

ROBERT A. GERVASI

Education

| | |
|--|---|
| The Center on Philanthropy at Indiana University | Certificate in Fund Raising Management |
| The Ohio State University, Columbus, Ohio | Ph.D. in Classics |
| The Wharton School of Business, University of Pennsylvania | M.B.A. in Marketing |
| Corpus Christi College, University of Cambridge | Research Fellow in Classics |
| American School of Classical Studies, Athens, Greece | Hill Scholar in Archaeology |
| The Ohio State University, Columbus, Ohio | M.A. in Classics |
| Xavier University, Cincinnati, Ohio | Honors Program A.B. in Classics (<i>summa cum laude</i>) |

Executive Experience

Institute for Study Abroad, an independent partner of Butler University, Indianapolis, IN 2005-2007
President and Chief Executive Officer

Responsible for a staff of 160 in twelve countries, serving 3400 U.S. students annually at 80 universities worldwide. Annual budget \$48 million. Reported to Board of Directors.
Developed strategic marketing plan; improved fiscal planning and controls, increasing surplus by 25%.
Strengthened institutional relationships in the U.S. and abroad.
Implemented new academic programming and marketing initiatives; expanded scholarship program.

McKendree University, Louisville, Kentucky (main campus in Lebanon, Illinois) 1996-2005
Dean of External Programs 2003-2005

Dean of Kentucky Campuses 1996-2005

Responsible for developing and directly controlling \$4.5 million budget, with advisory responsibility as requested for \$25 million total University budget.

Served as chief executive officer in Kentucky, with overall responsibility for Louisville and Radcliff campuses (670 students): faculty and staff hiring and development; student affairs; curriculum planning; budgets and administration; marketing and recruitment; information technology; community and alumni relations.

Assessed curricular needs and worked with faculty to develop new undergraduate courses. Developed plans and secured North Central Association approval for new MBA program.

Drafted case statement and solicited gifts in fund raising for new technology center.

Supervised program at Scott Air Force Base, IL (350 students). Developed strategic and operational plan to launch three new sites in southern Illinois, coordinating efforts of all University departments.

Created plan to improve student recruitment and retention. Developed and launched

McKendree's first major advertising campaign. Increased Kentucky enrollment by 35%.

Drafted, promoted and secured passage of legislation in the Kentucky General Assembly to increase students' financial aid opportunities.

- Chatfield College, St. Martin, Ohio** 1993-1996
Dean of Academic and Student Affairs
 Responsible for faculty hiring and development, academic budgeting, and ongoing improvement of instructional programs and academic support services.
 Restructured staff support to focus on student recruitment, admissions and academic advising;
 Increased enrollment by 16%.
 Researched, purchased and supervised installation of student computer lab; promoted integrated administrative computing and expanded use of instructional technology.
 Revised assessment plan for Self-Study for North Central re-accreditation; co-hosted Evaluation Team. Coordinated request for Ohio Regents reauthorization.
 Launched comprehensive curriculum review, with participation by faculty, alumni, outside professionals and other colleges.
 Developed College position paper on *Ex Corde Ecclesiae*, with faculty participation.
- Greater Cincinnati Consortium of Colleges and Universities** 1991-1993
Executive Director
 Reported to Board of Presidents of 13 institutions in Cincinnati and Northern Kentucky. Worked with Board and chief officers in academic affairs, student affairs, and development to organize and promote collaborative projects, e.g. cross-registration of students, faculty development workshops, and planned giving seminars.
 Formed project team that successfully pursued the consortium's first national (FIPSE) grant.
 Served as public advocate and common voice for higher education in Greater Cincinnati.
- Epworth House, Cincinnati, Ohio** 1987-1993
President
 Started independent firm offering strategic marketing and communication services.
 Selected clients include: Jewish Hospital of Cincinnati; Niehaus Financial Services; Northlich Advertising; McNicholas High School.
 Advised Board of Trustees of Cincinnati Technical College on CTC's conversion to Cincinnati State Technical and Community College.
- F & W Publications, Inc., Cincinnati, Ohio** 1986-1987
Publisher, Writer's Digest Magazine
 Directed marketing, advertising sales (\$4 million), and editorial for leading national writers' magazine (225,000 circulation).
 Increased profit 13% in 1986, and another 17% in 1987.
- Northlich Advertising & Public Relations, Cincinnati, Ohio** 1984-1986
Account Supervisor, Procter & Gamble and New Business
 Supervised Procter & Gamble advertising and public relations, comprising \$35-million agency's largest account group, and solicited new accounts.
 Counseled clients in marketing planning and communications strategies.
 Developed market research and sales presentations for national trade shows.
- The Kenner Company and The Drackett Company of Bristol-Myers, Cincinnati, Ohio** 1978-1983
Product Manager, Consumer Products
 Directed national businesses, with general management responsibility including long- and short-range marketing plans, budgets, sales, product development and profitability.

Teaching Experience

- University of Louisville**, Louisville, Kentucky 2002-2005
Adjunct Professor of Humanities
 Taught undergraduate and graduate courses in Greek and Roman civilization.
- McKendree University**, Louisville, Kentucky 1996-2005
Dean of Kentucky Campuses
 Taught courses in Ancient Civilizations, World Religions, Introduction to Philosophy, Ethics, Business and Professional Presentations, Small Business Management, and Principles of Marketing.
- Chatfield College**, St. Martin, Ohio 1993-1996
Dean of Academic & Student Affairs
 Taught courses in Origins of Democracy, Contemporary Moral Issues, English Composition, and Effective Negotiating Skills.
- University of Zimbabwe**, Harare, Zimbabwe 1995
Fulbright Senior Scholar and Visiting Associate Professor of Classics
 Taught Greek Civilization, Roman Civilization, and Ancient Philosophy.
- Miami University**, Oxford, Ohio 1989-1991
Visiting Assistant Professor in Classics
 Taught courses in the Ancient Epic, Classical Mythology, Introduction to Latin Literature, Introduction to Greek Literature, and Greek and Roman Religion.
 Won Dolibois grant to host conference on "The Reform of Capitalism: Ancient and Modern."
- Xavier University**, Cincinnati, Ohio 1978-1990
Lecturer
 Taught Principles of Marketing (graduate level, 1978), Elementary Latin, (1984), Thucydides' *History*, (1988) and Plato's *Republic* (1989).
 Delivered invited lectures in theology, economics and international affairs.
- Wharton School, University of Pennsylvania**, Philadelphia, Pennsylvania 1977-1978
Teaching Fellow in Wharton Communication Program
 Developed and presented graduate seminars in Effective Business Writing.
- The Ohio State University**, Columbus, Ohio 1973-1975
University Teaching Fellow in Classics
 Taught classes in Intermediate Latin, Elementary Greek, Advanced Greek. Intensive Greek, Greek Civilization, Classical Mythology, and Greek Political Theory.

Selected Community Activities

- Member, NAFSA and Forum on Education Abroad, 2005-2007
 Member, Rotary Club of Louisville, 1997-2005.
 Chair, International Service Committee, 2003-2004.
 Vice Chair, Program Committee, 2004-2005.
 Member, Board of Trustees and Executive Committee, Kentucky Opera, 2003-2004

Member, Board of Directors, Jeffersontown Chamber of Commerce, Louisville, KY, 1998-2001.
 Treasurer and Chair of Finance Committee 1999-2001.
 Member, Finance and Education Committees, 1999-2003.
 Member, Leadership Council, Center for Non-Profit Excellence, 2001.
 Member, National Society of Fund Raising Executives, 1991-1993.
 President, Cincinnati Association of Teachers of Classics, 1992-1993.
 Member, Board of Trustees, Jesuit Renewal Center, Milford, OH, 1988-1992
 Founder, Citizens for Sensible Waste Management, 1986-1989.
 Organized leaders of twenty neighborhoods and worked with Cincinnati
 mayor and city council to develop a progressive recycling policy.
 Member, National Board, Campaign for U.N. Reform, 1984-1988.
 Hosted 1984 national convention at Xavier University in Cincinnati.

Selected Public Presentations

"Global Security and Study Abroad," Rotary Club of Louisville, 2005.
 "Honor in the Greek Experience," Robert J. Murray Lecture, Xavier University, 2000.
 "Ancient Greek Religion in a Modern African Context," Classical Association of Central
 and Southern Africa, University of Zimbabwe, 1995.
 "For Love Or Money: Managing the Tension between Liberal Learning and Career Education,"
 1993 Regional Conference of Academic Affairs Administrators, Indianapolis.
 "Solon's Reforms and the Limits of Capital," Dolibois Symposium, Miami University, Oxford, Ohio, 1991.
 "Using the Classics in Current Affairs," Cincinnati Association of Teachers of Classics, 1991.
 "Vegetarianism in Plato's *Republic*," Ohio Classical Conference, 1990.
 "A Vision of Economic Justice," series of four lectures, Xavier University, 1987.
 "The Classical Hero," series of four lectures, Xavier University, 1984.

Selected Publications & Theses

"Stirring Up Study Abroad," *Indianapolis Business Journal*, January, 2006.
 "Three Essays on Greek Religion," *Epistula Zimbabweana*, University of Zimbabwe, 1996.
 "Toward a New Economic Ideology," *Southern Africa Political and Economic Monthly*, June, 1995.
 Twenty guest articles in *The Cincinnati Enquirer*, 1982-1992. Selected titles:
 "Finding Dialogue on Campus," "Cincinnati Living and Learning," "Building a World
 Without War," "Uncovering the Roots of Racism," "Rekindling the War on Poverty."
The Spirituality of Touch, St. Anthony Messenger Press (audiocassette series), 1992.
 "Building a Global Community," *Mustard Seed*, 1988

Theses:

"The Concept of Hope in Thucydides," Ph.D. Dissertation, The Ohio State University, 1981.
 "Written Communication Skills: Perception and Reality," M.B.A. Thesis, The Wharton School,
 University of Pennsylvania, 1978.
 "Healing As a Dramatic Motif in the *Iliad*," M.A. Thesis, The Ohio State University, 1973.

Book in progress (proposal submitted for publisher's review):

Finding Your Freedom: Roots and Relevance of the Liberal Arts

Languages and Interests:

Can read or speak Spanish, Italian, Greek (ancient and modern), Latin, French, German.
 Enjoy travel, running (completed twelve marathons), cinema, theater, opera.