

Erma Waddy Hines. Ph.D.

RESUME

EDUCATIONAL BACKGROUND

Completed elementary and high school education in the public school system of Houston, Texas
Bachelor of Arts with a major in English, minor in history, Talladega College, Talladega, Alabama
Master of Arts in Drama, University of Southern California
Doctor of Philosophy in Public Address and Rhetoric, Louisiana State University, Baton Rouge, Louisiana
Summer Fund Raising Institute for University Deans, William & Mary College, 1989
CASE Summer Fund Raising Institute for Senior Administrators in Higher Education, Dartmouth University, 1992
National, Regional, and Area Planned Giving Institutes, 1990-1995
Institute of Higher Education Management, Harvard University, Class of 1996
United Way Effective Management Seminar of 1997

PROFESSIONAL EMPLOYMENT

Assistant Professor, Associate Professor, Full Professor (*Tenured*), Speech and Theater Department; Director of Forensics; Chairman, Speech and Theater Department; Dean, College of Arts and Humanities, Chief Executive Officer, Office of Institutional Advancement; Southern University and A&M College, Baton Rouge, Louisiana; 1972 to Present

Executive Director, Southern University System Foundation, Baton Rouge, Louisiana 1989 - 1997

Executive Director, Community Action Program of Central Louisiana, Alexandria, Louisiana, 1969-1972

Assistant and Associate Professor, Speech and English Department and Director of Theater, Prairie View A&M College, Texas, 1959 - 1964

Associate Professor of Speech and English and Director of Theater, Huston-Tillotson College, Austin, Texas, 1958-59

AREAS OF RESPONSIBILITY ACCOMPLISHMENT

Program Development

Designed and administered development programs and budgets and conducted successful fundraising campaigns for colleges, Southern University and A&M College System, and other nonprofit agencies.

Achieved and surpassed monetary goals by identifying potential support audience; devised and implemented means to cultivate corporate and individual prospects for unrestricted gifts, restricted gifts, and planned gifts including endowments.

Planned and implemented direct mail, volunteer, telephone, media and public relations programs.
Enlisted and increased participation of students, faculty, administrators and other individuals, organization, etc. who are excellent fund-raisers and donors as well as those who have beneficial community contacts; attained new levels of voluntary support and volunteer staffs.

Fundraising Projects

Designed and implemented the Frank Hayden Memorial Campaign; solicited professorship in Fine Arts -- The Frank Hayden/Community Coffee Professorship in the amount of \$100,000 (A "first" for Southern University at Baton Rouge) and exceeded campaign goal of \$250,000.

Designed and implemented SU/Q106 Radiothons 1990-1997 and exceeded goal each year.

Coordinated and directed Southern University at Shreveport /Bossier City (SUSBO) 1996 Radiothon; solicited gift of \$25,000 form Harrah's Casino of Shreveport; exceeded campaign goal.

Developed and maintained successful fundraising agenda including an annual fund, capital gifts, endowments, targeted and deferred giving programs during a eight year period for Southern University.

Designed and directed the **President's 100 Society** Campaign; exceeded goal each year.

Coordinated endeavors to acquire gift of first Distinguished Chair -- The James Joseph/United Companies Distinguished Chair in the amount of \$1,000,000.

Coordinated activities related the cultivation and solicitation of two other Distinguished chairs - one in the College of Nursing and one in the College of Business

Assisted capital campaign Consultant with pertinent endeavors and accompanied the President of Southern University System and the Southern University System Foundation President on visits with Corporate/Foundation CEO's on the east coast of the USA and in California.

Implemented development programs that have surpassed previous giving records at Southern University; total gifts and pledges increased over \$10,000,000 in gifts from private (non-governmental) sources.

Project Management

Coordinated the design, developed mission statement and brochure and assisted in the launching of Southern University's first Capital Campaign - "A Second Century of Excellence." (Campaign goal is \$25,000,000.)

Organized and directed the Office of Institutional Advancement and supervised the installation of the latest technological equipment and training of personnel.

Coordinated special events for the SU System President and SUBR Chancellor, bringing alumni and friends to the campus to enhance goodwill, cultivate prospects, and promote philanthropy.

Developed and implemented solicitation and acquisition of funds and real estate totaling over \$1,000.000 from the estates of two friends of Southern University.

Spearheaded and maintained the re-establishment of the Southern University System Foundation; served with distinction as executive director and director and at the pleasure of Dr. Dolores R. Spikes beginning in November 1989 and ending December 31, 1996.

Written and Oral Communications

Wrote copy and edited a variety of materials to publicize and substantiate fundraising programs including direct mail copy, case statements, press releases, brochures, job descriptions, proposals for grant and awards, and speech and letter texts.

Edited and published comprehensive Annual reports" for the Southern University System Foundation.

Recruited, trained and coached volunteers in fundraising techniques and other responsibilities.

Created and edited the first informative quarterly newsletters for alumni and friends of Southern University.

Interviewed over 100 community leaders to obtain feedback on the public image and fundraising potential of Southern University and A&M College System. Prepared reports with recommendations for image improvement and fundraising strategies.

Supervised staff of five.

Leadership/Memberships *(Past and Present)*

Member, Southern University System President's Executive Council
Member, Southern University at Baton Rouge Chancellor's Administrative Council
Member and Panelist, Council for the Advancement and Support of Education (CASE)
Member, Louisiana Chapter of CASE
Member, Baton Rouge Chapter of **Rotary International**
Member, Baton Rouge Chamber of Commerce
Member, Board of Directors, Capital Area United Way
Member and Officer, Voice, Phonetics and Linguistics Interest Group, Speech Association of America, Inc.
Member, Louisiana Speech Association
Member, Phi Delta Kappa International
Member, National Media Advisors
Member, American Association of University Professors
Member, National Association of Land-Grant Colleges and Universities
Member, Allocation Committee, Greater Baton Rouge Arts Council
Panelist, Louisiana Division of the Arts Proposals Competition
Member, Board of Directors, Louisiana Arts and Science Center
National Editor and Chief of the **Ivy Leaf** Magazine, Consultant and Faculty of Leadership Institutes and Chapter President, Alpha Kappa Alpha Sorority, Inc.
National Committees, Southern Area Chairman of the Arts and Chairman of Protocol, Chapter President, The Links, Incorporated.
National Treasurer, South Central Area Director and Secretary-Treasurer, Organizer and first president of the Alexandria Chapter, Jack and Jill of America, Inc.
Member, Societas Docta, Inc.
Member, Top Ladies of Distinction, Inc.
Member, Talladega College Alumni Association
Member, Louisiana State University Alumni Association
State President and Treasurer, Auxiliary to the Louisiana Medical Association
President, Auxiliary to the East Baton Rouge Parish Medical Association

Leadership/Memberships - Continued *(Past and Present)*

Senior Warden, Junior Warden (*Immediate Past*), Director of the Altar Guild, and Vestry Member, St. Michael and All Angels Episcopal Church, Baton Rouge, Louisiana.
Member, Executive Committee, Small Church Council, Episcopal Diocese of Louisiana.
Delegate, 1997 General and Special Conventions, Episcopal Diocese of Louisiana

Honors and Awards

Appointed by the Bishop of the Diocese of Louisiana to a 12-member committee of clergy and laity (The Episcopate Committee) established to coordinate the process of selecting the replacement for our retiring bishop, 1996-97.

Appreciation/Recognition Awards, The Links, Inc. (National, Southern Area, and (La Capitale Chapter)
Certificates of Achievement, Professional Development and Goal Writing, SUBR Office of Academic Affairs
Two Thousand Most Distinguished Women in America

Who's Who in American Education

Distinguished Speaker Award, Kiwanis Club of Baton Rouge

Phi Delta Kappa Certificate of 10-Year Member, 1991

Appointed to represent President of Southern University System, Dr. Dolores R. Spikes, at White House Initiatives Conference

Distinguished Dean Award, Capital Area Network, Baton Rouge, Louisiana

Outstanding Service Award, Southern University Publications Board

Outstanding Service Award, Greater Baton Rouge Arts Council

Governor's Appointee, Member and Chair, State of Louisiana Library Commission

Appreciation Awards, Southern University *Digest* and Jaguar Yearbook

Appreciation Award, Greater Baton Rouge Pan Hellenic Council

Distinguished Director's Award, Southern University System Foundation, May 1997

Personal

Married James E. Hines, Jr., M.D. of Alexandria, Louisiana, 8/15/64; widowed 10/22/95

Mother, one adult son

Excellent health and high energy level

References

Dr. Dolores R. Spikes, President, University of Maryland Eastern Shore

Dr. George Robinson, President, Southern University System Foundation

Dr. William Moore, Vice Chancellor for Academic Affairs, Southern University at Baton Rouge

Mrs. Joyce B. Stephens, Board Member, Frank Hayden Memorial Advisory Council and
Executive Assistant to the Chancellor of Southern University at Baton Rouge