

ACADEMIC VITA

JANELLE C. ASHLEY

Worcester State College
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EDUCATION:

Ph.D.	Management	University of North Texas
M.A.	English	Stephen F. Austin State University
B.B.A.	Business Admin.	Stephen F. Austin State University

ADMINISTRATIVE AND COLLEGE TEACHING EXPERIENCE:

Worcester State College:

10th President 2002 – present

Stephen F. Austin State University:

Vice President for Academic Affairs	1993-2002
Interim Vice President for Academic Affairs and Graduate Dean	1992-1993
Dean, College of Business	1981-1992
Associate Vice President for Academic Affairs	1978-1981
Acting Chair, Department of Management and Marketing	1977-1978
Director, Small Business Institute	1976-1978
Professor of Management	1976-2002
Assistant/Associate Professor of Management	1969-1976

University of North Texas:

Department of Management, Part-time faculty 1968-1969

Stephen F. Austin State University:

Instructor of Business Administration 1965-1968

CONSULTING AND PROFESSIONAL WORK:

Representative Consulting and Management Development Clients:

Texas International Education Consortium	Lufkin/Conroe Communication Co.
McNeese State University	Moore Business Forms, Inc.
Henderson State University	Lufkin Industries, Inc.
Texas Attorney General's Office	Nibco, Inc.
St. Regis Paper Company, Inc.	

Selected Professional Activities:

American Association of State Colleges and Universities (AASCU):

National Meeting Facilitator, "Role of the Chief Academic Officer" (2001)
Academic Leadership Institute, Faculty Member and Group Facilitator (2000)
Task Force on Leadership, Academic Affairs Resource Center (1999-2000)
National Meeting Presenter, "General Education: State and Campus Politics and Processes" (2000)
National Meeting Presenter, "Insights from the ACE Kellogg Project on Leadership and Institutional Transformation" (2000)
National Meeting Presenter, "Transformational Leadership: New Challenges for Academic Officers" (1997)
Judge, Christa J. McAuliffe Showcase for Excellence Awards (1994)

American Council on Education (ACE):
 Project Director, Leadership and Institutional Transformation (1995-00)
 Institute for Academic Deans and Student Personnel Officers with The Institute for College
 and University Administrators (1979)
 National Identification Program (1978-79)

Texas Higher Education Coordinating Board:
 University Formula Advisory Matrix Review, Cost Study Working Committee (2000-01)
 Committee on OCR Issues, Higher Education Planning Committee (1999-00)
 Instructional Formula Study Committee (1994-96)
 Advisory Committee on Undergraduate Education/Core Curriculum (1988-89)

Texas International Education Consortium (TIEC):
 Operating Council (1992-02)
 TIEC President/CEO Search Committee (1999-00)
 Jeddah College Project Team; Jeddah, Saudi Arabia (1998-99)
 TIEC President/CEO Search Committee (1995-96)
 Al Akhawayn University Project Team; Ifrane, Morocco (1992)

Council of Chief Academic Officers, Texas (1992-02), Chair (1997-99), Vice Chair (1995-97),
 Secretary/Treasurer (1993-95)

Southern Association of Colleges and Schools, Commission on Colleges, Accreditation Team,
 Valdosta State University (Georgia) (2000)
 St. Leo University (Florida) (2001)
 Institute of Textile Technology (Virginia) (2001)

Citizens 1st Bank; Tyler, Nacogdoches, Jacksonville and Rusk; Board of Directors (1992-02)
 Chair of Audit Committee (1995-96)

Angelina and Neches River Authority, Board of Directors (1994-00), President (1998-99), Vice President
 (1997-98), Secretary/Treasurer (1996-97), Chair of Audit Committee (1995-96)

Southwestern Business Administration Association (five state region): President (1986-87),
 VP for Programs (1985-86), Secretary (1984-85)

American Assembly of Collegiate Schools of Business:
 Implementation Committee (1991-92)
 Standards Committee (1987-88, 1990-91)
 Nominating Committee (1989-91)
 Continuing Accreditation Committee (1985-88)
 Visitation Committee (1983-86)

Texas Council of Collegiate Education for Business: Secretary (1991-92)

Strategic Economic Policy Commission: Emerging Industries Task Force, appointed by Governor
 Clements (1988)

SFASU Center for Economic Education: President (1987-92)

Small Business Administration, Dallas District: Advisory Board (1987-90)

East Texas Environmental Education Association, Advisory Committee (1994)

Case Research Association: Editorial Board (1984-85)

Small Business Institute Review: Special Advisory Board (1983)

PUBLICATIONS/PRESENTATIONS:

Articles:

- “Feasibility Checklist for Starting a Small Business,” (with D.R. Arnold), Management Aids
 Number 2.026, U.S. Small Business Administration, 1983.
- “M.B.O. in the University--Beware the Pitfalls,” (with D.B. Tinsley, J.H. Lewis, and D.R. Arnold),
Journal of National Association for Women Deans, Administrators and Counselors, Vol. 44, No. 3,
 Spring, 1981, pp. 10-15.
- “Bankers: Prime Targets for Occupational Stress,” The Bankers Magazine, Vol. 164, No. 5, September-
 October, 1981, pp. 68-72.
- “An Investment that Pays Big Dividends: Effective Listening,” Monographs in Business (A-14002),
 Bureau of Business and Economic Research, School of Business, Stephen F. Austin State
 University, 1981.

“Examining the Strategic Appraisal Process,” (with D.R. Arnold and G.D. Smith), Burroughs Clearing House, April 1980.

“Guidelines for Conducting Feasibility Studies,” (with D.R. Arnold), SBI Review, January 1979.

“SBI Update,” SFA Business Review, Spring, 1978; Fall, 1977; Spring, 1977; Fall, 1976.

“Job Redesign--Cure for Absenteeism and Turnover?” SFA Business Review, Fall, 1977.

“Human Impatience and Rising Interest Rates,” Business Studies, North Texas State University, Fall 1969.

Papers Presented and Published in Proceedings:

“Strategic Appraisal for the Small Business,” (with D.R. Arnold), Proceedings of National Small Business Institute Directors’ Association, 1980.

“Franchising in Today’s Economy,” (with H.P. Soll), Proceedings of Southwestern Small Business Institute Association, 1980.

“A Feasibility Study Format for Retail Stores,” (with D.R. Arnold), Proceedings of Southwestern Small Business Institute Association, 1980.

“The Feasibility Study: A Format for Small Business,” (with D.R. Arnold), Proceedings of National Small Business Institute Directors’ Association, 1979.

“A Power-Based Approach to Leadership,” (with D.B. Tinsley), Proceedings of Southwestern Division Academy of Management, 1976.

“A Novel Idea for Management Education and Development,” Proceedings of Southwestern Division Academy of Management, 1976.

“Job Satisfaction Survey: Behavioral Science Decision Tool Sheds Light on Turnover,” Proceedings of Western Division, American Institute of Decision Sciences, 1975.

Cases:

“Central State University: Resource Reallocation in Times of Uncertainty,” 1987

“They Did Me Dirty!” (with N.C. Speck), Case Research Association, 1980.

“What Do You Expect of Me?” (with N.C. Speck), Case Research Association, 1980.

“A Case of Optimism,” (with R.H. Solomon), Case Research Association, 1980.

“The Electric Feather Pirogue,” (with R.H. Solomon), Case Research Association, 1980.

“Damned If You Do and Damned If You Don’t!” Intercollegiate Case Clearing House, Harvard University, 1977.

“Fisherman’s Luck.” (with E.D. Roach), Intercollegiate Case Clearing House, Harvard University, 1976.

“The Toy Shop: I Think I’d Like To Go Into Business,” (with E.D. Roach), Intercollegiate Case Clearing House, Harvard University, 1976.

“The Toy Shop: Surveying The Market To Be Served,” (with E.D. Roach), Intercollegiate Case Clearing House, Harvard University, 1976.

“Am I A Tough Guy?” Intercollegiate Case Clearing House, Harvard University, 1975.

Books in which Cases are Published:

- Longenecker and Moore, Small Business Management: Perspectives on Ethics and Social Responsibility, Seventh and Eighth Editions, South-Western Publishing Co., 1987, 1991.
- Hay, Gray and Smith, Business and Society, Third Edition, South-Western Publishing Co., Inc., 1989.
- Tate, Taylor and Hoy, Business Policy: Administrative, Strategic, and Constituency Issues, Business Publications, Inc., 1988.
- Boone, Gene and David Kurtz, Marketing, Second and Third Editions, The Dryden Press, 1984 and 1987.
- Tate, Megginson, et. al., Successful Small Business Management, Revised, Third, Fourth, and Fifth Editions, Business Publications, 1978, 1981, 1985 and 1987.
- Boone, Gene and David Kurtz, Contemporary Marketing, Fifth Edition, The Dryden Press, 1986.
- Olm, Kenneth W. and George G. Eddy, Entrepreneurship and Venture Management, Charles E. Merrill Publishing Co., 1985.
- Pringle, Charles D., Management, Sixth Edition, Charles E. Merrill Publishing Co., 1984.
- Mondy, R. Wayne, Edwin B. Flippo and Robert E. Holmes, Management: Concepts and Practices, Second Edition, Allyn and Bacon, Inc., 1983.
- Lewis, Dale M. and M. Wayne DeLozier, Cases in Retailing, Charles E. Merrill Publishing Co., 1982.
- Albanese, Robert, Managing Toward Accountability for Performance, Third Edition, Richard D. Irwin, Inc., 1981.
- Hay, Robert D. and Ed Gray, Business and Society: Text and Cases, Second Edition, South-Western Publishing Co., Inc., 1980.
- Mathur, Iqbal, Cases in Finance, Dame Publications, Inc., 1980.
- Broom, H.N. and Justin G. Longenecker, Small Business Management, Fifth Edition, South-Western Publishing Co., Inc., 1979.
- Adams, Sexton and Ponthieu, Administrative Policy and Strategy: A Comparative Approach/Casebook, Revised Edition, Grid, Inc., 1978.
- Stanford, Melvin J., Management Policy, Prentice-Hall, 1978.

HONORS AND RECOGNITIONS:

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|---|--|
| Kellogg Fellow, AACSB, 1992-94 | Dictionary of International Biography, 1972-73 |
| Who's Who in America, 1990-91 | Outstanding Young Women of America, 1967 |
| AAUW Woman of the Year, 1986 | Who's Who in the South and Southwest |
| Distinguished Professional Woman, 1984 | Sigma Iota Epsilon (honorary management) |
| The World's Who's Who of Women, 1976 | Beta Gamma Sigma (honorary business) |
| Personalities of the South, 1973 | Kappa Delta Pi (honorary education) |
| American Men and Women of Science, 1973 | Alpha Chi (honorary collegiate) |

REPRESENTATIVE UNIVERSITY COMMITTEE ASSIGNMENTS:

President's Cabinet (2002)
Academic Deans Council, Chair (2002)
Academic Affairs Council, Chair (2002)
American Council on Education/Kellogg, Project Team Chair, Project on Leadership and Institutional Transformation (1995-00)
Commission on the Future (Strategic Planning for SFA 2003), Chair (1997-98)
Accident Review Board, Chair
PEW Education Roundtable
Student Affairs Council
Instructional Council
Classified Pay Plan
Assessment
University Research Council
Faculty Senate
Bachelor of Applied Arts and Sciences Advisory Council
University Curriculum Committee
University Publications and Public Information Committee
Long-Range Institutional Planning Committee
University Facilities Usage Committee, Chair
Master's Degree in Forest Business Steering Committee
Faculty Traffic Appeals Committee, Chair
School of Business (School Council, Curriculum Committee, Research Committee)
FIRST (Faculty Information and Research Service for Texas) Liaison

CIVIC AND COMMUNITY ACTIVITIES:

Nacogdoches County Chamber of Commerce
President (1986-87), Vice President for Economic Development (1985-86), Tourism (1984), Civic Affairs (1983), Board of Directors, Executive Board and various committee chairmanships
Nacogdoches County United Way
President (1984)
Board of Directors, Executive Board and various other committee chairmanships
Deep East Texas Development Association
Board of Directors (1993-95)
Mayor's Committee for Disabled Persons (1988-89)
Deep East Texas Private Industry Council
Chairman, Compliance, Monitoring and Evaluation Committee (1984-85)
Nacogdoches Tourist and Convention Commission, Chair (1984)
Board of Directors, Nacogdoches Exposition Center (1983-84, 1986-87)
Board of Directors, Health Facilities Development Corporation (1985-86)
Nacogdoches Sesquicentennial Committee (1984-86)
First United Methodist Church, Administrative Board Chair (1984-85), Finance, Building, and other committees