

COLLEGE OF BUSINESS
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Ms. Helfman,

This correspondence serves as my letter of interest for the position of Dean of the Lutgert College of Business at Florida Gulf Coast University.

I have three major initiatives/goals that drive my career at this point:

- Development and management of an academic business model that can fund and make a college of business financially sustainable
- Development and management of nationally and internationally recognized academic programs
- Development and management of the Beracha, Hardin and Johnson Buy vs Rent Index¹

Currently, I serve as the Associate Dean of Graduate Programs in Florida Atlantic University's College of Business. My responsibilities include but are not limited to: (a) academic and operational oversight of FAU COB's supplemental revenue streams² and (b) academic oversight over all FAU COB's graduate programs.

My current CV is attached and highlights my qualifications for the position. Among these qualifications, in no certain order of importance, are:

- my understanding of technology and how it impacts course delivery by serving as a lever to deliver high-quality education without loss of rigor or content
- my understanding of how online/streaming course delivery combined with OnDemand content is becoming the dominant form of course delivery for both face-to-face and online students
- my past and present research production highlights my commitment to building a nationally and internationally recognized research presence
- my past business experience which allows me to comfortably interact with both the business and academic communities
- my understanding of the importance of building content engines that create impact, engagement, and innovation³
- my understanding of how to build auxiliary programs that produce significant levels of funding while simultaneously promoting research and course delivery.

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Florida Gulf Coast University as well as all other major colleges of business around the country are facing an evolving environment. Change is upon us, and it is transforming the very nature of the business academy and how we interact with our internal and external stakeholders. I believe that I am the right person to lead the Lutgert College of Business through these changes.

In a separate document, I have provided a leadership profile for the Dean's position. If you feel that my candidacy is worthy of further consideration after reviewing the additional document and my current vita, I am happy to continue this dialog at a time and place that is convenient.

Sincerely,



Ken H. Johnson, Ph.D.
Associate Dean of Graduate Programs
Investments Limited Professor
College of Business
Florida Atlantic University
Boca Raton, FL 33431

Endnotes

¹ See <https://business.fau.edu/departments/finance/real-estate-initiative/bhj-buy-vs-rent-index/>

² Gross revenue for the 2019 -2020 academic year is estimated to be \$25,000,000 with approximately 50% operational cost.

³ The Beracha, Hardin and Johnson Buy vs Rent index is one example of a content engine.