Lloyd C. Russow

A professor emeritus with 30+ years of academic teaching and leadership, including various provost's office roles. Previously served as program director of international programs and associate business school dean, and graduate dean. An academic entrepreneur who assists institutions of higher education in program identification and development; assessment of program profitability; enrollment enhancement; resource allocation and other strategic initiatives.

QUALIFICATION HIGHLIGHTS

- 30+ years of academic teaching and leadership, including various provost's office roles
- As associate provost, responsibilities focused on strategic initiatives and new academic program development
- Served as a consultant to state governments, and assisted large and medium-sized firms in identifying global market opportunities and with their market entry strategies
- Authored various texts and journal articles on international marketing and market entry

ACHIEVEMENTS

- Assisted with development of an integrated process for new program proposals and approval process. Developed budget model for new programs. Assisted with the development of more than 20 new graduate and undergraduate programs and certificates as well as proposals for institutes and colleges (e.g., Honors College and Integrative Medicine and Digital Health Institutes).
- Primarily responsible for the implementation of Starfish at Philadelphia University, which was recognized for the unusually high implementation rate. Charged with advancing faculty adoption and use. In the first semester, the system was adopted by 96% of all full-time faculty (expected rate by software firm was 56%).

EXPERIENCE

Econsult Solutions / Senior Advisor, Higher Education
JULY, 2017 - PRESENT, PHILADELPHIA, PA

Thomas Jefferson University
JULY 2017 - SEPTEMBER, 2021, PHILADELPHIA, PA

- Program analytics and modeling, Provost's Office
- Associate Dean, School of Business
- International Business Program Coordinator
- Professor of International Business and Marketing

Philadelphia University / Associate Dean, School of Business
2018 - 2021, PHILADELPHIA, PA

- Primary duties revolved around AACSB Accreditation, including assisting the dean in preparing proposals and reports, assisting with the implementation of a new software platform that will be used as a faculty e-portfolio and report generator for internal uses (faculty activity annual reports, personnel reports) as well as accreditation reports.
- Assisted with the development of new programs (e.g., 3-Year BS in Business), as well as in preparing proposals of new programs (e.g., MS in International Perspectives of Textile Design).

Philadelphia University / Associate Provost, Data Analytics & Modeling
2017 - 2021, PHILADELPHIA, PA

- Assisted with all new program development, including competitive analysis, job opportunity analysis for graduates of new programs, demand projections and budget preparation (six-year pro-forma). Also assisted those preparing proposals with the proposal and presentations according to new program approval process.
- Assisted with development of an integrated process for new program proposals and approval process. Developed budget model for new programs. Assisted with the development of more than 20 new graduate and undergraduate programs and certificates as well as proposals for institutes and colleges (e.g., Honors College and Integrative Medicine and Digital Health Institutes).
- Provided weekly graduate enrollment reports and graduate enrollment projections for all programs on the East Falls Campus which are used in developing academic annual budgets.

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Philadelphia University / Special Assistant to the President and Provost

2012 - 2017, PHILADELPHIA, PA

- Worked with President and Provost in developing projections and accessing new program potential; developed graduate enrollment projections for all programs; monitored and assisted in maintenance of data integrity for enrollment, financial and other institutional dashboards; assisted the CFO in the development of revenue-based budgeting tools.
- Assisted deans in preparing new program proposals and program budgets; developed templates for new program budgets. Other responsibilities: Provided leadership in pursuit of the strategic goals of the university.
- In collaboration with senior leadership, evaluated options to re-align enrollment, tuition models, calendar options and alternative delivery methods. Devised plans for the efficient and effective distribution of resources, ensuring the development of business plans and projections to support a broad array of academic and administrative initiatives.
- Provided analysis, assessment and recommendations to support decision-making by the President and Provost. Provided leadership in implementing an academic alert content management system (Starfish); was a member of the team assessing data management and visualization systems; developed and led initiatives to improve undergraduate enrollment; acted in advisory capacity on university policies and procedures; and served on special projects as assigned. Integration: Team co-leader of Academic Affairs, Programs & Curricula; Subgroup: New Program Development & Academic Innovation.
- Integration with Thomas Jefferson University to identify potential new programs, degrees, dual degrees, accelerated programs, certificates, workshops, academic institutes and centers that leverage expertise at both campuses.
- Developed projection models for over 30 graduate programs. Comparisons of projections with actual data showed that projections were within three percent of total actual enrollment and within 5-10 percent by program and by semester.
- Primary responsibility associated with the implementation of Starfish, the software used to manage an academic advising and alert system. The charge was to advance faculty adoption and use. In the first semester, the system was adopted by 96% of all full-time faculty (expected rate by software firm was 56%). Philadelphia University was recognized for the unusually high implementation rate. The impact on retention is difficult to attribute to this tool, but in the following year, retention rates improved by approximately 4.5 percent.
- New programs prepared for launch included Masters in Architecture; MS Architecture; MS Modeling, Simulation and Data Analysis; MS Package Design; MS Surface Imaging; MS Textile Technology; Occupational Therapy Doctorate (OTD); BS in Athletic Training and Health Science; MS in Athletic Training; MS in Fashion Design Management. Primary responsibilities included developing enrollment projections, identifying and researching similar programs, and assisting with preparation of the proposals.

- Worked with Office of Information Technology and Office of Institutional Research in assessing platforms for data management and visualization.
- Developed and led activities designed to improve enrollment in the School of Business Administration (SBA) with ideas generated by SBA Advisory Board and SBA faculty. These include a targeted marketing effort towards DECA and FBLA associated high school students and the associations; academic and career exploration and identification among all incoming freshman students; and the development of an expanded articulation agreement model with community colleges. A proposal for a three-year BS degree was accepted and will be launched in 2017.

Philadelphia University / Associate Provost

2010 - 2012, PHILADELPHIA, PA

- Provided supervision and direction of academic activities and efforts, especially, but not limited to graduate programs. Provided management and oversight of Graduate Council, graduate assistantship program, graduate research assistant awards, and graduate student employment. Acted as liaison with faculty, colleges and central administration to ensure good communication, resolve policies and practices regarding enrollment goals, course planning, registration policies. Partnered with IT in development of strong data governance practices and policies. Worked with key partners to develop policies and procedures. Responsible for consolidating and evaluating academic budget needs from the colleges and the Provost Office. Provided assessment and recommendations for budgets and staffing lists. Contributed financial insight to academic policy proposals. Responsible for projections of enrollment patterns, vacancy savings, PTF expenditures and student credit hour projections.
- Responsibilities included monitoring graduate program enrollment, new program development, budgeting, state department of education liaison, accreditation, university policies oversight and development, budget approval, and general academic operations. Provide oversight for articulation agreements with US institutions, as well as exchange agreements with foreign institutions. Led Provost Office initiatives related to local, state and federal regulatory compliance.
- Developed long-range enrollment models (trend and forecasts); ‘Smart Growth’ budget and planning models, and scheduling models designed to assist with reduction of faculty loads and increase space utilization. Led the development of long range growth plans for academic programs and provided assistance to deans and program directors in development of new programs, including shepherding proposals through internal and state external review processes.
- Led and assisted with program, school and university accreditation activities.
- Provided leadership in the development of new university academic policies and procedures and maintained currency of existing guidelines and policies.

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- Provided basis for analytics and dashboards for assessment of enrollment patterns for upcoming semesters and budget templates used in designing new programs and the financial assessment component of existing programs. Developed an implementation plan for Smart Growth; the focus of which is faculty and space utilization. The initial estimated savings exceeded $1 million per year by increasing full-time faculty coverage, the potential of reducing full-time loads, and no impact on student ability to enroll in needed classes.
- Revised graduate assistantship program, the result of which has been increased enrollments and substantial increase in the applicant quality.
- Led the Graduate Council, a forum for academic leadership to improve the graduate academic experience for students, advance teaching techniques and to address university-wide issues and concerns related to graduate education.
- Developed financial assessment tools and templates for evaluation of proposed and existing programs.
- Provided leadership for Middle States Periodic Review (2011). Also assisted with preparation for architecture program NAAB re-affirmation (2011). (Previous accreditation experience is listed elsewhere by position).

EDUCATION

Georgia State University / Ph.D. in International Business

1989, ATLANTA, GA

- Ph.D. in International Business, 1989. Major Concentration in Marketing. Dissertation entitled “Global Screening: The Preliminary Identification of Existing Product-Specific Market Potential Using Macroeconomic and Demographic Factors.”
- Honors: 1990 Academy of International Business Richard N. Farmer Dissertation Award finalist. 1990 American Marketing Association Doctoral Dissertation Award semi-finalist. Outstanding Merit Award for community and university service.

Georgia State University / M.B.A. in Marketing

1980 - 1981, ATLANTA, GA

Post-Master’s in International Business, 1981. M.B.A. Association Board of Directors member.

New York University / B.A. in Psychology

1973, NEW YORK, NY

- Major: Behavioral Psychology; Minor: German.

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