

Betsy Vogel Boze, Ph.D.

The College of The Bahamas

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EDUCATION

Degrees:

University of Arkansas	Ph.D. in Business Administration	1983
Southern Methodist University	Masters in Business Administration	1975
Southern Methodist University	BS in Psychology	1974

Post-Doctoral Education:

Harvard Seminar for New Presidents	2005
American Council on Education ACE Fellow	2003 -2004
AASCU Millennial Leadership Institute	2001
Leadership Texas Class of 1996, Leadership America Class of 2003, Leadership Stark County	2005
HERS Bryn Mawr Institute for Women in Higher Education Administration	1996
University of Hawaii Pan Asian Institute	1991

SUMMARY OF ADMINISTRATIVE RESPONSIBILITIES (achievements by institution on subsequent pages)

- The College of The Bahamas** 2011 - present
President
COB is the national tertiary institution of The Bahamas, serving 6,000 students in baccalaureate, masters and associate programs and employing 650 faculty and staff across three campuses and several research and teaching centers.
- American Association of State Colleges and Universities** 2009 - 2011
Senior Fellow
AASCU is a leadership organization of 430 public colleges and universities.
- Kent State University** 2005 -2009
Chief Executive Officer and Dean, Kent State Stark
Kent Stark is public liberal arts university offering baccalaureate and masters degrees. The CEO/Dean is responsible for all aspects of campus administration, with a \$50 million budget, serving 10,000 students (5,400 in academic programs and 5,000 in executive education annually).
- University of Texas at Brownsville and Texas Southmost College** 1994 - 2005
Dean, School of Business
Professor of Marketing
In this jointly accredited partnership, the Dean is the academic leader of both the university and college divisions, responsible for student success, budget, curriculum, accreditation and development.
- University of Texas TeleCampus MBO** 1996 -2005
Chief Academic Officer
Master planner in creation of UT TeleCampus, the UT System web based campus. As CAO of the MBO, worked with eight UT component institutions to develop and gain SACS accreditation in consortial graduate degree.
- Tulane University** 2003 -2004
Assistant to the President
American Council on Education fellowship while on leave from UTB/TSC
- University of Alaska Anchorage** 1989 -1994
Chair, Business Administration Department
Associate Professor of Marketing

OTHER FACULTY EXPERIENCE

Portland State University Visiting Faculty in Khabarovsk (Russian Far East), while full-time faculty at University of Alaska Anchorage	1994
Centenary College of Louisiana Assistant Professor of Business Administration	1983-1989
The University of Arkansas, Fayetteville Part-time Instructor (while in doctoral program)	1979-1983
The University of Maryland Instructor (only title used) Europe (1978 - 1980), Munich Campus (1978), Far East Division (1976)	
Saint Bonaventure University Assistant Professor of Business	1977-1978
The University of Texas at Dallas Graduate Teaching Assistant	1975-1977

ACHIEVEMENT HIGHLIGHTS AT KENT STATE UNIVERSITY STARK

Campus Dean and Chief Executive Officer Professor of Marketing	2005-2009
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Strategic Planning:

- Led the campus' first comprehensive strategic planning process
- Created a campus culture of planning and accountability
- Engaged 18 area school superintendents and boards in developmental math conversations resulting in districts "owning the problem," increased P-16 alignment, an implementation grant for COMPASS testing in high schools and sharing Kent State's non-credit/developmental math for high school use
- Developed new campus facilities master plan
- Initiated campus' first marketing, enrollment management and retention plans
- Linked university budgeting to the strategic planning
- Planning processes led to new campus identity, including a new mission and mission statement, goals, vision and value statements
- Commissioned economic impact study to demonstrate campus impact on region
- Substantially increased funding for faculty research
- Expanded undergraduate research opportunities and created undergraduate research assistantships
- Commissioned a feasibility study for campus hotel

Organization/Structure:

- Initiated a new Student Wellness Division (Student Accessibility Services, Psychological Services, Interfaith Campus Ministry and Health Education Coordinator) to better meet emerging student needs
- Enriched and expanded student life opportunities, including more student clubs, club sports and popular Student Leadership Academy. Reestablished student government after 10-year hiatus
- Expanded student employment opportunities and developed student employee leadership training program and video orientation through reorganization of Human Resources Division
- Further engaged regional leaders by expanding board from twelve to eighteen members
- Encouraged, developed and supported many new campus traditions including a "passing of the torch" ceremony (from retiring to newly tenured faculty), the Graduation Pledge and 1st Year Pledge and multiple recognitions of academic success

Financial/Development:

- Decentralized budgeting process, furthering culture of performance accountability
- Reorganized Professional Education and Conference Center, converting \$500,000 annual losses to \$1,500,000+ annual profit
- Transformed in-house food service operations resulting in consistent net profits
- Increased bookstore profits by over 40% without increasing textbook prices
- Secured funding for the Hoover Center for Environmental Media Activism to cultivate a new generation of young scholars who are able to produce new media that is deemed fair, highly educational and effective in triggering change on either individual or social levels
- Brought in funding for over 20 new undergraduate endowed scholarships
- Secured 3 of the campuses largest private gifts
- More than doubled campus endowment
- Obtained first federal earmarks for Kent State Stark ("Health Care and Other Facilities" (HCOF) program (C76HF10095) from the Healthcare Systems Bureau, Health Resources and Services Administration (HRSA)
- Secured public and private funding for 45,000 square foot science laboratory building
- Gained financial support for our innovative Application Action program from Ohio College Access Network (OCAN) and Greater Stark County United Way

Community Relations:

- Established presence as active leader for the region's workforce and economic development needs
- Enhanced campus visibility through consistent personal participation in community boards and through student engagement and service learning
- Improved campus reputation and community understanding through partnerships and publications
- Fostered entrepreneurial and educational alliances with business and industry and new working relationships with the community
- Secured endowment for Aultman Nursing Laboratory
- Established the Herbert W. Hoover Counseling Center with foundation funding
- Campus recognized on Presidents Service Learning Honor Roll 2006, 2007, 2008, 2009
- Produced campus' first annual Community Report distributed to 10,000 alumni and campus friends
- Consolidated several campus publications into semi-annual campus magazine resulting in improvement in quality of publications and significant cost savings
- Brought community arts groups on campus (Stark Act I, Canton Symphony Casual Friday's concerts)
- Improved "way finding" on and off campus, including 23 county directional signs and improved Interstate Highway 77 signage

Curriculum, Student Life and Enrollment Growth:

- Reversed enrollment declines and increased enrollment 21% over three years (to highest levels in history) during time of regionally declining high school graduates
- Established a faculty, student and staff First Year Academic Success Team (FAST) improving retention and graduation rates. The first year student success webpage has been nominated for a 2009 ADDY award
- Increased minority enrollment at twice the rate of overall enrollment growth through innovative outreach
- Significantly expanded undergraduate degree programs and added graduate programs
- Developed and received planning authority for 32 new degrees and programs over the next 10 years
- Oversaw first developmental math program review resulting in better P-16 alignment and work with area high schools, school districts and superintendents
- Developed several transfer and articulations with area colleges
- Initiated successful fast track (5 ten-week semesters per year) BBA evening degree resulting in increased enrollment of non-traditional students
- Expanded BSN program, brought all coursework to campus, expanded size of nursing cohorts and established on campus pinning ceremony
- Developed 2 year course rotation for all majors

Professional Service:

HERS Bryn Mawr Summer Institute for Women in Higher Education Administration faculty

- American Association of State Colleges and Universities (AASCU)
 - Faculty, Millennial Leadership Institute
 - Policies and Purposes Committee
 - Women Presidents and Chancellors Affinity Group
 - Team Leader, Hispanic Student Success Study Group
- American Council on Education (ACE)
 - Executive Board, Office of Women in Higher Education
 - Editorial Board, ACE Network News
 - ACE Council of Fellows, Finance Committee, Class Agent and other positions
 - Faculty, ACE National and Regional Leadership Forums
- Higher Learning Commission (North Central Association of Colleges and Schools)
 - AQIP Peer Reviewer for Ohio University, Highland Community College, Central Arizona
 - College PEAC Consultant/ Evaluator
- Delegate 2008 Midwest Higher Education Consortium
- Editorial Board Teaching & Learning in Higher and Continuing Education

Boards, Committees and Offices:

- Vice Chair Canton Regional Chamber of Commerce
 - Chair Canton Chamber, Education / Emerging Initiatives Committee
 - Trustee American Cancer Society (Ohio)
 - Trustee Betty and Paul McDonald Foundation (Louisiana)
 - Trustee Canton Museum of Art
 - Trustee Stark Development Board
 - Trustee Ohio Area Health Education Centers
 - Trustee Ohio Citizens for the Arts
 - Committee Stark Education Partnership P-16 Compact
 - Committee MAGNET Stark County Workforce Council
 - Committee Jackson-Belden Chamber of Commerce Economic Development Committee
 - President Ohio Association of Regional Campuses
 - Ohio BOR Taskforce to rewrite Operating Manual for Two Year Campus Program
 - Sustaining Member Junior Leagues of Canton, Ohio and Shreveport, Louisiana
 - Committee "College Now" (Stark County Libraries and Sisters of Charity)
 - Canton, Ohio mayoral appointments
 - Mayor Janet Creighton: Mayor's Literacy Commission
 - Mayor William J. Healy II:
 - Education Advisor, 2007 Canton mayoral race
 - Transition team
 - Sustainability Committee
 - Search Committee for Economic Development Director
 - Numerous regional workforce and economic development boards, committees and task forces
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**ACHIEVEMENT HIGHLIGHTS THE UNIVERSITY OF TEXAS AT BROWNSVILLE
AND TEXAS SOUTHMOST COLLEGE**

**Dean, School of Business
Professor of Marketing**

1994- 2005

School of Business Accomplishments:

- More than doubled School of Business enrollment
- Developed award-winning MBA Online program and chair MBA Online Executive Committee
- Created Commercial Business Research Program Online for Department of Defense
- Created Business Magnet High School and developed linkages with area school districts
- Restructured MBA Program resulting in doubling of MBA FTEs
- Recruited over 20 diverse new business faculty
- Brought School of Business into final year of AACSB Candidacy

Other Responsibilities:

- Interim Director, Continuing Education Directorate
- Contracted with CECATI 177 to teach ESL in Matamoros, Mexico
- Contracted with Southwind Aviation to teach ESL and offer associate degrees for Asiana Airlines (Korea)
- Center for Business & Economic Development (6 externally funded projects, 19 FTE staff)
- Texas A&M Engineering Extension Service (TEEX) and TEEX Training Center
- Texas Natural Resources Commission funded Casamentero Project (industrial recycling); U.S. Department of Defense funded Valley Procurement Assistance System
- Cooperatively funded (Community Development Block Grant, Levi Strauss Foundation & City of Brownsville) Microloan Program
- Texas Manufacturing Assistance Center (TMAC) field office (through Texas A&M University)

University Service:

- Chaired Academic and Student Affairs section of Enrollment Management Task Force, resulting in reorganization of administrative responsibilities
- Oversaw General Education Curriculum review, reducing required hours of general education
- Completed two faculty compensation studies of 35 Public Colleges and Universities in Texas
- Revised and edited faculty section of UTB Handbook of Operating Procedures
- Responsible for Academic Affairs sections of UTB/TSC Catalog
- Board of Directors, Program Chair, Professional Women Speak
- Founding member, Committee on Advancement of Women
- Served on all major campus-wide committees
- Internal Control Trainer (all account managers)
- Parliamentary Procedure Trainer (faculty & staff)
- Member, Faculty Senate Welfare Committee

Select Professional and Extramural Service:

- President, Texas Council of Collegiate Education for Business
- President, Southwest Business Deans Association
- President, St. Joseph Academy Band Boosters
- Co-Chair, Tip-of-Texas Boy Scout Council, Sustaining Membership Enrollment
- State Coordinator, American Council on Education, THE Network
- Hispanic Educational Technology (HETS) Continuing Education Committee
- U Texas System TeleCampus, Master Planner, CAO, MBA Online Executive Committee

- President, Board of Directors, Junior Achievement
- Board of Directors, Success by Six
- Board of Directors, Tip-of-Texas Girl Scout Council
- Brownsville Chamber of Commerce Education Committee
- Brownsville Economic Development Corporation
- Editorial Boards: *ACE Network News*, *Journal of Not-for-Profit Marketing*, *Advanced Management Journal*

Professional Development:

- Leadership America Class of 2003
- AASCU Millennium Leadership Initiative Fellow 2002-2003
- HERS Mid-America (Bryn Mawr College) Women in Higher Education Administration
- American Council on Education Leadership Forum
- American Council on Education Fellow 2003-2004
- Leadership Texas Class of 1996

SELECT ACADEMIC PUBLICATIONS

Books/Chapters/Monographs/Newsletters:

“Reflections on the ACE OWHE Summit for Women College Presidents,” ACE Network News, American Council on Education Office of Women in Higher Education, Fall 2008, p. 6.

“Hispanic Student Success in State Colleges and Universities: Creating Supportive Spaces on Our Campuses” (2007) American Association of State Colleges and Universities (multiple authors).

“The Regional Campus – A Different Calling,” ACE Network News, American Council on Education Office of Women in Higher Education, Winter 2007, p 6.

“Facing Change: Building the Faculty of the Future” (1999) American Association of State Colleges and Universities, American Council on Education and others (multiple authors).

Hardebeck, Suzanne, Betsy V. Boze, J. Basilotto, M. McGuire and P. Rhi-Perez (1999) “Economic Impact of Barge Transportation on the Texas Portion of the Gulf Intracoastal Waterway (GIWW) and Extension of the GIWW into Mexico,” Research Report No. 2993-S Texas A&M University.

Hardebeck, Suzanne, Betsy Vogel Boze and John P. Basilotto (1998) “Economic Impact Update of the GIWW and User Assessment,” Texas A&M University.

NOTE: These monographs on the Economic Impact of the Gulf Intracoastal Waterway, reissued as one, received the National merit Award at National Waterways Conference, October, 1998

Boze, Betsy V and Charles R. Patton (1996) "Central America: A Homogeneous Market or Six Separate Ones?" Academy of Business Administration Executive Summary.

Boze, Betsy V. (1993) Marketing for Attorneys and Law Firms The Hayworth press, New York

Boze, Betsy V. (1992) "Murphy Oil Company. Ltd.: The Reprivatization" John Wiley & Sons, Canada,

Boze, Betsy V. and Ken M. Boze (1992) "Power Doll" a case study in Small Business Management & Entrepreneurship by Curtis Tate, James F. Cox, Frank Hoy, Vida Scarpello and W. Woodrow Stewart (Boston PWS-Kent Publishing) pp 618-623.

Boze, Betsy V. and Ken M. Boze "Midcity Pawn Shop" (1988) in Business Policy: Administration, Strategic, and Constituency Issues, Second Edition by Curtis E. Tate, Jr., Marilyn Taylor and Frank S. Hoy (Plano, Texas: Business Publications, Inc./Irwin) pp 160-162.

Boze, Betsy V. "Midcity Pawn Shop" (1988) Teaching Note in Instructor's Manual to Accompany Business Policy: Administration, Strategic, and Constituency Issues, Second Edition by Curtis E. Tate, Jr., Marilyn Taylor, Frank S. Hoy and John R Lough (Plano, Texas: Business Publications, Inc./Irwin) pp 34-36.

Referred Journals:

Green, Hayden, Betsy V. Boze, Askar Choudhury and Simon Power (1998) "Using Logistic Regression in Classification: The Marketing of Reclaimed Potentially Environmentally Damaged Residential property," Marketing Research, American Marketing Association, Vol. 10, No. 3 (Fall) cover story, pp 5-11.

Boze, Betsy V. and Charles R. Patton (1995) "The Future of Consumer Branding as Seen from the Picture Today," Journal of Consumer Marketing Vol.12, No. 4, pp 20-41.

Boze, Ken M. and Betsy V. Boze (1987) "Some Advice to Small Business Owners on Selecting Consultants," Business Insights (Spring).

Boze, Betsy V. (1987) "Consumer Selection of Legal Services: An Investigation of Perceived Risk." Journal of Professional Services Marketing 2 (Spring): 287-297.

Refereed Conference Proceedings/Presentations:

Hardebeck, Suzanne, Douglass Cagwin and Betsy Boze (2000) "International versus Domestic Motor Carrier Human Resource Management" Proceedings of the 2000 Applied Business Research Conference.

Lewis, Wayne D., Betsy V. Boze and Rene Sainz (1998) "Technological Innovations in Distance Education: Experiences in Collaboration and Strategic Alliances from the Texas/Mexico Border" IX International Conference in Technology and Distance Education, November 1998.

Lewis, Wayne D., Betsy V. Boze and Rene Sainz (1998) 'Developing High Levels of Faculty Motivation, Empowerment and Development in Distance Education: The Experience of The University of Texas at Brownsville and Texas Southmost College" IX International Conference in Technology and Distance Education, November 1998.

Patton, Charles R. and Betsy V. Boze (1996) "Hong Kong's Last Hurrah: Changes in Consumer Product Offerings Which May Come with the Return to Chinese Ownership" Submitted to Academy Marketing Studies, The Allied Academies 1996 International Conference, Maui, Hawaii: **BEST PAPER AWARD**

Boze, Betsy V. and Charles R. Patton (1996) "Nestlé's Controversial Role in Feeding the Infants of the World: An Update" Academy of Marketing Science Multicultural Marketing Conference.

Boze, Betsy V. and Charles R. Patton (1996) "Export Powerhouses: A Study of the World's Largest Exporting Areas" Proceedings of the November 1996 Southern Marketing Association National Conference, New Orleans, Louisiana.

Boze, Betsy V. and Charles R. Patton (1996) "Misery of Choice: Consumer Choice and Patterns of Distribution of Detergents by Level of Economic Development." Proceedings of the Atlantic Marketing Association, October 1996 Annual Meeting, Baltimore, Maryland.

Boze, Betsy V. and Charles R. Patton (1996) "Central America: A Homogeneous Market or Six Separate Ones?" Proceedings of The Academy of Business Administration July 1996 Conference, Athens, Greece.

Boze, Betsy V. and Charles R. Patton (1996) "Consumer Product Branding: Practices in Twenty-Three Asian Nations." Pan-Pacific Conference XIII.

Boze, Betsy V. and Charles R. (Pat) Patton (1996) "Expatriate Education: Experiences at Home and Abroad," Expanding Marketing Horizons into The 21st Century, Proceedings of the 1996 Association of Marketing Theory and Practice, pp 141-146.

Patton, Charles R., Karin Holstius and Betsy V. Boze (1996) "Product Branding in the People's Republic of China: An Analysis of Six Multinational Consumer Products Companies" Proceedings of the Twenty-Fifth Annual Meeting of the Western Decision Sciences Institute, pp 384-390.

Boze, Betsy V. and Charles R. Patton (1995) "Global Branding Policies by the Big Three Soapmakers: An Updated and Expanded Study" Proceedings of the 1995 Southern Marketing Association National Conference.

Boze, Betsy V. and Charles R. Patton (1995) "A New Look at South Asia" 1995 Global Business Trends Conference, Academy of Business Administration.

Choudhury, Askar H, Hayden Green and Betsy Boze (1994) "Important Psychographic Factors Found to Help Identify Potential Purchasers of Reclaimed Environmentally Damaged Property." 1994 TIMS (Information Management) Conference.

Boze, Betsy V. and G. Hayden Green (1991) "Toxic Pollution and the Effects on Potential Consumers of Residential Property," Pan-Pacific Conference VII, Kuala Lumpur, Malaysia, pp 332-334.

Boze, Betsy V. (1990) "How Americans Respond to Risk: An Examination of Perceived Risk: The implications for Services" Pan Pacific VII, Seoul, Korea.

Boze, Ken M. and Betsy V. Boze (1990) "Doing Business with the Americans: An Examination of a Soviet Trade Mission." Pan Pacific VII, Seoul, Korea.

Wichman, Henry, Betsy V. Boze and Ken M. Boze (1990) "How to Select a Trading Company" Pan Pacific VII, Seoul, Korea.

Boze, Betsy V. and Ken M. Boze (1989) "Evaluating Quality Research: The Deans' Viewpoints" Marketing Theory and Practice: Positioning for the 21st Century. Atlantic Marketing Association.

Boze, Betsy V. (1988) "The Effect of Limits on Consumer Purchasing," Atlantic Marketing Association.

Boze, Betsy V. and Ken M. Boze (1988) "The Effect of Paper Quality on Acceptance Rate of Papers to Academic Conference Proceedings," Atlantic Marketing Association.

Boze, Betsy V. (1988) "Innovations in Professional Services Marketing," Atlantic Marketing Association.

Boze, Ken M., Betsy V. Boze and Henry Wichman, Jr. (1988) "Marketing the Certified Public Accountant's Professional Services to Small Businesses," Atlantic Marketing Association.

Boze, Ken M. and Betsy V. Boze (1988) "Evaluating Quality Teaching and Research: The Deans' Viewpoint," Pan-Pacific 5th Annual Conference.

Boze, Ken M., Clifford T. Cox, Lee Schwendig and Betsy V. Boze (1988) "Western Accounting Faculty's Time Management," 1988 Western Decision Science Institute Proceedings.

Boze, Betsy V. (1987) "Some Demographic and Psychographic Correlates of Perceived Risk," Proceedings of the 1987 Decision Science Institute, p. 921.

Boze, Ken M., Clifford T. Cox, Lee Schwendig and Betsy Vogel Boze (1987) "Some Differences Between Accounting Faculty Who Consult and Those Who Do Not," Proceedings of the 1987 Annual Meeting of the Decision Sciences Institute, pp. 18-20.

Boze, Betsy V. and Dub Ashton (1987) "Perceived Risk in the Selection of Pharmacists" Health Administration Proceedings Health Administration Association, Midwest Business Administration Association.

Boze, Ken M. and Betsy V. (1987) "Determinants of Student Satisfaction with Using the Computer during Lectures" Decision Sciences Theory and Application Southwest Decision Science Institute, pp. 76-78.

Boze, Betsy V. (1986) "An Empirical Investigation of Perceived Risk in the Selection of Accounting Services" Proceedings of the 1986 Annual Meeting of the Decision Sciences Institute.

Boze, Betsy V. (1986) "Selection of Legal Services: An Investigation of Perceived Risk," in Marketing in an Environment of Chance. Proceedings of the Southern Marketing Association, pp. 266-270.

Boze, Betsy Vogel (1986) "Consumer Selection of Physicians' Services: An Investigation of Perceived Risk," Proceedings of The Southwestern Marketing Association, pp. 18-22.

Boze, Betsy V. and Ken M. Boze (1985) "Perceived Risk in the Selection of Personal Accounting Services" in Contemporary Issues in Marketing (New Orleans: Atlantic Marketing Association) pp. 205-208.

Boze, Betsy V. (1985) "An Empirical investigation of Perceived Risk in the Selection of Dental Services" Marketing: The Next Decade (Boca Raton, Florida: Southern Marketing Association), pp. 66-69.