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THE CHANGING ROLE OF AN ENDOWED CHAIR

A few decades ago, the role of Endowed Chair may have consisted of a formal background in teaching and education exhibited by the M.Ed or E.Ed degrees. A first generation didactic Chair 1.0; *if you will*.

Then, as academic granularity increased along with technology information exchange, the need for deeper subject matter business, graduate and STEM expertise arose to create curricular content in the form of the MA/MS, ScD, CPA, or PhD degrees; let's call this a second generation expert Chair 2.0.

However, as the complex business of running any college or university department is ever changing, the ideal profile of Chair is still *morphing* to face modern business and management challenges like: HR, physical and cyber security; culture and organizational behavior; gender differences, racial disparities and workplace violence issues; enrollment and international expansion; corporatization and competition; marketing, sales and advertising; with accounting, financial and economic pressures, etc.

Consequently, BODs are now seeking and embracing a new kind of Chair. In fact, the role of contemporary Chair is becoming increasingly closer to that of an experienced corporate **Chief Executive Officer**, than the mere educator or academician of the past.

Insightful search committees are now seeking a Chair who can build the department and school's ranking, maintain relationships with stakeholders, and project a positive image as distinguished and renowned "celebrity professor", or the FACE, of the University Department.

This means *shepherding* students and attracting qualified youth for matriculation as areas of particular importance. This new entrepreneurial Chair must focus on operational strategies to attract a qualified, protean and diverse student / professional staff that set it apart from the competition; as well as meaningfully interacting within the department.

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Accordingly, this third-generation Chair 3.0 must be a true **CEO and leader** - NOT just a teacher or manager - who will run the department like a matrix business unit that makes a profit to generate needed capital and ROI. Multiple lines of business - tuition; certifications; worker-placement; grants and endowments; CEUs and non-degree program fees; as well as for-profit R&D, publications, patents, copyrights and trade-marks; and applied business incubators - must ALL be created and managed as a diversified portfolio.

As an internationally known physician-executive and STEM graduate educator, health economist, financial and managerial accountant, with deep business success, I can lead in the implementation, planning and operations of systemic community responsive programs, as well as policy interventions requiring advocacy, political action and public analysis. I am a *change-agent* and seasoned CEO with the required interdisciplinary skills outlined for this important position.

And so, after articulating my unique value proposition, I look forward to an interview to learn more about this position and discuss ideas for my vital first 100 days of servant-leadership.



THANK YOU



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