

ASSOCIATE VICE PRESIDENT FOR COLLEGE ADVANCEMENT & PUBLIC RELATIONS

Executive Profile

I've worked in higher education administration for 7 years, predominately in advancement and public relations at both the university and community college level. In addition, I've taught or authored over 20 unique college courses primarily in the business discipline

Currently, I have the privilege of serving Mississippi Delta Community College as the Associate Vice President for College Advancement and Public Relations. In this role, I serve as the Chief Advancement & Chief Communications Officer reporting to the College President. A member of the college's senior administrative team since 2010, I also serve on the President's Cabinet.

As the Executive Director of the MDCC Alumni & Foundation, Inc., I have overall responsibility for advancement at the college including alumni affairs, annual giving, major gifts, records, planned giving, donor relations, and events. I also have responsibility for public relations including college marketing, communications and news.

Professional Experience

Company Name City , State Associate Vice President for College Advancement & Public Relations 07/2009 to Current

Responsible for college wide public relations, marketing, and advertising

Executive Director of the MDCC Alumni & Foundation, Inc.

Company Name City , State Director of Development 07/2007 to 07/2009

Major gifts fundraiser and responsible for the multi-million dollar comprehensive campaign; Coordinate fundraising efforts among Academic Deans, University Vice Presidents, Board Members, and Prospective Donors

Significantly increased overall fundraising success while cultivating the largest gift in the university's history (\$3.1M)

Company Name City , State Adjunct Instructor 08/2006 to 05/2007

Courses taught: Principles of Management (Undergraduate Level; 220 students per class); International Business (Graduate Level Team Teacher)

Company Name City , State Instructor, Assistant Basketball Coach, Webmaster 08/2004 to 05/2006

Courses taught – Economics; Personal Finance; Advanced Computer; Web Design; Business Law for College Credit

Other duties: Assistant Coach (Basketball); Webmaster and creator of school website; Student Council Advisor; School Newspaper Advisor (Certified MPSA Teacher)

Education

MBA : Management and Marketing 2005 Delta State University , City , State , United States

3.89 GPA

BBA : Management and Marketing 2004 Delta State University , City , State , United States

Graduated with honors: Summa Cum Laude;

Received *The First Diploma* having the highest grade point average of the undergraduate class

3.98 GPA Overall; 4.00 GPA Major

Doctor of Education Degree : Higher Education Administration Delta State University , City , State , United States

Coursework and comprehensive exams completed: December 2012

Core Accomplishments

Mississippi Delta Community College Alumni & Foundation, Inc.

Increased annual contributions by 500% since becoming Executive Director

Total annual giving averaged \$72,000 for the five year period prior to my employment. In the 2013 fiscal year, annual contributions exceeded \$350,000.

As of June 2014, total pledges receivable anticipated through 2024 exceeded \$420,000. Prior to 2010, pledges receivable had not exceeded \$100,000

Instituted the following new programs through private donations: The Staff Appreciation Fund, The Robert W. Steinriede Faculty Development Fund, The Emergency Student Support Fund, The School Support Fund and the Athletic Improvement Fund

Increased the alumni directory from 1,500 known constituents to over 15,000

Delta State University Alumni & Foundation, Inc.

Cultivated and secured the largest single gift in the history of Delta State University with a \$3.1 million bequest matriculating in 2014

Secured funding for two professorships each totaling \$250,000

Initiated and coordinated the first 2 phases of the University's \$40 million campaign

Developed and implemented The Corporate Scholarship Program resulting in an immediate enrollment increase of 20 students the first year

Skills

Personal

Effective written and verbal communication skills

Effective managerial and administrative skills

Ability to adapt and respond to various situations

Ability to maintain high level of confidentiality

Ability to work with diverse staff, faculty, students, and donors

Institutional Advancement

Experience in working with a non-profit Board of Directors and volunteers

Working knowledge of budget development, fiscal administration, and foundation fiduciary responsibilities including accounting, contracts, budgeting and cost control principles including Generally Accepted Accounting Principles and automated financial reporting systems

Knowledge of federal and state financial regulations

Ability to analyze financial data and prepare financial reports, statements and projections

Working knowledge and skill involved in the bookkeeping processes associated with receiving, acknowledging, and recording contributions

Working knowledge of development practices including annual campaigns, major gifts campaigns, endowments, investment policies, scholarship programs, donor recognition, and community relations

Ability to maintain relationships with significant and influential individuals

Ability to solicit gifts

Public Relations

Proven ability to lead and manage a comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals

Experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories

Experience in planning, promoting, and facilitating events

Experience in creating and maintaining institutional websites and social media platforms

Experience in developing and disseminating information in relation to a crisis or emergency event

Technology Literacy

Banner (Ellucian, Inc.) database including the advancement module for prospect management

The Raiser's Edge Fundraising Software (Blackbaud)

QuickBooks for Nonprofits

FindWealth 8 (Wealthengine)

Adobe Creative Cloud programs and applications including Photoshop, Illustrator, Muse and Premiere Pro

All standard Microsoft Office Programs (including word, excel, access and others)

Styleguard editing software

Joomla! 3 for web development

Certifications

Local Project Agency (LPA) Project Development Management Training “MS Dept. of Transportation (2013)

Graduate of the Mississippi Community College Leadership Academy (2012)

FEMA Certified in ICS-100, Introduction to the Incident Command System (2009)

FEMA Certified in ICS-200, ICS for Single Resources and Initial Action Incident (2009)

FEMA Certified in IS-00700.a, National Incident Management System (2009)

FEMA Certified IS-00800.b, National Response Framework (2009)

Completed specialized training in planned giving through the Council for Advancement & Support of Education (2007)

Community Service

Curriculum Committee Adviser, Delta State University College of Education (2012-Present)

Volunteer Firefighter, Bolivar County Volunteer Fire Department (2001-Present); County Fire Chief 2010; Assistant Chief & Training Officer 2008-2010; Captain 2007-2008; Firefighter 2001-2007

Board Member, Cleveland/Bolivar County Crime Stoppers (2007-Present)

Board Member, Delta Center for Community and Economic Development (2007-2010)

Affiliations

Delta Human Resource Management Association

Council for Advancement & Support of Education (District III); Roles: Mentor, Annual Conference Volunteer & Session Moderator

Association of Fundraising Professionals (Mississippi Chapter)

College Public Relations Association of Mississippi; Role: Elected in May 2014 to a three-year board appointment as association vice-chair (2014-2015), chair (2015-2016), past-chair & adviser (2016-2017)

Publications

Abraham, D.R., Gibson, M.C., Novicevic, M.M., & Robinson, R.K. (2009). Becoming an outstanding management historian in the USA: Biographical research of Wren's and Bedeian's pathways. *Journal of Management History*, 15(1), 9-19.

Novicevic, M., Williams, L., Abraham, D., Gibson, M., Smothers, J., Crawford, A. (2011). Principles of outstanding leadership: Dale Carnegie's folk epistemology. *The Journal of Applied Management and Entrepreneurship*, 16(3).