

## **Entrepreneurial Experience**

### **Dr. Bruce R. Jackson**

From a very early age my life has been filled with entrepreneurial experiences. All the way through high school I managed my own paper routes. As a college student I paid my living expenses by playing in rock and country bands, and served as booking agent for many of those groups. I have worked as a self-employed musician since 1970, and often gigging has been the sole support of my family.

There are a number of important highlights in my entrepreneurial background. From 1989 – 1991 I worked as a store manager for W Software and Computers in Ft. Wayne and Muncie, Indiana. This was this a highly significant time in the history of microcomputers as I first sold 286 PCs and left during the emergence of the Pentium. In that position I served as Corporate Education Director where I performed all public relations and marketing duties for that part of the business. Though I left W Software and Computers in a healthy condition to begin my doctoral studies at Ball State University, the untimely death of the owner the next year led to its closure.

During my employment at the University of Central Arkansas I returned to gigging and family support. During those years I performed with a number of well known artists on major stages. I also worked with a variety of local bands, and was actively engaged in securing work for those groups.

As a faculty member at Lincoln University of Missouri I participated in university outreach as a performing musician and ensemble leader; performing a wide variety of concerts and touring with recruitment choirs and ensembles. Further, I was deeply involved in the university radio station in its promotion of jazz to the community and public schools. I also served as a member of the Heritage Group Board of Directors in the promotion of bilingual education and community services in the Jefferson City area.

My recent entrepreneurial activities have occurred during my tenure with Columbia College in Moberly. As Director I am responsible for all public relations activities of my campus. These include speaking to educational, business and civic groups, participating in Chamber of Commerce activities, working with the local career centers in promoting reeducation projects, and maintaining a long standing commitment to the support of the YMCA, the local hospital, and the public schools. Additionally, I have developed strong ties to local businesses and their human resources departments. Of particular note was an initiative that, after two years of persistent outreach, we managed to get a HR Director into our new Human Resource Management major in Business Administration. She graduated from that program December, 2008, and we now number over a dozen students from that company currently enrolled in our programs.

Additionally, as Director for Columbia College – Moberly I have extensive marketing responsibilities. In the past two years we have moved to a centrally located marketing campaign. It is my responsibility to evaluate the effectiveness of each marketing program and recommend shifts in our strategy. You may view one part of that effort at [www.moberlymo.org](http://www.moberlymo.org). Simply click on the “Education” link and then click on the” Columbia College” logo. This is only one initiative in a broad range of projects that have included TV, radio, internet, print, billboard, banners, and cooperative campaigns developed with our partner and host Moberly Area Community College.

It is my experience that if students are to be effectively recruited into the educational enterprise they need a “one student at a time” approach supporting the unique experience of each prospect and student. I believe that it essential for the institution to recognize the importance of personal attention and a very high level of customer service. This is particularly true of first generation and non-traditional adult students facing the challenges of returning to the classroom and online education. One of my most significant accomplishments with Columbia College has been the growth and development of my campus in the past four years. Each of those years my campus has made a major financial contribution beyond our budget allocation to college.

As a professional entertainer I am very comfortable representing education and my institution to large and small groups, and I have significant experience in supervising outreach activities. As a son of a university professor I truly understand the educational enterprise, have a deep background in advising prospects and students, and know the importance of honesty and integrity as the core currency of academia. I understand the modern concept customer service with its focus on an inside-out approach. That experience serves as the foundation of my administrative style. For more details on my administrative philosophy please see my paper titled *A Personal Philosophy of Administration and Leadership* located on my job search website at [www.ExisJaxn.com](http://www.ExisJaxn.com).