

Martha Dunagin Saunders, President
University of Southern Mississippi
118 College Drive #5001
Hattiesburg, Mississippi 39406-0001

Tel: 601.266.5001

Fax: 601.266.5756

Email: Martha.saunders@usm.edu

EDUCATION

Ph.D. (Communication Theory & Research), Florida State University, 1990

MA (Journalism) Grady School of Journalism, University of Georgia, 1979

BA (French), University of Southern Mississippi, 1969

Leadership Development Experiences

Oxford Conclave on Global Ethics, 2006

U.S. Department of Defense Joint Civilian Orientation Conference, 2002

Harvard Institute for Management and Leadership in Education, 2001

ADMINISTRATIVE EXPERIENCE & ACCOMPLISHMENTS

President (May 2007 – present)

University of Southern Mississippi

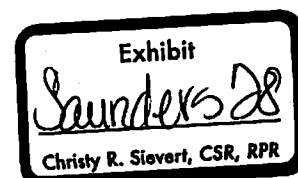
- Capital Projects: Rebuilding campus at Long Beach, Mississippi destroyed by Hurricane Katrina.
- Planning: Approved first comprehensive Master Plan for the Hattiesburg campus.
- Athletics: Member Board of Directors, C-USA Conference.

Chancellor (2005-2007)

University of Wisconsin-Whitewater

- Capital Projects: Construction of new College of Business & Economics building, \$42 million, to be completed Summer 2009; University Center reconstruction, \$20 million, to be completed Summer 2008; Construction of new LEEDS certified 450 bed apartment-style residence halls, \$35 million, to be completed Summer 2009 (Phase I) and Summer 2010 (Phase II); MultiSport Athletic Complex, \$7.2 million, Phases I & II to be completed 2007; Bookstore remodeling, \$2.4 million, to be completed Summer 2008; All-agency project to update, replace and resize utilities, \$3 million, to be completed Fall 2007.
- Planning: Developed unique campus strategic plan built on substantial campus, community and alumni input. Revised financial review process to strengthen accountability and oversight.
- Development: Secured \$2.2 million in private funding (2006) for naming of new College of Business Education building. Reviewed federal funding priorities for the UW System (currently funded at \$700 million) as a member of the University of Wisconsin System Federal Relations Council. Currently in quiet phase of \$50 million capital campaign.

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- **Accreditations:** Completed successful Higher Learning Commission of the North Central Association of Colleges and Schools re-accreditation review with “ample evidence that the institution satisfies the five criteria....”
- **Athletics:** Oversaw continued development of nationally ranked athletic program housing three national championships in two years. Appointed to NCAA Chancellors/Presidents Advisory Group (Wisconsin Intercollegiate Athletic Conference Representative.)
- **Community Relations:** As an elected member of the Downtown Revitalization Board, provided strong support for the city of Whitewater’s successful bid to become a Main Street community. Developed strategies for town/campus communications and effective problem-solving.
- **Alumni Relations:** Developed plan for keeping university connected with alumni which includes e-mail for life. Expanded staffing for alumni relations.
- **Diversity:** Developed first ever campus diversity plan. Oversaw increase in graduation rates for multicultural students of 5.6%. Winner (2006) State of Wisconsin’s Ann Lydecker Educational Diversity Award.
- **Programming:** Developed Student Ambassador Program. Launched three new undergraduate online programs.

Vice President for Academic Affairs, (2002 – 2005).

Columbus State University, University System of Georgia

- **Capital Projects:** Center for Commerce & Technology, \$17 million, completed 2003; Cunningham Conference Center, \$9 million, completed 2004; Downtown campus & arts village, \$50 million, scheduled completion 2006; Student Success & Leadership Center, \$6million, scheduled completion 2007.
- **Development: Leadership Team,** \$100 million capital campaign launched October 2002. Direct involvement: 8 named professorships; 26 named scholarships; naming of TSYS Department of Computer Science (\$3 million); naming of Saunders Center for Music Studies (\$3 million); endowment for faculty professional development (\$ 1 million); Kresge Grant for capital projects (\$ 1 million); Knight Grant for teacher retention (\$375,000); Goizueta Foundation grant for the recruitment and retention of Hispanic students (\$500,000).
- **Created CSU Centers of Excellence** to oversee 30+ public-private partnerships including the Coca-Cola Space Science Center; Oxbow Meadows Environmental Learning Center; Columbus Regional Mathematics Collaborative; Command College for Law Enforcement Professionals; and Georgia Intellectual Capital Partnerships (ICAAP) programs in computer science and nursing.
- **Attained initial AACSB accreditation** for D. Abbott Turner College of Business.
- **Designed and implemented a plan** for recruitment and retention of minority faculty leading to a 25% increase in two years.
- **Secured collections** for Bo Bartlett Gallery to be housed on downtown arts campus.
- **Established CSU campus** in Oxford, England. Negotiated enrollment agreements with Greyfriar’s College and Corpus Christi College of Oxford University. Led in the acquisition of a privately funded \$2.5 million residential facility for students in Oxford.

- Created a transparent and strategically-driven budgeting process.
- Established a collaborative AA to BA program on the campus of Okaloosa-Walton Community College.
- Secured legislative approval for BS degree in nursing.
- Secured legislative funding for University Honors Program (\$150,000/year).
- Administrative liaison to newly established Board of Trustees when Board of Regents system was abolished by the state legislature.
- Attained initial ABET accreditation of electrical and computer engineering program.
- Initiated \$3 million capital campaign for electrical & computer engineering program.
- Established peer tutoring centers in science and mathematics.

Director of University Honors Program

Associate Dean, College of Arts & Social Sciences (1996-1999)

University of West Florida

- Expanded University Honors Program to recommended standards of the National College Honors Council leading to naming as “Best Honors Program” and “Best Student Honors Council” by Florida Leader Magazine.
- Established Honors International Summer Experience and secured private funding of \$50,000 annually.
- Secured a \$1 million gift for University Honors Program in support of programming on First Amendment issues.
- Developed award winning Honors publications.

Director, Public Relations Program, Dept. of Communication Arts (1986-1996).

University of West Florida

- Developed curriculum and programming toward initial AEJMC accreditation.
- Increased program size to largest in department.
- Created and implemented national/international internship program leading to placements in the White House, U.S. Olympic Planning Committee and the American Embassy in London.
- Created and implemented shadow programs with local and regional professionals.
- Established charter chapter of Public Relations Student Society of America and student chapter of Florida Public Relations Association.
- University Gifts Chair, UWF Capital Campaign, exceeding campus goal by 11%.

TEACHING EXPERIENCE

Professor of Communication, University of Wisconsin-Whitewater, 2005-present.

Professor of Communication, Columbus State University, 2002 – 2005.

Professor of Communication, Associate Professor, Assistant Professor, Instructor, University of West Florida, 1984 – 2002.

PREVIOUS WORK EXPERIENCE

Language Arts Teacher, Gulf Breeze High School, Gulf Breeze, FL (1984-86).

Language Arts Teacher, Brookwood High School, Snellville, GA. (1981-1984).

Advertising/public relations consultant & feature writer, Atlanta, GA (1971-1981).
Account Associate, W.B. Donor Advertising Agency, Baltimore, MD (1970-71).

COURSES TAUGHT

Undergraduate: Public Relations Strategies, International Public Relations, Feature Writing, Magazine Writing, Newspaper Reporting, Principles of Public Relations, Communication Research Methods, Public Relations Management, Writing for Public Relations, International Public Relations, Honors International Summer Experience.
Graduate: Special Topics in Public Administration, Content Analysis Research Methods, Crisis Communication, Introduction to Graduate Studies, International Public Relations.

SELECTED SCHOLARLY & CREATIVE ACTIVITIES

Books & Parts of Books

Saunders, M.D. (2003). Patterns of conflict preceding crisis: A case study analysis. In D.P. Millar and R.L. Heath (Eds.), Responding to Crisis: A rhetorical approach to crisis communication (pp. 139-149). Mahwah, New Jersey: Lawrence Erlbaum Associates.

Saunders, M.D. (1992). Eastern's Armageddon: Labor Conflict and the Destruction of Eastern Airlines. Westport, CT: Greenwood Publishing Group.

Articles

Saunders, M.D. and Jones, B.A. (Spring 2007). Four "C's" of Service to Students with Disabilities. Leadership Exchange (5), 11-13.

Saunders, M.D. (In press.) Applying global ethics beliefs and principles. Journal of Ethics in Leadership.

Saunders, M.D. (2006). Eastern Airlines. In C.R. Geisst (Ed.), The Encyclopedia of American Business History, Volume I (pp.131-132). New York: Facts On File, Inc.

Saunders, M.D. (2003). Institutionalizing retention activity: Toward a theory-based model. Journal of College Student Retention: Research, Theory & Practice, 4, (4).

Saunders, M.D. (2001, June). Hype springs eternal: Or everything I ever needed to know about being a dean I learned in PR 3000. Administrator 20, (6), 8.

Saunders, M.D. and Sherry, D. (1999). Linking external communication to organizational effectiveness. Organization Development Journal 17 (4), 35-40.

Saunders, M.D. (1999). Exploring Appreciative Inquiry as a public relations research technique. Florida Communication Journal, 26 (1), 1-10.

Saunders, M.D. (1998). The service-learner as researcher: A case study. Journal on Excellence in College Teaching, 9. (2), 55-67.

Saunders, M.D. & Perrigo, E. (1998). Negotiation as a model for teaching public relations. Journalism Educator 52 (4), 57-65.

Saunders, M.D. (September 1994). Internal communication and the last days of Eastern Airlines. In Cases in Human Resources and Organizational Behaviour (No. 494-019-1). London: European Case Study Clearing House.

Saunders, M.D. (September 1994). The grassroots public affairs campaign to ban driftnets from Trinidad & Tobago. In Cases in Accounting, Control & Business Environment (No. 194-019-1). London: European Case Clearing House. Anthologized in Goldsmith, A.A. (1995). *Business, Government, Society: An International Perspective*. Irwin Publishers.

Saunders, M.D. (September 1994). Under siege: The Ladies' Center abortion clinic in Pensacola, Florida. In Cases in Human Resources and Organizational Behaviour (494-018-1). London: European Case Clearing House.

Saunders, M.D. (1993, October). Media Distorts Image of the Profession. Public Relations Journal, 8.

Saunders, M.D. (1989). Ethical dilemmas in public relations. The Florida Speech Communicator's Journal 17 (2): 23-27.

Saunders, M.D. (1988). Eastern's employee communication crisis. Public Relations Review IV (2), 33-44.

Television Documentaries

Saunders, M.D. & Gershon, P. (Scriptwriters) (1994). Southern Voices, Southern Words. Broadcast on PBS, February, 1994. *First Place winner, Video Documentary, 1994, National Honorary Broadcast Society.*

Major Communication Campaigns

Saunders, M.D. (1996-97). (Campaign Director). "Promoting Honors." *Winner: Award of Distinction, Florida Public Relations Association, 1997.*

Saunders, M.D. (Campaign Director) & Groth, T. (Creative Manager) (1993-96). "Just 2 It!" Public Safety Communication Campaign. *National winner, Silver Anvil Award, Public Relations Society of America 1994; District winner 1995; Angel Award for Creative Excellence, West Florida Advertising Council; Featured in Jerry Hendrix (Ed) Public Relations Cases (4th ed). Belmont, CA: Wadsworth Publishing Company, 121-129.*

Published Speeches

Saunders, Martha Dunagin (1998, July 15). Leaving more than footprints in the sand. Vital Speeches of the Day, 607-608.

Saunders, Martha (1994, January 15). Learn to Listen. Vital Speeches of the Day, 11-12.

Reprinted in Readers Digest, December 1994.

Critiqued in The Executive Speaker, January 1995.

Adopted for learner support materials by City University of Hong Kong, Language Institute.

Anthologized in Weaver, R.L. (1997), Essentials of Public Speaking, Scottsdale, AZ: Gorsuch Scarisbrick, Publishers.

Anthologized in Brooks, B., Kennedy, G., Moen, D. & Ranly, D. (1996, 2002, and 2005) workbook for news reporting and writing (5th ed): The Missouri Group;

Anthologized in Personal Excellence (December 1996).

Anthologized in Carlin, D.P. & Payne, J. (1998) Public Speaking Today, NTC Publishing.

AWARDS AND HONORS

University of West Florida Distinguished Service Award, 1996.

Florida Teaching Incentive Program (TIP) Award, 1994.

Invited faculty, The Florida State University's London Study Center, Fall Semesters 1992 and 1993.

Outstanding Undergraduate Teaching and Advising Award, University of West Florida, 1992.

Distinguished Teaching Award, University of West Florida, 1991.

Golden Apple Award for Teaching Excellence, Escambia County Foundation for Excellence, 1991.

PRESENTATIONS

I have given an average of 35 presentations a year for the past five years. Some representative examples follow:

Alice Manicur Symposium for Women Aspiring to be SSAOs. Sponsored by the Center for Scholarship, Research, and Professional Development for Women. Keynote address. Clearwater, Florida. January 2008.

Don't Mention Age Retirees Luncheon. University of Southern Mississippi. Hattiesburg, Mississippi. June 2007.

Phi Kappa Phi Annual Banquet. Keynote address. Whitewater, Wisconsin. April 2007.

American Association of State Colleges & Universities (AASCU) annual meeting. Presentation to New Presidents. Palm Beach, Florida. November 2006.

30th Annual World Affairs Seminar Opening Ceremony. University of Wisconsin-Whitewater. June, 2006.

Southern Lakes Conference Academic Honors Program. Keynote address. Elkhorn, Wisconsin. April, 2006.

CURRENT AFFILIATIONS

American Council on Education. Member, Commission on Effective Leadership (through 2010.)

American Association of State Colleges & Universities (AASCU). Member, Committee on Policies & Purposes.

Conference USA Board of Directors.

Golden Key scholastic honorary society.

Phi Kappa Phi scholastic honorary society.

Public Relations Society of America (accredited member).

Rotary Club

Parkway Heights United Methodist Church, Hattiesburg, Mississippi.

PHILANTHROPIC & CIVIC INTERESTS

Students with Disabilities. I have been an active supporter in this area. I recently co-authored an article with Dr. Barbara Jones for *Leadership Exchange* outlining steps a campus can take to become more inclusive. As Chancellor at UW-Whitewater, I increased funding for the wheelchair basketball team (2006 National Champions.)

Sustainable Environments. I committed my university to climate neutrality by signing the American College & University Presidents Climate Commitment. Our campus led in a number of initiatives, including a commitment to building the university system's first LEEDS silver certified building. This interest coincides strongly with the rebuilding efforts my campus has faced after the devastation of Hurricane Katrina.