

LYNNETTE ZELEZNY, Ph.D., M.B.A.

EDUCATION

M.B.A., 2005, California State University, Fresno, Fresno CA.

Ph.D., 1998, Psychology, Claremont Graduate University, Claremont, CA

M.A., 1981, Psychology, Humboldt State University, Arcata, CA

B. A., 1979, Psychology, Humboldt State University, Arcata, CA

ADMINISTRATIVE APPOINTMENTS

Associate Provost (*January 2012-present*) California State University, Fresno

Serve on President's Cabinet. Assist Provost in all areas of Academic Affairs at regional comprehensive university with 24,000 students; 1,500 faculty; 8 colleges; 56 majors; \$131 million academic budget. Responsible for: academic technology; innovation; engagement and service learning; university accreditation, assessment, and program review. Also, serve in leadership roles to implement university strategic plan; information technology strategic plan; diversity faculty recruitment; faculty development; student success; enrollment management, policy development; shared governance; and collective bargaining compliance. Among accomplishments:

- Chair President's Tablet Initiative, fall 2014 launch.
- Co-chaired and implemented IT strategic plan; opened new high tech "Brilliant Classroom;" developed Massive Online Open-source Course (MOOC), a free, self-paced online writing tutorial, increased funding (by \$100,000) and opportunities for faculty development in course redesign and innovation grants.
- Supervise nationally acclaimed Richter Center for Engagement and Service Learning, which annually contributes over 1 million hours of service to the community, \$28.5 million economic impact.
- Launched WASC accreditation process (site visit 2015) as University Accreditation Liaison Officer.
- Supervise a five-year, \$3 million Title V Hispanic-serving institutional grant to improve Hispanic graduation rates; lead as co-PI a National Institute of Health (NIH) grant to develop competitive minority students for cancer research careers; lead as co-Director a \$4.5 million NIH biomedical grant to improve research infrastructure at a minority serving institution.
- Editor of "Innovations for Increasing Underrepresented Student Success" and published scholar on underrepresented student success.

Dean and Associate Vice President (*2011-2014*) Division of Continuing and Global Education

California State University, Fresno

Lead self-supported enterprise, which enrolled over 13,000 students. Managed 20 staff and an operating budget of over \$6 million. Responsible for online programs; innovation initiatives; Unitrack; Osher Lifelong Learning Institute; President's Internationalization Task Force; Study Abroad; Fulbright programs; American English Institute; international exchanges and MOUs; Veteran's Transitional Program; and Early Start. Among accomplishments:

- Developed and launched division strategic plan.
- Reorganized Continuing and Global Education operations and staffing to increase efficiency, productivity, and revenues.
- Increased transparency and accountability of operations.
- Renovated office, conference room, Study Abroad, and Passport center facilities (approximately 4000 square feet).
- Increased revenue (by \$5 million) invested back in the university.
- Developed and implemented Early Start for over 2,000 students needing remediation.
- Received CSU Extended Education Grant for "Veteran's Transitional Program."
- Founded Fresno State Passport Center, which generates revenue for study abroad operations.
- Received "Fulbright Top Producing Institution" recognition in 2012 and 2013.
- Implemented Lean processes for International Conditional Admission.
- Increased Osher Lifelong Learning programming, marketing, and participation.
- Increased Study Abroad participation among diverse students by 25%.
- Initiated CEA Accreditation for American English Institute.

Associate Dean (2008-2011)

Craig School of Business

California State University, Fresno

Chief operations officer for Craig School of Business: 3,000 students; 90 faculty; \$9 million budget, and \$10 million endowment. Responsible for college administration; HR and personnel; strategic planning; assessment; AACSB accreditation; faculty development; academic technology; student leadership; service learning; internship program; student orientation; advising services; ROTC; and honors program.

- Co-chaired successful AACSB accreditation.
- Supervised and coordinated college assessment of student learning outcomes.
- Reorganized academic technology to improve customer service.
- Designed and launched faculty development programs to improve scholarship and publication activity.
- Co-authored WASC-approved online MBA program.

Department Chair (2006-2008)
Department of Psychology
California State University, Fresno

Managed largest Fresno State department: 1,100 students; 42 faculty; \$1.6 million budget. Responsible for HR and personnel; strategic planning; budget; assessment; program review; curriculum development; student success; and faculty recruitment, hiring, development, retention, tenure and promotion.

- Launched department strategic plan.
- Recruited and hired six diverse tenure-track faculty.
- Developed endowed student scholarship.
- Launched department newsletter.
- Expanded emeriti relations.

FACULTY APPOINTMENTS

California State University, Fresno
Department of Psychology

Professor (2006 to present)

Associate Professor (2002-2006)

Assistant Professor (1998-2002)

Lecturer (1988-1998)

Courses Taught:

Statistics

Experimental Research Methods – Undergraduate and Graduate

Environmental Psychology

Social Psychology

Applied Social Psychology – Graduate

Social Psychology and Culture – Smittcamp Honors College

Child Psychology and Adolescent Psychology

Introduction to Psychology

University of Stockholm, Sweden
Psykologiska Institutionen

Visiting Lecturer (Fall 2001)

Courses Taught:

Organizational Psychology

Social Psychology

HIGHER EDUCATION LEADERSHIP

- American Association of State Colleges and Universities (AASCU), “Becoming a Provost” program, 2012-2013.
- Fulbright International Education Administrator Grant, Germany, 2012.
- American Council on Education (ACE), Fellow at Towson University, Maryland, 2009-2010. Presidential Mentor: Robert Caret.
- Management Development Program, Harvard University, 2007.
- Executive Leadership Certificate, Wharton School of Business, 2005.

EXTERNAL GRANTS

Title V Grant, 2010-2015, Co-Principal Investigator, \$3.18 million.

National Institute of Health (NIH) Cancer Grant, 2011-2014, Co-Principal Investigator, \$784,296.

California State University, Extended Education Grant, “Veteran’s Transitional Education” program, 2012-2013, Co-Principal Investigator, \$50,000 seed grant, total contract value of \$102,407.

National Institute of Health, 2006-2012, Research Infrastructure for Minority Institutions, Co-Director and Senior Behavioral Researcher, \$4.5 million.

National Institute of Mental Health, 2001-2005, Program Coordinator, Minority Career Opportunities in Research Education and Training Honors Undergraduate Research Training Grant, \$400,000.

Social Norms Institute, 2002-2005 Research Coordinator, *Social Norms Intervention to Reduce Alcohol Use Among College Students*, \$100,000.

CSU Forgivable Loan, Doctoral Incentive Program, 2001-2005, \$40,000.

INTERNAL GRANTS

Health and Human Services, Interdisciplinary Grant on Childhood Obesity, California State University Fresno, 2005.

Dean's Performance Award, College of Science and Mathematics, California State University Fresno, 1996-2005.

Affirmative Action Faculty Development Award, California State University, Fresno, 2001-02. *Project: Effectiveness of character education to improve student behavior: A meta-analysis.*

Scholarly and Creative Activities Award, College of Science and Mathematics, California State University, Fresno, 2001-02. *Project: Long-term impact of severe mental illness among Mexican-Americans on families and communities*
Research, Scholarship, and Creative Activity Award, College of Natural Sciences, California State University, Fresno, 2000-01, *Project: Linking minority mental health research to practice and policy.*

Affirmative Action Grant, California State University, Fresno, 1999-00. *Project: Improving the utilization of mental health services for Mexican-Americans.*

Minigrant Award, School of Natural Sciences, California State University, Fresno, 1999-00, *Project: Socialization of women to care for the environment.*

Creative Scholarship Award, School of Natural Sciences, California State University, Fresno, 1999-00. *Project: Barriers in the utilization of mental health services among Latinos.*

Research, Scholarship, and Creative Activity Award, School of Natural Sciences, California State University, Fresno, 1999-00. *Project: Environmental education clearing house.*

Innovative Technology Grant, Center for Enhancement, Teaching, and Learning, California State University, Fresno, 1999-00. *Project: Innovating environmental psychology using service learning.*

PUBLICATIONS

Sanchez, R.J., Zelezny, L., & Junn, E. (2013). Promising practices for increasing underrepresented students' retention and graduation. Metropolitan Universities, 24, (2), 5-8.

Moore, S.D., Statham, R.D., & Zelezny, L. (2013). Extended education's role: Facilitating higher education to historically underrepresented groups. Metropolitan Universities, 24, (2), 9-20.

Moore, S.D., Sanchez, R.J., Inoue, A.B., Statham, R.D., Zelezny, L., & Covino, W. A. (2013). Leveraging technology to alleviate student bottlenecks: The Self-Paced Online Tutorial – Writing (SPOT). Journal of Continuing Higher Education, (in-press).

Zelezny, L. (June, 2013). Global collaborations of a social psychologist. Collaborate, Psychology International @apa.org.

- Welty, J. & Zelezny, L. (2011). Aligning the metropolitan university with business, government, and the non-profit sectors. Metropolitan Universities, 21, 5-9.
- Zelezny, L. (2005). Methods in Action 8th edition. Pacific Grove, CA: Wadsworth.
- Schultz, P. W. & Zelezny, L. (2003). Reframing environmental messages to be congruent with American values. Human Ecology Review, 10, 126-136.
- Aguilar-Gaxiola, S. A., Zelezny, L., Garcia, B., Edmondson, C., Alejo-Garcia, C., & Vega, W. (2002). Translating research into action: Reducing disparities in mental health care for Mexican-Americans. Psychiatric Services, 53, 1563-1568.
- Zelezny, L. (2001). Educational interventions that improve environmental behaviors: A meta-analysis. In H. Hungerford (Ed.), Essential Readings in Environmental Education (pp. 235-246). Champaign, Illinois: Stipes Publishing L.L.C.
- Zelezny, L. (2000). Methods in Action 7th edition. Pacific Grove, CA: Brooks/ Cole.
- Zelezny, L. C., Chua, P., & Aldrich, C. (2000). Elaborating on gender differences in environmentalism. Journal of Social Issues, 56, 443-457.
- Zelezny, L. C., & Schultz, P. W. (2000). Promoting environmentalism. Journal of Social Issues, 56, 365-371.
- Schultz, P. W., Zelezny, L.C., & Dalrymple, N. J. (2000). A multinational perspective on the relationship between Judeo-Christian religious beliefs and attitudes on environmental concern. Environment and Behavior, 32, 576-591.
- Zelezny, L. (1999). Effectiveness of environmental interventions to improve proenvironmental behavior: A meta-analysis. Journal of Environmental Education, 32, 5-14.
- Schultz, W., & Zelezny, L. (1999). Values as predictors of environmental attitudes: Evidence for consistency across 14-countries. Journal of Environmental Psychology, 19, 255-265.
- Schultz, W., & Zelezny, L. (1998). Values and proenvironmental behavior: A five-country survey. Journal of Cross Cultural Psychology, 29, 540-558.
- Oskamp, S. Burkhardt, R., Schultz, W., Hurin, S., Zelezny, L., & O'Neil, E. (1998) Predicting household recycling behavior. The Journal of Environmental Education, 27, 1-6.
- Oskamp, S., Zelezny, L., Schultz, W., Hurin, S., Burkhardt, R, O'Neil, E., & Linden, L. (1996). Commingled versus source-separated curbside recycling and long-term participation. Environment and Behavior, 28, 73-91.

EDITED PROJECTS

Zelezny, L., Sanchez, R.J., & Junn, E. (Eds.) (2013). Innovations for Increasing Underrepresented Student Success. Metropolitan Universities, 24, (2).

Welty, J., & Zelezny, L. (Eds.) (2011). Aligning The Metropolitan Universities with Other Sectors. Metropolitan Universities, 21, (3).

Rodrigues, A., Levine, R., & Zelezny, L. (Eds.) (2007). Career Journeys in Social Psychology. Erlbaum.

Zelezny, L. C., & Schultz, P.W. (Eds.) (2000). Promoting Environmentalism. Journal of Social Issues, 56, (3).

CHAired RESEARCH SYMPOSIUMS AND INVITED PRESENTATIONS

Facilitator on “Diversity and Globalization,” Trilateral Conference, Seoul, Korea, October, 2013.

Speaker on “Culture and Competition,” Trilateral Conference, Beijing, China, April 2007.

Co-presenter "Linking mental health research to practice and policy to reduce ethnic disparities: A model of translation action research," at a special meeting on *Reducing Ethnic Disparities in Health Care* sponsored by the National Institute of Mental Health at the University of California, Los Angeles, Los Angeles, CA, May 2000.

Chaired “Environmentalism in the 21st Century” at the meeting of the *Society for the Psychological Study of Social Issues* at the University of Michigan, Ann Arbor, MI, June 1998.

Invited Presentation "Applied Action Research: Integrating Theory, Action and Social Concern in Undergraduate Teaching" for the *Council on Teaching Undergraduate Psychology* at the meeting of the Western Psychological Association. Seattle, WA, April 1997.

UNIVERSITY SERVICE

President's Cabinet, 2012-present.
Presidential appointment: Chair of President's Tablet Initiative, 2013- present.
Presidential appointment: Chair of President's International Task Force, 2011-present.
Senior International Officer, 2011-present.
Accreditation Liaison Officer, ALO, WASC, 2012-present.
Senior Academic Technology Officer, 2012-present.
Senior Technology Leadership Team (STLT), 2012-present.
Provost's Leadership Team (PLT), 2008-present.
Provost's Administrative Leadership Team (PALS), 2011-present.
Student Success Task Force, 2012-present.
Graduation and Retention Task Force, 2012-present.
Student Fee Committee, 2012-present.
Co-chair, Women's Campus Connection, 2012-present.
President, Phi Kappa Phi Honor Society, 2008-2010.
Presidential Appointment, Committee on Integrated Marketing, 2009-2011.
Presidential Appointment, Committee on Alcohol Awareness, 2005-present.
Chair, Council of Chairs, 2006-2008.
NCAA, Gender Equity Subcommittee, 2006-2008.
Institutional Review Board, 2003-2007.
Program Coordinator-National Institute of Mental Health Career Opportunities in Research Honors Program, 2001-2005.
University Research Awards Committee, 1999-2002.
Interim Chair, University Research Awards Committee, 2000-2001.
Psychology Human Subjects Committee 1996-2006.
Director, Psychology Honors Program, 1998-2000.
Advisory Board, Fresno State McNair Program, 1999-present.
Chair, College of Science and Mathematics Research Committee, 1999-2000.
University Writing Competence Subcommittee, 1995-2005.
Environmental Science Joint Degree Program, Fresno State and UC, Riverside, 1998-2000.
Joint Psychology/ MBA Program, 1998-present.
Interim Undergraduate Psychology Advisor, spring 1998.
Chair Graduate Thesis Committees, 1998-present.
Director, Applied Social Research Team, 1995-2006.
Faculty Mentor for California Pre-doctoral Fellowship, 1999-2000.
Faculty Mentor for Psychology Honors program (1995-96, 1996-97, 1997-98, 1998-99, 1999-00, 2000-01, 2001-02).
Faculty Mentor for McNair Scholarship Program (1996-97, 1998-99, 1999-00, 2000-01, 2001-02, 2003-04).
Advisor to the Psi Chi Psychology Honor Society, 1998-2000.

AWARDS

Top Ten Professional Women, Fresno, 2011.
American Council of Education (ACE), Fellows Program, 2009-10,
Carnegie U.S. Professor of the Year Nominee, 2005.
Outstanding Teaching in Science and Mathematics, Awarded by Fresno State, 2002.
Professor of the Year, Awarded by Fresno State Psi Chi/PSU Honor Society, 2001.
Outstanding Faculty Publication in Psychology, Awarded by Fresno State, 2001.
Mentor of the Year, Awarded by the McNair Program at Fresno State, 1999.
Lecturer of the Year, Awarded by Fresno State Psi Chi Psychology Honor Society, 1995.
Lecturer of the Year, Awarded by Fresno State Psi Chi Psychology Honor Society, 1994.
Lecturer of the Year, Awarded by Fresno State Psi Chi Psychology Honor Society, 1993.

PROFESSIONAL ASSOCIATIONS

American Council of Education Fellows
American Psychological Association
Sigma Xi
Beta Gamma Sigma Business Honors Society
Honor Society of Phi Kappa Phi

BOARDS

Fresno State Auxiliary Foundation Board, 2012- present.
University Study Abroad Consortium, USAC, 2011-present.
United Way Fresno, Board Member and Subcommittee Chair, 2007-present.
Rotary International, Fresno District Officer for Ambassadorial Scholars, 2007-present.
Fresno Convention and Visitor's Bureau, Board Member and Education Chair, 2011-present.
Leadership Fresno, Steering Committee, 2008-2010.