

J. MARK BROWNING

Experienced Higher Education Leader, Collaborative, Innovative and Relationship Development Professional

Leveraging strong, strategic vision through inspired leadership, communications, and relationship management to create sustained enrollment growth for the betterment of your students and your institution and community.

KEY QUALIFICATIONS

Visionary Leadership Through Effective Collaboration and Community Relationship Development

- Led effective strategic messaging for communications and marketing departments at two different Idaho higher education institutions and the state system office resulting in enrollment gains.
- Conceptualized and implemented a private sector "agency"-based approach to in-house communications and marketing to better serve all facets of the institution. Project-based tracking with analytics, targeted micro and macro campaigns that supported brand messaging.
- Worked with faculty, department chairs, deans in various colleges to develop campaigns that led to increased enrollment, retention of current students.
- Built brand loyalty with new alumni through new, innovative approaches while augmenting with traditional methods to best leverage resources and results.

Collaboration and Relationship Development

- Worked collaboratively within and outside the college to ensure transparency while building consensus for common goals among faculty, staff, and community which are student-focused with an eye to completion and employment.
- Successful in securing multiple state and federal grants totaling more than \$10 million that required extensive, detailed, and nuanced communication efforts among numerous parties.
- Successfully partnered with the Governor and Idaho Legislature to provide \$10 million in matching funds for a health science building at College of Western Idaho.
- Lead role in collaboration resulting in an increase for dual credit payments to Idaho institutions, resulting in more than \$650,000 in new monies to College of Western Idaho in FY2020.
- Won legislative approval for increases in base funding for the past five years — FY18, FY19, FY20, FY21, FY22.
- Secured funding through the State of Idaho, local Urban Renewal, and partnerships with regional institutions, and private party fundraising through effective messaging and relationship management.

Senior Level Executive Leadership and Counsel to President

- More than 14 years serving in senior cabinet level positions in Idaho higher education in communication, marketing and governmental relations fields.
- In positions held, demonstrated extensive leadership in both public and private sectors.

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EXPERIENCE

VICE PRESIDENT FOR COLLEGE RELATIONS | College of Western Idaho

Nampa, Idaho | September 2016 – Present

One of five vice presidents reporting directly to the college president. Largest public, higher education institution in Idaho. Enrollment: 30,000 Annualized Headcount. Total employees: 1,051 with 159 full-time faculty, 230 adjunct faculty, and 211 non-credit teachers.

- Leadership of all departments — Marketing & Communications, Government Relations, Community Relations, Web and Digital platforms, and the CWI Foundation and Alumni Association.
- Cabinet-level budget responsibility and accountability of \$67 million — operating and capital.
- Represented the College with local, regional, state, and federal government representatives.
- Lead, manage, hire, mentor, terminate, discipline, and promote direct report personnel.
- Serve in multiple community functions including various boards and positions related to promoting and furthering the College's mission and brand by sharing strategic vision.

KEY ACCOMPLISHMENTS

- ✓ Integrated all external-facing efforts of the College into a central unit — College Relations. By utilizing the Foundation which includes advancement, alumni and employee giving, and pairing the efforts with the marketing, communications, web and digital services departments, efficiencies are being realized that provide more operating dollars without increasing budgets. Consistency of message and culture are showing to be an example to other units on campus.
- ✓ Established a comprehensive approach to local, state and federal government relations. Through a comprehensive review, and establishment of an Office of Governmental Relations, CWI has now seen growth in their base appropriation for the past 5 fiscal years: \$1.2 million, \$1.4 million, 1.175, .875 million and \$1.275 million. State appropriates approximately \$13 million in general fund dollars to CWI, so these increases are significant.
- ✓ Served in a major role to break down silos/barriers with faculty and disgruntled staff in the wake of a no-confidence vote in the spring 2019. Repaired relationships by acting as a major conduit for the faculty who had engineered a no-confidence measure against our sitting president.
- ✓ Developed key messages and campaigns which helped to drive enrollment growth in a time when colleges throughout the state, region and nation were seeing significant declines. These enrollment increases were leveraged to secure funding increases from the state which helped to free monies that could be redirected to other areas of need both within College Relations and other areas on campus.
- ✓ Recruited freelance staff members who have the capacity and needed expertise which saved the College money and built institutional depth.
- ✓ Named 2019 Communicator of the Year for the National Council for Marketing and Public Relations District 7: Washington, Oregon, Montana, Idaho, Alaska, British Columbia, Alberta, Saskatchewan, Northwest and Yukon Territories.

EXPERIENCE, continued

VICE PRESIDENT, COMMUNICATIONS AND GOVERNMENT RELATIONS | North Idaho College

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Coeur d' Alene, Idaho | January 2012 – October 2016

One of four vice presidents reporting directly to the College President. Enrollment: 18,572 Annualized Headcount. Total employees: 1,309 with 156 full-time faculty, 208 adjunct faculty, and 95 teachers.

- Leadership of multiple departments — Marketing & Communications, Government Relations, Community Relations and Recruiting-Enrollment Services.
- Re-established college relations with multiple local, state, and federal constituents after a significant period detrimental absence by the College.
- Cabinet-level budget responsibility and accountability for \$47 million.
- Established the vision for branding and messaging for the College, including integration of community representation across the campus.
- Served in a Senior Executive level function as a member of the President's administration accountable for strategic visioning, budgeting, and planning and counselor to the President.
- Served on various boards and positions related to promoting and furthering the College's mission and brand.

KEY ACCOMPLISHMENTS

- ✓ Revitalized the College's Community Relations mission, vision and approach, integrating a campus wide effort to leverage expertise, connections, relationships and longevity in the region.
- ✓ Strategically developed relationships with legislators state-wide to promote the fiscal and societal benefits of investments in community colleges resulting in \$1.2 million in increased funding during a time when the state was disinvesting in higher education
- ✓ Re-establish North Idaho College's presence within the State of Idaho educational stakeholder circles.
- ✓ Worked closely with Idaho Legislative leaders in both parties, germane committees, the Governor's office, and the State Board of Education to put North Idaho College back at the educational table. Within months, we had people on statewide committees, a local representative on the State Board to represent the region and began work to renew and revise our 2+2 agreements with all the state's 4-year college/universities.
- ✓ Successful in advocating and securing increases to North Idaho College's funding in 4 of the 5 Legislative sessions I represented despite significant declines in enrollment in both transfer and Career Technical Education.
- ✓ Served in a key leadership role to secure 2 federal grants through which we established an Aerospace Manufacturing Center of Excellence that included a number of new programs.
- ✓ Collaborated effort with a regional and local industry consortium in North Idaho and Eastern Washington and the Federal Department of Commerce for grant startup monies.

EXPERIENCE, continued

- ✓ Served in a pivotal, primary role in clearing hurdles to program certification through relationships at the State Division of Career Technical Education which allowed the programs to go from award to sitting their first class in just 8.5 months.
- ✓ Second grant worked through a consortium of Idaho community colleges to land a health science grant through the Department of Labor (Federal) which was just over \$6 million, NIC was the lead.

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CHIEF COMMUNICATIONS AND LEGISLATIVE OFFICER | Idaho State Board of Education
Boise, Idaho | January 2007 – January 2012

Reported directly to the Executive Director and the Board President. Served as a member of the senior staff-leadership group that directed the system office for the K-20 governance board.

- Conducted strategic planning and directed all internal and external communications involving the Idaho State Board of Education.
- Served as main media contact, facilitated story development and editorial board meetings.
- Developed and cultivated government and media relations – both traditional and social – throughout all 44 counties statewide.
- Monitored media activity relating to education policy and activities in Idaho and related regional areas.
- Served as the primary board/staff liaison to Idaho House and Senate Education Committees as well as the general legislative membership including leadership.

KEY ACCOMPLISHMENTS

- ✓ Actively trained board members, staff, as well as stakeholder groups in media relations, social media tactics and governmental affairs which significantly improved productivity.
- ✓ Established a new, comprehensive strategic plan for statewide communications and government relations with outcomes and key performance indicators. Departing widely from the previous approach of relying on long-time connections in Boise, we set out to leverage regional relationships of Board members with elected legislators and key opinion and business leaders within those regional areas.
- ✓ Took a hands-on approach to media training and relationships, being proactive in all markets within the state.
- ✓ Developed materials to train and teach board members on how to work with media rather than against them.
- ✓ Began a proactive “reach-out and feed them” approach with story ideas, working with local/regional college/universities, K-12 districts, and charter schools that encompassed an element of the State Board of Education.
- ✓ Established the first social media program for the State Board of Education — Facebook, Twitter, and Instagram.

EXPERIENCE, continued

- ✓ Developed logos, guidelines, procedures, and populated the accounts with internal and institution content.
- ✓ Lead efforts with national media to enhance brand and reputation garnering “One to Watch” award from Washington Post for Idaho State Board of Education

NEWS DIRECTOR | KBCI CBS 2 News Boise, Idaho June 2005 – January 2007

Reported directly to the general manager. Led, managed, and supervised more than 40 news and production staff members. Wrote editorial content and executed story management of all newscasts.

- Performed strategic planning, marketing, budgeting, and staffing including hiring, firing, and disciplinary action.
- Wrote content and assisted in the strategic vision, branding, and planning for the website.
- Conceptualized, developed, produced, and oversaw development of new news programming while implementing significant budget reductions.

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KEY ACCOMPLISHMENTS

- ✓ Increased viewership in key demographics, oversaw departmental expansion despite funding reductions.
- ✓ Created new viewer-engaged franchises, negotiated new labor contracts.

MAIN NEWS ANCHOR and EXECUTIVE PRODUCER | KPVI NBC Newschannel 6

Pocatello, Idaho | June 1999 – June 2005

Served as the main management contact and key contact for all aspects of news gathering including reporting, writing, producing, shooting, editing, and anchoring the weekday 5 p.m., 6 p.m. and 10 p.m. newscasts. Reporting focus on local and state politics and government. Served in multiple community relations efforts throughout a 13-county region.

KEY ACCOMPLISHMENTS

- ✓ Increased viewership in all three newscasts resulting in record profits.
- ✓ Key community contact for civic engagement and discussion.

EDUCATION

Doctoral Candidate, Doctor of Education | Idaho State University; Expected Completion Fall 2021
Emphasis in Higher Education Leadership

Master of Public Administration (MPA) | University of Idaho, Moscow; December 2012
Emphasis in State and Local Public Policy

Bachelor of Arts (BA), Mass Communications | Idaho State University; May 2008.
Emphasis in Broadcast Journalism and Political Science

PROFESSIONAL AFFILIATIONS/MEMBERSHIPS

- Higher Education Research & Development Institute Innovate (HERDI) Board member
- Graduate, American Association of Community Colleges Future President's Institute (FPI)
- Idaho State Racing Commission: gubernatorial appointment and Senate confirmation, current
- Treasure Valley Education Partnership (TVEP/Rise) current Executive Board member
- Treasure Valley Education Partnership (TVEP/Rise) Development Committee: current member
- Treasure Valley Education Partnership (TVEP/Rise) Public Policy Committee: current member
- University of Idaho, School of Journalism and Mass Media: current Advisory Board Member
- Idaho State University Alumni Association: current Board Member
- Nampa Chamber of Commerce Public Policy Committee: current member
- College of Western Idaho Foundation: current Board Member
- National Council for Marketing and Public Relations (NCMPR): former District 7 Director and national board member
- City of Coeur d'Alene Airport Strategic Steering Committee: former member
- Coeur d'Alene Vision 2030 Steering Committee: former member
- City of Coeur d'Alene 4-Corner Visioning Steering Committee: former member
- Coeur d'Alene Chamber of Commerce: former Executive Board Member

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- Coeur d'Alene Chamber of Commerce Public Policy Committee: Past Chair
- Post Falls Chamber of Commerce Public Policy Committee: former member
- Coeur d'Alene Community TV Channel 19: former board member
- Idaho Press Club: Past President
- Idaho Press Club: Past Vice President
- Public Relations Society of America: member
- Public Relations Society of America Idaho Chapter: member
- National Association of Governmental Communicators: former member
- Capital City Communicators: former member
- Society for Professional Journalists: former member
- Society for Environmental Journalists: former member
- Idaho Department of Fish and Game: former social media trainer
- Idaho Association of School Administrators: former media trainer
- Idaho Association of School Boards: former media trainer
- Trout Unlimited: former media trainer
- Master of Public Administration, University of Idaho Student Group: member

AWARDS / VOLUNTEER SERVICE / LANGUAGE

- National Council for Marketing & Public Relations, *2019 District 7 Communicator of the Year*
- Coeur d'Alene Chamber of Commerce, *2015 Volunteer of the Year*
- Idaho Food Bank Volunteer
- Ironman Coeur d'Alene Volunteer
- Volunteer Boy Scouts of America
- Leader Cub Scouts of America, Den Leader, Cub Master
- Eagle Scout
- Volunteer YMCA youth sports, coach, assistant coach
- Volunteer High School Debate Judge
- Fluent in Spanish

PRESENTATIONS / PUBLICATIONS

- NCMPR National Conference. 2021. Session Presenter. Surviving and Thriving in the Pandemic.
- Community College Daily: Community Colleges: Essential to Post-Pandemic Economic Recovery in Idaho and Nationwide, May 2020., Bliss, T.J., Browning, J.M., Downs, T., Erlandson, D.
- NCMPR Blog Post: A Wild Ride on Facebook Live, April 22, 2020. Browning, J.M.
- NCMPR District 7 Conference 2019, Friday Harbor, WA. Co-presenter: Dancing with fire and not getting burned
- NCMPR District 7 Conference 2018, Boise, ID. Conference Chair
- Idaho Career Technical Education Summer Conference 2018, Boise, ID: Panel Moderator: Connecting Higher Education with Community and Industry
- NCMPR District 7 Conference 2018, Boise, ID. Panel Moderator: How Do You "Voice" Your Voice in Today's Digital (and Real) Worlds?

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- NCMPR District 7 Conference 2016, Walla Walla, WA. Presenter: Global Communications Dominance through Messaging
- NCMPR District 2 Conference 2016, Louisville, KY. Presenter: Using Government Relations to leverage Communications visibility with Campus Leadership
- Community College Daily: Starting a Government Relations Department in Communications. April 2015. Browning, J.M.
- Fifty State Systems of Community Colleges; Idaho. 2015. Pgs. 87-95. 4th edition. Overmountain Press. Johnson City, TN
- NCMPR Districts 6-7 Combined Conference 2015, Las Vegas, NV: Conference Chairman
- NCMPR Districts 6-7 Combine Conference 2015, Las Vegas, NV: Panel Moderator: Understanding Staying on Message in a Crowded Space.
- Coeur d'Alene Chamber Sponsored Legislative Political Forum, 2014, Panel Moderator
- NCMPR District 7 Conference 2014, Seattle, WA: Conference Chair
- NCMPR District 7 Conference 2013, Coeur d'Alene, ID; Panel Moderator: Leveraging Institutional Partnerships for Student Advancement