

# Joe Gow

Chancellor, University of Wisconsin–La Crosse

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## EDUCATION

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| <i>Ph.D.</i>                           | Pennsylvania State University (Speech Communication, 5/89)  |
| <i>M.A.</i>                            | University of Alabama (Speech Communication, 8/85)  |
| <i>B.A.</i>                            | Pennsylvania State University (Journalism, 5/82)  |
| <i>Professional Education Programs</i> | New Presidents Seminar,<br>Harvard University Graduate School of Education (7/07)<br>New Presidents Academy,<br>American Association of State Colleges and Universities (8/07)<br>Principles & Techniques of Fundraising,<br>The Center on Philanthropy at Indiana University (8/05)<br>Management Development Program,<br>Harvard University Graduate School of Education (6/98) |

## ADMINISTRATIVE EXPERIENCE

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*Chancellor, University of Wisconsin–La Crosse (2/07–present)*

Founded in 1909, the University of Wisconsin–La Crosse is one of the Midwest’s top comprehensive universities. As Chancellor, I provide leadership and vision to approximately 1,000 faculty and staff committed to offering an outstanding learning environment to over 10,000 students in three colleges: the College of Business Administration, the College of Science and Health and the College of Liberal Studies (which includes a School of Arts and Communication and a School of Education). In particular, I work closely with the University of Wisconsin System Board of Regents and President to maximize the potentials of a \$224 million all funds budget and approximately \$20 million in assets held by the UW–La Crosse Foundation.

Since joining the UW–L community in February of 2007, I have collaborated with a wide range of internal and external stakeholders to continue advancing both the quality and reputation of our university. In particular, the addition of 200 new faculty and staff positions funded by our “Growth, Quality and Access” differential tuition plan has lowered our student-to-faculty ratio and enabled us to further enhance the highly personalized experience we provide to our students. Likewise, the additions of our Veterans’ Memorial Athletic Complex, Centennial Hall academic building, and Eagle Residence Hall have greatly expanded our facilities; and because we now are constructing a new student center and preparing to break ground on a much-needed new science labs building we can proudly say that we will make an unprecedented total of \$250 million in improvements to our campus over a ten year period. We also have completed \$18 million in fundraising for two of our newest facilities and have begun realizing impressive results in the \$15 million scholarship campaign we launched three years ago. Finally, during my tenure I have collaborated with our campus community to recruit several very talented leadership team members who are working with me to promote greater diversity on our campus, ensure our long-standing commitment to shared governance and continue improving the quality of our academics and student services during a time of severe state budget cuts. Our enrollment has grown steadily over the past few years, and we take great pride in the fact that both *U.S. News & World Report* and *Kiplinger’s* consistently rank UW–La Crosse as one of the top comprehensive universities in the nation.

*Interim president, Nebraska Wesleyan University (4/06–1/07)*

As interim chief executive officer of Nebraska's leading liberal arts university, I led over 300 faculty and staff and approximately 2,150 students enrolled in NWU's traditional College of Liberal Arts and Sciences and non-traditional University College. In particular, I collaborated closely with the Board of Governors and Administrative Council to maximize the potentials of a \$30 million annual budget and \$40 million endowment.

While serving as Interim President, I streamlined the University College administrative structure to free up the resources needed to raise all NWU faculty and staff salaries to more competitive levels. I also encouraged a major faculty reexamination of our general education curriculum, and increased funding to improve accessibility for students with disabilities. Finally, I strengthened ties with alumni and community and business leaders, and continued to cultivate relationships with the potential donors essential to the success of the *Wesleyan 2010* fundraising campaign.

*Provost and Dean of the College of Liberal Arts and Sciences, Nebraska Wesleyan University (6/04–4/06)*

As NWU's chief academic officer, I led over 130 faculty and staff in the 22 academic departments and programs that make up the College of Liberal Arts & Sciences and University College. I was also responsible for Computer Services/Information Technology (CS/IT), the University Library and the offices of the Registrar and International Education. My primary activities included: (1) maximizing the potential of a \$13 million budget; (2) leading strategic planning, program development and assessment initiatives; (3) recruiting, retaining and developing faculty, staff, and students; (4) leading fundraising and grant procurement efforts; and (5) promoting academic excellence and collaboration among internal and external constituencies.

In this position, I collaborated with faculty and administrative colleagues to accomplish several key initiatives including incorporating University College into the Wesleyan governance structure, creating a new "fixed term" category of faculty appointment, and developing and implementing a new Master of Arts in Historical Studies degree program. I also restructured the Academic Affairs Office to create resources to enhance staffing and activities in international education, services for students with disabilities, CS/IT, the library and technical support for our science departments. Finally, I raised entry-level salaries, oversaw successful searches for numerous new faculty and staff, and secured additional office and lab space for departments including CS/IT and Forensic Science.

*Dean of the College of Liberal Arts, Winona State University (7/01–5/04)*

Leading the largest academic unit at WSU, I oversaw a college of over 125 faculty in 15 departments and programs. My responsibilities included: (1) managing an \$8.5 million budget; (2) recruiting and evaluating faculty; (3) assisting with fundraising initiatives; (4) leading strategic planning activities; and (5) supporting the application of instructional technology.

As Dean, I successfully collaborated with faculty and administrative colleagues to obtain a \$993,000 Congressional appropriation to establish the National Child Protection Development and Training Center on the WSU campus. I also oversaw the \$2.4 million renovation of the College's primary classroom and office building, and played a lead role in establishing an ongoing partnership between the University and the Great River Shakespeare Festival. Finally, during a period of declining state appropriations, I instituted improved cost controls and managed enrollment to avoid increasing class sizes.

*Associate Dean of the College of Liberal Arts and Sciences, Alfred University (9/96–6/01)*

Working closely with the Dean, I assisted in the leadership of a college of over 90 faculty in 15 divisions and programs. My responsibilities included: (1) functioning as liaison to division chairs in areas of course scheduling and faculty workloads; (2) mediating teacher-student disagreements; (3) coordinating student advising and compliance with general education requirements; and (4) assisting the Dean with planning, personnel and budgetary matters.

In this position, I wrote the University's Middle States (MSACS) accreditation Periodic Review Report, edited an extensive revision of the Faculty Handbook, and oversaw assessment of our advising and "Freshman Forum" programs.

*Director of the Communication Studies Program, Alfred University (9/90–6/01)*

For eleven years, I served as the academic leader and fiscal manager of a popular interdisciplinary program involving 3 to 4 faculty members and over 50 students. My responsibilities included: (1) supervising the program budget; (2) evaluating faculty for reappointment, promotion and tenure; (3) coordinating curricular directions, faculty teaching loads and course scheduling; and (4) teaching media history, management and criticism courses.

As Director, I led a major revision of our curriculum that resulted in a significant increase in enrollment and resources. I also developed alumni networks, oversaw several successful searches for faculty, and recruited and advised numerous new students.

**TEACHING EXPERIENCE**


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| <i>Professor</i>           | University of Wisconsin–La Crosse, Department of Communication Studies (2/07–present) |
| <i>Professor</i>           | Nebraska Wesleyan University, Department of Communication and Theatre (6/04–1/07)     |
| <i>Associate Professor</i> | Alfred University, Communication Studies Program (9/95–6/01)                          |
| <i>Assistant Professor</i> | Alfred University, Communication Studies Program (9/90–8/95)                          |
| <i>Assistant Professor</i> | University of Cincinnati, College-Conservatory of Music (9/89–8/90)                   |
| <i>Instructor</i>          | Pennsylvania State University, School of Communications (8/88–8/89)                   |

**BOARD AND COMMUNITY SERVICE**


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| <i>La Crosse, WI</i> | Gundersen Lutheran Medical Foundation<br>La Crosse Medical Health Sciences Consortium<br>Seven Rivers Alliance<br>Rotary International |
| <i>Madison, WI</i>   | WiSys Technology Foundation Advisory Committee (2008–2013)   |

**PROFESSIONAL SERVICE**


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| <i>American Association of State Colleges and Universities</i> | Chair, Committee on Professional Development (2010–2011)<br>Member, Committee on Professional Development (2007–present)<br>Member, Council of State Representatives, (2009–present)<br>Discussion moderator/panelist, Summer Council of Presidents (2008, 2009 & 2012)<br>Invited guest speaker, AALI Executive Leadership Academy (2012–present)<br>Invited guest speaker, New Presidents Academy (2008) |
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| <i>Council of Colleges<br/>of Arts and<br/>Sciences</i> | <p>CCAS president (2006–2007)<br/> President-elect (2005–2006)<br/> Board of Directors (2003–2005)<br/> Director, Seminar for New Deans (2005)<br/> Facilitator, Seminar for New Deans (2003–2005)<br/> Program Committee (2001, 2003–2005)<br/> Panelist, “Workshop for New Deans” (2004)<br/> Moderator, “Good Reading for Deans—A Collaborative Session” (2004)<br/> Chair/Panelist, “Workshop for Associate/Assistant Deans” (2003)<br/> Chair/Panelist, “Making the Transition from Associate Dean to Dean” (2002)<br/> Panelist, “Dean’s Clinic: Medium-Sized Institutions” (2002)<br/> Panelist, “Workshop for Associate/Assistant Deans” (2002)<br/> Nominating Committee (2002)<br/> Chair, “Deans and the Law” panel (2001)<br/> Case study session leader (2001)<br/> Chair, Committee on Liberal Arts Colleges (2000–2001)<br/> Panelist, “The Liberal Arts at a Distance: Radical Potentials of Online Education” (2000)<br/> Panelist, “Strategic Planning for Liberal Arts Colleges” (1999)<br/> Panelist, “The Liberal Arts as Career Foundation” (1998)</p> |
| <i>Editorial Boards</i>                                 | <p><i>Popular Music and Society</i> (1994–present)<br/> <i>Communication Quarterly</i> (2001–2003)<br/> <i>Critical Studies in Mass Communication</i> (2000–2001)<br/> <i>Journal of the Northwest Communication Association</i> (1993–1996)<br/> <i>Journal of the Speech Communication Association of Pennsylvania</i> (1992–1995)</p>   |
| <i>Conference<br/>Presentations</i>                     | <p>Complete list of 21 refereed convention papers available upon request.</p>  |

## PUBLICATIONS

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- “Rockin’, Rappin’, and Religion: Programming Strategy on Z Music Television.” *Popular Music and Society* 23.2 (1999): 17-27.
- “Saving Souls and Selling CDs: The Mainstreaming of Christian Music Videos.” *Journal of Popular Film and Television* 25.4 (1998): 183-188.
- “Reconsidering Gender Roles on MTV: Depictions in the Most Popular Music Videos of the Early 1990s.” *Communication Reports* 9.2 (1996): 151-161.
- “Political Messages in Popular Music Videos: MTV’s ‘Top 200 Ever’.” *Popular Music and Society* 18.4 (1994): 77-89.
- “Mood and Meaning in Music Video: the Dynamics of Audio Visual Synergy.” *Southern Communication Journal* 59.3 (1994): 255-261.
- “Music Video as Persuasive Form: The Case of the Pseudo-Reflexive Strategy.” *Communication Quarterly* 41.3 (1993): 318-327.
- “The ‘Trouble’ with Digital Audio Tape.” *Popular Music and Society* 16.1 (1992): 31-48.
- “Music Video as Communication: Popular Formulas and Emerging Genres.” *Journal of Popular Culture* 26.2 (1992): 41-70
- “Writing Rock Journalism: An Interview with Charles M. Young.” *Popular Music and Society* 16.2 (1992): 67-74.
- “Making Sense of Music Video: Research During the Inaugural Decade.” *Journal of American Culture* 15.3 (1992): 35-43.
- “Duality in Foreign Policy Reporting: A Comparative Case Study.” *Media Criticism: Journeys in Interpretation*. Eds. Christine Scodari and Judith Thorpe. Dubuque, Iowa: Kendall/Hunt Publishing Company, 1992. 146-153.

- “Moving Beyond Lyrical Analysis in the Rhetorical Criticism of Song.” *Pennsylvania Speech Communication Annual* XLVII (1991): 55-74.
- “The Relationship Between Violent and Sexual Images and the Popularity of Music Videos.” *Popular Music and Society* 14.4 (1990): 1-9.
- “Whatever Happened to DAT? The Development and Suppression of an Innovative Music Recording Technology.” *Popular Music and Society* 14.1 (1990): 35-45.
- “The Rhetoric of Conflict: CNN’s *Crossfire*.” *Pennsylvania Speech Communication Annual* XLIV (1988): 35-46.

## HONORS AND AWARDS

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- Inductee, Golden Key Honor Society (2007)
- Outstanding Alumnus Award, University of Alabama College of Communication and Information Sciences (2007)
- Inductee, Nebraska Wesleyan University Order of Omega (2006)
- Outstanding Academic and Student Affairs Administrator Award, Minnesota State Colleges and Universities (shared with colleagues on the Winona State University Deans Council, 2004)
- Inductee, Alpha Lambda Delta Honor Society (2002)
- Alfred University “Alfie” Award for “Distinguished Service to Alfred University” (2001)
- AU “Alfie” Award for “Outstanding Contribution to Campus Life” (2001, 1996)
- AU Excellence in Teaching Award (2000, 1996, 1992)
- Outstanding Faculty Leader Award, Omicron Delta Kappa Leadership Honor Society (1998)
- Inductee ODK Leadership Honor Society (1998)
- Inductee, Phi Kappa Phi Honor Society (1997)
- Eastern Communication Association Committee of Scholars (1996–1997)
- AU Summer Research Grant (1991)
- AU National Endowment for the Humanities faculty support funds (1990)

## UNIVERSITY SERVICE

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| <i>Nebraska Wesleyan University</i> | Ex Officio member of several Board of Governors, faculty and student committees<br>Frequent speaker at Admissions and University Relations events<br>Chair, Strategic Planning and Priorities Council (2004–2006)<br>President’s Administrative Council (2004–2006)   |
| <i>Winona State University</i>      | Chair, Minne Hall Reconfiguration Committee (2001–2003)<br>Budget Task Force (2003)<br>Advising Committee (2001–2003)<br>Orientation Committee (2001–2003)  |
| <i>Alfred University</i>            | Acting Chair, Environmental Studies Division (2001)<br>Chair, College of Liberal Arts & Sciences Scholastic Standards Committee (1996–2001)<br>Chair, College of Liberal Arts, & Sciences Advising Committee (1996–2001)<br>Administrative Technology Workgroup (1999–2001)<br>Honors Program Advisory Committee (1991–2001)<br>Chair, Instructional Technology Workgroup (2000)<br>President’s Marketing Review Committee (2000)<br>Copyright Policy Committee (2000)<br>Chair, Transfer Transition Team (1999)<br>Advisory Committee for National Survey of Athletic Hazing (1999)<br>Greek Benchmark Review Committee (1998–1999)<br>Retention Workgroup (1996–1998)<br>Chair, Herrick Library Promotion and Tenure Committee (1996) |

Co-Chair, Recruiting/Retention/Admissions Task Force, Commission on Planning (1996)  
 Chair or member of numerous search committees

## **PROFESSIONAL DEVELOPMENT**

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“President as Peer: Preparing Senior Leaders to Serve as PEAQ Peer Reviewers” workshop at the Annual Conference of the Higher Learning Commission (2010)  
 “The Challenge of Presidential Leadership” forum sponsored by *The Chronicle of Higher Education* (2006)  
 “Considering the Presidency” symposium at Edgewood College, Madison, WI (2006)  
 “Intellectual Leadership in the Liberal Arts” conference jointly sponsored by the American Conference of Academic Deans and Phi Beta Kappa (2003)  
 College Board’s “Future of Virtual Colleges” workshop (2000)  
 Alfred University Teaching With Technology Summer Institute (1999)  
 Middle States Association of Colleges and Schools Periodic Review Report Workshop (1998)  
 Association of Academic Affairs Administrators Management Development Seminar (1997)  
 Freshman Year Experience Conference (1997)  
 Academy of Television Arts and Science Faculty Seminar (1995)

## **PROFESSIONAL ASSOCIATIONS**

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American Association of State Colleges and Universities  
 American Council on Education  
 Association of Governing Boards  
 National Communication Association  
 Association of American Colleges and Universities

## **ACTIVITIES**

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Faculty Advisor, Alfred University student radio station WALF (1996–2001)  
 Faculty Advisor, AU Student Senate Academic Affairs Committee (1999)  
 Faculty Advisor, AU “Friday Night Live” variety program (1992–1995)  
 Blues singer and guitarist  
 Mid-distance (10K) runner