

LINDA M. BLEICKEN

Georgia Southern University
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EDUCATION

Ph.D. Management, Georgia State University, 1990
M.S., Management, Georgia State University, 1990
B.B.A., Marketing, Magna Cum Laude, Georgia State University, 1984

PROFESSIONAL BACKGROUND

Provost and Vice President for Academic Affairs, February 2005 – Present
Professor of Management
Georgia Southern University

Georgia Southern University is a doctoral research, residential university of 17,750 students, employing 728 full-time faculty. Areas of responsibility include seven academic colleges, Graduate Studies, Research Services and Sponsored Programs, International Studies, Library, Continuing Education and Public Service, and several outreach centers. I manage a budget of \$94 million and have thirteen direct reports.

Achievements driven by Strategic Plan

- Facilitated establishment of College of Public Health January 2006; Application for Council on Education for Public Health (CEPH) accreditation accepted October 2008
- Fostered addition of three doctoral degrees to graduate offerings: Doctor of Psychology (Psy.D.) in 2006, Doctor of Public Health (Dr.P.H.) in 2007, and Doctor of Nursing Practice (D.N.P.) in 2008
- Proposal for Ph.D. in Logistics and Supply Chain Management under review by the Board of Regents of the University System of Georgia
- Established Center for Online Learning and enhanced online graduate degree enrollment by 3800 credit hours (+53%) from Fall 2007 to Fall 2008
- Enhanced external grant submissions and awards from 91 submissions in 2004 and \$5.4 million in awards in 2005 to 136 submissions and \$6.7 million in awards in 2008
- Working with deans, increased external giving
- Led retention, progression, graduation initiative
 - First to second year retention increased from 76% to 81% (Fall 2005 - Fall 2008)
 - Six-Year graduation rate increased from 41% to 45% (Spring 2005 - Spring 2008)

- Revamped First Year Experience by following recommendations of Faculty Task Force
- Increased summer school enrollment by 13.5% from Summer 2006 to Summer 2008 and increased faculty opportunities for teaching by 13%
- Oversaw an increase of 280,000 square feet of academic space
 - \$29 million expansion of Library, an increase of 174,000 square feet
 - \$7.5 million renovation of two residence halls to classrooms and office space
 - \$7 million of Foy Fine Arts Center – opened in January 2009
 - \$7 million Center for Art and Theatre added 29,000 square feet
- Established transcultural linkages with China and the Czech Republic and developed the North American Consortium

Leadership Roles

- Chaired successful SACS Reaccreditation 2004-2006. Serve as SACS Liaison.
- Chaired successful NCAA Recertification 2004-2005
- Chair of Georgia Southern University Research and Service Foundation
- Chair of Student Technology Fee Committee
- Serve as American Council on Education/Office for Women in Higher Education (ACE/OWHE) Coordinator for state of Georgia 2007-present
- Chair Internal Advisory Board for \$1 million NSF grant designed to enhance student success in STEM disciplines

Acting Provost and Vice President for Academic Affairs, July 2004 – January 2005 Georgia Southern University

Acting Provost at comprehensive residential university of 16,200 students, employing approximately 650 full-time faculty. Areas of responsibility included six academic colleges, graduate studies, international studies, information technology services, library, continuing education and public service, and several outreach centers.

- Chaired successful NCAA Recertification Self Study B Peer Review Team Visit held November 2004.
- Chaired SACS Reaccreditation Study B Compliance Report submitted September 2004 B Peer Review Team held April 2005.
- Initiated significant research grant opportunities for faculty through the Georgia Southern University Research and Service Foundation.

Vice President for Student Affairs and Enrollment Management, July 2001 – June 2004 Georgia Southern University

Managed division of 270 full-time employees. Areas of responsibility included academic success center, admissions, financial aid, housing, registrar, institutional research, career

services, student union, recreation activity center, counseling, health services, disability resource services, and judicial affairs. Selected achievements noted below occurred during my tenure as vice president.

Achievements driven by Strategic Plan

- Led strategic planning for division to include development of departmental and institutional effectiveness plans.
- Guided division through \$700,000 in budget reductions, a 16% reduction of total budget during three-year period.
- Improved Regents Test pass rates: 70.6% Spring 2002 to 84.4% Spring 2004.
- Increased enrollment from 14,371 in Fall 2001 to 16,200 in Fall 2004.
- Increased average SAT of entering freshmen from 1028 in Fall 2001 to 1080 in Fall 2004.
- Implemented operation of Academic Success Center in 2001 through conversion of former Learning Support Department.
- Implemented mid-term progress reports for freshmen.
- Increased Living Learning Communities in residence halls from 5 to 22.
- Planned and secured funding source for 130,000 square foot expansion of recreation activity center (RAC) B groundbreaking held Fall 2004.
- Using public/private financing, completed two residence halls to accommodate 1100 students in Fall 2003.
- Added Student Activity Center in Fall 2002 to accommodate needs of Student Government Association and other student organizations and Non-traditional Student Center in Spring 2003 to serve needs of non-traditional students.
- Implemented imaging in all student service areas and launched online registration and online grade reporting processes.
- Implemented EagleGrams e-mail and web-based information system, *Ask GUS*, to enhance communication with students.
- Developed Decision Support System to track and project enrollment.
- Implemented regular sessions with community law enforcement officials: Spring 2002 - Spring 2004.
- Established Alcohol Task Force in Fall 2003 to encourage collaboration and communication among community and campus officials.

Leadership roles

- Chaired Enrollment Management Council.
- Chaired Banner Steering Committee.
- Chaired NCAA Recertification Team.
- Chaired Vice President for Business and Finance search: Spring 2004.
- Served as SACS Peer Review Team member: March 2004.
- Served as Graduation Rate Task Force member: January-July 2004.

**Associate Provost for Enrollment Management and Information Technology. 2000 – 2001
Georgia Southern University**

Developed Enrollment Management Council, enrollment management plan, and management of admissions, financial aid, academic advisement, institutional research, international studies, information technology services, distance learning, museum, botanical garden, and wildlife education center.

Accomplishments

- Established Enrollment Management Council that collaboratively designed formal Enrollment Management Plan for university.
- Led acquisition and development of hardware and networking capabilities to support proposed plans for online registration and other web-intensive processes.
- Increased participation in study abroad activity by 27.5% from FY 2000 to FY 2001.
- Established agreement with Universidad Veracruzana to provide extended study abroad experiences for students.

**Acting Provost and Vice President for Academic Affairs, July 1998 – June 2000
Georgia Southern University**

- Implemented conversion from quarter to semester system: Fall 1998.
- Gained approval to offer the WebMBA, a consortial arrangement among six University System institutions: Spring 2000.
- Developed and implemented operating plans for Dublin Center (2000) and Liberty Center (1998), outreach programs in Dublin and Hinesville, Georgia to deliver graduate and undergraduate programming in select majors.
- Initiated implementation of the Georgia Tech Regional Engineering Program
- Initiated process for academic program review: Spring 2000.
- Implemented Online Learning Retreat for faculty Spring 2000.
- Established Ed.S. with Augusta State University and B.B.A. in Economic Development.

**Associate Dean, College of Business Administration, July 1995 – June 1998
Georgia Southern University**

Associate Dean in college of 84 faculty members. Directly supervised employees and budgets in two units: Technical Services, consisting of four full-time employees and three computing labs housing 200 student computers, and Student Services: four full-time employees serving the academic advisement and career services needs for 2,400 business students.

Managed curriculum and program realignment in preparation for semester conversion in 1998, prepared class schedules for College of Business Administration, and prepared reports for ongoing accreditation assessment.

During tenure as Associate Dean, worked directly with the Center for International Business and led trade mission to Canada involving Vidalia onion growers and Georgia Commissioner of Agriculture, Tommy Irvin. Traveled to Monterrey, Mexico to arrange internship opportunities for business students.

Acting Chair of Department of Management, September 1994 – September 1995
Associate Professor of Management
Georgia Southern University

Chaired department of 29 faculty members. Majors offered included Information Systems Management, Human Resources Management, General Business, and Operations Management.

Assistant Professor of Management, September 1990 – August 1994
Georgia Southern University

Courses taught at graduate and undergraduate levels: Business Policy, Human Resource Management, Managerial Leadership, Organizational Behavior, Performance Appraisal, Principles of Management, Social Issues in Business, Staffing, Training and Development. During Summer 1994, supervised thirteen students in Study Abroad trip to Belgium, Germany, France, and Czech Republic.

Teaching Instructor for Department of Management, September 1987 – June 1990
Georgia State University

Marketing Research Project Director, 1986 - 1987
Brittain Associates, Atlanta, Georgia

Marketing Research Consultant, 1985 - 1986
BellSouth Corporation, Atlanta, Georgia

Sales Representative, 1984 – 1985
Innerface International, Atlanta, Georgia

Self-employed, 1979 – 1983.
Owned and managed residential properties in Atlanta, Georgia

Customer Service Representative, 1976 – 1978
First National Bank, Atlanta, Georgia

Customer Service Representative, 1973 – 1975
Commerce Union Bank, Nashville, Tennessee

FELLOWSHIPS AND AWARDS

NationsBank Faculty Development Award: 1993
Outstanding Doctoral Student in Human Resources Management: 1990
Beta Gamma Sigma
Phi Kappa Phi
Golden Key Honor Society

SELECTED PUBLICATIONS AND PROFESSIONAL PRESENTATIONS

Bleicken, L.M. "Defining the Doctoral Research University at Georgia Southern University," to be presented to American Association of State Colleges and Universities (AASCU) Winter Meeting, February 6, 2009.

Bleicken, L.M. "Assessment of Learning Outcomes: Collaboratively Working with Student Affairs," presented to American Association of State Colleges and Universities (AASCU) Summer Meeting, July 26, 2008.

Bleicken, L.M. "First Year" presented to American Association of State Colleges and Universities (AASCU) Winter Meeting, February 5, 2007

Bleicken, L.M. "Lessons Learned from the Reaffirmation Process," presented to the Georgia delegation at the Commission on Colleges, Southern Association of Colleges and Schools Annual Meeting, December 11, 2006.

Bleicken, L.M. "Leadership Challenge: Successfully Navigating Colliding Expectations," presented to 23rd World Congress of Czechoslovak Society of Arts and Sciences: June 27, 2006, University of South Bohemia.

Bleicken, L.M. and Williams, T., "Utilizing Technology to Provide Student Services at a Distance." Teaching and Learning with Advanced Technologies Conference, Spring 2002, Athens, GA.

Bleicken, L.M., Gormly, A., Sellers, C., Wilcox, L., "Experiences with National Survey of Student Engagement (NSSE) on University System of Georgia Campuses," Regents Administrative Committee on Academic and Student Affairs, Summer Meeting, 2002, St. Simons, GA.

Munilla, L.S., Bleicken, L.M., and Miles, M.P. (1998). Social responsibility and AACSB Accreditation Standards: How ISO 14000 can integrate environmental issues into the marketing curriculum. Marketing Education Review, 8, (3), 57-65.

- Keys, J. B. & Bleicken, L.M. (1998). Selecting international executive development methodology. In Executive Development and Organizational Learning for the Global Organization, J.B. Keys and R.M. Fulmer, (eds), 91-116.
- Smits, S. J. & Bleicken, L. M. (1997). Human Resource Management in a culture of change. In Leading Organizational Change. J. J. Phillips (ed). American Society for Training and Development, 157-171.
- Bleicken, L. M. (1996). Supporting technological innovation in the College of Business Administration environment. Presented at annual meeting of International Business Schools Computing Association, Daytona Beach, FL.
- Hartley, N. & Bleicken, L.M. (1995). The >Type E Woman= goes to College. Presented at Eighth International Conference on Women in Higher Education, San Francisco, CA.
- Keys, J.B. & Bleicken, L.M. (1994). Selecting training methodology for international managers. Journal of Transnational Management Development, 1, (2), 5-32.
- Smits, S.J. & Bleicken, L.M. & Icenogle, M. (1994). The culture connection: Uncovering OB concepts in organizations. The Journal of Management Education, 48, (1), 61-76.
- Bleicken, L.M., Hartley, N. & Smits, S.J. (1994). Conflicting policies, practices, and attitudes: Evidence of the impact on America=s older workers. In R.T. Sumichrast (ed.), Proceedings of the 30th Annual Meeting of the Southeastern Chapter of the Institute of Management Sciences, 173-175.
- Bleicken, L.M. & Gutknecht, J.E. (1993). Generating favorable attitudes toward organization takeovers: Understanding the role of human resource management practices. In M.F. Schnacke (ed.), Proceedings of the 1993 Southern Management Association, 273-275.
- Bleicken, L.M. & Smits, S.J. (1993). The process of retirement: Investigation of the intention behavior linkage. Proceedings of the 29th Meeting of the Southeast Institutes of Management Science, 51-55.
- Bleicken, L.M. (1993). Including the AI@ when teaching strategic management courses. Presented at the Organizational Behavior Teaching Conference, Bucknell University.
- Bleicken, L.M. & Smits, S.J. (1992). Application of expectancy theory in examining the intention to retire. In M.F. Schnacke (ed.), Proceedings of the 1992 Southern Management Association, 273-275.
- Bleicken, L.M. & Randall, E.J. (1992). The impact of compressed workweek: An exploratory study. Proceedings of the 28th Meeting of the Southeast Institutes of Management Science, 51-54.

Smits, S. J. & Bleicken, L.M., Demystifying Organizational Culture. Presentation to 300 federal employees at the Federal Dispute Resolution Conference, Atlanta, Georgia. August 26, 1992.

Bleicken, L.M. & Kent, R. (1992). When tough times hurt more than pocketbooks: The struggling economy and student performance. Presented at the Organizational Behavior Teaching Conference, University of Calgary.

Shore, L.M. & Bleicken, L.M. (1991). Effects of supervisor age and subordinate age on rating congruence. Human Relations, 4, 1093-1105.

Bleicken, L.M. & Smits, S.J. (1991). Personal and organizational variables and their relationships to retirement intentions. Proceedings of the 1991 Southern Management Association, 369-371.

Bleicken, L.M. & Smits, S.J. (1991). Relationships between organizational variables and retirement intentions among professors. Proceedings of the 1991 Southeast Institutes of Management Sciences, 352-354.

Bleicken, L.M. & Smits, S.J. (1991). Through the OBTS looking glass: Reflections of our culture. Presented at the Organizational Behavior Teaching Conference, Bellingham, Washington.

Smits, S.J. & Bleicken, L.M. (1990). Enriching the organizational behavior curriculum for executives through the use of culture audits. Presented at the Organizational Behavior Teaching Conference, Richmond, Virginia.

Shore, L.M. & Bleicken, L.M. (1988). Effects of age on self-and supervisory ratings. Proceedings of the 1988 Southern Management Association, 28-30.

COMMUNITY SERVICE AND SELECTED CONSULTING ACTIVITIES

Ossabaw Island Foundation Board member: 2007- present.

Statesboro Rotary Club: 2001 – Present. Board of Directors: 2006-2008
Will Watt Fellow.

Statesboro Chamber of Commerce: 2002 – present.

Downtown Neighborhood Association, Savannah, Georgia.

Strategic Planning in the Not-for-Profit Organization for Habitat for Humanity: September 7, 1995.

Self Esteem and Success for the Working Woman for Coastal Georgia Center, Savannah, Georgia: August 3, 1995.

Assertiveness Training Workshop for Advocates of the Handicapped for Tools for Life: January 20, 1995.

Four-week workshop on Business Ethics for supervisory managers at Georgia Ports Authority. November 29, 1994; December 1, 1994; December 6-8, 1994; January 3-5, 1995; January 10-12, 1995.

Self-Esteem and Success for the Working Woman for Coastal Georgia Center, Savannah, Georgia: October 24, 1994.

Assertiveness Training Workshop. Skill development seminar presented for the Southern Center for Continuing Education, May 10, 1994.

1993 Secretarial Update: A Proactive Approach to the 1990s. A skill development seminar for secretaries. Presented for the Southern Center for Continuing Education, April 20, 1993.

Save the Lucas Committee: Volunteer from 1992-1994 to raise funds for renovation and preservation of Lucas Theater in downtown Savannah.

Savannah Tour of Homes: Tour volunteer in 1994. Proceeds used for preservation of Savannah Historic District.

Employee Selection Techniques. Effective Performance Appraisal. Two skills-building workshops presented for Central Mississippi Home Health Care, Jackson, Mississippi. August 22, and October 17, 1992.

Consultant to Second Harvest Food Bank, Savannah, Georgia. Provide strategic planning and human resource management assistance to the Executive Director. Relationship established in 1993 for open-ended support.

Team-building consultation. Tideland Community Mental Health Center, Garden City, Georgia. October, 1992.

Careers in Business. Presentation for Calvary Baptist Day School=s Career Day, May 5, 1992.

Managing Group Dynamics. Workshop presented for Wayne County Leadership Conference. Jesup, Georgia. February, 1991.

Consultant to Small Business Exchange Network, Savannah, Georgia. Provided periodic planning advice. 1991-1995.

Sexual Harassment in the Workplace: Workplace 2000. Presentation to Rotary Club of Savannah South, November 19, 1991.

EXTERNALLY-FUNDED RESEARCH

U.S. Department of Education grant, ADeveloping International Trade Under NAFTA within the Agribusiness Community of South Georgia.@ with Lynda Hamilton. Collaborated with representatives of the Canadian consulate, the Division of Georgia Department of Trade and Tourism, Georgia Department of Agriculture, the Agricultural Development office of Georgia Power. Lead Georgia Southern group on trade mission to Toronto in March 1996 for discussions with Canadian companies, NAFTA staff, and professors from Canadian universities.

Internationalized the Undergraduate Policy course (BA 450) and prepared faculty development forums as participant in the U.S. Department of Education grant, AInternationalizing the Business Curriculum and the Business Community: A Cooperative Approach.@ Grant Amount: \$174,698. Principal investigators were Dr. Lynda Hamilton and Dr. Zia Hashmi.

Questionnaire design for funded project with Delta Air Lines in 1989-1990. Dr. Lynn Shore was principal investigator.

PROFESSIONAL SOCIETY ACTIVITY AND PROFESSIONAL SERVICE

Academy of Management Association

Southern Management Association (SMA)

Organizational Behavior Teaching Society (OBTS)

National Society for Student Personnel Administrators (NASPA)

Southeast Decision Sciences Institute

Graduate Management Admissions Council (GMAC)

Manuscript reviewer for Human Relations, Journal of Organizational Development, Southern Review, Dryden Press, and Prentice-Hall

SERVICE ACTIVITIES

University System of Georgia

2006 – Present **Health Professions Task Force**

2007 – 2008 **Core Curriculum Committee**

2004	Graduation Rate Task Force
2004	Tuition Rate Task Force
2000	Task Force to Develop e-Core
1996	University System of Georgia Business Deans= Council: Core course alignment
	Chancellor=s Listening Forum

Georgia Southern University Committees

2004 – Present	Chair Georgia Southern University Research Service Foundation
2004 – Present	Chair Student Technology Fee Committee
2004 - present	SACS Accreditation Liaison
2003 - 2004	Chaired NCAA Recertification Committee
	Chaired Search for Vice President for Business and Finance
	SACS Leadership Team
2000 - 2004	Chaired Enrollment Management Council
	Chaired Banner Steering Committee
1992 - 1997	Strategic Planning Council Served as Chair from 1993 to 1996.
1996 - 1997	Internal Control Review Team (1996-1997)
1995 - 1997	Banner Implementation Committee (1995-1997) Cross-functional team assigned to the implementation of the Banner Student Information System. Banner was launched in November 1996.
	Marketing Committee Working with marketing firm, Kane and Parsons, developed a plan to more effectively market the University.
1993 - 1996	Enrollment Management Council Developed policies to manage student enrollment of the University. In 1994-1995, developed First Year Experience Proposal.
1993 - 1996	Faculty Senate
1993 - 1995	Honors Committee

College Committee Assignments

1991 - 1994

Task Force 2000

Revised School of Business Strategic Plan (1991).

1991 - 1993

International Committee

REFERENCES

Dr. Bruce Grube
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Additional references available on request.