

Jeff Gibson
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EDUCATION

Master of Fine Arts, Theatre Management / Arts Administration University of Alabama
Bachelor of Science, Speech and Theatre, concentration in Theatre Middle Tennessee State University

EXPERIENCE

Associate Dean and Professor 2021 – current
College of Liberal Arts, Middle Tennessee State University

- Coordinate and consult with ten departments and ensure compliance in program-level assessments, program reviews, development of localized major field tests, and reporting for institutional effectiveness.
- Coordinate discipline-specific accreditation for college arts programs: Art and Design (NASAD), Dance (NASD), Music (NASM), Theatre (NAST).
- Monitor college compliance with Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) standards and coordinate reporting efforts.
- Work with faculty and departmental leaders to implement curricular changes (degree programs, minors, courses) and coordinate the college curriculum committee.
- Review and approve course substitutions and curricular waivers for majors, minors, and general education, as well as course approval forms for study abroad.

Department Chair 2015 – 2021
Theatre and Dance, Middle Tennessee State University

- Lead department offering NAST-accredited B.S. in Theatre (Teacher Licensure option) and B.S. in Dance.
- Department includes 17 full-time and 12 adjunct faculty, 5 staff, and serves 165 majors and 120 students minoring in Dance, Theatre, Entertainment Arts Design, and Musical Theatre Performance.
- Duties include budgeting, staffing, curriculum, course scheduling, recruiting, retention, alumni and community relations, and fundraising activities while serving as producer for a 6-show mainstage season and 2-show Student Success Series.

Department Chair 2010 – 2014
Speech and Theatre, Middle Tennessee State University

- Responsible for general administration, financial management, staffing, curriculum, and course scheduling for a department of 45 full-time and 15 adjunct faculty with 400+ majors.
- Department includes Communication Studies, Dance, Theatre, and Organizational Communication programs.

Assistant Professor/Associate Professor and Director 2002 – 2007/2007-2010
Theatre program, Middle Tennessee State University

- Instruct introductory theatre and advanced arts management courses and mentor management students
- General coordination of the theatre unit, including budgeting, curriculum, recruiting, and course scheduling for a program of 13 full-time and 5 adjunct faculty with 120 majors and 100+ minors.
- Oversee audience development as well as alumni and community relations.

EXPERIENCE (cont'd)

Assistant to the President

2001 – 2002

Watkins College of Art, Design & Film

- Assist the President in day-to-day duties, including board relations, staff oversight, and institutional advancement. Coordinate the construction of new campus facilities.

Management Assistant

2000 – 2001

Alabama Shakespeare Festival

- Support administrative functions, including fundraising, board relations, public relations & marketing, financial management, and contracts administration.

University Theatre Manager

1994 - 1999

Middle Tennessee State University

- Manage operations of 1,000-seat auditorium, including booking, event planning, and technical execution of diverse programming.
- Oversee public relations, marketing, and new student recruitment for the theatre program.

ACCREDITATION

As Associate Dean, coordinate communications with discipline-specific accrediting bodies for Art (NASAD), Dance (NASD), Music (NASM), and Theatre (NAST). Consult with arts program leaders to complete self-studies and coordinate site visits for comprehensive reviews. Support the creation of written responses and supporting documentation to demonstrate compliance with all standards. Coordinate submission of plans for new academic program approvals and plans for final listing. Ensure compliance with the completion of required annual affirmation and audit statements, data reporting, and related activities.

Select Experience

Advise and oversee MTSU self-study and site visit for renewal of accreditation by NASAD	2025-2026
Advise and oversee MTSU self-study and site visit for initial accreditation by NASD	2022-2023
Chair MTSU comprehensive review for successful renewal of accreditation by NAST	2020-2022
Co-Chair MTSU comprehensive review for successful initial accreditation by NAST	2012-2013
Visiting evaluator for NAST applicant institutions:	
Winthrop University	Fall 2024
Valdosta State University	Spring 2026
University of Montevallo	Spring 2027

Training

National Association of Schools of Theatre (NAST) Annual Meeting (multiple)	2014 - 2026
Workshop for Visiting Evaluators (NAST)	2022, 2026
SACSCOC Annual Meeting	2021
SACSCOC Summer Institute, Dallas, TX	2023

ASSESSMENT

As Associate Dean, coordinate with departmental and programmatic leaders to ensure compliance with institutional and college assessment guidelines. Maintain and communicate a calendar of assessment activities and deadlines. Provide training, consultation, and resources to support best practices for program assessment. Assist programs with the development of departmental and program goals, student learning outcomes, statements of measure, and advise them on implementation and reporting functions. Annually review departmental and program assessment reports and provide feedback via a quality of assessment rubric. Coordinate completion of three-year and five-year retrospective reports as part of SACSCOC compliance and reaffirmation processes. Align college goals assessment with the college strategic plan and oversee annual reporting. Coordinate completion of program self-studies and site visits as part of the required THEC Quality Assurance Funding program reviews. Assist in the development and administration of locally developed major field tests.

Select Experience

CLA representative on Academic Affairs Assessment and University Assessment Committees	2021 – present
Draft institutional template for three-year SACSCOC program assessment retrospective reports	2025
Co-present “Using Faculty Learning Communities to Build Institutional Capacity and Knowledge for Assessment” at the IUPUI Assessment Institute in Indianapolis	Fall 2023
Co-facilitate Faculty Learning Community on Assessment at MTSU LT&ITC	2022-2023

Training

IUPUI Assessment Institute	Fall 2021
Assessment 101: Foundations of Higher Education Assessment	Summer 2021
Conference on General Education, Pedagogy, and Assessment (AAC&U)	Spring 2021

CURRICULUM DEVELOPMENT

As Associate Dean, consult with college chairs, program directors, and faculty on the development of proposals for new courses, course changes, new programs, and program changes for four distinct degrees with 52 majors and 69 minors as well as the general education curriculum within the College of Liberal Arts. Coordinate the submission of proposals within the online Modern Campus Curriculum (Curriculog) management system and facilitate approvals through the CLA Curriculum Committee. Serve as proxy approver for the Dean.

Select Activities

- Assist with development of a Bachelor of Fine Arts in Theatre with concentrations in Acting, Musical Theatre Performance, and Design/Technology (2025-2026)
- Assist with development of transfer articulation agreements, including Dance (Columbia State Community College) and Theatre (Chattanooga State Community College) (2025-2026)
- Collaboratively develop the Career Readiness Minor, an interdisciplinary program to demonstrate acquisition of competencies as identified by the National Association of Colleges and Employers (NACE) (2023-2024)
- Coordinate and author revisions to the Bachelor of Arts degree requirements (2023 – 2024 and 2025-2026)
- Assist in creation of 3+3 Law Program with Preferred Admission to Belmont Law School (2021-2022)
- Assist with proposal for creation of B.S. in Dance (2015-2016)
- Coordinate proposals for creation of B.S. in Theatre and B.S. in Teacher Licensure in Theatre (Fall 2013)

INSTRUCTION AND INSTRUCTIONAL DEVELOPMENT

Courses and directed projects:

THEA 1030 – Introduction to Theatre (traditional, web-assisted, and online)
THEA 2000 – First Year Seminar in Theatre
THEA 3800 – Introduction to Arts Management (traditional and online)
THEA 3810 – Stage Management
THEA 4290 – Applied Theatre in Training (*co-taught with Dr. Jette Halladay*)
THEA 4290 – Independent Study (*Arts Management topics*)
THEA 4850 – Development for Arts Organizations
THEA 4900 – Production Practicum (*supervision of practical stage management projects*)
THEA 4990 – Senior Seminar in Theatre

New courses developed:

THEA 2000 – First Year Seminar in Theatre
THEA 3800 – Introduction to Arts Management
THEA 3810 – Stage Management
THEA 4290 – Applied Theatre in Training (*co-developed with Dr. Jette Halladay*)
THEA 4850 – Development for Arts Organizations
THEA 4990 – Senior Seminar in Theatre

LEADERSHIP DEVELOPMENT (*select*)

SETC Leadership Initiative Program Developer and Co-Coordinator	2018 – 2026	Assisted with creating a new leadership development program for the Southeastern Theatre Conference (SETC). Coordinate annual implementation. Strategies include new leader identification and recruitment, and online orientation and on-site trainings for new and prospective board members.
<i>NAST Seasoned Theatre Administrators Workshop Baltimore, MD</i>	March 2022	Co-facilitate day-long pre-conference workshop for experienced academic theatre leaders.
Leadership Institute Mentor ATHE / Orlando, FL	August 2019	Served as mentor for national leadership development initiative for theatre faculty facilitated through the Association of Theatre in Higher Education (ATHE).
Center for Creative Leadership Greensboro, NC	May 2018	Retreat to build capacity for understanding internal and external issues to strengthen development of strategy with focus on fulfilling organizational mission.
Leadership Development Program / ATHE San Francisco, CA	July 2005	Selected to participate in national three-day intensive designed to prepare future and current leaders of academic theatre units.
MTSU Leadership Academy	Spring 2005	Selected to participate in program designed to cultivate leadership amongst MTSU faculty.

SERVICE TO UNIVERSITY, COMMUNITY & PROFESSION *(select)*

Chair, Strategic Plan 2035 Implementation Subcommittee	2025-2026	Coordinate development of annual activity plans and progress reports for Strategy 3.1: Strengthen community and industry partners.
Community Engagement Elective Classification Council	2025-2026	Member of committee with charge to enrich community engagement and partnership efforts, and to plan for application to the Carnegie Engagement Elective Classification in 2028.
Chair, University Strategic Planning Committee	2023-2025	Appointed by President to oversee creation of comprehensive institutional strategic plan. Develop and coordinate ongoing implementation process.
Elected Past President Southeastern Theatre Conference	2024-current & 2020-2022	Executive Committee Member for professional service organization. Duties include chairing Human Resources committee and various ad hoc and task forces.
University Assessment Committee	2021-current	Liberal Arts representative on committee whose goals include the elevation of quality assessment efforts.
Dean's Representative University General Education Committee	2021- current	Serve as ex officio member of committee responsible for oversight of university's general education program, including curriculum and assessment.
Board Member, Ethos Youth Ensembles	2022-current	Organization's goal is to supplement school-based music ensembles for students in Middle Tennessee.
President Southeastern Theatre Conference	2018-2020	Organization representing 5,000+ theatre practitioners involved in college/university, professional, community, secondary school, and theatre for youth. SETC, the largest regional theatre organization in the U.S., presents an annual conference attended by 4,000 members and provides year-round services including professional auditions, consulting, and grant awards.
Quest for Student Success 2025 Planning and Steering Committee	2018 – 2020	Member of committee to advise on development of strategies for ensuring student success at MTSU. Track implementation and report on efforts to campus community and off-campus stakeholders.
Chair Representative, Student Success Management Group, MTSU	2014 – 2020	Represent university department chairs on committee to establish strategic direction and oversee implementation of initiatives for student recruitment, retention, and progression to graduation.
MTSU Arts Leadership Group	2013 – current	Founding member of collaborative marketing and fundraising group to coordinate promotion and development activities in support of dance, music, theatre, and visual arts events at MTSU.
Theatre Division Chair, Tennessee Governor's School	2011- 2020 & 2002- 2006	Provide administrative & programmatic direction to program for the education of gifted students; budget oversight, hiring/supervision of faculty, staff, and guest artists. Direct classroom and co-curricular programming.

Artistic Advisory Council Murfreesboro Center for The Arts	2018-2021	Advise and inform the artistic vision of this local non-profit arts organization. Share expertise and assist in connecting to resources.
Vice President of Administration, SETC	2016 - 2018	Serve as executive committee member for Southeastern Theatre Conference.
Chair Representative, MTSU General Education Committee	2016 – 2018	Member of committee to oversee university’s general education program, including assessment of effectiveness and curricular changes.
MT Engage, SACS QEP Committee Member	2014 – 2015	Member of Quality Enhancement Plan committee to develop MT Engage, featuring enhanced in and out of classroom experiences and online portfolio reflections.
Chair of University Chairs Council (MTSU)	2013-2014	Organize and lead chair’s council activities and serve as communications liaison between departmental chairs and administrative units of the university.
Enrollment Management Workgroup (MTSU)	2013- 2014	Serve as advisory member for enrollment management staff and development of strategic plans for new Admissions and Student Services operations.
President’s Task Force on Non-violence and Conflict Resolution (MTSU)	2011	Member of committee charged with establishing a comprehensive plan related to topics of non-violence and positive conflict resolution. Committee authored <i>“The True Blue Pledge.”</i>
KCACTF Region IV Executive Committee, Immediate Past Chair	2009-2012	Serve on executive committee to assist with coordination of a regional theatre festival attended by over 1,000 college students and faculty. Assist with oversight of year-round activities of organization.
Kennedy Center American College Theatre Festival, Region IV Chair	2006-2009	Coordinate a regional theatre festival attended by over 800 college students and faculty. Activities included various production, writing, design, and acting award programs and numerous workshops and performances.
ATHE International Conference Coordinator <i>Toronto and San Francisco</i> conferences.	2004-2005	Elected conference coordinator for the Theatre Management focus group of the Association for Theatre in Higher Education 2004 and 2005 international
Alumni Chapter founder (MTSU)	February 2004	Organized and coordinated the development of MTSU Theatre Alumni Chapter and first reunion as fundraiser for “American Tall Tales” student tour to Eastern Europe.
Commissioner, Murfreesboro Center for the Arts	2003-2005	Provide administrative oversight & assist with implementation of various plans and activities for fundraising, marketing, and financial management of this multi-disciplinary arts producer, presenter, and venue.

RESEARCH, CREATIVE ACTIVITIES & CONFERENCE PRESENTATIONS *(select)*

<i>Using Faculty Learning Communities to Build Institutional Capacity and Knowledge for Assessment</i> Indianapolis, IN	Fall 2023	Co-present workshop for IUPUI Assessment Institute that discusses the goals of an FLC focused on developing faculty knowledge and institutional capacity for effective program assessment.
<i>Faculty Learning Community on Assessment</i> MTSU, LT&ITC	2022-2023	Co-coordinate yearlong FLC with 13 faculty participants designed to build individual and institutional capacity for assessment of programs and student learning.
<i>NAST Workshop for Seasoned Theatre Administrators in Higher Education</i> Baltimore, MD	Spring 2022	Co-facilitate day-long pre-meeting workshop as part of annual accreditation conference. Topics included "Planning for Turbulent Times," "Succession Planning for Chairs," and "Supporting Equity & Diversity in Programs."
<i>Incorporating Transferrable Skills in Liberal Arts and Basic and Applied Science Courses</i> MTSU, LT&ITC	Fall 2019	Panel presentation to share ways to incorporate into coursework the skills most valued by employers and how courses add to students' portfolios of experiences and prepare them for careers.
<i>Theatre Skills in Corporate and Business Training Environments</i> (research study)	Fall 2018	Non-Instructional Assignment (sabbatical) to conduct literature review, observations, and personal consultation with professionals who use theatre skills as a foundation for corporate, organizational, and individual training. Led to Applied Theatre in Training course development and delivery of five student-led workshops.
<i>Lucrative Partnerships</i> Manteo, NC	Fall 2018	Panel presentation for SETC Outdoor Theatre Conference that used case studies of partnership opportunities engaged in by various arts organizations.
<i>Embracing Student Success: Strategies for Retention & Graduation</i> Mobile, AL	Spring 2018	Workshop for Southeastern Theatre Conference on proven methods for achieving positive results in student retention and graduation from a university theatre program using MTSU Theatre strategies as case study.
<i>College Readiness and Selection</i> Norfolk, VA	Fall 2017	Panel Presentation for Virginia Theatre Association to discuss strategies for selection of, and application to, university theatre degree programs.
<i>Theatre Marketing: Practical Methods</i> Charleston, SC	Fall 2016	Workshop for South Carolina Theatre Association on audience development methods for high schools.
<i>Non-Profit Summit: Harnessing The Millennial Talent</i> Charleston, SC	Fall 2016	Panel presentation on creating cultures that engage millennials as members of the audience and as artists and organizational leaders.

<i>Theatre Appreciation: New Delivery Approaches</i> Mobile, AL	Spring 2014	Workshop for Southeastern Theatre Conference on course design, strengths, and weaknesses of a web-assisted approach to teaching the general education course. Presented with Kristi Shamburger, assistant professor of theatre.
<i>Theatre Marketing: Practical Methods for Developing an Audience</i> Louisville, KY and Daytona, FL	Spring 2013 Spring 2012	Workshop for Southeastern Theatre Conference and KCACTF on audience development methods for university and professional theatre companies.
<i>Sell It Baby! Marketing Made Easy</i> Atlanta, GA	Spring 2011	Workshop for Southeastern Theatre Conference on self-marketing approaches for events, actors, and designers.
<i>More than Acting: Developing Tomorrow's Leaders through Theatre</i> United Arab Emirates	Fall 2009	Presentation at American University of Sharjah, UAE. Invited to present for students, faculty, and administration on benefits of theatre training techniques across the academy.
<i>Theatre Marketing: Practical Methods for Developing an Audience</i> United Arab Emirates	Fall 2009	Presentation at American University of Sharjah, UAE. Invited workshop for faculty and students to assist with audience development strategies in a country with no theatrical tradition.
<i>KCACTF Response Training</i>	2007, Atlanta 2008, Chattanooga 2009, Birmingham 2010, Lexington	Workshops for Southeastern Theatre Conference on responding to productions using the Kennedy Center American College Theatre Festival model.
<i>Faculty Response Training</i> Greensboro, NC	February 2009	Workshop at KCACTF Region IV Festival on responding to productions using the Kennedy Center American College Theatre Festival model.
Well, Frankly My Dear, It Sucked, but YOU Were Wonderful: Faculty Response Training Workshop Clemson, SC	February 2008	KCACTF Region IV Festival, co-presented with Jay Edelnant. An introduction to or refresher on responding to productions in the field. National paradigms and local conventions/culture of response discussed.
Stage Manager, HAY FEVER	Fall 2006	MTSU Theatre & Dance production
<i>The Honduras Project</i> Co-authored and awarded two (2) Synergy grants, Faculty Research and Creative Activity Committee, MTSU, 2005 and 2006. Award amounts: \$8,000.00 and \$12,810.00	2005-2006	Co-founder, assistant coordinator, and researcher for project involving multiple academic units designed to provide students and faculty creative activity and research combined with humanitarian service in an international context. May 2006 trip culminated with 20 students and 10 faculty.
<i>A-Z Funding Models for The Academic Theatre</i> San Francisco, CA	July 2005	Paper presented at Association for Theatre in Higher Education international conference. Topic of panel: "Funding and Marketing the Academic Theatre."

AWARDS & HONORS

Southeastern Theatre Conference Award for Board Service and Leadership	(2026)
President's Silver Column Award for Outstanding Service to the University	(2025)
Southeastern Theatre Conference Hall of Fame	(2024)
MTSU Twenty-Five Year Service Award	(2022)
Phi Kappa Phi all-discipline honor society	(2022)
Betsey Horth Arts Administration Award, Southeastern Theatre Conference	(2019)
Department Student Success Award, runner-up, \$10,000 recurring funds (MTSU Theatre & Dance)	(2016)
Outstanding Achievement in Program Assessment (MTSU Theatre & Dance)	(2016)
College of Liberal Arts Outstanding Advisor of the Year, MTSU	(2015-16)
Omicron Delta Kappa national leadership honor society	(2015)
American College Theatre Festival, Region IV Medallion for Service	(2010)
Kennedy Center Medallion for National Meritorious Service	(2009)