
Brad L. Mortensen, PhD

Office: 1265 Village Drive, Dept. 4018
Ogden, UT 84408-4018
(801)626-6002
bmortensen@weber.edu

EDUCATION

| | |
|--|-----------------------------|
| University of Utah | Salt Lake City, Utah |
| Doctor of Philosophy, Educational Leadership and Policy | 2009 |
| Dissertation Study: <i>Emerging Governance in State-Level Higher Education: Competing Pressures and Models</i> | |
| Syracuse University | Syracuse, New York |
| Maxwell School of Citizenship and Public Affairs | |
| Master of Public Administration | 1997 |
| Emphasis in education policy and state and local financial management | |
| Utah State University | Logan, Utah |
| Bachelor of Arts in Political Science with a minor in Economics, <i>Summa Cum Laude</i> | 1995 |
| Emphasis in political theory and public policy | |
| Ricks College | Rexburg, Idaho |
| Associate of Arts and Science in Political Science | 1993 |

PROFESSIONAL EXPERIENCE

| | |
|--|--|
| Weber State University | Ogden, Utah |
| President | Starting January 2019 |
| Vice President for University Advancement | January 2007 to December 2018 |
| Assistant/Associate Vice President for Support and Government Relations | August 2004 to December 2006 |

Leadership Roles

- Leading the University Advancement Division for a multi-campus, regional university.
- Serving as WSU's *Legislative Liaison* with members of the Utah State Legislature and Executive Branch as the lead advocate for university initiatives and programs.
- Overseeing from start to finish the vision, architecture, and implementation of WSU's 125th anniversary campaign – *Dream 125: The Campaign for Weber State*.
- Integrating the strategic work and objectives of the Weber State University Alumni Association, consisting of over 140,000 alumni.
- Guiding the university's branding, marketing, public relations, and communication initiatives.
- Building relationships with community stakeholders and business leaders.

Significant Accomplishments

- Led the largest comprehensive campaign in WSU history, generating the following impacts:
 - Exceeded our \$125,000,000 campaign goal by over 31 percent, securing \$164,392,217 in cash and pledges to support strategic university and unit initiatives.

- Instituted strategic efforts to increase campus-wide and volunteer involvement in the campaign, which is manifest by the formation of advancement councils for each unit.
- Coordinated efforts with two university presidents, unit leaders, and development directors to secure 31 campaign gifts and pledges greater than \$1,000,000.
- Expanded the prospect pool at all giving levels, garnering support from 16,640 campaign donors, with just over half of those being first time donors.
- Advocated for numerous legislative initiatives to benefit WSU:
 - Worked collaboratively with the Utah System of Higher Education and Utah Legislature to receive operating budget support for high priority initiatives including the performance-based funding, nursing initiative, engineering initiative, strategic workforce initiatives, supply chain management, and faculty/staff compensation.
 - Strategized to gain legislative support for four new academic buildings over the last ten years, including a humanities building, a classroom building at WSU Davis, a new science building, and renovation of our social sciences building.
- Expanded engagement efforts to connect with university alumni:
 - Coordinated with volunteer leaders of the WSU Alumni Association to rework association by-laws and create a five-year strategic plan.
 - Expanded alumni engagement events along the Wasatch Front and in strategic locales across the nation through the formation of regional alumni networks.
 - Fostered the long-term financial viability of the alumni association through affinity partnerships and collaborative development efforts to solicit alumni support.
- Enhanced support of university brand recognition, awareness, and messaging platforms:
 - Supported development of television, outdoor, and electronic marketing campaigns.
 - Implemented standards for university branding and external communications.
 - Promoted the expansion of the university's social media presence, and an award-winning redesign of the university's web site.
- Broadened support for the university in the community.
 - Served in leadership roles with both the Ogden-Weber and Davis chambers of commerce and the United Way of Northern Utah Board of Directors.
 - Collaborated with leaders from six chambers of commerce and five counties to form the Northern Utah Chamber Coalition.
 - Led efforts to improve relationships with Ogden City, resulting in the 2015 Abernathy Award from the International Town-Gown Association for the outstanding university-city partnership in the U.S.
- Provided strategic leadership for complex university issues:
 - Organized WSU's 2005 Shepherd Union Building renovation revenue bond, resulting in Utah's first competitively bid higher education revenue bond in 30 years.
 - Led the internal investigation and subsequent review of student-athlete textbook funds, resolving a rules violation and mitigating the severity of NCAA penalties.
 - Established effective working relationships with NCAA staff through an exhaustive Academic Performance Program review and working as the lead advocate for the university to receive a waiver of proposed NCAA-imposed penalties.

Adjunct Faculty, Political Science

Spring 2015, Spring 2016

- Served as instructor of Political Science 1100, *American National Government*, an option for WSU's American Institutions General Education Core Requirement.
- Developed curriculum as a writing-intensive course with 11 writing assignments.

- Utilized an electronic text book, online resources, and the Canvas learning management system to teach a sustainable class that involved no paper.

| | |
|--|-----------------------------|
| Utah System of Higher Education | Salt Lake City, Utah |
|--|-----------------------------|

| | |
|--|--------------------------------|
| Assistant Commissioner for Finance and Facilities | May 2002 to August 2004 |
|--|--------------------------------|

| | |
|---|-----------------------------|
| Director of Business and Finance | May 2000 to May 2002 |
|---|-----------------------------|

- Supported the coordination and implementation of legislative funding requests for the Utah System of Higher Education's nine institutions.
- Worked with regents, institutional officials, legislators, legislative staff, and the governor's office to determine the financial impact of policy proposals.
- Prepared reports on financial and budgetary issues (e.g. tuition, tuition waivers, remedial education, ADA services, salary equity, health/retirement benefits, and faculty workload).
- In addition to other duties, functioned as chief financial officer for the newly organized Utah College of Applied Technology (UCAT), a system of nine technical college campuses.

| | |
|---|-----------------------------|
| National Center for Public Policy and Higher Education | San Jose, California |
|---|-----------------------------|

| | |
|------------------|-----------------------------------|
| Associate | September 2003 to May 2004 |
|------------------|-----------------------------------|

- Nominated and selected to participate in the National Center's Associates Program, a one-year appointment to advise the National Center on its agenda and policy research products.
- Attended three multi-day colloquia over the course of the year to engage with National Center staff and other scholars, leaders, and prospective leaders in the study and advocacy of effective higher education policy.

| | |
|--|-----------------------------|
| Utah Governor's Office of Planning and Budget | Salt Lake City, Utah |
|--|-----------------------------|

| | |
|--|------------------------------|
| Higher Education Policy Analyst | July 1998 to May 2000 |
|--|------------------------------|

- Prepared governor's budget recommendations for the Utah System of Higher Education and the Utah Education Network.
- Provided research and policy support for the governor and governor's deputy for education (e.g. New Century Scholarships, capital facilities funding, Western Governors University, and the engineering and computer science initiative.)
- Led the development of *BudgetUtah*, a computer-based budget simulator to educate the public and legislature about the complexities of the state budget.

| | |
|---|-------------------------|
| Arizona Joint Legislative Budget Committee | Phoenix, Arizona |
|---|-------------------------|

| | |
|-----------------------|-------------------------------|
| Fiscal Analyst | July 1997 to June 1998 |
|-----------------------|-------------------------------|

- Analyzed agency programs, budget requests, and fiscal impact of proposed legislation through written recommendations and public testimony for legislative consideration.
- Assisted the director in tracking the fiscal impact of all legislation throughout the legislative session and coordinating the collection of statewide data as assigned.

| | |
|----------------------|-----------------------|
| Ricks College | Rexburg, Idaho |
|----------------------|-----------------------|

| | |
|---|---------------------------------|
| Administrative Intern (full-time), Office of the President | August 1995 to June 1996 |
|---|---------------------------------|

- Authored reports concerning international student admissions, the status of gender equity in athletics, and compliance to the Americans with Disabilities Act.
- Planned and conducted five student leadership retreats involving over 80 students.

Weber State University

- Presidential Leadership Fellows, Mentor 2016 to present
- Digital Literacy Task Force 2016 to present
- Hemingway Investment and Faculty Grants Committees 2013 to present
- Hinckley Investment Committee 2013 to present
- Olene S. Walker Institute of Politics & Public Service Board of Directors 2012 to present
- President's Council 2007 to present
- Staff Advisory (and Professional Staff Advisory) Committee Liaison 2007 to present
- University Planning Council 2004 to present
- *Dream 125: The Campaign for Weber State* Steering Committee 2009 to 2016
- Provost Screening Committee, chair 2014 to 2015
- Enrollment Management - Executive Committee & Marketing Subcommittee 2007 to 2010
- NCAA Recertification Steering Committee 2007 to 2009
- University Scholarship Committee 2004 to 2007
- NCAA Compliance Committee, chair 2004 to 2007
- Emergency Preparedness Committee 2004 to 2007
- Event Coordination Committee, chair 2004 to 2006

Utah System of Higher Education

- Legislative Liaisons Committee 2004 to present
- Budget Officers System Subcommittee, chair 2000 to 2004
- Utah College of Applied Technology Finance Officers Committee, chair 2001 to 2004
- Utah Higher Education Personnel Affairs Committee 2000 to 2004
- Business Affairs Council 1998 to 2006
- Utah System of Higher Education Master Planning Task Forces 1998 to 2002

COMMUNITY SERVICE

- Northern Utah Economic Partnership 2018 to present
- Golden Spike Commission 2018 to present
- Utah Science Technology & Research Innovation Center Advisory Council 2018 to present
- Weber County Homeless Trust Fund Board 2017 to present
- Ogden-Weber Chamber of Commerce
 - Executive Board and Officers (chair 2017) 2016 to present
 - Legislative Affairs Committee (chair 2011-13) 2004 to present
- Davis Chamber of Commerce Legislative Affairs Committee (chair 2009-10) 2004 to present
- Ogden College Town Steering Committee, co-chair 2012 to present
- United Way of Northern Utah Board of Directors (chair 2015) 2011 to present
- Northern Utah Chamber Coalition Executive Committee 2011 to present
- Council for the Advancement and Support of Education 2007 to present
- Association for the Study of Higher Education (ASHE) 1999 to 2009, 2012 to present
- National Association for College and University Business Officers 2000 to 2006
- Society for College and University Planning (SCUP) 2000 to 2004
- National Association of State Budget Officers (NASBO) 1998 to 2000

PUBLICATIONS AND PRESENTATIONS

- Weber State University Higher Education Academy

- “Higher Education Governance” 2010 to present
- “Higher Education Finance” 2006 to 2009
- Western Interstate Commission for Higher Education. *Escalating Engagement: State Policies to Protect Access to Higher Education*. “Improving Higher Education Attainment in High-demand Disciplines: State-level Policy Developments in Utah and Washington” 2008
- Rocky Mountain Association for Institutional Research. “The Impact of Data on State Policymaking” 2006
- Utah Valley State College Budget Forum
 - “Pricing in the Utah System of Higher Education” 2003
 - “System-level Budgeting in Utah Higher Education” 2003
- University of Utah College of Education Poster Session. “Master Planning in Higher Education: A Beginning Qualitative Question” 2000
- National Association of State Budget Officers – Western Regional Meeting, Seattle, Washington. “Measuring Government Performance in Utah” 1999
- Utah Health Information and Management Systems Society, Deer Valley, Utah. “Technology and the Changing Environment of Higher Education” 1999
- Maxwell School of Citizenship and Public Affairs. *Maxwell Review*. “National Funding for Higher Education: An Analysis on Intergovernmental Theory” 1997
- Utah State University. Scholar’s Day (first place paper and presentation). “The Causes of Ethnicity: Two Differing Theories” 1995

HONORS AND AWARDS

- Utah Business Magazine – CXO of the Year Honoree 2018
- Ogden-Weber Chamber of Commerce – Chairperson of the Year 2014
- Western Interstate Cooperative for Higher Education Ford Policy Fellowship 2006 to 2008
- University of Utah graduate student fellowships (Morgan and Campbell) 2001-02, 2002-03
- ASHE Graduate Student Seminar 2001
- Utah State University Political Science Department Outstanding U.S. Politics Award 1995

PERSONAL INTERESTS

- Completed 15 marathons (Most recent – Ogden Marathon, May 19, 2018)
- Boy Scouts of America – Eagle Scout, adult leader
- Religious missionary – Pusan, Korea (1989-1991)
- Volunteer youth baseball, football, and basketball coach (more seasons than I can count)
- Piano playing and teaching
- Other outdoor activities – hiking, motor-boating, canoeing and paddle boarding, horseback riding, and golfing
- Supporting with my wife, Camille, our four children in dance, music, academics, and athletics