

PROFESSIONAL EXPERIENCE:

CONSULTANT

2009-present

- Consulting an advisory board that is in the exploratory process of creating a four-year private college
- Wrote Master Vision/Business Plan and mission/vision/values statement
- Established a newly created foundation for college – wrote Articles of Incorporation and Bylaws
- Obtained 501 (c) (3) status and applied for a FIPSE Grant

CHIEF EXECUTIVE OFFICER (CEO)

2005-2009

Minnesota Community and Technical College, Worthington Campus

- Administered and lead the day-to-day operation of the Worthington Campus which included: Academic Affairs, Fiscal Affairs, Student Affairs, Admissions, Enrollment Management/Marketing, Financial Aid, , Student Activities, Judicial Affairs, Institutional Advancement/Fundraising, Community and Alumni Relations, Athletics, Facilities
- Managed a \$3.5 million dollar budget
- Achieved **record breaking enrollment** each year and retained over **70%**
- Launched New Initiatives:
 - Increased the number of Student Organizations by 120%
 - Established a Leadership Academy for Student Development and a annual leadership award for an outstanding student leader
 - Revitalized the music program, the Student Senate, and PTK (Phi Theta Kappa) Honors Program, as well as expanded the College Ambassador program
 - Restructured Athletics from a number of Coordinators to one for Men’s and Women’s Sports
 - Renovated the Commons (cafeteria/student union of the campus) as well as enhanced the entire campus environment through the purchase of artwork, plants, furniture, etc.
 - Established **SOAR** (Student Orientation, Assessment/Advising, and Registration/Retention) days which included a parent component
 - Initiated a smoke free/tobacco free policy
 - Initiated on-going discussions with Hispanic Leaders for the purpose of recruitment/retention of Hispanic students; established a multi-cultural center
 - Wrote an advising manual and enhanced the advising program by involving and training more faculty in the process, as well as advisors/counselor
 - Conducted an annual food drive for the local food shelf which serves many of our needy students
 - Established week long activities to celebrate Homecoming – expanded Homecoming from two days/two events (coronation and the football game) to 6 days and 14 events. Increased attendance and participation of events by students, parents, faculty, staff, alumni, community members and donors by 300%.
 - Established a campus-wide event for Valentine’s Day called “We Love Our Students”
 - Conducted the celebration of 70 years of the existence of Worthington Campus by hosting a dinner/musical extravaganza for faculty, staff, alumni, community, donors, and emeriti
 - Established an alumni data base that traced lost alumni from the inception of the college to the early 1970’s when records were kept
 - Established an alumni and friends of the college newsletter for the 70 year event which circulated to over 12,000 homes by partnering with the local newspaper
 - Established the first annual face-to-face donor solicitation of faculty, staff, alumni, and friends of the college. Increased the contribution of faculty and staff by over 100%.
 - Secured funds from the college foundation to have on reserve textbooks in the Library for students who can not purchase textbooks at the beginning of the semester
 - Created an “Evening with the Stars” fundraising event which included a silent auction
 - Established a Liberal Arts Advisory Board

- MNSCU, TEACHING ASSIGNMENTS/SPEECH COMMUNICATION** **1999-2005**
- St. Cloud State University, St. Cloud MN** **2004-2005**
- Taught general education classes - subject matter included interpersonal communication, small group and nonverbal communication, listening, and public speech. Incorporated service learning.
- University of Minnesota** – doctoral student working solely on writing my dissertation/attending classes **2002-2003**
- Minneapolis Community and Technical College (Full-time Temporary)** **2001-2002**
- Taught courses in Public Speech, Interpersonal Communication, and Intercultural Communication.
 - Directed *Echoes of Pain* – a menagerie of student speeches for the Fine Arts Festival
- Minnesota State University at Moorhead (Fixed Term Position)** **Fall 1999-2001**
- Taught the general education classes for MSUM at Northwest Technical College. Teaching subject matter included public speech and small group communication. Incorporated service learning.
- St. Cloud State University, St. Cloud MN** **Spring 1999-Spring 2001**
- Taught general education classes – subject matter included interpersonal, small group and nonverbal communication, listening, & public speech. Incorporated service learning.
- Minneapolis Community and Technical College, Minneapolis MN** **Spring 1999**
- Taught the general education classes - subject matter included interpersonal communication, small group communication, listening, nonverbal communication and public speech.

- SENIOR KELLOGG FELLOW** **1998**
- North Hennepin Community College, Brooklyn Park, MN**
- Selected as one of thirteen to attend the Kellogg Foundation Leadership Academy at the University of Minnesota
 - Served North Hennepin Community College as Senior Fellow in the areas of Public and Media Relations, Marketing, Enrollment Management, Alumni Relations, Development, Student Activities
 - New Initiatives:
 - Secured a spot for NHCC on channel 12 cable TV called “Morning Show” which aired weekly to 63,000 households
 - Researched, created, and wrote a proposal for a 1/2 hour talk show featuring NHCC
 - Co-chaired Student Life/Activities Committee for the purpose of revamping & enhancing student life
 - Established a campus wide event for Valentine’s Day called “We Love Our Students”
 - Created and wrote proposal for a College Ambassador program
 - Established, implemented and taught at the Student Leadership Academy
 - Researched and wrote a comprehensive document on Matriculation to Graduation utilizing a Matrix System

- VICE PRESIDENT OF STUDENT AFFAIRS/ COLLEGE ADVANCEMENT** **1988-1997**
- Fergus Falls Community College, Fergus Falls, MN**
- Administered and led the offices and services of Enrollment Management, Financial Aids, Orientation, Counseling, Public Relations, Marketing, Fund Raising/Development, Student Life, Food Service, Athletics, Campus Security, Judicial Affairs, Campus Receptionist, Student Housing, and Alumni
 - Assisted with academic duties for five years until Vice President of Academic Affairs was hired:
 - Managed Office of Registration
 - Coordinated PSEO program
 - Handled student complaints of faculty
 - Recommended faculty for tenure
 - Evaluated faculty and administered student evaluations of faculty
 - Established learning communities based on student success research
 - Oversaw probation/ suspension procedures

- Managed over \$1.9 million which included salaried, non-salaried and Foundation budgets
- Served as a liaison of Fergus Area College Foundation, a 22-member board comprised of influential community members which has assisted the college in raising over \$1,000,000
- New Initiatives/Accomplishments:
 - Achieved a ten-year accreditation
 - Achieved record-breaking enrollment eight of the nine years while serving as vice president (This booming enrollment resulted in a \$30 million increase in our community's economic development.)
 - Established competitive scholarships and increased number of endowed scholarships by 200%
 - Assisted Foundation, when serving as Executive Director, in increasing its assets from \$100,000 to \$1,000,000, representing a 1000% increase since 1989
 - Increased faculty/staff contributions to Fergus Area College Foundation fund drive by 1900%
 - Facilitated the establishment of a \$1.8 million student housing project
 - Established the annual Bob Bigwood Lecture Series, increasing attendance at the annual Foundation meeting by 330%
 - Initiated the first alumni and parent "Star Family" fund raising campaign
 - Established Spartan Booster Organization. The organization contributed \$16,000+ to the athletics
 - Established a football endowment
 - Established the Athletic Hall of Fame
 - Created and wrote articles for *Pillar Pride*, a quarterly publication for alumni, donors, and friends
 - Co-coordinated a dedication and open house to celebrate the completion of a FFCC building project, bringing over 1,600 people to the campus
 - Facilitated the Joint Admissions Agreement with St. Cloud State University
 - Revamped entire student orientation and advising program
 - Established a Student Success Committee
 - Established Campus Security
 - Established Scholastic Achievement Award for outstanding academic student
 - Organized the first annual all-campus (faculty, staff, student organizations) Community Food Shelf Drive, achieving 99% participation of campus organizations
 - Revitalized Homecoming Week; increased number of events and participation of faculty, staff, students, parents and alumni by approximately 300%
 - Established the College Ambassador program, a student public relations group that serves as host and hostess for college events (First of its kind in MCCA)
 - Fostered a cultural diversity emphasis on campus through programming and established cultural diversity grants for students, a cultural diversity committee, and a student organization called CACTUS (Cultural Activities Can Touch Us)
 - Established a student leadership academy which has been touted as one that should serve as a national model

EXECUTIVE DIRECTOR OF ALUMNI SERVICES / ADMISSIONS COUNSELOR

St. Cloud State University, St. Cloud, MN

1982-1988

- Served as interim Executive Director of Alumni Board, a 23-member board comprised of University president, deans and influential alumni
- Organized and maintained division activities of Alumni Board (Student Services and Awareness Division, Alumni Programs and Services Division, Awards and Recognition Division, and Governmental Relations Division)
- Managed a \$42,000 M&E budget and a \$22,000 Alumni Association budget
- Maintained communication with approximately 38,000 alumni and 8,000 friends of the University
- Wrote column for *Outlook*, a quarterly newspaper for alumni with a circulation of 46,000
- Coordinated Alumni Association activities, e.g., Out-of-State Reunions, Alumni Theater Night, Basketball Night, Honors/Scholarship Day, etc. (increased programming by 10% over previous year)

- Devised new programs and procedures for:
 - New Security System
 - Career Exploration Program
 - Local Alumni Club
 - Alumni Board Retreat
 - Alumni Update (UTVS TV Show)
 - Revision of By-laws

Enrollment Management/Admissions Counselor

- Developed recruitment strategies that involved SCSU administrators, faculty, students and alumni
- Directed **merit scholar** recruitment; designed and implemented a marketing plan and established a merit scholar focus group; **achieved goal of recruiting seven scholars to the campus** – first in SCSU history
- Organized telemarketing for recruitment; contacted over 12,000 students
- Recruited students to SCSU through high school visits, on-campus interviews, college fairs and off-campus open houses (Every year we consistently achieved record-breaking enrollment.)
- Developed and implemented hometown recruitment process
- Served on University Task Force Committee to analyze needs of nontraditional students; developed a *Can We Talk* manual which addressed and answered their concerns
- Served as Summer Orientation Advisor: advised over 500 students in class selection and general operation procedures
- Co-directed Image Enhancement/Public Relations Committee that designed new SCSU theme, “Make Additions to Great Traditions”

Special Assignments at SCSU

- Co-creator and director of River Arts Competition (art, photography and writing); coordinated the involvement of faculty and students; faculty as promoters and judges, and students as participants
- Served on Multi-cultural Concerns Committee; analyzed the treatment and concerns of diverse students
- Served as committee member and Mistress of Ceremonies for Summer Leadership Institute for high school students; assisted in designing format, soliciting speakers and overseeing conference (Approximately 100 students from the State of Minnesota attended annually.)

SECONDARY EDUCATION EXPERIENCE:

Teacher/Speech Coach

1980-1982

Rocori High School, Cold Spring, MN

- 1981-82 Alternative Education Teacher; designed, created curriculum, implemented and taught in the first alternative ed program for EBD students at Rocori High School.
- 1982 speech team won regional competition for first time in Rocori’s history and sent six students to state competition
- 1980-81 Long-term sub in public speech and interpersonal communication

Teacher/Speech Coach

1979-1980

South St. Paul High School, South St. Paul, MN

- Taught oral communication, interpersonal communication, speech/debate
- Co-curricular duty; speech forensic coach; sent three students to state competition

ORGANIZATIONS/COMMUNITY INVOLVEMENT (throughout professional career):

- Member of the Otter Fury Dance Team Booster Club Board, Fergus Falls (grant writer, fundraiser, secretary)
- Member of Chamber of Commerce – Business and Education Division, Worthington
- Member of Noon Kiwanis Board of Directors, Worthington
- Member of the Regional Economic Development Conference Committee, Worthington
- Member of Joint Powers Committee (TV Public Access Channel), Worthington
- Member of BPW (Business and Professional Women), Fergus Falls
- Member of Chamber of Commerce Board, Fergus Falls - first person to be asked to serve from a non-profit entity
- Member of Chamber of Commerce Education Committee, Fergus Falls, past chair
- Member of the 1997 Governor’s Fishing Opener Committee, Fergus Falls
- Member of Otters Quarterback and Dug-Out Clubs, Fergus Falls
- Member of AAUW in Fergus Falls
- Board member of ACE-NET (American Council on Education, Network); must be respected as a state and/or national leader in education to get nominated to board
- Member of Lake Region half-Way House Board of Directors, Past President, Fergus Falls
- Solicitor for United Way Leadership Campaign, Fergus Falls
- Served on Fergus Falls Legislative Mini-Session Committee
- Served on Celebrity Waiter Fundraising Event as committee member and waitress, Fergus Falls
- Worked on March of Dimes Jail-n-Bail Fund Raiser Drive, Fergus Falls
- Board member of Fergus Falls School District Referendum Committee
- Board member of Fergus Falls School District Strategic Planning Committee
- Solicitor for Hillcrest High School Capital Campaign Fund Drive, Fergus Falls
- Served on Steering Committee for Leadership Fergus Falls and was a graduate of first academy
- Served on the Governor’s Capitol for a Day Committee, Fergus Falls
- Chairperson of United Way campaign for SCSU 1987; raised over \$47,000, representing 112% of goal, St. Cloud
- Co-chairperson of United Way campaign for SCSU 1986; raised over \$39,000, representing 107% of goal, implemented two new concepts: “fun” in fund raising and a student campaign, St. Cloud
- Member of SCSU Husky Booster Club, 1986-1989, St. Cloud
- Assisted, most significantly as a fund raiser, in production of the film, *St. Cloud Sleep*, a nationally recognized children’s film

SPECIAL HONORS/ACHIEVEMENTS:

- 2008 Received a Merit Award for Excellence in developing student leadership
- 2008 Recognized as Who’s Who among American Women Executives
- 2006 Inducted into the Fergus Falls Community College Athletic Hall of Fame for exemplary service to the athletic program
- 2003 Invited to apply to the Outstanding Student Honor Society – a national honor society that recognizes academic excellence, leadership, and community service
- 2003 Recognized as one of the top graduates in the Educational Leadership Academy since its inception at the UMN
- 1997 Kellogg Senior Fellow Leadership Academy (accepted as one of 13 participants in the Minnesota State College and University System)
- 1995 Recipient of the National Paragon Award for the marketing piece “The True Facts”
- 1995 Invited to be an interim president of a college (declined invitation)
- 1994 Recipient of the Fergus Falls BPW Woman of the Year Award

- 1993 - one of 20% of applicants selected to attend the National Institute for Leadership Development, an International Leadership Academy for Women
- 1991 inductee into Phi Kappa Phi, St. Cloud State University's chapter of the most prestigious national honor society (only SCSU alumna inducted that year); Keynote speaker for the following year's event
- 1988 Outstanding Young Woman of America
- 1987 Honored with United Way President's Award for chairing the St. Cloud State University campaign; only ten St. Cloud, MN corporations were bestowed this honor (first in SCSU history)
- Chosen for top 1% of influential people in the Fergus Falls area for several years in a row
- Nominated as an Outstanding Young Alumna at St. Cloud State University
- Recognized as one of the top five finalists for guest hostess for Good Company television show
- Honored and awarded a trophy as outstanding speech coach
- Chosen member of Kappa Delta Pi, National Honor Society for Teacher Education
- Nominated as a candidate for a public relations director position at Stanford University
- Honored as Outstanding American Student
- Achieved various awards in speech competition; competed at nationals
- Recognized as a published poet

SPEAKING ENGAGEMENTS:

- International Higher Education Association of College Unions Conference in Houston, Texas on image enhancement/marketing
- Heritage Festival, Brooklyn Park, MN (Read original poetry)
- Worthington Chamber of Commerce Athena Banquet
- Worthington Early Risers Kiwanis Program
- Worthington Campus PTK Induction Ceremony
- Jackson Chamber of Commerce Educational Seminar
- Fergus Falls area service organizations including BPW, Kiwanis, AAUW, Rotary, Honors Tea, and Championship Citizen Luncheon
- St. Cloud State University's Phi Kappa Phi National Honor Society Induction
- St. Cloud State University Leadership Academy
- NACA Regional Conference
- Fergus Falls Community College special occasions and events: including Women's Month, Parents' Day, Bigwood Lecture Series & numerous college classes and student organizations
- Guest Lecturer on Classroom Management for graduate students at St. Cloud State University
- Facilitator of panel discussions on "Excellence in Teaching"

Titles of Speeches/Presentations

- "Pudgy Hands Communicate" (original poem)
- "New York: Framed in a Picture" (original poem)
- Attitude is Everything
- Raggedy Ann Mentality
- Creativity, Conviction and Courage - Where "C" Doesn't Mean Average
- How to Get Invited to a Wedding of a Disgruntled Customer
- Make Additions to Great Traditions
- The "True" Facts
- Small Talk, Big Results
- The Dream Catcher
- H₂O = Water; GP + F = Great Homecoming

EDUCATION:

Doctorate Degree in Educational Leadership with a Teaching and Learning emphasis, December 2003: University of Minnesota, Minneapolis, MN

Dissertation: "What Constitutes a Master Teacher in a Collegiate Setting?"

GPA 3.78/4.0 scale

Master of Science Degree in Communication Studies at North Dakota State University, Fargo, ND, August 2009

Major Paper: "The Food and Drug Administrator's Role in a Democratic Society: A Communication Ethics Perspective"

GPA 4.0/4.0 scale

Master of Science Degree, 1988: St. Cloud State University, St. Cloud, MN

Major: Human Resource Administration

GPA 4.0/4.0 scale

Starred Paper/Thesis: "A Communication Approach to Teacher Evaluation and Effectiveness by Students in the Minnesota Community College System"

Bachelor of Science Degree, 1979: St. Cloud State University, St. Cloud, MN

Majors: Speech GPA 3.79/4.0 scale

Theatre GPA 3.60/4.0 scale

Extracurricular Activities in College

- UTVS (University Television Station) talk show hostess; segment entitled "On the Spot with Marnie"
- Forensic team competitor
- Readers' Theatre performer, script writer and officer
- Performed in Theatrical Productions
- Madrigal singer.
- Student Representative of the Speech Communication Department

Obtained a Support Service Manager Certification in December 1982

Became a certified instructor of the Phi Theta Kappa Leadership Development Studies Program – 2008