred: December 16, 1988

Bachelor of Arts in Music Education, Luther College, Decorah, Iowa

Conferred: May 22, 1983

Certificate, Ice House Entrepreneurship Facilitator, Entrepreneurship Learning Initiative

Awarded: June 3, 2016

PROFESSIONAL EXPERIENCE

2010-present **BETHEL COLLEGE, North Newton, KS**

President

- * Chief Executive Officer, Ex-officio member Bethel College Board of Directors
- * Leader and facilitator of fully inclusive and constituency wide Strategic Planning process resulting in:
 - Re-articulation of Institutional Vision, Mission and Values
 - “Extending our Heritage, Expanding our Impact” (Strategic Plan 2016- 2022)
- * Chief architect of “The Roadmap for Bethel College” (Strategic Plan 2011-2016) and campus master plan through 2030
- * Selected Institutional Accomplishments (2010-present):
 - Presented to the Board the first balanced operating budget in over two decades
 - Attained the single largest total fundraising year in institutional history
 - Achieved 15% increase in student enrollment from spring 2010 to fall 2016
 - Increased Student Retention, surpassing 10 year historical average
 - Lead to successful completion institutional accreditation visits from The Higher Learning Commission, Kansas Board of Nursing, and Athletic Training
 - Implemented or re-instituted curricular and co-curricular programs: Graphic Design, Accounting & Finance, RN-BSN, China Studies Initiative, Computer Science, Sport Management, Experiential Learning Initiative, Health Sciences Certificate, RICHE Initiative (Research, Internships and Careers in Health and the Environment), Softball, Cheer and Athletic Bands
 - Developed and lead fully cash funded Capital Campaigns leading to total renovation of: The Will Academic Center, Schultz Student Center and Cafeteria, Fine Arts Center, Student Residence Halls - Warkentin Courts & Haury Hall and extensive campus infrastructure and landscaping projects
 - Created and Established Center for Non Profit Leadership and Innovation
 - Implemented Sustainability Initiatives supporting:
 - Community Gardening, Food Service Composting, Recycling, Energy efficiency and Solar panel installation on select College facilities
 - Achieved new or continued institutional recognitions by Washington Monthly - #4 Nationally ranked Baccalaureate College, Colleges of Distinction, President’s Higher Education Community Service Honor Roll and Forbes.com
 - Established Intentional Community Partnerships with:
 - Cities of Newton and North Newton
 - Newton and Salina Regional Hospitals
 - Harvey County Economic Development Commission
 - Wichita Non-Profit Chamber of Commerce
- *National Association of Independent Colleges and Universities Tax Policy Committee Member
- *Chair, Kansas Independent Colleges Finance Board

2009-2010

SILVER LAKE COLLEGE of the Holy Family, Manitowoc, WI

Vice President for External Relations & Admissions

- * Administrative supervisory responsibilities included: College Advancement, Enrollment Management, Public Relations, Marketing and Alumni Relations
- * Implemented new recruitment strategies which doubled mid-year new enrollments from previous years
- * Initiated strategies to better utilize available human resources to more effectively cultivate Prospective students
- * Constructed and implemented new marketing strategies
 - Altered marketing message to better define institutional strengths and goals
 - Reallocated financial resources to focus specific media to targeted demographics
 - Crafted a singular marketing message which has served to focus the campus community on elements of institutional differentiation

2008-2010

SILVER LAKE COLLEGE of the Holy Family, Manitowoc, WI

Vice President for College Advancement

- * Administrative supervisory responsibilities included: Major Gifts/Planned Giving Officers, Alumni Relations, Annual Fund, Advancement Services and Public Relations/College Communications Office
- * Served as the primary fundraiser for the institution, responsibilities included but not limited to: Solicitation of individual major gifts, corporate and foundation gifts, estate and planned gifts and federal and state governmental gifts
- * Responsibility for management, implementation, and execution of the *imagine.build.connect.* Capital campaign (largest capital campaign in school history)
 - Facilitated the feasibility study phase
 - Implemented strategies and solicitations in the silent phase with pledges secured at time of departure in excess of 40% of \$24 Million goal
 - Personally solicited and closed an organizational gift of \$6 Million and a private gift of \$1.5 Million – Both the largest of their types in institutional history
- * Served as primary liaison to Silver Lake College Board of Directors
- * Planned and administered program budgets in excess of \$500,000
- * Developed cultivation and solicitation strategies for President and fundraising staff
- * Instituted new office initiatives in the areas of alumni relations, annual fund, planned giving, research and mass communication technology
- * Member of Institutional Strategic Planning Committee, Building Task Force and President's Cabinet Committee

SILVER LAKE COLLEGE of the Holy Family, Manitowoc, WI

Director of Choral Activities

- * Conductor of the Silver Lake College Chorale
- * Primary recruiter for Choral Program
- * Restructured choral curriculum, scholarship, and audition policies and procedures
- * National Association of Schools of Music (NASM) Accredited

1998-2008

MONMOUTH COLLEGE, Monmouth, IL

Assist. /Assoc. Professor of Music / Music Department Chairman / Director of Choral Activities

- * Administrative responsibilities included but were not limited to Scheduling, Budgeting, Curriculum Design and Supervision
- * Conductor of the Monmouth College Chorale, Concert Choir, Freshmen Men's & Freshmen Women's Choruses
- * Teacher of Conducting, Secondary Choral Methods, Elementary Music Methods, Music Appreciation, Opera Workshop, and Applied Voice Lessons
- * Supervisor of Monmouth College Student Teachers in Vocal Music
- * Recruiter for Choral Ensembles - Increased enrollment by over 300%
- * Conductor of the Monmouth Chorale at the MENC North Central Region Convention, Jan. '01
- * Conductor of the Monmouth Chorale for the sound track of the Magic Lantern Computer Game "Castles & Catapults," nationally released in the fall of 2002
- * Producer of Monmouth Chorale CD's - Released in 2000, 2002, & 2005
- * Facilitator of Fundraising and Design for the \$3.3 million Monmouth College Auditorium Renovation
- * Manager for Annual Monmouth Chorale Concert Tours
- * Music Director / Advisor for campus Musical Theater and Opera Productions
- * Academic Advisor to Zeta Beta Tau Fraternity, Monmouth College Chapter

2004-2007

MONMOUTH COLLEGE, Monmouth, IL

Vice President for College Advancement

- * Administrative supervisory responsibilities included: Major Gifts/Planned Giving Officers, Alumni Relations, Annual Fund, Advancement Services, and Public Relations/College Communications Office
- * Served as the primary fundraiser for the institution, responsibilities included: Solicitation of individual major gifts, corporate and foundation gifts, estate and planned gifts
- * Served as primary liaison to Monmouth College Board of Trustees
- * Planned and administered program budgets in excess of \$700,000
- * Developed cultivation and solicitation strategies for President
- * Led to a successful conclusion the most ambitious capital campaign in the history of the College - \$62 Million raised on a \$48 Million goal
- * Increased annual giving by 10% each year including achieving long-term institutional goal of surpassing \$1 Million in unrestricted giving for the annual fund
- * Instituted new office initiatives in the areas of annual fund, planned giving, research and mass communication technology

1997-1998

KILGORE COLLEGE, Kilgore, TX

Assistant Professor of Music / Director of Choral Activities

- * Conducted Kilgore Chorale, Connection, and Musical Theatre Ensemble
- * Conducted Kilgore College Sponsored Civic Chorus: "Musica Notturmo"
- * Taught Conducting, Advanced Conducting, Music Appreciation, and Applied Voice Lessons
- * Conducted International Concert Tour of the Kilgore Chorale, May 1998

- 1996-1997 **OKLAHOMA CITY COMMUNITY COLLEGE**, Oklahoma City, OK
Adjunct Professor of Music
 * Private Voice Instruction
- 1991-1995 **IOWA CENTRAL COMMUNITY COLLEGE**, Fort Dodge, IA
Instructor of Music / Music Department Chairman / Director of Choral Activities
 * Conducted Concert Choir, Jazz Choir, and Open Enrollment Ensemble
 * Taught Freshman Music Theory and Ear Training, Music Appreciation,
 Choral Literature and Private Voice Lessons
 * Re-Instituted Annual Performance Tours for Ensembles
 * Authored the Freshman Ear Training Textbook "A Developmental Approach to Sight Singing"
 * Responsible for Music Department Budget and Allocations
 * Served as Student Advisor
 * Stage and Musical Director for Annual Musical Theatre Production
- 1986-1990 **WINNETONKA HIGH SCHOOL**, Kansas City, MO
Director of Vocal Activities
 * Conducted A Cappella Choir, Spectrum of Sound (Show Choir), Treble
 Choir, Sophomore Mixed Chorus, and Freshman Mixed Chorus
 * Increased Enrollment in Vocal Music 100%
 * Toured Annually - Locally and Nationally
 * Served as Musical Director for Annual School Musical
 * Taught Private Voice
 * Wrote, Produced and Directed One Act Dramas for J.P. Kennedy Comm. of Caring Projects
- 1983-1985 **VALLEY COMMUNITY SCHOOLS**, Elgin, IA
Vocal Music Instructor
 * Directed High School Mixed Chorus, Men's Choir and Women's Choir
 * Taught 7th and 8th Grade Mixed Chorus & General Music Courses

BOARD AND COMMITTEE WORK

- 2015 - present Member National Association of Independent Colleges and Universities Tax Policy Committee
 2015 - present YMCA of Wichita, KS Advisory Board (Newton Chapter)
 2014 - present Member Brookings Institute Regional Export Planning Team (South Central Kansas
 Economic Development Association)
 2013 - present Board President Kansas Independent College Fund/Finance Authority
 2012 - present Newton Medical Center Community Advisory Board
 2012 - present Executive Committee Board Member Harvey County Economic Development Commission
 2012 - present Colleges and University Committee Member – Mennonite Higher Education Agency
 2010 - present Board Member and Former President Associated Colleges of Central Kansas
 2010 - present Board Member Kansas Independent College Association
 2010 - present Board Member Kansas Collegiate Athletic Conference
 2007 - present Board Member (President), Chestnut Fine Arts Center, Olathe, KS

2009-2010 Member Manitowoc Chamber of Commerce “Leadership Manitowoc County”
2008-2010 Member Silver Lake College Strategic Planning Leadership Team & Building Task Force
2008-2010 Silver Lake College Representative to Manitowoc Chamber of Commerce
2008-2010 Board Member, Mainly Manitowoc (Mainstreet USA), Manitowoc, WI
* Promotions Committee
2004-07 Board Member & President of Warren County YMCA
* Finance Committee
1998-07 Maple Leaf Community Concerts Board Member
* Season Selection Committee Chair
* Monmouth College Faculty Executive Board Representative
* Concert Committee Chair
2004-05 Search Committee/Task Force, Director of Choral Activities
2003-04 Chair, Director of Instrumental Studies Search Committee/Task Force
2003-04 Chair, Applied Piano/Music History Search Committee/Task Force
2000-02 Member Monmouth College Sesquicentennial Committee
2000-01 Search Committee/Task Force, Psychology Department Faculty Position
1999-02 Music Faculty consultant and member of the Monmouth College Auditorium Renovation
Project Committee
* Extensive contribution to building design
* Extensive contribution to fundraising activities
1999-02 Member, Monmouth College Public Affairs Committee
1999-00 Search Committee/Task Force, 2 positions in College Communications Office
1996-97 Search Committee, Director of the School of Music, University of Oklahoma
1996-97 Education Committee, Sight Chair, Canterbury Choral Society High School Choral Festival
1994-95 Search Committee, Director of Bands, Iowa Central Community College
1991-95 Marketing Committee, Iowa Central Community College

PROFESSIONAL MEMBERSHIPS

Council for the Advancement and Support of Education
CASE District V
Association of Fundraising Professionals
American Choral Directors Association
Wisconsin Choral Directors Association
Illinois Choral Directors Association
Music Educators' National Conference
Wisconsin Music Educators Association
Illinois Music Educators' Association
Texas Music Educators Association
Screen Actors Guild (Candidate)
American Federation of Television and Radio Actors (Candidate)
Actors' Equity Association (Candidate)
Member of Pi Kappa Lambda Society, University of Oklahoma
Member of Gamma Beta Phi Society, University of Oklahoma

PROFESSIONAL ACTIVITIES AND DISTINCTIONS

- 2016 Strategic Planning Facilitator for Newton Area Chamber of Commerce
- 2015 - present Monthly article contributor "Newton Now" Newspaper
- 2010 – present Featured speaker at various local and national organizations on behalf of Bethel College
- 2011 Participant Council of Independent Colleges New Presidents Program, Palm Springs, CA
- 2010 Nominee and Participant in Prospective Presidents Workshop, Charleston, SC
- 1989-2009 Various Biographical Entries in "Who's Who in America," "Who's Who in the American Mid-West," "Who's Who in American Education" and Who's Who Among America's Teachers"
- 1984-2009 Choral Clinician / Adjudicator: Illinois, Iowa, Missouri, Kansas, Louisiana, Minnesota, Oklahoma, Texas, and Wisconsin
- Illinois District Conductor in Districts 4, 7, & 9
- 2006 Featured Speaker for Board of Trustees Meeting, *The Changing Responsibilities in Fund Raising for College Trustees*, Blackburn College, Carlinville, IL
- 2004-2006 Numerous presentations for Monmouth College Alumni Gatherings, various locations
- 1999-2006 Numerous presentations to the Monmouth Area Chamber of Commerce on behalf of Monmouth College, the Maple Leaf Community Concerts Series, and the Warren County YMCA
- 2005 Presentation for the Illinois State YMCA Board Conference, *Fundraising Responsibilities of Non-Profit Boards*, Bloomington, IL
- 1999-2006 Founder/Director/Member "Monmouth Singers"
- 2001-2004 Faculty participant in the *General Education Curriculum Review Initiative*, Monmouth College
- 1999 Featured speaker for the Texas Music Educators Association Convention, *The Psychology of Conducting and Musicianship*, San Antonio, TX (based upon materials from my Doctoral Dissertation)
- 1997 Recipient of the Gail Boyd de Stwolinski Award for Professional Excellence
- 1996 Recipient of the Michael Schaefer Scholarship for Promising Conductors
- 1995-97 Member of Canterbury Choral Society, Oklahoma City
- 1985-87 Member of Kansas City Symphony Chorus
- 1986 Winner of MO-ACDA Conducting Competition
- 1980-83 Member of Luther College Nordic Choir, Weston Noble, Director