

# DR. ALISA WHITE

## EDUCATION

---

<b>1990</b>	<b>University of Tennessee</b>	<b>Knoxville, TN</b>
Doctor of Philosophy, Mass Communication		
<b>1984</b>	<b>University of Tennessee</b>	<b>Knoxville, TN</b>
Master of Science, Library & Information Science		
<b>1980</b>	<b>Lee College</b>	<b>Cleveland, TN</b>
Bachelor of Arts, Business		

## ADMINISTRATIVE EXPERIENCE

---

<b>2020 – Present</b>	<b>Sam Houston State University</b>	<b>Huntsville, TN</b>
<b><i>President; Professor</i></b>		
<ul style="list-style-type: none"> <li>■ Serve institution with nearly 21,500 students and 3,000 employees that offers academic programs at the baccalaureate, master, and doctoral levels and named Top Performer in Texas for social mobility (2022 and 2023) and number two in 2024. University operates with a \$470 million operating budget.</li> </ul>		
<i>Selected Accomplishments (with team):</i>		
<ul style="list-style-type: none"> <li>■ Successfully led the University response to the first full year of an international pandemic without having to close campus.</li> <li>■ Collaborated to facilitate successful Commission on Osteopathic College Accreditation site visit that resulted in no findings for the College of Osteopathic Medicine and full accreditation (with exceptional outcomes) upon graduation of first cohort May 2024.</li> <li>■ Secured recurring formula funding from the Texas Legislature for the College of Osteopathic Medicine. Initial \$32 million appropriation allowed SHSU to reduce cost of medical school tuition by more than half.</li> <li>■ Worked with Finance and Operations, Faculty Senate, and Staff Council to expand tuition benefits to dependents of full-time faculty and staff.</li> <li>■ Received \$5 million appropriation from the Texas Legislature to begin an SHSU Homeland Security Institute.</li> <li>■ Received \$90 million in capital assistance from the Texas Legislature to build a Health Professions Building with some funds going toward construction of an academic support building.</li> <li>■ Acquired and renovated two apartment complexes next to campus to expand campus housing portfolio at significantly lower costs-per-bed than new construction.</li> <li>■ Completed \$25 million upgrade to Gibbs Ranch, resulting in new multi-purpose building with classrooms, state-of-the-art rodeo arena, greenhouse and head houses.</li> <li>■ With director of athletics, transitioned athletics from FCS to Division I FBS level, joining Conference USA.</li> </ul>		

- Hired the institution's first Cabinet-level chief marketing officer, leading to a university major rebranding initiative.
- Institution saw external research funding increase by 161 percent.
- Assisted in fundraising efforts of \$58 million since fall 2020.
- Received Woodlands North Houston Trailblazer Award from Greater Houston Women's Chamber of Commerce (2022).

**2014 – 2020**

**Austin Peay State University**

**Clarksville, TN**

***President***

- Served institution with more than 11,000 students and 1,300 employees that offers academic programs at the baccalaureate, master, and doctoral levels. University operated with a \$167 million budget.

*Selected Accomplishments:*

- After declining enrollments between 2011 and 2015, increased enrollment four subsequent years, setting records Fall 2018 and Fall 2019. Set records in freshman, international, and graduate student enrollments. Hired the University's first international student recruiter.
- Allocated the largest pool for salary adjustments in the University's history over three years and made significant progress to address salary inversion and compression issues. Achieved goal of bringing every faculty and staff member's salary to 90th percentile of market or higher.
- Under Tennessee's Outcomes Based Funding Model, University had the highest percentage increase in state appropriations among the State's six public locally governed universities overall since implementation of Formula Funding.
- University developed several new academic programs, including first doctoral degrees (Ed.D. and Psy.D.) and a baccalaureate aviation science (rotary wing) degree, in response to regional needs.
- With Finance and Administration, oversaw major capital projects, including new Art and Design Building, Fortera Football Stadium, Larry Carroll Trading Room, and Executive Classroom. Purchased nearly 11 acres of commercial real estate adjacent to campus to house Barnes and Noble Bookstore, Newton Military Family Resource Center, Advancement Office, Welcome Center, and for parking.
- Hired Army Brigadier General (Ret.) to be first Military Adviser in Residence to oversee development of Newton Military Family Resource Center. Secured funding to renovate space and name the Center, which opened Fall 2020 to serve Austin Peay's more than 2700 military-affiliated students.
- Oversaw development of University's strategic plan, *Leading Through Excellence, 2015-2025*, which was created in collaboration with campus community members at all levels. Strategic plan focuses on five priorities: student success, enrollment, diversity, sustainability, and communication.
- Presided over governance change from Tennessee Board of Regents to Austin Peay State University Board of Trustees in 2016.

- With directors of athletics, elevated Division I athletics programs for student athletes, upgrading facilities for football, baseball, softball, basketball, and volleyball. Multiple APSU coaches were named Ohio Valley Conference (OVC) Coaches of the Year from 2016 through 2020. Football program improved from worst Division I program in the nation in 2015 to top 10 Division I FCS program in 2019.
- University named by *Nashville Business Journal* as 2017 Best in Business: Nonprofit.

**2012 – 2014**

**University of Texas at Tyler**

**Tyler, TX**

***Provost and Senior Vice President for Academic Affairs; Professor***

- Served more than 7,500 students; offered academic programs at the baccalaureate, master, and doctoral levels. Academic Affairs included six colleges and the Graduate School, approximately 450 full-time faculty members, and operated with a \$45 million budget.
- In addition to overseeing colleges and the Graduate School, responsible for oversight of Research and Technology Transfer, Academic Innovation and Student Success, Library, Honors Program, International Programs, Executive Education, Institutional Effectiveness, charter schools, Discovery Science Museum, and satellite campuses. Oversaw Division of Student Affairs one year.

*Selected Accomplishments:*

- Secured \$4 million from The University of Texas System to establish the Patriots Applying Technology for Success and Savings (PATSS) initiative, a course redesign initiative involving ten academic majors and the core curriculum. Courses were redesigned into a hybrid format emphasizing high-impact, project-based learning practices to increase student learning, engagement, and satisfaction, and to more efficiently use classroom space.
- Oversaw the creation and development of the Ben and Maytee Fisch College of Pharmacy. Hired the founding dean and participated in the design and programming of a \$26 million pharmacy building.
- Participated in development of the proposal and successful ask for \$5 million to name the new pharmacy school.
- Established an Office of International Programs to develop exchange agreements, assist faculty and students with travel study courses, and create an Intensive English Language Institute.
- Created the Office for Academic Innovation and Student Success to establish a Center for Teaching Excellence and Innovation, increase instructional design resources and services for faculty, establish a tutoring center, and oversee the PATSS initiative.
- Oversaw creation of UT Tyler's Houston Engineering Center, offering engineering classes and labs on a Houston Community College campus to students transferring from Houston area community colleges. Students can earn a baccalaureate engineering degree at roughly half the cost of the Texas average.
- Participated in the design of a new \$6.5 million Music wing.

- Made faculty salary adjustments to bring more than one-third of those below the median up to median in 2013 and another third up to median in 2014.

**2010 – 2012**                      **Midwestern State University**                      **Wichita Falls, TX**

***Provost and Vice President for Academic Affairs; Professor***

- Served approximately 6,000 students; six colleges, plus the Graduate School; and 230 full-time faculty members.
- Responsible for the Academic Support Center, Honors Program, International Programs, Library, Outreach and Engagement, Registrar, and Student Success Center.

*Selected Accomplishments:*

- Worked with the Vice President for Administration and Institutional Effectiveness to revise program assessment methods.
- Facilitated activities related to membership in the Council of Public Liberal Arts Colleges (COPLAC), focusing on undergraduate research initiatives.
- Worked with Dean of the College of Health Sciences and Human Services to develop a plan to fund the Nursing Simulation Center when the Center moved off campus into a former surgical center.
- With McCoy School of Engineering faculty, developed proposal to fund an interdisciplinary engineering degree for the president to secure a \$2.9 million dollar donation.
- Worked with deans to streamline administrative units by consolidating small academic departments.
- Reorganized units reporting to Office of the Provost, resulting in efficiencies and approximately \$100,000 in annual cost savings.

**2005 – 2010**                      **University of Texas at Tyler**                      **Tyler, TX**

***2006 – 2010***

***Dean, College of Arts and Sciences (interim August 2006 - February 2008); Professor***

- Dean of 10 academic departments composed of 100 full-time faculty members, 17 staff members, 1,300 majors, and an \$8 million budget.

*Selected Accomplishments:*

- Led University's strategic planning efforts to develop *Inspiring Excellence Strategic Plan* for 2009-2015.
- With input from faculty, developed new College of Arts and Sciences mission statement and strategic plan.
- Supported College's sponsored research efforts, resulting in 65% percent funding increase from 2006 to 2009.
- Assisted in facilities planning to finish out two buildings for mathematics and chemistry, and design and construction of Fine Arts Complex.
- Led College assessment efforts for SACSCOC re-affirmation of administrative unit, academic programs, and core curriculum.

- Participated in more than 50 successful faculty searches, including five chairs/directors.
- Reorganized College Advising Center; reallocated and added resources to hire more advisers.
- Established two technology stations and offered training for College faculty to incorporate appropriate technology into the classroom.
- Fellow, University of Texas System Leadership Institute, 2008-2010.
- Co-Principal Investigator, \$75,000 UT System Board of Regents, Summer Bridge Program, Grant, 2007.
- Co-Principal Investigator, \$43,000 UT System, U-Teach Planning Grant, 2008; resulted in subsequent \$1.3 million grant.

**2005 – 2006**

***Chair, Department of Communication***

- Chair of a department with seven faculty members and 155 undergraduate majors.
- Led re-design of the journalism curriculum, which contributed to 26% increase in majors in one year.

**1998 - 2005**

**University of Texas at Arlington**

**Arlington, TX**

***Graduate Adviser and Associate Professor***

- Member of department with more than 900 majors with sequences in advertising, broadcast management, journalism, public relations, communication technology, and communication studies.
- With a faculty colleague, wrote successful master's program proposal. Led recruitment efforts that resulted in a full cohort upon program initiation. Oversaw admissions and advising process for graduate program.
- Co-adviser of the Ad League of Texas Arlington (ALTA), the University's student chapter of the American Advertising Federation.

**1995 - 1998**

**The University of West Georgia**

**Carrollton, GA**

***Associate Professor/Coordinator, Mass Communication Sequence***

- Member of a department that served 250 majors with sequences in mass communication, speech, and theatre.
- Developed ten-part video course "Effective Writing in Business" for Continuing Education. Course was sold to Maplehurst Bakeries.
- Advised WWGC-FM, the University's public radio station. Negotiated affiliation with Peach State Radio, Georgia's public radio network, and a \$70,000 annual contribution from Peach State.
- Advised campus cable television channel one year and supervised reorganization.

**1990 – 1994                      Louisiana State University in Shreveport                      Shreveport, LA**  
***Associate Professor/Acting Associate Vice Chancellor for Academic Affairs***

- Served as Acting Associate Vice Chancellor for Academic Affairs, Curriculum and Instruction (1993-94). Handled student academic appeals, administered rising junior exam, and oversaw unit effectiveness initiatives. Chaired University's first distance learning committee.
- Department Chair, 1992-93, Department of Communication and Professional Studies. Sequences in mass communication, speech communication, speech pathology, theatre, and criminal justice.

**1988 - 1990                      University of Alaska Fairbanks                      Fairbanks, AK**  
***Assistant Professor***

- Taught in a department with sequences in journalism, broadcasting, advertising and public relations.
- Served on department's professional Re-accreditation Committee and University's Writing across the Curriculum Committee.

---

**SELECTED RESEARCH**

---

***PUBLICATIONS***

- White, Alisa & Smith, Bruce L. (2009). Effect of discounting behaviors on the productivity of student brainstorming groups. *Journal of Advertising Education*, 13(2), 47-54.
- White, Alisa. (2004). Advertising ethics. In *Ethics*, 3-vol. reference set, Salem Press.
- White, Alisa, Smith, Bruce L., & Shen, Fuyuan (2002 Fall). Rating creativity: A comparison of judgments of advertising professionals and educators. *Journal of Advertising Education*, 6(2), 37-46.
- White, Alisa, Shen, Fuyuan, & Smith, Bruce L. (2002). Judging advertising creativity using the creative product semantic scale. *Journal of Creative Behavior*, 36(2), 241-253.
- White, Alisa & Smith, Bruce L. (2001). Qualitative evaluation of print ads by assessors using the creative product semantic scale. *Journal of Advertising Research*, 41(6), 27-34.
- White Coleman, Alisa (2000). Pretrial publicity and gag rule. *Encyclopedia of the Supreme Court*, Salem Press, 738-739.
- White Coleman, Alisa (2000). Time, manner and place regulations. *Encyclopedia of the Supreme Court*, Salem Press, 956-957.
- White Coleman, Alisa (2000). "Calvin and Hobbes": A critique of society's values. *Journal of Mass Media Ethics*, 15(1), 17-28.
- White Coleman, Alisa (2000). William G. Brownlow and The Knoxville *Whig*: A career of personal journalism or partisan press? *Proceedings of the Annual Meeting of the Association for Education in Journalism and Mass Communication* (83rd), Phoenix, Arizona. History Division.

## SELECTED COURSES TAUGHT

---

- Advertising Campaigns
- Advertising Strategy
- Copywriting
- Introduction to Advertising
- Introduction to Public Relations
- Mass Media and Society
- Media Law and Ethics
- Public Relations Campaigns
- Sales and Marketing
- Visual Design

## PROFESSIONAL ACTIVITIES AND RECOGNITION

---

American Association of State Colleges and Universities (AASCU) Board of Directors (2021-present); Chair-elect (2023-present); New President's Academy faculty (2021-present); Council of State Representatives (member 2018-2020; chair, 2023-present); Emerging Leaders Program (faculty, 2016-2022).

Conference USA, Board member (chair 2024-present; vice chair, 2022-2024).

Texas Council of Public University Presidents & Chancellors (vice chair, 2023-present).

National Collegiate Athletic Association (NCAA) Division I Presidential Forum (Western Athletic Conference representative, September 2021-January 2022; Ohio Valley Conference representative, 2020).

NCAA Minority Opportunities and Interests Committee (member, 2018-2020).

Montgomery County, Economic Development Partnership (board member, 2022-present).

Conroe Economic Development Council (member, 2022-2023).

Huntsville Municipal Airport Advisory Board (member, 2022-2023).

Ohio Valley Conference Finance Committee (member, 2015-2020).

Tennessee's Locally Governed Institutions Council of Presidents (chair, 2018-2019).

Tennessee College Association (president, 2017-2018).

Women in Higher Education in Tennessee (presidential adviser, 2015-2020).

Tennessee Board of Regents Maxine Smith Fellows Program (presidential mentor, 2016-17; 2018-19).

State of Tennessee College Savings Trust Fund Program and Chairs of Excellence Audit Committee (member, 2017-2020).

Japan America Society of Tennessee (director, 2016-2020).

Clarksville-Montgomery County Economic Development Council Industrial Development Board (director, ex-officio, 2014-2020).

Clarksville-Montgomery County Aspire Foundation (director, 2016; board of advisors, 2014-2020).

Clarksville-Montgomery County Chamber of Commerce (Community Commitment awardee, 2016).

American Association of Colleges of Pharmacy Academic Leadership Fellows Program (seminar presenter, 2015).

Education Foundation, American Advertising Federation Tenth District (TX, OK, LA, AR) (director, 2004-2006).

Fort Worth (TX) Ad Club (director, 2002-2005).