

DONNA G. (Anderson) SMITH
email: donna.smith@tamuc.edu
August 2018

EDUCATION

PhD University of North Texas
Major: Higher Education; Minor: Management
MBA Texas A&M University–Commerce
BBA Texas A&M University–Commerce

ACADEMIC EXPERIENCE

TEXAS A&M UNIVERSITY – Commerce; Commerce, Texas 75429

2002-Present

Adjunct Instructor (August 2018 – Present). Taught courses online for various departments; ensured course objectives and outcomes align with program expectations.

Instructor (September 2017 – May 2018). Taught management courses including: MGT 303 Business Communication, MGT 307 Operations Management, and MGT 390 and MGT 555 Project Management at the undergraduate and graduate levels.

TAB Program Director (August 2014 – August 2017). Responsible for the implementation, management, supervision and evaluation of all activities of the Texas Affordable Baccalaureate Project, BAAS-Organizational Leadership. This included planning, managing budgets, personnel, evaluation of faculty and staff (23), hiring decisions, student recruitment, faculty development, assessment, curriculum development, class scheduling (110 competencies in 52 courses), recruitment planning, chair and member of committees, liaison and collaboration with stakeholders – both external and internal. In addition, courses taught (in non-traditional semesters; seven-week terms) included Customer Service (ORGL 197), Critical Thinking (ORGL 111), Project Leadership (ORGL 422), Developing Globally Competent Ldrs (ORGL 431), Organizational Communication (ORGL 336), Issues in Organizational Leadership (ORGL 3311), Leadership Theory I (ORGL 4341) & II (ORGL 4342), and Capstone I (ORGL 4352) & II (ORGL 4361).

TAB Academic Success Coach (November 2013 – July 2014). Developed and implemented processes for creating purposeful interactions between students and the institution, from inquiry through graduation. This included advising, designing individualized, student-centered educational plans, and addressing the individual academic, financial, career, and social issues that affect the success of students in the Texas Affordable Baccalaureate Program, BAAS-Organizational Leadership. In addition, courses taught (in non-traditional semesters; seven-week terms) included ORGL 201 Supervision, ORGL 338 Talent Leadership, ORGL 394 Human Resource Development, ORGL 305 Organizational Behavior, ORGL 337 Dynamics of Organizations, and ORGL 3311 Issues in Organizational Leadership.

Ad-Interim Instructor for Applied Sciences (September 2007 – August 2008). Courses included undergraduate, traditional semester classes in: COB 111 First Year Success, BAAS Practicum I (BAAS 301) and II (BAAS 302), and Strategies for Decision Making (BAAS 444). Responsibilities included undergraduate curriculum design for web-based learning approaches that met learning objectives and positively impacted virtual classroom and work performance; analyzed student evaluation results to judge the effectiveness of training approaches, and established course assessments to align with program assessment; recommended and implemented improvements; advised undergraduate students with educational and career goals.

Adjunct Instructor (January 2006 – August 2017)

Courses developed and taught for several departments in the College of Business included undergraduate and graduate level, traditional semester classes in: BA 303 Business Communication, BA 420 International Business, MKT 306 Marketing, MKT 386 Channels of Distribution, MGT 305 Mgmt & Organizational Behavior, MGT 307 Operations Management, and Project Management (MGT390/MGT555). Responsibilities: online teaching duties; developed and delivered various undergraduate and graduate courses via in-class, online, and extended study formats; established course assessments to align with program assessment; trained faculty and graduate students to develop and implement web-based course formats; analyzed student evaluation results to judge the effectiveness of training approaches and programs; recommended and implemented improvements; advised undergraduate and graduate students with educational and career goals; conducted research and published articles in scholarly journals and conference proceedings.

Other positions held include:

Graduate Research Assistant, Graduate Teaching Assistant, and Student Worker (September 2002 – December 2005)

PARIS JUNIOR COLLEGE – Paris, Texas

2010-2011

Adjunct Instructor – Courses included undergraduate level, traditional semester classes in: Principles of Management and Production Operations Management. Responsibilities included online teaching duties as well as developing the course curricula and establishing course assessments to align with program assessment.

SUMMARY OF SELECTED INDUSTRY EXPERIENCE

FCF Enterprises

June 2018-Present

Director of Operations and Innovation. Responsible for total operations, budget and cost control of four divisions within a farming community; Established organizational policies procedures and processes with the objective to increase revenue by 55 percent; led quality control initiatives to improve processes and on time delivery of new products and services.

Donna Gayle Consulting

1998-Present

Provided business and managerial consulting; conducted training seminars, conferences and workshops addressing the needs of small businesses and schools; developed curricula for continuing education, undergraduate and graduate college level; conducted research and grant writing services; prepared legal briefs and gathered information from clients to produce legal documents; performed research and analyses in areas of real estate and family law; maintained general ledgers and reconciled accounts; gathered information and prepared financial statements and federal income tax returns

Various Organizations and Industries

Prior to 1998

Organizations and industries including but not limited to: Level 3 Communications, MCI, Eagle Systems Control, and Texas State Government agencies.

Summary of Budget Development and Management Experience:

- Managed budget processes and developed, reforecast and reported short and long term capital budgets (\$250 million), including maintaining and refining financial models and analyzing budgeting and accounting reports to maintain expenditure control.
- Develop and managed Three-Year Program Budgets (\$116 million) and cash and in-service schedules, developed the annual operating plan (\$56 million), monthly maintenance and forecasting of financials including variance analysis, headcount and labor reporting, and monthly accruals.
- Developed monthly Program and Financial review data and presentations for senior level managers.
- Assisted in a financial system conversion to Oracle and collaborated with cross-functional teams to develop specialized reports and system enhancements.
- Developed and implemented a training program for managers and support staff on budget processes and variance explanations.

Summary of Operations Experience:

- Supervised and coordinated the duties of three planners and two expeditors.
- Accomplished production control systems goals by partnering with management, engineering, and marketing to meet strategic objectives.
- Reduced finished inventory levels (15%) by effectively scheduling all customer requirements within capacity constraints to meet scheduled ship dates and forecasts.
- Instrumental in coordinating new product introduction and pilot runs and assisted in cycle time evaluations.
- Controlled inventory levels by proficiently planning purchased parts to meet the needs of production requirements.
- Reduced materials cost (10%) and lead times (JIT) through successful contract negotiations.

SERVICE ACTIVITIES

University

- Texas A&M University-Commerce LMS Selection Task Force: Project Nova (2016)

College

- Teaching Effectiveness Committee - College of Business (August 2017-May 2018)
- COEHS Executive Council (September 2015-June 2017)

Program/Department

- BAAS-Organizational Leadership Curriculum Committee Chair (Fall 2014-June 2017)
- BAAS-Organizational Leadership Ad Interim Instructor Search Committee Chair (Fall 2016-Spring 2017)
- BAAS-Organizational Leadership Ad Interim Instructor Search Committee Chair (Summer 2016)
- BAAS-Organizational Leadership Faculty Search Committee Chair (Summer 2015)
- BAAS-Organizational Leadership Faculty Search Committee (Spring 2014)

Community and beyond

- Paris Junior College Business Management Advisory Board Member (2010-present)
- Participation in C-BEN – A national consortium for designing, developing and scaling new models for student learning (2013-2017)
- Texas Affordable Baccalaureate Program Committee Member (2013-2017)
- Consultant/Trainer for Northeast/Texarkana Small Business Development Center (2011-2014)
- Consultant/Trainer for Paris Small Business Development Center and Paris Junior College Continuing Education (2009-2014)
- Reviewer for Institute of Behavioral and Applied Management Conference (2006-2016)

COMPETITIVE GRANTS

Texas Workforce Commission: Entrepreneurship Training Project Grant, 2011-2012, (Awarded \$200,000).

A consortium with the Northeast Texas Workforce Board; Workforce Solutions Northeast Texas Workforce Centers; Paris Small Business Development Center; and Northeast/Texarkana Small Business Development Center to provide entrepreneurship training.

PUBLICATION INITIATIVES

REFEREED JOURNAL ARTICLES

Anderson, D.G. (2011). Taking the “distance” out of distance education: A humorous approach to online learning. *Journal of Online Learning and Teaching*, 7(1), 74-81.

Pryor, M.G., Toombs, L.A., **Anderson, D.**, & White, J.C. (2010). What management and quality theories are best for small businesses? *Journal of Management and Marketing Research*, 3, 1-12.

- Pryor, M.G., Taneja, S., Humphreys, J., **Anderson, D.**, & Singleton, L. (2008). Challenges facing change management theories and research. *Delhi Business Review*, 9(1), 1-20.
- Pryor, M.G., **Anderson, D.**, Toombs, L.A., & Humphreys, J.H. (2007). Strategic implementation as a core competency: The 5P's model. *Journal of Management Research*, 7(1), 3-17.

REFEREED CONFERENCE PROCEEDINGS

- Smith, D.G.**, 2017, June 2. Punctuated Disequilibrium: A Comparison of Retention Patterns in Degree Completion Programs including Competency Based Education Programs. Fast Track to Success: Best Practices in CBE Design & Delivery Conference. Austin, TX.
- Pryor, M.G., **Anderson, D.**, Humphreys, J., Singleton, L.P., & Taneja, S. (2009). Transforming the Texas Plant. *Presentation at the Southwest Case Research Association Meeting*, Oklahoma City.
- Pryor, M.G., Taneja, S., Humphreys, J.H., **Anderson, D.**, & Singleton, L. (2008). Challenges facing change management theories and research. *Presentation at the Ninth International Conference on Management of Transformation*, Delhi, India.
- Anderson, D.**, & Moffitt, B. (2006). Ethics, leadership, and cognitive biases. *Institute of Behavioral and Applied Management, October 5-7, 2006 Memphis Conference Proceedings*.
- Pryor, M.G., Toombs, L.A., **Anderson, D.**, & White, J.C. (2006). What management and quality theories are best for small businesses? *Proceedings, 6th Annual International Conference on Business*.

DISSERTATION

- Smith, D.G.** (2014) *A historical study of the Paris Small Business Development Center in Paris, Texas, 1986-2006*. University of North Texas, ProQuest Dissertations Publishing. 3727304.

INVITED PRESENTATIONS

- Smith, D.G.** (2016, June). Developing and implementing competency-based programs, Austin Community College District. *In-service participation as mentor presenter for Fast Track to Success Conference*. Austin, TX.
- Smith, D.G. & Moore, R.** (2015, June). Building a competency based model: A partnership between two higher education institutions. *Presentation at the Texas Community College Instructional Administrators 2015 Summer Conference*. Fredericksburg, TX.

RESEARCH IN PROGRESS

- Project implementation and management in higher education.
- Leading dysfunctional teams: Lessons learned.
- Retention, persistence, and completion: A comparison of degree completion programs in higher education
- Case Study: Faculty involvement in curriculum development for CBE programs.
- Forming and maintaining a functional and collaborative faculty team in a CBE program.
- Case Study: What does it take to coach CBE students to be successful?
- Developing a mindset for assessing competence in CBE programs.

RESEARCH CONFERENCES AND CONSULTANCIES

- 2017, March 3. CBE Consultation with TAMU-San Antonio.
- 2016, April 14. CBE Consultation with Austin Community College, Fast Track to Success.
- 2016, March 28. CBE Consultation with TAMU-Corpus Christi.
- 2015, July 13-15. Lumina Foundation - CBEN Research Conference. Cleveland, OH
- 2015, May 26-27. EDUCAUSE- Rio Salado College Consultancy. Phoenix, AZ
- 2015, March 3-5. Lumina Foundation - CBEN Research Conference. Austin, TX
- 2014, September 16-18. Pioneer Partner Summit. Austin, TX
- 2014, July 21-23. Lumina Foundation – CBEN Research Conference, Washington, DC
- 2014, July 11 Texas Higher Education Coordinating Board Symposium, Austin, TX
- 2014, April 21-22. Lumina Foundation - CBEN Research Conference, Phoenix, AZ

SEMINARS / WORKSHOPS / PRESENTATIONS

- Entrepreneurship Training Series for small business owners
Texas A&M University - Texarkana, Texas, July 2012 (2 seminars)

Northeast Texas Community College - Mt. Pleasant, Texas. June, 2012 (2 seminars)
QuickBooks.
Northeast Texas Community College - Mt. Pleasant, Texas. May, 2012, Oct-Nov, 2011
Paris Junior College - Paris, Texas. April-May, 2012
Quick Start Entrepreneurship Training Series
(2011, December). Paris Junior College - Paris, Texas, Dec 2011
Marketing and advertising jewelry
Paris Junior College - Paris, Texas, Nov, 2012, April 2012, Nov 2011, March 2011, April 2010
Using social networking to grow your small business
Northeast Texas Community College - Mt. Pleasant, Texas. Nov, 2011
Customer service
North Lamar ISD - Paris, Texas. Feb, 2010
Using online social networking applications to grow your small business. (2009, August). Paris Junior
College - Paris Small Business Development Center. Small Business Development Conference.
Aug, 2009
Career opportunities for high school students. Career Expo - Greenville, Texas, Nov 2009.
Education and business opportunities in Hunt County
Texas Workforce Solutions Center - Greenville, Texas, Nov 2009.

CURRICULUM AND COURSE DEVELOPMENT/TRAINING MATERIALS / WORKBOOKS

Developed curriculum and designed courses at both undergraduate and graduate level courses: BAAS
Practicum I & II, Strategies for Decision Making, Sustainability in Contemporary Enterprise, Business
Communication, International Business, Business Research Methods (graduate), Managing Team
Dynamics, Marketing, Operations Management, Mgmt & Organizational Behavior, Channels of
Distribution, Project Management (undergrad/graduate), Organizational Communication, Project
Leadership, Customer Service, Issues in Organizational Leadership, Leadership Theory I & II, and
Capstone I & II.

Courses developed using all open resources materials: Project Management (undergrad/graduate),
Organizational Communication, Project Leadership, Customer Service, Issues in Organizational
Leadership, and Capstone I & II.

Developed for Paris and Northeast /Texarkana Small Business Development Centers:
Create Your Own Job: Start Your Own Business (2011)
Using Social Networking to Grow Your Small Business (2011, 2009)
Quick Start Entrepreneurship Training Series for Small Business Start-Ups (2011): Legal Issues;
Marketing Strategies; Setting Up Business Records; Financing Your Business; and Writing a
Business Plan
Super Charge Entrepreneurship Training Series for Small Business Growth and Expansion (2011):
Strategic Planning; Marketing Strategies for Expansion; Managing Operations; Analyzing
Financial Performance; and Leading Change

SELECTED HONOR SOCIETIES, SCHOLARSHIPS & AWARDS

Texas Higher Education Coordinating Board – 2016 Star Award Winner for the Organizational
Leadership/Competency Based Education program
University of North Texas: Academic Achievement Scholarship (2010)
Texas A&M-Commerce: Phi Theta Kappa Scholarship Award (2002)
Texas A&M-Commerce: Distinguished Finance Student Scholarship Award (2002)
Best Reviewer Award (October 5-7, 2006 Institute of Behavioral and Applied Management - Memphis)
All-Star Award for outstanding performance and achievement in project financial control (1996, 1997)