

# KENNETH LONG

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## SUMMARY OF QUALIFICATIONS

Thirty-five years of progressive management experience in higher education  
Thirty-two years working in complex education systems  
Twenty-two years as a senior and/or executive leader in higher education  
Two years as interim president for a comprehensive regional public university  
Thirteen years as chief administrative, business, and financial officer  
Extensive management experience in public, research, medical and regional institutions  
Multiple experience working in collective bargaining environments  
Proven dedication to access and equity in education  
College-level teaching experience  
Master of Business Administration  
Bachelor of Arts

## RELEVANT ACCOMPLISHMENTS

- Established new partnerships with local community colleges to expand access and affordability to education.
- Established share service agreement for procurement to reduce cost.
- Helped develop a formal partnership with a federally recognized tribal nation to foster collaborative and educational initiatives.
- Orchestrated the funding for the first comprehensive marketing and branding initiative.
- Established a regional emergency cooperation agreement with the Red Cross.
- Coordinated the redesign and development plan for the construction of a new student union center.
- Instituted a fixed tuition guarantee program to help make the cost of a college education more predictable.
- Expanded college access by restructuring merit and need-based scholarships.
- Increased grant-in-aid (GIA) to increase student-athlete participation and success.
- Improved annual operating margin and unrestricted net assets.
- Improved student healthcare access and lowered cost by partnering with a regional medical center to provide student healthcare services.
- Thirteen consecutive years of exceeding budget projections.
- Initiated the first academic space utilization study and athletic space master plan.
- In collaboration with the chief academic officer, improved tenure-track faculty hiring through strategic financial planning.
- Created a top-tier community baseball-softball complex in partnership with the local municipality and little league.
- Improved campus life by leading the construction of a new suite-style residence hall, student counseling and testing centers and Starbucks.
- Complete renovation of a traditional student residence hall without debt.
- Initiated the first university multi-year financial forecast.
- Integrated privatized student housing to improve efficiency and streamline cost.
- Instrumental in expanding intercollegiate athletics for women.

- Established campus-wide budget presentations to promote transparency and collaboration.
- Realigned the operating budget to provide one-million-dollar annual investment in the campus infrastructure and classroom upgrades.
- Participated in the successful overhaul of a university's general education curriculum.
- Prepared financial analysis to support the successful interest-based bargaining between the university and the American Association of University Professors.
- Developed a revenue model for more accurately projecting tuition.
- Participated in the selection and implementation of multiple integrated information systems (Banner, PeopleSoft, Lawson and Cognos).
- Stabilized the financial condition of a university-based physician practice group.
- Developed and implemented system-wide internal controls to satisfy the requirements of the Sarbanes-Oxley Act.
- Developed the operating and staffing plans for opening regional and national branch campuses.
- Created strategies for improving the financial condition of NCAA Division I and II athletic programs.
- Established a student-focused campus safety committee to improve campus accessibility and safety.
- Successfully coordinated over \$20 million in expenditure reductions to meet financial and strategic objectives.
- Developed and implemented college-based profit and loss statements.
- Successfully negotiated bookstore and dining service contracts that resulted in lower student cost while enhancing university revenue.

## **EMPLOYMENT HISTORY**

*East Stroudsburg University of Pennsylvania*  
*Interim President*

*2020-Present*

East Stroudsburg University (ESU) is a comprehensive public university located in northeastern Pennsylvania with an enrollment of approximately five thousand students, an annual operating budget of approximately \$150 million and is one of the fourteen universities that comprise the Pennsylvania State System of Higher Education. The president is the university's chief executive officer, responsible for: articulating and advancing the mission and core values of the university; ensuring that the university pursues and achieves excellence in its academic endeavors; establishing and maintaining an environment that is accessible, equitable and inviting; cultivating relationships with the internal and external community; working closely and collaboratively with the leadership and governance units of the university; regularly reviewing and refining strategies for continued student success; maintaining an effective leadership team to fulfill the university's goals and vision; strengthening partnerships throughout the region to enhance economic development; providing the foundation for superior stewardship of university resources; developing and implementing policies and procedures for the effective operation of the university; and serving as an advocate and champion for the university.

*East Stroudsburg University of Pennsylvania*  
*Vice President for Administration & Finance*

*2013-2020*

Reporting to the University President, the Vice President for Administration and Finance is the chief operating, financial and budget officer of the university and is responsible for supervising a wide array of operational units including procurement, human resources, facility operations, information technology, campus police, finance and accounting. Additional functions within the Division of Administration and Finance are: social equity, parking, mail services, real estate, duplicating and environmental safety. The Vice President for Administration and Finance (VPAF) serves as the university's Right to Know Officer and liaison with the Pennsylvania State System Office of General Counsel on facilities, business and operational legal matters. The VPAF is also responsible for coordinating fiscal activities between the university and its affiliated organizations and auxiliary services, including: ESU Foundation Inc. for fundraising and philanthropy on behalf and for the benefit of the university; Student Activities Association Inc. for management of club sports, financial support of intercollegiate athletics and student activities, and oversight of the university bookstore; University Properties Inc. for privatized student housing located on the university campus; Residential and Dining Services and Camps and Conferences Services.

*Kutztown University of Pennsylvania*  
*Assistant Vice President for Administration & Finance*

*2008-2013*

Kutztown University is a member of the Pennsylvania State System of Higher Education. Reporting to the Vice President for Administration and Finance, the Assistant Vice President for Administration and Finance is the chief accounting, budget and business officer of the university and is responsible for administering the university's financial operations, safeguarding its assets, and providing leadership to all business and financial functions. This position oversees accounting, auditing, banking, budgeting, business and contract services, cashiering, procurement, and student account services. Additionally, the Assistant Vice President serves as liaison to the University's Council of Trustees Finance Committee; liaison to the Kutztown University Foundation's Board of Trustees Finance Committee, a university affiliated 501(c)(3); and as advisor to the executive director of student services corporation, a university affiliated 501(c)(3). In the absence of the Vice President, the Assistant Vice President acts in overseeing campus safety and security; human resources and payroll, dining and residential services; and facility operations.

*Cheyney University of Pennsylvania*  
*Interim Vice President for Finance & Administration*  
*(Loaned Executive - Pennsylvania State System of Higher Education)*

*July 2012-December 2012*

Cheyney University is a member of the Pennsylvania State System of Higher Education and is the oldest of the Historically Black College and Universities in America. The Vice President for Finance and Administration is the university's chief financial and administrative officer and is responsible for executive leadership and planning of all administrative, business, and financial affairs of the university. Offices within the Vice President's portfolio include the Office of Human Resources and Payroll, Campus Safety, Information Technology, Telecommunications, Procurement, Physical Plant and Facilities, and the Business Office. The Vice President for Finance and Administration, in conjunction with the Vice President of Student Affairs, provides leadership and oversight of residence halls, food service, financial aid operations and auxiliary services. This position also serves on key university groups, including the Strategic Planning Council; Budget and Finance Committee; and as the President's representative for several collective bargaining groups.

*The University of Toledo*  
*Associate Vice President for Budget & Planning*

2005-2008

The University of Toledo is one of fourteen public universities in Ohio and with an annual operating budget of over \$750 million, it is the third-largest public university operating budget in the state. Reporting to the Senior Executive Vice President for Finance and Administration, the Associate Vice President for Budget and Planning is the chief budget officer of the university and is responsible for developing and managing the annual operating budgets of the academic, medical and auxiliary units. Additionally, this position oversees vendor contract negotiations, long-range forecasts, intercollegiate athletic finance and serves as financial liaison for collective bargaining. Positions reporting directly to the Associate Vice President for Budget and Planning include Manager of Reporting and Analysis, Assistant Director of Academic Budgets, Assistant Director of Contracts and Fiscal Planning, Assistant Director of Athletic Finances and Director of Capital Planning.

*The University of Toledo Physicians*  
*Chief Financial Officer*  
*(Loaned Executive – The University of Toledo)*

2006-2007

The University of Toledo Physicians is an affiliated 501(c)(3) multi-specialty physician practice corporation of The University of Toledo. UT Physicians is a provider-based organization of more than two hundred physicians who provide services at the University of Toledo Medical Center. The Chief Financial Officer, in consultation with the Senior Executive Vice President for Finance and Administration at The University of Toledo, is responsible for the oversight and management of the organization's administrative and financial operations. This position is also responsible for the preparation of reports to the corporation's Board of Trustees and ensuring compliance with all regulatory issues. Functions reporting to this position include accounting, accounts payable, auditing, budgeting, compliance, human resources, payroll and purchasing.

*DeVry University – New Jersey*  
*Dean of Finance & Administration*

2000-2005

DeVry University is one of the largest private, degree-granting, higher education institutions in the country. Accredited by The Higher Learning Commission of the North Central Association, DeVry University offers career-oriented associate, bachelor and master degree programs at more than 95 regional locations and on-line. Reporting to the President, the Dean of Finance and Administration is an executive level position that serves as a senior cabinet member and the chief financial and business officer of the university. The Dean of Finance and Administration provides leadership and guidance in the development, implementation, and administration of strategy, policies, programs and services. Areas of responsibility include accounting, auditing, auxiliary services, budgeting, capital and strategic planning, cash management, facility operations, financial aid, food service, regulatory compliance, security, and student accounts.

*DeVry University – New Jersey*  
*Director of Finance*

1997-2000

Reporting to the Dean of Finance and Administration, the Director of Finance is responsible for the planning and management of the accounting and financial operations of the university. This position is responsible for the providing regular financial management reports to the President's Cabinet and ensuring best business practices in the operation of the institution. Areas of responsibility include: accounts payable, auditing, banking, budgeting, capital planning, contract negotiation, general accounting, financial reporting, and purchasing. The Director of Finance serves as designee in the absence of the Dean of Finance and Administration in oversight of student financial services, campus safety and facility operations.

*DeVry University – New Jersey* 1989-1997  
*Business Manager*

*DeVry University – New Jersey* 1987-1989  
*Assistant Director of Student Accounts*

### **TEACHING EXPERIENCE**

Business Administration                      Elementary Statistics                      Financial Accounting  
Introduction to Business                      Managerial Accounting

### **EDUCATION**

Master of Business in Accounting, Monmouth University, West Long Branch, NJ  
Bachelor of Arts in Mathematics and Political Science, Drew University, Madison, NJ

### **PRESENTATIONS**

Long, K. (2015), "Financially Fit: A Guide to Personal Financial Management for College Students", East Stroudsburg University.

Brown, M., Long, K. & Seymour, S. (2012), "Making the Most of the NCAA Division II Financial Dashboard Indicators Tool", National Collegiate Athletic Association Annual Convention, Indianapolis, Indiana.

Long, K. (2009), "Multi-Year Budgeting." Pennsylvania State System of Higher Education, Budget and Accounting Directors Meeting, State College, Pennsylvania.

Poplin Gasseti, P., Long, K. & Patten Wallace, K. (2008), "Merging Two Institutions: Creating a New Mission, Culture and University." Central Association of College and University Business Officers, Daytona, Florida.

Long, K. (2003), "From Strategic Plan to Budget: The Road Map for Budgeting in Higher Education." A presentation to DeVry University Chief Financial Officers, Oakbrook Terrace, Illinois.

Long, K. & Smith, E. (2001), "The Financial Planning Cycle." A presentation to DeVry University Presidents and Chief Financial Officers, Oakbrook Terrace, Illinois.

### **BOARD, COMMITTEES AND ASSOCIATIONS**

Board of Directors (2020-present) - tecBRIDGE  
Board of Directors (2020-present) – Pocono Mountain Music Festival  
Executive Board & Treasurer (2017-present), Board of Directors (2013-present) - Eastern Association of College and University Business Officers (EACUBO)  
Co-Chairperson, Budget Team (2019-2020) - Pennsylvania State System of Higher Education (PASSHE)  
Co-Chairperson, Mentoring Program (2014-2017) - EACUBO  
Co-Chairperson Sports Alignment Taskforce (2014-2015) - East Stroudsburg University  
Tuition Taskforce (2014-2015) - PASSHE  
Appropriation Funding Review Taskforce (2013-2014) - PASSHE  
President's Designee, Advisory Board (2013) - State of Pennsylvania 529 Tuition Account Program  
Administration Representative, General Education Committee (2011-2013) - Kutztown University  
Advisory Council on Intercollegiate Athletics (2006-2008) - The University of Toledo  
University Representative (2007-2008) - Ohio Inter-University Council  
Academic Advisory Committee (2002-2004) - New Jersey Statewide Hispanic Chamber of Commerce  
Advisory Committee on Student Aid (2001-2005) - New Jersey Higher Education Student Assistance Authority (HESAA)  
Institute of Management Accountants (1996-2005)  
Rent Leveling Board (1993-1996) - Township of Piscataway  
College Alumni Board (1990-1995) - Drew University