Bethune-Cookman University Administration

(Picture shown of Daytona Normal and Industrial Institute during meal preparation)
The Paradigm of Bethune-Cookman University

Core Values

Bethune-Cookman University employees draw motivation and direction from six strongly held principles. These principles guide the manner in which we treat each other and those we serve.

- **Christian Mission.** We exist to serve the needs of our communities and incorporate Christian values at every level of service.

- **High ethical standards.** We conduct our business with integrity, honesty and fairness. As responsible stewards, we use our financial resources wisely by choosing business practices which are cost-effective, productive and result in a fair return on investment.

- **Quality and service excellence.** We strive to meet or exceed both the service standards of the education industry and the expectations of the students we serve. We measure our success through continuous surveying of student satisfaction.

- **Compassion.** We are sensitive to the needs of the individuals and families we serve and meet their needs with kindness and empathy.

- **Focus on Community.** We commit time, talent and financial support to involve and educate our neighbors in the principles of civic service and social responsibility. Examples are the Town Hall forums held year around and meetings with the stakeholder groups, i.e. church, community, businesses, political leaders, alumni, parents, etc.

- **Cultural diversity.** We value the diversity of our students, employees, business colleagues and visitors and treat them with kindness and respect regardless of their background, race, religion, or culture.
Points of Integrity

From administrators to service staff, to outside contracted services, regardless of our personal responsibilities, everyone associated with Bethune-Cookman University is a representative of the total University and expected to honor our points of integrity.

- **Fulfill Regulatory Responsibilities** – Comply with all applicable federal, state, and local laws and regulations, being guided by the basic principles of honesty and fairness.

- **Provide Excellent Customer Service** – Deliver necessary services in a compassionate, respectful and ethical manner without regard to race, creed, color, religion, national origin, gender or disability; treat customers with dignity and respect at all times.

- **Maintain Accurate Records** – Ensure accurate and reliable individual and institutional records; and prepare reports honestly and in accordance with established finance and accounting procedures.

- **Ensure Appropriate Official Contacts** – Maintain contacts with, federal, state, local government and accrediting agency officials and personnel in a professional manner, affirming the high integrity of the university.

- **Deliver Financially Responsible Service** – Maintain openness, honesty and accuracy in billing for services. Provide students with understandable explanations of services provided; hold responsible parties financially accountable only for services rendered; and seek to resolve conflicts in a fair and equitable manner. Follow sound accountability principles and ethically centered leadership practices.

- **Advertise and Communicate Honestly** – Carry out our institution’s public and commercial communications in a manner consistent with our mission; and ensure that our marketing and advertising statements are accurate and sensitive to community culture without false or misleading statements.

- **Strive for Fairness in All Activities** – Continually examine our practices to identify, avoid or eliminate potential conflicts of interest.

- **Ensure Privacy** – Maintain the privacy of our students’ and our employees’ information.

- **Adhere and Fulfill Standards of Excellence** – Comply and meet with all required standards and regulations governed by federal, state, and regional accrediting bodies.
2009-10 Organizational Structure

C.A.R.E.S. = Center for Academic Retention and Enrichment Services
C.A.S.S. = Center for Academic Support Service
The Board of Trustees

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Rev. Dr. Randolph Bracy, Jr., At-Large
Rev. Dr. Robert Gibbs, At-Large
Dr. Trudie Kibbe Reed, Ex-Officio

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University Attorney
Cobb & Cole
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Rev. Hilton O. Smith

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Mr. Arthur Brinson
Dr. Nathaniel Davis
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Bishop James Knox
Dr. J. Stanley Marshall
Mrs. Jacqueline Mongal
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Mr. Robert Carter
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Dr. Wendell P. Holmes
Dr. L. Gale Lemerand
Dr. LaDoris McClaney
Mrs. Kathleen Rydell
Mr. William G. Talley Jr.
President of Bethune-Cookman University

Dr. Mary McLeod Bethune founded a normal and industrial school for girls that she transformed into a premier co-educational liberal arts college. The first woman to serve as president after Dr. Bethune, Dr. Trudie Kibbe Reed, turned the college into a university – now known as the “Great” Bethune-Cookman University.

Dr. Trudie Kibbe Reed assumed the presidency of then-Bethune-Cookman College on August 16, 2004 after a successful career in higher education as both a college president and a high-ranking administrator within The United Methodist Church. She is a student-centered leader, educator, taskmaster, administrator, visionary, transformative leader, public speaker, motivator, and fund-raiser.

Dr. Reed pulls from a wealth of experience that includes two presidencies at the college/university level, as well as a member of the General Secretariat of a women’s advocacy organization, and over 18 years in various top-tier rankings of The United Methodist Church administration. Dr. Reed’s leadership skills are widely recognized and utilized in varied arenas. She was elected to the board of the National Association of Independent Colleges and Universities, and U.S. Senator Bill Nelson selected her to serve on Florida’s Federal Judicial Nominating Commission. In 2008, she was elected as a member of the United Methodist General Board of Higher Education and Ministry. In 2006, she was selected by the Governor of Florida to serve a three-year term on the state’s Commission on Volunteerism and Community Service. Appointed by the US Secretary of State Arne Duncan, she serves on the HBCU Capital Financing Advisory Board and has served the White House Commission on HBCUs under appointment by President Bill Clinton.

Education: Dr. Reed received a B.A. degree in Sociology and a Master’s degree in social work from the University of Texas at Austin. She earned an M.A. degree and Doctorate degree from Columbia University in the area of adult and higher education. Again, following in the footsteps of Dr. Mary McLeod Bethune, Dr. Reed received an Honorary Doctorate for her humanitarian work from Rollins College.

Career Highlights: Dr. Reed served 18 years as a senior level administrator with The United Methodist Church. At age 28, she became the youngest CEO elected to the General Commission on the Status and Role of Women. When later serving as Associate General Secretary for the General Council on Ministries, she developed educational programs for eight national agencies, seminaries, colleges, and universities. She also coordinated the denomination’s first national initiative in prison ministry, deaf ministry, and ministries by, with, and for older adults. She drafted legislation and conceptualized a church-wide study that developed into a major quadrennial emphasis for the denomination: “Strengthening the Black Church for the 21st Century.”

Vision for Bethune-Cookman University: Dr. Reed’s goals for Bethune-Cookman University include enhancing academic excellence, developing distance education programs, and reinvigorating the legacy of Dr. Mary McLeod Bethune for the 21st century.

As an elementary school student, Dr. Reed became enamored with Bethune-Cookman after playing the role of the school’s founder, Dr. Mary McLeod Bethune, in a school play. Dr. Reed states: “I never thought I would walk in the footsteps of such a remarkable leader who served as my role model during my formative years.” Dr. Reed reminds students to sustain the legacy of faith, scholarship and service by giving back to society and engaging in civic leadership opportunities. Dr. Reed’s vision for preserving Dr. Bethune’s legacy includes the development of an International Institute for Civic Participation and Social Responsibility.

Source: Bethune-Cookman University, http://www.cookman.edu/index.html (official website)
The President & 2009 Officers of the University

Dr. Trudie Kibbe Reed  
President

Mr. E. Dean Montgomery  
Executive Vice President Finance/Chief Operating Officer

Dr. Sarah Williams  
Vice President of Academic Affairs

Dr. Ray Shackelford  
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Mrs. Shirley Range  
Vice President for Institutional Advancement

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Dr. Willis Walter Jr.  
Vice President, Institutional Research, Planning and Accreditation
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Director of Advancement Service  
Valerie Powell

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Director of Career Placement & Counseling Services  
Davita Bonner

Director of Academic Retention and Enrichment Services  
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Tasha Youmans

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Ervin Ross

Director of Religious Life  
Rev. Walter Monroe

Director of Student Health Services  
Colleen O’Brien, RN

Director of Transportation  
Rev. Raymond Carswell

Director of Campus Security  
Chief Melvin Williams

Registrar  
Annie Redd
2009-2010 Department Heads for Degree-Granting Programs

SCHOOL OF ARTS AND HUMANITIES
English
Mass Communications
Music
Religion and Philosophy
Speech Communication & Theatre Arts
Modern Languages

SCHOOL OF BUSINESS
Accounting
Business Administration
Hospitality Management
International Business

SCHOOL OF EDUCATION
Biology Education
Business Education
Educational Studies
Elementary Education
English Education
Exceptional Student Education
Music Education
Physical Education/Recreation

SCHOOL OF GRADUATE and PROFESSIONAL STUDIES
Leadership Studies

SCHOOL OF NURSING

SCHOOL OF SCIENCE, ENGINEERING AND MATHEMATICS
Biology
Chemistry
Computer Science/Computer Information Systems/Computer Engineering
Mathematics
Physics

SCHOOL OF SOCIAL SCIENCES
Criminal Justice
Gerontology
History
International Studies
Political Science
Sociology
Psychology