

June 27, 2019

Search Committee – Dean of the Lutgert College of Business  
Florida Gulf Coast University  
10501 FGCU Blvd. S.  
Fort Myers, FL 33965

Dear Dean Search Committee Members:

I enthusiastically apply for the position of Dean of the Lutgert College of Business at Florida Gulf Coast University. I believe that I have the capabilities, knowledge and experience to successfully lead the college. I have worked at Ball State University for nearly the past 20 years during which time I have served in various administrative roles, including Interim Dean, Associate Dean and Department Chair. Rather than summarize my curriculum vitae, I will take this opportunity to highlight some accomplishments.

My role as Interim Dean began in July 2018. One of my top priorities is preparing for our college's 2020 Association to Advance Collegiate Schools of Business (AACSB) accreditation visit. I am in process of writing the college's Continuous Improvement Review report. In preparation for this visit, I engaged faculty, staff and stakeholders to update the college's strategic plan and have re-allocated resources in support of strategic priorities. To fulfill accreditation standards, we have developed systems to document the Miller College's engagement, innovation and impact activities. Having served as a member of seven continuous review teams, I am confident that we will be successful in our efforts to extend our accreditation.

I have actively engaged in fundraising activities. Earlier this year we concluded a \$1.5 million naming campaign for the college's Logistics and Supply Chain Management Center for Excellence. During my time as interim dean, I have secured \$1.1 million in donations for the college. These donations will be used to support students pursuing internships out of state and student success initiatives in the college. We are in the process of kicking off a naming gift campaign for the Department of Finance and Insurance. The campaign will support efforts to enhance the financial literacy of our students and members of the surrounding community.

The Interim Dean role has afforded me the opportunity to increase my engagement with Miller College alumni and friends. This has been an important year for the university as we celebrate the institution's 100<sup>th</sup> anniversary. At the college level, we engaged extensively with our alumni to celebrate the centennial. We brought alumni and friends back to campus for our Miller College Alumni Awards where we celebrated the accomplishments of seven distinguished alumni and Dialog Days, an event in which our students and faculty engaged with more than 100 distinguished alumni during class presentations. We also hosted prominent speakers on campus, including Mike Ray and Barb Baekgaard (former CEO and Founder of Vera Bradley Designs, respectively) and financial literacy expert Peter Bielagus.

I am guiding activities to improve the quality and diversity of students entering the college as well as enhancing student success of currently enrolled students. I have actively engaged admitted students to enhance enrollments within the college. Efforts to support student success have been further expanded through the establishment of our Student Success Center — a consolidated center that provides tutoring and peer mentoring to Miller College Students. In addition, I have enhanced our freshman engagement program to include more impactful activities. These initiatives, in combination, are anticipated to

enhance both the number and the academic profile of students entering the college as well as retention and graduation rates.

Prior to my time in the Dean's Office, I served as Chair of the Paul W. Parkison Department of Accounting. An important accomplishment during my leadership was the completion of a \$3.1 million capital campaign to name the department. Funds from this campaign were used to establish an Executive in Residence position to mentor accounting students and engage prospective employers to develop more robust employment opportunities for students. The endowed funds were also used to support a new track in our Masters in Accounting program. In addition to the capital campaign, I led a number of alumni engagement activities, including an annual Accounting Awards Dinner and the establishment of an annual newsletter, which was sent to more than 5,000 alumni and friends.

While serving as an administrator in the Accounting Department, I was extensively engaged in activities related to the Department's separate AACSB accreditation. As Director of Graduate Studies, I created and managed the assurance of learning activities for the Department. In my role as Department Chair, I headed all activities leading to our successful accreditation extension in 2013.

I have held multiple leadership roles within the Accounting academic community. I served as President of the Midwest Region of the American Accounting Association. In summer 2018, I completed my term as a member of the Board of Directors and Chapter Advocate of Beta Alpha Psi, an international honor society for accounting, finance and information systems students.

Research is a critical component of a successful academic career. My primary research interest is financial and international accounting. I have published in academic, practitioner and education journals, including *The Accounting Review*, *Contemporary Accounting Research*, *Journal of Accounting and Public Policy*, *Issues in Accounting Education* and the *CPA Journal*. As a result of my research productivity, I was appointed the Alumni Distinguished Professor of Accounting.

I believe that my accomplishments are evidence of my ability to strengthen innovative academic programs and engage alumni. Please feel free to contact me if you have any questions.

Sincerely,

A handwritten signature in cursive script, appearing to read "Mark J. Myring".

Mark J. Myring