

Martha Johnson

Professional Experience

Learning Abroad Center (LAC), Office of International Programs

University of Minnesota-Twin Cities, Minneapolis, MN

Interim Director

6/08 to present

- Provide leadership and oversight to the largest university education abroad office in the US including all duties, functions, and staff of the Learning Abroad Center (LAC), an internationally recognized leader in education abroad
- Develop strategic planning including program development, organizational development, and interface with university internationalization efforts
- Oversee management of budget exceeding \$14,000,000
- Manage 38 professional staff members and directly supervise ten program and area directors
- Act as president of French non-profit association and supervise staff in Montpellier, France
- Liaise with the units and leadership of the Office of International Programs
- Develop and implement all education abroad policies for the University of Minnesota
- Manage all contracts, negotiations, and relationships with institutions, program affiliates, and on-site organizations
- Represent the LAC and OIP in on-campus, national, and international forums including the Council of Undergraduate Education, International Programs Committee, University Risk and Liability Committee, NAFSA, Forum on Education Abroad, NASALGC, and EAIE

Senior Associate Director

12/06 to 6/08

- Acted in a central oversight capacity for the management and administration of all education abroad programs, curriculum integration efforts, and marketing and communications for Learning Abroad Center
- Performed all functions of director in director's absence including 3 months as acting director
- Oversaw systems and incidents related to crisis management, risk, and liability
- Oversaw budgets related to program management, marketing, and curriculum integration and supervised director of finance
- Supervised 8 staff directly and responsible for a total of 28 staff in program management, marketing and communications, and curriculum integration
- Maintained consistent communications with partner organizations, campus offices, and institutions regarding financial agreements, scholarships, academics, student support, and curriculum integration initiatives
- Represented the Center and University in professional associations and on a variety of academic and program advisory boards

Associate Director, Programming

5/05 to 12/06

- Acted in a central oversight capacity for the management, administration, and development of education abroad programs for the University of Minnesota Learning Abroad Center
- Developed and piloted LAC program review process and individual review efforts including site selection, team oversight, report development, dissemination, and follow-up
- Developed, piloted, and oversaw new annual report process for LAC sponsored programs
- Proposed and oversaw implementation of reclassification of program associates to associate program directors
- Chaired and oversaw needs analysis working group and projects related to program development
- Managed the administration of a portfolio of LAC sponsored and cosponsored study abroad

programs

- Supervised 3 professional staff in program responsibilities and coordinated program staffing and duties
- Acted as collegiate lead to the Institute of Technology and Career Development Network as part of ongoing curriculum integration activities
- Represented the Center and University in professional associations and on a variety of academic and program advisory boards

Program Director

7/03 to 5/05

- Managed the administration of a portfolio of LAC sponsored and cosponsored study, work, internship, and volunteer abroad programs
- Negotiated co-sponsored fee re-structure with partners generating more than \$200,000 in additional annual revenue
- Established program development group and created new process for intentional development of programs and related strategic needs assessments and project research
- Developed and piloted innovative orientation for parents/family members of participants
- Supervised a variety of staff in program responsibilities
- Maintained consistent communications with partner organizations and institutions regarding financial agreements, scholarships, academics, student support, and curriculum integration initiatives
- Acted as curriculum integration collegiate lead to the Institute of Technology and the Career Development Network

International Service and Travel Center (ISTC), Office of International Programs

University of Minnesota-Twin Cities, Minneapolis, MN

Director

2/01 to 6/03

- Initiated and orchestrated the Center's successful merger with the Global Campus • Study Abroad resulting in the creation of the Learning Abroad Center
- Responsible for all duties associated with management of the International Service and Travel Center, an information and resource center for students, staff, and faculty of the University of Minnesota traveling abroad
- Supervised and developed University of Minnesota advising system and programming related to work, volunteer/service, internship, graduate programs, and travel abroad, including annual International Opportunities Fair averaging 800 attendees
- Oversaw content and development of nationally recognized Web site averaging 3 million visitors annually
- Managed 3 professional staff members and 7 peer advisors
- Responsible for strategic planning, program development, and program evaluation for the Center
- Developed and launched an innovative internship program designed for graduate and professional students

AustraLearn: North American Center for Australian Universities

Denver, CO (maintained home office)

Manager, Institutional Relations

5/98 to 2/00

- Managed all university relations, initiatives, marketing, communications, and representative staff for a non-profit consortium of seventeen Australian and New Zealand universities resulting in a 30% annual growth in participation and generating 30 new affiliate partners
- Managed 80 institutional-member AustraLearn Affiliate Program, including organizing and hosting luncheons, receptions, and special events, and communications
- Instituted employee service training program, created materials, and conducted staff training specific to working with campuses and student advising
- Designed, coordinated, and lead annual two-week site visit for US faculty and staff to Australia

- Assisted in the development of new scholarship and revised orientation programs

Leeds Metropolitan University

Leeds, England

Coordinator of US Programs

7/94 to 8/97

- Designed and implemented the strategic plan to recruit and enroll US students for study at Leeds Metropolitan University
- Established several direct affiliations and institutional links with US universities
- Supervised the development of institutional literature specific to American students
- Represented Leeds Metropolitan University on US campuses, at travel fairs, and at conferences on international education

Trinity College/USIT

Dublin, Ireland

Program Associate

1992, 1994, 1995, 1996 (summers)

- Directly responsible for 60 to 80 participants of four separate summer studies programs
- Managed on-campus Summer School Office
- Organized and facilitated regular and special lectures, receptions, excursions, and activities
- Advised students on academics, student affairs, travel, and safety issues

Regent's College

London, England and Rockford, IL

Assistant Director of Admissions

5/91 to 5/92

- Recruited and admitted students to the Rockford College study program at Regent's College
- Represented Regent's College at study abroad fairs, conferences, and campus visits
- Designed and developed recruitment and marketing publications

Other Relevant Professional Education Experience

University of St Thomas, St Paul MN

Associate Director of Marketing

1/00 to 1/01

Northwestern Military and Naval Academy, Lake Geneva, IL

Assistant Director of Admissions

7/93 to 6/94

Education

Saint Mary's College, Winona, MN

1991

Bachelor of Arts in English Literature and Theatre

University of Dublin-Trinity College, Dublin, Ireland

1990

University of St. Thomas, St Paul, MN

2003

Master of Arts in Literature: specialization in travel and multicultural literature, drama, postcolonial and postmodern theory

Published Work

- *“Post-Reciprocity: Defending the Post Perspective,”* *Frontiers: The Journal on International Education*, fall 2009
- Contributing Author, CIEE Management Institute, *“Who is Playing Bach?: Managing Students in Crisis,”* 2007
- Contributing editor, *Cooperating with a University in the United States*, NAFSA publication, 2007 edition
- Co-author, *“Working Abroad”* chapter, *The NAFSA Guide to Education Abroad*, 2004 edition
- Contributing author, *“My Travels in the Career-Developing World,”* for *Impact of Education Abroad on Student Career Development*, sponsored by the American Institute for Foreign Study, 2005

Professional Awards and Leadership Positions

- *Recipient*, NAFSA Education Abroad Lily Von Klemperer Award 2006
- *Chair*, Forum Institutional Relations Sub-committee 2008
- *Education Abroad Representative*, NAFSA Ethics Task Force 2008
- *Mid-career Representative*, NAFSA International Education Leadership Knowledge Community 2005-2007
- *Chair*, NAFSA: SECUSSA National Marketing Practices Committee 2004-2008
- *Founding co-chair*, Education Abroad Mid-Career Professionals 2004-2006
- U of M Career Development Network Board 2004-2006

Presentations

Workshops

- *Presenter*, CIEE pre-conference, “Critical Theory and Study Abroad”
- *Chair and presenter*, CIEE pre-conference, “Worst Case Scenario: When Crisis Forces Policy into Practice”
- *Chair and presenter*, CIEE pre-conference, “Advising Beyond the Paradigm: Resources, Assessment, and Development Issues for Work, Internship, and Volunteer Programs Abroad”
- *Co-chair and presenter*, NAFSA national conference, “Marketing Study Abroad Programs Nationally”
- *Presenter*, NAFSA regional conferences, “Study Abroad 101”

Conference Sessions

- *Presenter*, CIEE, “Oh Friends, There Are No Friends: Friendship In Study Abroad”
- *Chair*, Forum, “Ethics and Approved Program Lists”
- *Presenter*, CIEE, “Staring at the Sea: A Conjectured View of Education Abroad In 2028”
- *Chair*, NAFSA national conference, “Walking the Walk: Who Funds Internationalization”
- *Guest Speaker*, IFSA Butler IB training, “Worst Case Scenario”
- *Presenter*, Forum, “The Standards at Home and Abroad: Ethics, Integrity, Mission, Policies, and Procedures, Organizational and Program”
- *Presenter*, CIEE, “Critical Theory and Study Abroad”
- *Presenter*, CIEE, “Facilitating Discussion Among Different Student Groups”
- *Presenter*, NAFSA national conference, “Are There Ethics for Marketing Practices?”
- *Chair and presenter*, University of Minnesota Curriculum Integration Conference, “Integrating Integration: Strategies for Collaborating and Communicating on Integrated Programs”
- *Presenter*, IFSA Butler National Advisory Council meeting 2003, “Study Abroad and On-campus Collaboration”

- *Chair and presenter*, NAFSA national conference, “Redefining Education Abroad: the Committee on Work, Internship, and Volunteer”
- *Chair and presenter*, CIEE and NAFSA bi-regional conference, “Giving Credit Where No Credit Is Due”
- *Presenter*, NAFSA national conference and regional conference, “Can We Talk?: Cooperation Between Program and Campus Based Professionals”
- *Co-chair and presenter*, NAFSA national conference, “How to Successfully Host a Study Abroad Fair”
- *Co-chair and presenter*, NAFSA regional conference, “The Backpackers Guide to Careers in Study Abroad,” selected as “Best of Region”
- *Presenter*, NAFSA national conference, “Benefits of Short-term Study Abroad”

Professional Committees

- Forum on Education Abroad Institutional Relations Committee 2008-present
- Forum on Education Abroad Standards Committee 2007-present
- Forum on Education Abroad Ethics Task Force 2007
- Forum on Education Abroad Data Committee 2003-2005
- NAFSA Education Abroad National Awards Committee 2006-present
- NAFSA: SECUSSA National Marketing Practices Committee 2002-2008
- NAFSA: SECUSSA Work, Intern, Volunteer Abroad Committee 2001-2006

Academic and Advisory Boards

- AustraLearn, Council of University Partners 2004-present
- Arcadia University, CEA, National Advisory Board 2003-2007
- Butler University, IFSA, National Advisory Council 2003-2006
- St Mary’s University of Minnesota National Alumni Board 2002-2005
- University YMCA Community Board 2001-2003

Other Activities and Training

- Peer reviewer, Forum on Education Abroad Peer Review pilot project
- Forum on Education Abroad trained QUIP peer reviewer
- International education consultant for American InterContinental University, Skidmore College, and St Cloud State University