

CURRICULUM VITAE
C. Shaun Owens, Ed.D.

University Faculty
College of Business, University Professor
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EDUCATION:

- 2020 Ed.D. Organizational Leadership (Organizational Development)**, Grand Canyon University, Phoenix, AZ
- 2014 M.S. Business Psychology**, Franklin University, Columbus, OH
- 2013 M.S. Marketing & Communication**, Franklin University, Columbus, OH
- 2012 B.S. Organizational Communication**, Franklin University, Columbus, OH

COURSES TAUGHT:

Public Speaking, Adjunct Professor, Clark State Community College (2019)
Quantitative/Qualitative Decision Making, Lead Faculty, Urbana University (2019 – 2020)
Marketing Strategy (MBA), Lead Faculty, Urbana University (2018 – 2020)
Introduction to Business, Lead Faculty, Urbana University (2018 – 2020)
Business Ethics, Lead Faculty and Adjunct Professor, Urbana University (2017 - 2020)
Business Capstone, Lead Faculty, Urbana University (2018 – 2020)
Organizational Behavior, Adjunct Professor, Franklin University (2020)
Marketing Management, Adjunct Professor, Urbana University (2017 – 2020)
Consumer Behavior, Adjunct Professor, Urbana University (2017 – 2020); F2F/Online
Digital Marketing, Adjunct Professor, Central State University (2020)
Contemporary American Business, Adjunct Professor, Central State University (2018)
Consumer Behavior, Adjunct Professor, Central State University (2019)
Business Communications I, Adjunct Professor, Central State University (2020)
Business Communication II, Adjunct Professor, Central State University (2015 - 2018)
Principles of Microeconomics, Adjunct Professor, Central State University (2016 - 2019)
Principles of Marketing, Adjunct Professor, Wilberforce University (2014 - 2016)
Introduction to Personal Finance, Adjunct Professor, Wilberforce University (2014 - 2016)
First Year Seminar, Adjunct Professor, Central State University (2014 - 2015)
Professional Development, Adjunct Professor, Central State University (2014 - 2019)

RESEARCH PRESENTED:

Owens, C. (2011, July 22). *Public Relations Crisis: Killer Whale Kills Trainer at Sea World.*

Owens, C. (2013, August 7). *Why high school athletic directors should hire outside consultants to build team cohesion and measure team success and satisfaction.*

Owens, C. (2014, November 8). *Can successful athletic coaching practices work in a non-profit organization.*

Owens, C. (2017, February 4). *Developing your leadership style?*

Owens, C. (2017, March 31). *Diversity: A paradigm shift from prescriptive to intrusive interaction.*

Owens, C. (2018, May 16). *Cognitive Complexity and First Year Retention in Housing and Residence Life.*

Owens, C. (2019, November 25). *Communication Style: Influence on Motivational Attributes and the Workplace Environment of a Collegiate Football Team.*

Owens, C. (2020, February 18). *Communication: A key component in competitive advantage.*

GRANTS AND FELLOWSHIPS:

2015 OHIO REACH GRANT (\$60,000)

Conducted research and wrote the initial grant for the Emerging Scholars Program at Central State University. The funds from the grant were used to assist former foster care in a mentoring capacity from their matriculation into the university until graduation.

PROFESSIONAL EXPERIENCE (ADMINISTRATIVE):

2018 – 2020 Lead Faculty, Urbana University

Led faculty duties which entailed: developed course content, activities and assignments, updated and maintained course content, resources, activities and assignments on a regular basis. As well as, established course standards, assured consistency of course delivery through regular communications with all faculty teaching assigned courses. As lead faculty I also implemented course assessment procedures, taught courses in Management, Marketing, and Entrepreneurship as well as related courses, advised students with course scheduling, job opportunities in their field of study, and requirements for graduation. In addition, I participated in personal professional development. As a faculty member I was active and participated in faculty meetings, appropriate professional development activities, and worked with the Department Chair and others as needed to assign adjunct faculty to teach course(s) in accordance with University policies.

2018 – 2018 Associate Director of Residence Life, North Carolina Central University

Managed 12 residence halls, a \$16+ million operation budget, led 4 assistant directors, 8 area coordinators and over 130 additional staff assistants. Also, had direct oversight related to the execution of multiple co-curricular programs to infuse school spirit and improve personal behavior responses using relevant marketing techniques and college impact theory framework to improve student-residents participation and campus community accountability. In addition, I used applied psychology methods to control group behavior within the residence halls. Finally, I used collaborative methods to create excitement and build accountability among the campus community for the purposes to assist in restorative justice practices.

2015 – 2018 Director of Residence Life, Central State University

Managed 8 residence halls, a \$7+ million operation, led 6 residence hall coordinators and 60 resident advisors. Conducted multiple programs to infuse school spirit using relational marketing and branding techniques to excite student-residents and the campus community. In addition, used applied

psychology methods to control behavior within the residence hall. Finally, I used marketing, branding, and public relations methods to create excitement and build personal connectivity to campus and residence halls.

- 2014 – 2015 Academic Advisor (University College), Central State University**
Advised incoming freshman/transfer students/returning freshman from acceptance into the university until they become sophomores (31+ credit hours). Meet regularly with the College of Humanities, Arts and Sciences to ensure freshman were on track to graduate within four years.

PROFESSIONAL EXPERIENCE (ADVISOR):

- 2020 Athletics Diversity & Inclusion Designee**
University presidential appointment designed to assist in the areas related to diversity and inclusion within the athletics department. As designee I served as the department's conduit for information related to national, local, and campus issues of diversity and inclusion; and was the department's promoter of diverse and inclusive practices related to athletics.
- 2018 – 2020 Rotaract Business Club, Urbana University (Faculty Advisor)**
The Rotaract Business Club was a student-led business organization at Urbana University. The purpose of the business club is to expose business students to the importance of community service, local business men and women and to provide co-curricular activities with the students that assist in their engagement with the business community regardless of their prior business experience.
- 2016 – 2018 Zeta Phi Zeta (Staff Leadership Advisor)**
Zeta Phi Zeta is a Fraternity and Sorority whose sole focus is spread the love of Jesus Christ to all they come in contact with.
- 2015 - 2018 Destined for Greatness (Staff Leadership Advisor)**
Destined for Greatness is an all-female student organization at Central State University who sole focus is to uplift and inspire women to be their best selves regardless of their prior experience and/or circumstance
- 2015 RICKE Coordinator (Staff Leadership Coordinator)**
Created athletic activities to increase retention using unused university areas. The purpose of this program was to help freshman student interact with other classmates as well as faculty and upper classman students.

RELATED PROFESSIONAL EXPERIENCE:

- 2012 – 2014 The American Legion, Business Development Manager**
Analyzed fundraising efforts and increase membership participation and annual giving. Successfully grew annual contributions from \$900,000 to over \$2.1 million using relational branding techniques and specific marketing practices.
- 2011 – 2012 The American Legion, Assistant Director of Membership**
Conducted public relations campaigns to increase membership for the Central and Midwest region. Successfully kept membership over 500,000 active members.
- 2003 – 2011 The United States Army, Finance Corp (Non-Commissioned Officer)**

Handled all finances, budgeting, and accounting work to include payroll for DFAS-IN, Walter Reed Army Medical Center, Fort Belvoir. and The Pentagon.

COURSES PREPARED TO TEACH:

Leadership in Human Resource and Organizational Development
Evidence-Based Research in Human Resources and Organizational Development
Adult and Organizational Learning
Organizational Analysis
Ethics in the Workplace
Program and Organization Evaluation
Performance Management and Rewards
Organizational Change and Consulting
Performance Improvement
Instructional Design and Development
Advanced Leadership Theory

PROFESSIONAL MEMBERSHIP:

Sigma Beta Delta (Honor Society in Business, Management and Administration) – Member
Graduate School Alliance for Executive Coaching – Member
The American Legion – Member
American College and University Housing Officers – Member
National Association of Colleges and University Residence Halls – Member
Association of Leadership Educators – Student Member
International Leadership Association – Student Member

PROFESSIONAL DEVELOPMENT ACTIVITIES:

Doctoral Teaching and Advising (2020)
Organizational Development – McGraw Hill (2020)
Google Analytics Certification (2020)
Stewards of Children Training (2015, 2017)
Teaching with Technology (2016)
Blackboard Training (2016)
Student Parent Support Symposium (2016)
StandOut 2.0 (2017)
CITI – Responsible Conduct of Research for Social and Behavioral Science (2017)
CITI – Human Research/Students in Social/Behavioral Research (2017)

CONSULTING:

Non-Profit Organizations (Churches)
Kings Temple Apostolic Church (Marion, Ohio) Marketing/Public Relations
New Life Baptist Church (Tipp City, Ohio) Marketing/Advertising/Public Relations
Greater Grace Temple (Springfield, Ohio) Marketing, Organizational Development
Emmanuel Temple (Fort Wayne, Indiana) Leadership Development/Social Media
Non-Profit Organization (Small Business)
Kya's Crusade (Columbus, Ohio) Marketing intern
For-Profit Organization (Small Business)
Truth Is Enterprises (Columbus, Ohio) Branding/Public Relations