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SUMMARY OF QUALIFICATIONS

- Chief executive officer with 34 years combined experience in Tennessee and Florida systems of public higher education
- Demonstrated leadership in fundraising, innovative programming, distance learning and instructional technologies, marketing and enrollment management.
- Proven success with external populations including K-12, post-secondary institutions, businesses and advisory/policy-making boards.

PROFESSIONAL EXPERIENCE IN HIGHER EDUCATION

**President, Charlotte Campus
Edison State College**

2002 - Present

Edison State College is a multi-campus (3 campuses, 1 teaching center), baccalaureate-degree granting public institution serving five counties in southwest Florida. The college awards the Associate in Arts, Associate in Science, and Bachelor of Applied Science degrees as well as various certificate programs.

Responsibilities:

- Chief executive officer for the Charlotte Campus.
- Serve as acting administrator in charge in the absence of the District President.
- Appointed by Board of Trustees to serve as Acting President, November 2011-January 2012.
- Currently providing district executive leadership for Student Services and Institutional Advancement until permanent vice presidents are appointed.
- Provide leadership, oversight and fiscal accountability for Charlotte Campus.
- Establish and promote positive relationships with local, State and Federal elected officials.
- Develop an engaged local Foundation Board to secure private funding in support of campus priorities.

- Partner with other regional higher educational institutions to strengthen 2 + 2 program opportunities for students.
- Facilitate, execute and evaluate long- and short-term goals, campus organizational structure and staffing plans.

Accomplishments:

- Secured a \$500,000 private gift to endow student service programming for at-risk college students.
- Implemented personnel and facilities recovery and enrollment management strategies to rebound from direct hit of Category 4 Hurricane Charley in 2004 in which campus experienced a 20% decline in enrollment. Increased full-time equivalent enrollment for the Charlotte Campus by 38% from fall 2003 to fall 2007.
- Responded to local workforce needs by establishing Charlotte Basic Nursing Program funded through \$175,000 federal allocation, corporate and private grants. Initial fundraising campaign yielded \$475,000 start-up funds.
- Authored successful proposal to establish district's Educator Preparation Institute program offered in compressed timeframe of 5 months. In first 2 years, 54 teachers were added to local public school system.
- Established Charlotte Edison Collegiate Institute, providing high school honor students the opportunity to simultaneously complete high school diploma and associate degree.
- Opened first collegiate high school in State beginning with ninth-grade year. Measured as "A" school in first three years of operation, with top 2% scores in reading and 3% scores in math during inaugural year.
- Implemented district's first 'smart' classroom platform in 2003 and spearheaded installation of wireless technology. Provided faculty development to ensure staff resources, creating an informal lead faculty training network for the campus.
- Doubled online course offerings, implemented Weekend College, and instituted accelerated business management degree.
- Led district team to develop mass media image campaign for Edison. Initiated local bi-weekly newspaper column on higher education issues.
- Led campus to adopt tobacco-free initiative making Edison State College the first public college in Tennessee to adopt a 100% policy.

**Executive Vice President
Academic and Student Services
Roane State Community College****1996 to 2002**

Roane State Community College is a multi-campus community college (main campus, branch campus, 5 full-service campuses, and a health science education center) serving 10 counties in East Tennessee. The college enrolls over 3,700 full-time equated students with 5,300 credit headcount and 6,700 non-

credit students with a total budget of \$43 million, 130 full-time faculty, 300 adjunct faculty, and 234 additional employees.

Responsibilities:

- Served as chief executive officer in the absence of the president
- Chief Academic Officer (Associate of Arts/Science, 28 Associate of Applied Science Options, 10 Technical Certificate of Credit Programs)
- Continuing Education and Workforce Development
- Satellite Campus Operations
- Student Services (Counseling, Advising, Testing, Student Activities, Articulation, Tech Prep)
- Intercollegiate Athletics (M/W Basketball; Baseball; Softball)
- Developmental Studies Instruction
- Adult Education, Distance Learning, Evening and Week-end College
- Center for Teaching Arts and Technology
- Library Services (Main Library, 3 Branch Libraries)

Accomplishments:

- Increased online course support services, resulting in 6% of college students enrolling in at least 1 web-based course.
- Center of Emphasis in Teaching Arts and Technology established to support faculty's use of technology to enhance instruction and improve student learning outcomes.
- Developed accelerated and compressed degree programs, enabling students to attain Associate of Applied Science degree in one calendar year and Associate of Arts/Science degree in eighteen months.
- Promoted distance education offerings via consortial partnerships in health sciences, saving instructional costs and meeting local workforce needs.
- Received FIPSE grant (\$3.2 million) to develop and refine schedule management processes for multi-campus system.
- Incorporated site support teams at satellite campuses to ensure system-wide communication and review of student services.
- Increased electronic library services to include document transfer system to support satellite campus operations. Received SACS commendation for library system.
- Instituted adjunct faculty development activities, awarding incentive compensation to program completers.
- Established centralized computerized testing centers; integrated online placement assessment for new students.
- Converted all curricula to competency-based assessments.
- Completed 10-year SACS reaffirmation for regional accreditation in 2000. Three recommendations; no follow-up report required.

- Authored program review process to ensure both faculty and administration are involved in the review and strengthening of low-producing, high-cost programs.

**Dean of Institutional Advancement
Roane State Community College**

1996 to 2002

Responsibilities:

- Chief fundraising officer, reporting directly to president
- Direct contact with 15-member appointed Board of Directors
- Supervised Institutional Research, Financial Aid departments

Accomplishments:

- Annual development efforts resulted in College being named as Tennessee's top community college for private giving, six consecutive years.
- Directed capital fund drives and annual scholarship campaigns to increase total Foundation assets from \$3.2 million to \$9.5 million in 4 year period.
- Instituted employee-giving program, yielding over \$30,000 per year.
- Obtained private endowment funds to support Instructional Development program for faculty.

**Assistant to the Dean of the College
Roane State Community College**

1989 to 1992

Responsibilities:

- Developed new academic program proposals.
- Edited college catalog.

Accomplishments:

- Directed College efforts toward performance-based funding totaling 5% of annual appropriations.
- Established faculty development program and instructional improvement center.

**Coordinator of Placement and Program Development
Roane State Community College**

1985 to 1989

Responsibilities:

- Developed and directed comprehensive employment program for graduates.
- Taught college-level courses on a 40 – 60% basis each semester.

- Directed program review process for quarter to semester calendar conversion.

Accomplishments:

- Provided pre-employment training for all enrolled students.
- Developed credit course in job skills for career education students.
- Taught job search skills workshops for community agencies.
- Developed resume network for area employers.

**Coordinator of Advisement and Extended Services
Roane State Community College**

1984 to 1985

Responsibilities:

- Served as college liaison for off-campus instructional services.
- Developed comprehensive advising training for faculty.

Accomplishments:

- Wrote advising manual for non-traditional, part-time students.
- Marketed credit courses to business and industry.

**Assistant Director, Admissions and Records
Roane State Community College**

1982 to 1984

Responsibilities:

- Supervised professional and support staff.
- Developed policies, communicated with faculty and students.
- Supervised registration for on-campus and off-campus students.

Accomplishments:

- Established registration appointment system to accommodate working students.
- Revised quarterly class schedule to improve readability and user accessibility.

**Coordinator of Community Relations
Roane State Community College**

1980 to 1982

Responsibilities:

- Served as chief public information officer for college.
- Prepared news releases, feature stories, radio broadcasts.
- Coordinated preparation of class schedule, marketing materials.

Accomplishments:

- Streamlined 'family' of publications using coordinated graphic image.
- Developed feature article schedule to promote college in area newspapers.

**Coordinator of Student Development
Roane State Community College**

1978 to 1980

Responsibilities:

- Served as full-time admissions counselor for traditional college students.
- Directed on-campus marketing activities.

Accomplishments:

- Developed comprehensive information system for high school guidance counselors.

FACULTY TEACHING EXPERIENCE

**Adjunct Professor
Roane State Community College**

1985 to 1989

Courses Taught in Departments of Business and Social Sciences:

- Business Communications
- Orientation to College
- Social Science Seminar

**Secondary English Teacher
Clewiston Middle School
Hendry County Public School System**

1976 to 1978

- Taught English to homogeneously-grouped seventh and eighth grade students.
- Supervised Drama Club Activities.

FORMAL EDUCATION

Ed.D. Vocational – Technical Education (1991)
University of Tennessee
Knoxville, Tennessee

Minor: Educational and Counseling Psychology

M.Ed., Secondary/Community College Education (1976)
University of Florida
Gainesville, Florida

B.A., Language Arts Education (1975)
University of Florida
Gainesville, Florida

COMMUNITY ACTIVITIES

Charlotte County Chamber of Commerce, FL

- President, 2009
- Past President, 2010
- Board of Directors

Enterprise Charlotte Economic Council

- Board of Directors

Centennial Bank, FL

- Charlotte Advisory Board

Fawcett Memorial Hospital (HCA Affiliate), FL

- Board of Directors

United Way of Charlotte County, FL

- Past President, 2007-2008
- President, 2006-2007

Edison State College Foundation, Fort Myers, FL

- Board of Directors (ex officio)

Charlotte County Assembly 2007, FL

- Steering Committee

AIDS Awareness Project, TN

- Steering Committee for National Quilt Display

Relay for Life, Cancer Awareness Project, TN and FL

- Annual Participant

Saint Elizabeth's Episcopal Church, TN

- Mission Council

Cedar Springs Presbyterian Church Sports Ministry, TN

- Team Parent

Farragut High School, TN

- Member, Parent Connection

Nine Counties/One Vision Regional Planning Initiative, TN

- Member, Health Sciences Task Force

AWARDS/HONORS

Leadership Award, FL

- Received annual leadership award presented by the United Way of Charlotte County Board of Directors, 2007

Community Person of the Month, FL

- Selected to receive leadership and public service award by the Punta Gorda Rotary Club, 2006.

Outstanding Administrator, TN

- Selected by faculty and staff to receive leadership award and stipend given by Roane State Community College Foundation, 1995.

Power Woman of 2010

- Named by Florida Weekly Magazine for community leadership

PROFESSIONAL ACTIVITIES

Charlotte County Leadership, FL

- A nine-month program designed to educate participants about issues in Charlotte County through a series of in-depth sessions covering all major aspects of community life, 2004.

Executive Leadership Institute, National

- A week-long institute designed to prepare leaders for the Community College Presidency sponsored by the League for Innovation in Community Colleges, 2002.

Executive Committee, WEBB Consortia, TN

- Workforce Education Board, 8-county K-12/Post-Secondary Partnership
- Executive Committee Member, Big South Fork Tech Prep Consortium

Tennessee Early Childhood Training Alliance, TN

- Member, State Steering Committee

Academic Sub-Council, Tennessee Board of Regents, TN

- Member and Recorder
- Member, Performance Funding Task Force
- Member, "Educated Tennessee" Committee, Strategic Planning Advisory Council
- Member, Online Degree Program Oversight Committee

National Council for Resource Development, National

- Annual Conference Committee Co-Chair, 1996
- Federal Funding Task Force, 1994
- President, Tennessee Council for Resource Development, 1992, 1993

SELECTED PRESENTATIONS

- Land, P. "Community Colleges: The New Graduate School?," Englewood-Cape Haze Kiwanis, May 2006.
- Land, P. "Extending 12 Grades of Education," Learning in Retirement Distinguished Lecture Series, February 2006.
- Land, P. "The Rapid Growth of Programming at Community Colleges," Delta Kappa Gamma Regional Convention, January 2006.
- Land, P. "Nursing Leadership at the Community College," Address to National Organization of Associate Degree Nurses National Convention, November 2003.
- Land, P. "Honor Student Challenges for the Future," Edward Jones Charlotte County Honors Student Awards Banquet, April 2003.
- Land, P. "Women as Leaders in Higher Education," AAUW Chapter Meeting, February 2003.

PUBLICATIONS

- Land, P.C. (2003 to Present). Edison College Forum, Local perspectives on Higher Education. *The Charlotte Sun-Herald*, FL. 2007 Articles included: "Importance of Math to Students" ;"Weekend College" ; "Can An Old Dog Learn New Tricks?"; and "But It Never Rains at the POPS!".
- Land, P.C. (2003). Chapter: From the Other Side of the Academy to Academic Leadership Roles: Crossing the Great Divide. In Hoppe, S.L. & Speck, B.W. (Eds.), *Identifying and Preparing Academic Leaders* (pages 13 – 20). New Directions for Higher Education, Number 124, Winter 2003.
- Land, P.C. (1991). A Study of the Job Acquisition Methods Employed by Selected Post-Secondary Vocational-Technical School Program Completers, doctoral dissertation, University of Tennessee, Knoxville, Tennessee.
- Land, P.C. (1989). Working with Job Seekers: What Employers Look for in Resumes and Cover Letters, Southern Writing Center Association Proceedings, Spring, 1990.