

ALAN P. DUESTERHAUS

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EDUCATION

Hough Graduate School of Business, University of Florida - Gainesville, Florida. AACSB Post-Doctoral Bridge Program (PDBP*), Specialization: Marketing and Management. Interest in social entrepreneurship and sustainability. July 2011.

*AACSB International provides the oversight, approval, and endorsement of the PDBP program. A PDBP graduate is classified by AACSB as Academically Qualified (AQ).

Peabody College of Vanderbilt University - Nashville, Tennessee. Doctor of Education, Higher Education Administration. Concentration in Institutional Advancement. May 2004.

Dissertation Committee: Michael McClendon (Chair), John Braxton, and Brian Griffith.

Fundamental Goals and Motivation Sensitivities as Determinants of Leadership Style in the College and University Presidency.

James Madison University - Harrisonburg, Virginia. Master of Education, Counseling Psychology. May 1994.

George Mason University - Fairfax, Virginia. Bachelor of Arts, History. January 1990.

Participated in P.A.G.E., a 45-hour interdisciplinary general education program.

The Fund Raising School, The Center on Philanthropy at Indiana University. Certificate, Planned Giving: Getting the Proper Start. October 2005.

HONORS

Omicron Delta Kappa. National leadership honor society.

Order of Omega. Leadership honor society for members of Greek-letter organizations.

Chi Sigma Iota. International honor society for counselors.

PUBLICATIONS

Duesterhaus, A. P. (Ed.). (2004). *Characteristics 2004*. Nashville, TN: Tennessee Independent Colleges and Universities Association (TICUA).

Duesterhaus, A. P. (Ed.). (2004). *Private Colleges Serving Tennessee*. Nashville, TN: TICUA.

TICUA Study Commission. (2003). *Securing Tennessee's Future: Increasing Educational Capacity in Nursing*. Nashville, TN: TICUA.

Duesterhaus, A. P. (2003). *College Board of Trustees*. In J.W. Guthrie (Ed.), *Encyclopedia of Education*, 2nd Edition. New York: Macmillan.

Duesterhaus, A. P. (2003). *The College Presidency*. In J.W. Guthrie (Ed.), *Encyclopedia of Education*, 2nd Edition. New York: Macmillan.

Duesterhaus, A. P. (Ed.). (2003). *Characteristics 2003*. Nashville, TN: TICUA.

TICUA Study Commission. (2003). *Securing Tennessee's Future: Strategies for increasing higher education attainment*. Nashville, TN: TICUA.

Duesterhaus, A. P. (Ed.). (2002). *Portraits of Tennessee's Independent Colleges and Universities 2002-03*. Nashville, TN: TICUA.

Duesterhaus, A. P. (Ed.). (2002). *Characteristics 2002*. Nashville, TN: TICUA.

Duesterhaus, A. P. (Ed.). (2001). *Characteristics 2001*. Nashville, TN: TICUA.

WORKING PAPERS

Attributes of Successful University Brands in the United States: An Empirical Analysis.

Consumer Satisfaction: A Model of Opportunity.

Brand Cognition: Expectations and Satisfaction Changes Due to Consumer Place of Mind.

The Tigers versus Aristotle: Competing Brand Identities in Colleges and Universities.

SELECT PRESENTATIONS

Facilitator & Presenter – Alcohol Skills Training & Ladder of Risk Alcohol Education Programs. August 2001 – present.

Facilitator & Presenter – Chapter Advisor Symposium. July 2009, January 2009, August 2008, January 2008, June 2007.

Facilitator – Weekend of Dialogue. Louisiana State University. March 2004.

When Character Counts. Pi Kappa Phi Fraternity Mid-Year Leadership Conference (MYLC). January 2004.

Building a Member Education Program from the Ground Up. Pi Kappa Phi Fraternity MYLC. January 2004.

Impact & Implications of U.S. News & World Report College Rankings on Colleges. Vanderbilt University Graduate Student Proseminar. October 2003.

Opening the Vault: Politics and praxis of data sharing. Panelist. National Association of Independent Colleges and Universities State Executives (NAICUSE) Fall Research Workshop. September 2003.

Enhancing Membership Education through a Values-driven Curriculum. Pi Kapp College. August 2003.

Environmental Scan of Tennessee Higher Education. TICUA Chief Academic Officer's Retreat. April 2003.

A Catalyst for Institutional Success: Board Expectations & Development. Board of Trust, Gupton College. March 2003.

Balancing Life with Marriage & Family. Panelist. Human & Organizational Development Course, Peabody College. October 1999, March 2002, and November 2002.

Selecting Performance Indicators for Higher Education. Panelist. NAICUSE Fall 2002 Research Workshop.

Education Landscape in Tennessee. TICUA Study Commission. June 2002.

Independent Higher Education in Tennessee. U.S. State Department South African Universities Delegation. April 2002.

TEACHING

Instructor. Principles of Marketing. University of South Carolina Upstate. Fall 2011.

Instructor. Higher Education Graduate Program. Kaplan University. September 2008 – March 2010.

Research Methods in Higher Education. Spring 2009

Higher Education Finance. Fall 2008, Summer 2009

Higher Education Laws and Regulations. Summer 2009, Fall 2009, Winter 2010

Instructor. Ideas and Culture. Converse College. Two sections for Fall 2007.

Instructor. Abnormal Psychology. Sherman College of Chiropractic. Winter Quarter 2007, Spring Quarter 2007, and Summer Quarter 2007.

Guest Lecturer. Power & Authority, Goal Setting, and Leadership. Emerging Leader's Program, Saint Michael's College. Spring 1995.

Instructor. BGS 200, Career and Life Planning. James Madison University. Spring 1994.

SELECT GRANTS

Wrote grant for high school faculty professional development (pending). Spartanburg Day School. 2011.

Co-wrote technology grant (received). TICUA. 2001.

Wrote grant for alternative spring break (received). James Madison University. 1993.

ADMINISTRATIVE EXPERIENCE

Principal, Duesterhaus LLC - Spartanburg, South Carolina July 1994 - present

Consulting services including strategic planning, research, institutional advancement, board development, marketing, organizational development, and project management. Operate CollegeFit (www.CollegeFit.info), an education consulting practice focused on the college choice process

Vice President for Institutional Advancement, Sherman College of Chiropractic - Spartanburg, South Carolina. July 2006 – September 2007

Vice President for Advancement, Tennessee Wesleyan College - Athens, Tennessee. September 2004 – May 2006

Vice President for Research and Policy Development, Tennessee Independent Colleges & Universities Association - Nashville, Tennessee. December 2000 - August 2004

Intern, Office of the President. College of Saint Rose - Albany, NY. October 2000

Graduate Assistant, Office of the Dean of Students. Vanderbilt University - Nashville, Tennessee. August 1998 - May 2000

Assistant Director, Vermont Student Assistance Corporation (VSAC) - Winooski, Vermont. July 1995 - August 1998
VSAC is the Guarantee Agency, the Student Grant Agency, and primary Student Loan Lender for the State of Vermont.

Assistant Director, Virginia Women's Institute for Leadership (VWIL). Mary Baldwin College - Staunton, Virginia
January 1994 - June 1995

Admissions Counselor, Office of Admissions & Staff Assistant, Office of Student Activities. James Madison University - Harrisonburg, Virginia. August 1992 – June 1994

Senior Leadership Consultant, Pi Kappa Phi Fraternity - Charlotte, North Carolina. December 1989 - April 1991

SELECT SERVICE

Revised curriculum for Higher Education Laws and Regulations course. Kaplan University. 2009.

Comprehensive Exam Reader. Kaplan University. 2009.

Member, Institutional Facilities Committee. Sherman College of Chiropractic. July 2006 – September 2007.

Member, Program Committee. Tennessee Association for Institutional Research (TENNAIR) Conference. August 2004, August 2003.

Chair, Program Proposal Committee. TENNAIR Conference. August 2002.

Member, Minority Teacher Education Grants Committee, Tennessee Higher Education Commission. March 2001.

Member, Martin Luther King, Jr. Series Planning Committee. Vanderbilt University. 1998 – 2000.

Member, Holocaust Lecture Series Planning Committee. Vanderbilt University. 1998 – 2000.

Advisor, Black Greek Council. Vanderbilt University. 1998 – 2000.

Member, Corporate Re-engineering Committee. Vermont Student Assistance Corporation. 1996 – 1998.

Member, Strategic Planning Committee. Vermont Student Assistance Corporation. 1996 – 1998.

SELECT SERVICE (Continued)

Member, Corporate Customer Service Committee. Vermont Student Assistance Corporation. 1995 – 1998.

Member, National Council of Higher Education Loan Programs (NCHELP) Program Operations Committee. 1997 – 1998.

Chair, NCHELP Program Operations' Futures subcommittee. 1997 – 1998.

Member, Virginia Women's Institute for Leadership (VWIL) Advisory Council. Mary Baldwin College. 1994 – 1995.

Member, VWIL Admissions Committee. Mary Baldwin College. 1994 – 1995.

Member, Leadership Planning Committee. Mary Baldwin College. 1994 – 1995.

Member, Director of VWIL Search Committee. Mary Baldwin College. 1994.

Member, CultureFest Planning Committee. Mary Baldwin College. 1994.

Member, Commission on Graduate Studies, James Madison University. August 1993 - May 1994.

Member, Undergraduate Admissions Committee. James Madison University. August 1993 - May 1994.

Member, Planning Committee - 1993 Virginia Association Student Personnel Association (VASPA) Student Leadership Conference. October 1993.

Member, Leadership Education And Development (LEAD) Center Committee. James Madison University. August 1992 - May 1993.

Chair, Developmental Transcript Subcommittee. James Madison University. August 1992 - May 1993.

Select Conferences

Association for the Study of Higher Education. November 2003.

NAICUSE Research Workshop. September 2003 and October 2002.

American Association for Higher Education (AAHE) Assessment Conference. June 2002.

TENNAIR Spring Workshop. March 2002 and March 2001.

State-National Information Network (SNIN) Research Conference. October 2001.

TENNAIR Annual Conference. August 2001.

Select Memberships

American Marketing Association. April 2011 – present.

Association for the Study of Higher Education. September 2003 – present.

Council for the Advancement and Support of Education. September 2004 – September 2007.

Association for Institutional Research. March 2002 – August 2004.

Tennessee Association for Institutional Research (TENNAIR). January 2001 – August 2004.

American Association for Higher Education. 1998 – 2005.

Eastern & Vermont Association of Student Financial Aid Administrators. July 1995 - August 1998.

SELECT CIVIC INVOLVEMENT

Community

Board Member - Spartanburg Science Center. March 2007 – present. Vice President June 2008 – July 2009. President July 2009 – present.

Board Member - The Charles Lea Center for Rehabilitation & Special Education. July 2007 - July 2010.

Member - USC-Upstate American Humanics Advisory Council. November 2006 – November 2009.

Member - Rotary Club of Spartanburg. October 2006 – October 2008.

Participant - Leadership McMinn. Fall 2005.

Member - Rotary Club of Athens. October 2004 – January 2006.

Member - Athens Downtown Business Association. October 2004 – December 2005.

Club Leader - Eakin Camp Fire USA. August 2001 – May 2004.

President - Winooski Community Development Corporation. 1997, 1998.

Member - Winooski Board of Zoning Adjustment. August 1996 – July 1998.

Board Member - Mental Health Association of Augusta County, Virginia. January – June 1995.

Schools

Member - Spartanburg Day School Athletics Task Force. February 2011 – present.

Member - Spartanburg Day School Strategic Planning Steering Committee. January 2010 – June 2010.

Chair - Spartanburg Day School Enrollment/Marketing Strategic Planning Taskforce. January 2010 – June 2010.

Parent Representative – McCracken Junior High School Improvement Committee. February 2007 – May 2008.

President - Friends of Eakin. September 2003 – August 2004. Joined Board April 2001.

Parent Advisory Council – Metropolitan Nashville Public Schools. August 2003 – August 2004.

Hillsboro Cluster Representative – West End Middle PTSO. August 2003 – August 2004.

Finance Committee Chair - Eakin Elementary PTO. May 2002 – May 2004.

Vice President/President Elect/President - Eakin Elementary PTO. May 2000 – May 2002.

Parent Representative - Eakin Elementary School Site-Base Decision Team. September 1999 – May 2002.