

MICHAEL V. TIDWELL, PH.D.

Curriculum Vitae

Executive Appointments

President

The University of Texas at Tyler * 2017-2021

Internally and externally visible leader and champion of the University's mission, vision, and values. Worked collaboratively with the President's Cabinet and faculty/staff to ensure the personal and professional success of 12,000+ students (headcount). Energetically promoted the fusion of our rapidly growing research capacity to our expanding portfolio of community engagement initiatives. Established a strong culture of data-driven decision making, short and long range strategic planning, and shared governance. Other responsibilities included:

- articulating and championing a clear vision and a unique institutional identity
- establishing a campus culture and climate of openness, transparency, and shared governance across all University levels
- improving national rankings and Carnegie research classification
- leading legislative efforts, including delivering testimony and advocating for State resources
- providing executive-level crisis management leadership (e.g. COVID-19)
- collaborating with the faculty, staff, students, and community to design and launch new strategic plan that focused on *student success, student engagement, research, and community engagement*
- establishing the campus as the leading educator of clinicians and administrators for the region's 3 major health systems
- merging The University of Texas at Tyler with The University of Texas Health Science Center at Tyler
- promoting greater collaboration and partnership with regional health systems and rural hospitals
- leading the President's Cabinet of a dozen very diverse and talented executives
- leading the creation of the 20 year institutional master plan
- providing direct executive-level oversight of legal, compliance, risk management, and audit functions
- facilitating the development and approval of the annual budget
- acting as lead executive responsible for establishing and maintaining strong community college partnerships
- fostering collegiality and access across our three regional campuses and our engineering center in Houston, TX
- ensuring efficient management of business affairs and the 500+ acre physical plant
- authorizing or recommending appointment, promotion, and tenure of faculty
- defining, stipulating, and evaluating operational portfolios of Cabinet members
- working with faculty, staff, and student committees to establish campus policies and procedures

- serving as presiding officer at official institution-wide gatherings (e.g. Commencement or Convocation)
- collaborating with faculty, Deans, and Provost to develop long-range programmatic and facilities plans
- actively managing portfolio of 50+ Presidential-level corporate or private donors
- authorizing or recommending adjustments in all tuition and fees
- establishing plans to ensure improved accessibility, retention, and graduation rates
- providing regular institutional updates to Board of Regents and other Texas governing bodies
- remaining informed of all NCAA compliance efforts and issues
- ensuring operational and educational success for the University's K-12 charter school (enrolls 600 elementary, middle, and high school students)

Dean, College of Business (AACSB Accredited)

Eastern Michigan University-Ypsilanti, MI * 2012-2016

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

- 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 the business school including all aspects of teaching, scholarship, and service. Led College's faculty/staff and 1700 students. Duties included:

- 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 approximately 1500 diverse students. Assistant Dean was responsible for:

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

Faculty Appointments

Professor (Tenured)-Soules College of Business

The University of Texas at Tyler-Tyler, TX * 2017-Present

Professor (Tenured)-College of Business

Eastern Michigan University-Ypsilanti, MI * 2012-2016

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

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

Executive Education

Executive Intern

CHRISTUS Trinity Mother Frances Health System-Tyler, TX * 2021

CHRISTUS Trinity Mother Frances Health System is the largest integrated healthcare provider in East Texas. The 1200 bed health system operates 6 hospitals and dozens of clinics across the region. The system is a national leader in patient satisfaction and the use of advanced technology, and is dedicated to patient care and community health. The Executive Intern works under the Health System CEO with the primary goal of developing a deeper knowledge of complex health systems. Executive Intern immersion includes exposure to all hospital executives and operations, with special attention given to health system finance and improving the System's connectivity with national and international institutions of higher education.

Formal 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 (*Murrow College of Communication*)

Ball State University * 1995

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

(*Extracurricular activities included competing as an NCAA Division 1 student-athlete and competing as a member of the #1 nationally ranked collegiate debate team*)

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

Student Success Leadership

- Envisioned and resourced UT Tyler's successful efforts to increase freshmen to sophomore retention from 65% to nearly 80%.
- Honored by the Texas Higher Education Coordinating Board as the Texas institution with the highest levels of improvement on *overall degree completions, African American degree completion, economically-disadvantaged degree completion, Hispanic degree completion, male degree completion, and transfer student graduation rates* within our service group. Our new innovative student success efforts were funded by an NSF Research Experience for Undergraduates (REU) grant.
- Created a culture of innovation that led UT Tyler faculty to author two new *complimentary* textbooks for their high yield lower-division courses. This *open educational resources* project is responsible for over \$100,000 in annual student savings. Other book projects are under development.
- Led the implementation of a new financial aid model that reduced cost of attendance by increasing financial aid opportunities. New model initiated several new scholarships and expanded *non-loan aid* by 20%.
- Grew national and international recruitment. For the first time ever, UT Tyler undergraduate students come from 46 states, 58 nations, and 6 continents.
- Facilitated implementation of a new recruitment model focused on partnerships with local high schools and community colleges. Efforts led to several highlights in fall 2020:
 - Record freshman class enrollment (25% increase over record year)
 - Record enrollment of Hispanic students
 - Record percentage of Hispanic Students in the student body
 - Record number of African American students in the freshman class
 - Highest percentage of African American students in freshman class
 - Record number of Hispanic students in freshman class
 - Highest percentage of Hispanic students in freshman Class
- Worked with faculty and staff to create a culture of career success and career placement for every student. Campus made a new \$1,000,000 annual investment in the Office of Career Success to ensure that every student received the counsel and assistance necessary to achieve their early career goals.
 - Graduates, over the last four years, have had a combined \$2B economic impact on the Texas economy.
 - New graduate placement rate is 86%.
- Grew UT Tyler housing portfolio by 20% during tenure.
- Helped accelerate the growth of the *Patriot Strong* program. *Patriot Strong* is a coordinated care network that provides campus-wide undergraduate student support through observational early alerts and case referrals. The primary focus is on freshman students, however, an alert can be issued for any undergraduate student. When students have an alert issued, the care team convenes to coordinate an appropriate course of action to assist the student.
- Led the creation of *Reach Higher Scholarship* so talented and deserving students have access to a truly affordable, high-caliber education. First-time college freshmen

with family income up to \$80,000 qualify to attend UT Tyler with all tuition and fees covered by scholarships and grants.

- Partnered with faculty and staff to create the UT Tyler Press. The Press is largely focused on the creation of *open educational resources*.
- Facilitated the launch of the KVUT radio station, in concert with the Provost and faculty. KVUT is a *living learning lab* for students who wish to have a career in the media. The station partners with NPR and APM.
- Led Eastern Michigan University College of Business through 5 consecutive semesters of enrollment growth.
- 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 the 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 the MBA program in 3 Atlanta locations (2 offsite suburban venues).
- Led the Student Services Office which included all academic advising and career planning offices in Clayton State University School of Business.
- Spearheaded the Jim Wood Speakers Series where c-level executives took part in a day of lecturing and student engagement at Clayton State University. The Series hosted several executives from Fortune 500 companies.
- Launched the Executive in Residence Program in the Eastern Michigan University College of Business so students had opportunities to learn from real world executives on a daily basis.
- Built a new Graduate and Undergraduate Advising Suite to improve service and operational flow. Student satisfaction with our advising office is the highest at Eastern Michigan University.
- Chartered the Executive Mentoring Program to help connect Eastern Michigan University 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 Eastern Michigan University 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 business students.

Fundraising and External Relations Leadership

- Actively managed portfolio of 50+ Presidential-level corporate or private donors.
- Experienced in cultivating and closing gifts with international donors.
- Cultivated and closed the largest philanthropic investment in University history. Per donor request, the total investment is confidential but the 8-figure contribution was given to name the Soules College of Business at The University of Texas at Tyler.
- Cultivated and closed the largest engineering investment in the history of The University of Texas at Tyler. The \$3,000,000 contribution was used to create and name the Jasper Department of Chemical Engineering.
- Accelerated the expansion of the UT Tyler endowment from \$82M to \$100M, 20% growth.
- Initiated a new UT Tyler Annual Fund Campaign that led to a 15% increase in dollars raised.
- Created and staffed (4 FTE) the new UT Tyler Office of Community Relations.
- Launched the UT Tyler *100 Communities Initiative*. The goal is to positively impact 100 communities across East Texas annually and achieve a symbiotic relationship with each town. Dozens of community projects/programs are underway, but here are a few success stories:
 - *InTUNE Mobile Clinic*: In partnership with a federal agency and a regional healthcare provider, the InTune Mobile Clinic is a nurse practitioner-led mobile unit that provides primary care and psychiatric/mental health services to rural and underserved populations across East Texas.
 - *Rural Health Initiative*: Faculty and students from clinical psychology, the UT Tyler Fisch College of Pharmacy, and the nutrition program meet weekly at the Van, TX food pantry to help distribute food, provide assessments of vital signs, and educate food pantry visitors on health-related and nutrition matters. The same group of students and faculty led a Senior Wellness Activity and provided anti-vaping education to Van K-12 students. This program will be expanded to more rural communities across East Texas.
 - *Senior Adult Growth and Enrichment (SAGE)*: Tyler, Texas is regularly voted one of the most livable communities in the country for seniors. As a result, we added SAGE to the UT Tyler Community Engagement portfolio. We welcomed over 320 participants from the East Texas region to various programs designed for seniors, including A Day at the Ballpark, a quarterly book club, and several performing arts events. In addition, dozens of our students, staff, and faculty provided educational and entertainment programs to nursing and assisted living centers in the Tyler area. The goal of this program is to promote continued mental health among regional seniors through continuous physical and intellectual engagement.
 - *Counseling Support for Local School Districts*: The UT Tyler Department of Psychology & Counseling partnered with Whitehouse ISD, a school district of roughly 5,000 students just outside of Tyler, to provide mental health services throughout the academic year.
 - *Small Business Development Center*: The UT Tyler Small Business Development Center in Longview, TX opened in 2019 and serves clients from

six counties across Northeast Texas. In addition to the traditional support SBDCs provide, the Director of the UT Tyler SBDC has taken a leading role in supporting the region during the recent COVID outbreak, helping to connect businesses and individuals with appropriate support opportunities.

- Provided executive-level oversight for the Small Business Development Center at Eastern Michigan University. We served a population of over 4,000,000 in Michigan's largest service region. Our goal was 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 impacted 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 \$61,000,000 in capital formation on behalf of small businesses. We served nearly 900 new business owners, assisted in 30 new business start-ups and helped create over 300 new jobs. In 2015 we generated \$35 million in capital formation, assisted in 36 new business starts, and helped local businesses create 250 new jobs. Awarded *Small Business Development Center of the Year for Excellence in Innovation* by the United States Small Business Administration.
- Designed and launched the Eastern Michigan University College of Business fundraising plan which ultimately led the University in fundraising in 2014-2015 (when measured as a % of alumni giving from each College).
- Established the Halle Chair in Entrepreneurship at Eastern Michigan University with a \$1,000,000 gift.
- Established the Eastern Michigan University's first business school Faculty Fellow in the last 25 years.
- 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.
- Mentored Dean of the Bloomsburg University College of Education toward the cultivation of a \$2 million gift for the Special Education program.
- Partnered with Atlanta area Chambers of Commerce to launch the Clayton State University 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. Secured a \$25,000 gift in start-up funds (and a \$25,000 match) from Bank of America.
- 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.

Strategic Planning Leadership

- Led the UT Tyler campus through its first fully collaborative strategic planning and master planning process. Plans were approved by the Board of Regents in 2018. Major initiatives included:
 - *Student Success*: Goal is to catalyze student retention, graduation and career progression.
 - *Student Engagement*: Goal is to stimulate the growth of traditions and programming that engage students in unique and compelling ways.
 - *Research and Scholarship*: Goal is to endorse discovery that expands knowledge and transforms East Texas.
 - *Community Engagement*: Goal is to successfully deploy the university's intellectual capital to address regional needs.
- Worked collaboratively with the campus community to successfully move from NCAA D3 to NCAA D2 athletics.
- 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 \$50B social entrepreneurship ecosystem, including social enterprises, the firms that fund them, the researchers that examine them, and the agencies that regulate them. We did 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 our first 18 months we worked with 30+ clients and were 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.

Faculty and Staff Leadership

- Founded the *East Texas Research Conference*. The conference is jointly hosted by The University of Texas at Tyler and several other East Texas colleges and universities. The goal is to bring together a diverse group of professionals representing higher education, healthcare, industry, non-profit organizations, and local governments to showcase research and service activities impacting the lives of East Texans. The 2021 conference theme was "*Coronavirus Pandemic, Emerging Therapeutics, Health Implications and Challenges*".
- Unwavering supporter and proponent of shared governance and transparency.
- Conduct monthly meetings with the UT Tyler faculty senate and the UT Tyler staff council.

- Strong believer in consensus building and working collaboratively with faculty and staff.
- Worked with UT Tyler faculty senate to create new internal grant programs.
- Experience leading faculty and staff management efforts within complex collective bargaining environments.
- Envisioned and built the *UT Tyler Executive Training Program*. Program was designed and delivered by Cabinet executives to address the needs for occupational growth and expansion among the faculty and staff. Several faculty and staff expressed interest in assuming administrative roles in their career but lacked a path forward. Each Cabinet member was assigned a month for presentation and created a curriculum specific to their institutional responsibilities. Each training cohort had preassigned readings prior to each monthly discussion session. Participants ended the year with the presentation of a solution to a University-level opportunity. Of the two cohorts that completed the program, nearly a dozen have gone on to take mid-level or executive level positions at UT Tyler or other institutions.
- Spearheaded the Eastern Michigan University College of Business Faculty Advisory Council (an equivalent of a Faculty Senate, but at the College level).
- Completed restructuring of Bloomsburg University College of Business (e.g. departmental realignments, budgetary, and faculty and staff policies/bylaws) with faculty and staff support.
- Increased faculty development dollars and sabbaticals awarded to Eastern Michigan University business faculty.

International Leadership

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

Resource and Institutional Effectiveness Leadership

- Successfully advocated for and secured increasing levels of State appropriations during each legislative cycle.
- Secured \$35,000,000 in Board of Regents funding for a new UT Tyler College of Nursing and Health Sciences facility.
- Navigated the institution through COVID crisis without any layoffs, furloughs, or salary reductions.
- Decreased UT Tyler's administrative costs by 10%, relative to the overall budget.

- Orchestrated the last phase of design and the full construction of the \$75,000,000 University of Texas at Tyler Soules College of Business facility. Facility houses business school and computer science.
- Improved campus infrastructure and learning environment through the creation of a 3 acre green space in the middle of UT Tyler campus.
- 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.
- Co-chair for merger of The University of Texas at Tyler and The University of Texas Health Science Center at Tyler.
- Oversaw all aspects of AACSB accreditation, including outcomes assessment efforts for the College of Business. AACSB is the gold standard of accreditation for colleges and schools of business. Secured a 5-year extension of accreditation for Eastern Michigan University.
- Experienced with NCATE, Southern Association of Colleges and Schools, Middle States, and Higher Learning Commission accrediting bodies and standards.
- Oversaw all Eastern Michigan University revenue generating units within the College of Business. Generated \$27,000,000+ dollars in revenue including foundation accounts, grants, and student tuition and fees.
- Led Bloomsburg University College of Business through a 28% expansion in budget from FY 2010 to FY 2011 while reducing operating expenses.
- Provided oversight for Eastern Michigan University 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

- Extensive background in partnering with third party service providers in housing, dining, grounds, and various other operational units.
- Worked with the East Texas cities of Longview, Marshall, Kilgore, and Carthage to establish a new Small Business Development Center in collaboration with their Economic Development Councils.
- Introduced new partnerships with regional community colleges to allow nursing students to complete their Bachelor's of Science in Nursing at UT Tyler without leaving their community college campus.
- Pioneered partnership with Panola Community College to establish a program for students to complete their teaching certification with UT Tyler, without leaving the Panola community. Project was privately funded by the *T.L.L. Temple Foundation*.
- Work closely with various regional economic development councils to court businesses seeking to establish a new office or find a new location for operations in East Texas. Firms include a select group of Fortune 500 organizations, in addition to mid-tier firms.

- Served as Eastern Michigan 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 stimulate start-up activity and major business relocations. SPARK targeted firms in several industries, including automotive, mobility, life sciences, and technology.
- Initiated partnership with a 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*. Eastern Michigan University was 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.
- Extensive consulting work with local and national non-profit organizations.

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 high-tech 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.

Legislative Testimony

2017 Legislative Session	Invited testimony given to Texas House of Representatives <i>Committee on Higher Education</i> on the state of The University of Texas at Tyler
2017 Legislative Session	Invited testimony given to Texas House of Representatives <i>Committee on Appropriations</i> on state of funding for higher education
2017 Legislative Session	Invited testimony given to Texas Senate <i>Committee on Finance</i> on state of funding for higher education
2017 Legislative Session	Invited testimony given to Texas Senate <i>Committee on Higher Education</i> on state of The University of Texas at Tyler
2018	Invited testimony given to <i>Texas Legislative Budget Board</i> on Article III Higher Education Funding
2018	Invited testimony given to the <i>City of Tyler City Council</i> on the future growth and development of The University of Texas at Tyler
2019 Legislative Session	Invited testimony given to Texas House of Representatives <i>Committee on Higher Education</i> on the state of The University of Texas at Tyler
2019 Legislative Session	Invited testimony given to Texas House of Representatives <i>Committee on Appropriations</i> on state of funding for higher education
2019 Legislative Session	Invited testimony given to Texas Senate <i>Committee on Finance</i> on state of funding for higher education
2019 Legislative Session	Invited testimony given to Texas Senate <i>Committee on Higher Education</i> on state of The University of Texas at Tyler
2020	Invited testimony given to <i>Texas Legislative Budget Board</i> on Article III Higher Education Funding

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.

Non-refereed Presentations

Tidwell, M.V. (2019). Designing and implementing strategies to grow regional small businesses. *East Texas Council of Governments Leadership Meeting*.

Tidwell, M.V. (2017). The state of higher education in Texas (panelist). *Texas Association of State Senior College & University Business Officers*.

Tidwell, M. V. (2017). Using theory to achieve fundraising goals. Presented at Bright Ideas for Leadership and Success Conference hosted by *The East Texas Center for Nonprofits*. Tyler, Texas.

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.

Representative Awards and Grants

2020	Small Business Administration Grant for The University of Texas at Tyler Small Business Development Center-\$500,000
2019	Small Business Administration Grant for The University of Texas at Tyler Small Business Development Center-\$500,000
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 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

Professional Service

- 2019-21 Lonestar Athletic Conference President's Council
- 2017-19 American Southwest Athletic Conference President's Council
- 2017- East Texas Center for Nonprofits Leadership Advisory Committee Member
- 2017- Tyler Innovation Pipeline Executive Member
- 2017- Tyler Economic Development Council Executive Member
- 2017- Tyler Chamber of Commerce Member-at-Large
- 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
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- 2007 Discussant-International Academy of Business and Public Administration Disciplines
- 2006 Committee Chair-USASIA Business Forum
- 2005 Session Chair-National Communication Association

Representative Committees and Service

- 2021 Magistrate Judge Reappointment Committee-US District Court Eastern District of Texas
- 2017-21 UT Tyler Development Board-Member
- 2017-21 UT Tyler Foundation Board-Member
- 2017 MD Anderson Cancer Center Presidential Search Advisory Committee
- 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
- 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

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