

# Neal R. Weaver

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## Work

President  
Georgia Southwestern State University  
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## Education

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2005	University of Oklahoma <i>Ph.D. - Organizational Leadership</i>	Norman, OK
1999	Southeastern Oklahoma State University <i>Master of Business Administration</i>	Durant, OK
1990	Oklahoma Panhandle State University <i>Bachelor of Arts Speech/Communications</i>	Goodwell, OK
1986	Putnam City North High School	OKC, OK

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## Previous Positions

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11/2014 to 06/2017                      Nicholls State University                      Thibodaux, LA

### **Vice President for University Advancement and Innovation**

*Responsibilities:* Work directly with the University President to design and implement innovative strategies and programs to grow enrollment, increase revenue and control costs for the University and students. Participate at the executive level in deciding University budget priorities and distributions, academic program changes, and general university operations.

#### Areas of Supervision:

**Advancement** – (Nov. 1, 2014 – Current)

*Responsibilities:* Serve as the chief advancement officer for the university: responsible for external affairs including development, alumni services, annual fund, planned giving, community relations, governing board relations, public relations, university communications, and advancement services.

**Enrollment Management** – (Nov. 1, 2015 – Current)

*Responsibilities:* Coordinate the University's student recruitment and onboarding efforts including student recruitment, admissions, financial aid, scholarships, orientation, and student employment.

**Athletics** – (Jan. 1, 2015 – June, 30, 2016)

*Responsibilities:* Oversee the 14 sport, NCAA Division I, Southland Conference Nicholls Athletics Department and the Colonel Athletic Association.

### **Summary of key responsibilities and accomplishments**

- Led the implementation of a CRM for enrollment management and migrated the recruiting program to a relationship based model.
  - Ended 16 semesters of enrollment declines with 4 consecutive semesters of enrollment growth
  - Applications have increased by over 40 percent
  - Admitted Students increased by more than 25 percent
  - Developed an international student recruitment program partnering with Edison Chouest Offshore
- Partnered with Academic Affairs to create the University College
  - Increased Retention from 63 percent to 70 percent
  - Reduced D/F/W rates in gateway courses by 20 percent
- Created the Venture Philanthropy Fund at Nicholls State University
- Redesigned the University branding program creating a more cohesive and recognizable promotional program
  - Currently redesigning the University website to include the new brand message and focus the site on student recruitment and community support.
  - Increased community support and involvement
    - Partnered with the City of Thibodaux to promote University events and improve town/gown relations
    - Engaged local retailers to brand Fridays as “Wear Red Day”
- Restructured New Student Orientation
  - Implemented a campus-wide Orientation cross-functional team
  - Focused on effective student on-boarding
  - Reduced the 10 percent loss rate from orientation to attendance by over 5 percent in one year
- Secured lead gifts to update athletic facilities including new playing surface for football, remodeling volleyball locker room and coaching offices
  - Coordinated campaign to raise funds to enhance coaches’ salaries
- Secured legislative funds to construct new athletic facilities supporting baseball, football, student-athlete welfare, and athletic administration
- Renegotiated contracts with Coca-Cola, The Manning Passing Academy, and Adidas to increase unrestricted support to the university and increase revenue opportunities for Nicholls
- Implemented crowdfunding programs resulting in the identification of over 200 new donors to Nicholls
- Coordinated the University response to a Title IX Investigation
  - Negotiated with the Department of Education’s Office of Civil Rights to establish a voluntary resolution agreement
  - Initiated a Title IX task force to resolve equity issues in Colonel Athletics

6/2008 to 10/2014

West Texas A&amp;M University

Canyon, TX

**Vice President for Institutional Advancement**

*Responsibilities:* Work directly with the University President and serve as the chief institutional advancement officer for the university: Responsible for external affairs including development, alumni services, annual fund, planned giving, community relations, governing board relations, public relations, university communications, and advancement services: Serve as Executive Director of the WTAMU Foundation: Participate at the executive level in deciding University budget priorities and distributions, academic program changes, and general university operations.

**Summary of key responsibilities and accomplishments**

- Led the largest fundraising campaign, and first comprehensive campaign, in University history. Surpassed \$50 Million which was more than 40 percent over the original goal. The campaign secured 21 endowed faculty positions, 36 named classrooms, and more than 110 new scholarships.
  - Fundraising at WT increased 125% from \$3.6 million annually to more than \$8 million annually.
  - Donor participation grew from 1,350 in 2008 to more than 10,000 in 2013.
  - Total gifts to the campaign exceeded 40,000
- Led the creation and implementation of an integrated marketing plan which focused the limited advertising budget on key student recruitment markets and worked with Enrollment Management and Admissions staff to identify new markets for prospective students that complemented our recruitment goals and ensured a consistent and brand-centered marketing and communications strategy.
  - Enrollment increased each year since 2008.
  - Enrollment from outside the traditional service area increased by more than 25 percent between 2008 and 2014.
  - First-time freshmen enrollment grew to highest in history.
  - Headcount enrollment increased to highest in history.
- Served as the Co-Chair of the Program Review Committee, a university-wide committee responsible for assessing and prioritizing each campus program and department.
- Secured funding for the creation of a branch campus in Amarillo.
  - Worked with community leaders to develop and deliver academic programs that drove economic development.
- Coordinated the design and implementation of the Lead WT certificate program designed to enhance the leadership credentials of WT juniors and seniors.
  - Participated in the program as a guest lecturer and advisor.

- Implemented a Planned Giving Program designed to assist donors with their financial planning and to receive planned gifts including bequests, life insurance, charitable gift annuities and estates.
  - During FY 2012-13 planned gifts now provide nearly 25% of the annual fundraising total.
- Oversaw the establishment of the “I Am WT” faculty and staff annual giving program which has led to university employee giving increasing from 18% participation to over 72% participation in three years.
- As one of four vice presidents at West Texas, served on the President’s Executive Committee, the President’s Cabinet, President’s Council, Campus Master Planning Committee, Strategic Planning Leadership Team, Crisis Response Executive Team, and Legislative Affairs Task Force.
- Engaged community members in campus event planning and preparations. In addition, introduced cooperative strategic marketing program to significantly reduce the amount of university funds being used for campus events.
- Actively engaged in the local community, including service to the Canyon and Amarillo Chamber of Commerce, the Amarillo Economic Development Cooperation, and the High Ground of Texas Economic Development Corporation.

### **Executive Director WTAMU Foundation**

*Responsibilities:* Managed daily operations of a private 501 c3 organization under the direction of a separate 30 member board of directors: Oversee assets of more than \$46 million: Receive, process, and acknowledge more than 8,000 gifts annually: Supervise the distribution and management of more than 300 endowments and 280 scholarships: provide monthly, quarterly and annual reports appropriately to donors, the Texas A&M System offices, the State of Texas and the Federal Government.

1/98 to 5/2008

Northeastern State University

Tahlequah, OK

### **Vice President for University Relations – 2004-2008**

*Responsibilities:* Worked directly with the University President and served as the chief institutional advancement officer for the university: Responsible for external affairs including development, alumni services, annual fund, planned giving, government and community relations, governing board relations, public relations, university communications, and advancement services: Participated at the executive level in deciding University budget priorities and distributions, academic program changes, and general university operations.

#### *Director of University Relations – 2001-2004*

*Responsibilities:* Worked directly with and from the University President's office: retained previous Public Relations responsibilities while adding management responsibilities for the NSU development staff and the NSU Foundation: assisted the President with government and board relations: assisted the President with campus and student issues that arrived in his office.

#### *Director of Public Relations – 1998-2001*

*Responsibilities:* Promoted the university to prospective students, university alumni and foundation donors, elected officials, our local communities, and other university stakeholders through the use of available media channels, paid advertisements, direct correspondence and special events: Supervised and directed the activities of employees in media relations, publications, web site development, photography and video services, and the university print shop.

### **Summary of key responsibilities and accomplishments at NSU**

- Directed city and community election campaigns which resulted in an investment of more than \$45 million in University construction projects including the creation of the NSU-Broken Arrow campus and the Doc Wadley Stadium renovations.
- Led the creation and implementation of an integrated marketing plan that focuses on expanding market share in the University's traditional service area while working with admissions staff to identify new markets for prospective students that complemented the recruitment goals and ensured a consistent and brand-centered marketing and communications strategy.
  - Enrollment grew more than 17 percent, setting campus records in headcount enrollment, credit hour production and first-time entering freshman.
- Constructed Articulation Agreements with 6 Oklahoma Community Colleges to support course transfer policies, financial aid commitments, and provide a seamless transition to NSU for students planning to complete a Bachelor's degree.

- Oversaw the creation of legislation to expand the Oklahoma Optometric Scope of Practice to include laser surgery. The first state in the nation to provide this opportunity to optometrists.
- Grew support for the university among alumni and donors
  - Alumni Database grew from 19,000 to 56,000 and Alumni Association membership increased by 237 percent.
  - Doubled the number of donors to the Foundation.
- Served as Chair of the University mascot and nickname selection committee. This change was necessary to comply with NCAA requirements.
- Served as Chairman of the Centennial Celebration effort managing the activities of the Centennial Oversight Committee and the Centennial Planning Committee.
- Directed the university’s marketing and advertising program.
- Served as the university’s liaison with state agencies such as the Oklahoma State Regents for Higher Education, the State Department and State Board of Education, and national associations such as the Association of State Colleges and Universities, the Council for the Advancement and Support of Education, and the American Council on Education.
- Developed the Herb Rozell Scholars Program and advised students selected to receive the award.
- Worked with Principal Chief Chad Smith and the Cherokee Nation to develop the language preservation program.
- Developed the Speaker Larry Adair Lectureship in Government and Public Policy.
- Coordinated the development of “Reach Higher” – Oklahoma’s degree completion program for working adults.

### **Additional Positions**

June 1996 - Dec. 1997                      Lucent Technologies                      OKC, OK  
**Public Relations Specialist**

July 1991- May 1996                      Southeastern Okla. State University      Durant, OK  
**Assistant Director of Public Relations/Media Coordinator**

June 1990 – June 1991                      McAlester News Capitol                      McAlester, OK  
**Reporter/Sports Editor**

## University Committees

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Nicholls – SACSCOC Compliance and Leadership Committee

Nicholls – Budget Review Committee

- A twenty member standing committee of faculty, staff and students designed to investigate budget areas and make recommendations to the President regarding proposed cuts and additions.

Nicholls – Endowed Professorship and Endowed Chair Committee – Chair

Nicholls – Space Allocation Committee

Nicholls – President’s Cabinet

Nicholls – University Council

LUMCON – Executive Board

- A nine member leadership team responsible for the management of the Louisiana Universities Marine Consortium (LUMCON).

WTAMU – SACSCOC Compliance Committee

WTAMU – Program Review Committee – Co-Chair

- Committee of faculty, staff and students reviews, evaluates and prioritizes each campus academic and non-academic program or department. Makes recommendations regarding the most advantageous budget allocations and ideas for creating internal efficiencies.

WTAMU – Textbook Taskforce – Chair –

- Taskforce of faculty, staff and students studied the rising costs of textbooks and course materials and made recommendations which led to the lowering of costs for students and the implementation of a book rental program at WT.

WTAMU – Comprehensive Campaign Committee – Chair

- Launched the largest fund raising effort in University history with an announced goal of \$35 million focusing on Faculty and Program Support, Scholarships and facility improvements.

WTAMU – Corporate Strategic Marketing – Chair

- Engaged community business leaders planning and preparations for campus events. Secured corporate sponsorship to eliminate university funds from being used for campus activities.

WTAMU – University Marketing Committee – Chair

- Committee of faculty, staff and students supports the creation and implementation of an integrated marketing plan focused on key student recruitment markets and ensures a consistent and brand-centered marketing and communications strategy.

WTAMU – Exigency Planning Committee

WTAMU – Strategic Planning Task Force

WTAMU – President’s Cabinet

WTAMU – Campus Master Plan Task Force

NSU - Broken Arrow Transition Taskforce – Co-Chair

- Taskforce of faculty and staff managed the opening of a new branch campus in Broken Arrow. Recommended and supervised the implementation of academic programs, course scheduling, faculty assignments, business services and student support services at the new campus.

NSU - Speaker Larry Adair Lectureship Committee – Chair

- Established by friends and family of the retiring Oklahoma Speaker of the House, the Honorable Larry Adair, to create an annual forum for issues in politics, government, and public policy.

NSU - Senator Herb Rozell Scholars Committee – Chair

- Honoring the outstanding works and deeds of NSU alumnus and former Oklahoma Sen. Herb Rozell, the prestigious annual scholarship recognizes two NSU students who demonstrate tremendous campus and community leadership, outstanding scholastic achievement, and exhibit a commitment to excellence for the future.

NSU - Mascot Selection and Transition Task Force – Chair

- Taskforce of faculty, staff, students, alumni, community members, and representatives of the Cherokee Nation changed the University mascot and nickname to comply with NCAA requirements.

NSU - Homecoming Committee

NSU - Administrative Council

NSU - Strategic Planning Taskforce

NSU - Campus Technology Planning Committee

### **Professional Activities**

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| 2012 – 2013 | <p>Executive Leadership Academy</p> <ul style="list-style-type: none"> <li>○ The Executive Leadership Academy is a year-long program designed to prepare experienced cabinet officers to become successful presidents and chancellors. Hosted by the American Academic Leadership Institute (AALI), American Association of State Colleges and Universities (AASCU ) and The Council of Independent Colleges (CIC).</li> </ul> |
| 2002 – 2011 | <p>CASE District IV Board of Directors</p> <ul style="list-style-type: none"> <li>○ <i>Served as District Chair during 2008 and 2009 and negotiated, planned and presided over the first joint conference in history of the district.</i></li> </ul>   |
| 2006 – 2009 | <p>CASE National Chairs Committee</p>  |



- 2006 – 2007      Presenter - CASE Summer Institute for Advancement Services  
                             ○ *Named a CASE Stellar Speaker*
- 2004 – 2007      Regional University System of Oklahoma  
                             ○ The only non-president to serve on a system committee, served on the System Advancement Committee and led the System name change and legislative advocacy activities.
- 1998 - 2003      OSRHE Communicators Council  
                             ○ Council Chairman - 2002
- 1998 - 2003      Senior Regional University Communicators Council  
                             ○ Council Chairman - 2001-2002

### **Community Activities**

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- 2010 – 2014      Amarillo Chamber of Commerce - Legislative Affairs Committee
- 2010 – 2014      Canyon High School Booster Club Officer
- 2009 – 2012      Panhandle Regional Planning Commission - Labor Market Information Committee  
                             ○ Studied the employment issues of 15 Texas panhandle communities  
                             ○ Made recommendations to area higher education and technical training schools regarding educational program needs.  
                             ○ Made recommendations to PRPC regarding most effective investment of available resources to support the panhandle area workforce.
- 2004 – 2005      Youth Leadership Oklahoma
- 2000 – 2007      Tahlequah Area Chamber of Commerce
- 1999 – 2003      Illinois River BalloonFest Committee
- 2002 – 2006      Tahlequah Public School Facilities Planning Committee
- 2003              Chairman, Kids First Campaign  
                             ○ Successful city-wide sales-tax initiative to fund Public School Facilities in the Tahlequah community.

### **Research, Publications and Presentations**

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Weaver, N.R., (2005). Presidential Leadership: A Phenomenological Study of the Leadership Experience of Oklahoma's Regional University Presidents – Doctoral Dissertation, University of Oklahoma.

*Oklahoma's Senior Regional Universities: The Best Investment for Oklahoma.* Regional University System of Oklahoma Board of Regents brochure, published 2005.

Professional Development Presentations: National Summer Institute for Advancement Services presented by the Council for the Advancement and Support of Education (CASE) at Vanderbilt University:

- Named CASE Stellar Speaker

2012 AASCU Winter Academic Affairs Meeting –Effective Fund Raising Strategies for Academic Leaders

2012 AALI Executive Leadership Academy – The Role of the President in Effective University Fund Raising

### **Personal Information/Interests**

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Family –	Married to Kristi for 26 years Children – 3 Boys: Austin 24, Brett 22, Blake 22
Health –	Excellent
Activities/Interests –	Exercise, Golf, Leadership Books, American Politics, Securities Investment, Cooking