

EMILY M. CRAWFORD

Southern Wesleyan University
907 Wesleyan Drive, Central, SC 29630

HIGHLIGHTS of QUALIFICATIONS

Over **30 years** of experience in higher education, administration, leadership, and instruction. I have worked for four years in administration, first as an Associate Dean of Graduate Studies than was promoted to Interim Dean of Graduate Studies at Savannah State University. Presently, I am a Full Professor in Marketing at Southern Wesleyan University with a strong commitment to student learning, student development, diversity, and educational opportunity. I have presented and published several referee articles. I am a Certified Online Instructor.

EDUCATION:

DBA, International Graduate School, 1987.

Major: International Marketing

Supporting Areas of Emphasis: International Management

Dissertation Title: A Content Analysis of the Promotion of Tourism of Latin American Countries versus European Countries

Ph D, University of Cincinnati, 1992.

Major: Marketing

Supporting Areas of Emphasis: Research Design

Dissertation Title: The Effect on Chum Relationships on the Advertising of Products to Children,

MBA, Atlanta University, 1977.

Major: Marketing

BBA, Savannah State University, 1975.

Major: Marketing Management

CERTIFICATION

Certificate: Facilitating Learning On-Line – Savannah State University March 2006
Trained and certified over 50 faculty on the Pedagogy on Online Instruction.

Certificate: Lean Six-Sigma for Higher Education (**White Belt**) Southern Poly. University
April 2009

Certificate: Lean Six-Sigma for Higher Education (**Yellow Belt**) Southern Poly. University
May 2009

Certificate: Lean Six-Sigma for Higher Education (**Green Belt**) Southern Poly. University
June 2009

PROFESSIONAL EXPERIENCE

October 2012-present

Full Professor of Business Southern Wesleyan University Savannah, GA
Full-time faculty with the adult studies programs. Teach both undergraduate and graduate students marketing and management throughout the State of South Carolina.

August 2011 – October 2012 Strayer University Savannah, GA

Professor of Marketing and Business

Provided leadership and guidance for students in business. Responsible for teaching undergraduate and Graduate Students in business. Subjects such as: Retail Management, Communication in Business, Marketing Management, Management Capstone Course.

August 2009 – June 30, 2011 Savannah State University Savannah, GA

Interim Dean for Graduate

Responsible for providing the leadership for five graduate programs (Masters of Social Work, Masters in Science in Marine Science, Masters in Business Administration, Masters of Urban Studies and Planning) and services designed to foster graduate students' personal, intellectual, professional and career growth. Other responsibilities include:

- Coordinate the delivery of graduate programs and the efforts of the graduate program directors;
- Oversee all activities involving, seeking, and maintaining accreditation of graduate programs;
- Preside over the Graduate Council;
- Responsible for the oversight of graduate records and admissions;
- Directly involved in the budget decisions related to graduate programs;
- Responsible for the strategic planning of new and current graduate programs;
- Managed the marketing of graduate programs to prospective students, faculty and employers;
- Director of the Survey Research Center.

August 2007 – July 2009 Savannah State University Savannah, GA

Associate Dean of Graduate Studies

Responsible for collaborating with campus constituencies in developing and improving policies, programs and services aimed at supporting graduate student learning, success and satisfaction. Participated fully in the overall leadership and management of Graduate Studies and was responsible for the strategic direction and line management of the Graduate Council.

August 1992 – July 2009 Savannah State University Savannah,
GA

Professor of Marketing

Provided leadership and guidance for more than 500 students in Marketing. Responsible for teaching undergraduate and Graduate Students in business. Subjects such as; Strategic Marketing, Consumer Behavior, and Research. Position held: Vice Chair of the Faculty Senate and Chair and various committees.

August 1993-August 1995 Savannah State University Savannah, GA

Area Coordinator

Responsible for the coordinating and implementation of three degree programs: Management, Marketing, International Business.

August 1980 – August 1992 South Carolina State University Orangeburg, SC

Assistant Professor of Marketing

Played all defensive line positions; end, tackle and nose guard. Additional responsibilities included; special teams and public relations

RELEVANT WORK EXPERIENCE

Consultant - - Savannah Entrepreneurial Center (SEC)

Work for six years as a contract employee for SEC. Development courses for business plan development. Responsible for the creation and expansion of over 200 entrepreneur businesses in Savannah, Georgia, also responsible for marketing, grant writing and supervision of businesses for the Center.(June 19, 2004 - January 30, 2010).

Presenter - - Student Leadership & Development Seminars/Workshops

Present a variety of leadership & development programs in the areas of student development, student leadership, student ethics and diversity in the form of workshops, conferences, seminars, and institutes. (Fall 1999-2005)

Reviewer- The Journal on Excellence, in College Member. (February 2001 - Present).

Reviewer- MERLOT- Multimedia Education Resource for Learning and Online (Fall 2004-present)

Vice Chair –Faculty Senate

Board of Directors- Blackshear Basketball Complex, Member. (January 2000 - Present)

Advisory Board, - Ralph Mark Gilbert Museum. (February 2006 - Present).

Team Captain-American Cancer Society. (May 2005 - Present).

Blue Blazers- Youth Entrepreneurs (May 2004 - Present).

Board of Directors - Raising Consciousness Enterprises. (July 1996 – Present)

Board of Directors-Savannah Chatham County Career Services

Board of Directors-DECA- Johnson High School

APPOINTED INSTITUTIONAL COMMITTEES

Vice Chair of the Faculty Senate, (January 2004 - May 2007).

Committee Member, Food Service Committee, Member. (September 2003 - September 2006).

Committee Chair, Distributive Learning Committee. (August 2005 - May 2006).

Committee Chair, Graduate Council Student Grievance Committee. (January 2000 - January 2005).

Committee Chair, Graduate Council Student Committee. (January 1998 - January 2005).

Chairperson, Ebony Fashion Fair. (February 2007).

Committee Member, Mission Committee, Member. (February 2007)

Chairperson, Presidential Search Chair. (January 2007 – June 2007).

Committee Member, Banner, Member. (December 2006 – August 2007).

Committee Member, Strategic Planning Committee,(December 2006)

Advisor, Student Government Association. (May 2006 – August 2007).

Team Captain, Tom Joyner Scholarship at SSU. (November 2005 – October 2006).

Committee Member, Ceremonial and Occasions, Member. (January 2005 – July 2007).

News Paper Articles

“Good Service Exhibits Entrepreneurial Center “, Savannah Herald July 28, 2004

“ Savannah Entrepreneurial Center Celebrates A Season of Victory The Savannah Tribune August 2005

“Savannah State University Business Professor Recognized by Nation Urban League”, The Savannah Tribune August 2003

“ Dr. Emily Crawford Sanders Appointed Area Governor of Toastmasters International, The Savannah Herald June 2000.

“ Business research Students Do Research for Corporate America. SSU Newsletter 2000.

“ Dr. Emily Crawford a Professor as a Partner in Instruction”, Savannah State University 2001.

“ Marketing Students at Savannah State University’s College of Business presents Complex Instruction at AAHE Conference.” Chicago, Illinois 2002.

“The Cost of Black Culture: Show Me the Money!” Freedom Journal Savannah, Georgia 2003,

“Dr. Emily Crawford Sanders Receives Three Honors” The Savannah Herald 2004.

Presentations

Crawford, E., 60th Annual Southern Regional Press Institute. "Public Relations and Marketing," Savannah State University, Savannah, Georgia. (February 2011).

Crawford, E. CSU Distance Learning: The “Now” Frontier, “Innovative Strategies in Distance Learning” Columbus State University, Columbus, Georgia. (September 23, 2010).

Crawford, E., 59th Annual Southern Regional Press Institute, "Public Relations and Marketing," Savannah State University, Savannah, Georgia. (February 2010).

Crawford, E., 58th Annual Southern Regional Press Institute, "Public Relations and Marketing," Savannah State University, Savannah, Georgia. (February 2009).

Crawford, E., 57th Annual Southern Regional Press Institute, "Public Relations and Marketing," Savannah State University, Savannah, Georgia. (February, 2008).

Crawford, E., 56th Annual Southern Regional Press Institute, "Public Relations and Marketing," Savannah State University, Savannah, Georgia. (February 2007).

Crawford, E. (Presenter Only), Best Practices in Teaching, "Using WEBCT to Enhance Learning," Center for Teaching and Learning, Savannah, Georgia. (February 19, 2007).

Crawford, E. (Presenter & Author), P. S., General Motors Internship, "Chevy Roars Louder," Edventure, Savannah, Georgia. (November 28, 2006).

Crawford, E. (Presenter & Author), F. S., Honors Experience Faculty and Student Engagement, "Faculty-Staff Engagement," Savannah State University, Savannah Ball Room. (November 27, 2006).

Crawford, E. (Presenter Only), " 55th Annual Regional Press Institute", ""Breaking into Public Relations, Advertising and Marketing Fields", " Savannah State University, Savannah, Georgia. (October 16, 2006).

Crawford, E. (Presenter & Author), WEBCT Conference, "Service Learning Online," WEBCT, Chicago, Illinois. (July 24, 2006).

Crawford, E. (Presenter Only), Black Business Professionals Entrepreneurs 6th Annual Conference 2006, Savannah, Georgia, ""Understanding How to Reach the Target Market", " Black Business Professionals Entrepreneurs, Savannah, Georgia. (June 12, 2006).

Crawford, E. (Presenter Only), Institutional Barriers to Teaching with Service Learning", "I Want To But I Can't", " HBCU Faculty Development Summer Symposium., Jackson, Mississippi. (June 6, 2006).

Crawford, E. (Presenter & Author), Z. C., " International Academy of Business and Public Administration Disciplines (IABPAD), ""Integration of Business Courses in a Service Learning Project", " " International Academy of Business and Public Administration Disciplines, Dallas, Texas. (May 15, 2006).

Crawford, E. (Presenter Only), 13th Georgia Conference on College and University Teaching, Kennesaw Georgia., ""Combining E-Learning and Online Learning in a Living Laboratory," Kennesaw University, Kennesaw, Georgia. (February 2006).

Crawford, E., 7th Annual WEBCT Users' Conference, ""Using Interns as Course Designers", " WEBCT, San Francisco, California. (July 2005). Crawford, E. (Presenter Only), 55th Annual Southern Regional Press Conference, "Breaking into the Public Relations, Advertising and Marketing Fields," Savannah State University, Savannah, Georgia. (February 2005).

Crawford, E., Youth at Risk Conference, "“Engaging Students in Rethinking Learning,” Savannah State and Georgia Southern for Students at Risk”, Savannah, Georgia. (February 2005).

Crawford, E., WEBCT Impact 2004, "Reducing the Anxiety of Creating a Web Course Through E-packs," WEBCT, Orlando,, Florida. (August 2004).

Crawford, E. (2004). *What Happened to the Green Movement?*. Myrtle Beach, South Carolina: Emerging Issues in Business and Technology.

Crawford, E., International Conference on College Teaching and Learning, "Students as Partners in Instruction," International Conference on College Teaching and Learning, Jacksonville, Florida. (April 2004).

Crawford, E., Marketing Management Master Teaching Award Competition, "Single Successful Teaching Strategy," Marketing Management Association, Chicago, Illinois. (March 2004).

Crawford, E., T. D., The Dr. Lonnie E. Mitchell National HBCU Substance Abuse Conference, "“How to Prevent the Abuse of Prescription Drugs”," National HBCU Conference, Baltimore Maryland. (April 2002).

Crawford, E., American Association of Higher Education Conference, "“Complex Instruction on the College Level”," American Association of Higher Education, Chicago, Illinois. (March 2002).

Directed Student Learning

Supervised Research, "Cadillac Case," Marketing. (January 2007 - May 2007).
Advised: Buying Behavior

Internship, "FBI." (January 15, 2007 - May 4, 2007).Advised: Strategic Marketing

Supervised Research, "CIA," Marketing. (January 2007 - April 2007).
Advised: International Marketing and Export Management

Internship, "General Motors Internship," Marketing. (August 15, 2006 - December 10, 2006). Advised: Professional Selling.

Awards

Dedicated Service Award, Savannah State University 60th Annual Southern Regional Press Institute (February 25, 2011)

Living Legend Award, National Association of Negro Women. (April 16, 2007).

2005-2007 Woman of the Year, Iota Phi Lambda. (March 18, 2005).

2005 Distinguished Teacher of the Year

International Who's Who of Professionals,

International Who's Who of Professionals. (January 22, 2005).

Marketing Management Master Teacher Award Finalist, Marketing Management Association. (March 2004).

Outstanding Marketing Web Course 2004

Student Organization of the Year, Savannah State University. (April 2004).

Ernest L. Boyer International Award for Innovative Excellence in Teaching and Learning, International Conference on Teaching and Learning. (April 2004).

Innovative Excellence Teaching and Learning and Technology, International Conference on Teaching and Learning. (April 2004).

Nominated U.S. Professor of the Year Award, Board of Regents. (May 2004).

Faculty Technology Training Project, National Urban League. (September 2, 2003).

American Biographical Institute, Inc., 500 Leaders in Influence. (September 28, 2002)
Woman of the Year 2002

The Samuel Moore Free Enterprise Fellowship

Star Volunteer Award –United Negro College Fund

General Motors Marketing Internship Program-Ed-Venture Partners

Who's Who Among Teachers

International Who's Who Among Professionals

Who's Who Among Professional Women

Lexington Who's Who

Two-Thousand Notable American Women

One Thousand Great Intellectuals

Publications

Crawford Emily (2011) Teaching Faculty for Certification: Fears, Failures, Successes. Coastal Review.

Crawford Emily, Johnson, Sharon and Mosley, Keenya (2011). "Administrators as Mentors to Junior Faculty." Academic Forum

Mosley, Keenya, Crawford, Emily and Johnson Sharon (2011), The Perceived Influence of mentoring Activities on the Professional Development of Junior Faculty at Two Institution in Higher Education under review by International Journal of Evidence Based Coaching and Mentoring.

Johnson Sharon ,Mosley, Keenya, and Crawford, Emily (2011), "The Perceived Influence of Mentoring Activities: Gender Differences" under review by Advancing Women in Leadership Journal.

Crawford, Emily (2009) "ELIXIR Module for Exemplary Teaching Practices" (On-Going) An ELIXR module is a set of digital case stories illustrating an exemplary teaching practice in higher education, and related resources for use in faculty and professional development. The case stories are created by faculty members to share the process and outcomes from implementing exemplary teaching practices in their own subject area and context.

Crawford , Emily (2007) "Integrating IPOD with eLearning to Enhance Service Learning in the Classroom" (Writing Results)

Crawford, E.(2005) Combining E-Learning with Service Learning in a Living Laboratory. Journal of Reaching Through Teaching

Crawford, E., Z. C. (2005) Integrating Accounting and Marketing in a Service Learning Project. International Research Journal "Innovative Marketing".

Crawford , Emily (2004) "Teaching Marketing Outside of the Traditional Academic Box", Great Ideas in Marketing sixth edition.

Crawford, Emily (2004) "Applying Interdependencies of Business Courses to Teach Retail Management. Great Ideas in Marketing sixth edition

Crawford, Emily (2004) Checked Your Credit rating Lately. African American Journal

Crawford, Emily (2000) "Enhancing Teaching Effectiveness Through Role reversal and Team Teaching" Reaching Through Teaching A Journal of the Practice and Philosophy of College Teaching.

Crawford, Emily (2000) “ Marketing Multiculturalism to Young Children , The Culture Debate in the U.S.: Whose Culture Is This Anyway?” The Journal of the Association of Marketing Educators

Crawford, Emily (2000) “The Impact of the African –American Athletic on Advertising’ Association of Marketing Theory and Practice

Editorial and Review Activities

Editorial Board Member, “IMC Resources”, MERLOT (March 2011)

Editorial Board Member, “A Tutorial for Using Simmons Choices III”, MERLOT (March 2011)

Editorial Board Member, “Warehouse & Distribution Science”, MERLOT (March 2011)

Editorial Board Member, “Marketing Lead Calculator”, MERLOT (March 2011)

Editorial Board Member, “Marketing Newsletters”, MERLOT (March 2011)

Editorial Board Member, “The Power of Selling”, MERLOT (March 2011)

Editorial Board Member, “Introduction to Marketing”, MERLOT (May 2010)

Editorial Board Member, “Virtual World Irate Customer Retail Sales Training Demo”, MERLOT (May 2010)

Editorial Board Member, Google for Business Educators “”, MERLOT (February 2010)

Editorial Board Member, “Marketing Mapping and Market Segmentation”, MERLOT (February 2010)

Editorial Board Member, “Global EDGE Online Module: Developing a Marketing Plan”, MERLOT (January 2010)

Editorial Board Member, “Sales Versus Profit Maximization”, MERLOT (September 2009)

Editorial Board Member, “Database Marketing Institute”, MERLOT (May 2009)

Editorial Board Member, “Consumer Behavior Power Points”, MERLOT (May 2009)

Editorial Board Member, “Internet Marketing Companion”, MERLOT (December 2008)

Editorial Board Member, “How Product Placement Works”, MERLOT (December 2008)

Editorial Board Member, “Advertising Slogans, Jingles, and Catchphrases”, MERLOT (September 2008)

Editorial Board Member, “Baby Boomers Envision Their Retirement”, MERLOT (June 2008)

Editorial Board Member, “Advertising Slogans”, MERLOT (June 2008)

Editorial Board Member, “Marketing Case Studies”, MERLOT (January 2008)

Editorial Board Member, “The Global Marketplace”, MERLOT (January 2008)

Editorial Board Member, “Online Teaching Philosophy”, MERLOT (April 2007)

Editorial Board Member, “Breeze Marketing Mini Lecture on Setting Prices”, MERLOT (April 2007)

Editorial Board Member, “”, MERLOT (March 2007)

Editorial Board Member, “Key Elements of "World Class" Marketing”, MERLOT (March 2007)

Editorial Board Member, “LINKS Marketing Principles Simulation”, MERLOT (March 2007)

Editorial Board Member, “Marketing Teacher”, MERLOT (March 2007)

Editorial Board Member, “Product Life Cycle”, MERLOT (March 2007)

Editorial Board Member, "Marketing Strategy Unit for Introductory Marketing", MERLOT. (February 15, 2007 - March 15, 2007).

Editorial Board Member, "IBM Globalizing Your E-Business", MERLOT. (March 1, 2007 - March 12, 2007).

Editorial Board Member, "Consumer Culture", MERLOT. (November 2006 - March 2007).

Editorial Board Member, "Six-Sigma Toolbox", MERLOT. (December 9, 2006 - March 8, 2007).

Editorial Board Member, "Price Unit for Introductory Marketing", MERLOT. (October 2006 - March 9, 2007).

Editorial Board Member, "Conjoint Analysis for Marketing Research", MERLOT. (December 2006 - February 2007).

Editorial Board Member, "The Price of Happiness: On advertising, Image and Self Esteem", MERLOT. (January 2006 - January 2007).

Invited Manuscript Reviewer, "Internet Advertising E-Commerce Calculator", MERLOT. (December 15, 2006 - January 18, 2007).

Editorial Board Member, "Marketplace - Corporate Leapfrog (Advertising, Pricing, and Competition)", MERLOT. (May 18, 2006 - December 2006).

Contracts, Grants and Sponsored Research

Crawford, Emily. Department of Labor, SSU's Survey Research Center , \$135,000 (August 2010- June 2011)

Crawford, Emily. Department of Labor. SSU's Survey Research Center, 125,000 (August 2009-June 2010)

Crawford, Emily (Supporting), "Mentoring Program for At-Risk Students," Sponsored by United Way, Local, \$6,500.00. (March 2007 - Present).

Crawford, Emily , Leseane, Reginald D. (Co-Principal), , "Integrating IPOD with WebCT to Enhance Service Learning in the classroom," Sponsored by SSU, Savannah State University, \$10,000.00. (January 2007 - Present).

Crawford, Emily (Principal), "Mentoring At Risk Students," Sponsored by United Way Local, \$50,000.00. (September 2007 - May 2009).

Crawford, Emily (Supporting), "RFP for the Management and Technical Assistance of the Savannah Entrepreneurial Center," Sponsored by City of Savannah, Local, \$225,000.00. (June 19, 2004 - December 31, 2008).

Crawford, Emily (Principal), "Combining E-Learning with Online Learning in a Living Laboratory," Sponsored by Teaching and Learning Grant, Savannah State University, \$1,800.00. (February 12, 2006 - December 15, 2006).

Crawford, Emily (Principal), Leseane, Reginald D., ""Engaging Students in Rethinking Learning for Students at Risk," Sponsored by Teaching and Learning Grant, Savannah State University, \$8,440.00. (February 12, 2004 - February 5, 2005).