

***CURRICULUM VITA***  
***Susan A. Brorson, Ph.D.***

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**Home Address:** 704 Lincoln Ave.  
Crookston, MN 56716

**Home Phone:** 218-280-0523

**Office Address:** Business Department  
University of Minnesota-Crookston  
109 Dowell Hall  
Crookston, MN 56716

**Office Phone:** 218-281-8186

**Email Address:** sbrorson@umn.edu

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| <b>Education</b> |
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**Graduate School**

PhD - University of North Dakota, Grand Forks, ND  
Major: Teaching and Learning Secondary/Higher Education  
Minor: Educational Research Methods Advisor: Dr. Richard Landry  
Degree: Doctor of Philosophy - May 1994  
Dissertation: Faculty in Transition: A Qualitative Study of the Vertical Extension of a College

M.S. - University of North Dakota, Grand Forks, ND  
Major: Marketing Education Advisor: Dr. James Strate  
Minor: Related Fields  
Degree: Master of Science - August 1977

**Undergraduate School**

B.S. - Moorhead State University, Moorhead, MN  
Major: Marketing Education Advisor: Dr. Donald Kohns  
Degree: Bachelor of Science - May 1976

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| <b>Education Experience</b> |
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2004 - Present Business Department Head at the University of Minnesota - Crookston

1998 - 2004 Program Manager of Business Management in the Center for Business and Technology at the University of Minnesota - Crookston

1997 - Present Full Professor in the Business Administration Department of the Management Division at the University of Minnesota - Crookston

- 1989 - 1997 Associate Professor in the Business Administration Department of the Management Division at the University of Minnesota - Crookston
- 1986 - 1998 Business Administration Department Chairperson in the Management Division at the University of Minnesota-Crookston
- 1984 - 1989 Assistant Professor in the Business Administration Department of the Business Division at the University of Minnesota- Crookston
- Spring 1986 Adjunct faculty member of College of St. Francis, Joliet, IL
- 1977 - 1984 Instructor in the Business Administration Department of the Business Division at the University of Minnesota-Crookston

### **Business Management Department/Campus-wide Responsibilities**

The Business Department offers a Bachelor of Science degree in Business Management, Accounting, Hospitality, Manufacturing, and Sport and Recreation Management, along with support classes in Economics. The department supports the business focused degree program in Information Technology Management which has it's academic home in the Math, Science, and Technology Department. The department also delivers an A.A.S. degrees in Marketing Management and Hospitality, an A.S. degree in Business, and a minor in Management.

As the Business Department Head, my responsibilities include:

1. Lead department strategic and operational planning activities.
2. Recruit, develop, coordinate, retain, lead, and evaluate department faculty.
3. Facilitate new and existing program development, program reviews, curriculum, and assessment planning.
4. Provide leadership for Higher Learning Commission (HLC) and Association of Collegiate Business Schools and Programs (ACBSP) accreditation for the Business Department.
5. Manage the fiscal resources of the department including budget development and reconciliation.
6. Coordinate department's class schedules with campus-wide schedules and on-line schedules.
7. Monitor department teaching load/activities.
8. Coordinate and document department equipment and physical resource needs.
9. Develop, coordinate, and maintain partnerships with business and industry.
10. Advise students and resolve faculty/student conflicts
11. Work with students on internship placement and evaluation.
12. Involvement in department, campus and University-wide committees.

13. Develop on-line degrees from curriculum to enrollment strategies to quality assurance programs and evaluation.
14. Involvement in professional marketing, management, and educational organizations.
15. Work with department alumni, alumni office, and the development offices.
16. Secure scholarship funding for business department students in particular, and campus wide in general.
17. Coordinate the Business Department Program Advisory Committees.
18. Manage student recruitment and retention strategies.
19. Facilitate the development of promotional materials for the Department programs and outreach programs.
20. Advance the research and inquiry activities of department faculty and personally to advance my professional responsibility as a faculty member in addition to that as an administrator.
21. Serve as a member of the Campus Executive Committee

Campus-wide:

Served on a number of committees campus-wide, including: Strategic Positioning Task Force, Management Representative to the UEA Negotiations Committee, NCA Accreditation Committee, Campus Mission Review Committee: Campus Assembly Executive Board, Promotion and Tenure Committee, Administrative Review Committees, Faculty Search Committees, Campus Assembly Constitution and Bylaws Committee; Seminar Series Committee, Alumni Committee, UMC Residential Life Judicial Committee; Student Conduct Committee; Faculty Assembly Executive Board, Faculty Assembly Constitution and By-laws Committee, Faculty Affairs, Chancellor Search Committee.

University of Minnesota University-wide:

Member of U of M Faculty Consultative Committee; Senate Judicial Committee; Health Plan Task Force; Benefit Advisory Committee; Dental Health Subcommittee; Civic Engagement Task Force Advisory Panel; President's Award for Outstanding Service Committee (2001); Technology Enhance Learning (TEL) Grant Awards Committee (2003)

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| <p><b>Publications, Papers, Seminars, and Workshops Presented</b></p> |
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"Mass Marketing of Culture for a Nickel a Book: Emanuel Haldeman Julius and the Blue Books," presented at the 50<sup>th</sup> Annual Missouri Valley History Conference, Omaha, Nebraska (March 2007)

"The History Consultant and the Settlement: A City, a Bridge, and a Lawsuit," presented at the Missouri Valley History Conference, Omaha, Nebraska (March, 2005)

"Isaac Broome's Two Histories of Ruskin Colony," Panel: *Utopian Settlements and the Periodical Press in the 19th Century* presented at the Society of Utopian Studies with Sharon Neet (Oct 27 – 29, 2005)

"Economic Development Projects that Made a Difference" presented at the ACBSP Regional Conference at Ivy Technical College, Indianapolis, IN (Sept 22 – 23, 2005)

"The *Appeal to Reason*: A Business with Social Impact" presented at The Association of Business Historians Conference, Nottingham University Business School, Nottingham, England (June 25 – 26, 2004)

"The Business of Socialist Revolution: The Management of the *Appeal to Reason*" presented at the Missouri Valley History Conference, Omaha, Nebraska (March 4, 2004)

"Teaching and Learning Environment of a Management Class at UMC", presented at the first UMC Family Weekend, (Oct 13, 2001)

"Entrepreneurship – Opportunities and Challenges," presented at the 2001 American Society for Engineering Education (ASEE) North Midwest Section Meeting, University of North Dakota, Grand Forks, ND (Sept 29, 2001)

"Instruction Courseware for Business Management," presented to North Dakota State College of Science, Wahpeton, ND (2000)

"UMC Laptop History and Perspectives or Classroom Issues", presented at the Laptop Universities Conference, Halifax, Nova Scotia. (1999)

"Plugged In and On-Line: The UMC Experience", presented at the Fall Faculty Development Conference of The Collaboration for the Advancement of College Teaching & Learning, Minneapolis, MN. (1998)

"Opportunities on the Internet", co-presented with JoAnne Johnson of Congressman Collin C. Peterson's office for Brainerd Small Business Development Center. (1997)

"Internet Reality Check", presented at 6<sup>th</sup> Annual Regional Women in Business Conference, Bemidji State University, Bemidji, MN (1997)

"Mgmt 3200 on the WWW: An Internet course", presented to University of Minnesota, Morris, Clayton State College, and Floyd College (Oct. 4, 1996)

Red River Trade Corridor Board Meeting/Retreat. Presentation on the Emerging Women Entrepreneurship project. (Sept. 29, 1996)

"Teaching a course on the Internet: Mgmt 3200", presented to Diana Oblinger, Academic Program Manager IBM North America, and UMC personnel. (Sept 4, 1996)

"The Internet: Technology Delivered Course Considerations", presented to the Russian Delegation. (July 30, 1996)

"Teaching on the Internet: Principles of Management", presented to members of the University of Montana School of Forestry. (June, 1996)

"Internet Delivered Instruction", presented to faculty and students of Sanoma State, CA . (May 9, 1996)

"Interactive Teaching", presented to U of M President, Hels Hasslemo and Dr. Mario Bognanno, Associate to the President. (1995)

"Technology as a Learning Tool", presented to Dr. Ettore Infante, Senior Vice President for Academic Affairs. (1995)

"Faculty in Transition: A Qualitative Study of the Vertical Extension of a College" - Published dissertation (1994)

"Faculty in Transition", presented at the Fall 1994 MAHE Conference (1994)

"How to Implement Effective Internship Programs", presented at the Third Annual Conference of ACBSP in New Orleans (1991)

"How to work with Sales Representatives", presented to the Central Minnesota Housekeepers Association (1990)

## **Research and Grant Development**

"Beyond the Numbers: Finding and Engaging Community Energy in Very Small Towns", December 2003. Submitted with Dr. Sharon Neet and Dr. Richard Nelson. Funded by The Council on Public Engagement, University of Minnesota.

"Lefsa for One: Civic Engagement in Rural Communities", December 2001. Submitted with Dr. Sharon Neet and Dr. Richard Nelson. Submitted to The Council on Public Engagement, University of Minnesota.

"Technology Cooperatives – Building Demand for a Business in Rural America" October 2001. Submitted to the US Department of Agriculture/CSREES 2001 Fund for Rural America Competitive Grants Program.

"Emerging Women Entrepreneurs Program: Online Incubator and Portal" September 1999. Funded by the Ford Foundation and the Red River Trade Council.

"Using Internet Based eCommerce as a Strategic Business Tool" January 1999. Funded as a Technology Enhanced Learning Grant by the University of Minnesota, Minneapolis campus.

"Emerging Women Entrepreneurs Telecommunications Technology Project" January 1998. Funded by the Ford Foundation.

"The Integration of Streaming Audio and Video in the World Wide Web Materials Developed for Principles of Management (Mgmt 3200)", funded by the UMC Mini-Grant Program: Implementing Technology, September, 1996.

"Review and Critique of Five Recent Reform Proposals for the Undergraduate Curriculum in Higher Education" December 1992. Unpublished manuscript. The reform proposals that were reviewed and critiqued include: To Reclaim a Legacy; Report on the Core Curriculum; A New Vitality in General Education; 50 Hours: A Core Curriculum for College Students; College: The Undergraduate Experience in America.

"Educational Evaluation Design for the Implementation of Program Audit Councils" December 1992. Unpublished manuscript. This publication was developed around a concept new to the UMC campus. The author explored several questions involved with development of Program Audit Council in relation to sound Educational Evaluation methods.

"Student Older Than Average Self-identified Learning Styles" - A qualitative research project using in-depth interviewing and learning style indicator surveys to determine learning preferences with regard to teaching styles, study habits and conditions, and evaluation measures. Spring 1992

"Dynamics in the Classroom: Persuasion" - A descriptive qualitative study of the newly developed course Persuasion. Classroom observation, teacher interviews, and student interviews provided the data for this research study. Spring 1992

"Two Year Comparison of Pretest vs. Posttest Results on Principles of Management Classes" - A step-wise regression quantitative study using demographic variables in conjunction with pre-and posttest scores of all students enrolled in the UMC Principles of Management course over a 2 year period. Fall 1991

"Teachers' Engagement: Impact on Classroom Learning" - A quantitative study to determine the impact of teachers' engagement on the student learning in the classroom. Fall 1991

"Northwest Minnesota Technology Use" - Conducted to provide information on types and frequency of technology usage in NW Minnesota. Information could be used by Continuing Education on training and education needs and regional Economic Development Agencies for technology based business potential. Fall 1989

## **Professional Organizations/Community Involvement**

American Association of University Professionals – 2004 - present

American Management Association - 1997 to current

American Association for Higher Education - 1989 to current

American Society for Public Administration - 1989 to 2001

Association of Collegiate Business Schools and Programs - 1990 to current

1995 - Accreditation Team Chair, Morehead State University, Morehead, KY

1994 - Accreditation Team Member, The University of Akron, Akron, OH

1991 - Accreditation Team Member, Metro Community College, Omaha, NE

Crookston City Council - 1994 to 2001

Chair - Telecommunications Commission

Alderman for Ward 2

Member City of Crookston Charter Commission

Member of 6 citywide committees

Member of League of Minnesota Cities

Crookston Housing and Redevelopment Authority - 1989 to 1994

1989 - 1994 - Treasurer, Board of Commissioners

Crookston Development Authority - 1991 -2001

Board of Directors member

Crookston Chamber of Commerce - 1985 - 2001

1990 - Board of Directors member

1990 - Chairperson, Business Development Committee

1990 - Crookston 2000 Team

Toastmasters International - 1979 to 1983

1981-82 - President of Crookston Toastmasters

Business and Professional Women - 1978 to 1983

1981-82 - Chairperson Young Career Woman Program

1981 - Crookston's Young Career Woman

- District 1 Young Career Woman

- Minnesota State Young Career Woman Finalist

1979 - Crookston Young Career Woman Runner Up

UMC Faculty Women Association - 1977 to 1994

1983-84 - President

1982-83 - 1st Vice President

1981-82 - Chairman Faculty Frolics Committee

Distributive Education Clubs of America - 1974 to 1992

Minnesota Post-Secondary DECA, Inc.

1982-87 - Member - Board of Directors

1986-87 - Chairman - Policy, Constitution and By-laws Task Force

1985-86 - Chairman - Conferences and Workshops

1984-85 - Chairman - Board of Directors  
1983-84 - President - Board of Directors  
1982-83 - Vice-President - Board of Directors  
1982-83 - Chairman - Conferences and Workshops Task Force  
1981-82 - Research and Development Task Force  
1979-81 - Long Range Planning Task Force  
1977-92 - UMC DECA Alumni Advisor  
1977-92 - UMC DECA Advisor

National Delta Epsilon Chi - 1973 to 1992

1990 - Event Manager - General Merchandising  
1989 - Event Manager - General Merchandising  
1988 - Event Manager - General Merchandising  
Retailing SL Competitive Events  
1987 - Event Co-Manager - General Merchandising  
Retailing SL Competitive Events  
1985 - Event Co-Manager - General Marketing  
Series Competitive Events

American Vocational Association (AVA) - 1974-77

Tri-State Bookstore Association - 1979-1987

Delta Epsilon Pi (DEP) - 1977-1983

National Association of Distributive Education Teachers (NADET) 1974-78

## **Honors and Awards**

2003 – “Distinguished Teaching Award”, presented by UMC Awards Committee

2001 – Nominated for the “Horace T. Morse-Minnesota Alumni Association Award”  
for outstanding contributions to undergraduate education

1990 –Nominated for the "Horace T. Morse-Minnesota Alumni Association  
Award" for outstanding contributions to undergraduate education

1989 -"Outstanding Teacher of the Year", presented by the UMC Student Body

1989 -"Honorary Life Membership Award", presented by Minnesota Post-Secondary  
DECA

1988 -"Outstanding Service Award", presented by Minnesota Post-Secondary DECA  
Board of Directors for 7 consecutive years of service on the Board of  
Directors



1987 -"Award of Appreciation and Service" for Chairing the Apparel and Accessories Competitive Events Series at the MN State Career Development Conference for 5 consecutive years.

1986 -"Distinguished Teaching Award", presented by UMC Administration and Faculty

1985 -"Outstanding Teacher of the Year", presented by the UMC Student Body

## References

Dr. Richard Nelson  
Provost and Vice President of Academic Affairs  
Administration 207  
Paul Smith's College  
Route 86 & 30  
P.O. Box 265  
Paul Smiths, NY 12970-0265

Dr. David Demuth  
Department Head  
Math, Science and Technology Dept.  
University of Minnesota, Crookston  
2400 University Ave.  
Crookston, MN 56716

Dr. Sharon Neet  
Professor of History  
Selvig Hall  
University of Minnesota, Crookston  
2400 University Ave.  
Crookston, MN 56716