

## **Mirta M. Martin, Ph.D.**

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804-310-1494

### **EDUCATION**

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- **Doctor of Philosophy**; Virginia Commonwealth University, Richmond, Virginia. 1996.  
Dissertation: *Leadership in a Cultural Trust Chasm: An Analysis of Trust Directed Behaviors and Vision Directed Behaviors that Lead to Positive Follower Attitude Responses.*
- **Master of Business Administration**. Robins School of Business, University of Richmond, Richmond, Virginia. 1992.
- **Bachelor of Science**. Duke University, Durham, North Carolina. 1982
  
- **Foreign Languages**: Spanish, French and Portuguese.
  
- Spectrum Executive Leadership Fellow, American Council on Education, 2013
- Advancing Women's Leadership; 80<sup>th</sup> National Women's Leadership Forum, American Council on Education, 2012
- The Virginia Network for Women in Higher Education, American Council on Education; Senior Leadership Seminar, 2010
- Future Presidents Institute, Hockaday-Hunter and Associates, The Center for School Leadership Development, University of North Carolina at Chapel Hill, 2007
- Advancing to the Presidency Program, American Council on Education Leadership Programs. 2006

### **SUMMARY OF ADMINISTRATIVE AND ACADEMIC POSITIONS**

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- Presidential Consultant, Kansas Board of Regents and Fort Hays State University, Hays, Kansas
- President, Fort Hays State University, Hays, Kansas, July 2014 – November 2016
- Dean and Professor of Management, Reginald F. Lewis College of Business, VSU, 2009– 2014
- Special Assistant to the Chancellor of the Virginia Community College System, 2009
- Special Assistant to the President, John Tyler Community College; Executive Vice President and Executive Director, John Tyler Community College Foundation, 2005-2009
- Education and Executive Consultant, 2004- 2005
- Associate Dean, Robins School of Business and Executive Director, Management Institute 2000-2003
- Interim Dean/Regional Director, Averett University 1995
- Associate Professor, Averett University 1992-2001
- Senior Vice President, First Union National Bank (successor by merger to Dominion Bank), 1993-1994
- Vice President, Dominion Bank, 1991-1993
- Assistant Vice President, Dominion Bank, 1988-1991
- Branch Manager and Banking Officer, First Virginia Bank Colonial, 1985-1988
- Assistant Branch Manager, First Virginia Bank Colonial, 1984-1985
- Management Associate, First Virginia Bank Colonial, 1982-1984

### **GUBERNATORIAL APPOINTMENTS**

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STATE BOARD FOR COMMUNITY COLLEGES, Member; Appointed in 2011 by Governor Robert F. McDonnell, Virginia. Selected to serve in Academic, Student Affairs and Workforce Development Committee, 2011; Selected Chair, Audit Committee, 2012; Co-Chair Personnel Committee, 2013. Board Liaison to J. Sargeant Reynolds Community College and John Tyler Community College.

GOVERNOR'S COMMISSION ON HIGHER EDUCATION REFORM, INNOVATION AND INVESTMENT, Member; Appointed in 2010 by Governor Robert F. McDonnell, Virginia.

GOVERNOR'S VIRGINIA LATINO ADVISORY BOARD, Ex-Officio Member representing the Office of the Secretary of Education; appointed by Secretary of Education, Virginia. 2010.

COUNCIL ON THE STATUS OF WOMEN, Member: Appointed in 2009 by Governor Timothy Kaine.

## HONORS

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- 2016 Deputy Board Trustee; Association of International Universities representing the Americas
- 2016 Sigma Phi Epsilon Fraternity; University Partner of the Year
- 2015 ‘Best Paper in Session Award’ -*Self-determination’s Intrinsic Value of Post-exile Cuban-American Women*. The Clute Institute International Business Conference Maui, HI. January 2015
- 2014 Finalist; Innovation in Education Educator of the Year Award, Richmond, Virginia. Winner announced May 2014
- 2013 Named one of “Most Influential Women” in Chesterfield County, Virginia
- 2013 Metropolitan Business League Humanitarian Award for Educational Excellence Recipient
- 2012 Phi Kappa Phi Honor Society; Alumni Inductee
- 2012 Winner of the *RichTech* Technology Innovation Deployment Award
- 2012 Named Best Business Program in nation (among 108 HBCUs)
- 2011 Recipient of the Governor’s Award for Technology in Innovation in Higher Education
- 2010 - HBCU Faculty/Administrator of the Year - Finalist - Nominated by the Center for HBCU Media Advocacy, Inc. – Nomination recognizes crowning achievement in leadership
- 2010 – 2012 - Most Inspiring Dean Award – Presented by the Virginia State University Students
- 2010 - Recipient of Hispanic College Fund Legacy Award
- 2009 - Appointed First Female Hispanic Dean of the Commonwealth of Virginia
- 2009 - The President of the United States’ Volunteer Service Award – President’s Council on Service and Civic Participation
- Beta Gamma Sigma National Honor Society for Business
- Phi Theta Kappa – Honorary Member – For leadership and service to students – 2006
- Averett University’s *Outstanding Faculty of the Year* – In honor of teaching Excellence, 1999, 2001
- Phi Alpha Alpha Honor Society, Virginia Commonwealth University, May 1996.
- Phi Kappa Phi Doctoral Merit Scholarship, (Recognizing academic excellence). Virginia Commonwealth University.

## EXPERIENCE

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### President – July 2014 – November 2016

Fort Hays State University, Hays, Kansas

Founded in 1902, the University is located on a 5525-acre campus in Hays, Kansas. With over 14,600 students, Fort Hays State University delivers an exceptional education through three modalities: on-site; internationally; and through the Virtual College. Over 1300 faculty and support staff guide baccalaureate, master’s, doctorate and Education Specialist degree programs in five colleges and one school: The College of Arts, Humanities and Social Sciences; College of Business and Entrepreneurship; College of Education, Health and Behavioral Sciences; College of Science, Technology and Mathematics (SteM) and in the Graduate School. Fort Hays State University is committed to providing exceptional learning opportunities to Kansas, the region, and the world.

### *Highlighted Achievements*

- Record-breaking enrollment – Became third largest university in Kansas in FY17
  - 3.8% and 3.11% increase in enrollment growth in FY15 and FY16 defying all state and national trends. All other Regent Universities were flat or declining
  - 8% increase in credit hour production on-line; increased net revenues by 24% in FY15 and 49% in FY16
- Increased Bond Rating: New financial and enrollment strategies led the University’s bond rating to be upgraded to Moody’s rating of A1 stable, 2016 - at a time when the state of Kansas’ rating and most Kansas institutions’ ratings were downgraded
- Launched \$100 million comprehensive campaign a year ago; went public in October 2016 with \$57 million raised; named two colleges with largest gifts each to the University
- Increased retention – from 68.7% Fall FY15 to 72.3% Fall FY16
- Organizational re-engineering of the university resulting in strategic economies of scale and increased efficiencies, research, grant and funding opportunities.
  - Doubled scholarship support to students

- Created new College of Science, Technology and Mathematics (STeM); an International division; a Technology division; and an Honors College
- Launched first doctoral program (Doctor of Nurse Practice) in University's history
- Installed enhancements to the security and network infrastructure; launched a new email system, and in mid-stages of implementing a new university-wide enterprise systems (ERP).
- Designed and launched first Hispanic College Institute to instruct under-represented, first generation Hispanics how to navigate the American educational system to enroll and graduate from college
- Awarded more than 400 STEM degrees
- FHSU has been ranked above 95% of peers in last two years; up from 93%
- Increased alumni chapter engagement by growing the number of paid membership
- 95% graduate placement rate
- Increased graduate school enrollment by 10.46%
- Implemented new protocols to assess potential partners; resulting in a new on-site cross border program in Cambodia, and established new exchange agreements with five other Universities.
  - Brought in largest Chinese incoming class in 15-year history: 1383 freshman
- \$88M construction initiative with only \$22M in debt
- Implemented strategies to increase social media presence - increased 18% in Twitter and 43% in Facebook
- Created program-to-program articulation agreements between Community and Technical Colleges

#### **Dean and Professor of Management – 2009 - 2014**

Reginald F. Lewis School of Business, Virginia State University

As chief academic, strategic and administrative officer of the College and a member of the President's cabinet, the Dean provides the academic and administrative leadership required to achieve the highest standards of excellence in teaching, research, scholarship, and service within the College. Serves as the liaison to the Commission on Colleges of the Southern Association of Colleges and Schools. Accredited by the Association to Advance Collegiate Schools of Business (AACSB), the College of Business has over 40 faculty and staff and 1300 students, and houses the departments of accounting and finance, management information systems and management and marketing.

#### ***Highlighted Achievements***

- Created College of Business 501c3 non-profit Foundation
- Created four advisory boards, bringing together industry leaders
- Became first School in the nation to launch an integrated core curriculum, predominantly delivered in a digital format eleven months after arrival to the School of Business
- Reorganized College of Business – hired academic advisors, research, grant, corporate relations directors
- Realized 30% increase in retention rates in nine core courses of new business program, raised GPA, and *saved students* an aggregate of \$1,121,000 in out-of-pocket textbook expenses in 6 semesters.
- Achieved AACSB Maintenance of Accreditation status; named Premier Chapter by Beta Gamma Sigma four years in a row.
- Partnership with INSIGHT America – First School to place minority students as interns on Capitol Hill, Washington DC
- 4+1 Memorandum of Understanding between Virginia Commonwealth University, Graduate Studies in Business (Accounting)
- International Agreements and Exchange Programs with:
  - IBS Business School de Minas Gerais Ltda, Partner of Fundacao Getulio Vargas, Brazil
  - Lovely Professional University, Phagwara, Punjab, India
  - ESCA School of Management, Casablanca, Morocco
  - Shanghai University, Shanghai, China
  - Beijing Normal University, Beijing, China
  - Moscow School of Business, Moscow, Russia

**Special Assistant to the Chancellor of the Virginia Community College System – 2009**  
Virginia Community College System

Accountable directly to the Chancellor of the Virginia Community College System, provide support to strategically position Virginia's 23 community colleges as the catalysts for higher education participation in Virginia through various initiatives, including, but not limited to; increasing visibility, funding support for the System's initiatives, special programs, and *Great Expectations* – an effort aimed at increasing the number of foster care youth who pursue and complete a college program.

This is a 6-month to a year unique opportunity, on the model of an ACE Fellow, designed to promote and provide administrators with opportunities to experience and participate in presidential, cabinet-level decision-making in a multi-campus, multi-cultural, billion-dollar system enterprise.

**Special Assistant to the President**  
**Executive Vice President and Executive Director - Foundation, 2005-2009**  
John Tyler Community College  
Academic Rank: Professor

As the Foundation's chief executive, financial strategist and investment officer, oversee investment portfolio, develop and implement organization's budget, lead fund/friends-raising activities, develop cost-effective initiatives, create ongoing sources of revenue and maximize unrestricted and restricted gifts. Serve as ambassador and liaison to the community to represent the institution through speaking engagements, memberships and relationship-building with corporate, state, government and other higher education institutions. Direct involvement with trustees, alumni, government, corporate, and non-profit organizations at all levels. Each year, the College serves more than 16,000 credit students, 15,000 non-credit students and more than 500 companies and government agencies.

***Additional responsibilities***

- As a member of the Executive Team, assist in the development of the College's strategy, policies, strategic objectives and measures, and provide counsel to the President
- Provide accountability to the Board of Directors and execute organization's strategic plan
- Lead, plan and execute outreach program, annual and capital campaigns
- Develop and implement strategic and marketing plans with annual updated goals and measurable outcomes
- Direct and oversee investment portfolio; develop and manage organization's budget
- Lead and coordinate strategies for cultivation, solicitation and stewardship of prospects
- Generate and maximize resources, expand and diversify the corporate and private sector support base
- Develop, implement and provide leadership to all areas of the division (donor relations, grants, alumni)
- Formulate policy options and persuade board/government officials to adopt them
- Establish and maintain corporate relations; develop and grow a broad-based constituency

***Highlighted Achievements***

- Increased Foundation's assets by 62% in three years (from \$3,271,063 to \$5,295,839)
- Increased donations to the Foundation by 270% in three years (from \$509,590 to \$1,886,228/year)
- Calibrated organizational strategy to create partnerships to complement and expand outreach and programs
- Directed negotiations to establish an unprecedented public private partnership between the College and HCA—which included a gift from HCA to the Foundation for a 15,000-square-foot facility to house JTCC's nursing program (estimated value of \$1,762,303 – The gift was the first of its kind in Virginia).
- Negotiated MOU between HCA and the Foundation for \$435,000 in operating funds and \$30,000 for scholarships for 5 years, enabling nursing program to increase admissions by 35%
- Negotiated a partnership between the College, the City of Petersburg and Virginia Power to open a downtown "Gateway Outreach Center" at no cost to the College (to provide college counseling, testing and admission services) and secured \$150,000 to provide scholarships for area students
- Created a Manufacturers' Coalition to unite area manufacturers through Quick Connect – byproduct of the Coalition - to respond to a critical industry need

- Negotiated a partnership between the College and the Mexican Consulate to deliver training ESL solutions
- Created a College-wide grant protocol to provide uniformity and increase external funding
- Created an Alumni Association and the first on-line community for Virginia Community Colleges
- Established a model allowing Foundations to hire employees (not employees of the Commonwealth)
- Revitalized Foundation Board by increasing number of members, participation and involvement
- Secured \$264,000 to hire Career Coaches and partnered with local high schools; created model for VCCS
- Implemented new accounting system for Foundation – audited, settled and synchronized all accounts between the College, the Foundation and the Investment firm

**Education and Executive Consultant**, Consulting Alliance Group, Inc., January 2004 –February 2005

Part of a team of over 80 internationally recognized business and technical professionals that provided technical and business training to Fortune 100 companies, international governments, major universities and trade organizations.

***Additional responsibilities***

- Identified new trends in executive leadership offerings and developed new curricula
- Developed key business partnering opportunities with organizations and institutions globally
- Identified and worked with a responsive, synergistic network of technical and business professionals to create partnerships and provide quality outcomes

**Executive Director, Management Institute, Associate Professor of Management Development, Associate Dean, Robins School of Business**, University of Richmond, Virginia,  
October 2000 – December 2003

Served as principal administrator, financial officer and chief spokesperson. Led statewide, national and international identification of programmatic and enrollment efforts, developed and implemented instructional programs and technologies. Directed economic development initiatives. Also, responsible for strategic planning, finance operations, budget and business planning, business operations, financial reporting, monitoring of budget, audits and capital projects and construction. Provided leadership, supervision and evaluation of national and international faculty and staff.

***Additional responsibilities***

- Responsible for the development and execution of the Executive Education Division's regional, national and international market 5-year strategy with annual updated goals and measurable outcomes
- Created strategies and business plans for regional, national and international markets, including public and custom programs design and delivery, operations management, faculty identification and retention
- Responsible for the recruitment and evaluation of key faculty
- Ensured compliance with prevailing standards - SACS and AACSB
- Served as the Institute's primary spokesperson, ambassador and liaison to the community – relating the instructional and student programs to businesses, industry and public agencies
- Established and maintained effective working relations with federal, state, local, profit, non-profits
- Established corporate relationships and developed unique cost and time sensitive training initiatives
- Developed and implemented traditional classroom, video, and computer-based instructional modules
- Led daily operations in U.S. and abroad
- Developed and organized focus groups to gain insight into employee and community training needs
- Authored proposals for prospective clients to fulfill the Division's plans for growth (national/international)
- Led subject matter experts to develop courses, certifications, and career pathway programs for industry
- Designed and taught credit and non-credit courses and programs (national/international)

***Highlighted Achievements***

- Spearheaded successful turnaround of executive education division operating in a six-figure deficit, to a profitable, multi-million-dollar center and attracted award-winning faculty to deliver curricula
- Identified and implemented cutting-edge technology and program initiatives- region, nation, global

- Developed and implemented the trademarked MiniMBA©
- Created unprecedented partnerships with international/federal/state/local/public, non-profit and corporate sectors for program initiatives
- Developed and implemented professional development conferences for area employers (selected clients included: Capital One, DuPont, Philip Morris USA, McGuire Woods, and Richmond Times Dispatch)
- Designed customized employee professional development initiatives (selected clients included: Virginia Department of Transportation (VDOT), Virginia Department of Corrections, Virginia Farm Bureau, DuPont, Philip Morris, Boehringer Ingelheim, and Circuit City)
- Guided development of uniform processes for funds/expenditures allocation; increased ROI 28%
- Worked with faculty to identify, develop and implement international programs and partnerships with universities and industry.

**Associate Professor, Tenured,** Averett University, Richmond, Virginia, November 1992 – July 2001

Named “*Outstanding Faculty of the Year, 1999.*” Student End-of-Course ratings averaged 4.9 or better (out of 5.0 scale). As full time, tenured faculty member, taught graduate and undergraduate business courses to adult learners in the Master and Bachelor of Business Administration programs for the School of Graduate and Professional Studies. Courses were taught in traditional classroom, video on-site courses, distance learning education and Internet. Courses taught included Management Theory, Organizational Behavior, Ethics, Policy, Strategic Management, Human Resource Management, Contemporary Issues, Leadership, Integration Projects and Research Thesis.

***Additional responsibilities***

- Developed traditional and non-traditional programs and other for-credit opportunities
- Identified and implemented instructional technologies to meet the needs of industry
- Oversaw course and program development, assessment, and evaluation
- Administered, researched, and implemented requirements for SACS Reaffirmation Process
- Evaluated faculty; mentored Junior faculty

**Interim Dean/Regional Director,** Averett University, Richmond, Virginia, July 1995 – December 1995

Assumed all leadership and administrative roles while maintaining teaching responsibilities. Created strategies and oversaw their execution through the directors of divisions. Embraced a commitment for executive education, and provided inspiration, energy and enthusiasm for managed growth, while maintaining fiscal discipline. Provided leadership, creativity and vision for the College’s efforts to increase enrollment and maximize profits.

***Additional responsibilities***

- Leadership and guidance for the development and management of all phases of academic, administrative, and student services
- Recruited, selected, contracted, evaluated, terminated faculty – (Region had over 300 faculty)
- Recruited students, evaluated transcripts, selected and accepted students to programs
- Supervised the development and implementation of class/certificate offerings and schedules, student services programs and activities
- Developed alternative credit opportunities (certificates); presented program information to advisory groups and industry leaders

**Senior Vice President,** First Union National Bank of Virginia, successor by merger to Dominion Bank, National Association, Richmond Region, January 1993 - February 1994

Provided leadership for service delivery and external relations. Oversaw long range strategic planning. Led the financial, business, personnel and physical facilities for multi branch bank - Increased job knowledge, employee development, commercial and consumer portfolio management, branch administration, policy development and implementation, team building and dynamics. Assisted the President and Area Managers with economic development initiatives working with industry, profit, and non-profit groups.

***Additional responsibilities***

- Oversaw bank portfolio of \$289M – 167 lending associates
- Worked with Regional Management Teams to identify and develop performance measures
- Provided leadership for the achievement of corporate vision
- Served as spokesperson and business development officer for institution

**Vice President**, Dominion Bank, National Association, Richmond Region  
February 1991 - January 1993

**Assistant Vice President**, Dominion Bank, National Association, Richmond Region  
February 1988 - January 1991

Branch Manager/Commercial Loan Officer charged to ensure efficient operations and profitable growth through the delivery of consumer and commercial banking services and the development of new commercial business. Developed profitable growth of commercial/consumer loans and deposits in the branch through effective sales management. Provided leadership and supervision. Administered performance-based programs, sought opportunities to continually improve services, programs and processes.

***Highlighted Achievements***

- "*Branch Manager of the Year*", 1989 and 1991 for overall performance in branch and portfolio profitability and growth through commitment to excellence. Performance exceeded all other branches in Region.
- Increased deposits 219% from \$17.2 million in February 1988 to \$37.6 million in December 1993.
- Created and managed personal commercial portfolio of \$22.9 million with 0.013 in classified, bankrupt or delinquent loans.
- Increased consumer loans from \$6.1 million in February 1988 to \$26.7 million in December 1993 – with 0.138% delinquency ratio.
- Top fee sales producer for all regional sales officers in 1991 and 1992.
- Top producer of Trust referrals for 1990, 1991, and 1992.

**Branch Manager and Banking Officer**, First Virginia Bank-Colonial, July 1985 - January 1988

Newly created position to head new branch with zero deposit and loan base. Responsible for consumer and commercial growth of deposit and loan portfolio, budget preparation, business development, recruitment, hiring and evaluating employees. Deposit base reached \$20.4 million. Led nine staff members.

- Named "*Branch Manager of the Year*", 1986 and 1987, for overall performance, including loan and deposit growth. Percentage above established quota goals exceeded all other branches in Richmond Region.

**Assistant Branch Manager**, First Virginia Bank-Colonial, June 1984 - June 1985

**Management Associate**, First Virginia Bank-Colonial, September 1982 - June 1984

**CIVIC, CHARITABLE, EDUCATIONAL, PROFESSIONAL ORGANIZATIONS**

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- International Association of Universities (IAU) – Member; 2015 – present; Deputy Board member representing the Americas, 2016
- Valley Hope Association – Board Member; 2015 – present
- Regents Institutions Council of Presidents – 2014 – present; Chair, 2015
- Kansas Council on Economic Education – Director; 2014- present
- American Association of Community Colleges – Director at Large, representing Four Year Institutions; 2014- present
- AASCU – Council of Presidents, Member; 2014- present
- Racing Toward Diversity Magazine Advisory Board – Member; 2012 - present
- Association to Advance Collegiate Schools of Business (AACSB) BizEd Advisory Council; Director; 2009 - present

- Virginia Latino Higher Education Network (VALHEN); President, President Emeritus and Founding Director; 2006 -present
- Virginia Community Colleges State Board Committees– Academic, Student Affairs and Workforce Development; Audit; Personnel; Reengineering Sub-Committee; 2011-2014
- State Board for Virginia Community Colleges - Board Liaison to Reynolds Community College and John Tyler Community College; 2011-2014
- Greater Richmond Chamber of Commerce – Board Member; 2009 - 2014
- Metropolitan Business League - Board Member; 2009 - 2014
- Housing Opportunities Made Equal (HOME) – Board Member; Fundraising Committee; 2010 - 2014
- REDC Community Capital Group – Board Member; 2010- 2014
- Safe Harbor – Board Member; Fundraising/Finance Committee; 2010-2014
- Women Executives in Virginia Higher Education (WEVHE); 2009 - 2014
- American Heart Association – Go Red for Women -Executive Leadership Team, Fundraising Committee; 2009 - 2014
- “Design for Excellence 2020” – Strategic Planning Committee; Chesterfield County Public Schools; Co-Chair, Citizenship, Core Values and Innovation Team; 2010
- Judge, Final Selection Committee –State Council of Higher Education for Virginia (SCHEV) - Virginia Outstanding Faculty Awards; 2009- 2012
- Association to Advance Collegiate Schools of Business (AACSB); 2009-2014
- Association to Advance Collegiate Schools of Business (AACSB) - New Deans Affinity Group Co-Chair; 2009 - 2014
- Southern Business Administration Association (SBAA); 2009- 2014
- Superintendent’s Advisory Council - Multicultural Committee – Chesterfield County, Virginia
- League of United American Citizens (LULAC) Council 4611; Founding member
- Chair, 2013, 2012 Hispanic College Institute held at Virginia State University
- Chair, Governor’s 2011 and 2010 Hispanic Youth Symposium held at Virginia State University
- Chair, Governor’s 2009 Hispanic Youth Symposium held at George Mason University
- Chair, Governor’s 2008 Richmond Hispanic Youth Symposium held at University of Richmond
- Academy of Management
- Chesterfield Chamber of Commerce
- Petersburg Chamber of Commerce
- Virginia Community College Association
- Virginia Commonwealth University, Phi Alpha Alpha Honor Society, Vice President
- American Heart Association, Chairman
- Community Reinvestment Act (C.R.A.) Coordinator for Chesterfield County
- Chesterfield County Schools/Business Partnership Program, Pilot Founder and Coordinator
- Southport Trade Merchants' Association; Director, President, Chairman of the Board
- Community Reinvestment Act (C.R.A.) Coordinator for Chesterfield County
- United Way Team Leader

## **UNIVERSITY/COLLEGE SERVICE**

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- Virginia State University
  - Member, President’s Cabinet
  - Member, Provost’s Cabinet
  - Member, Academic Credits Committee
  - Member, Strategic Planning Committee
  - Executive Team for New College Institute (NCI) Campus Proposal
  - Member, Virginia Logistics Research Center
  - Continuity of Operations Plan (COOP) Leadership Team – Member
- Virginia Community College System
  - Member, Chancellor’s Cabinet
  - Liaison to Office of Governor for The American Recovery and Reinvestment Act (ARRA)



- John Tyler Community College
  - Member, President's Cabinet
  - Member, Academic Council
- University of Richmond
  - Chair, Steering Committee, Management Institute
  - Member, Dean's Cabinet
- Averett University
  - MBA Program Chair
  - Chair, General Requirements Committee, SACS Reaffirmation Process
  - Chair, Undergraduate Requirements, SACS Reaffirmation Process
  - Chair, Graduate Admissions Committee
  - Member, SACS Steering Committee
  - Member, Adult Curriculum Steering Committee
  - Member, Graduate Council
  - Member, Student Development Committee
  - Member, Graduate Studies Curriculum Committee
  - Member, Career Pathways Committee
  - Chair, Scholarship, Financial Aid and Grants Development Committee
  - Research Advisor in the School of Graduate and Professional Studies – Thesis advisor to 113 graduate and 68 undergraduate students

#### **UNIVERSITY PROGRAMS DESIGNED/DEVELOPED/RESTRUCTURED**

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- Virginia State University - Undergraduate Business Curriculum, Reginald F. Lewis School of Business
- University of Richmond - Leadership vs. Management: (Undergraduate course)
- University of Richmond - Police Executive Leadership School (PELS)
- University of Richmond - Organizational Behavior (Taught at the undergraduate and graduate level)
- University of Richmond/Management Institute - All program series including:
  - MiniMBA®
  - Management Development Program
  - Development of First Line Supervisor
  - Development of Mid-Level Manager
  - Development of the Manager/leader
  - Development of the Strategic Manager
  - Survival Management for Physicians
  - Survival Management for Educators
- Averett University – MBA Program (Restructured traditional MBA into Executive, Accelerated Program)

#### **ACADEMIC COURSES DEVELOPED**

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- BSA 103 - Leadership
- BSA 103 - Leadership
- BSA 103 - Leadership
- BSA 205 - Business Management
- BSA 260 - Business Case Study
- BSA 313 - Management Theory and Practice
- BSA 314 - Business Communications
- MSYS 330 - Organizational Behavior
- MSYS 349 - Leadership
- BSA 443 - Contemporary Issues in Business

- BSA 444 - Management Strategies (Undergraduate Capstone Course)
- BSA 526 - Organizational Behavior/Leadership
- LDR 532 - Organizational Behavior
- LDR 538 - Contemporary Issues in Leadership
- BSA 544 - Business Policy (Graduate Capstone Course)
- CMBA 613 - Executive Leadership

## **SELECTED PRESENTATIONS/SEMINARS TO COMMUNITY ORGANIZATIONS**

“The Value of Honor and Excellence.” National Honor Society Induction. Keynote. November 8, 2016; Hays, Kansas

“Sponsorship and Strategic Planning within your Career.” Women in Medicine and Science (WIMS). Keynote. The University of Kansas Medical Center. November 1, 2015; Kansas City, Kansas

“Girl Power: Onward and Upward.” Soroptimist Regional Conference. Keynote. October 8, 2015; Hays, KS

“Investing in the Future: It’s not just about dollars.” University Club. Keynote. October 3, 2016; Wichita, KS

“Traveling the Road Less Traveled; All Possible Through Education.” Keynote in English and Spanish; Diocesan Stewardship Conference. August 27, 2016. Dodge City, Kansas.

“Town and Gown Best Practices.” Kansas Association of Counties; Panelist. August 25, 2016. Hays, Kansas

“Role of CEOs and CIOs in the University.” EduCause. Panelist. August 1, 2016, Boston, Massachusetts.

“Lessons Learned.” Panelist at the ACE New President’s Forum. April 22, 2016. Las Vegas, Nevada.

“Breaking the Glass Ceiling: It’s all about Excellence.” Keynote. Michael Tilford Conference on Diversity and Multiculturalism. October 19, 2015. Pittsburg, Kansas.

“Education: The Real American Dream.” Keynote. VALHEN’s Virginia Hispanic College Institute; July 18, 2015. Blacksburg, Virginia.

Testimony provided to the House Foreign Affairs Committee, Subcommittee on Africa, Global Health, Global Human Rights, and International Organizations of the Foreign Affairs Committee, U.S. House of Representatives. June 25, 2015. Washington DC

“Education, Diversity, and Inclusion Yields Success.” Keynote speaker. Kansas ACT Conference. April 21, 2015. Wichita, Kansas.

“Girls who get I.T.” Conference Co-Chair and Organizer. J. Sargeant Reynolds Community College, November 14, 2013.

“Women and Leadership: Courage; Risk Taking; Inspiration; Lessons Learned.” Panelist/Keynote Speaker. Richmond Leadership Summit, Commercial Real Estate Women (CREW), November 7, 2013.

“Digital Open Textbooks: Increased Student Access and Outcomes.” OpenVA Virginia’s First Annual Open and Digital Learning Resources Conference. Presenter. October 15, 2013.

“Developing the Hispanic Workforce through Higher Education.” VALHEN’s Encuentro (Conference). Panelist; Content Leader. October 10 – 11, 2013

“Leadership through Education: The Path Less Taken.” Keynote, Hispanic College Institute, July 17, 2013.

“A Tale of Two Institutions: Approaches to Digital Implementation.” Presentation for the Virginia Network Women’s Conference. Martin, Mirta and Joy Hatch. Hotel Roanoke, Roanoke, May 31, 2013

“Education through Digital Technologies: How to reach out to Underserved Populations.” Keynote in honor of Hispanic Heritage Month. Longwood University; November 16, 2012.

“Creating a Pathway to an Affordable and Accessible Education.” Keynote; Dinwiddie Chamber of Commerce, November 13, 2012

Educational Access and Affordability through Digital Textbooks: Retention Success. Presentation before the Commonwealth of Virginia’s Senate Finance Committee, Education Subcommittee – September 18, 2012.

“Teaching, Learning, and the Impact of Open Educational Resources.” Panelist. 2012 Chancellor's Annual Planning Retreat. August 6 – 7, 2012.

“A Conversation on What It Means to Be an Educated Virginian.” Panelist. *Sponsored by the State Council of Higher Education and the Virginia Assessment Group.* June 13, 2012

White House Initiative on Education Excellence for Hispanics. Panelist. April, 9, 2012.

“Small Businesses: Key to success for the American Economy.” Presented at the Symposium for Small Businesses, Petersburg, Virginia, September 20, 2011.

“Digital at the Core.” Presented at The Southern Business Administration Association (SBAA), Greensboro, North Carolina, July 12, 2011.

“The Educational Crisis.” Radio Interview Hosted by Sarah McConnell of *With Good Reason • A Program of the Virginia Foundation of the Humanities.* Aired July 2 – 8, 2011.

“If there is a Dream, there is a Way.” Keynote, Latino Education Advancement Program. The Steward School, Richmond, Virginia. June 23, 2011.

“The Three Deans.” Higher Education Panelist for the Association for Corporate Growth (ACG) Richmond Breakfast Series. The Commonwealth Club, May 6, 2011.

“Leading Change with 21<sup>st</sup> Century Technologies.” Presented at the Association to Advance Collegiate Schools of Business (AACSB) International Conference and Annual Meeting (ICAM), April 27 – 30, 2011.

“Achieving the Dream through Education.” Keynote, Los Padres Foundation, Washington DC. April 20, 2011.

Virginia Latino Higher Education Network, Annual Conference, Panelist, Northern Virginia Community College, Arlington, Virginia, March 2011.

Women Who Mean Business Summit. Speaker, “Fast Track Session.” January 28, 2011.

“Change, Choice, and Principles.” Keynote, Chesterfield University, Chesterfield County. May 20, 2010.

“Education – The Key to Success.” Keynote, Los Padres Foundation, Washington DC. March 31, 2010.

Hispanic Youth Symposium, “Hispanic Heroes Panelist” Virginia State University, Virginia, July 2010, and July 2011.

Virginia Latino Higher Education Network, Annual Conference, Invited Panelist, Petersburg, Virginia, March 2010.

Hispanic Youth Symposium, “Hispanic Heroes Panelist.” George Mason University, Fairfax, Virginia, July 2009.

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