

FAMU President Application for Florida A&M University - President

Marva Brown Johnson

[REDACTED]

Orlando FL

CURRENT POSITION

connectivity company and cable operator

Charter Communications

Source: Portal

Upload cover letter.

{"EntityType":21,"Id":"5ececbe7-64b1-4407-7194-6f292665dd08","Title":"Marva Brown Johnson_FAMU Cover.pdf"}

Upload references.

{"EntityType":21,"Id":"4252b9b8-d172-490d-efaa-87292665dd08","Title":"FAMU Marva Johnson - References (Confidential).pdf"}

Supplemental Questions

Your current title and institution

Group Vice President, State Government Affairs, Charter Communications

What is your preferred email address and cell phone number?

[REDACTED]

In a few sentences, share why this opportunity is of particular interest to you.

The role of President of FAMU is of particular interest to me because this opportunity is timed at an interesting evolutionary inflection point in higher education. FAMU seeks a bold, innovating, inspirational, and strategic visionary who will be an unwavering champion for students and programs that have driven the institution's momentum. There are many that believe that this person must come from academia. Yet, unusual times calls for unusual measures. Now is the right time for a dynamic, education-focused, visionary executive from the business community to lead FAMU on its path to continued success. FAMU's Board of Trustees recognized that leading a higher education institution in the modern era requires a focus on innovation and organizational agility that will allow FAMU to quickly adapt to meet the rapidly changing needs of the students

it serves and to adapt to meet the changing needs of industry. FAMU's Board of Trustees also recognized that to drive meaningful progress, they must capitalize on the momentum created today so that innovation happens tomorrow. Now is the right time to seize the momentum of change so that we are poised to drive the innovation necessary to ensure our student's success tomorrow.

Are you presently employed? If not, please explain briefly.

Yes.

To whom do you currently report?

Adam Falk, Senior Vice President, State Government Affairs, Charter Communications

If you hold an academic position, indicate your current rank

Not Applicable

Are you tenured?

Not Applicable

What are your salary expectations for this position?

\$750,000 base salary, plus additional performance based compensation and commensurate benefits

What is your current salary?

No response.

Briefly describe the circumstances regarding your past three changes of employment?

*2016: Prior employer (Brighthouse Networks) acquired by current employer (Charter)
2006: Sold the assets of prior employer (SupraTelecom to ClearTel) and exited for new opportunity
2005: Sold the assets of prior employer (KMC Telecom to Centurylink/ Brightspeed) and exited for a new opportunity.*

Are you legally authorized to work in the United States?

Yes

Will you now (or in the future) require sponsorship for employment visa status, e.e., H-1B visa?

No

How did you become aware of this opportunity?

Other - Nominated

Leadership, Vision, and Approach

Can you describe your vision for leading a higher education institution in the modern era, and how would you adapt your leadership style to meet the evolving

needs of students, faculty, and the broader academic community?

My vision for leading FAMU is rooted in the collective energy of a brilliant student body, an innovative and dedicated faculty, and the wisdom of an engaged Board of Trustees (BOT) and Board of Governors (BOG). As highlighted in FAMU's Boldly Striking Strategic Plan (2022–2027), higher education is facing rapid and unprecedented change. Navigating this evolving landscape requires bold, data-driven strategic planning, adaptability, and a commitment to student success, institutional excellence, and creating an extraordinary impact. My leadership style is precisely what is needed to achieve FAMU's ambitious goals. The key transformation lies in integrating Rattler "DNA" into my leadership approach- aligning corporate and business expertise with FAMU's mission-driven priorities. While financial performance and return on investment are critical, success in higher education must also be measured by interdisciplinary metrics: student achievement, faculty empowerment, and research expansion. FAMU has strong leaders in place. Collaborating closely with dedicated leaders such as former BOT Chair Kelvin Lawson and Chair Kristin Harper will accelerate my immersion into the Rattler Nation, ensuring a deep understanding of the university's culture, student needs, and faculty priorities. FAMU's BOT, esteemed faculty, alumni, and students will be instrumental in this transition. With a proven track record of leading organizations through growth and transformation, and experience in both corporate and government sectors, I am uniquely positioned to partner with the BOT and BOG to advance FAMU's mission. My focus on aligning the university's strengths with the evolving demands of higher education, will ensure that FAMU continues to deliver on its land-grant mission and to produce innovators and leaders in business, healthcare, and technology. By leveraging my corporate expertise, we will fulfill the promise of Boldly Striking and solidify FAMU's extraordinary impact.

Strategic Planning and Innovation

How would you approach strategic planning to ensure the university remains competitive and innovative in offering education that meets the future needs of the workforce and society?

To ensure that FAMU remains competitive, innovative, and aligned with workforce and societal needs, my approach focuses on three core pillars: (1) successful execution of the Boldly Striking Strategic Plan including Governor DeSantis' priorities on operational efficiency and financial effectiveness; (2) prioritizing student success through transformative experiences; and (3) positioning the university as a leader in emerging fields by proactively addressing higher education challenges and opportunities. My immediate focus is the implementation of Boldly Striking, ensuring that this strategy is executed with excellence while identifying opportunities for enhancement. Beyond 2027, I will lead the development of a scalable, forward-thinking strategic plan that builds on this foundation, ensuring continuous improvement and long-term success. The evolving landscape of higher education requires FAMU to deliver a dynamic, personalized experience grounded in academic excellence and career readiness to drive student success. A culture of continuous improvement—guided by meaningful performance metrics, agility in responding to market demands, and alignment with transformational research and business needs—will ensure that FAMU remains at the forefront of

innovation while meeting the needs of its students. The shifting landscape of higher education—including online learning, evolving student demographics, and the increasing demand for workforce-aligned education—underscore the need for universities to provide clear, measurable value. FAMU must leverage these changes as opportunities to expand its impact. By focusing on student-centered strategies, institutional innovation, and strategic industry partnerships, FAMU will reinforce its relevance, strengthen community ties, and set the stage for success beyond 2027.

Academic Excellence and Program Development

How would you ensure the maintenance and enhancement of academic excellence within the university, and what strategies would you implement to develop or expand academic programs in response to emerging trends and opportunities?

Ensuring academic excellence requires data-driven decision-making, continuous assessment, and strategic innovation. The Boldly Striking Strategic Plan provides key performance indicators to guide program development and ensure ongoing excellence. These metrics will help us refine strategies to meet evolving student and workforce needs. To expand and enhance academic programs, I will engage three core stakeholder groups: (1) FAMU's top academic and administrative leaders; (2) industry experts to align curricula with workforce demands; and (3) university-industry partnerships for shared financial and research investments. My leadership philosophy centers on collaboration and continuous improvement. I believe that "iron sharpens iron." By fostering an environment where faculty, staff, and administrators push the boundaries of excellence, we will develop bold strategies that enhance student success and institutional growth. I will actively engage faculty and students, encouraging innovation that strengthens FAMU's standing within the State University System and beyond. Student success is our ultimate measure of impact, and we must deliver an educational experience that prepares graduates for leadership in their fields. Before modifying or expanding programs, I will conduct a comprehensive review of FAMU's current offerings to ensure excellence in graduate outcomes. Through strategic planning, collaboration, and a commitment to excellence, we will ensure FAMU remains a leader in education, research, and workforce development.

Fundraising and Financial Acumen

Describe your experience with fundraising and obtaining funds for an institution. How have you successfully engaged alumni, donors, and external partners to secure financial support, and what strategies would you employ to enhance the university's financial health and sustainability?

Diversity is its own business case, an inherent value generator, and a proven return on investment. In leading fundraising efforts for the university, I will emphasize that we are not seeking handouts—we are cultivating investors. Investors can contribute with confidence, knowing that their support will generate broader value by fostering a pipeline of excellent talent and driving industry success. While on the WICT Network

Board (WICT), I played a key role in WICT's expansion to twenty-four domestic and international chapters while growing membership to over 10,000. As Chair, I worked closely with WICT to develop high-impact programming that increased partner investment, member engagement, and revenue growth. By soliciting ongoing feedback from program alums, industry partners, and executives, we established a partnership with the Stanford Graduate School of Business to launch WICT's Senior Executive Summit. I collaborated with WICT and Stanford to craft an evolving curriculum, ensuring participants gained insights into strategic leadership and business innovation. Experience has taught me that effective fundraising does not begin with an ask; it begins with advocacy. The strongest strategies define the need, craft a compelling value proposition, and position the institution as the optimal solution. When Florida launched its first broadband expansion program in 2021—years behind other states—I played a pivotal role in securing \$100 million in state and local funding to Charter for broadband deployment. As Group Vice President for State Government Affairs at Charter, I collaborated with policymakers to highlight the problem and identify solutions that optimized federal funding while incentivizing private-sector investment. Similarly, by engaging alumni, industry leaders, and external partners through shared purpose and measurable impact, we will strengthen the university's financial health, enhance student success, and expand FAMU's legacy of excellence.

Community and External Relationships

How have you previously worked with external community stakeholders, including local government, businesses, and nonprofit organizations, to enhance the reputation and contribution of a higher education institution within its local community and beyond?

I currently serve on the advisory board for the Lastinger Center for Learning at the University of Florida. This advisory board provides thought leadership, insight, and recommendations on academics, fundraising, media and communications, policy and advocacy, technology, and administration. As a board member, I also have the pleasure of serving as an ambassador, fostering partnerships to advance the center's mission, and supporting strategic fundraising efforts. For example, I championed Charter's participation in Lastinger's New World Reading Initiative Tax Credit program helping to direct more than \$8 million in funding to the program to date and negotiating public service announcements (PSAs) to support the advancement of the program in Charter served communities across Florida. I also currently serve on the Board of Directors for the Florida College System Foundation (FCSF). Financial support from FCSF donors provides students access to high-quality, affordable academic and career educational programs. For donors, the value proposition is that FCSF aligns industry's needs with the mission of the college system and the state's workforce demands. In addition to facilitating the sponsorship of FCSF scholarships directly, Charter contributes to other FCSF partners like CareerSource. Through scholarship events and other community focused activities, FCSF is known as a partner to employers, a life changer for students, and a major contributor to Florida's economy.