

Bradley W. Johnson

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Education

Doctor of Education in Educational Studies, 2004
University of Nebraska, Lincoln, NE
Specialization in Educational Leadership and Higher Education
Dissertation: *Orientation Experiences of Texas Community College Presidents*
Master of Education in Higher Education, 1999
Texas Tech University, Lubbock, TX
Master of Education in Counseling, 1984
West Texas A&M University, Canyon, TX
Bachelor of General Studies, 1981
West Texas A&M University, Canyon, TX
Certified Mediator, Advanced (1992, 1994)
Panhandle Regional Planning Commission, Dispute Resolution Center

Career Overview

University:

- Clinical Professor, Educational Leadership, 2022-present
- Vice President for Community College Relations, 2017 – 2022

Community College:

- President, 2008 – 2017
- Vice President and Dean of Development, 2006 - 2008
- Dean of College Advancement, 2004-2006
- Director of Enrollment Management, 1999-2004
- Coordinator of Adult Students Program, 1995-1999
- Counselor, Adult Students Program, 1994-1995
- Classroom Teaching - Adjunct/Overload, 1988-2006

Business/Mental Health:

- Business Owner, Money Mailer of Amarillo, 1994-1996
- Psychotherapist, Private Practice, 1984-1998

Academic Employment

Clinical Professor of Education
[West Texas A&M University]

2022-Present

Appointed to the core faculty for the Doctorate in Educational Leadership program. Developing a community college leadership emphasis in the Higher Education pathway. Also developing the Rural Community Leaders Fellowship, in partnership with EdD colleagues.

**Academic
Employment**
(cont)

Vice President for Community College Relations*
[West Texas A&M University]

2017-2022

Recruited by the President to assist with a transformational vision for the University, centered on development of a new concept, “regional research university.” A major focus of this plan was to forge tangible and deep collaborations with community colleges.

Key Accomplishments/Projects:

- Texas Tour – in-person visits with every community college CEO in Texas (50)
- BGS Rural Model – providing rural communities with access to higher education in partnership with community colleges
- Destination WT – smoothing the path from community college to university
- External relations – covering the West Texas and North Texas regions, along with eastern New Mexico, southwestern Kansas and southeastern Colorado
- Institutional Effectiveness– assumed responsibility/oversight to transform the unit from an external reporting focus to a “business intelligence” unit for the university

*title change from “Strategic Relations” to “Community College Relations” w/o significant change in responsibilities

President [Northeast Texas Community College]

2008-2017

The President answered to a 7-member local governing board and led an organization with an annual budget of \$27 million and a Fall term enrollment of approximately 3,400 credit students.

Key Projects:

- New strategic vision built around community needs and “deep partnerships”
- New “niche” programs of study drawing students from outside the college service area:
 - Carroll Shelby Automotive Program/Shelby High Performance Academy
 - Sustainable Agriculture program
 - Industrial Technology program
 - Culinary & Hospitality Arts program
 - Funeral Services program
- Passed \$19.9M bond referendum and rectified a tax cap challenge which had dogged the college its entire 30-year history (raised the local tax cap by 30%)
- Renovated and upgraded existing 24-year old facilities
- Built institutional reserves to appropriate levels [+376% in 4 years] and increased institutional net assets by 36% in 2 years [2009-2011]
- Opened *Industrial Technology Training Center* in full partnership with Mt Pleasant ISD and Mt Pleasant Industrial Development Corp (\$2.8M project)
- Added critical new campus facilities (Ag Complex, 112-bed Student Housing, Campus Fitness Center, Industrial Technology Training Center)

Key Accomplishments:

- Cultivated a highly engaging student learning atmosphere that resulted in more than 10 national student achievement awards in a single year (2013-14). Guistwhite Scholar (2), All-USA Academic Team, Jack Kent Cooke (2), USA Today Honors Case Study Challenge, PTK Top 100 Chapter, Coca-Cola Leader of Promise, Coca-Cola Gold Scholar, and more
- Established a 3-college partnership to provide new Student Information System, Learning Management System, and other core software systems in a manner which will result in significant improvement of college administrative capabilities while also strengthening each college's emergency preparedness (personnel, equipment, and data security). The project saved the colleges more than 20% on upfront costs, reduced annual maintenance costs by 45% and makes possible significant operational improvements
- Led the college in establishment of a new, innovative vision for student success. This approach utilized a major redesign of online instruction and provided resources for creation of the "NTCC Experience" – a highly-creative instructional environment intended to dramatically improve the learning of all students, including those arriving educationally unprepared
- Created the "Work for College" program that provided the opportunity for people to earn a substantial scholarship through college-provided jobs while also earning a living wage. The program was funded through private philanthropy and has grown to more than 85 students/year with \$3 million+ in endowed funds ('22)
- Delivered 35% enrollment increase in first 2 years - after 5 years' flat enrollment. NTCC named one of the "Top 50 Fastest Growing Community Colleges" by Community College Week (2010, 2011, 2012, and 2013) for colleges of similar size. Enrollment growth exceeded the regional and state average every term for 4 years
- Increased Hispanic student enrollment from 16.8% ('08) to 25% ('11)
- \$3.5 million *Elizabeth Hoggatt Whatley Agriculture Complex* certified LEED – Platinum and funded with a combination of bond, corporate, and public/private gifts. Won the *Award for Sustainability (2011)* from Texas Association of School Boards and *Merit Award* from the Ft Worth Chapter of American Institute of Architects
- In collaboration with automotive icon, Carroll Shelby, established Shelby Automotive program (the only one of its kind in the nation) with a traditional day/evening program and innovative dual credit academy, both full in their first semester. Shelby High Performance Summer Academy serves as capstone for top automotive students
- Working with regional community college partners and the regional workforce board, NTCC led an innovative instructional approach which delivered high-cost workforce programs w/o requiring the local investment of a traditional approach. This project, known as the Regional Advanced Manufacturing Academy (RAMA), received state and national recognition
- Built an entrepreneurial organization based around program accountability creativity. For example, athletic programs were removed from institutional budget and became 100% funded by athletic activities and athlete enrollments. Athletic programs improved and were able to thrive despite deep cuts in state funding (added men's and women's soccer using this model). In FY2012, athletics produced \$150K over expenses. Sports included Baseball, Softball, Soccer (NJCAA Division 1) and Rodeo (NIRA)

- Secured the first “contracted services provider” management contract between a regional workforce board and a community college in the history of Texas. \$14 million annual budget
- Led in the development of the Northeast Texas Educational Cooperative (NTEC). This 3-way partnership between industry, public and higher education created the Industrial Technology Training Center (ITTC) which aligned the college industrial technology and electrical programs with local high school Career and Technical Education (CTE) programs, merged their operations, and resulted in major expansion of the region’s ability to meet local skilled labor needs. Major partners included US Steel, SWEPCO, JBS Inc., Priefert Manufacturing, ISDs, economic development entities, and others. Raised \$2.2M in gifts and grants; project completely funded w/in 12 mos., 13 graduates the first year, by 2012 serving 190+ students each term.
 - This project was given the “2011 Workforce Development Award” for cities between 15K and 40K by the Texas Economic Development Council
 - This project also received a 2012 “Gold Award” for economic development by the International Economic Development Council
 - Project cited statewide as a model by Commissioner Tom Pauken, Texas Workforce Commission in publications and speeches
- NTCC named one of the “Great Places to Work” in Higher Education by the Chronicle of Higher Education in 2009 and 2011. Both recognitions were for “confidence in senior leadership” as measured by the college faculty and staff



Vice President and Dean of Development [Amarillo College] 2006-2008

The President reduced his Cabinet to five positions and increased the number of vice president positions to two. This position retained all responsibilities of my previous position, and added responsibility for Student Services and Student Development (92 staff of all classifications; \$16 million budget)

Key Accomplishments/Projects:

- \$68 million bond campaign approved by voters (63% favorable)
- Bellwether Award finalist – AskAC (contact center) selected as one of top 10 projects in 2007 by University of Florida’s Bellwether program
- Resource Development – sustained 3 straight years of double-digit increases in grant and contract funding. 32% increase in grants and 23% in major contracts (2007 vs 2006)
- Facility Planning/Bond Election – a facility master plan now under way
- Healthcare Simulation Center – alliance between a major research university (Texas Tech U), a regional university (West Texas A&M U.) and Amarillo College, with full involvement of the two major hospitals and all regional healthcare entities, was forged
- Leadership on a community-wide planning effort, “Panhandle Twenty/20” to address low educational attainment rates in the region. The process resulted in recommendations to address K-12 and higher education achievement gaps through community-wide partnerships and included follow-up implementation projects

**Academic
Employment**
(continued)

Dean of College Advancement [Amarillo College]

2004 - 2006

Reporting directly to the President and serving on the President's Cabinet, the Dean was charged to be a catalyst for positive change by providing institutional planning, resource development, marketing & recruitment, enrollment management, institutional effectiveness and professional development. (19 staff including faculty, administrators, classified; \$1.35 million budget)

Key Accomplishments:

- Faculty/Staff Development – introduced “learner-centered” instructional methods and realigned resources to deliver individualized development activities to staff based on their duties/disciplines
- Strategic Planning – facilitated process leading to Board adoption of a new strategic plan (2005) which guided development through 2010
- Academic Program Development – initiated collaborative arrangement with another college (South Plains College) to exchange applied programs (Medical Laboratory Technology/ Agriculture Management)
- Resource Development – in first year, secured 75% increase in federal grant funding, including a Title V Cooperative Grant (\$1.52 million) and Community-Based Job Training Grant (\$1.35 million). Total income = \$4.6 million
- Technological Development – responsible for adoption/implementation of content management system, web portal, “Ask AC” – a student service call center¹, knowledge base, and interactive data cubes for institutional research data
- Marketing/Recruitment – repositioned operations from “print-based” to “web-based” approaches and from image advertising to career-focused advertising
- Institutional Effectiveness – accomplished “substantive change reaffirmation” for a new branch campus (Southern Association of Colleges and Schools); division has initiated aggressive outcomes assessment process college-wide

Director of Enrollment Management [Amarillo College]

1999-2004

As a member of the Student Services Council, the Director was responsible for championing all enrollment-related goals and projects of the College, while supervising recruitment, combined (walk-in and phone/electronic) services staff on multiple campuses. (18 staff)

Key Accomplishments:

- Strategic Enrollment Management Plan – led development of the institution's first plan, incorporating data analysis and environmental scanning to produce strategies intended to increase enrollment according to specific targets
 - Enrollment Growth – addressed flat enrollment to grow academic headcount by 29% in five years
 - Combined Services – expanded this service philosophy to include a service call center which served prospective students
 - “Straight Through to U” – spearheaded formation of partnerships with five universities to encourage transfer of AC students to complete 4-year degrees
 - Fiscal Emergencies – in response to state cuts in 2003, reengineered departmental strategy to reduce departmental expenses by 15.8% without cutting staff or services
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Coordinator, Adult Students Program [Amarillo College] 1995-1999

Directed a program providing counseling and broad spectrum of support services to financially independent students. Services included scholarships, grants, childcare/transportation/textbook assistance and emergency aid. (5 staff including faculty, classified)

Key Accomplishments:

- “Program of the Year” recognition from American Association of University Women, 1999
- When federal grant program was abolished, worked within college budget to preserve staff positions – assuring continued services to students. Also converted the financial model from grant-based to private funding. This was accomplished by raising \$1 million in endowment to fund services (fund exceeded \$2 million by ‘08)
- Developed contractual relationship with state agency which recaptured more than \$100 thousand for college services already rendered
- Moved program from paper to digital record-keeping and significantly increased number of students served by the same number of staff

Counselor, Adult Students Program [Amarillo College] 1994-1995

Provided counseling and social work services to adult students to keep them in college. Also provided academic advising, career counseling services to students

Classroom Teaching 1988 –2006

Teaching at undergraduate level in Psychology and at graduate level in Counseling.

- Introduction to Psychology course at Northeast Texas Community College (2009)
- General Psychology, Psychology of Human Relations and Child Psychology courses at Amarillo College
- Career Counseling/Vocational Assessment and Vocational & Educational Information courses at West Texas A&M University (graduate-level)
- Designed and taught online General Psychology courses at Amarillo College

Non-Academic Employment Business Owner, Money Mailer of Amarillo 1994-1996

Money Mailer of Amarillo was part of a national franchise system, locally-owned, that produced direct mail advertising for local businesses. As local owner worked as salesman, ad designer, marketing advisor, printing supervisor, and manager of all operations. Bought and established this franchise in Amarillo area in 1994.

Non-Academic Employment (cont.)	Psychotherapist, Private Practice	1984-1998
	Established general counseling practice working with individuals, couples, and families on interpersonal, professional, and family issues as well as treatment of mental illness. Served as consultant to local and regional businesses, provided employee assistance program. Built one of the first Masters-level practices in Amarillo.	

Leadership/Achievements Overview (partial listing)	<p><i>Region XVI P-16 Council</i> – Vice Chair, 2022-3</p> <p><i>Canyon Chamber of Commerce</i> – board member, 2020-present</p> <p><i>Community and Technical College Formula Advisory Committee</i>, Texas Higher Education Coordinating Board, 2013-2018</p> <p><i>Executive Committee/East Texas Regional Representative</i>, Texas Association of Community Colleges (TACC), 2013-2016</p> <p>Northeast Texas Consortium (NETNet) – <i>Chair-elect</i>, 2014. <i>Secretary</i>, 2013</p> <p>eLearning Committee, <i>Chair</i>, Texas Association of Community Colleges (TACC), 2013 – 2017. Responsible for <i>Virtual College of Texas</i> (VCT) and <i>Starlink</i> oversight.</p> <p>eLearning Committee, member, Texas Association of Community Colleges (TACC), 2009-2013. Served on subcommittee which developed new vision for Virtual College of Texas (VCT) and Starlink, 2013</p> <p>Commission on Research, Technology, and Emerging Trends, <i>American Association of Community Colleges</i>, (2011-2014), member</p> <p>Mount Pleasant/Titus County Industrial Development Foundation, 2011-2013</p> <p>Mount Vernon Industrial Development Foundation, 2009-2017, ex-officio</p> <p>Chair, President’s Roundtable, Workforce Solutions - Northeast Texas, 2009-10</p> <p>Former Member, Workforce Solutions NE Texas Board, 2009-10</p> <p>Member, Workforce Development Committee, Texas Association of Community Colleges, 2009-10</p> <p>Chair, Upper East Texas Regional Higher Education Council, 2010-12</p> <p>Future Leaders Institute – Advanced (AACC), Savannah GA, 2006</p> <p>Team Leader , Strategic Plan Development Team – led development of the plan and then charged with responsibility for its implementation [Amarillo College]</p> <p>Team Leader, Title V Cooperative Grant – led team which developed, and implemented, comprehensive development plan to trade academic programs between colleges (saving money and expanding services), and increase access for rural Hispanic students [Amarillo College]</p>
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Professional Contributions

(partial listing)

- Jones, Stephanie J. & Brad Johnson (2014) *Are Community College Presidencies Wise Career Moves?* Community College Journal of Research and Practice, 0: 1-10, 2014
- Johnson, Bradley, Anette Carlisle, Linda Pitner, Russell Lowery-Hart, Les Simpson. (Sep, 2008) *Who is planning for the future of Texas?* Texas Association of School Boards Conference, Dallas.
- Johnson, Bradley & Steven Jones *Look Before You Lead: Is a community college presidency a risky career move?* Great Leadership (Sp, 2009)
- Jones, Steven W. & Brad Johnson (2008). "Closing the Leadership Gender Gap", *Leadership Abstracts*, The League for Innovation in the Community College. Volume 21, number 1.
- Jaschik, Scott (May 22, 2007) *Gender and Leadership Inside Higher Ed*. Article reported results of 2007 study by Steven Jones & Brad Johnson on senior community college administrators' leadership.
- Wallin, Desna and Brad Johnson. (Feb/Mar, 2007) *Post-Presidency Pathways*, Community College Journal, 77(4), p 23.
- Johnson, Brad & Joy Brenneman (Oct, 2006) *Building a Successful Title V Collaboration*, Symposium for Title III and Title V Conference, Denver, CO.
- Johnson, Bradley & Robert Austin (May, 2006) *A Vision for "Anytime, Anywhere" Student Services*, SEM Source, a publication of American Association of Collegiate Registrars and Admissions Officers (AACRAO).
- Johnson, Bradley (March, 2005) *Improving service to traditional students and students-at-a-distance with technology and training* Shoptalk Online: SEM Special Edition. A publication of Texas Guaranteed Student Loan Corporation.
- Johnson, B.W. (2004) *Orientation experiences of Texas community college presidents*. Dissertation Abstracts International, 65, no. 09A
- Johnson, Bradley and Sheldon Stick (2003) *Application of Strategic Planning to Enrollment in a Community College*, The SACRAO Journal, vol. 16

Recognitions / Professional & Community Service

- Canyon Chamber of Commerce, board member (2019-present)
 - Amarillo/Canyon United Way Executive Board (2018-2021)
 - Shelter for Families in East Texas (Saf T House) executive board member (2014-2018)
 - Texas Exposition Center (Texpo) Feasibility Study team – a project of the MP/Titus County Chamber of Commerce (2011-13)
 - Pittsburg Rotary, District 19
 - Bellwether Award in Workforce Education – nominee finalist for "Regional Advanced Manufacturing Training Academy" (2010)
 - Panhandle Twenty/20 Board Member (2006-2008)
 - Economic Impact of Educational Attainment – Study Management Team (2006-'07)
 - Bellwether Award in Planning, Governance, and Finance – nominee finalist for "Ask AC" – a full-service call center
 - Administrator-of-the-Year, Amarillo College, 2005
 - Leadership Amarillo & Canyon, class of 2004
 - Margaret Ruthven Perry Distinguished Journalism Award (SACRAO), 2003
 - ACE Community Advisory Committee to Amarillo Area Foundation, member (1999-2008)
 - Amarillo Community Population Committee, advisory board member (2004-2008)
 - Big Brothers Big Sisters board member, 2003-4
 - Achieved rank as Assistant Professor, 1999
 - CareNet Crisis Pregnancy Center, advisory board member, 1990 – 2008
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**Professional/
Public Speaking**
(partial listing)

- Invited Speaker – Dual Credit Counselor Training, Frank Phillips College, Feb 22nd, 2022
- Invited Speaker – Classical Conversations Parent Training (homeschool collaborative)
Amarillo, July 24th, 2021
- Invited Speaker – Regional Business Leadership Conference, “Change management in the
midst of pandemic”, Frank Phillips College-Dalhart, Jan, 2021
- Invited Panelist – Texas Workforce Commission Regional Meeting, “Local
workforce/economic update”, Feb 6, 2014, Bryan, Tx.
- Guest Speaker – Mt Pleasant Rotary Club, Aug 6th, 2013. “Economic Impact of NTCC”
- Invited Speaker – *President’s Leadership Institute*. McLennan Community College, Waco (May,
2013) Spoke on the “Challenges of Leadership” and participated on a panel of 3
presidents addressing the characteristics of leadership.
- Invited Speaker – *Workforce Summit 2012* (Sep, 2012) sponsored by Workforce Solutions
Northeast Texas. Joint meeting of regional industry leaders and education leaders.
Spoke on alignment of community college workforce programs and industry need.
- Live testimony before US Congressional Science Committee (Sep, 2011) by invitation of
Rep. Ralph Hall, U.S. Congress; Congressional Field Hearing topic: contributions of
community colleges to US STEM educational efforts
- “Change Management” – invited presenter for Texas Leadership Alliance, Summer Online
Institute (June 2011)
- “Partnerships – Doing More with Less” P-16 College & Career Readiness Workshop done
for workforce and ISD personnel through Region VII (June 17, ‘11 - Kilgore) and
Region VIII (June 10, ‘11 - Mt Pleasant)
- “Show Me the Money: Essential fundraising tools for community college presidents” –
invited presenter for American Association of Community Colleges’ 91st annual
convention (Preconference), New Orleans (April, 2011)
- “Small Business Development Center partnerships” – 2010 Business Technologies
Conference, Mt Pleasant, TX, Nov 9th.
- “Emerging Issues in Community College Leadership and Student Development” – panelist
for Spring conference, Texas A&M University – Commerce (March, 2010)
- “Non-Profit Entrepreneurial College – An Oxymoron?” National Association for
Community College Entrepreneurship (NACCE) Conference (Jan, 2008)
- “Community College Presidency – A Risky Role or Not?” Council for Resource
Development (CRD) Conference, Washington D.C. (Nov, 2007)
- “Community College Administration Leadership Styles” National Institute for Staff and
Organizational Development (NISOD) Conference (May, 2007)
- “A Vision for ‘Anytime, Anywhere’ Student Services.” Community College Futures
Assembly, University of Florida (Jan, 2007)
- “Aligning Grant Writing with Institutional Priorities” Council for Recourse Development,
Region VI Conference (June, 2006) Savannah, GA
- “Development of a Student Contact Center: What we have learned so far” AACRAO
Strategic Enrollment Management Conference (Nov, 2005) Co-presenter
- “Community College/University Partnerships” (2004) TACRAO Annual Conference. Co-
presenter
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