

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: **16**

DATE:

February 7, 2017

RECOMMENDATION

APPOINTMENT OF CHARTER SCHOOLS BOARD MEMBERS

ACTION REQUESTED

It is recommended that the Board of Regents re-appoint Catherine Jones to a three year term to the Board of Directors of Ann Arbor Learning Community; re-appoint Marvin Jennings Jr. and Tammy Smith to three year terms to the Board of Directors of the Academy for Business and Technology; re-appoint Solomon Spann III to a three year term to the Board of Directors of the Commonwealth Community Development Academy; and re-appoint Leatrice Eagleson to a three year term to the Board of Directors of Hope Academy.

STAFF SUMMARY

According to the resolutions which establish these public school academies (charter schools), vacancies on the Boards of Directors shall be filled by the Eastern Michigan University Board of Regents.

Ann Arbor Learning Community

Catherine Jones is a Director of Marketing & Events for the Ann Arbor/Ypsilanti Regional Chamber in Ann Arbor, Michigan since 2007. She has earned a Bachelor of Science degree in Network and Information Technology Administration at Eastern Michigan University in Ypsilanti, Michigan. She has also served on the Ypsilanti Area Jaycees Board of Directors from 2006 to 2008 and was the Girl Scouts Heart of Michigan, Assistant Camp Director from 1999 to 2013. Ms. Jones is the parent of a student at Ann Arbor Learning Community. This is a re-appointment.

Academy For Business and Technology

Marvin Jennings Jr. is an attorney at Giaramarco, Mulins & Horton, P.C. in Troy, Michigan since 2013. He earned a Juris Doctor from Thomas M. Cooley Law School in Lansing, Michigan and a Bachelor of Science in Kinesiology from the University of Michigan in Ann Arbor, Michigan. He has been a member of the State Bar of Michigan since 2006. This is a re-appointment.

Tammy Smith is employed at the Ford Motor Company in Dearborn, Michigan as a forward planning analyst since 1996. She earned a Bachelor of Arts degree in Business Administration from Davenport University, Dearborn, Michigan. This is a re-appointment.

Commonwealth Community Development Academy

Solomon Spann III is an integrated marketing specialist for Radio One, Inc. in Detroit, Michigan since 2007. He earned a Bachelor of Science in Broadcast/Journalism from Georgia Southern University in Statesboro, Georgia. He is a member of Who's Who in Black Detroit in 2007 and 2009. This is a re-appointment.

Hope Academy

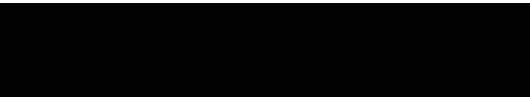
Leatrice Eagleson is a retiree of New Detroit, Inc. in Detroit, Michigan where she worked as Vice President of Administration since 1985. She earned both a Master of Business Administration and a Bachelors of Arts in Political Science from Wayne State University in Detroit, Michigan. She was also a Board President for YMCA from 1996 to 2005. This is a re-appointment.

FISCAL IMPLICATIONS

None.

ADMINISTRATIVE RECOMMENDATION

The proposed Board action has been reviewed and is recommended for Board approval.


University Executive Officer

1/18/17
Date

Catherine (Katie) Jones



Objective

A marketing professional with 7+ years in non-profit management focusing on Marketing & Events Management.

Professional Experience

Events Management

- Responsible for managing monthly and yearly events
- Promote events through Social Media, Networking, Email and Web Postings
- Manage monthly committee meetings to support events
- Secure appropriate local and relevant speaker for events
- Manage Event registration

Business and Management

- Develop, plan and manage event & marketing budget
- Help to acquire event sponsors including food donations as well as cash contributions
- Assist in converting/merging, implementing, & maintaining a database
- Develop and maintain a company calendar with 200+ events
- Manage the marketing team and coordinate between several different departments

Marketing

- Develop & implement marketing plan and strategy for promoting events and membership
- Manage email communications
- Plan and implement social media strategy for Twitter, Facebook, LinkedIn for the Chamber and its subgroups (A2Y Converge, A2Y Chamber Public Policy, Leadership A2Y)
- Oversee redesign of website as well as maintain & update the website

Work History

Director of Marketing & Events for the Ann Arbor / Ypsilanti Regional Chamber
August 2007 – Present

Video Editor for Great Lakes Sports Publications (glsp.com)
January 2002 – August 2007

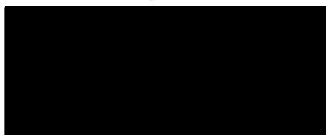
Education

Eastern Michigan University, Ypsilanti, MI, Bachelors of Science, June 2003
Major: Network and Information Technology Administration
Minor: Communications

Awards and Non Profit Experience

Ypsilanti Area Jaycees Board of Directors, 2006-2008
Ambassador of the Year, Ypsilanti Area Chamber of Commerce, 2007
Girl Scouts Heart of Michigan, Assistant Camp Director 1999-2013

MARVIN A. JENNINGS, JR.



PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS CONTINUED

Stillman Law Office – West Bloomfield, MI

07/2010 – 03/2012

Attorney

- Identified issues and counselled clients in all areas of creditors' rights, including commercial law and collections, retail collections, insurance subrogation and commercial litigation.
- Recovered a substantial amount of money on defaulted claims.

Jennings Law Office – Grand Blanc, MI

01/2008 – 07/2010

Attorney

- Appointed to the Criminal Defenders Program in the 7th Circuit Court of Genesee county, representing clients accused of committing criminal offenses, negotiating favorable dispositions prior to trial.
- Represented clients in domestic relations litigation, including dissolution of marriage, child support, and child custody matters.
- Successfully appointed to the Child Abuse/Neglect Panel in the 7th Judicial Circuit of Genesee county, representing clients in general civil matters, including HIPAA rights violations, creditors' rights, labor and employment discrimination, and landlord/tenant disputes.

City of Flint Mayor's Office– Flint, MI

09/2006 – 01/2008

Attorney

- Successfully prosecuted on behalf of the city of Flint for municipal civil infraction violations of the property nuisance ordinance.
 - Prepared and interviewed city employees for formal hearings.
 - Spearheaded facilitation and negotiated settlement offers.

Previous Experience:

City of Flint Attorney's Office – Law Student Intern

Genesee County Prosecutors Office – Law Student Intern

Standard Federal Bank – Branch Manager

EDUCATION

Juris Doctor (JD), Law

Thomas M. Cooley Law School – Lansing, MI

Bachelor of Science (BS), Kinesiology

University of Michigan – Ann Arbor, MI

Division I Football Player (1 year)

Tammy A. Smith

OBJECTIVE

A self-motivated, result oriented organizer seeking a position with a company offering challenges and career opportunities.

EMPLOYMENT

2004 – Current Ford Motor Company. Dearborn, Michigan

Forward Planning Analyst

- Develop and track Department's Operating Budget (Training, Travel & Overtime)
- Provide security access and support for CPARS, Sharepoint Sites, and other financial systems
- Assist in daily operations of CPARS and Financial Costing Process (WERS/MEARS/PCAM/PFR)

1999 - 2000 Computer Horizons, Inc/Ford Motor Company, Michigan

WERS (World Wide Engineering Release Systems) Financial Coordinator

- Coordinate and implemented WERS Process for Department
- Maintain and audit department expenditures per New Vehicle Program
- Create, track and update matrix to process Change Control for all New Vehicle Program

1996 - 2004 Computer Horizons, Inc/Ford Motor Company, Michigan

PCA Assistant/Change Specialist/ Administrative Assistant

- Assist DEW98/ FN145/ M205 Body Launch Leader w/ daily operations of Bodyshop.
- Create, track and update matrix to process Change Control System
- Create, track and update Engineering Changes/Issues in WERS
- Support Body Closures Manufacturing Engineering Launch Staff

1995 - 1996 Children's Learning Institute, Detroit, Michigan

Office Manager/School Leader

- Supervise daily operation in school office
- Audit and distribute employee payroll
- Collect tuition and post ledgers
- Design School forms/ Write school newsletters
- Input children's financial records and genral data in computer system
- Effectively communicate with staff, parents and students

EDUCATION

June 2003

Bachelor of Arts, Business Administration- General Business

- Davenport University, Dearborn, MI

COMPUTER SKILLS

Microsoft: Word, Excel, Outlook, Publisher, PowerPoint/ PageMaker/ Ford Motor Company: WERS, CPARS, GPAS/ PFR/ AIMS/ FEU

References Available Upon Request

SOLOMON SPANN, III



OBJECTIVE: Seeking to become a valued Wayne State team member through the securing major gifts, developing fundraising initiatives and creating new business relationships with metro Detroit corporations while exceeding all assigned metrics.

EDUCATION: Bachelor of Science in Broadcast/Journalism, 1997
Georgia Southern University, Statesboro, Georgia
CCU Collaborative Negotiations and Perfect Projections Workshop 2005
NAB Executive Training Program Georgetown University 2008

CIVIC DUTIES: Board Member of Commonwealth Academy, Detroit, Michigan 2008-present
Commonwealth Academy, Chairman of the Board 2012
Who's Who in Black Detroit 2007, 2009

EXPERIENCE: NTR Director/Sales, 2007 to present
Radio One Inc, Detroit, Michigan
Hired to market and sell special event, commercial and internet contracts for a four station cluster WGPR, WDMK, WPZR and WCHB. Prospect for new business to business contracts and maintain existing client relationships often negotiation a variety of both short-term and long term contracts. Assist clients and advertisers in gaining market share. Negotiate based on supply and demand and budgetary awareness while driving the fiduciary responsibility and meeting sales quotas. Develop marketing campaigns based on customer focused selling approach, client need analysis, market conditions and target audience of the client and customer. Research via qualitative analysis to determine a viable plan. Write and develop proposals and write commercial copy for clients. Analyze marketing campaign during all phases of the flight both pre and post developing a recap summaries clients to determine campaign success and profit margin. Work closely in team environment to develop, implement clients and community projects. Work closely with accounting, promotions, traffic, programming and production departments to ensure proper execution of marketing campaign and proper lead time. Have the ability to communicate both written and orally.

Account Manager, 2005 to 2007
Clear Channel Radio, Detroit, Michigan
Develop, implement and negotiate and sell marketing strategies based on market conditions for potential clients. Develop promotional opportunities in conjunction with marketing plan/recommendation to develop brand awareness, higher market share and return on investment. Research client profit, loss and client needs to determine the best process in which to advertise based on external competitive factors. Research qualitative metrics to place advertising dollars on the property that suites demographic, psychographic research. Balance supply with demand for station commercial inventory. Prospect for new business relationships and opportunities daily. Market internet and turn key special event opportunities to perspective clients. Copy writing and proposal development skills. Analyze internal working process to determine the best means to an end in reference to customer loyalty and retention. Worked effectively both in team and individual environment.

SOLOMON SPANN, III



Account Executive/Marketing Consultant, 2001 to 2005

Liberty Cooperation (Cable Vantage), Columbia, South Carolina

Marketed local cable television advertising company representing 35 cable networks. Worked with cable networks directly conducting market analysis for target demographic. Executed turn key promotional opportunities for clients. Prospect for new business daily and consistently exceeded sales quotas. Develop and maintain strong business relationships. Develop marketing and advertising proposal based on client needs analysis. Works closely with production and promotions process to execute marketing plan. Supply research to client as competitive advantage and worked closely with advertising agencies to execute marketing campaigns. Supply advertising agencies with additional research to show competitive advantage of media entity. Performed client needs analysis daily to determine potential marketing effectiveness. Purchased media for in house advertising agency on behalf on a regional advertising agency in nine outer markets cable system based on budget, competitive market conditions and return on investment. Fielded proposal request from competing cable station entities. Worked closely with advertising agency to determine acquisition strategy and proper lead time. Negotiated aggressive rate structure and solicited market research from competing media outlets before awarding contracts. Prepared insertion orders to award contracts.

Account Executive/Marketing Consultant, 1999 to 2001

Rainbow Radio, L.L.C./Inner City Broadcasting, Columbia, South Carolina

Hired to market and sell radio advertising to businesses for two new radio stations in the Columbia, SC area. Generate new business and develop existing accounts through a consultative sales process. Prospect for potential clients, consult with businesses on their advertising and marketing objectives, research and develop marketing strategies. Develop and present marketing proposals to clients. Maintain accounts and develop additional promotional opportunities to diversify the business relationship. Performed personal accounting receivables duties for the station. Recognized as the company's Top Salesman for the past two years. Consistently exceed monthly sales goals.

In School Suspension Supervisor, 1998 to 1999

Richland County School District One, Columbia, South Carolina

Performed and executed supervisory duties to the In School Suspension program. Performed and executed corrective behavior modification education for problem students. Utilize conflict resolution techniques to minimize situation escalation. Restructured the school discipline handbook and developed the school video demo as the primary marketing tool for the vocational high school. Provided voice over work in media department, served as lead substitute teacher and execute designed lesson plans for absent teachers from vocational program

On Air Personality/Promotions Assistant WWDM 101.3 FM, 1997-1998

Produced the On the Move with Russ Parr syndicated morning show. Executed the time deadlines of the Russ Parr Morning Show to ensure proper time clock maintenance and to remain on schedule. Executed commercial sheet logs for proper commercial inventory placement with no discrepancies. Performed a clean on air shift as an on air personality Saturday morning from 6a-12n, Sundays 3p-7p and other fill-in time slots. Produced radio commercials and voiced commercial production. Performed copy writing duties as assigned along with daily promotional activities, executing press releases, promotional van hits, processing winner sheets and remote broadcast. Constantly interacted with station listeners. Served as promotional set up contact for station.

SOLOMON SPANN, III



Security Monitor, 1997 to 1998

Richland County School District One, Columbia, South Carolina

Hired to monitor and control the school grounds as needed

Developed and supervised the attendance tardy control system

Conduct and maintain clerical duties regarding student records

Head Junior Varsity Basketball Coach/Assistant Head Coach, 1997 to 1999

Richland County School District One (Eau Claire H.S.), Columbia, South Carolina

Coached the Girls Junior Varsity Basketball team and to be the Head Assistant Coach for the Girls Varsity. Plan logistics for travel to away games, gain and maintain trust of parents.

Develop, plan and conducted practice schedule and execute player development. Lead Lady Shamrocks Junior Varsity to a two-year record of 25-8. Helped lead the varsity to the 1997 3-A State Championship Game and the 1998 Lower State Final. Executed mandatory study hall to ensure proper channel for academic success. Assist the head coach in conducting practice, team travel, and player development and collegiate placement of student athletes.

WNBA Promotions Assistant, 1997

Charlotte Sting Promotion, Charlotte, North Carolina

Served as a liaison between the Charlotte' Women's National Basketball Association team and the public. Assisted in developing and coordinating special projects and promotions.

Distributed literature and advertising information for upcoming Sting and WNBA events.

Internship, 1997

Jefferson Pilot Communications, Charlotte, North Carolina

Served as an intern in the production department, rip and read scripts to proof read before reaching the anchor's desk. Floor director and Camera Operator.

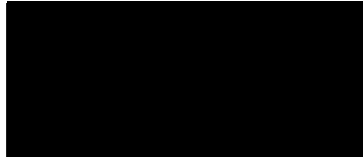
WBH-TV 48 Statesboro, 1994-1996

Served as station's stand up on location reporter and fill in anchor. Created and maintained valuable relationships with community dignitaries and elected officials. Developed and executed news worthy stories for the community via the interviewing process. Wrote and edited copy for story lead in and lead outs. Execute and edited voice overs for video b-roll, cut ins and station stories.

Promotions Assistant/Production Intern WWDM 101.3 FM, 1993-1995

Performed copy writing duties as assigned along with daily promotional activities, executing press releases, promotional van hits, processing winner sheets and remote broadcast. Constantly interacted with station listeners. Production Intern duties included cutting commercials, dubs and voicing commercials. Served as promotional set up technician for station.

**SYNOPSIS OF RESUME
FOR
LEATRICE EAGLESON**



EDUCATION:

Wayne State University
Post-Degree for MBA
Business Administration

Wayne State University
BA – Political Science

EMPLOYMENT:

1985 – 2012 Retired	New Detroit, Inc. Vice President of Administration
1980 – 1985	Detroit Urban League Vice President of Administration
1973 – 1980	Wayne County Youth Services Director of The Office of Youth Services

AFFILIATIONS:

1993 - 2005	YMCA Board Member
1996 – 2005	YMCA Board President