

Jeffery W. McElroy

C.H. Sandage School of Business
Graceland University
#1 University Place
Lamoni, Iowa 50140

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EDUCATION

Degrees Earned

Ed.D., Doctor of Education in Leadership, Drake University, Des Moines, IA,	2018
M.B.A., Master of Business Administration, Drake University, Des Moines, IA,	2001
B.A., Business Administration & Economics, Graceland University, Lamoni, IA,	1984

Additional Graduate Courses or Certifications Completed

Graduate Courses

M.P.A., Master of Public Administration courses:

- MPA215 Changing Environment & Management of Public & Nonprofit Organizations
- MPA216 Managing Human Resources as Assets
- PADM 288 Human Resource Management Applications

Business Certifications

- Kauffman Fast Trac New Venture, High Impact Delivery, Power Communication, Leading Successful Meetings, Facilitating Improved Performance, Manager Basics, Gung Ho Leadership, Respectful Work Environment, Building Trust, Interaction Skills for Success, Coaching: Developing High Performance, Preparing Others to Succeed, Kaizen Leadership, Legal Documentation, Drug Abuse & Recognition, & Facilitator Certification: Achieve Global

Other Certifications

Auto & Diesel Technician, Lincoln Technical Institute, Des Moines, IA

Conferences, Workshops and Webinars

- Iowa Microenterprise Development Conference, Iowa Venture Capital & Entrepreneur Conference, Iowans for Social and Economic Development Conference, Iowa Revolving Loan Fund Conference, Enactus Training Conference, Promoting Undergraduate Research at Liberal Arts Colleges Conference, Critical Thinking Workshop, Empathy workshop, Business Analytics Symposium, Mimic Social Webinar, The Challenge of Keeping Your Curriculum Current and Relevant Webinar, How to Build Your Ecommerce Brand Through Social Media Marketing Webinar, Make Your Content Count: Cut Through the Noise with Targeted, Compelling and Persona Driven Creative Messaging Webinar, ProfCon 2021, The How to Legally Terminate People Webinar, and American Marketing Association Marketing & Public Policy Conference

Knowledgeable in Microsoft Word, Excel, Outlook, PowerPoint, Map Point, Project & Visio.

PROFESSIONAL EXPERIENCE

GRACELAND UNIVERSITY, Lamoni, IA	2008 - present
Dean, C.H. Sandage School of Business	2018 - 2022
Associate Professor of Business Administration	2017 - 2022
Assistant Professor of Business Administration	2008 - 2016
Associate Director, Sandage Center for the Study of Free Enterprise and Entrepreneurship	2008 - 2015
Enactus Advisor & Sam Walton Fellow	
C.H. Sandage School of Business	

Courses Taught

Lower Division

- Critical Thinking in the Liberal Arts and Sciences

Winter Term

- Automobile Basics – Make Good Financial Decisions

Upper Division

- Operations Management
- Principles of Marketing
- Organizational Behavior
- Social Media Marketing
- Entrepreneurship & Free Enterprise
- Integrated Marketing Communications
- Marketing Strategies
- Social Media Marketing
- Sport Marketing
- Seminar in Social Media Marketing
- Student Internships

PELLA CORPORATION, Pella, IA

1997 - 2007

Field Service Manager**2000 - 2007**

Created and managed the Field Product Service fulfillment process (over 750 service personnel) for all sales channels and both national and international customers. This included the field organization, coordination of the parts procurement process, and processes necessary to deliver service to the customer in a timely and quality manner.

- Developed & taught extensive training programs (regional, factory, on-line, video & on-site) for all distributors' field service positions to standardize a high quality service process for customers while improving efficiency for the service department.
- Improved current and developed new information technology systems for field service team.
- Drove record high customer satisfaction & reduced service costs (as a percent of sales) by 20% for service division by developing Optimal Service Process using activity based costing.
- Saved over \$350,000 annually by implementing Pitney Bowes shipping system in all plants.
- Improved technician routing efficiency (saved \$11,750/tech) by leading a team to test & purchase UPS RoadNet routing software & integrate it with existing field service scheduling system.
- Reduced wasted service trips by 33% due to wrong parts or need for additional product information by leading a team to develop Smart Script software that gave new service coordinators easy access to key information.
- Standardized Field Service appearance by developing a uniform that included clothing and picture ID badges.
- Developed annual Service Conference for entire field service organization enabling the exchange of best practices/processes between corporate & distributors as well as peer-to-peer.
- Drove project to raise importance of implementing unit ID on all products to enable accurate product identification to ensure correct parts ordering.
- Negotiated a reduced standard rate for credit card transaction fees that saved distributors \$800,000 in first year fees.
- Established and led new product launch team which ensured service literature, training (video, on-line, factory), computer parts systems, warehouse stock, and service personnel, etc. were in place prior to launch. GM stated that it was one of the most well thought out and executed new product launches in recent years and would be the benchmark for all new launches.

Manager Traditional Distribution Communication**1997 - 2000**

Ensured proper customer service was provided to all customers including homeowners, contractors, attorneys, architects, internal customers, national account stores, and/or distributors. Managed team of Customer Service Specialists & team of Contact Center Representatives.

- Reduced problem job liability by 75% saving company \$1million in first year by developing and leading a Legal/Risk Management Team.
- Drove improved product designs by leading quarterly meetings with executive staff, marketing & engineering to provide detailed product liability & service failure information.
- Dramatically reduced training time for new call center representatives in a growing call center by writing a decision tree call script that automated & simplified the phone process.
- Developed reports for the call centers which enabled analysis and improvement of processes.
- Reorganized call centers which improved ability to handle call volume while reducing abandoned calls.
- Wrote company's first out-of-warranty guidelines, reducing time spent resolving these issues.

DEXTER COMPANY, Fairfield, IA

1992 - 1997

Customer Support Manager**1992 - 1997**

Managed customer service & support for more than 150 national and international customers. Coached & trained sales force, service managers & technicians on product updates, features & benefits and competitive advantages. Responsible for production line forecasting. Provided detailed input for design improvements on current and future products.

- Improved communications to the field by writing & supervising production of all sales & service training videos, sales & service literature and teaching on-site & factory seminars.
- Devised system and wrote comprehensive computer-based forecasting program to calculate monthly/quarterly/yearly production & purchasing requirements which reduced final goods inventory by 30% & improved assembly line efficiency by 20%.
- Led most successful show booths in company history by managing all details for national and international trade shows including booth design, product layout, electrical schematic, engineering modifications to products & communication with show sponsor.
- Organized & led product planning meetings and was instrumental in the design & development of new computerized control systems for commercial washers & dryers that reduced collection time in coin laundries by 90%.

THE MAYTAG COMPANY, Newton, IA

1984 - 1992

Commercial Division Service Manager**1990 - 1992**

One of two member management team selected to lead the newly-formed Maytag Commercial Service Division for U.S. & Canada. Developed and implemented procedures, guidelines & policies, evaluated new products for ease-of-use (consumers) & serviceability (technicians), recommended design changes to meet Maytag standards, wrote service manuals & conducted training seminars for service managers, technicians & customers.

Division Service Manager**1988 - 1990**

One of four member management team selected to improve Maytag Domestic Customer Service for U.S. & Canada. Evaluated and improved customer service at regional & national level. Developed and implemented internal communications system & procedures to ensure efficient, organized flow of information between Maytag Corporate & newly formed service division. Conducted training seminars with Regional & District Service Managers to evaluate progress & coach on the Maytag philosophy.

SCHOLARLY ACTIVITIES**Ed.D., Doctor of Education in Leadership Courses**

- DOC370 Program Evaluation & Assessment
- DOC395 Advanced Quantitative Research Methods
- DOC305 Quantitative Research Methods
- DOC360 Technology & Organizational Leadership
- DOC302 Doctoral Seminar
- DOC396 Advanced Qualitative Research Methods
- DOC306 Qualitative Research Methods
- DOC345 Advanced Leadership
- DOC301 Doctoral Seminar
- DOC350 Advanced Foundations (Philosophies & Epistemologies) in Education
- DOC390 Dissertation Seminar
- Dissertation Research: Quality Education: Business Students' Perspectives on What Determines Quality at a Central United States Private Liberal Arts University.

M.P.A. Courses

- MPA 216 Managing Human Resources as Assets
- MPA215 Changing Environment & Management of Public & Nonprofit Organizations
- PADM288 Human Resource Management Applications

Non-Peer Reviewed Faculty-Sponsored Student Research Presentations

- Paialii, T. (2009). Strategic Development Plan for a Wellness Facility at Graceland University: A Case Study. Scholars' Showcase. Lamoni, IA: Graceland University.
- Abraham, J., Fonseca, C., Sweet, E. (2011). A Marketing Program for Victoria's Secret, a Limited Company. Scholars' Showcase. Lamoni, IA: Graceland University.
- Anderson, H, Blankenship, B., Grande, C., Jones, H., Mabon, D., Shank, G., Ward, A. (2012). Integrated Marketing Communications Plan for Graceland University. Scholars' Showcase. Lamoni, IA: Graceland University.
- Mercado, C., Vasques, L., Villasenor, Y., Washington, B. (2013). The Principal 401K Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Gaitan, N., Lunceford, T., Nisar, T., Robino, P. (2013). The Principal 401K Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Irr, K., Lloncari, B., Martinez, M., Ortiz, S. (2013). The Principal 401K Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Gonzalez, T., Mahi, D., Martin, H. McKane, T. (2013). The Principal 401K Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Anders, B., Borst, C., Bassett, K., Mervis, G., Pollock, D. (2013). Social Media Marketing Plan for The Coliseum. Scholars' Showcase. Lamoni, IA: Graceland University.
- Clow, J., Cochrane, N., Pecina, M., Washington, B. (2013). Social Media Marketing Plan for The Respectfully Arrogant. Scholars' Showcase. Lamoni, IA: Graceland University.
- Boychuck, E., Clow, C., Grande, C., Hall, A. (2013). The Principal 401K Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Garrido, A., Jaramillo, S., Nicodin, T., Wood, A. (2013). The Principal 401K Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Ageeva, I., Carr, A., Claggett, C., Easton, R., Edwards, J., Marrash, A., Radloff, J., Suyeyoshi, J. (2014). Principal Financial Group: Marketing Through Social Media. Scholars' Showcase. Lamoni, IA: Graceland University.
- Clark, C., Ento, D., Lavery, B., Roberts, E., Stevens, M. (2014). Principal Financial Group: Marketing Through Social Media. Scholars' Showcase. Lamoni, IA: Graceland University.
- Brown, D., Delk, A., Kaminski, J., Lysinger, J., Perkins, K., Seymour, T. (2014). Principal Financial Group: Marketing Through Social Media. Scholars' Showcase. Lamoni, IA: Graceland University.
- Hullinger, M., Mueller, J., Nieves, D., Stoll, C., Tani, T., Tolbert-Jackson, L. (2014). Principal Financial Group: Marketing Through Social Media. Scholars' Showcase. Lamoni, IA: Graceland University.

- Ferati, A., Harmon, Z., Hernandez, L., Krueger, H., Pontier, J., Tostado, R. (2014). Principal Financial Group: Marketing Through Social Media. Scholars' Showcase. Lamoni, IA: Graceland University.
- Barriga, L., Ekong, G., McNeal, B., Rodriguez, S., Sherer, N., Tidwell, B., Young, M. (2014). Principal Financial Group: Marketing Through Social Media. Scholars' Showcase. Lamoni, IA: Graceland University.
- Abbott, T., Barnes, J., Briceno, F., Castillo, E., Ceesay, L., Christian, B., Clark, R. (2015). The Principal Voice of the Young Consumer Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Clausen, C., Consulo, B., Foster, D., Gentile, S., Goodin, D., Hampton, M., Hazelton, R. (2015). The Principal Voice of the Young Consumer Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Holland, C., Jaschke, R., Jennings, D., Kanunnikov, D., McAlexander, P., McGuire, S., Middleton, M. (2015). The Principal Voice of the Young Consumer Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Mobley, D., Monroe, J., Nowell, M., Pineda, S., Razo, D., Stewart, K., Tucker S. (2015). The Principal Voice of the Young Consumer Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Vazquez, T., Victor, M., Welch, J., Wilson, K., Wise, T., Yanez, G., Zabian, A. (2015). The Principal Voice of the Young Consumer Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Murtha, S., Otto, T., Porter, K., Tyson, A., Verbel, S. (2015). The Principal Voice of the Young Consumer Marketing Plan Proposal. Scholars' Showcase. Lamoni, IA: Graceland University.
- Halls, A., Soltis, J., Waite, J., Yanez, G. (2016). Swarm Inn Kaizen. Scholars' Showcase. Lamoni, IA: Graceland University.
- Allen, A., Allen, C., Bennetts, J., Berg, D., Brown, R. (2016). The Principal Voice of the Young Consumer Business Plan Challenge: Develop a Financial Starter Kit for Millennials. Scholars' Showcase. Lamoni, IA: Graceland University.
- Brunner, T., Cardiel, K., Finnell, J., Givens, A., Mogg, J. (2016). The Principal Voice of the Young Consumer Business Plan Challenge: Develop a Financial Starter Kit for Millennials. Scholars' Showcase. Lamoni, IA: Graceland University.
- Harrell, C., Haynes, T., Johnson, A., Johnson, I. (2016). The Principal Voice of the Young Consumer Business Plan Challenge: Develop a Financial Starter Kit for Millennials. Scholars' Showcase. Lamoni, IA: Graceland University.
- Lane, S., Lemley, T., Mariteragi, N., Martin, D. (2016). The Principal Voice of the Young Consumer Business Plan Challenge: Develop a Financial Starter Kit for Millennials. Scholars' Showcase. Lamoni, IA: Graceland University.
- Parker, D., Richardson, G., Rumbaugh, A., Warner, T. (2016). The Principal Voice of the Young Consumer Business Plan Challenge: Develop a Financial Starter Kit for Millennials. Scholars' Showcase. Lamoni, IA: Graceland University.
- Sathoff, T., Schlom, R., Trullas S., Turk, R. (2016). The Principal Voice of the Young Consumer Business Plan Challenge: Develop a Financial Starter Kit for Millennials. Scholars' Showcase. Lamoni, IA: Graceland University.
- Bompert, M., Cardiel, K., Jean, J., Martin, A., Martin, C., Mitchell, D., Nunez, A., Welch C. (2017). The Principal Voice of the Young Consumer Business Challenge: Develop a Marketing Campaign to Attract Contingent Workers. Scholars' Showcase. Lamoni, IA: Graceland University.
- Dancer, J., Edwards, A., O'Neal, T., Schnoor, W., Sears, K., Sheston, H., Owens, G. (2017). The Principal Voice of the Young Consumer Business Challenge: Develop a Marketing Campaign to Attract Contingent Workers. Scholars' Showcase. Lamoni, IA: Graceland University.
- Brown, J., Cummings, E., Greenlaw, J., Murphy, H., Porter, K., Richt, A., Shantz, J., Wood, T. (2017). The Principal Voice of the Young Consumer Business Challenge: Develop a Marketing Campaign to Attract Contingent Workers. Scholars' Showcase. Lamoni, IA: Graceland University.
- Cartland, A., Crammer, M., Donarski, R., Elliott, S., Johnson, A., Mayfield, J., Williams, D. (2018). The Principal Voice of the Young Consumer Business Challenge: Develop a Case Study About How Millennials/GenZ Interact with Smart Speakers, How to Attract/Retain Their Engagement, and What an Interaction Between Millennials/GenZ and Principal Would Look Like. Scholars' Showcase. Lamoni, IA: Graceland University.
- Carlson, D., Carr, J., Dye, C., Hill, T., Schell, S., Wyatt, B. (2018). The Principal Voice of the Young Consumer Business Challenge: Develop a Case Study About How Millennials/GenZ Interact with Smart Speakers, How to Attract/Retain Their Engagement, and What an Interaction Between Millennials/GenZ and Principal Would Look Like. Scholars' Showcase. Lamoni, IA: Graceland University.
- Burkhiser, K., Guillen, S., Hill, T., Kurc, T., Limbada, W., Morgan, K., Zavala, N. (2018). The Principal Voice of the Young Consumer Business Challenge: Develop a Case Study About How Millennials/GenZ Interact with Smart Speakers, How to Attract/Retain Their Engagement, and What an Interaction Between Millennials/GenZ and Principal Would Look Like. Scholars' Showcase. Lamoni, IA: Graceland University.

- Campbell, L., Genzen C., Payton, D., Polson, J., Shows, J., Slobodyanik, V., Shell, C., Smith, B. (2018). The Principal Voice of the Young Consumer Business Challenge: Develop a Case Study About How Millennials/GenZ Interact with Smart Speakers, How to Attract/Retain Their Engagement, and What an Interaction Between Millennials/GenZ and Principal Would Look Like. Scholars' Showcase. Lamoni, IA: Graceland University.
- Fairchild, S., Guider, D., Padilla, M., O'Neal, T., Salinas, A. (2018). The Principal Voice of the Young Consumer Business Challenge: Develop a Case Study About How Millennials/GenZ Interact with Smart Speakers, How to Attract/Retain Their Engagement, and What an Interaction Between Millennials/GenZ and Principal Would Look Like. Scholars' Showcase. Lamoni, IA: Graceland University.
- Boland, N., Fisher, K., Jackson, A., Nunez, A., Reynolds, N., Salas, H., Stronach, J., Switalski, D. (2019). The Principal Business Case Study: Create Digital-Centric Customer Personas to Enable Surgical Targeting of Potential Customers Online. Scholars' Showcase. Lamoni, IA: Graceland University.
- Carter, C., Casimiro, E., Fink, M., Gelande, P., Gray, A., Gray, C., Navarro, O., Rapp, K., Rath, E. (2019). The Principal Business Case Study: Create Digital-Centric Customer Personas to Enable Surgical Targeting of Potential Customers Online. Scholars' Showcase. Lamoni, IA: Graceland University.
- Castillo, V., Crozier, J., Dawkins, C., Dean, G., Hill, T., McMains, B., Montgomery, K., Rockey, K., Schueller, Z. (2019). The Principal Business Case Study: Create Digital-Centric Customer Personas to Enable Surgical Targeting of Potential Customers Online. Scholars' Showcase. Lamoni, IA: Graceland University.
- Aldrich, T., Francis, G., Huskey, K., Maskey, T., Monroy, N., Runyan, E. (2020). The Principal Business Case Study: Develop Instagram Marketing Plan to Highlight Company Culture to Connect with Employees and Reach Younger Audiences. Scholars' Showcase. Lamoni, IA: Graceland University.
- Connell, J., Eyerly, J., Gelande, P., Ross, J., Shotwell, A., Simon, K. (2020). The Principal Business Case Study: Develop Instagram Marketing Plan to Highlight Company Culture to Connect with Employees and Reach Younger Audiences. Scholars' Showcase. Lamoni, IA: Graceland University.
- DeHaan, A., Fisher, K., Keiderling, I., Larrington, D., Zimmerman, J. (2020). The Principal Business Case Study: Develop Instagram Marketing Plan to Highlight Company Culture to Connect with Employees and Reach Younger Audiences. Scholars' Showcase. Lamoni, IA: Graceland University.
- Gangai, M., Sierra, M., Miyashiro, T., Purcell, C., Rapp, K., Reimers, J. (2020). The Principal Business Case Study: Develop Instagram Marketing Plan to Highlight Company Culture to Connect with Employees and Reach Younger Audiences. Scholars' Showcase. Lamoni, IA: Graceland University.
- Franke, A., Neufeld, T., Palmer, M., Thompson, E., Zeneli, E. (2020). The Principal Business Case Study: Develop Instagram Marketing Plan to Highlight Company Culture to Connect with Employees and Reach Younger Audiences. Scholars' Showcase. Lamoni, IA: Graceland University.
- Burton, A., Coello, C., Coleman, N., Davis, K., Dunlap, B., Marshall, S. (2021). Develop and Implement a Social Media Marketing Campaign for Linden Street Coffee House. Scholars' Showcase. Lamoni, IA: Graceland University.
- Gibson, E., Guzman, B., Harris, S., Hawley, R., Montgomery, K. (2021). Develop and Implement a Social Media Marketing Campaign for Peace Pavilion. Scholars' Showcase. Lamoni, IA: Graceland University.
- Huff, A., Lester, J., Lupton, J., Martin, W., Shotwell, A. (2021). Develop and Implement a Social Media Marketing Campaign for La Cocina Real. Scholars' Showcase. Lamoni, IA: Graceland University.
- Connell, J., Ponds, D., Sams, D., Smith, E., Dye, S. (2021). Develop and Implement a Social Media Marketing Campaign for Happy Valley. Scholars' Showcase. Lamoni, IA: Graceland University.
- Stevenson, R., Teague, B., Wiley, C., Wilken, K., Zimmermann, J. (2021). Develop and Implement a Social Media Marketing Campaign for YogiBalls. Scholars' Showcase. Lamoni, IA: Graceland University.
- Binnicker, J., Hawley, R., Lopez, S., Rodgers, M., Salles, R., Sampson, T., Wheeler, A. (2022). Develop and Implement a Social Media Marketing Campaign for the Dairy Cup. Scholars' Showcase. Lamoni, IA: Graceland University.
- Apolonio, K., Diaz, J., Elliott, A., Purnell, D., Roberts, C., Schueler, M., Smith, M., Weeks, C. (2022). Develop and Implement a Social Media Marketing Campaign for Crown Colony. Scholars' Showcase. Lamoni, IA: Graceland University.
- Apak, B., Buntin, R., Davis, K., Evans, M., Flowers, J., Lee, H., Lopez, A., Valla, T. (2022). Develop and Implement a Social Media Marketing Campaign for Texas Ranger Burgers. Scholars' Showcase. Lamoni, IA: Graceland University.

Recent Conferences

2021 AMA Marketing and Public Policy Conference

PROFCON21 Conference for Marketing Educators

2021 Business Analytics Symposium

CREATIVE ACTIVITIES**Experiential Learning**

Kaizens in Operations Management class teach students real-world process improvement tools

- Developed & led student/staff Kaizen to improve advising process, 2010
- Developed & led student/staff Kaizen to improve process for housing and feeding students who don't go home during breaks, 2011
- Developed & led student/staff Kaizen to improve processes for GU post office, 2012
- Developed & led student/staff Kaizen to improve Master Scheduling process for Closson Center to increase availability of health facilities for both athlete and non-athlete students giving more time for academics, 2014
- Developed & led student/Sodexo Kaizen to improve Swarm Inn process – published in Sodexo company magazine as an example of a successful Sodexo/University joint project, 2015
- Developed & led student visits/tours/meetings/projects with key management at Vermeer Corporation, Casey's General Stores & Principal Financial Group, 2010, 2011, 2012, 2014, 2015, 2016, 2017, 2018, 2019, 2021

Established partnerships with Principal Financial Group, Iowa Energy, and numerous local businesses

- Enables hands-on real-world experience for students in marketing, sales, and social media

Industry Leaders as guest speakers bring real-world experience to the classroom

New Majors

- Led team to develop new Social Media Marketing class & ultimately a new major
 - Keep current with job demands
 - Currently no other regional universities offering this professional major tied intimately to the liberal arts and sciences mission and foundation
 - Includes a unique combination of communications courses, business and marketing courses, and visual design courses aimed to ready students for jobs in the current real world
 - The major will serve as a progressive recruiting tool for admissions, drawing on the strengths of both the Graceland University C.H. Sandage School of Business and the College of Liberal Arts and Sciences
- Led team to develop new Business Management major
 - Replaces Business Administration
 - Plans are to add Business Marketing & Business Finance

New Auto Basics class for Winter Term

- Developed class including guest speakers
- Class well attended – covered basics in purchasing, insurance, and maintenance that all students need

New Minors

- Led teams to develop new minors
- eSports
 - Goal for minor is to prepare students to start and lead eSports teams at high school & college level
- Agricultural Plant & Animal Sciences

SERVICE TO THE UNIVERSITY COMMUNITY**Committees**

- Scholars' Showcase Committee – Chair
 - Has expanded greatly under my leadership
 - First year (Spring 2009) the event had 5 presenters and a handful of posters
 - Expanded in recent years to a super convocation with over 100 students involved
 - In 2016, the event became be an all-day event with no classes so that students and faculty could focus on scholarly works – over 500 students and faculty in attendance making it one of the largest events on campus
 - Participated in Promoting Undergraduate Research at Liberal Arts Colleges conference at Augustana College in 2013 to exchange ideas with universities and colleges to advance our Scholars' Showcase
- First Year Experience Committee
- Quality Initiative Committee
- Internships Committee
- Hiring Committee for:
 - CIO (chief information officer)
 - Director of Sandage Center for the Study of Free Enterprise and Entrepreneurship
 - Graphic Design Faculty
 - Vice President of Academic Affairs & Dean of Faculty
 - C.H. Sandage School of Business Assistant (committee chair)
 - 6 C.H. Sandage School of Business Faculty (committees chair)
 - Communications Director
 - Director of Data Science
 - Director of Graduate & Adult Recruiting
 - School of Nursing Dean (committee chair)
 - Library Director (committee chair)
 - Criminal Justice Faculty
 - Director for Student Success
- Information Technology Strategic Plan Task Force
- Faculty Compensation Committee
- Sustainability Committee
- C.H. Sandage School of Business Independent Study Committee
- C.H. Sandage School of Business Transfer Credits Committee
- Academic Technology Advisory Committee
- University Rebranding Committee – developed “values and new logo”
- Council on Student Welfare Committee
- President's Inauguration Committee
- Social Media Assessment Committee
- Assessment Committee
- Dean's Council
- Graduate Council
- COVID Screening Implementation Committee
- Independent Study Committee
- Strategic Planning Committee
 - Primary objective to reorganize university for growth, efficiency, & student satisfaction
- Faculty Awards Committee
 - Developed Rubric to standardize the evaluation process for faculty for Recognition for Exceptional Service
- NVO
 - Implemented new NVO processes as Dean
 - Served on Experiential Learning sub-committee
 - Updated current majors, developed new majors, and implemented them on campus and online
 - Implemented new 1 year completion option for online majors

- KPI committee
 - Helped develop new metrics for university growth

Career Services for Graceland

- Worked with Vice President of Student Life to transfer the leadership and responsibility for Career Services to the C.H. Sandage School of Business
- Renovated Career Services including processes and webpages

New faculty & adjuncts in the C.H. Sandage School of Business

- Lead hiring teams
- Responsible for onboarding new faculty
 - Office, electronics, systems & processes training, etc.

Electronic Files in the C.H. Sandage School of Business

- Led an initiative to organize, scan and shred all paper files to gain efficiency

New Rodeo sport

- Co-led the initial investigation into the Rodeo opportunity
- Co-led a team that included the local fair board members, donors, & rodeo leaders at Graceland to develop a plan and funding for a new stall barn & an update for the fair grounds
- Continue to support and meet with the Rodeo leadership on a regular basis
- Fair Board member

C.H. Sandage School of Business Budget/Assessment/Accreditation

- Responsible for a \$3 million budget
- Focus on increasing growth, efficiency & student satisfaction
- SSoB has highest Contribution % based on majors
- Worked with Director of Business Services to develop a new university-wide financial cost analysis report by major
- Responsible for ensuring all majors are assessed/evaluated annually
 - Quality
 - ROI/Efficiency – class schedules
 - Student Satisfaction
- Responsible for program review for SSoB

Growth Plan

- Developed detailed Growth/Retention/Student Satisfaction plan for the School of Business

Briggs Hall

- Led faculty to paint the first floor of Briggs Hall
- Worked with Executives to approve and Facility Services to install new carpet
- Responsible for overseeing building upkeep
- Personally trimmed bushes, cut out weeds, etc.
- Responsible for assignment of offices including oversight of painting, cleaning, & furniture

Student Internships & Jobs

- Responsible for developing and managing business department student internships & jobs
- Developed master list of companies and contacts through alumni and my personal business contacts
- Passionate about finding students internships and jobs
- Willingness to work Fall, Spring and Summer to help students with internships while on a 9-month contract
- Articles about our internships and jobs in Horizons Spring and Fall 2015

Program Evaluation

- Developed and implemented a program evaluation for the C.H. Sandage School of Business

- Excellent student feedback on instructors
- Developed and shared report with C.H. Sandage School of Business
- Asked to expand the program evaluation to include all majors in C.H. Sandage School of Business in Spring 2016
- Commended by Vice President for Institution Effectiveness as a great example for HLC

Inform Leadership

- Ensure that executive leadership are aware of "wins" by faculty in the C.H. Sandage School of Business

Take your Instructor to Coffee

- Worked with Vice President for Student Life to develop this concept
- Goal was to promote quality time between instructors and students outside the classroom

Enactus team advisor

- Assisted with our award winning Enactus team as the Associate Director of the Sandage Center for the Study of Free Enterprise and Entrepreneurship, an Enactus Advisor, and Sam Walton Fellow
- Represented Graceland University at regional and national Enactus events

Strategic Development Plan for Graceland Wellness

- Facilitated development of the Strategic Development Plan for GU Wellness
- Key student document that was an early driving force to promote the new Fitz Center project

USDA Revolving Loan Fund

- Developed Revolving Loan Fund Application, Fact Sheet & Brochure, and Updated USDA Grant
- Enhanced the ability of the Sandage Center for the Study of Free Enterprise and Entrepreneurship to loan money to small businesses

Represent C.H. Sandage School of Business on a regular basis

- Meet with prospective students and parents to assist admissions
- Implemented a handwritten note process for all prospective students – sent out every 2 weeks
- Assist with Ag Business Day, Fall Burn, Entrepreneurial Round Table & Graceland for a Day
- Represented Graceland at Knoxville High School career day in Knoxville, IA
- Spoke to over 300 students at William Chrisman High School about Graceland's Social Media Marketing major in Independence, MO
- As Dean/Chair, regularly meet with companies to develop partnerships to grow the university

House Parents for Stewart Manor

- Hold events that promote student relationship building
 - Annual Fall bonfire at our home including weenie roast and s'mores with sister house
 - Annual Super Bowl party at our home including lots of food with sister house
 - Provide homemade snacks for finals week
 - Assist students with automobile challenges

Faculty Mentor for Men's Baseball team

- Assisted students academically
- Attend games and other events to support the team

New Graceland Rewards, Incentives and Gifts Policy

- Assisted Vice President of Finance to develop a New Rewards, Incentives and Gifts policy
- Made it possible to have an easy and legal process to reward students financially

Academic advisor for 20+ students annually

- Developed an improved advising process that ensures students know what classes to take and if they will graduate on time
- I have students request me for their advisor because of this process

- Took on academic advising for all incoming students to the School of Business for Summer 2022

SkillPath/Graceland Synergies Team

- Initiated and lead team
- Goal is to produce increased revenue & efficiencies (additional focus on short term) by sharing project information, expanding our partnerships, and focusing on synergies
- Assisted in developing and approving new SkillPath leadership programs
- Responsible for rollout of SkillPath Leadership Academy at Graceland

Business Advisory Board

- Developed a business advisory board with sub-teams for each major in the C.H. Sandage School of Business
- Goal is to increase growth, efficiency & student satisfaction

Promote C.H. Sandage School of Business (on-campus & on-line programs)

- High School of Business
- Alumni program
- Veterans program
- High School visits
- Joined Iowa FBLA
- Annual Agricultural Business Days/Social Media Marketing Shark Tank Event
 - Developed partnership with PocketCake to help lead and fund the Event
- SEO team
- Meet with alumni to discuss donor ideas
- Developed and grew a strong partnership between the SSoB and admissions for both on-campus & on-line programs
 - Attend multiple events on & off campus to support admissions
- Developed new SSoB Student Brochure for the SSoB & Admissions to use for recruiting – Admissions recommends it as an example for what other areas should do

Community

- Led Social Media Marketing class to annually develop & implement social media marketing campaigns for local businesses
 - Many businesses agreed that this increased visibility and profits
- Led “Save the Caboose” community project
 - Led funding campaign and team of workers to refurbish local caboose and install new history of the railroad in Lamoni sign
- Co-led 4th of July celebration for City of Lamoni
 - Many comments like “best 4th of July ever” and “biggest turnout in years”
 - Added dog show, car show, tractor show and “big name” band to the normal list of events
- Taught Automobile Basics for Food Pantry participants
 - Goal was to help them become more financially educated to reduce overspending (getting ripped off) when purchasing or repairing their cars
- New Sign & Promotion for La Cocina Real
 - Worked with Social Media Marketing students to develop promotions for the restaurant
 - Coordinated Social Media Marketing students to design a new exterior sign and Ag Business students to help with the funding

Please see my on-line portfolio for additional details at <http://jeff8397.wix.com/jeff-mcelroy>