

Melanie McDonald, PhD, MBA

15 3rd Street, North Arlington, NJ 07031

mmcdonaldphd@gmail.com

201.982.3695 (cell)

EXECUTIVE SUMMARY

Distinguished educator, scholar, and academic leader with over 20 years of experience advancing excellence in teaching, research, and higher education leadership. Known for a strong commitment to student-centered pedagogy, curriculum innovation, and faculty development, with demonstrated success in designing and delivering impactful learning experiences across diverse, multi-modal environments. An accomplished researcher with a record of peer-reviewed publications and ongoing scholarly engagement that informs practice and drives institutional effectiveness. Experienced in strategic academic planning, program development, and fostering interdisciplinary collaboration to elevate teaching and research outcomes. A proven leader in higher education, adept at building and guiding cross-functional teams, securing strategic partnerships, and overseeing complex budgets and accreditation processes. Deeply committed to diversity, equity, and inclusion, with a longstanding record of supporting access and success for underserved student populations. Combines visionary academic leadership with deep pedagogical expertise and scholarly rigor, consistently advancing institutional goals and student achievement. Recognized for exceptional communication, organizational, and collaborative leadership skills that drive innovation and measurable results. A trusted, entrepreneurial, and inclusive leader known for delivering impactful and sustainable results.

EDUCATION

DOCTOR OF PHILOSOPHY (PhD) - SETON HALL UNIVERSITY

Higher Education Leadership, Management and Policy

MASTER OF BUSINESS ADMINISTRATION (MBA) - TIFFIN UNIVERSITY

Management Specialization

MASTER OF SCIENCE (MS) - NEW JERSEY CITY UNIVERSITY

Health Sciences / Health Administration

BACHELOR OF SCIENCE (BS) - NEW JERSEY CITY UNIVERSITY

Health Sciences / Community Health

TEACHING EXPERIENCE**NEW JERSEY CITY UNIVERSITY****2013 - Present****ASSOCIATE TENURED PROFESSOR AND CO-CHAIR,**

School of Business - Management Department

SELECTED ACHIEVEMENTS AND RESPONSIBILITIES:

- ♦ Designed and taught a full spectrum of undergraduate and graduate management courses, integrating current industry practices.

Undergraduate	Graduate
<ul style="list-style-type: none"> - Introduction to Business - Life is Good Business - Principles of Management - Business Enterprise Applications - Business Enterprise Applications (Business Honors) - Business Information Systems - Business Policy / Management Analytics - Global Business - Operations and Project Management - Honors Seminar - Hospitality Management Capstone - Business Statistics - Weight Training Methods - Spinning 	<ul style="list-style-type: none"> - Transformational and Situational Leadership - Behavioral Issues and Ethics in Management - Health Administration Theory and Practice - Health Informatics

- ♦ Provide academic and administrative oversight for four undergraduate and three graduate programs, serving over 450 students.
- ♦ Lead a diverse department of six full-time and 27 part-time faculty, plus one administrative assistant; manage all aspects of budgeting, staffing, course scheduling, faculty promotion and reappointment within a unionized AFT/CWA environment, while ensuring AQ/PQ faculty qualification compliance.
- ♦ Championed MGMT 211 Principles of Management and 225 Business Enterprise Applications taking the lead with Capsim, the Bloomberg terminals and AI certification to enhance curriculum and align with evolving industry demands.
- ♦ Design and develop new Management courses and program, aligning with evolving business practices and accreditation standards.

- ♦ Mentored undergraduate Honors students on research in management, leadership and marketing topics.
- ♦ Served as a faculty judge for the Business Student Research Showcase to promote research participation, support creative and critical thinking, and strengthen students' communication and professional skills.
- ♦ Served on the Program Assessment Coordinating Committee to ensure departmental assessment processes meet ACBSP standards, with efforts underway to achieve AACSB accreditation.
- ♦ Actively collaborated with Business and university-wide faculty on research, presentations, and cross-program initiatives to enhance academic offerings and student outcomes.
- ♦ Chaired and served on key multiple university-wide and departmental committees, including Search Committees, Honors Program, Personnel & Promotion committees, and Program Assessment Coordinating Committee, shaping academic policy and faculty development or contributing to faculty governance and academic excellence.
- ♦ Mentored and advised undergraduate management and honors students, actively guiding their academic progression and career development.
- ♦ Championed Diversity, Equity, and Inclusion (DEI) initiatives as a Certified Gothic Knight Ally Safe Zone Trainer and mentor to the LGBTQIA community and served on President's Diversity Council.
- ♦ Actively collaborated with Career Services to facilitate internships and job placements for students, enhancing their professional readiness.
- ♦ Organized and hosted guest speakers from industry to enrich classroom learning and connect theory to real-world practice.
- ♦ Faculty advisor to the Women in Business student club and the NJCU Chapter of the NJ Women's Network in Higher Education, mentoring future women leaders in academia and business.
- ♦ Honorary Inductee, Delta Mu Delta Business Honor Society, Zeta Gamma Chapter, in recognition of academic excellence.

ADJUNCT FACULTY, New Jersey City University (2004, 2008 - 2013)

- ♦ Taught Management, Business Administration, Fitness, Sports, and Health Sciences courses.

UNIVERSITY LEADERSHIP EXPERIENCE**NEW JERSEY CITY UNIVERSITY (NJCU)****1998 - 2013, 2014 - 2017****FOUNDING ASSOCIATE DEAN (INTERIM)**, School of Business, NJCU (September 2014 - June 2017)**SELECTED ACHIEVEMENTS AND RESPONSIBILITIES:**

- ♦ Provided academic and administrative leadership to departments and programs within the School of Business, overseeing 10+ undergraduate and graduate programs, 45+ full-time faculty, and over 50 adjunct instructors.
- ♦ Co-Authoring ACBSP Quality Assurance Reports (2015, 2017), ensuring alignment with accreditation standards, continuous program improvement, and ongoing accreditation success.
- ♦ Managed and optimized the School of Business budget, ensuring fiscal responsibility and resource allocation.
- ♦ Oversaw comprehensive curriculum development and scheduling for all undergraduate and graduate programs, enhancing academic offerings and student progression.
- ♦ Spearheaded assessment initiatives, including formalized curriculum review and outcomes assessment, to enhance program quality and student learning.
- ♦ Led the development, implementation, and ongoing revision of School policies to support academic operations and institutional goals.
- ♦ Collaborated with the Dean on faculty development, academic program enhancement, and college-wide strategic planning initiatives.
- ♦ Cultivated strong relationships with Department Chairs, University Advisement, and international partners to streamline curricular and advising processes.
- ♦ Provided mentorship and guidance to faculty and department chairpersons to support professional growth, leadership development, and academic excellence.

ASSOCIATE DEAN, College of Professional Studies, NJCU (November 2009 - August 2013)**SELECTED ACHIEVEMENTS AND RESPONSIBILITIES:**

- ♦ Oversaw the academic and operational leadership for 15+ undergraduate and graduate programs and 45+ faculty, driving continuous improvement and strategic growth.
- ♦ Generated over \$1 million in annual revenue through strategic coordination of off-campus programs at Wall Township Communiversity, driving sustained enrollment growth through targeted program delivery and marketing initiatives.
- ♦ Led the development and adoption of a new Mission, Vision, and Values statement for the College, aligning with institutional priorities and strategic goals.
- ♦ Secured university and MSCHE approvals (Substantive Change and Exceeding Programmatic Mission document), for new programs including: BS and MS in Professional Security Studies, Accelerated BSN, MS in Finance, Master of Business Administration, and Doctor of Science in Civil Security, and assisted in program certifications (e.g., NSA Center of Excellence for Information Assurance).
- ♦ Completed 12 articulation and dual admission agreements with community colleges and international institutions, expanding access, student pathways and streamlining the student transfer process.
- ♦ Managed multimillion-dollar budgets, ensuring fiscal responsibility and strategic resource allocation.
- ♦ Spearheaded assessment initiatives, including formalized curriculum review and outcomes assessment, to enhance program quality and student learning.
- ♦ Led faculty hiring, mentoring, and orientation; created a new faculty onboarding program and coordinated faculty technology training and development fostering pedagogical excellence.
- ♦ Developed marketing content and led the creation of college publications, including newsletters, brochures, and official bulletins.

ASSISTANT DEAN, College of Professional Studies, NJCU (July 2007 - November 2009)

ASSISTANT DEAN (INTERIM), College of Professional Studies, NJCU (September 2003 - August 2004; July 2005 - June 2007)

SELECTED ACHIEVEMENTS AND RESPONSIBILITIES:

- ♦ Led and facilitated programmatic accreditation processes for Business, Nursing, and National Security Studies programs, ensuring alignment with regional and professional standards.

- ♦ Provided high-level support to faculty across departments on student, curricular, and personnel matters, fostering a collaborative and solutions-oriented academic environment.
- ♦ Oversaw student issues both on- and off-campus, ensuring responsive resolution and contributing to a supportive student experience.
- ♦ Managed the implementation of formalized curriculum and program review processes to enhance academic quality and align with institutional goals.
- ♦ Organized and facilitated student forums across campuses to support engagement, retention, and feedback-informed improvements.
- ♦ Designed and delivered faculty development workshops and seminars focused on program assessment, student learning, portfolio development, teaching effectiveness, and diversity in higher education.
- ♦ Led the implementation of the IDEA course evaluation system to strengthen assessment of teaching effectiveness and student feedback.
- ♦ Maintained and managed content for college and faculty webpages; served as liaison to the university's official website team.
- ♦ Collected, analyzed, and reported enrollment and program performance data for strategic planning and continuous improvement efforts.
- ♦ Played a key role in securing multiple designations and certifications from the National Security Agency (NSA), including Center of Excellence status and INFOSEC credentials (NSTISSI 4011, CNSSI 4014).
- ♦ Contributed to the creation of a university-wide Academic Integrity Policy, collaborating across units to promote ethical academic practices.

ASSISTANT TO THE DEAN, College of Professional Studies, NJCU (January 2001 - September 2003, September 2004 - June 2005)

SELECTED ACHIEVEMENT AND RESPONSIBILITIES:

- ♦ Designed, administered, and analyzed institutional surveys to inform academic planning, student services, and institutional improvement initiatives.
- ♦ Developed articulation agreements with colleges, universities, and external partners to strengthen academic pathways and streamline student transfer processes.
- ♦ Managed financial planning and budget preparation for departmental and institutional initiatives, ensuring alignment with strategic goals.
- ♦ Addressed and resolved student concerns and complaints with professionalism and sensitivity, promoting a supportive academic environment.

- ♦ Maintained and updated institutional databases to support reporting, assessment, and accreditation requirements.
- ♦ Coordinated faculty development initiatives and technology training to enhance instructional delivery and pedagogical innovation.
- ♦ Contributed to institutional effectiveness through direct involvement in outcomes assessment, accreditation processes, curriculum development, and strategic planning.

CHIEF ADMINISTRATOR, The Center for HIV/AIDS Educational Studies and Training (C.H.E.S.T.), New Jersey City University (January 1998 - January 2001)

SELECTED ACHIEVEMENT AND RESPONSIBILITIES:

- ♦ Developed and managed million-dollar grant budgets; tracked and reported expenditures in coordination with NJCU and external agencies, including the CDC, NIH, and NIDA.
- ♦ Supported grant research by assisting in data collection, analysis, and preparation of research findings.
- ♦ Authored and compiled grant-related reports, manuscripts, and center documentation for internal and external dissemination.
- ♦ Supervised employees and student staff affiliated with the C.H.E.S.T.

DEPARTMENT / SCHOOL LEVEL LEADERSHIP EXPERIENCE

Honors Coordinator, School of Business, New Jersey City University, 2017 - 2019

Principal activities: Program oversight, course and faculty scheduling, student recruitment and advisement, program assessment, website management

College of Professional Studies Wall Township (Communiversy) Program

Coordinator (Business, Criminal Justice, Fire Science, Nursing, Professional Security Studies Programs), New Jersey City University, 2005 - 2013

Principal activities: Oversight of student advising, student recruitment, transfer student events and registration, responsible for MSCHE Substantive Change Branch Campus Designation

INTERIM LEADERSHIP APPOINTMENTS

Interim Chairperson, National Security Studies, New Jersey City University, 2011 - 2012

Interim Chairperson, Fitness, Exercise and Sports, New Jersey City University, Spring 2010

Selected achievements and responsibilities:

- ♦ Provided academic leadership and strategic guidance to departments and students during a key transitional period, ensuring continuity, stability, and academic excellence.
- ♦ Successfully coordinated course scheduling, faculty assignments, and curriculum updates, ensuring continuity and academic quality.
- ♦ Managed departmental budget and resource allocation, improving efficiency without compromising instructional support.

PUBLICATIONS

- Lee, E, McDonald, M, Montgomery, W, O'Neill, E. (2021). Spatial key performance indicators on the statewide ambulance service coverage of multiple regional classifications. *Transactions in GIS*. 25: 2125-2145. <https://doi.org/10.1111/tgis.12771>
- Lee, E., McDonald, M., O'Neill, E., & Montgomery, W. (2021). Statewide ambulance coverage of a mixed region of urban, rural and frontier under travel time catchment areas. *International Journal of Environmental Research and Public Health*.18(5):2638. <https://doi.org/10.3390/ijerph18052638>
- Lee, E., Chakraborty, D., & McDonald, M. (2021). Predicting oil production sites for planning road infrastructure: Trip generation using SIR epidemic model. *Infrastructures*.6 (2):15.
- Lee, E., De La Fuente, N., McDonald, M., & O'Neill, E. (2020). Pre-assignment of ambulance in urban areas: A case study of Jersey City. *Journal of Strategic Innovation and Sustainability*, 15(3), 24-35; <https://doi.org/10.33423/jsis.v15i3.2946>
- Lee, E., Chen, Y.-Y., McDonald, M., O'Neill, E. (2020, May). Dynamic response systems of healthcare mask production to COVID-19: A case study of Korea. *Systems* 2020, 8(2), 18; <https://doi.org/10.3390/systems8020018>
- Donnellan, J., McDonald, M., Edmondson, M. (2020). Impact of social media on consumer buying patterns. *International Journal of Marketing Studies*, 12(3); <http://www.ccsenet.org/journal/index.php/ijms/article/view/0/43544>

Rutledge, W., & McDonald, M. (2016, Winter). From owning people to the selfie experience: How possessions give meaning to the powerful. *The Academic Forum, New Jersey City University*, 18(2), 46-52.

Rutledge, W., Donnellan, J., & McDonald, M. (2016, Summer). Female participation in sport as an indicator of business success. *The Transnational Journal of Business*, 1(1), 67-83.

Bloomberg, S.L., & McDonald, M. (2004). Assessment, a case study in synergy. In P. Hernon & R.E. Dugan (Eds.), *Outcomes assessment in higher education* (pp. 259-289). Westport, CT and London: Libraries Unlimited, Greenwood Publishing Group.

PRESENTATIONS

Gothic Research Seminar Presentation. April 16, 2021. Predicting Oil Production Sites for Planning Road Infrastructure: Trip Generation Using SIR Epidemic Model. Presenters: Chakraborty, D, Lee, E, & McDonald, M.

2020 "Spatiotemporal Urban Ambulance Pre-Assignment Problem" - Lectern Presentation (Natalia De La Fuente , Lee, E. , & Melanie McDonald), the Northeast Decision Science Institute (NEDSI), Cambridge, MA, March 26-28, 2020 (canceled due to COVID-19) *Peer-reviewed*

2019 "Spatial Modeling for Backup Service Coverage of Rural Emergency Medical Service," Lectern Presentation (E. Lee & Melanie McDonald), the INFORMS 2019 Annual Meeting, Seattle, WA, USA (October 20-23, 2019) *Invited*

Rutledge, W., Donnellan, J., & McDonald, M. (2015, June). *Greater Participation in Sport by Women Creates an Economic Benefit*. Presentation at the 2015 International Conference of the Association Global Management Studies (ICAGMS) June 10th - June 11th, Columbia University, New York, NY. *Invited*

Bloomberg, S.L., & McDonald, M. (2003, March). *The SoTL Journey: Teaching / Teaching and Learning / SoTL*. Poster session presented at the Colloquium on the Scholarship of Teaching and Learning: Building Knowledge, Improving Learning, Washington, DC.

JOURNAL MANUSCRIPT REVIEW WORK

Guest Editor, Special Issue on Information Systems and Technology of City Logistics and Urban Freight, Logistics, MDPI (2020-2021)

SERVICE AND COMMITTEE MEMBERSHIP

- ♦ Provost's Council, New Jersey City University, 2014 - 2017
- ♦ Executive Search Committees, NJCU, (VP for Administration and Finance, Director of Online Learning, Dean of Graduate Studies, Dean of Arts & Sciences)
- ♦ Faculty Search Committees and Chair, NJCU, (Departments: Management, Marketing, Fitness, Health Sciences, National Security Studies, Criminal Justice, Nursing)
- ♦ Convocation Planning Committee and Platform Participation
- ♦ Ad Hoc Committee Co-chair on Reorganizing the University Colleges / School Structure
- ♦ School of Business Honors Program Coordinator and Senate Committee Member
- ♦ Management Departmental Personnel and Promotion Committee Chair
- ♦ ACBSP Co-Champion, Co-author of the Quality Assurance Reports 2015 and 2017
- ♦ Member of departmental assessment and promotions committee
- ♦ Member of the Program Assessment Coordinating Committee (PACC)
- ♦ Member of the President's Diversity Council
- ♦ Certified Gothic Knight Ally Safe Zone Training; Ally and mentor to the LGBTQIA community
- ♦ Faculty advisor to the Women in Business Club
- ♦ Honorary Inductee to Delta Mu Delta, Zeta Gamma Chapter, NJCU
- ♦ Advisor to the NJCU Chapter of the NJ Women's Network in Higher Education
- ♦ Member of the University Senate Budget Committee
- ♦ University-wide Ad Hoc Budget Committee and Web Advisory Group
- ♦ University-wide committee on Communication Across the Curriculum
- ♦ Task Force on Instructional Technology
- ♦ Gothic Net Task Force
- ♦ Organizational Structure / Effectiveness - Strategic Planning Working Group
- ♦ Committee for Ongoing Student Learning Assessment (COLSA)
- ♦ Graduate Coordinators
- ♦ Faculty Overload and Adjunct Assignment Project
- ♦ University-wide Strategic Enrollment Management Committee

- ♦ SEMEX Subcommittee for Unemployment Waivers
- ♦ Reporting and Data Warehouse Coordinating Group
- ♦ Task Force on Teaching and Learning (ToTL)
- ♦ Academic Integrity Policy development
- ♦ President appointed University-wide Ad Hoc Budget Committee
- ♦ Web Advisory Group

PREVIOUS WORK EXPERIENCE

Social Media Influencer

2020 - present

- ♦ Grew Instagram following to 151K+ through consistent content strategy and audience targeting (@drstylzz).
- ♦ Achieved an average engagement rate of 8.5%, exceeding industry benchmarks across multiple platforms (IG, TikTok).
- ♦ Built and managed a loyal community of 149K+ followers with 65% monthly return engagement.

Small Business Management Consultant

2000 - 2010

- ♦ Streamlined operations for 65 clients resulting in an average of 55% efficiency gain (production, operational, and human resources).
- ♦ Developed and implemented business plans.

McDonald Events and Entertainment

2002 - 2013

- ♦ Successfully planned and executed 35+ events with overall attendance exceeding 5,000 attendees.
- ♦ Reduced event production costs by 15% through vendor renegotiation and streamlined logistics.
- ♦ Managed relationships with 50+ artists, vendors, and venues, ensuring all contractual and event specific needs were met.

Personal Trainer Entrepreneur

1997 - 2002

- ♦ Helped 85 clients achieve individualized fitness goals, including fat loss, muscle gain, and post-rehab recovery.
- ♦ Designed customized programs that led to an average client body fat reduction of 10% over 15 weeks.
- ♦ Grew personal training revenue by an average of 21% year-over-year through upselling small group sessions and referrals.
- ♦ Collaborated with physical therapists to develop integrated training plans for post-injury clients.

COMPUTER EXPERIENCE

Technical Proficiencies: Quality Matters (QM) Certified, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Bloomberg Market Concepts (BMC) Certified, SPSS, PeopleSoft, Blackboard, Hyflex Training, Dreamweaver, EndNote, Cognos PowerPlay, Photoshop.

PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

New Jersey ACE Net Board of Directors (2006 - 2020)
American Management Association
Academy of Management
Project Management Institute (former)
American Association for Higher Education (AAHE) (former)
Association for the Study of Higher Education (ASHE) (former)
American Educational Research Association (AERA) (former)
Delta Mu Delta
Tau Sigma

SELECTED PROFESSIONAL DEVELOPMENT AND CONFERENCES

- ♦ Regular participation in national conferences and workshops focused on higher education leadership, assessment, curriculum development, and teaching pedagogy, including: Middle States Commission on Higher Education, Association for the Study of Higher Education (ASHE), American Educational Research Association (AERA), American Association for Higher Education (AAHE), and various New Jersey ACE Net events.
- ♦ Keynote sessions and workshops with leading experts on topics such as program assessment, scholarship of teaching and learning, diversity and learning, women's leadership, recruitment and retention, and effective approaches to leading change within higher education.