

# CHARLES “MAC” POWELL, MBA, PHD

## SUMMARY

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Innovative higher education leader with a passion for promoting equitable student outcomes through accreditation’s collaborative peer-driven quality improvement and assessment efforts.

## EDUCATION

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**Ph.D. Sociology**, University of Missouri, Columbia, MO. (2001)

*Dissertation: Ambivalence versus Aggression: The Application of the Death Penalty in California and Texas*

**M.A. Clinical Psychology**, Antioch University, Marina Del Rey, CA. (2001)

**M.A. Sociology**, University of Missouri, Columbia, MO. (1996)

**M.B.A. Marketing Emphasis**, National University, San Diego, CA. (2007)

*Awards: Magna Cum Laude*

**B.A. Sociology/Philosophy**, University of Missouri, Columbia, MO. (1994)

*Awards: Cum Laude*

## LEADERSHIP EXPERIENCE

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**Senior Vice President**

*Northwest Commission on Colleges and Universities*

2017-Present

Pacific Northwest

The Northwest Commission on Colleges and Universities (NWCCU) is one of seven, non-profit membership organizations recognized by the U.S. Department of Education as authorities on educational quality and institutional effectiveness of higher education institutions. The Commission oversees regional accreditation for 162 institutions in the seven-state Northwest region of Alaska, Idaho, Montana, Nevada, Oregon, Utah, and Washington.

- Facilitate the successful operations of the agency through institutional outreach, policy creation, and improved use of data & technology.
- Build fellowships, academies, and educational programs to build institutional capacity and engagement throughout the region.
- Develop partnerships and support the creation of shared services between regional accrediting agencies.

- Lead the development and deployment of the revised 2020 Standards of Accreditation.
- Support the efforts of the staff and Commission in its re-recognition by the United States Department of Education.
- Partner with foundations to support Commission initiatives around student achievement and institutional success.
- Lead organizational efforts around participation in grant activities related to the promotion of equity in student achievement.

**President**  
***Bastyr University***

2015-2017  
Seattle and San Diego

*Bastyr University is a nonprofit, private university offering graduate and undergraduate degrees with a multidisciplinary curriculum in integrative medicine. Recognized globally for its rigorous curriculum and strong research, Bastyr is a multi-campus University with clinics and educational facilities in Seattle and Southern California. Its budget of nearly \$60 million and patient contacts of over 60,000 per year make it a national leader in integrative medicine.*

- Supported a record 99% percent student retention level between fall to spring terms by innovating in admissions activities and student services.
- Expanded partnerships with hospitals and clinics to enhance research, internships, residencies, and career opportunities for students leading to increased student outcomes and alumni satisfaction.
- Achieved historic levels of fundraising by building renewed energy in the development program and through personal engagement with prospective donors and sponsors.
- Worked in partnership with staff and faculty to enhance marketing efforts, public relations efforts, and social media presence.
- Supported a culture and team that achieved record student enrollments in Fall 2016 and Summer 2017.
- Fostered partnerships with integrative medical schools to achieve joint marketing, career preparedness, and legislative efforts.
- Aligned institutional resources to achieve significant clinical growth, achieving 10,000 new patient contacts in the San Diego Clinic in 2016 and 12,500 in 2017.

**National University System**  
**President**

**2003-2015**  
2013-2015

***John F. Kennedy University***

San Francisco Bay Area

*John F. Kennedy University, an affiliate of the National University System, is a multi-campus non-profit university with seven locations and three colleges, including undergraduate, graduate, and doctoral programs throughout the San Francisco Bay Area. The University is among the area's largest providers of graduate education and mental health services through its three clinics, located in Oakland, Concord, and the Silicon Valley. The University's mission is to transform lives and change the world.*

- Exceeded university financial goals and achieved historic financial performance through innovation and refocusing marketing and admissions efforts.
- Achieved cooperative renegotiation of faculty salaries tied to an increase in base compensation and quality benefits.
- Obtained federal recognition as a Hispanic Serving Institution for the University.
- Oversaw effort to obtain full re-accreditation of the university's Doctor of Psychology (PsyD) program from the American Psychological Association.
- Led significant increases in university fundraising and community outreach.
- Installed new enrollment management software and academic advising process to better serve students at all levels.
- Guided faculty and staff through development, approval and the successful launch of new online and onsite programs.

**President and CEO**

2010-2013

***WestMed College***

San Jose, CA

*WestMed College, an affiliate of the National University System, is a six campus non-profit allied health school serving nurses, paramedics, EMTs, sonographers, and medical assistants throughout California.*

- Successfully implemented the accreditation strategy for the expansion of campuses.
- Led the college's acquisition process as it expanded to a multi-campus allied health care system.
- Developed a customer service strategy that led to a 92% retention rate and a 30% improvement show rate for students.
- Assured compliance with federal, state, and academic accrediting body standards and regulations, while successfully implementing the college's achievement of Title IV funding.
- Managed key metrics of the institution, including student enrollment, retention, average quarterly starting student body, revenue, operating income, operating margin, new programs, program rollout, graduate and employment placement rate, graduate and employer satisfaction, and past due accounts.
- Provided leadership for the development and implementation of new academic programs and delivery models as well as continued improvement of current offerings.

**Executive Director**

2010-2012

***Center for Performance Psychology***

Carlsbad, CA

*The Center for Performance Psychology is an affiliate member of the National University System and helps to advance the public's knowledge of performance psychology in both athletics and organizations by hosting conferences, workshops, speaker series and certificate courses.*

- Directed the creation and operation of the Center for Performance Psychology, which utilizes the latest technology and research in sports and psychology to assist athletes in

achieving their performance goals and to help coaches improve their team building and communication skills.

## ACADEMIC AND TEACHING EXPERIENCE

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**Associate Professor & Program Lead** 2005-2009  
*National University* Los Angeles, CA

- Oversaw the education and ongoing training and development of over 400 Master of Arts in Counseling Psychology students on eight university campuses in California and Nevada.
- Supervised assessment efforts, post-graduate licensing initiatives, and new program development. Taught eight graduate level courses annually and managed the enrollments at the Los Angeles and Sherman Oaks campuses for the university.
- Conducted research and engaged in university service and initiatives.
- Participated in shared governance as a member of the Faculty Senate as well as college and university-level committees.

**Instructor** 2003-2005  
*National University* Los Angeles, CA

- Instructed undergraduate and graduate level courses in psychology and human behavior.
- Courses taught included Psychopathology, Assessment and Treatment Planning, Clinical Training, Adult Development, Chemical Dependency, Group Therapy, and Introductory Techniques in Marriage and Family Therapy.

**Adjunct Faculty** 2003-2005  
*Antioch University* Culver City, CA

- Instructed graduate-level courses, including Couples Counseling, Chemical Dependency, Research Methods and Professional Writing, and Treatment of Families.

**Adjunct Faculty** 2004-2005  
*California State University-Dominguez Hills* Carson, CA

- Instructed graduate level courses, including research methods, statistics, critical understanding of the research process and research design.

**Teaching Assistant** 1995-1997  
*University of Missouri* Columbia, MO

- Served as a teaching assistant in an undergraduate courses on deviance and social control and the sociology of sports.
- Worked one-on-one with students, evaluated student performance, and served as an adjunct member of the university writing program.
- Prepared lecture material and examinations, and instructed course material related to athletic performance and the socio-cultural development of sport.

## CLINICAL EXPERIENCE

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**Social Worker Supervisor** 2003-2005  
*Fred Jefferson Memorial Foster Agency* Compton, CA

- Supervised the daily operations of a foster agency with more than 150 foster parents and 250 foster children throughout South Central Los Angeles.
- Managed the casework of 10 Master's-level social workers working with at-risk foster children.
- Completed weekly supervision with social workers, weekly therapy sessions with foster children and foster parents, in-service trainings for agency staff, and maintained personnel files.
- Maintained contact with the Department of Family Services and Community Care Licensing and led the supervision of the Agency's adherence to Title 22.

**Child and Family Therapist** 2002-2003  
*Bridgeway Counseling Services* St. Charles, MO

- Served as the primary mental health clinician in a residential treatment facility for female substance abusers and their families.
- Services included family therapy with residential and outpatient clients and their families, in-service trainings with staff members, managing weekly staff meetings, and directing clinical services on psychotherapeutic issues.

**Agency Social Worker** 2001-2002  
*Fred Jefferson Memorial Foster Agency* Compton, CA

- Managed a caseload of at-risk foster children in South Central Los Angeles.
- Services included weekly therapy sessions with foster children and foster parents, case management with the Department of Family Services, in-service trainings for agency staff, and crisis management in a school for SED students.

**Marriage and Family Therapy Trainee** 2000  
*Los Angeles Gay and Lesbian Center* Los Angeles, CA

- Conducted outpatient psychotherapy with LGBTQ adults and couples.
- Services included psychological assessment, consultations with staff psychiatrist, staff meetings, and psychotherapy working within a brief treatment model and focused on issues such as HIV, gay/lesbian identity, domestic violence, and chemical dependency.

**Marriage and Family Therapy Trainee** 2000  
*Julia Ann Singer Center* Los Angeles, CA

- Provided outpatient group psychotherapy to children and adolescents at-risk from the exposure to previous domestic violence within the home.

- Services included psychological assessment, staff meetings, case management, and psychotherapy using a psychodynamic model. Eligible families had experienced or were at risk for extreme physical or sexual abuse.

**Research Associate**

2000-2002

*Cedars Sinai: Center for the Study of Children in Groups*

Los Angeles, CA

- Provided supervision in a teen-to-teen crisis hotline for teens and adolescents in Los Angeles County. Typical interventions with callers included suicidality, homicidality, parent-child relationships, HIV, pregnancy, identity, self-mutilation, child abuse, and reporting.

**PROFESSIONAL AFFILIATIONS**

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Past Commissioner, Western Association of Schools and Colleges  
 Past Chair, ACE Commission on Education Attainment and Innovation  
 Past Chair, Council of Applied Master’s Programs in Psychology  
 Past Editor-In-Chief, Journal of Performance Psychology  
 Licensed Marriage and Family Therapist, California Board of Behavioral Sciences  
 Subject Matter Expert, California Board of Behavioral Sciences  
 Master Professional, Professional Golfers Association of America  
 Former Non-Profit Board Member, Pacific Northwest Ballet  
 Volunteer, Point Foundation  
 Advisory Board Member, National Student Clearinghouse  
 California Association of Marriage and Family Therapists  
 Western Association of Schools and Colleges Assessment Leadership Academy  
 YPO - Young Presidents Organization

**SELECTED PRESENTATIONS**

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“Using Accreditation and Quality Assurance Initiatives to Drive Institutional Transformation around Equity.” (2020). Achieving the Dream Annual Conference.

“Using Data to Define Mission Fulfillment.” (2019). Association of Community College Trustees Annual Conference.

“Ask the Accreditor: NWCCU and Competency-Based Education.” (2019). CBExchange 2019 Annual Conference.

Institute for Higher Education Policy – Association for Institutional Research 2019 Policy Summit Panelist. (2019).

“Conversation with Accreditors.” (2018). Association for the Assessment of Learning in Higher Education 2018 Conference.

“Accreditation 101.” (2018). American Academic Leadership Institute’s Becoming a Provost Academy.

“Buy-In at the Top: Bringing Together Leadership and Constituents to Support The Cycle of Assessment.” (2018). The Assessment Institute.

“Higher Education Accreditation: Trends and Institutional Impacts.” (2018). The Western Association of Colleges and Universities Annual Conference.

“Current Challenges in Higher Education: Economics, Politics, Innovation, and the Academy.” (2014). Registry for College and University Presidents Annual Seminar.

“A University President’s Perspective on Online Education.” (2014). Association for Applied Sport Psychology Annual Conference.

“How Much is Too Much? Tuition and Expenses in Higher Education.” (2014). WASC Academic Resource Conference

“Current Legislative and Accreditation Issues in Master’s Level Education.” (2013). Council of Graduate Departments in Psychology.

“Regional and National Accreditation: How the Past Will Inform the Future of Assessment and Accreditation.” (2012). WASC Academic Resource Conference.

“Performance Psychology: Applications and Research.” (2012). National Association of Master’s Psychology Students/Council of Applied Master’s Programs in Psychology National Conference.

“Performance Psychology.” (2010). Center for Performance Psychology Conference.

“Applying Sport Psychology Principles to Instruction.” (2010). Professional Golfer’s Association of America Annual Merchandising Conference.

“Keynote Address: The Future of Education in the Profession.” (2009). Professional Golf Association of Asia Annual Conference.

“Enculturation and the Changing Values of Asian American Males: Family Support, Collectivism, and Individual Identity.” (2008). Asian Psychological Association’s 2nd Convention.

“Massive Exposure to Pornography: Rethinking Prior Research.” (2007). New Zealand Psychological Association Annual Conference.

“Does Psychotherapy Work? What Outcome Studies Tell Us about the Practice of Therapy.” (2007). Hawaii Conference on Social Sciences.

“Ambivalence versus Aggression: The Application of the Death Penalty in California and Texas.” (2006). Hawaii Conference on Social Sciences.

## **SELECTED PUBLICATIONS & PAPERS**

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### **Books**

*Handbook of Marriage and Family Therapy.* (2009). Pearson. ISBN: 0558440614.

*The Ball is the Enemy.* (2008). National University Press. ISBN: 0975521217.

*Inner Game: Breaking Golf's Unbreakable Barriers.* (2004). Dark Bird Press. ISBN: 0975521209.

### **Book Chapters**

Going Online: Pitfalls and Best Practices in Distance Education. In *Strategies for University Management, Volume One.* (2016). Business Expert Press. ISBN: 9781631572265.

Fundraising in Higher Education: Aligning Mission, Development Staff and Donors. In *Strategies for University Management, Volume Two.* Business Expert Press. ISBN: 9781631574030.

### **Academic Articles**

Regional and National Accreditation: How History Will Continue to Shape Compliance and Assessment In Higher Education. (2013). *Journal of Assessment and Institutional Effectiveness.*

Speed Training for Peak Performance in Soccer, with Jin Wang. (2013). *Journal of Applied Research in Coaching and Athletics.* Accepted Pending Publication.

Ambivalence versus Aggression: The Application of the Death Penalty in California and Texas. (2008). *Journal of Criminology and Criminal Justice Research & Education.* Vol 2, Issue 1.

A Review of: “Cooper, M., O'Hara, M., Schmid, P. F., & Wyatt, G. (2007). *The Handbook of Person-Centered Psychotherapy and Counseling.* Palgrave Macmillan.

Proficiency and Performance. How Habits Make or Break Us. (February, 2007). *iThrive Magazine.*