

MARC T AUSTIN



/marcaustin/



@marctaustin

Senior administrator in higher education and online learning. Passionate about innovating digital enterprises to create access, inclusion and professional advancement.

- Higher Education Strategy
- Online Program Management
- Professional and Executive Education
- Workforce Development
- Micro-Credential Development
- Employer Partnership Management
- Innovating Student Success
- Digital Marketing and Strategic Enrollment

EDUCATION

PhD, International Political Economy, Columbia University, 2000

MA, Political Science, Columbia University, 1996

MSc (with distinction), International Relations, London School of Economics, 1992

BA, History, University of Pennsylvania, 1989

PROFESSIONAL EXPERIENCE

Augusta University, Augusta, Georgia
Augusta University Online

April 2022–Present

Founding Dean and Associate Provost – Chief Online Officer

Responsible for establishing the vision, operations and infrastructure for a new online university focused on producing high-quality, learner-centric experiences aligned to workforce needs. As the internal Online Program Management (OPM) unit, deliver concierge faculty support for online course design and student wrap-around services. Focused on workforce relevant degree programs in Health, Cyber and Education, AU Online will produce a full 2/3rds of the university's 2030 enrollment goal. A highly collaborative leader, serving on both Provost and Dean's Councils, responsible for setting standards for online learning excellence and employer partnerships for in-demand degrees and micro-credentials. As the university's COLO, launched a university-wide review of online learning needs and the creation of a strategic roadmap for online learning. Actively involved in the Augusta Metro Chamber of Commerce with an emphasis on regional workforce and economic development.

Achievements

- Developed a 10-year financial plan for AU Online, securing \$15M in funding, based on a university-wide analysis for online education.
- In the inaugural year: launched 6 programs, to achieve 28% of the 5-year goal in one year, now representing 37% of the university's graduate learners, while achieving a 94% persistence rate.
- Designed and staffed new university functions (market research, digital marketing and instructional design) with 16 FTEs in under 14 months fostering a strong sense of trust, belonging and professionalism.
- Designed the new AU Online learning platform to create a personalized experience with exceptionally high levels of student engagement and *one-stop* online student service support.

- Created faculty training and micro-credentialing, issuing 45 digital badges for online instruction, with an 86% faculty satisfaction rate.
- Deployed an innovative revenue share approach leading to the construction of 45 online courses for three programs, in less than 12 months with 3 more programs launching this fall.
- Led the strategic partnership with Fort Eisenhower Army Cyber Central Command (Cyber Center of Excellence) accessing 30,000+ officers; leading the academic partnerships with Wellstar Health System (the state's largest healthcare provider) and the Georgia Military College.
- Principal Investigator, Savannah River Nuclear Solutions (SRNS), Educational Workforce Partnership, \$10M (Pending).

Media

- Speaker, "Collaboration and Partnerships to Success in Today's Higher Ed Landscape," Collegis Summit, Austin, Texas, September 24, 2024
- [The Rise of the 'Anti-OPMs,' Inside Higher Education](#), July 25, 2024
- Speaker, "Augusta University Online – A Collaborative Case Study," The P3.Edu, New Start Summit, Tempe Arizona, February 6, 2024
- [Higher Ed Strategy with Marc Austin](#), DigitalEDU Dialogues Episode 8, December 12, 2023
- [Augusta University Online expands AU's degree offerings with successful launch](#), Jagwire, October 2, 2023
- ["How Do Universities Define Online Learning,"](#) Suny Online Summit, Albany NY, March 10, 2023
- [Augusta University and US Army Team Up for Higher Education](#), News Channel 6, January, 192023
- ["How do Universities Define Online Learning?"](#) Inside Higher Ed, September 13, 2022
- [Augusta University Announces Inaugural Associate Provost and Dean of New Online College](#), Jagwire, February 2, 2022

George Mason University, Fairfax, Virginia
Office of the Provost

January 2017–May 2022

Executive Director, Professional Education and Academic Ventures
Executive Director, Academic Innovation and New Ventures

(October 2019 – May 2022)
(January 2017–October 2019)

Oversight of **Mason Continuing and Professional Education (CPE) division** (15 FTEs serving 3,000 learners annually). Led academic innovation unit in the Provost's Office. Responsibilities include, online learning, micro-credential development, with an emphasis on the non-traditional professional learner, workforce development, and academic innovation. Led the President's regional upskilling initiative - the **Mason Talent Exchange**. Manages an internal consulting team of 4 project managers and business analysts (**Academic Ventures Team**) delivering strategic analysis, product incubation, and project management for new academic offerings. See *George* [profile](#) for details.

Achievements

- Led Mason Continuing and Professional Education Division to 17% YoY revenue and 9% YoY margin growth during the pandemic: turning around the 35-year old CPE unit with a multi-million-dollar deficit, in less than 2 years.
- Developed the nation's first [Cloud Computing Bachelor Degree](#) with Amazon (AWS). Received the **Partnership of the Year Award (2019)** – [Education Dive](#).
- Implemented George Mason's partnership with Wiley Educational Services (WES), launching 20 online graduate programs in 3 years, generating 1,600 new enrollments, (@\$60M). Mason [Ranked #7](#) Best Online Colleges for ROI, Masters Degrees.
- Created nation's first regional [Digital Technology Skills Credential](#); Mason's representative to the Greater Washington Partnership, University Leadership Council (ULC).
- Established the [Micro-credentials at Mason](#) program, a comprehensive university approach for digital credentialing and skills transparency.

- Launched the Online Virginia Network (OVN) serving the over 1 million Virginia “adult-learners.”
- Principle Investigator for a \$1M grant from Strada Education Network to develop the [Career Accelerator](#) – a [tool](#) to help students see the skills they acquire each step of the way from college-to-career.
- Chaired the Provost’s Task Force to develop Mason’s undergraduate online student (wrap-around) service support model to enable our new “Portfolio of Choice” approach to undergraduate education.
- Launched the **ADVANCE NOVA/Mason Partnership** – accelerated pathways from Community College to a 4-year college degree. Recognized by the Aspen Institute as a gold standard for pathways to social advancement.

Media

- Panelist – *Developing careers in the AWS cloud through statewide collaboration*, AWS Summit, Sept., 2021.
- Panelist – [Opportunities and Obstacles: Micro Credentialing in Higher Education](#), Modern Campus, Aug. 2021.
- Panelist – [The State of the Skills Gap: Connecting Education to Career Outcomes](#), WCET, May, 2021.
- Panelist – [Engaging a New Generation of Learners](#), The Chronicle of Higher Education, March 2021.
- Panelist – *Filling the Gap: Finding and Upskilling Talent Across Northern Virginia*, Fairfax County Economic Development Authority (FCEDA), February 2021.
- Panelist – *Strengthening Intuition and Employer Partnerships for the Betterment of Employees*, 2020, CAEL Virtual Conference, November 2020.
- Panelist – Expert Insights: [Predicting Higher Education’s New Normal](#), OmniUpdate, Spring 2020.
- [Continuing Education Schools as Agents of Change](#), ASU/GSV Summit, October 2020.
- Panelist – *Developing Competencies*, Pennsylvania Prepares: Employer Workforce Summit, Pennsylvania State System of Higher Education, Harrisburg, PA, November 2019.
- Moderator – *Partnerships for Workforce Skills Development*, P3.EDU, Arlington, VA, May 2019.
- Panelist – *Learning to Arbitrage the Skills Gap*, ASU/GSV Summit, San Diego, CA, April 2018.
- Moderator - Pathbreakers Speaker Series – a monthly telecast examining innovation in higher ed.

Gartner (IT: NYSE), Washington DC
formerly the Corporate Executive Board

July 2012–December 2016

Head of Global Product – CEB Strategy

Led global research for multiple lines of business serving F1000 clients focusing on the identification and dissemination of corporate best practice. Primary responsibility for the development thought leadership in the areas of corporate strategy and innovation. Trusted partner to senior strategy executives at: 3M, Analog Devices, Battelle, Cargill, Carmax, Cemex, Charles Schwab, Cisco, ConAgra, Diageo, DuPont, HP, IBM, GE, Kimberly Clark, Micron, P&G, Sun Microsystems (now Oracle) etc... P&L responsibility for the Strategy Executive Council (\$12M), the R&D Executive Council (\$9M), and the Investor Relations Council (\$7M). Received Gartner’s highest honor: the **CEB Force of Ideas Award** for corporate growth strategy research.

Selected Publications

- *Closing the Strategy-to-Execution Gap*
- *Planning Under Uncertainty: Tools for Resourcing the Changing Plan*
- *Aligning Metrics to Strategies: Tools for Executing Growth Strategy*
- *Building Support for Change: Translating Strategy into Action*

Georgetown University
McDonough School of Business, Strategy & Management

2013–2022

Visiting Professor

Design and teach experiential MBA courses in Management Consulting, Corporate Strategy and Social Entrepreneurship. Ranks in the top quartile of teaching faculty among 700 instructors, with average class scores of 4.76 / 5.00.

Courses include:

- Consulting Frameworks and Methods: Strategy Engagement Simulation
- The Strategy Stress Test: Corporate Futures Planning
Venturing for Business & Social Value

Booz Allen Hamilton, Washington DC (BAH: NYSE)
Strategy & Organization, Business of Government Market Area

2009–2012

Senior Associate, Strategy & Organization Capability Lead

Built and oversaw a \$20M book of business. Responsible for building client relationships and sales to support a team of 20 consultants. Developed and implemented strategic organizational assessments, organizational design and performance management products for the “business of government” market area. Developed and led Booz Allen’s ***Performance Management*** capability to define and measure public service (mission) outcomes.

Achievements

- Launched Booz Allen’s Center of Excellence (CoE) for Performance Management.
- Led the organizational structure design for the Consumer Finance Protection Bureau (CFPB) – the first new US government agency since the creation of the Department of Homeland Security.
- Supported a major re-write of the way the US government measures agency performance management (OMB).
- Received the ***Hermes Creative Award***: Platinum (2011) and Communicator Award (2011) for plan quality.

Corporate Executive Board, Washington DC

2000–2009

Founder, Division Finance Forum
Product Leader, Corporate Strategy Board

(2006–2009)

(2000–2006)

P&L and program responsibility for the operations and product development of two lines of business (\$3M and \$10M respectively). Received the CEB 2008 “Digital Impact” award for web-based service innovation.

Additional Credentials

Presidential Management Fellow, 1991–1993
PMP — Project Management Professional
Previously Held Top Secret Security Clearance