

SAMUEL TODD BRAND PH.D

QUALIFICATIONS SUMMARY

Accomplished, inclusive, and team-oriented leader with demonstrated record of directing all phases of academic programming at the community college. Excellent team builder with proven successes in multiple arenas in the use of both the communication skills and the knowledge necessary to build dynamic teams.

Focused on institutional improvement, effectiveness, and culture, and possessing the skills necessary to build support both inside and outside the institution. Organizational leadership and expertise that strengthen the ability to strategically plan on both a macro and micro level to produce results that move the needle forward.

CORE COMPETENCIES

- Budget Management
- College Advocacy
- Conflict Resolution
- Faculty Leadership
- Marketing Skills
- Policy Development
- Professionalism
- Revenue Generation
- Staff Development
- Strategic Planning
- Team Building
- Workforce Alignment

PROFESSIONAL EXPERIENCE (FULL-TIME)

ASHLAND COMMUNITY & TECHNICAL COLLEGE – Ashland, Kentucky

2019 – present

Chief Academic Officer

Reporting to the college president, responsible for the day to day operations of all facets of all academic programs on three campuses. Providing leadership in the planning, development, implementation, and evaluation of the instructional units of the college. Areas supervised include general education, healthcare education, technical education, career services, library services, e-learning, dual credit, and college's current QEP. Responsible for budget management for all areas supervised. Serving as Dean of the Faculty. Member of the President's cabinet, collaborating in the college's strategic planning efforts. Serving as representative for the college to the KCTCS Academic Council. Per KCTCS policy serving as President of the college in the President's absence.

KEY CONTRIBUTIONS:

- Led focus groups to gauge faculty/staff input for 2023-2028 strategic plan using a context-mapping model.
- Led efforts in renovation of welding lab, which resulted in ACTC's lab being the largest in the Commonwealth.
- Restructured faculty and schedule of welding, which resulted in welding being offered from 6:00 A.M. – 2:00 A.M.
- Currently leading a team participating in a statewide initiative sponsored by the Kentucky Council for Postsecondary Education, the Kentucky Graduate Profile Academy. It attempts to incorporate 10 workplace skills across the curriculum. ACTC was one of four KCTCS colleges selected to participate.
- Captured \$25,000 grant from Kentucky CPE for Kentucky Graduate Profile Academy group.
- Assisted in the implementation of Covey's 4DX system campus wide as ACTC's operating system for continuous improvement. As a result of the college's 4DX efforts, ACTC saw the largest increase of any college in the system in the number of credentials awarded for the 2020-2021 year. As a result, the college will see its first ever share of revenues from Kentucky's performance based funding model.
- Led efforts with academic teams in 4DX that resulted in a 5% increase in fall to fall retention rate at the college.
- Led efforts with academic teams in 4DX that resulted in a 10% increase in the graduation rate at the college, which placed the college firmly ahead of the state average for the Kentucky Community & Technical College System.
- Led efforts with academic teams in 4DX that resulted in a 6% increase in enrollment at the college.
- In a partnership with the college's IPRE division, created a system to merge the 4DX system with the reporting of end of program outcomes for the purposes of conveying those aspects of institutional effectiveness to SACS.
- Currently serve as on-boarder for all new faculty and staff with Covey's 4DX system.
- Led efforts to develop and implement a new hybrid LPN to RN bridge program and reduced time to completion.
- In collaboration with the Dean of IPRE, was co-author of college's current policy of faculty load/overload. KCTCS CFO requested that the policy be used as a model for the system.

ASHLAND COMMUNITY & TECHNICAL COLLEGE

Chief Academic Officer - Continued

- Led all efforts to best align academic programs to those offered through Workforce Solutions area to meet the needs of industry sector partners. Examples are CDL, Nurse Aid, and Lineman programs.
- Served as systemwide liaison for general education for the KCTCS system as the college was involved in a \$1,000,000 system planning grant to explore moving the KCTCS colleges to a system of competency based education.
- Led efforts to purchase and install state of the art 3D printer in CADD area with monies from \$250,000 grant captured from the United States Department of Agriculture.
- Developed short term program in marine deckhand with Workforce Solutions area of the college, including overseeing building of deck pad and developing curriculum.
- Leading current renovation of college theater. Phase one completed, which involved replacing all rigging, line sets, battens, and some tracks. Phase two will include replacing all audio components and speakers. Phase three will include replacing lighting, boards, and dimmer system.
- Reorganized and restructured the academic area to improve efficiency, balance workload among administration, and improve supervisor/subordinate communication.
- Led implementation of short term program in EKG technology in the college's Workforce Solutions area.
- Led efforts to implement a medical assisting program at the college.
- Led efforts to develop and implement a radiologic technology program at the college. This included building and equipping a lab, and writing a KCTCS TRAINS grant to fund the project.
- Expanded dual credit in the area of technical education, as the Commonwealth expanded dual credit to include Area Technology Centers among the entities that dual credit credit may be offered in. Welding, electrical technology, advanced integrated technology, air conditioning, and industrial maintenance are all included.
- Introduced the college to and implemented a comprehensive college wide system of program review. This includes three-year performance reviews for all programs, both academic and non-academic.
- Performed system-wide study of post baccalaureate reverse transfer students in the commonwealth. As a result of the study and its recommendations, many colleges in KCTCS are beginning to develop revamped alumni programs.
- Served the college in the community by consulting with outside entities to provide strategic planning assistance for the Paramount Arts Center in 2021, and for Ashland in Motion in 2022.

MERIDIAN COMMUNITY COLLEGE – Meridian, Mississippi

2014 – 2019

Arts & Letters Series Director

Responsible for the college's Arts and Letters Series. Reported directly to the president of the college in this capacity from 2014-2018. The series consists of a series of cultural offerings to the public. Responsible for budgeting, selection of all events and shows, organizing the marketing campaign, ticket sales, and serving as spokesperson with the media.

KEY CONTRIBUTIONS:

- Led efforts in total renovation of McCain Theatre, a 550 seat house on campus. This included replacing all lighting, sound, and other equipment, paint, carpet, furniture, and staining of the stage. Total price tag of the project just under \$450,000. Phased project over a three year period.
- Moved the Arts & Letters Series from the red into the black by replacing shows contracted by outside vendors/entities/companies with shows produced in house. This overlapped with position as Academic Chair.
- Led efforts to modernize sales and marketing for the series. This included building a box office, and creating a computerized ticketing system.
- Served as a liaison between the college and the school districts in the college's service area. Producing more shows in house created more opportunities for students to be on stage, thus bringing students to campus more often. High school show was created first, then children's shows followed. This created a pathway for children that kept them in a relationship with the college throughout the entirety of their K-12 experience.
- Produced more shows per year than any community college and most 4 year universities in the southeastern U.S. The series produced one straight play, three full length Broadway musicals, one children's show, and a summer dinner theater fundraiser each year.
- Managed the Emma McCain endowment of approximately \$500,000 each year in the MCC Foundation earmarked for the arts at the college.
- Served as the face of the series and one of the primary faces of the college. Made dozens of media appearances and gave multiple interviews to both print and electronic media.

MERIDIAN COMMUNITY COLLEGE – Meridian, Mississippi

2006 – 2019

Division Chair: Fine Arts/Communication

Reporting to the chief academic officer of the college, responsible for the day to day operations of academic division consisting of four departments: art, music, theatre, and speech. Responsible for formulation and management of budget totaling approximately \$1 million. Scheduling of classes and assigning workloads to 12 full time faculty/staff members as well as a variety of adjunct instructors. Responsible for hiring and mentoring of new faculty. Responsible for evaluation of faculty/staff for rehire. Conducting division meetings with faculty/staff. Writing summary end of semester and year reports for the chief academic officer. Establishing and tracking benchmarks for the division, including student learning outcomes. Producer of all plays and Broadway style musicals produced by the division's theater department. Strength and conditioning coach for the men's basketball team (2008 – 2014). Facilities managed include McCain Theater, Ronald Miller Art Gallery, two fully equipped workshops, chorus room, and band hall.

KEY CONTRIBUTIONS:

- Chaired committee that created Lauderdale County School District/Meridian Community College play partnership. This involved four area high schools having common auditions for a county "all-star" musical held at the college. College faculty directed, and dual credit was offered to juniors and seniors who participated. This partnership is currently in its 13th year.
- Implemented new theater pathway for high school students at the college. This included tracks in acting, directing, and technical theater.
- Increased FTE's at the college by creating system of students serving on crews at various theater houses in the area. Students received two hours of credit in drama production. In the 2015 school year, the class produced \$100,000 in FTE revenue, a record for the institution.
- Fine Arts/Communication area was consistently the number one division in terms of FTE's produced for the college.
- Rewrote the curriculum for Developmental Speech course. Model was adopted by all colleges in Mississippi and course description and SLO's became part of the state Uniform Course Numbering System.
- Created partnership between School of Nursing and speech department to shore up weakness in nursing's rigor of teaching research. This resulted in the speech department becoming a part of the next two ACEN reports. This created an exceptional synergy that exists to this day.
- Served as coordinator for summer camps funded by grants from Gear Up Mississippi. This involved the hiring of faculty and staff, forming committee to select participants, writing curriculum, managing budget, coordinating with marketing team, and reporting for the grant. Two separate camps held.
- Wrote the section of the Meridian Community College 10 year report to SACS regarding SACS Standard 3.5.1 General Education Outcomes.
- Trained all faculty in the division to write student learning outcomes as the college made its shift from the teaching to learning paradigm.
- Member of college committee that wrote the five year strategic plan for 2014-2019.

MERIDIAN COMMUNITY COLLEGE – Meridian, Mississippi

2002 – 2006

Instructor/Lead Speech Faculty: Fine Arts/Communication Division

Reporting to the division chair for fine arts/communication, responsible for teaching courses in the division. Courses taught included public speaking and basic speaking. Responsible for revision of curriculum for developmental speech courses. Responsible for teaching all sections of developmental speech courses. Coordinator for speech department. Lead online instructor for speech. Member of the college's curriculum committee. Teaching macroeconomics and microeconomics online.

KEY CONTRIBUTIONS:

- Led the college as the first instructor to offer dual credit courses, teaching the first dual credit course at Meridian Community College in 2005.
- Led the division in the selection of a new textbook. Invited text authors to speak at annual communication meeting at the college to allow faculty to make fully informed choices.
- Coordinated the annual meeting of the Mississippi Communication Association on the MCC campus in 2006.
- Authored mini-text on textbook conversion for speech faculty at the college. Speech faculty had been using one particular text for over a decade. The text allayed fears by faculty, and the text was subsequently purchased by the text company.

EAST CENTRAL COMMUNITY COLLEGE – Decatur, Mississippi

2000 – 2002

Instructor/Coach

Reporting to the division chair for communication, responsible for teaching courses in the division. Public speaking was primary course taught. Served as assistant men's basketball coach during the 2000-2001 school year. Only served one year as head coach left the school in 2001. Member of various college committees.

KEY CONTRIBUTIONS:

- Served on general education committee for SACS ten year report as the college had its site visit during the 2000-2001 school year.
- Developed curriculum used by the chief academic officer for an Intro to College class. The curriculum involved creating a matrix of different presenters who represented a cross section of college personnel, both faculty and staff.
- Scheduled speakers for students as part of the college's speaker's series.
- Coordinated boys' and girls' middle school and high school basketball camps during the summer of 2001 for the college.

BRANDON HIGH SCHOOL – Brandon, Mississippi

1998-2000

Teacher/Coach

Responsible for teaching courses in U.S. History, American Government, and Economics. Serving as assistant boys' high school basketball coach, head ninth grade boys basketball coach, and head tennis coach.

KEY CONTRIBUTIONS:

- Successfully raised test scores in the area of U.S. History. Scores were highest in Rankin County School District.
- Coached tennis team that saw male player win state single's championship.
- Coached boys' varsity basketball team to its first top 10 ranking in 20 years.

TRI-COUNTY ACADEMY – Flora, Mississippi

1997-1998

Teacher/Coach

Responsible for teaching courses in U.S. History, American Government, and Economics. Serving as head coach for the boys and girls basketball teams, head coach for the junior high boys and girls basketball teams, and head girls softball coach.

KEY CONTRIBUTIONS:

- Led basketball programs as youngest head coach in the state of Mississippi at 23 years old.
- Coached boys' basketball team that was top 5 in the state and made state playoffs.
- Coached girls' basketball team that made state playoffs.
- Coached girls' softball team that made state playoffs.

PROFESSIONAL EXPERIENCE (PART-TIME)

THREE RIVERS COLLEGE – Poplar Bluff Missouri

2012 – 2017

Adjunct Online Instructor

Reporting to the division chair for social science. Teaching Microeconomics online.

MISSISSIPPI STATE UNIVERSITY – Meridian, Mississippi

2008 – 2009

Adjunct Instructor/Lecturer

Reporting to the Dean of Arts & Sciences, teaching Introduction to Communication Theory.

FLORIDA COMMUNITY COLLEGE AT JACKSONVILLE – Jacksonville, Florida

2006 – 2007

Adjunct Online Instructor

Reporting to the e-learning director, teaching Business Communication and Public Speaking online.

DELGADO COMMUNITY COLLEGE – New Orleans, Louisiana

2006 – 2007

Adjunct Online Instructor

Reporting to the Dean of Business, teaching Macroeconomics and Microeconomics online.

MISSISSIPPI SAFETY SERVICES – Clinton Mississippi

2004-2009

Nationally Certified Defensive Driving Instructor

Responsible for teaching Defensive Driving Course offered in conjunction with the National Safety Council. This was the four hour course. Over 100 classes taught.

ESPN RADIO 930 AM – Jackson, Mississippi

2001-2002

On Air Talent

Responsible for providing talent as color commentator for Jackson Academy Raider football and basketball teams. Partner on air was station manager Bryan Eubank.

HEARST ARGYLE TELEVISION 16 WAPT – Jackson, Mississippi

1997-1998

Chyron Operator/Fill- In Sports Anchor

Responsible for creation of graphics for morning news show. Responsible for filling in as sports anchor when weekend anchor was on vacation.

EDUCATION

Mississippi State University

Doctor of Philosophy Degree
Major: Community College Leadership
Minor: Economics

Mississippi College

Master of Science in Communication Degree
Convocation Paper: Religion and the Internet

Mississippi College

Bachelor of Science Degree
Major: Communication/History
Minor: Business Administration

PROFESSIONAL AFFILIATIONS

Board of Directors: Russell/Flatwoods Little League (2022 – Present) • Marv Meredith Basketball Board/Russell School District (2021 – Present) • President: West Lauderdale Basketball Booster Club Board (2014 – 2016) • Meridian Symphony Orchestra (2006 – 2009) • Board of Deacons: Poplar Springs Drive Baptist Church (2010 – 2017) • President: Mississippi Communication Association (2006 – 2007) • Vice President: Mississippi Communication Association (2005 – 2006) • Board of Deacons: First Baptist Church of Meridian (2006 – 2009)

Member and Chair: Kentucky Council for Postsecondary Education Kentucky Graduate Profile Academy (2022) • Kentucky Community & Technical College System ALIGN Liaison for General Education (2020 – 2021) • Kentucky Community & Technical College System Chancellor's Digital Literacy Workgroup (2021) • Lauderdale County School District/Meridian Community College Performing Arts Committee (2009-2019) • Lauderdale County NAACP Higher Education Committee (2004-2005)

PROFESSIONAL AFFILIATIONS (CONTINUED)

Member: Kentucky & Technical College System Academic Council (2019 – Present) • National Safety Council (2004 – 2009) • Mississippi Association of Coaches (1998 – 2002) • Meridian Community College Foundation (2004 – 2019) • Mississippi Association of Community & Junior Colleges Faculty and Staff Association (2007 – 2019) • Southern Association of Colleges and Schools Commission on Colleges 5th Year Report Review Committee (2021-2022)

Affiliated Member: Ashland In Motion (2022) • Ashland Alliance (2019 – Present) • Paramount Arts Center (2021 – 2022) • Shaping Our Appalachian Region Kentucky (2020 – Present) • American Association of Community Colleges (2019– Present) • Phi Theta Kappa (2003 – Present) • Presidential Representative: Mississippi Community College System/Louisiana Community & Technical College System Summit (2016) • Mississippi Economic Council (2006 – 2019) • East Mississippi Business Development Corporation (2006 – 2019) • NISOD (2004 – 2019)

SELECTED PUBLICATIONS & PRESENTATIONS

Keynote Speaker: The Art and Science of Play, Kentucky Region PTK Conference, 2022 • *Presenter: A Study of KCTCS Postbaccalaureate Reverse Transfer Students*, Kentucky Community & Technical College System Chief Academic Officer/Chief Student Affairs Officer Retreat, 2021 • *Presenter: Bringing A Little of MC To MCC*, Mississippi College Department of Communication Distinguished Alumnus of the Year Presentation, 2016 • *Presenter: Engaging Students in the College Classroom Through the Use of Hollywood Film Clips*, Meridian Community College Convocation, 2010 • *Presenter: Selling Salvation on the Internet: Organized Religion and the Mass Media*, Meridian Community College Humanities Professor of the Year Presentation, 2009 • *Presenter: The Seven Deadly Sins*, Meridian Community College Foundation's Great Books Lecture Series, 2008 • *Keynote Speaker: The Paradox of Affluence*, Phi Theta Kappa Regional Convention, 2008 • *Published text: Teaching Public Speaking Online*, Cengage Publishing Company, 2008 • *Published question bank for public speaking text*, Thomson Publishing Company, 2006 • *Published test question bank for public speaking text*, Thomson Publishing Company, 2005 • *Keynote Speaker: Persuasion: Pedagogy and Implications for the Defensive Driving Course*, Mississippi Safety Services CONFAB Conference, 2004 • *Presenter: Assessment: Strategies and Objectives*, Mississippi Communication Association Annual Meeting, 2006 • *Presenter: Use the Force, Luke: The Use of Semiotics in Story Development in Film*, Mississippi Communication Association Annual Meeting, 2005 • *Keynote Presenter: Four Frames of Viewing an Organization by Bolman and Deal*, Meridian Community College Convocation, 2005 • *Presenter: Scene from the play The Sunshine Boys*, Mississippi Communication Association Annual Meeting, 2004 • *Presenter: A Region in Crisis: The Role of Developmental Speech in the Speech Curriculum*, Mississippi Communication Association Annual Meeting, 2003

SELECTED THEATRICAL PRODUCTIONS

The Color Purple: Director/Producer, 2019 • *Peter Pan*: Director/Producer: Lauderdale County School District Production, 2019 • *Jacob Marley's Christmas Carol*: Director/Producer, 2018 • *Disney's Aladdin, Jr*: Director/Producer, 2018 • *The Marvelous Wonderettes: Dream On*: Director/Producer, 2018 • *Rogers and Hammerstein's Cinderella: Enchanted Edition*: Director/Producer, 2018 • *The Wizard of Oz*: Director/Producer: Lauderdale County School District Production, 2018 • *The Hunchback of Notre Dame*: Director/Producer, 2017 • *Decision Height*: Producer, 2017 • *The Marvelous Wonderettes*: Director/Producer, 2017 • *Disney's The Little Mermaid*: Director/Producer, 2017 • *Kiss Me, Kate*: Director/Producer: Lauderdale County School District Production, 2017 • *12 Angry Men*: Director/Producer, 2016

SELECTED THEATRICAL PRODUCTIONS (CONTINUED)

Elton John and Tim Rice's Aida: Director/Producer: Partnership with Meridian High School, 2016 • *Disney's Mary Poppins*: Director/Producer, 2016 • *Carnivall!*: Producer: Lauderdale County School District Production, 2016 • *A Time to Kill*: Producer/Assistant Director, 2015 • *Into the Woods*: Producer, 2015 • *Disney's My Son Pinocchio: Geppetto's Musical Tale*: Director, 2015 • *Disney's Beauty and the Beast*: Director: Lauderdale County School District Production, 2015 • *The King And I*: Producer, 2014 • *Disney's Tarzan*: Director/Producer, 2014 • *All Shook Up*: Producer: Lauderdale County School District Production, 2014 • *Jekyll and Hyde*: Producer, 2013 • *Peter Pan*: Director/Producer, 2013 • *Guys and Dolls*: Producer: Lauderdale County School District Production, 2012 • *Big River: The Adventures of Huckleberry Finn*: Director/Producer, 2012 • *A Few Good Men*: Producer, 2012 • *Disney's Beauty and The Beast*: Director/Producer, 2012 • *Disco Inferno*: Producer: Lauderdale County School District Production, 2012 • *Jacob Marley's Christmas Carol*: Director/Producer, 2011 • *Phantom of the Opera*: Producer, 2011 • *Disney's My Son Pinocchio: Geppetto's Musical Tale*: Director/Producer, 2011 • *Back to the 80's*: Producer: Lauderdale County School District Production, 2011 • *Jacob Marley's Christmas Carol*: Director/Producer, 2010 • *Cinderella, Enchanted Edition*: Producer, 2010 • *Elton John and Tim Rice's Aida*: Producer: Lauderdale County School District Production, 2010 • *The Wizard of Oz*: Producer, 2009 • *The Wiz*: Producer: Lauderdale County School District Production, 2009 • *Bamboozled*: Producer, 2009 • *Carnivall!*: Producer, 2008 • *12 Angry Men*: Producer, 2008 • *Man of La Mancha*: Producer, 2007 • *Big River: The Adventures of Huckleberry Finn*: Producer, 2007 • *Steel Magnolias*: Producer, 2006

HONORS AND AWARDS

AACC Future Presidents Institute, Participation required nomination by Ashland Community & Technical College President Dr. Larry Ferguson, 2021 • *Mississippi College Department of Communication Distinguished Alumnus of the Year*, Annual award given by the university and requiring nomination by the division chair, 2016 • *Mississippi Alliance for Arts Education Distinguished Arts Service Award*, Statewide award sponsored by the Mississippi Alliance for Arts Education, 2015 • *Holliday Professional Development Grant*, Competitive annual grant award presented by the Meridian Community College Foundation to faculty/staff for professional development activities, 2014 • *Mississippi Community College Leadership Academy*, Participation required nomination by Meridian Community College President Dr. Scott Elliott, 2011 • *Humanities Professor of the Year*, Annual award given to an instructor who has made outstanding contributions in the area of the humanities. The award is sponsored by the Mississippi Humanities Council, 2010 • *T.J. Harris Award*, Annual award at Meridian Community College for outstanding community involvement requiring nomination by the faculty senate of the college, 2009 • *Mid-South Partnership for Rural Community College's Dissertation Grant*, Grant award for doctoral research. Dissertation entitled "Socioeconomic factors affecting the enrollment of Postbaccalaureate reverse transfer students at Meridian Community College, 2005 • *Educational Policy Fellowship Program*, Program is sponsored by the Institute for Educational Leadership and required nomination from Meridian Community College President Dr. Scott Elliott, 2004 • *Montgomery Institute EPFP Scholarship*, Scholarship the Educational Policy Fellowship Program, 2004 • *Meridian Community College's MCC'er of the Month Award*, November, 2004 • *Red Rose Scholarship*, Awarded to Outstanding Doctoral Student in Higher Education at Mississippi State University • *Mid-South Community College Fellowship Program*, Program sponsored by the Mid-South Partnership for Rural Community Colleges and required nomination from East Central Community College President Dr. Phil Sutphin, 2002