Martin D. "Marty" Crossland, Ph.D., M.B.A.

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EXPERIENCE SUMMARY

Over 25 years of higher education administration, program development, teaching, research, and technology leadership. Ph.D. in Business (Management Information Systems) from a premiere university that is one of the top-ten in the field. M.B.A. and B.S. from other leading schools. Extensive specialized experience in leading and delivering adult learning, distance learning, and online program development and administration. Long record of published research, including top-tier journals, international conferences, and scholarly book contributions.

EMPLOYMENT HISTORY

MidAmerica Nazarene University, Olathe, Kansas (January, 2011 to present)

Associate Vice President for Instructional Technology and Online Education, August, 2014 to present. Associate Vice President for Technology, Chief Technology Officer, and Professor, January, 2011 to August, 2014

South University, Round Rock (Austin), Texas (2010-2011)

Dean of Academic Affairs and Operations, 2010-2011

Oral Roberts University, Tulsa, Oklahoma (2006-2010)

Dean of the ORU Online Campus, 2008-2010
Associate Dean of Online Academic Services, 2007-2008
Chair of Distance Programs, School of Business, 2006-2007
Professor of Business Administration, 2010
Associate Professor of Management Information Systems, 2006-2010

Oklahoma State University, College of Business Administration, Tulsa, Oklahoma (2001-2006)

Associate Professor of Management Science and Information Systems, 2001-2006

Missouri State University, College of Business Administration, Springfield, Missouri (1992-present)

Adjunct Professor of Computer Information Systems, 2001-present
Associate Professor of Computer Information Systems, 1998-2001 (tenured)
Director of Information Technology, College of Business Administration 1999-2001
Director, Master of Science in Computer Information Systems Program, 1998-1999
Technology Coordinator, Master of Science in Computer Information Systems, 1997-2001
Assistant Professor of Computer Information Systems, 1992-1998

Indiana University, Kelley School of Business, Bloomington, Indiana (1989-1992)

Lab Manager, Decision Support Laboratory, Institute for the Study of Developmental Disabilities, 1991-1992
Associate Instructor and doctoral student, Decision and Information Systems Department, 1989-1992

EDUCATION

- **Ph.D. in Business / Management Information Systems**, Indiana University, Kelley School of Business.
- **Professional Certificate in Public Management**, Indiana University, School of Public and Environmental Affairs.
- **Master of Business Administration**, Oklahoma City University, Meinders School of Business.
- **Bachelor of Science**, Texas Tech University, College of Geosciences.

REFERENCES: Available upon request

ACADEMIC PROGRAM LEADERSHIP AND MANAGEMENT

- Provide leadership for online programs at MidAmerica Nazarene University, including planning and marketing programs, dealing with accreditation issues, selecting and managing technology platforms for course delivery and assessment.
- Create and oversee training and faculty development programs for online faculty at MidAmerica Nazarene University
- Initiate and oversee expansion of summer school at MidAmerica Nazarene University. Encouraged faculty to increase number and variety of courses, innovate in types and scheduling of offerings, created internal marketing processes to promote summer school to students. Doubled summer tuition revenues in the first summer of improvements.
- Served on the executive team for start-up and operations of a brand new campus for South University in Austin, Texas area. Recruit and all faculty; set academic performance standards; research appropriate program offerings; perform initial scheduling of all courses and faculty assignments; hire and oversee registrar and library staff; support campus accreditation efforts (SACS); serve as local chief academic officer.
- Conduct faculty reviews for faculty development opportunities and performance assessment

- As Dean, managed academics and operations of the ORU Online Campus (Oral Roberts University), with four online degree programs.
    - Led a team of administrators, faculty members, and course developers at ORU in launching four new online baccalaureate programs, by converting over 50 correspondence courses to online format.
    - Oversaw and drove student recruitment for the ORU Online Campus – student headcount increased 43% from Fall 2009 to Fall 2010, and course enrollments per student also increased significantly
    - Conducted market research regarding potential for online academic programs
    - Prepare accreditation requests and documentation for online programs
    - Locate and hire qualified adjunct faculty members
- Manage, promote, and oversee academic operations for all residential summer school programs across the entire university at Oral Roberts University.
- Served on the Dean's Executive MBA development committee at Oklahoma State University
- Served on two doctoral dissertation committees at Oklahoma State University.
- Served on a special faculty advisory committee to the university chief information officer, to plan and guide new technology initiatives at Oklahoma State University.
- Director of a highly innovative, distance learning Master of Science degree in CIS at Missouri State University, and also served as Technology Director for implementing and delivering the program.
- As Chair of the Curriculum Committee, led the Computer Information Systems department at Missouri State University through design and implementation of significant revisions of the CIS undergraduate degree curriculum. Also led the Curriculum Committee through proposing and approving a highly innovative Master of Science in CIS, which combines concentrated on-campus classes with online learning

BUDGET MANAGEMENT

- Managed annual budgets of well over one million dollars for technology at MidAmerica Nazarene University, across three sites. Includes salaries, equipment, software, and services.
- Managed multi-million-dollar budgets across five cost centers at Oral Roberts University, including two Institutes and summer school for the entire university
- Entrepreneurial approach to budgeting online and summer programs, matching costs and revenues in a responsibility-based approach to budgeting and program management

EDUCATIONAL TECHNOLOGY LEADERSHIP

- Lead the planning and management of all technology at MidAmerica Nazarene University, including information technology, communications, document management, equipment leases, and educational technologies. Propose, implement, and oversee the following initiatives:
    - Proposed and led initiative to migrate the entire University from an overly complex, hard-to-maintain email system to the cloud-based Microsoft Office 365 system, thereby increasing functionality and reliability while significantly lowering overall costs.
    - Proposed and led an initiative to migrate the University's portal environment to Microsoft SharePoint, saving $30K per year and providing a much more robust and useful platform for students, faculty, and staff.
    - Replaced the 30+ copier fleet with newer, modern multifunction printers

- - Introduced new printing management program to manage all printers on campus, reducing number of desktop printers by 59% and significantly lowering campus-wide printing costs.
    - Established new software (CBORD) to increase student access to campus services through direct use of their student identification cards
    - Recommended and implemented an online, live tutoring service (Smarthinking.com) to be offered to all students.
    - Established a university-wide Technology Advisory Council to guide future technology directions.
    - Authored and introduced a full set of new technology policies for consideration and adoption.
    - Established a strategic plan for technology for the entire university.
- Currently serve a system administrator for the learning management system, Moodle, at MidAmerica Nazarene University. Coordinate faculty orientation and training for Moodle.
- Served as system administrator of the learning management system, Desire2Learn, at Oral Roberts University. Was responsible for securing the license for the learning management system under a special sub-licensing agreement with Oklahoma State University.
- Coordinated and delivered faculty training and support for the Desire2Learn learning management system
- Developed innovative and cost-effective approaches for creating and including multimedia in online course materials
- Piloted and led the development of a university-wide online system for collecting student opinion surveys, delivered automatically online for every student in every course
- Served as Director of Information Technology in the College of Business Administration at Missouri State University. Responsible for configuration, maintenance, security, and management of over 300 workstations and four servers, serving over 3500 students and 125 faculty/staff.
- Received the Technology Innovator Award from the Office of Academic Affairs at Oklahoma State University for new applications of technology in the classroom.
- At the Missouri State University College of Business Administration, proposed, recommended, and created a $100,000 group decision support laboratory for teaching, research, and fee-for-services to the public.
- Served as Lab Manager of the Collaborative Work Lab at the Indiana University Institute for the Study of Developmental Disabilities, serving as group facilitator and system operator of the group decision support system at the Institute.

TEACHING AND INSTRUCTION

- Award-winning university teaching to hundreds of undergraduate and graduate university students, including courses in introduction to management information systems, systems security, information assurance management, data communications, computer networking, systems analysis and design, quantitative analysis, marketing, management, and strategic management.
- Awarded the Woodfin Garrett Teaching Excellence Award at Missouri State University in 1995.
- Nominated twice for the President's Faculty Award for Excellence in Teaching at Oklahoma State University

- Received special recognition for outstanding teaching in each of multiple semesters from the Dean of the College of Business Administration at Oklahoma State University
- Presented multiple invited seminars to other faculty members at Oklahoma State University about use of technology in the classroom

RESEARCH HIGHLIGHTS

- Numerous publications in refereed journals and international conference proceedings. Numerous presentations at international, national, and regional academic and professional conferences. Current research areas of interest: information systems security, and geographic information systems, online and distance instructional methodologies and assessment, learning styles and intelligence theory as applied to adult learners.
- Served as Associate Editor of the International Journal of Web-based Learning and Teaching Technologies
- Served on the Editorial Review Board of the International Journal of Information & Communication Technology Education
- Nominated for university-wide Scholar of the Year Award for 2008-2009 at Oral Roberts University

PERSONAL ACADEMIC ACHIEVEMENTS

- Started and completed a Ph.D. program in only three years, including defended dissertation, at one of the top ten MIS doctoral programs in the nation
- Awarded a significant external scholarship for the final year of doctoral studies
- Started and completed a respected residential M.B.A. program in only one year, with high honors (4.0 GPA,) while working full time in a professional field
- Scored 700 on the Graduate Management Admission Test (GMAT), a 98th percentile score
- Elected to two academic honorary fraternities
- Started and completed entire undergraduate degree in only three years after high school graduation
- Received continuing full scholarships for entire undergraduate degree, starting as a freshman
- Valedictorian of high school class, and voted Most Likely To Succeed by the high school faculty

PUBLICATIONS AND OTHER SCHOLARLY ACTIVITIES

Refereed journal publications

Crossland, M.D. (2011). Book Review of: *The Language of God: A Scientist Presents Evidence for Belief*, by Dr. Francis S. Collins, to be published in *The Journal of the Scholarship of Teaching and Learning for Christians in Higher Education*. Journal URL: http://sotl_ched.oru.edu/journals/vol5no1.pdf.

Delen, Dursun, and Crossland, M.D. (2008). Seeding the survey and analysis of research literature with text mining, *Expert Systems with Applications*, Volume 34, No. 3, pp. 1707-1720. URL: http://linkinghub.elsevier.com/retrieve/pii/S0957417407000486.

Peterson, D., Meinert, D., Criswell, J. and Crossland, M. (2007). "Consumer trust: privacy policies and third-party seals." *Journal of Small Business and Enterprise Development,* Vol. 14, No. 4, pp. 654-669. URL: http://www.emeraldinsight.com/10.1108/14626000710832758

Meinert, D.B., Peterson, D., Criswell, J., and Crossland, M.D. (2006). Web Site Privacy Policy Statements: Is There A Case for Regulation?, *Journal of Business and Behavioral Sciences*, Vol. 14, No. 2, 2006, pp. 161-173.

Meinert, D.B., Peterson, D., Criswell, J., and Crossland, M.D. (2006). "Would Regulation of Web Site Privacy Policy Statements Increase Consumer Trust?" *Informing Science: the International Journal of an Emerging Transdiscipline*. Vol. 9, pp.123-142. URL: http://inform.nu/Articles/Vol9/v9p123-142Meinert82.pdf.

Meinert, D.B., Peterson, D., Criswell, J., and Crossland, M.D. (2006). "Privacy Policy Statements and Consumer Willingness to Provide Personal Information." *Journal of Electronic Commerce in Organizations*. Vol. 4:1, pp. 1-17.

Guard, L.M., Crossland, M.D., Paprzycki, M., and Thomas, J.P. (2004) "Developing an empirical study of how qualified subjects might be selected for IT system security penetration testing." *Annales UMCS Informatica*, Vol. II, pp. 413-424.

Mennecke, B.E., Crossland, M.D., and Killingsworth, B. (2000). "Is a Map More Than a Picture? The Role of SDSS Technology, Subject Characteristics, and Problem Complexity on Map Reading and Problem Solving." *MIS Quarterly*, Vol. 24, No. 4, pp. 601-629.

Crossland, M.D., Herschel, R.T., Perkins, W.C., and Scudder, J.N. (2000). "The Impact of Cognitive Style on Decision-Making Effectiveness Using a Geographic Information System." *Journal of End User Computing*, Vol. 12, No. 1, pp. 14-23.

Crossland, M.D., B.E. Wynne, & W.C. Perkins [1995]. "Spatial decision support systems: An overview of technology and a test of efficacy," *Decision Support Systems*, Vol. 14, pp. 219-235.

Herschel, R.T., Noel, T., and Crossland, M.D. [1994]. "An analysis of four commonly used group tasks for gender-bias." *Technology Studies*, vol. 1/2, pp. 211-241.

Scudder, J.N., Herschel, R.T., and Crossland, M.D. [1994]. "Test of a model linking cognitive motivation, idea generation, decision quality, and group process satisfaction." *Journal of Small Group Research* (vol. 25, no. 1), February, pp. 57-82.

Grants

Web Based Distributed Data Mining Using Hybrid Intelligent Systems, Oklahoma Education, Research and Economic Development Foundation – Presidential Grant, (PI Dr. Ajith Abraham and Co-PIs Dr. Marcin Paprzycki, Dr. Dursun Delen, Dr. Martin Crossland), 2003.

Educational Resource Grant -- Missouri State University, 1993. Martin D. Crossland, sole awardee. Awarded $4,500 grant to acquire software for use in the classroom and laboratory.

Scholarly Book Contributions:

Crossland, Martin D. (2008). Decision-Making Effectiveness with Geographic Information Systems, *Encyclopedia of GIS*. New York City: Springer Publications. URL: http://www.springer.com/computer/database+management+&+information+retrieval/book/978-0-387-30858-6

Meinert, D.B., Peterson, D., Criswell, J., and Crossland, M.D.(2007). Strength of Privacy Policy Statements and Consumer Trust, Chapter VI in *Web Technologies for Commerce and Services Online* (Advanced Titles in Electronic Commerce Series, Vol. 3). Information Science Publishing, December, 2007. URL: http://www.igi-global.com/reference/details.asp?ID=7285

Shen, M., Thomas, J., Crossland, M.D., and Paprzycki, M. (2006). "Location based approach for Energy efficient, Secure Mobile e-commerce." *e-Commerce and e-Government edition of Advances in Computation: Theory and Practice*. Advances in Computation Theory and Practice Series from Nova Science Publishers. Chapter 5, pp. 51-65. URL: https://www.novapublishers.com/catalog/product_info.php?products_id=4629.

Crossland, Martin D. (2005) "An Overview Geographic Information Systems as Decision Tools: The Impact of Cognitive Style, in *Encyclopedia of Information Science and Technology*, Mehdi Khosrow-Pour, editor. Hershey, PA.: Idea Group Reference. URL: http://www.igi-pub.com/reference/details.asp?ID=4455&v=tableOfContents.

Crossland, M.D., Herschel, R.T., Perkins, W.C., Scudder, J.N. (2002). "Geographic Information Systems: How Cognitive Style Impacts Decision-Making Effectiveness." *Advanced Topics in End User Computing*, Chapter XVII, pp. 285-301. Hershey, PA: Idea Group Publishing, Mo Adam Mahmood, Editor.

The Complete Biblical Library/The Old Testament Study Bible, Vols. 1-15 [1994-2001]. G. Lint, Executive Editor. World Library Press [Springfield, MO]. Worked with a team of other scholars to produce this encyclopedic set. My contribution was developing a series of automatic translation and formatting computer programs for the original language text, and developing a data structure and database system for the editors to capture the interlinear bible texts to ready them for publication. My name as a contributor is listed on the overleaf of each volume, along with the senior and contributing editors. All fifteen volumes published.

The Complete Biblical Library/The Old Testament Hebrew-English Dictionary, Vols. 1-7 [1995-2001]. G. Lint, Executive Editor. World Library Press [Springfield, MO]. Worked with a team of other scholars to produce this encyclopedic set. My contribution was developing a series of automatic translation and formatting computer programs for the original language text, and developing a data structure and database system for the editors to capture the interlinear bible texts to ready them for publication. My name as a contributor is listed on the overleaf of each volume, along with the senior and contributing editors. All seven volumes published.

Conference proceedings

Meinert, D.B., Peterson, D., Crossland, M.D., and Criswell, J. [2006]. "Would Regulation of Web Site Privacy Policy Statements Increase Consumer Trust?" (best paper designation) *Proceedings of the Informing Science + Information Technology Conference (InSITE)*, Salford (Greater Manchester), England June 25-28.

Shen M.; Thomas, J.; Crossland, M.; Paprzycki, M.[2003] "Location based approach for energy efficient, secure mobile commerce," *Proceedings of 2003 International Conference on Management of e-Commerce and e-Government*, Jangxi Science and Technology Press, Nanchang, China, pp. 320-325.

Meinert, D.B., Criswell, J., Peterson, D., Crossland, M. [2003]. "The Efficacy of Web Site Privacy Policy Statements: An Examination of the Influence of Prior Policy Familiarity," *2003 Annual Conference of the Decision Sciences Institute*.

Meinert, D.B., Criswell, J., Peterson, D., Crossland, M. [2003]. "The Efficacy of Web Site Privacy Policy Statements: A Cross-Cultural Comparison," *12th Annual World Business Congress*.

Meinert, D.B, Crossland, M.D., and Peterson, D. [2001]. "End-User Satisfaction with Dental Information Systems: Effects of Training, Age of System, and Networks," *Proceedings of the American Society of Business and Behavioral Sciences*, February 2001.

Meinert, D.B, Crossland, M.D., and Peterson, D. [1999]. "Validating a User Satisfaction Instrument for Vertical Software," *Proceedings of the American Society of Business and Behavioral Sciences*, February, 1999.

Mennecke, B.E., Crossland, M.D., and Killingsworth, B. [1997]. "An Experimental Examination of Spatial Decision Support System Effectiveness: The Roles of Task Complexity and Technology," *Proceedings of the Third Americas Association for Information Systems* (electronic publication only), Indianapolis, Indiana.

Mennecke, B.E. & M.D. Crossland, [1996]. "Geographic Information Systems: Applications and Research Opportunities for Information Systems Researchers," *Proceedings of the 29th Annual Hawaii International Conference on System Sciences*, (Maui, Hawaii), pp.537-546.

Mennecke, B., P.J. Santoro, M. Darling, & M.D. Crossland, [1995]. "Responding to Customer Needs with Geographical Information Systems," *Harvard Business School Colloquium: Multimedia and the Boundaryless World* [Boston, MA], Graphical hypertext publication on CD-ROM.

Crossland, M.D., Wynne, B.E. [1994]. Measuring and testing the effectiveness of a spatial decision support system. *Proceedings of the 27th Annual Hawaii International Conference on System Sciences* (Maui, Hawaii), pp.542-551.

Mennecke, B.E., M.D. Crossland, & J. Dangermond [1994]. "Geographic Information Systems: Mapping Its Future in the Business School." *Tutorial at the International Conference on Information Systems (ICIS)*, Vancouver, BC, p. 506.

Crossland, M.D., Scudder, J.N., Herschel, R.T., & Wynne, B.E. (1993). Measuring the relationships of task and cognitive style factors and their effects on individual decision-making effectiveness using a geographic information system. *Proceedings of the Hawaii International Conference on System Sciences (Maui, Hawaii)*, pp.575-584.

Crossland, M.D. (1992). Do people make better decisions using GIS? An empirical investigation. Proceedings of *AM/FM International's Annual Conference XV (San Antonio)*, p. 629-635.

Crossland, M.D. & Wynne, B.E. (1992). Does a spatial decision support system enable better decisions for a spatially-referenced task? An empirical investigation. *Proceedings of the 2nd Annual Conference of the International Society for Decision Support Systems (Ulm, Germany)*, p. 24.

Crossland, M.D. (1990). HydroLOGIC -- A prototype geographic information expert system for examining an artificial intelligence application in a GIS environment. *Proceedings of GIS/LIS '90 (Anaheim, CA)*, pp. 225-233.

Schmidt, R.; Brooks, J.; Crossland, M.; Mennecke, B.; Wachter, R.; Warf, W.; and Wheeler, B. (1991). Influencing choice shift behavior using group decision support systems. Proceedings *of 22nd Annual Meeting of the Midwest Decision Sciences Institute (Indianapolis)*, pp. 31-34.

International/National/Regional meeting presentations

Crossland, M.D. (2009). Integrating Established Learning Theories Into Online Learning Outcomes Assessment. *The 15th Annual Sloan-C International Conference on Online Learning.* Orlando, Florida. August 29-30, 2009.

Crossland, M.D. (2009). Disaster Planning and Recovery. *Annual meeting of the Oklahoma Association for Institutional Research and Planning*. El Reno, Oklahoma, March 27, 2009. URL: http://okairp.org/Presentations.shtm.

Crossland, M.D. (2008). Using Mind Mapping and Project Management Software for Planning and Managing Online Programs. *The 14th Annual Sloan-C International Conference on Online Learning.* Orlando, Florida. Nov 7-8, 2008.

Crossland, M.D. (2007). Integrated Assessment of Online Programs: Possibility or Pipedream? *The 13th Annual Sloan-C International Conference on Online Learning.* Orlando, Florida. November 8-9, 2007.

Elliot, W.E. and Crossland, M.D. (2007). Desire2Learn in Oklahoma: A Cooperative Approach. Oklahoma *Higher Education Teaching and Learning Conference*. Hosted at Northeastern State University, Tahlequah, Oklahoma, March 29, 2007.

Crossland, M.D. (1993). Spatial DSS (SDSS): An overview of Applications and Potential Research. Invited presentation at annual national *ORSA/TIMS meeting (Phoenix, Arizona)*.

Crossland, M.D.; Noel, T.; & Hershel, R. (1992). A dual agenda for teaching creativity to information systems students. Table Topic at 1992 national meeting of the *Decision Sciences Institute (San Francisco, California)*.

Other publications

Crossland, M.D. & Meinhardt, D.J. [1993]. New Computer Technology for Real Estate, *Springfield Business Journal*, Springfield, Missouri, Dec. 6, 1993, pp. B14-B15.

Doctoral dissertation

Crossland, M.D. (1992). *Individual decision-maker performance with and without a geographic information system: An empirical investigation*. Doctoral dissertation at Indiana University completed in June, 1992