

# MICHAEL V. TIDWELL, PH.D.

Ann Arbor, MI 48105

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## **Administrative Profile**

Dynamic and visionary leader with verifiable success in directing fundraising campaigns, strategic planning, public-private partnerships, unique revenue generation initiatives, alumni and governmental relations efforts, program development, new facilities projects, national/international accreditation efforts, outcomes assessment, enrollment management, and compliance initiatives. Extensive experience working in a cross section of complex collegiate settings including liberal arts, large public, doctoral/research intensive, and collectively bargained environments. Also experienced working in urban, suburban, and rural environments.

## **Administrative Appointments**

### **Dean, College of Business (AACSB Accredited)**

Eastern Michigan University-Ypsilanti, MI ● 2012-Present

Lead academic officer accountable for College's 100+ faculty/staff, 3500 students, and all strategic and operational initiatives. Main responsibilities include:

- crafting and executing the College's external outreach and fundraising efforts
- maintaining all of the College's fiscal affairs
- strengthening the College's regional reputation
- development of external funding for program support
- forming and working with external executive advisory boards
- administering and growing the College budget
- maintenance of AACSB accreditation
- leading 8 undergraduate academic programs and 7 graduate programs (MBA, MS Accountancy, MS Taxation, MS Information System, MS Human Resources and Organizational Development (USA and China), and MS Integrated Marketing Communications-*Fully Online*)
- overseeing student services office and office of data and technology support
- developing enrollment management initiatives
- exploring new markets and modes of program delivery
- making recommendations for appointments and promotion
- founding and leading the Center for Advancing Social Enterprise
- overseeing the State's largest Small Business Development Center
- operating programs out of 3 metro Detroit locations
- leading and maintaining successful articulation partnerships with over a dozen different community colleges
- oversight for 260,000 sq/ft downtown Ypsilanti facility and offices at two off-campus locations

### **Dean, College of Business (AACSB Accredited and NCATE Accredited)**

Bloomsburg University of Pennsylvania-Bloomsburg, PA ● 2010-2012

Was responsible for visioning, leading, managing, and overseeing business school including all aspects of teaching, scholarly, and service activity. College maintained approximately 70 faculty/staff and 1700 students. Duties included:

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- initiating and securing lead gifts for College's first fundraising campaign
- development of external funding for program support
- facilitating construction of new College of Business facility
- administering the College budget
- leading enrollment management
- designing and launching new programs
- overseeing 6 departments and 3 graduate programs (MBA, Master of Accountancy, and MEd in Business Education)
- maintenance of AACSB and NCATE accreditation

## **Assistant Dean, School of Business (AACSB Accredited)**

Clayton State University-Morrow, GA ● 2007-2010

School maintained 37 faculty/staff and approximately 1500 students. Assistant Dean was responsible for:

- creating and managing the School of Business' integrated external relations and public relations campaign
- leading the MBA program, insuring graduate program compliance with AACSB standards (e.g. Assurance of Learning)
- recruiting and admitting graduate students
- managing Student Services Office (e.g. academic advising and career planning)
- cultivating partnerships with corporate clients

## **Education**

### **Washington State University ● 2002**

Ph.D., Organizational Studies

(Interdisciplinary-Management/Communication/Educ. Leadership)

Dissertation Topic: Analyzing the Effects of Personality on the Information Seeking Behaviors of Organizational Newcomers

### **Washington State University ● 1997**

M.A., Communication (*College of Liberal Arts degree program*)

### **Ball State University ● 1995**

B.S., Communication (*College of Liberal Arts degree program*)

(*Extra-curricular activities included competing as an NCAA Division 1 athlete*)

## **Faculty Appointments**

### **Professor (Tenured)-College of Business**

Eastern Michigan University-Ypsilanti, MI ● 2012-Present

### **Associate Professor (Tenured)-College of Business**

Bloomsburg University of Pennsylvania-Bloomsburg, PA ● 2010-2012

### **Associate Professor (Tenured)-School of Business**

Clayton State University-Morrow, GA ● 2006-2010

### **Assistant Professor-Division of Business and Accountancy**

Truman State University-Kirksville, MO ● 2004-2006

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## **Assistant Professor-College of Liberal Arts**

Whitworth University-Spokane, WA ● 2002-2004

## **Visiting Assistant Professor-College of Communication and Information**

University of Kentucky-Lexington, KY ● 2001-2002

## **International Faculty Appointments**

### **Visiting Professor**

CHM College-Ulhasnagar, India ● Winter 2007

### **Visiting Professor**

Birla College-Kalyan, India ● Winter 2007

### **Visiting Professor**

ICMIS-Bangalore, India ● Winter 2006

### **Visiting Professor**

Daystar University-Nairobi, Kenya ● Summer 2000

## **Fundraising and External Relations Leadership**

- Designed and launched the Eastern Michigan University College of Business fundraising plan. We went from \$250,000 in 2012 to approx. \$1,000,000 in 2015. Projected to top \$2,000,000 in 2016. We also increased engagement by cultivating alumni regionally, nationally, and internationally.
- The College of Business led the University in fundraising in 2014-2015 (when measured as a % of alumni giving from each College).
- Established the Halle Chair in Entrepreneurship with a \$1,000,000 gift.
- Took Bloomsburg University College of Business from \$25,000 a year in annual gifts to nearly \$3 million in 'newly cultivated gifts' in less than 12 months. Gifts designated for programs, scholarships, facilities, and faculty development.
- Provide executive-level oversight for the Small Business Development Center. We serve a population of over 4,000,000 in Michigan's largest service region. Our goal is to enhance Michigan's economic well-being by providing counseling, training, research and advocacy for new ventures, existing small businesses and innovative technology companies. We impact the economy by strengthening existing companies, creating new jobs, retaining existing jobs, and assisting companies in defining their path to success. Our banner year was 2014 when we generated over \$64,000,000 in capital formation on behalf of small businesses. In 2015 we generated \$35 million in capital formation, assisted in 36 new business starts, and helped local businesses create 250 new jobs.
- Mentored Dean of the Bloomsburg University College of Education toward the cultivation of \$2 million gift for Special Education program.
- Secured a \$25,000 gift (and a \$25,000 match) from Bank of America to establish Center for Research on Economic Sustainability and Trends (CREST).
- Skilled at cultivating relationships with alumni and executives at firms like Bank of America, NYSE, Ford, General Motors, Turner Broadcasting Systems (TBS), AT&T, IBM, Georgia Pacific, RockTenn, Coca Cola, Gannett, Kaiser Permanente, Delta Air Lines, Cox Communications, Georgia Power, state senators and representatives, and area Chambers of Commerce.

- Lead external Executive Advisory Board comprised of executives from major firms like Ford, NYSE, Deloitte, MASCO, Guardian Industries, Fiat Chrysler, Gannett, and many more.

## **Strategic Planning Leadership**

- Worked collaboratively with President and leadership team on designing, executing, and assessing Bloomsburg University strategic plan.
- Led the team in charge of designing and executing the Eastern Michigan University College of Business strategic plan. In addition to improving academic and operational excellence the plan called for new Centers of Excellence which included:
  - *Professional Development Program and Placement Office*: Program is designed to be a comprehensive educational experience that builds each student's personal and professional capacities. Program provides career readiness training, monthly professional workshops, access to corporate executives via mentoring and networking events, and executive-level TED talks.
  - *Center for Advancing Social Enterprise (CASE)*: CASE is designed to be a catalyst for Michigan's \$50,000,000,000 (billion) social entrepreneurship ecosystem, including social enterprises, the firms that fund them, the researchers that examine them, and the agencies that regulate them. We do this by stimulating creativity and innovation, strengthening leaders, enhancing operational excellence, and serving as thought leaders throughout the social enterprise sector. Over the course of the last 18 months we have worked with 30+ clients and were recently funded for projects by the Skillman Foundation and the Michigan Economic Development Corporation.
  - Strategic plan also led to new international partnerships in S. Korea, China, India, Taiwan, Tunisia, and Spain.

## **Student Services and Program Leadership**

- Led Eastern Michigan University College of Business through 5 consecutive semesters of enrollment growth.
- Working through final launch stages for Eastern Michigan University Online MBA Program
- Responsible for expanding the Eastern Michigan University College of Business graduate programs staff by 150%. Expanded undergrad program staff by 33%.
- Created an experiential learning and community engagement office in the Bloomsburg University College of Business. This office assists faculty in building, delivering, and assessing experiential learning opportunities, developing credit and non-credit programming, and establishing a professional network that enhances student learning. It positively impacted the College's visibility, professional image, and recruiting efforts.
- Established new Zeigler Institute for Professional Development program. Program's goal is to help students develop the personal and professional capacities necessary for career success. These include an integrated knowledge of "real world" business and the professional polish that often accompanies a high quality education. This is a required curricular and co-curricular experience for all Bloomsburg University business students.
- Oversaw MBA program in 3 Atlanta locations (2 offsite suburban venues).
- Led Student Services Office which included all academic advising and career planning offices in Clayton State University School of Business.

- Spearheaded Jim Wood Speakers Series where c-level executives took part in a day of lecturing and student engagement. The Series hosted several executives from Fortune 500 companies.
- Launched Executive in Residence Program in the College of Business so students had opportunities to learn from real world execs on a daily basis.
- Built new Graduate and Undergraduate Advising Suite to improve service and operational flow. Student satisfaction with our advising office is the highest at the University.
- Created the Executive Mentoring Program to help connect students with long term mentors to guide them as they make critical career decisions. Program has 25 executive mentors actively engaged with over 100 students.
- Worked with faculty to create the Futures Now Program. This program is a scalable co-curricular offering designed to provide supporting resources for students engaged in professional career development and to provide a multidisciplinary professional development network team for our COB students.

## **Faculty and Staff Leadership**

- Unwavering supporter of shared governance.
- Strong believer in consensus building and working collaboratively with faculty/staff.
- Provide leadership for multiple academic departments and several graduate programs.
- Oversee the Eastern Michigan University College of Business Faculty Advisory Council (an equivalent of a Faculty Senate, but at the College level).
- Conduct annual faculty, staff, and administrator evaluations.
- Completed restructuring of Bloomsburg University College of Business (e.g. departmental realignments, budgetary, and faculty and staff policies/bylaws) with faculty and staff support.
- Effective at leading faculty and staff management efforts within complex collective bargaining environment.
- Increased grant writing and funding for faculty-led research. Skilled at motivating faculty to actively seek external grants. More faculty are now involved in grant writing than in the history of the Eastern Michigan University College of Business.
- Increased faculty development dollars and sabbaticals awarded to business faculty.

## **International Leadership**

- Working collaboratively with international partners to design, develop, and deliver hybrid joint-degree programs in Taiwan, France, and Spain.
- Provide executive level leadership for the joint MS degree with Tianjin University (China) in Human Resources and Organizational Development.
- Work closely with counterparts in S. Korea to maintain the campus' strongest student and faculty exchange relationship.
- Led international team in the design of business certificate to be delivered via hybrid model (online and face-to-face) in West Africa.
- Experienced in negotiating international partnerships in the Middle East, Africa, and Asia.

## **Resource and Institutional Effectiveness Leadership**

- Responsible for all aspects of AACSB accreditation, including outcomes assessment efforts for College of Business. AACSB is the gold standard of accreditation for colleges and schools of business. Secured 5 year extension of accreditation for Eastern Michigan University in 2015.
- Experienced with NCATE, Southern Association of Colleges and Schools, Middle States, and Higher Learning Commission accrediting bodies and standards.
- Oversee all Eastern Michigan University revenue generating units within College of Business. Generate \$25,000,000+ dollars in revenue including foundation accounts, grants, and student tuition and fees.
- Facilitated the last phase of design and the full construction of the Bloomsburg University College of Business facility. The new facility included 60% more space, a Wall-Street inspired trading room, and 50% more classrooms.
- Led Bloomsburg University College of Business through a 28% expansion in budget from FY 2010 to FY 2011 while reducing operating expenses.
- Proven track record of increasing revenue while improving efficiencies.
- Provide oversight for business school facility in downtown Ypsilanti, Michigan, business school offices at one suburban Detroit location, and business school offices at one downtown Detroit location.
- Created and led 3 revenue generating centers and institutes at Clayton State University; Center for Research on Economic Sustainability and Trends (CREST), Center for Supply Chain Management (CSCM), and Communication and Leadership Institute for Managing Business (CLIMB).

## **Public-Private Partnership Leadership**

- Serve as the University's lead business development expert on the Ann Arbor SPARK business development committee. The University partners with SPARK and several public and private entities to advance the local economy by working to create a business friendly environment.
- Initiated partnership with private firm named Corporate F.A.C.T.S. as we worked to secure capacity building and technical assistance funding from the U.S. Department of Housing and Urban Development. We were awarded an initial \$250,000 funding round.
- College entered into a two year partnership with several local start-ups to seek funding from the Michigan Economic Development Corporation to run data analytics training sessions. Agreement led to the successful funding of personnel, training, and materials.
- Partnered with Atlanta area Chambers of Commerce to launch the Center for Research on Economic Sustainability and Trends (CREST). CREST was designed to provide real-time economic analysis and training to local governments and organizations seeking to better understand their financial status. Bank of America was the funding agency for the Center.
- Extensive consulting work with local and national non-profit organizations.

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## **Relevant Industry Experience**

### **Management and Research Consultant**

MIKA Management Consulting ● 2005-present

Provide research and data analysis services for business leaders seeking to resolve critical behavioral and human resource issues.

### **Management Consultant**

Weyerhaeuser Center for Christian Faith and Learning ● 2003-2004

Worked with church leaders to conduct on-site research and develop training in strategic management. Program included assessing management practices, effective decision-making, and various areas of HR including motivating and training volunteers.

### **Assistant Product Manager**

EPSON America, Inc. ● 1997

Worked closely with management and international counterparts in streamlining organizational processes including; corporate communication regarding product bundling with Hewlett-Packard, customer service issues, and developing relationships with new internet startups.

### **Consulting Recruiter**

Assistance in Marketing (AiM) ● 1996-1997

Performed analysis of organizational procedures for recruitment of clients and research participants. Highly involved in the eventual development of new corporate wide policies for client relations. Skills utilized included problem resolution, persuasion and negotiation, and assessing client and organizational feedback.

### **Communications Advisor**

Pullman Memorial Hospital ● 1996

Assisted in the organization of community and media relations campaigns, internal and external communications, and the promotion of health and medical workshops. Also worked with desktop publishing, community outreach, audio/visual presentations, and writing, editing & layout of press releases.

## **Refereed Publications**

Tidwell, M. V., Southard, S., Mooney, M. (2010). Assessing the role of personality traits in student performance in traditional, hybrid, and online classes. *International Journal of Education Research*, 5(2).

Tidwell, M. V., Liang, Y., Reiser, S. (2008). Testing how cognitive abilities influence deception detection within business interactions. *International Journal of Business and Public Administration*, 5(1).

Tidwell, M. V. (2007). Assessing how intelligence influences socialization within complex job environments. *The International Journal of Management Theory and Practice*, 8(1).

Tidwell, M. V. (2005). A social identity model of prosocial behavior within nonprofit organizations. *Nonprofit Management & Leadership*, 15(4).

Tidwell, M. V., Sias, P. (2005). Personality and information-seeking: Understanding how traits influence information-seeking behaviors. *Journal of Business Communication*, 42(1).

## **Conference Proceedings**

- Tidwell, M.V., Richardson, S., Mooney, M. (2009). Assessing the role of individual differences in student performance in online classes? Proceedings of the International Academy of Business and Public Administration Disciplines.
- Tidwell, M. V., Terrell, M. (2007). An empirical investigation into the relationship between strategic leadership at HBCUs and student retention. Proceedings of the International Academy of Business and Public Administration Disciplines.
- Tidwell, M. V. (2007). Exploring the role of cognitive aptitude in deception detection: An analysis of the global business environment. Proceedings of the International Academy of Business and Public Administration Disciplines.
- May, G. L., Tidwell, M. V. (2007). Assurance of learning: Implementing a uniform assessment process across multiple sections of a Managerial Communication course (pp. 1-12). Proceedings of the Association for Business Communication.
- Tidwell, M. V. (2005). Investigating the role of multiple intelligences in newcomer socialization. Association of Management/International Association of Management.

## **Presentations of Refereed Papers**

- Tidwell, M. V., Blum, M. (2006). Assessing the role of intelligence in negotiation interactions: Testing the Intelligent Actor Theory. Presented at The International Academy of Business and Public Administration Disciplines. Dallas, Texas.
- Tidwell, M. V., Liang, Y., Reiser, S. (2006). You can fool some of the people some of the time. Presented at The International Academy of Business and Public Administration Disciplines. Dallas, Texas.
- Tidwell, M. V. (2005). Investigating the role of multiple intelligences in newcomer socialization. Presented at Association of Management/International Association of Management. Virginia.
- Tidwell, M. V. (2004). A social identity model of prosocial behaviors within nonprofit organizations. Presented at Academy of Management Annual Conference. New Orleans, Louisiana.
- Tidwell, M. V. (2004). Where two or three are gathered: Assessing the relationship between small group communication and the socialization of congregational newcomers. Presented at Association for Business Communication Annual Convention. Cambridge, Massachusetts.
- Tidwell, M. V., Sias, P. (2003). Toward an empirical understanding of the trait-information seeking relationship. Presented at Academy of Management Annual Conference. Seattle, Washington.
- Tidwell, M. V. (2002). When the rookie won't talk: Assessing the impact of communication apprehension on newcomer information seeking. Presented at Association for Business Communication Annual Convention. Cincinnati, Ohio.
- Tidwell, M. V. (2002). An examination of the effects of newcomer information seeking on leadership development. Presented at Academy of Management–Midwest. Indianapolis, Indiana.



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## **Non-refereed Presentations**

- Tidwell, M. V. (2005). HR for small business: Avoiding the landmines. Presented at University of Missouri Extension and Missouri Small Business Development Centers. Kirksville, Missouri.
- Tidwell, M. V. (2004). Evidence of the Icarus Paradox in corporate America: Enron's corporate culture, their greatest strength and their greatest weakness. Presented at George Fox University. Portland, Oregon.
- Tidwell, M. V. (2002). Using audience analysis techniques to improve managerial success. Presented at California State University-Fullerton. Fullerton, California.
- Tidwell, M. V. (2002). Assessing the impact of personality on organizational communication. Presented at Northeastern University. Boston, Mass.
- Tidwell, M. V. (2001). Toward a better understanding of the communication-leadership relationship in the 21st century. Presented at Providence College School of Business. Providence, Rhode Island.
- Tidwell, M. V. (2001). From deception and dishonesty to dialogue and discourse: Improving organizational communication from the top down. Presented at Southern Connecticut State University. New Haven, Connecticut.

## **Professional Service**

- 2013-16 SPARK-Business Development Committee
- 2015 AACSB Peer Review Team-Louisiana State University-Lafayette
- 2013 AACSB Peer Review Team-Minnesota State University-Mankato
- 2012 TechQuest PA-Board of Advisors
- 2011 AACSB Peer Review Team-University of Michigan-Dearborn
- 2011 Susquehanna Valley Chamber of Commerce Higher Education Commission
- 2010 Fayette County Chamber of Commerce Strategic Planning Board
- 2010 Track Chair-BASANNA International Conference
- 2010 Discussant-International Academy of Business and Public Administration Disciplines
- 2009 Discussant-International Academy of Business and Public Administration Disciplines
- 2007 Discussant-International Academy of Business and Public Administration Disciplines
- 2006 Committee Chair-USASIA Business Forum
- 2005 Session Chair-National Communication Association

## **Competitive Awards and Grants**

- 2016 Housing and Urban Development-Community Compass Technical Assistance and Capacity Building Grant (public-private partnership with Corporate F.A.C.T.S.)-\$250,000
- 2016 Small Business Administration Grant for the Eastern Michigan University Small Business Development Center-\$484,500
- 2016 Fifth Third Bank Grant for Small Business Development Initiatives-\$25,000
- 2015 Michigan Economic Development Corporation-Supply Chain Management Programming (written by Dr. Shiri Vivek)-\$8000
- 2015 Small Business Administration Grant for the Eastern Michigan University Small Business Development Center-\$484,500
- 2015 Michigan Economic Development Corporation-Center for Digital Engagement (written by Dr. Bud Gibson)-\$107,000
- 2015 New Economy Initiative-Small Business Development Center (written by Dir. Richard

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- King)-\$90,000
- 2015 Skillman Foundation-Center for Advancing Social Enterprise-\$6000
- 2014 Small Business Administration Grant for the Eastern Michigan University Small Business Development Center-\$475,000
- 2013 Small Business Administration Grant for the Eastern Michigan University Small Business Development Center-\$475,048
- 2012 Small Business Administration Grant for the Eastern Michigan University Small Business Development Center-\$602,000
- 2009 Bank of America Grant-Center for Research on Economic Sustainability and Trends-\$50,000
- 2007 Jim Wood Speakers Series Gift-School of Business, Clayton State University-\$25,000
- 2006 Educator of the Year Nominee-Truman State University
- 2006 Golden Apple Professor of the Year Award Winner-Truman State University
- 2005 Research Grant for Division of Business and Accountancy-Truman State University-\$1500
- 2004 Research Grant for Division of Business and Accountancy-Truman State University-\$1500
- 2003 Weyerhaeuser Center for Christian Faith and Learning Summer Research Fellowship Recipient-\$4000
- 2000 Katie Whitworth Scholarship for Outstanding Teaching-\$500

## **Advisory Roles**

- 2010 Faculty Advisor-CSUtv (Clayton State University TV station)
- 2006 Faculty Advisor-National Association of Black Accountants (Truman State Univ.)
- 2006 Faculty Advisor-Alpha Phi Alpha Fraternity

## **Representative Committees and Service**

- 2013-16 Eastern Michigan University-University Investments Committee
- 2012-16 Eastern Michigan University-Provost's Advisory Council
- 2015-16 Eastern Michigan University-Technology Council
- 2013 Eastern Michigan University-Athletic Director Search Committee
- 2012 Bloomsburg University-President's Advisory Council
- 2012 Bloomsburg University-Brand Management Committee
- 2012 Bloomsburg University-Enrollment Management Committee
- 2012 Bloomsburg University-Deans' Council
- 2012 Bloomsburg University-Director of Library Search (Chair)
- 2012 Bloomsburg University-Director of Assessment and Planning Search (Chair)
- 2010 Clayton State University-University Planning & Budget Committee
- 2010 Clayton State University-University Strategic Planning Committee
- 2010 Clayton State University-MBA Steering Committee (Chair)
- 2010 Clayton State University-Faculty Council (Graduate School)
- 2010 Clayton State University-Freshman Experience Team
- 2009 Clayton State University-Faculty of the Year Award (Chair)
- 2009 Clayton State University-Faculty Development Team (Chair)
- 2006 Truman State University-Student Recruitment and Retention Committee

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- 2006 Truman State University-Faculty Development Committee
- 2006 Truman State University-Student Scholarship Committee
- 2004 Whitworth University-GECCO-Committee to reform general education requirements
- 2002 University of Kentucky-Department Budget Committee