

# MARC T. SKINNER

## RECENT COMMUNITY INVOLVEMENT:

- Member of Board of Advisors, ALTURA Community Consulting and Business Finance
- Advisory Board President—Eastern Idaho Research Business Development Center (RBDC)
- Member of Advisory Board—Regional Economic Development Council (REDI)
- Member of College of Eastern Idaho Advisory Committee
- Member of Idaho Falls Rotary
- Idaho Falls Chamber of Commerce
- Member of Idaho Economic Development Association (IDEA)
- Member of Eastern Idaho Givent (Regional Executive networking group)
- Member of National Association of Branch Campus Administrators (NABCA)
- Member of Idaho State University's Polytechnic Initiative Steering Committee
- Member of Northwest Food Processors (now Food Northwest) Board of Directors

## PERTINENT COMMITTEE/OTHER INVOLVEMENT:

- Member of BYU-Idaho College of Business and Communication Council
- University of Idaho Research Council
- Chair of UI Associate Director Search—Center for Advanced Energy Studies
- Co-PI—Education Contract with Idaho National Lab
- PI for Joint Appointments with the INL/University of Idaho—Idaho Falls
- Member of Workforce Education Subcommittee for Governor's LINE Commission

## EDUCATION:

Ph.D.—University of Idaho College of Education (Emphasis in Higher Education Administration)

Dissertation: *The Image of the University of Idaho: A Qualitative Exploration of the Perceptions of Southeastern Idaho Opinion Leaders and the Effectual Influence upon the Choices of Prospective University Students*

Master of Public Administration (1995)

BS in Communication (1993)

## EXPERIENCE:

### **BRIGHAM YOUNG UNIVERSITY—IDAHO**

November 2019 to Present: **Department Chair, Communication Department**—Responsibility for strategic planning, departmental budgeting, class scheduling, student enrollment management, recruitment and retention, curriculum development and assessment, and hiring and evaluating faculty. Currently serving 1,500 majors and 330 minors, with 18 full-time faculty and 15-20 adjunct faculty teaching our face-to-face classes each semester. Facilitated explosive growth in our innovative online offerings. Currently more than 2,000 students from around the world enrolled in department online courses which are taught by more than 40 instructors hired from many different states.

### **UNIVERSITY OF IDAHO—IDAHO FALLS**

May 2015 to September 2018: **Executive Officer, Idaho Falls Center**

Served as CEO of the University of Idaho (UI)—Idaho Falls Center, providing vision and leadership to increase visibility and influence for the UI in Eastern Idaho. Served as the public face for UI in strengthening community relationships, providing outreach to business and other entities, and increasing student enrollment. Developed and led strategic initiatives in support of the UI's strategic plan. Actively collaborated in economic development activity in the region. Worked with university vice presidents, deans, and other senior leadership to support legislative engagement, strengthen relationships with municipalities and public agencies, provide outreach to business, develop media coverage, and support student enrollment. Managed UI—Idaho Falls resources, including strategic management of center budget, management of related facilities, and direct participation in the Center for Advanced Energy Studies (CAES). Acted as a catalyst to support academic programs, faculty, and staff in Eastern Idaho as well as collaboration with the Idaho National Laboratory, local industry, and other university partners.

### Key Accomplishments:

- Led efforts resulting in increased enrollment more of more than 30%
- Increased the number of competitive grant proposals submitted by more than 50%, with a similar increase in the number of funded proposals
- Directed the collaborative writing and adoption of memorandum of agreement for joint admissions and joint enrollment between U of I and CEI (the first of its kind in Idaho).
- Steady feedback improvement from Idaho National Lab survey regarding INL/UI education contract
- Implemented ongoing efforts to improve the graduate student experience in Idaho Falls
- Department of Labor Sector Grant for development of online offering in Fire Protection Systems serving unique industry needs at INL, Idaho, and nationally
- Assisted in obtaining Department of Commerce IGEM grant funding fund research efforts toward the development of an aluminum cast with embedded natural boron for cooling used nuclear fuel
- Cultivated increasingly positive relationships with the newly created College of Eastern Idaho, BYU-Idaho, Idaho State University, and other strategic higher education partners
- Grew community outreach leading to increased visibility and community support
- Enhanced involvement in key economic development activities, leading to many collaborative research projects
- Successfully brought “UI (Moscow) to East Idaho” facilitating many UI community events, including a grant from the Leyland Beckman Foundation enabling involvement of the UI Lionel Hampton School of Music with area high school students
- Facilitated efforts to increase the region’s go-on rate, particularly among underprivileged populations
- Assisted students obtain funding through the Vandal Ideas Grant, targeting youth STEM activities through partnership with the INL and CAES.

### **BRIGHAM YOUNG UNIVERSITY—IDAHO**

#### **2012 to 2015: Founding Associate Dean of Interdisciplinary Studies**

Provided administrative leadership and oversight over BYU-Idaho’s newly created interdisciplinary degree programs including:

- Bachelor of Interdisciplinary Studies—Designed for students who wish to customize an education experience that bridges two or more concentrations (30-36 credits each) from different disciplines. More than 45 unique discipline concentrations developed.
- Web Design and Development—An innovative B.S. degree comprised of four disciplines (Computer Information Systems, Art, Communication, and Computer Science). Serving 700 majors and offered completely online as well as face-to-face.
- Family History Research—A rigorous online AAS degree designed in collaboration with FamilySearch.org which prepares students for professional genealogical certification.

2009 to 2015: **Director of Inter-University Relations**—Provided leadership for program collaboration and expedited enrollment into graduate schools at partner universities. Facilitated engagement with industry leaders, higher education leaders, and others seeking to create accelerated degree programs in an effort to provide high achieving students with lower debt/faster employment options. Other responsibilities include:

- Authored and managed MOUs with other universities
- Administrative oversight for BYU-Idaho’s growing International Programs office.

#### **International Program Exchange Travel and MOU Development**

- Mexico, Tech De Monterrey (2011)
- India, Amity University, Delhi Campus (2012)—Uttar Pradesh, India
- Paris, France—BYU Kennedy Center (2013—collaborative Exchange with BYU)
- Brussels, Belgium—Vesalius College (2013)

#### **Co-Authored domestic agreements include:**

- Salus University (Philadelphia) 3+2 Physicians Assistant Program—BYUI students apply for early entrance to the Salus PA program (after 90 credits).

- University of Idaho 3+2 Athletic Training Program—BYUI students apply for early entrance to the MSAT program at the U of I (after 90 credits).
- University of Idaho Law School 3+3 Program—BYUI students apply for early entrance to the Law School (after 90 credits).
- Monterey Institute of International Studies (3 ½ +1)—BYUI students earn advanced entry in the MA TESOL program which allows students to count up to seven BYUI credits towards their master's degree.
- Utah State University MBA program— Utah State University offers their MBA on the BYUI campus. BYUI students apply to be accepted (provisionally) and take up to nine credits of graduate coursework before graduation.
- University of Idaho Masters in Nuclear Engineering/Computer Science/Environmental Science— Allows qualified BYUI students to take up to six credits towards their master's degree in advance of graduation with their bachelor's degree, potentially earning master's in one year.
- University of Montana 2+2 in Geography—BYUI students complete the first two years of their bachelor's degree in Geography and matriculate immediately into the University of Montana for their final two years.
- Led ongoing collaborative discussions with other university graduate programs, including:  
Idaho State University—Multiple 3+2 programs  
Utah State University—Multiple 3+2 programs  
Arizona State University—Health Care Innovation  
Arizona State University—Master of Public Policy  
Washington State University—Health Care Administration  
Washington State University—College of Engineering  
Idaho State University—College of Pharmacy  
AT Still University Physician Assistant (3+2)  
Roseman Dental School (3+4)  
Palmer College of Chiropractic (3+3)  
Western States College of Chiropractic (3+3)  
BYU (Expedited MPA program)

#### **BRIGHAM YOUNG UNIVERSITY—IDAHO**

2008 to 2015: **Faculty, Department of Communication**—Taught the following courses:

COMM 102—Public Speaking Media Law/Ethics

COMM 140—Mass Media and Society

COMM 150—Interpersonal Theory and Practice

COMM 307—Ethics and Legal Issues

COMM 498R—Communication Internship

COMM 435—Public Relations Campaigns

COMM 499—Case Studies in Communication

FDCOMM 201—Professional Communication

\*Continuing Faculty Status—granted Spring 2012

Served as Director of Communication Internship program from 2010-2012.

#### **AWARD**

- **Outstanding Faculty Recognition Award—College of Business and Communication, 2013**

#### **UNIVERSITY OF IDAHO—SCHOOL OF JOURNALISM AND MASS MEDIA**

1999 to 2008: **Assistant Director**— Administrative responsibilities included:

- Internship Placement Coordinator, Practicum Advisor, and Chair of School's Scholarship Committee.
- Oversight for freshman, sophomore, and transfer student advising and retention.
- Led recruitment initiatives for the school. The School of Communication (transitioned to School of Journalism and Mass Media) grew in enrollment by more than 30% from 1999 to 2003.

- Directed efforts in alumni relations, fundraising, and coordination of professional advisory board.
- Co-authored on-line text for Communication 101—Intro to Public Speaking and successfully co-wrote the SBOE grant to transition the course to a hybrid on-line course.

#### **AWARDS**

- **Outstanding Employee Award—2003**
- **University of Idaho Athletic Department Hometown Spirit Faculty Award—2007**
- **Advising Excellence Award—2008**

Taught the following courses:

COMM 101—Public Speaking

COMM 233—Interpersonal Communication

COMM 410—Conflict Management

JAMM 100—Mass Media and Society

JAMM 497—Media Career Development

#### **UNIVERSITY OF IDAHO—COLLEGE OF LETTERS, ARTS, and SOCIAL SCIENCE**

2003 to 2006: **Assistant Director of Development**—Initiated and cultivated relationships with individual donors, alumni, and other entities connected to major gift opportunities for the college.

#### **UNIVERSITY OF IDAHO COLLEGE OF EDUCATION— COEUR D'ALENE CENTER**

Summers 1999 to 2004: **Education Workshop Instructor**—Taught summer workshops in conflict management and mediation to educators.

#### **UNIVERSITY OF IDAHO-SCHOOL OF COMMUNICATION**

1995 to 1998: **Full-time Instructor**—Teaching public speaking courses and facilitating mediation workshops.

#### **AMERICAN FIDELITY ASSURANCE**

1998 to 1999: **Account Representative**—Marketed customized pre-tax benefit programs for school districts in northern Idaho, western Washington, and California. Collaborated with administrators, school boards, and staff to provide insurance, annuity, and other benefit options. Manage enrollments and application procedures for employees and business managers of districts.

#### **AWARD**

- **“Top five” company sales in months of November and December 1998**

#### **IDAHO LEGISLATIVE BUDGET OFFICE—STATE CAPITAL, BOISE**

1992 Legislative Session: **Budget Analyst Intern** for the Joint Finance Appropriations Committee. Performed research, evaluated proposed legislation, and assisted budget analysts in various fiscal presentations.

#### **PAST RELATED EXTERNAL INVOLVEMENT:**

- Joined Idaho delegation to Tokyo Japan to meet with host Sakae Casting/Ohzen as a follow up to Idaho Department of Commerce’s IGEM grant and to encourage continued investment by Japanese companies in the state.
- Invited to attend University Industry Demonstration Partnership Conference, Lincoln, Nebraska (April 2016)
- Selected to participate in The Globalization of Higher Education conference, Dallas, Texas (2014). Featuring Clayton Christenson (Harvard), Hilary Clinton, and Jeb Bush.
- Invited to conduct University Studies Program Review, BYU-Hawaii (2013)