

CYNTHIA L. WHITT

VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT

Ms. Cynthia L. Whitt, Vice President for University Advancement, began her career at LMU in 1987. She is the veteran member of the President's Cabinet, having served in her current role since 1991. As vice president for university advancement, Ms. Whitt is responsible for the efficient, equitable and effective management of the University's fund raising, marketing and public relations endeavors. Prior to being named vice president, she served as director of public relations and director of alumni services.

Under Ms. Whitt's leadership, the University has conducted three successful capital campaigns and was selected to receive the Council for Advancement and Support of Education (CASE) award in 2015 for the most improved fundraising. Since 1991 LMU has received more than \$91.2 million in fundraising revenue through the teamwork of LMU presidents, trustees, alumni, friends, and faculty and staff. Working with alumnus and trustee, Dr. Charles Holland, founder and chief executive officer of QualPro Inc. (Knoxville, TN), Ms. Whitt and Dr. Frank Woodward led the division to incorporate a new concept in fundraising using Multivariable Testing (MVT). The success and findings of the MVT testing have been published in the *Chronical of Philanthropy* and presented at numerous symposia.

Ms. Whitt is an alumna of Lincoln Memorial University, earning the Bachelor of Arts in Psychology (1977) and the Master of Education in Educational Administration and Supervision (1993). In addition, she has studied at the University of Kentucky, Lexington, Ky. (Foreign Study League); Clear Creek Baptist Bible College, Pineville, Ky. (pastoral counseling); Liberty University, Lynchburg, Va.; and Southern Seminary, Louisville, Ky.

Ms. Whitt is a member of the Council for the Advancement and Support of Education (CASE) and the Tennessee Independent Colleges and Universities Association (TICUA). She is active in several civic and religious organizations and activities, including the Harrogate Garden Club, and The Creek Church in London, Ky. She is the advisor and co-founder of the LMU Women of Service organization and in August 2017 was recognized by having the Woman of Service annual award named in her honor. She is a past co-coordinator for the Remote Area Medical Clinic held at LMU. Ms. Whitt has served as a vocalist for the Washington, D.C. Lincoln Commemorative Birthday Celebration on February 12. She is a former Red Cross Disaster Relief volunteer, former chair of the Wilderness Road Girl Scout Fundraising Council, and former board member of the Middlesboro Salvation Army. She was inducted into the LMU Professional Hall of Fame in 2009.