

Education

Doctor of Business Administration, Anderson University, Anderson, IN

Major: Marketing

Dissertation: *The Relationship between Customer Mind-set of Faculty and Course Satisfaction among Students in Business Adult Degree Programs*

Master of Business Administration, Indiana Wesleyan University, Marion, IN,

Bachelor of Arts, Ripon College, Ripon, WI

Major: Economics

Academic Experience

Associate Professor, DeVoe School of Business

Indiana Wesleyan University, College of Adult & Professional Studies, Marion, Indiana

1/2011 to present

- ❑ Teach graduate and undergraduate business classes in onsite and online modalities
- ❑ Chair and Committee Member of dissertation committees of students in Ed. D. in Organizational Leadership program, 2010- present
- ❑ Curriculum development

External Program Evaluator

3/2012 to present

- ❑ External evaluator for Undergraduate and Graduate Business programs

Associate Dean, School of Business & Leadership

Indiana Wesleyan University, College of Adult & Professional Studies, Marion, Indiana

7/2009 to 12/2010

- ❑ Led eleven graduate and undergraduate business and leadership onsite and online programs with approximately 8,000 students.
 - Graduate: Ed. D. in Organizational Leadership, Masters of Business Administration, and Masters of Science in Management
 - Bachelor: Bachelor of Science in Business Administration, Bachelor of Science in Management, Bachelor of Science in Accounting, Bachelor of Science in Marketing, and Bachelor of Science in Information Systems
 - Associate: Associate of Science in Business, Associate of Science in Accounting, and Associate of Science in Computer Information Systems
- ❑ Major Program Initiatives
 - Graduate Leadership Certificate/Specialization for Masters of Business Administration, Masters of Science in Management programs
 - Executive MBA
 - Master of Arts in Organizational Leadership
 - Bachelor Minors: Accounting, Computer Information Systems, and Management
 - Undergraduate Specialization in Human Resources
- ❑ Reorganized school structure so it was based on curriculum discipline instead of modality

Associate Dean, Business & Management Programs

Indiana Wesleyan University, College of Adult & Professional Studies, Marion, Indiana

7/2007 to 7/2009

- ❑ Major Program Initiatives
 - Formation of the Business & Management Advisory Council
 - Capstone Project Competition and Recognition Program
 - Major Assignment Scoring Guide
 - Critical Thinking Instruction/Textbook Initiative

Dr. George Howell
DeVoe School of Business, Indiana Wesleyan University
765-677-2672 or george.howell@indwes.edu

- Business & Management/Alumni Speaker Series
- Full-time Faculty Induction Program

Assistant Dean, Business & Management Programs

Indiana Wesleyan University, College of Adult & Professional Studies, Marion, Indiana
1/2006 to 6/2007

- ❑ Led ten graduate and undergraduate business programs with approximately 8,000 students.
- ❑ Represented Business & Management programs within the University and at the state, regional and national level.
- ❑ Responsible for the supervision of the department's full-time Professors
 - Work with faculty on growth and development plans, scholarship, and academic and performance issues
- ❑ Managed Graduate, Bachelor, and Associate programs directors and oversee inter-program/department initiatives
- ❑ Managed the Director of Faculty Development
- ❑ Supervised Coordinator of Personnel and Training for the College's Academics hourly staff
- ❑ Chaired College's Class Start Committee

Director, Bachelor Business Programs

Indiana Wesleyan University, College of Adult & Professional Studies, Marion, Indiana
7/2003 to 12/2005

Led and provided direction for five Bachelor business programs with approximately 2,200 students.

- ❑ Counseled students on academic, project team, faculty and/or classroom behavior issues
 - Intervened in classroom situations where faculty and/or students communicate concerns or requests
- ❑ Managed adjunct faculty
 - Coached adjunct faculty on academic, classroom administration, pedagogy, and performance issues
 - Interviewed and hired adjunct faculty
 - Coordinated and conducted classroom observations of Bachelor adjunct faculty
 - Initiated new review process of faculty syllabi to have better compliance with curriculum
- ❑ Faculty Development
 - Coordinated and conducted new faculty orientation workshops; developed orientation PowerPoint for use at all regional sites (10/2003- 10/2004)
- ❑ Academic oversight of core curriculum
 - Coordinated 48 Bachelor onsite courses; coordinate courses in online and/or day delivery format with the assistant director of Bachelor online business programs and the assistant director for the Day programs
 - Initiated and added detailed workshop agendas, as well as additional learning activities, assignment rubrics, and faith integration to student and faculty guides
 - Developed new combined program start model; changed course sequence of BSM, BSBA and BSMK programs to allow combination program starts
- ❑ Business & Management class starts
 - Coordinated with enrollment and administration on program class starts for department
- ❑ Assessed selected Bachelor programs and implemented changes based on assessment data
 - BSBA (2003-04) , BSBS (2004-05), initiated assessment for BSM (2005-06) and BSMK (2005-06)

Adjunct Faculty Member

Indiana Wesleyan University, College of Adult & Professional Studies, Marion, Indiana
1/1999 to 12/2010

Taught Graduate and Undergraduate Business courses

Adjunct Faculty Member

Anderson University, Anderson, IN
2003

Taught business classes in accelerated format undergraduate degree program

Adjunct Faculty Member

Community College of Indiana, Ivy Tech State College & Vincennes University, Indianapolis, Indiana
2001

Taught business classes in an associate degree program

Adjunct Faculty Member

Indiana Institute of Technology, Indianapolis, Indiana
2001

Taught business classes in an accelerated format graduate degree program

Courses Taught

ADM495	Seminar in Business
ADM560	Applied Management Capstone
ADM584	Marketing for Results
BUS101	Introduction to Business
BUS105	Introduction to American Business
BUS215	Human Resource Management
COMM515	Decision Making and Essential Business Communication
MKG348	Service Marketing
MKGT530	Marketing Management
MGT421	Strategies in Marketing Management
MGT496	Applied Management Project
MGMT500	Applied Management Theory
MGMT590	Applied Management Project
MGT541	Advanced Marketing Management
MGT557	Applied Management Project
MBA5220	Marketing Management
ORGL3500	Managerial Marketing

Curriculum Written

ADM448	Strategic Planning, 11/2013, (onsite and online)
ADM560	Applied Management Capstone, 5/2011 (onsite and online)
dBUS105	Introduction to American Business, 8/2005 (onsite)
MGT205	Professional Communications, 1/2013 (onsite and online)
MGT421	Strategies in Marketing Management, 7/2005 (onsite)
MGT541	Advanced Marketing Management, 3/2005 (onsite)
MKG348	Service Marketing, 12/2006 (onsite)
MKG357	Advertising, 1/2009, 7/2011, 5/2012
MKGT530	Marketing Management, 4/2013, (onsite and online)

Awards and Recognitions

- CAPS/VP Merit Award, June 2007
- Business/General Studies 2004 Administrator of the Year Award

Print Publications

The Adult Student and Course Satisfaction: What Matters Most?, Primary author. The Journal of Innovative Higher Education, October 2011.

The Relationship between Customer Mind-set of Faculty and Course Satisfaction among Students in Business Adult Degree Programs, May 2008, ProQuest Dissertation Abstracts International, ISBN: 9780549616948.

Cold Weather Effects on Class 1 Hazardous Electrical Equipment, lead co-author, IEEE Industry Applications Magazine, September - October 2001

Grants

IWU Lilly Research Grant Award, June 2006

Research and Presentations

"Using the ITARE Curriculum Model" The presentation discussed the DeVoe School of Business program and course mapping model that uses a functional methodology to integrate program and missional learning outcomes and was co-presented by Drs. George Howell, Jeff Boyce and Harry Hall at the Christian Adult Higher Education Association (CAHEA) 2014 Annual Conference on July 31, 2014, Indianapolis, IN.

"Using the ITARE Curriculum Mapping Model to Develop Integrated and Accountable Programs" The presentation discussed the DeVoe School of Business program and course mapping model that uses a functional methodology to integrate program and missional learning outcomes and was co-presented by Drs. George Howell, Jeff Boyce and Harry Hall at the Accreditation Council for Business Schools and Programs (ACBSP) 2014 Annual Conference on June 28, 2014, Chicago, IL.

"Course Satisfaction among Students in Business Adult Degree Programs" The presentation reviewed findings from a study that surveyed both students and professors in business adult degree programs at five institutions of higher education affiliated with CAAHE and examined course satisfaction among students within the context of institution-driven and student-driven service aspects. Consortium for the Advancement of Higher Education (CAAHE) on June 19, 2014, New Orleans, LA.

"The Capstone Experience: A Glimpse at the Literature". The presentation explored the extensive literature to provide insight into what some institutions have implemented in their capstones and can be learned from their utilization and co-presented by Drs. George Howell and Marc Myers at the Midwest Scholars Conference on March 13, 2014, Indiana Wesleyan University, Indianapolis, IN.

"Using the ITARE Curriculum Mapping Model to Develop Integrated and Accountable Programs" The presentation discussed the SBL program and course mapping model that uses a functional methodology to integrate program and missional learning outcomes and was co-presented by Drs. George Howell and Harry Hall at the Accreditation Council for Business Schools and Programs (ACBSP) Regional Conference on October 18, 2013, Malone University, Canton, OH.

"Impact of Technology on the Adult Student" The presentation discussed the impact of technology on adult learners and the technology trends for adult education and was presented at the Indiana Council for Continuing Education (ICCE): 2013 Professional Development Conference on March 5, 2013, IUPUI, Greenwood, IN.

"Is it worth my time? A case study of onsite, online and hybrid Business students" This paper was an extension of the original study and second study, co-authored with Dr. Keith Starcher and Amber Simos, with new research on business students. This study was presented at the Accreditation Council of for Business Schools and Programs (ACBSP) 2012 Annual Conference on June 17, 2012, Baltimore, MD.

Dr. George Howell

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“Is it worth my time? A case study of onsite, online and hybrid adult students” ” Extension of original, co-authored with Dr. Keith Starcher and Amber Simos, with new research on hybrid students. This study was co-presented with Amber Simos at the Adult Higher Education Association (AHEA) Annual Conference on November 3, 2011, Indianapolis, IN

“Is it worth my time? A case study of onsite and online adult students” Co-authored with Dr. Keith Starcher and Amber Simos, and presented at the CCCU Center for Research in Adult Learning Annual Conference on May 24, 2011 at Indiana Wesleyan University, Indianapolis, IN

“Adult Student Learning Outcomes Project” Co-presented with Dr. Pamela Buchanan, University of Mobile, and Dr. Cynthia Tweedell, CCCU Center for Research in Adult Learning, at The Assessment Institute, October 26, 2010, Indianapolis, IN.

“Key Factors in Adult Online Student Satisfaction” Co-authored with Dr. Keith Starcher and Amber Simos. This study was presented by Dr. Keith Starcher and Amber Simos at the Christian Business Faculty Association Annual Conference on October 21, 2010 at Southeastern University, Lakeland, FL

“Help I am a Professor! Engaging New Faculty Members in an Induction Program” Co-presented with Dr. Cheryl Fleming at the CCCU Center for Research in Adult Learning Annual Conference on May 11, 2010 in Florence, KY

“Managing the Adjunct Pool for Consistent Learning Outcomes” Co-presented with Dr. Cynthia Tweedell on April 29, 2010 for Magna Online Seminars, Magna Publications, Inc. Madison, WI.

“How do CCCU Adult Programs Measure Up?” Co-presented with Drs. Shirley Roddy and Cynthia Tweedell on February 25, 2010 at the International Forum on Christian Higher Education in Atlanta

“Help! I am a New Faculty Member! Engaging New Faculty in an Induction Program” Co-presented with Dr. Cheryl Fleming at the Adult Higher Education Alliance Annual Conference on October 7, 2009 in Chicago

“The Relationship between Customer Mind-Set of Faculty and Course Satisfaction Among Students in Business Adult Degree Programs”, Christian Adult Higher Education Association Annual Conference, July 30, 2009, Orlando, FL.

“Help! I am a New Faculty Member! Engaging New Faculty in an Induction Program”, Co-presented with Dr. Cheryl Fleming, No Education Left Behind Conference, June 12, 2009, Indianapolis, IN.

“Are Students Less Satisfied with Adjuncts? A Comparison of Course Satisfaction of Full-time and Adjunct Faculty”, CCCU Center for Research in Adult Learning, Inaugural Conference, May 12, 2009, Greenwood (Indianapolis), IN.

“Course Satisfaction among Students in Business Degree Programs” Midwest Scholars Conference, March 6, 2009, Indianapolis, IN.

“IWU/CAPS Accounting Programs”, Indiana Statewide Association Accountants Section 2007 Fall Meeting, October 2, 2007, French Lick, IN

“Managing the Adjunct Pool for Consistent Learning Outcomes”, Co-presented with Dr. Cynthia Tweedell. Christian Adult Higher Education Association Annual Conference, July 27, 2007, Los Angeles, CA.

“Managing the Adjunct Pool for Consistent Learning Outcomes”, Co-presented with Dr. Cynthia Tweedell. The Higher Learning Commission Annual Meeting, April 23, 2007, Chicago, IL.

“Adjuncts in Assessment: More than Part Time”, Co-presented with Dr. Cynthia Tweedell. The Assessment Institute, October 31, 2006, Indianapolis, IN.

Panelist on “Preparing Tomorrow’s Workforce”, Indiana Economic Forum, October 4, 2006, Carmel, IN.

“Knowledgeable Christians, Knowledgeable Ethics? Encouraging Student Learning in Ethics in Marketing”, Midwest Scholars Conference, February 24, 2006, Indianapolis, IN.

“Cold Weather Effects on Class 1 Hazardous Electrical Equipment”, lead co-author, IEEE Petroleum and Chemical Industry Technical Conference, September 1999, San Diego, CA.

Research Interests

Services marketing, marketing, customer mind-set, customer satisfaction, and adult education

Consulting

Taylor University Business Plan Competition (Upland, IN)

- Presented workshop “Entrepreneurs & Marketing: Planning for Success”, March 2006
- Presented workshop “Marketing for entrepreneurs: What you need to know for business plans”, March 2005

Professional Experience

Business Consultant

10/2001 -07/2003

Founded and managed a marketing consulting company, Customer Connections, LLC, to help not-for-profit organizations develop industry focused services and improve the delivery of their services to their members and constituents.

Executive Director

Electric League of Indiana, Inc., Indianapolis, IN

4/1999 – 7/2001

Managed and led a statewide not-for-profit trade association with 500 corporate members representing the electrical industry in the state of Indiana with state board of directors and four regional chapters.

- Management, leadership and organizational experience
 - Worked with the state board of directors on strategic planning and initiatives, four regional chapter boards, and volunteer committees resulting in improved programs, member benefits, and conferences, with a 22% increase in participation by members and constituents
 - Supervised staff, streamlined office procedures, decreased costs, and improved databases to increase ability to handle more revenue producing programs, lowering overhead, and eliminating redundancy without increasing personnel
 - Managed association corporate contribution and sponsor program
 - Administrated association scholarship program targeted for students in electrical engineering programs at Purdue University @ West Lafayette, Purdue University @ IUPUI, Rose-Hulman Institute of Technology, and Tri-State University
- Managed and improved association continuing education classes with increased tuition resulting in a 28% increase in student enrollment
- Financially managed and administrated the League’s operational & fiscal performance, association investment funds, and accounting activities
- Analyzed industry trends and pricing, developed and conducted surveys, and developed market strategies resulting in identifying and expanding association’s core products and services, and increasing and retaining members of trade association
- Managed and redesigned biennial industry conference & trade show with volunteer committee
- Represented the association at industry meetings & conferences
 - International League of Electrical Associations
 - Member, Board of Directors, 2000 – 2001
 - Indiana Society of Association Executives
 - Member, Education Committee, 2000

Sales Representative

Cooper Crouse-Hinds, Indianapolis, IN
8/1978 – 4/1999

Sold and marketed industrial and commercial electrical products through a network of electrical distributors: maintained and built long-term relationships with customer organizations, electrical engineering firms, installers, and distributors within central Indiana. Represented company at industry meetings & conferences, worked with headquarters in developing and presenting product training classes for new distributor personnel, and created and presented technical product and code seminars for customer groups and company training.

Professional and Academic Association Memberships

Adult Higher Education Association

American Marketing Association

Christian Adult Higher Education Association

Christian Business Faculty Association

Professional Community

Indiana Wesleyan University committees

- DeVoe School of Business Task Force, 2013
- Graduate School Council, 2008-2010
 - Graduate Program Committee
- IWU Institutional Self Study Report,
 - Criterion Three: Student Learning and Effective Teaching Subcommittee member 2008-2010
- Lilly Scholarship Grant Selection Committee, 2006
- President's Strategic Planning Committee, 2009 - 2010
- University Faculty Senate
 - Senator, 2008 - present
 - Recording Secretary, 2008 - 2010
- University Restructuring Committee, 2008-09
- CCCU Center for Ault Learning Ad hoc committee , 2011- 2012

College of Adult and Professional Studies (CAPS) committees

- Academic Affairs Committee, 2003 - 2010
- Academic Appeals Committee, 2003 - 2010
- Class Start Committee, Chair, 2003 - 2009
- Faculty Development Council, 2005 – 2010
- School of Liberal Arts, General Education Committee, 2011- present
- Graduate School, Graduate Faculty Committee, 2011 - present
- Institutional Review Board, 2006 - 2008
- Midwest Scholars Conference,
 - Business & Leadership Track Subcommittee, 2007 – 2010
 - Proposal Review Committee, 2011, 2012, 2013
- Nominating Committee, 2011 - present

Midwestern Association of Graduate Schools

- Master thesis reviewer, 2011

DeVoe School of Business

- Business Accreditation Committee, 2012- present
- Faculty Advisory Task Force, 2012- present
- Louisville Faculty Selection Committee, 2011

CCCU Center for Research in Adult Learning

- Adult Student Learning Outcomes, Writing Prompt & Assessment, task force member, 2008
- Steering Committee, member, 2009 - 2011

Electric League of Indiana

- Member, Board of Directors, 1996 - 1999
- Secretary, Board of Directors, 1997 - 1998
- Chair, Program Committee, 1994 - 1998
- Member, Personnel Committee, 1997
- Member, Utility Deregulation Conference planning committee, 1996 – 1997

The Institute of Electrical and Electronic Engineers - Petroleum and Chemical Industry Committee (IEEE - PCIC)

- 1998 Indianapolis Conference Planning Committee, member, 1996 – 1998
- Chair, Hotel Facilities Subcommittee

Community Involvement

St. Luke's United Methodist Church

1989-Present

- Adult Education
 - Co-leader of book study, 10/4 - 10/8/09, Prayer: Does It Make Any Difference? (Yancey, P., 2006)
 - Co-leader of book study, 2/15 - 3/29/2009, If You Want to Walk on Water, You've Got to Get Out of the Boat (Ortberg, J., 2001)
- Celebrating Steps – stepfamily support group of St. Luke's United Methodist Church, 2003-2005
 - Volunteered monthly as stepparent role model and support participant
- Choir member, 1997 -2002, choir participant - Christmas Concert 2008, 2012, Italy Concerts 2013,
- Family Fuel, a service targeted to elementary age children and their parents, volunteer, 2010 - present
- The Garden – an outreach ministry of St. Luke's United Methodist Church, 2002-2007
 - Volunteered weekly as technology team leader supervising both volunteer and paid technical staff
 - Member of the Garden Leadership Team
- Technology Team Sunday Mornings, 2012-present

River Glen Homeowners Association

- Board Member, 2009 - present
- Chair, Architectural Review Committee, 2009 - present

Hamilton Centers Youth Service Bureau, Inc., Noblesville, IN

- Host Home volunteer, 2009
- Volunteer work day, 2009
- Volunteer - Safe Place Family Fun Day, 2007 & 2008

Healthy Families of Hamilton County, Inc., Noblesville, IN

- Volunteered to chair and direct this not-for-profit's 2001 corporate sponsor drive and charity golf outing, 2001

Family and Schools Together Program (FAST), Noblesville and Indianapolis, IN

1999-2000

- Volunteered in program that focuses on parental involvement with at risk children at Indianapolis Public School

Professional & Personal References

Professional & personal references provided upon request.