

Steven Ralston

A recognized expert on aligning institutional budget priorities with academic program offerings, identifying, establishing, and assessing innovative academic programs, business and organizational communication, and selection interviewing with over 30 years of higher education experience. A successful academic administrator and an accomplished scholar.

QUALIFICATION HIGHLIGHTS

- 30+ years of higher education experience
- Successful academic administrator and an accomplished scholar
- Recognized expert on aligning institutional budget priorities with academic program offerings, establishing and assessing innovative academic programs, business and organizational communication, and selection interviewing
- Editor of The Journal of Business Communication and has published research in numerous peer-reviewed scholarly outlets

ACHIEVEMENTS

- Collaborated with administrative stakeholders to develop comprehensive net revenue profiles for all academic programs.
- Worked with academic officers and faculty to move all in-person classes to remote learning due to COVID-19 in March 2020.
- In consultation with key stakeholders and the Interim President, developed and put into place a process working with faculty to reduce the academic program budget.
- Led Academic Affairs, Student Life, and other campus units to establish a dynamic and comprehensive student retention and graduation plan relying on best practice research and experience.

EXPERIENCE

The College of Saint Rose / Provost and Vice President for Academic Affairs

2018 - 2020, ALBANY, NY

- Collaborated with administrative stakeholders to develop comprehensive net revenue profiles for all academic programs. Profiles were used as a key resource in meeting the Saint Rose Trustees' mandate to reduce the academic program budget by 6 million.
- In consultation with key stakeholders and the Interim President, developed and put into place a process working with faculty to reduce the academic program budget.
- Worked with academic officers and faculty to move all in-person classes to remote learning due to COVID-19 in March 2020.
- Developed and provided oversight for a summer-long process to determine and then implement a comprehensive plan for offering classes during the fall 2020 term in response to COVID-19.
- Led an effort with on-and off-campus stakeholders to gain faculty, Trustees, and state approval for the innovative BSN 1+2+1 nursing program with Saint Peter's Health Network. Included with the approval is an RN-to-BSN accelerated degree.
- Provided leadership in bringing to market a BA in Psychology and a BS in Sales.
- Revitalized a dormant summer program to offer significantly more course opportunities for students at a competitive rate.
- Led the effort to create Saint Rose's winter term.
- Established a new Graduate and Professional Studies division. The division is led by the newly created Associate Provost for Graduate and Professional Studies position.
- Working with campus stakeholders, successfully conducted searches for two new deans: Huether School of Business and the School of Arts and Humanities.
- Conducted a successful search for a new Director of Academic Advising
- Established process for the credentialing new faculty using The Higher Learning Commission standards.
- Introduced then worked with key stakeholders to establish the Academic Affairs annual operational planning.
- Collaborated with Human Resources and a faculty committee to develop and implement a comprehensive faculty compensation model.
- With Student Success established an innovative tutoring program offered in high failure rate courses.
- Served as one of two Program Sponsors for EAB's Student Success Collaborative.
- Led the Assessment Committee's effort to establish an annual assessment of administrative units.

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Morehead State University / Provost and Vice President for Academic Affairs

2014 - 2018, MOREHEAD, KY

- Working with numerous stakeholders, led an effort to revise the admission index to ensure that undergraduate students admitted to Morehead State had a reasonable expectation to graduate.
- Led Academic Affairs, Student Life, and other campus units to establish a dynamic and comprehensive student retention and graduation plan relying on best practice research and experience.
- Working with faculty and other stakeholders, directed a transparent and inclusive process to review the existing General Education program and to put into place a new program.
- Collaborated successfully with faculty, staff and the Kentucky Council on Postsecondary Education to create more pathways for transfer students from community college partners.
- Established a process by which proposed new academic programs are subject to rigorous market analysis and business planning.
- Instituted a program whereby our online MBA program is Quality Matters (QM) certified.
- Created initiative in which faculty submit competitive summer grant proposals to produce a feasibility study for new academic programs.
- Following a yearlong self-study, the College of Business was renamed the College of Business and Technology.
- Guided effort to submit Morehead State's SACSCOC 5th year review spring 2017. Response from SACSCOC was highly favorable.
- Collaborating with the Chief Diversity Officer, provided leadership in the creation of a new cultural diversity and inclusion plan.
- Working with the President, commissioned a Blue-Ribbon Task Force to study and make recommendations regarding Morehead State University's regional engagement plan to include but not limited to effective use of the 4 regional campus centers and the Center for Regional Engagement.
- Working with a team of faculty and staff, created MSU's winter intersession.
- Collaborating with the administration, faculty, staff and students, Academic Affairs conducted a yearlong self-study. The comprehensive and transparent study addressed issues of access, quality and efficiency. Among the many outcomes of the study was saving 1.5 million in recurring dollars without harming academic program integrity.
- Working with the Academic Affairs team, identified approximately 3 million dollars of recurring savings and revenue enhancement as part of the 2015-2016 budget reduction initiative. In 2016-2017 the Academic Affairs team identified another approximately 3 million in reductions and enhancements without undermining academic integrity.

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- Created MSU's first "look book" that featured outstanding research and creative work of selected faculty. The look book was distributed annually to important stakeholders electronically and in print.
- Selected by peers to the post of Convener of the Kentucky Council of Chief Academic Officers.
- Held membership on the Kentucky Council on Postsecondary Education Dual Enrollment Advisory Task Force.
- Served on the Ohio Valley Conference Chief Academic Officer committee. The committee is responsible for assisting campus Presidents and other stakeholders with OVC and NCAA academic issues, such as student athlete eligibility.

Marist College / Dean, School of Communication and the Arts

2008 - 2014, Poughkeepsie, NY

- Guided significant expansion of the undergraduate program portfolio. Introduced B.S. in Digital Media and B.A. in Media Studies and Production. B.S. and B.F.A. in Fashion Merchandising and Design, respectively.
- Added two graduate programs, including the online M.A. in Integrated Marketing Communication (IMC) and the Florence M.A. in Museum Studies.
- Led effort to collaborate with Mod'Spé Paris, a premier fashion merchandising school, and Hong Kong Polytechnic University to provide a semester-long study abroad opportunity for students.
- Coordinated with Marist Study Abroad to establish a faculty/student exchange program with North Glasgow College.
- Established the Marist Media Leaders Program (MMLP). MMLP produced numerous thought-leadership and professional engagement activities funded privately, including the Marist/Committee of Concerned Journalists Gala and the Media Industry Leader Strategies Series.
- Worked with faculty to establish the Marist College Center for Sports Communication.
- Collaborated with colleagues to establish the Marist in Manhattan program. Marist in Manhattan provides School of Communication and the Arts students with full-time residential internships in New York City.
- Worked with faculty and colleagues to create the Summer Institute in Digital Film Making to complement the already successful summer sports communication and fashion institutes.
- Provided oversight for renovations to the Lowell Thomas building which housed communication, media arts, the media center, and School offices. Renovations included a new state-of-the-art broadcast studio and practice facility, digital toolbox laboratory, media suite for the Center for Sports Communication, office suite for the Marist in Manhattan program, technologically advanced 70 seat film screening room, 3 state-of-the-art computer laboratories, and multiple faculty office and meeting suites.

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Northern Illinois University / Chair, Department of Communication

2005 - 2008, DEKALB, IL

- Led the department through significant revisions of the governance document, including tenure, promotion, and merit review procedures.
- Guided the department through the development and implementation of a comprehensive evidence-based student learning assessment plan.
- Oversaw department's program review update.
- Created a five-year rotation of department administration appointments.
- Established the first department research review board.
- Instituted a new faculty mentor plan.
- Created the department's first full time public relations staff.
- Added several new technical support positions.
- Managed Scripps endowment.
- Oversaw the hiring and merit review of professorial faculty.
- Ensured timely appointment of instructors to comply with union and institutional procedures.
- Evaluated instructors, service and professional staff, and secretarial employees.
- Worked with alumni office to reach out to influential alumni, particularly in the greater Chicago area public relations industry to increase funding for annual public relations gala.
- Successfully collaborated with Northeast Illinois Newspaper Association (NINA) to establish joint programs at annual NINA conference.

University of Michigan-Flint / Chair, Department of Communication and Visual Arts

2001 - 2005, FLINT, MI

- Led the joining together of the art and communication programs into a single academic unit.
- Guided new department through significant revisions of the governance document.
- Facilitated revisions to the tenure/promotion and annual review procedures.
- Led the department in the development and implementation of the evidence-based student learning assessment plan.
- Collaborated with faculty to adopt communication-intensive technology in the classroom (i.e., blackboard).
- Established new campus studio space for art faculty.
- Appointed to serve on a yearlong, university-wide team (including representatives from Ann Arbor and Dearborn) to negotiate the first union contract with instructors (Lecturers Employment Organization).
- Introduced three annual new student art awards: Chancellors' Choice, Dean's Choice, and Chair's Choice.
- Increased department operating budget by recouping revenue from online teaching.

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- Grew department revenue by carefully instituting and managing necessary fees.

East Tennessee State University / Director, Oral Communication Proficiency Program
and Assistant / Interim Director of the Teaching and Learning Center

1992 - 2001, JOHNSON CITY, TN

- Collaborated with the Director of the Across the Curriculum Program to create, test, and implement an oral communication proficiency program.
- Guided the approval of new oral intensive courses.
- Worked with the Writing and Communication Center Director to create oral communication training modules.
- Created and implemented faculty training in oral communication pedagogy.
- Assisted the Director in the creation of a university-wide faculty continuing education program.
- Produced and managed a university-wide new faculty orientation.
- Established new faculty mentoring program.

EDUCATION

Indiana University / Ph.D. in Communication Theory and Research

1986, BLOOMINGTON, IN

- Minor: Organizational Behavior.

University of Tennessee / M.B.A. in Speech Communication

1981, KNOXVILLE, TN

Old Dominion University / B.A. in Speech and Theatre

1978, NORFOLK, VA

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