

# James Michael Bass

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1207 N. Chestnut Street, Lumberton, NC 28358  
Phone: (910) 258-2410 jamesbass1971@gmail.com

## PROFILE

Highly effective professional with more than 25 years of experience in education, administration, public relations, and arts presentation. Possesses a diverse cross-disciplinary skill set and a strong ability to work with internal and external organizations.

## EDUCATION

### **Strayer University Online**

*Executive Certificate, Jack Welch Management Institute, Leadership Certification*

**2015**

Completed six-week, intensive online certificate program created by former GE CEO Jack Welch. The program is designed to teach professionals in leadership positions how to hire, coach, and motivate teams. In addition to the online program, practical on-the-job engagement was coupled with interactive webinars with Jack Welch and other corporate leaders.

### **Fayetteville State University, Fayetteville, NC**

*Doctor of Education, Educational Leadership*

**2013**

Completed coursework in curriculum and instruction, college teaching for adult learners, multicultural diversity, principles of leadership, organizational theory, and educational research. Program included clinical public policy learning experiences in Washington D.C. and a one-year internship in the Academic Affairs Division at UNC Pembroke. Research conducted during the program yielded publication opportunities in multicultural diversity. Dissertation research focused on American Indian college transfer persistence and was chosen as Dissertation of the Year by faculty in the Educational Leadership Department.

### **The University of North Carolina at Pembroke, Pembroke, NC**

*Master of Arts in English Education*

**2003**

Completed coursework with emphasis on the teaching of reading and writing, literature and film, with special projects in literature, literacy, communication, multiculturalism, movies and pop culture. Research topics included media literacy, communication, and public speech apprehension. The program included a study abroad experience in Paris, France.

### **Pembroke State University, Pembroke, NC**

**1994**

*Bachelor of Arts in Arts Administration*

Completed courses in communication, theatre arts, public relations, newswriting and performing arts management. Worked as technical assistant for national touring productions, including Glenn Miller Orchestra and Larry Gatlin, acted in local stage productions, and worked three summers for *Strike At The Wind!* outdoor drama. Completed required courses for a double major in Public Relations and wrote articles for campus newspaper and publications.

## **PROFESSIONAL EXPERIENCE**

### **Executive Director, Givens Performing Arts Center, UNC Pembroke,**

**November 2016 - present**

- Responsible for the management and operations of 1,600-seat university performing arts venue. Manages up to 40 full and part-time staff and oversees budget of more than \$500,000 annually. Coordinates a multi-disciplinary season of arts, cultural and entertainment attractions.
- Within two years, increased overall attendance by 23 percent, including subscribers and new patrons.
- Created annual artist-in-residence program bringing performers from New York and Los Angeles to UNCP to stage a production as part of the annual season.
- Provide cultural awareness and educational opportunities for university and surrounding community.
- Responsible for annual budget of more than \$500,000.
- Responsible for the supervision of six full-time staff and dozens of part-time employees.
- Served as faculty advisor for Phi Mu Alpha Sinfonia Music Fraternity
- Produced video during 2020 pandemic and won a NYX 2020 Gold Award and Telly Bronze Award for video production.

### **Director, Student Success, Robeson Community College, Lumberton, NC**

**August 2010 – October 2016**

- Coordinated tutorial services and writing center; planned and assessed tutoring and academic assistance programs and services.
- Staffed and trained tutors, created policies, implemented schedules, and created workshops.
- Advised Student Government Association, implemented mascot search contest, coordinated events, including contract negotiations and planning.
- Coordinated development and delivery of College Student Success (ACA 111) and College Transfer Success (ACA 122) courses, including annual review, course text revision, and instructor certification. Contributed to the statewide-used textbook for college transfer courses.
- Planned and taught writing and literature courses and implemented (DRE) Developmental Reading and English courses.
- Advised 20 students each semester and registered twice as many for courses.
- Served on college committees, including QEP Communications Committee, Retention Committee and Student Affairs Committee. Also served on Completion by Design Committee and ACA course redevelopment task force.
- Served as Secretary for the Robeson Community College Faculty Association. Also served as member of N.C. Tutoring and Learning Association, and N.C. Association of Developmental Educators.

### **Director of Alumni Relations, UNC Pembroke, Pembroke, NC**

**January 2005- August 2010**

- Administered alumni affairs programs, coordinated annual fund campaign, started student organizations and alumni recognition programs, graduation events, and alumni social networks.
- Served as Executive Director of the UNC Pembroke Alumni Association with more than 20,000 members.
- Coordinated UNCP Parents' Council and served on planning team for Parents Weekend events.
- Contributed to and wrote articles for *UNCP Today* alumni magazine, as well as official newsletters and social networking sites.
- Served six years as campus coordinator for annual N.C. State Employees Combined Campaign fundraiser, setting new institutional fundraising goals for the campaign.
- Assisted with promotion, public relations, and fundraising for the launch of UNCP Braves football program.

- Supervised creation of campus landmarks, including brick pathways at Grace Stadium to recognize athletic donors and in front of Old Main to recognize the institution's first (American Indian) graduates.
- Served on UNCP Strategic Planning and Resource Council, SACS Assessment Committee, and various employee search committees.

**Adjunct Lecturer, UNC Pembroke, Pembroke, NC**

**2003 - Present**

- Responsible for courses in Department of Mass Communications, including Photojournalism, Writing for the Media and Broadcast Copywriting. Taught freshmen seminar courses, as well as courses for the Department of English and Theatre, including Composition and Literature and Film.

**Freelance Photographer and Writer**

**1994 - Present**

- Commissioned as photographer for books, film, magazine, and newspaper. Served as still photographer for the Avondale Pictures movie *Shake Off The World* and chief photographer for book *A Lumbee Gershom*. Wrote press release for Mane Entertainment for screening of the film *Compound Fracture* at a June 2013 fundraiser event in Michigan. Served as photographer for Rock 103 radio station in Fayetteville, NC. Worked as a guest photographer for The Doobie Brothers with work featured on the band's social media sites. Photographs and video published in newspapers and books, TV news reports and online publications. Served as monthly columnist for *The Robesonian* newspaper.

**Faculty Advisor, *The Pine Needle*, UNC Pembroke, Pembroke, NC**

**2015 - 2016**

- Advised student editors and writers. Proofread and edited pages before production of university newspaper. Coordinated printing of newspaper, authorized student travel for news coverage, and facilitated student internship opportunities. Taught multiple sections of Newspaper Production for Mass Communications Department and served on university's student publications board.

**Visiting Lecturer, North China Institute of Science and Technology, Beijing, China**

**2004**

- Presented lectures to students and faculty in the Department of Foreign Languages. Taught English composition and consulted Student Affairs and residence administration staff at the university.

**Assistant Director of Student Activities, UNC Pembroke**

**September 1998 – December 2004**

- Planned, coordinated, and implemented student leadership programs and campus activities.
- Advised campus organizations including Campus Activities Board, Student Government Association, Orientation Peers, and Greek Life programs.
- Created marketing and public relations for Distinguished Speaker Series, and stage management, advertising sales, and production services for Miss UNCP Scholarship Pageant.
- Negotiated contracts for guests, and supervised production of entertainment attractions in 1,600-seat Givens Performing Arts Center. Artists included Dave Chappelle, D.L. Hughley, Tracey Morgan, Ricky Smiley, James Earl Jones, Rita Moreno, and Henry Winkler.
- Advised students and taught Freshmen Seminar. Assisted Counseling and Testing with test proctoring.

**Advertising Representative, *The Robesonian*, Lumberton, NC**

**November 1997 – August 1998**

- Administered sales accounts for daily newspaper with circulation of 20,000 readers and assisted clients with design and implementation of newspaper advertisements. Served on local chambers of commerce.

**Features Editor/Reporter, *The Robesonian*, Lumberton, NC**

**April 1994 – November 1997**

- Planned, designed, and created Features section of daily newspaper using Quark Xpress.
- Wrote and edited news copy, provided photographs, and sorted content from the Associated Press. Covered education beat and contributed feature stories and photos. Work carried by Associated Press.

## INTERNSHIPS

### UNC Pembroke

September 2009 – April 2010

Office of Provost/Academic Affairs, UNC Pembroke

Performed doctoral program internship under the mentorship of the university provost and conducted research on the transfer patterns of American Indian students with particular interest in community college matriculation. Served on NASNTI (Native American Serving Nontribal Institutions) program committee and participated in various academic affairs meetings.

### Carolina Civic Center, Lumberton NC

1992

Worked part-time for historic theater, promoting season tickets sales and sponsorships, and performing production and administrative duties for season performances, including stage production, front-of-house operations, and publicity.

## TRAINING AND CERTIFICATIONS

Crowd Safety Management, certificate	2022
Title IX Training	2022
North Carolina Equal Employment Opportunity and Diversity Fundamentals Certification	2017
Basic Life Support Training	2017
Robeson Community College, Leadership Skills through Adult Continuing Education	2012/2016
Non-profit funding and grant-writing, RCC Small Business Center	2016
Student Success Learning Institute/Completion By Design (Durham Tech. Comm. College)	2015
Professional Development in Customer Service (Robeson Community College)	2014
Certified Online Instructor, NC Community College Virtual Learning Community	2013
Moodle Online Instruction Software (Robeson Community College)	2012
First Year Student Success Institute of the University of South Carolina	2012
Southern Association of Colleges and Schools (SACS) Institute (Houston, Texas)	2011
Disney Institute	2010
Lumberton Chamber of Commerce Leadership Institute	2008

## PUBLICATIONS

Bass, J. (2017). American Indian racial identity and persistence in pursuit of the bachelor's degree. *American Journal of Indigenous Studies*, 1, SI1-SI8. Retrieved from <http://www.asraresearch.org/ajis-special-issue-vol-1-no-2/>

Bass, J. and Harrington, C. (2014). *Understanding the Academic Persistence of American Indian College Transfer Students*. *Indigenous Policy Journal*.

Bass, J. (2013). *Examining the Academic Persistence Behaviors of American Indian Transfer Students and the Implications of These on the Pursuit of a Bachelor's Degree*. Fayetteville State University.

Bass, J. (2010). *Exposing the Socially Embedded Undercurrent of Racism in the American Education System*. Educational Leaders & Multicultural Education: Critical Race Theory & Anti-racist Perspective in Multicultural Education Ed. Pitre, A., Jackson, R., and Charles, K. Linus Publications: New York.

Bass, J. (2004). *Cross Talk*. Student Activities Journal. The Association for the Promotion of Campus Activities.

## **AWARDS**

Telly Award 2021	2021
NYX Gold Award 2020	2020
Regional Artist/Emerging Artist Grant Recipient	2018
League For Innovation in Community Colleges, Boston, Innovation of the Year Award	2014
Tanglewood Elementary School Volunteer of Excellence	2014
Robeson Community College President's Innovation Award: Book 'Em North Carolina	2014
Dissertation of the Year, Educational Leadership Department, Fayetteville State University	2013

## **PRESENTATIONS**

Pembroke Area Chamber of Commerce ("The Arts Means Business")	2022
North Carolina Tutoring and Learning Association 11 <sup>th</sup> Annual Conference	2015
League For Innovation in Community Colleges, Boston, Massachusetts	2015
American Indian Faculty and Staff Association, UNC Pembroke Workshop	2014
North Carolina Tutoring and Learning Association 10 <sup>th</sup> Annual Conference	2014
Southeast American Indian Studies Conference 10 <sup>th</sup> Annual Conference	2014

## **EXHIBITS**

Happenings on Elm Artist of the Month Photo Display	2022
Robeson County Arts Council Members Exhibit Spring 2020	2020
Beyond The Stage: An Exhibition of Photos from Givens Performing Arts Center	2018
Take It For Granted, Fayetteville Arts Council	2019

## **BOARDS, ASSOCIATIONS & VOLUNTEER SERVICE**

Robeson County Public Library Board of Trustees	2022-Present
Robeson County Arts Council Board	2020-2023
Robeson County Public Library Steering Committee	2020-2022
Lumberton Chamber of Commerce, Board Member	2020-2022
Robeson County Arts Council, Vice President	2018-2020
Native American Non-Tribal Serving Institutions Committee	2016-2018
Book 'Em NC, Co-coordinator	2012-2016
Givens Performing Arts Center Advisory Board	2012-2016
Tanglewood Elementary Parent Teacher Association Board	2013-2015
Red Springs Chamber of Commerce, Board Member	2009-2010
United Way of Robeson County, Distribution Consultant	2006
Pembroke Chamber of Commerce Ambassadors	2005-2008
Youth Opportunity Program, workshop volunteer	2001-2002
Robeson County Arts Council, Vice President	1997-1998
Robeson Little Theatre, Board Member	1994-1995
Robeson County Juvenile Justice Haunted House	1993-1997

## **BOARDS & ASSOCIATIONS**

Phi Mu Alpha Sinfonia	inducted 2019
Lumberton Rotary Club	2016-present
Association for Performing Arts Presenters	2016-present
North Carolina Presenters Association	2016-present
Robeson Community College Faculty Association	2010-2016
North Carolina Tutoring and Learning Association	2010-2016
International Writing Centers Association	2010-2012
UNCP Alumni Association, Executive Director	2005-2010

Council for Advancement and Support of Education	<b>2005-2010</b>
UNC Pembroke Staff Council, Executive Board (Vice Chair)	<b>2002-2005</b>
Association for Promotion of Campus Activities	<b>1998-2004</b>
National Association of Campus Activities	<b>1998-2004</b>
North Carolina Press Association	<b>1994-1997</b>
Alpha Psi Omega, Theatrical Fraternity, UNC Pembroke chapter	<b>inducted 1993</b>
Pi Lambda Upsilon, Social Fraternity	<b>inducted 1992</b>