

# MARY LYNN WILLIAMSON

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337 Taylor Road

Natchitoches, LA 71457

(318) 352-1986

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## EDUCATION

<b>University of Florida</b>	Gainesville, Florida		
<b>Ph.D.</b>		April	1994
Educational Leadership/Higher Education Administration			
<b>Northwestern State University</b>	Natchitoches, Louisiana		
<b>M.Ed.</b>		May	1978
Counseling & Guidance Education			
<b>M.A.</b>		August	1977
Student Personnel Services			
<b>B.A.</b>		May	1974
Speech and Journalism Education			

## OTHER

<b>Harvard University</b>	Cambridge, Mass.		
Institute for Educational Management (IEM)		Summer	1995

## PROFESSIONAL EXPERIENCE

**Associate Professor, Counselor Educator, COE**  
Northwestern State University of Louisiana August 2007 to present

**Teach** Counseling classes for the Master's level Student Personnel Program. Also teach in the SPS Administrative Track and the School Counseling Program as needed. **Advise** students, including work as **Major Professor** on Papers and Projects-in-Lieu. Serve as NCE Coordinator and Advisor to the Student Personnel Association.

**Associate Professor, Graduate Studies Division**  
University of Tennessee at Chattanooga July 2006 to June 2007

**Teach** classes in Leadership Doctoral (Ed.D.) program and as needed for Master's level Counseling program. **Developing full track of Higher Education electives** for Doctoral program. Preparing analysis and developing initial proposal for master's degree in College Student Personnel/Higher Education. **Courses** scheduled to be taught for 06/07 academic year include: Administration of Higher Education; Higher Education Finance; Introduction to Counseling; and Career Counseling.

**Vice Chancellor for Student Development and Associate Professor of  
Education**

University of Tennessee at Chattanooga

August 2004-Jan. 2006

**Major** accomplishments include the transformation of **Student Health Services** which multiplied the number of students served, added services, and decreased the cost to the university. Also secured funding for and implemented a **Student Success Center** jointly with Academic Affairs. Co-supervised a "Transformation Project" (prevention of sexual assault, rape, etc.) from the Dept. of Justice with the sociology professor who wrote the grant. Transitioned **Office of Students with Disabilities** into the Division, reorganized department, refocused mission, hired new staff (registration of students rose from 125 to 230 in one year.) Greatly expanded services of Counseling & Career Planning Center to include more outreach, consultation, and counseling services. Saw a **9% increase** in housing occupancy for on-campus housing. Implemented an "**Early Admit**" program in Admissions (surpassed the 350 new student target for first year). Secured additional funds for student programming. Created four additional positions plus three graduate assistantships in the Division – developed funding and hired staff (from well recognized CSP programs). Revised Code of Conduct, which was approved by Board of Trustees and forwarded on to Attorney General, Secretary of State, and legislative committee for approval.

**Provided** leadership, direction, strategic planning, resource planning and allocation for the departments within the Division: Admissions, Counseling & Career Center, Dean of Students, Health Services, \*Housing (\*just moved to VP Finance), Office of Students with Disabilities, Placement, Recreation, Student Success Center, Transformation Project, and the University Center.

**Led** design and development phase for new Student Recreation Complex. Construction scheduled to begin 6/1/06. Developed proposal for "one-stop" Admissions/Bursar move to the University Center (build-out of unfinished UC space). Re-issued bids on proposed Greek Row and led on-going discussion on possible alternatives for Greek housing.

**Developed** first higher education course for the university's new doctoral program in Learning and Leadership (Organization and Administration of Higher Education). Taught course for the Fall '06 semester.

### **Group Leader, Workplace Effectiveness**

ACXIOM Corporation, Little Rock, Conway, AR

April 2002-August 2004

**Provided** leadership and direction for a Group of Business Units and specialized Teams which provide a wide variety of critical operational support for ACXIOM Corporation. ACXIOM is an expanding, international IT/CRM company with annual sales of approximately \$2 billion. Responsible for land, leases, buildings, physical plant operations, property assets, capital improvements, logistics (shipping and receiving, mailrooms, print operations, quality control) and physical security. Also responsible for all components of critical power systems to Acxiom's extensive Data Centers. The Workplace Effectiveness Group consists of the following departments: Facility Services Business Unit (AR); Facility Services Business Unit (IL); Facility Services Unit (AZ); Physical Security; Building Design and Construction Management Unit; Property/Space Management Team; and Critical Systems (Power) Team.

**Synthesized** analysis, research, and recommendations for company leaders related to facility construction, real estate management, land acquisition/disposition, equipment purchase, and partnership ventures with outside vendors.

**Financial** management of Group's numerous budgets totaling approximately \$79 million was a primary focus. Incorporating financial targets into realistic business plans for the

various units and teams and delivering on those targets each financial quarter was crucial. Involved in the full gamut of financial activity from budget management and forecasting to construction financing and contract negotiation. Worked with leaders in the financial organization to explore alternative funding sources for new projects, options related to furnishing new buildings, and forecasting related to all levels of capital spending. Developed financial pro formas for all proposed capital projects, coordinated efforts of internal and external design teams, secured project funding and negotiated contracts with contractors and consultants. Major construction projects supervised included a \$26 million, twelve story office complex with attached parking garage in Little Rock; a \$23 million office building with data center in Phoenix; and the planning and design work on a \$40 million data center in Little Rock.

**Led** 75 associates from diverse backgrounds on multiple teams in widely varied units (Wellness Centers, Food Services, Engineering, etc.) in four different geographic sites toward clearly defined objectives. ACXIOM'S "team based culture" places high value on working and producing results as teams. Becoming an effective "virtual leader" was essential.

**Served** on Corporate University Relations Committee. This organization was charged with developing and maintaining special relationships with a number of target higher education institutions, The University Relations Committee received requests for research dollars, recruitment, computer labs, and other development activities, evaluated these requests, and made decisions about the allocation of funds.

### **Business Unit Leader for Recruitment**

ACXIOM Corporation, Little Rock, Conway, AR

September 2000-April 2002

**Served** as the person directly responsible for recruitment and hiring. ACXIOM employs some 5000 associates worldwide, competing for the best technical talent available. The corporate Recruiting Team executes a comprehensive, national program for both College Recruiting and Professional/Technical Recruitment. **Supervised** a team of approximately 30 individuals located in AR, IL, AZ, and London. **Major responsibilities** included: developing a strategic vision and plan; staff selection and supervision; budget management; development and implementation of marketing plan; and coordination with key constituents/representatives from all areas of the business.

### **Vice President for Student Affairs and Associate Professor of Education**

Arkansas State University, Jonesboro, AR

August 1996-August 2000

**Provided** leadership and direction for the twelve departments which comprised the Division: Career Services; Counseling; Disability Services; Housing; Reng Center/Student Activities; Student Health Center; Student Life; Testing Center; Upward Bound; International Student Services; Intramurals; and the University Police Department (including traffic and parking).

**Served** as Senior Officer of the Institution. College-wide responsibilities included numerous governance activities: President's Cabinet; University Budget Committee; Strategic Planning Process; Scholarship/Financial aid Committee; and co-chairing Enrollment Management Committee.

**Developed and Supervised** major construction projects: \$9.1 million luxury apartment complex and \$3.4 million renovation of two residence halls. **Led** project development

and helped secure funding for a \$28 million new Student Union and Student Services Complex and a \$5 million parking garage.

**Led** major initiatives including creation of Unity Park recognizing the university's historically black greek letter organizations, transitioned food service program from self operation to outsourced national vendor and moved Intramural program into Student Affairs. Revamped Student Health Service utilizing Nurse Practitioner Model with Health Educator and opened a Campus Pharmacy. Reconstituted Residence Hall Association, re-vamped Resident Assistant and Hall Council programs and implemented Residence Hall Judicial Boards.

**Taught two courses in the university's doctoral Educational Leadership program -** Higher Education Finance and the Organization and Administration of Higher Education. Began process of developing a master's program in Student Personnel in conjunction with Academic Affairs.

### **Vice President for Student Services and Assistant Professor of Education**

Henderson State University, Arkadelphia, AR

August 1993-August 1996

**Led** major initiatives for the university including: \$2.7 million renovation of residence halls; construction of Arkansas' first privatized luxury apartment complex (\$5 million); implementation of comprehensive enrollment management program; and transformation of Student Health Services.

**Supervised** all eight departments within the Division: Admissions; Alumni Affairs; Counseling and Career Center; Dean of Students; Financial Aid; Student Health Services; Residence Life; University Police and Judicial Affairs.

**Served** as Senior Officer of the institution. College-wide responsibilities included numerous governance activities: President's Cabinet; University Budget Committee; Strategic Planning Process; Scholarship/Financial Aid Committee; and chairing Enrollment Management Committee.

### **Assistant Vice President for Student Affairs**

SUNY College at Old Westbury, Old Westbury, NY

July 1991-June 1993

**Managed** all budget activity for the Division. Directly responsible for the daily management of annual budgets in excess of \$4.1 million. Due to New York's state budget crisis, financial management of Division was a highly centralized operation. Approved all expenditures, salaries, fees collected, etc., for 30 accounts. Monitored accounts, projected expenditures, and provided plan of how Division was to meet successive cutbacks.

**Supervised** all of the departments within the Division: Student Activities; Counseling and Career Planning; Financial Aid; Residential Life; Student Health Service; Intercollegiate Athletics and the Physical Education and Recreation Center.

**Administered** Campus Judicial System including the Campus and Residential Life Judicial Boards and administrative hearings. Immediate liaison with the Office of Public Safety.

**Served** as a Senior Officer of the institution with numerous governance activities: Calendar Committee; Labor-Management meetings; Board of Directors for the college's Auxiliary Service Corporation (food service, bookstore, vending machines, etc.); and Faculty Council.

**Responsible** for Campus Facilities including nine residence halls, the Student Health Service, Rathskellar (Student Activity Center), and the Clark Center (a \$ 6.1 million multi-purpose athletic, recreation, and physical education facility).

### **Assistant Dean for Student Services**

University of Florida, Gainesville, FL

June 1985-July 1991

**Directed** Orientation Programs for 8,000 new students and 5,000 new parents annually. Organized 40 individual orientation sessions in nine different programs each year. Administered \$155,000 summer orientation program (Preview) budget. Coordinated the participation of faculty, academic departments, and colleges in the orientation/registration process. **Coordinated** Special Events for Office of Student Services. **Organized** and implemented Parents' Day and Gator Connection in conjunction with the President's Office. Created the Campus Diplomat initiative with the mission of personalizing the university. **Advised** Phi Eta Sigma Honor Society, Sigma Kappa Sorority, UF Woman, and the Transfer Activity Council.

**Involved** with minority students as committee chair for Special Admissions Program; coordination of services with Office of Minority Affairs & Special Programs; advised Gamma Sigma Sigma Service Sorority; facilitator at Race Relations Retreat. **University wide** responsibilities included Admissions & Petitions Committee; Faculty Orientation; Advisory Council for Women's Study Program; University Women's Scholarship Program; and search committees. **Developed and taught undergraduate course. Assisted with teaching selected courses while pursuing doctoral work.**

### **Executive Assistant to the Vice President for Student Services**

Tulane University, New Orleans, LA

July 1983-June 1985

**Directed** Orientation Programs; advised the Associated Student Body Executive Board, Finance Board, and Student Senate; assisted Vice President in areas of budget, personnel, computers/technology, staff development, public relations, publications, and leadership training. **Chaired** the following committees: Orientation Advisory Group; Staff Development; Research; and Public Relations. Was a member of the Rape Crisis/sexual Harassment Group and Crisis Management Task Force.

### **Writing Instructor**

St. Mary's Dominican College, New Orleans, LA

January-May 1983

### **Guidance Counselor** (School for Special Needs)

Oklahoma City Public Schools, Oklahoma City, OK

August 1982-Dec. 1982

### **Guidance Counselor**

Rifle Junior High School, Rifle, CO

November 1981-June 1982

### **Associate Dean of Students** (Dean of Women)

Arkansas Tech University, Russellville, AR

August 1979-June 1981

**Advised** the ATU Cheerleaders, Panhellenic Council, Residence Hall Association, and Miss Tech Pageant. Adjudicated all discipline cases involving female students. Supervised sororities and housing operations for women. Shared responsibility for new student orientation, student government, leadership training, Homecoming and other campus events.

**Guidance Counselor** (Evans School K-12)  
Vernon Parish School District, Vernon Parish, LA Aug 1977-July 1978

**Assistant to the Dean of Students**  
Northwestern State University, Natchitoches, LA Aug. 1976-Aug. 1977

**Residence Director**  
Northwestern State University, Natchitoches, LA Aug. 1975-Aug. 1976

## PROFESSIONAL ASSOCIATIONS

**National Association of Student Personnel Administrators**  
Director, National Symposium for Women Preparing to be Senior Student  
Affairs Officers (1995)  
National Coordinator, Small Colleges/Universities Network (1994)  
Assistant to Convention Chair (1992)  
National Conference Committee (1992)

**American Association for Counseling & Development**  
**American College Personnel Association**  
National Conference Committee, Program (1986)  
Commission I Vice President for Membership  
Commission I Directorate Board

**Arkansas College Personnel Association**  
Executive Board (1994-95)

**Arkansas Council on Student Services**  
Vice Chair (1995)  
Secretary (1994)  
Executive Council (1994-95)

## PUBLICATIONS

### Books

- Shriberg A., Lloyd, C., Shriberg, D., and Williamson, M.L. (1997).  
Practicing Leadership: Principles and Applications. Wylie & Sons,  
New York, New York.
- Honeyman, D., Williamson, M.L., & Wattenbarger, J.L (1991).  
Community College Financing 1990: Challenges For a New Decade.  
Washington, D.C.: American Association of Community and Junior Colleges.

## **PUBLICATIONS**

- Perkins, G., Williamson, M. L., & Pichon, H. (2009). Service Learning in the Digital Age. *Ubiquitous Learning: An International Journal*.
- Perkins, G., Williamson, M.L., & Pinchon, H. (2009). *Incorporating service learning into distance education*. SITE Conference Proceedings.
- Williamson, M.L. & Perkins, G. (2009). *The impact of technology on curriculum and pedagogy*. SITE Conference Proceedings.
- Williamson, M.L. (1992). *The Five G's and Seven T's of Motivation* (Part Two). Student Leader. Vol. 1. No. 4, 1-3.
- Williamson, M.L. (1991). *The Five G's and Seven T's of Motivation* (Part One). Student Leader. Vol. 1. No. 4, 1-3.
- Mamarchev, H.L. & Williamson, M.L (1991). *Women and African Americans: Stories told and lessons learned: A case study of women and minorities*. In Paul Moore (ED.), Managing the Political Dimension of lessons learned: A case study Student Affairs (New Directions in Student Services). San Francisco: Jossey-Bass.
- Williamson, M.L. & Mamarchev, H.L. (1990). A systems approach to financial management for *student affairs*. NASPA Journal, 27. 199-205.
- Mamarchev, H.L & Williamson, M.L (1990) *Fighting Fairly*. The ACU-I Bulletin, 58, 29-31.
- Williamson, M.L. (1987). *Braking time*. The AICHE Chapter One, 1, 52-53.
- Scott, J. & Williamson, M.L. (1986). The freshman phonathon: Assessing new student *experiences and personalizing entrance into a large university*. Journal of College Student Personnel, 27, 464-465.

## **ERIC**

- Williamson, M.L. (1987). Student Services in the Community College. Gainesville, FL: University of Florida, Institute of Higher Education. (ERIC Document Reproduction Service No. ED 290525).

## **NATIONAL PRESENTATIONS**

- Williamson, M.L. A Student Affairs Career: From Graduate School to the Vice Presidency and Beyond ( From One Who Has Been There). LACUSPA Annual Meeting, New Orleans, LA. September, 2008.
- Perkins, G., Williamson, M.L., & Pinchon, H. (2009). Incorporating service learning into distance education. Society for Information Technology and Teacher Education. Charleston, SC. March, 2009.
- Williamson, M.L. & Perkins, G. (2009). The impact of technology on curriculum and pedagogy. Society for Information and Teacher Education. Charleston, SC. March, 2009.

Perkins, G., Williamson, M.L., & Pinchon, H. Service learning outcomes: Preparing counseling students for teaching and leadership roles. Gulf-South SUMMIT on Service-Learning and Civic Engagement through Higher Education. Baton Rouge, LA. March 2009.

Perkins, G., Williamson, M. L., & Pichon, H. *Service Learning in the Digital Age: Using Technology to Provide Online Opportunities for Students*. Ubiquitous Learning: An International Conference, Chicago, IL. November, 2008

Perkins, G., Williamson, M.L., & Wellman, W. *Thinking Outside the Box: Expanding Emerging Counselors' Creativity*. North Atlantic Region Association for Counselor Educators and Supervisors, Portland, ME, September, 2008.

Perkins, G., Williamson, M.L., Smith, K.C., & Fingleton, M.B. Giving Back to Our Communities: Service Learning in Counselor Education Programs. Louisiana Counseling Association Annual Conference, Baton Rouge, LA, 2008.

Perkins, G., Pichon, H. & Williamson, M.L. Combating Truancy: A Prevention and Remediation Focus. Third Annual Service Learning Conference in New Orleans, LA. August, 2008.

Williamson, M.L. Design and Funding Methodologies for Building a Student Union/Student Services Complex. College Auxiliary Services National Conference. Fall, 1999.

Williamson, M.L. Understanding higher Education finance and Budgeting. NASPA Region III New Professionals Institute. Tampa, FL. June, 1997.

Williamson, M.L. Managing Politics and Money. NASPA Symposium for Women Preparing to be Senior Student Affairs Officers. Dallas, TX. October, 1996.

Williamson, M.L. Balancing One's Life. Symposium for Women Preparing to be Senior Student Affairs Officers. Dallas, TX. October, 1996.

Williamson, M.L. Managing Politics and Money. Symposium for Women Preparing to be Senior Student Affairs Officers. Dallas, TX. October, 1995

Williamson, M.L. Understanding Personal Leadership Styles. Symposium for Women Preparing to be Senior Student Affairs Officers. Dallas, TX. October, 1995.

Williamson, M.L. Apathy: The Common Enemy. National Conference on Student Services. Tampa, FL. October, 1991.

Williamson, M.L. Ethics and the Student Leader. National Conference on Student Services. Tampa, FL. October, 1991.

Williamson, M.L. Enrollment, tuition, & Financial Aid in Community Colleges in the United States. American Education Finance Association National Conference. Spring, 1991.

Williamson, M.L. Burnout: The Hidden Trap for Student Leaders. National Conference on Student Services. October, 1988.

Williamson, M.L. Orientation at a Large University: Personalizing the Institution. National Conference on the Freshman Year Experience. Columbia, SC. October, 1987.

Williamson, M.L. Advisor Renewal: An Alternative to Burnout. National Conference on Student Services. March, 1987

Williamson, M.L. Personalizing the Large University: A Five Program Plan. American College Personnel Association National Conference. April, 1987.

Williamson, M.L. A Five Step Model for Motivating Student Organizations. National Conference on Student Services. October, 1986.

Williamson, M.L. The Seduction of Power and Other Hazards of Leadership. American Institute of Chemical Engineers National Conference. Miami, FL. Spring, 1986

Williamson, M.L. Time Management. American Institute of chemical Engineers National Conference. Miami, FL. Spring, 1986.

Williamson, M.L. E.A.R. – Education, Aid, & Response: A Program on Acquaintance Rape. American College Personnel Association National Conference. April, 1986.

Williamson, M.L. Moral Development and the student Governance Leader: Implementing a Practical Intervention Strategy. American College Personnel Association National Conference. April, 1986.

Williamson, M.. Goal Setting for Student Government Officers. National Conference on Student Services. New Orleans, LA. March, 1985.

Williamson, M.L. Achieving a Smooth Transition: Officer Training That Works. National Conference on Student Services. New Orleans, LA. March, 1985.

## **GRANTS AWARDED**

Williamson, M.L. Student Technology Fee Grant. NSU. \$10,695. Submitted October, 2008 (funded)

Support faculty for Perkins, G. Combating Truancy: A Prevention and Remediation Focus. University of Louisiana System Service Learning Grant, \$29,999. (funded)

Perkins, G. & Williamson, M.L. Cyberbullying Prevention. University of Louisiana System Service Learning grant. \$16,473. Submitted October, 2008 (funded)

## REFERENCES

Dr. Les Wyatt  
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### References familiar with recent work as a faculty member at UTC:

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\*Dr. Stephanie Bellar  
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\* Dr. Bellar enrolled in a Administration of Higher Education course I taught at UTC “just for fun”. She has approximately 20 years of experience as a university teacher and administrator, is a full professor, has recently been promoted to Dean of the Graduate School and is highly regarded on campus.