

TUESDAY A. STRONG, MBA

Tuesday@TuesdayStrong.com | Mobile 812.251.2134 | <https://www.linkedin.com/in/tuesdaystrong>

SUMMARY

Outreach professional, lifelong learning advocate and coach with a track record of securing executive support. Proven ability to guide others and establish and grow relationships that result in individual, organizational and economic development. Strategic, market-focused approach. Broad experience with external relations, intrapreneurial initiatives and change management.

PROFESSIONAL EXPERIENCE

Rose-Hulman Institute of Technology, Terre Haute, IN

2000 to Present

A private institution specializing in engineering ranked as No. 1 for seventeen consecutive years by U.S. News & World Report.

Director of Academic Projects

2010 to Present

Supports, coordinates and executes planning and projects for the Office of Academic Affairs. Provides expertise in the areas of financial analysis, marketing, business development, external relations, project management and client coordination. Provided support to the late President from 2009 to 2012.

Select Accomplishments/Responsibilities:

- Led a team of consultants to develop business and employment creation estimates to support a successfully funded \$1M Engineering Student Community Actively Learning Advanced Technical Entrepreneurship (ESCALATE) Proposal to the Lilly Endowment, Inc.
- Established IMPaCT 2016, a five-year partnership between Rose-Hulman Institute of Technology, Shelby County and the City of Shelbyville, Indiana. Secured \$186,000 support in 2012 and launched the partnership. Participated in an initial exploratory meeting with Rose-Hulman's late President, the Mayor of the City of Shelbyville, redevelopment representatives, Rose-Hulman alumni and consultants; asked by the late President to manage the relationship. Served as Rose-Hulman's liaison with Shelby County from 2010-2012. Proposed programming and secured internal and external support. Negotiated, partnered and authored a five-year Memorandum of Understanding and a Co-Branding Agreement.
- Conducted a program analysis and created and implemented a business development strategy for the Master of Science in Software Engineering degree program that resulted in increased enrollment and gross revenue of \$42,000 within three months.
- Served as Principal Investigator for a \$60,000 Optics and Photonics Feasibility Study.
- Provided support and managed projects for the late President from 2009-2012. Served as his representative with alumni, major donors, consultants, industry and government.
- Partnered with the late president and a consultant to design and implement a \$1M fundraiser featuring the Governor of the State of Indiana Attended by 730+ alumni/ae, donors, supporters and campus community members. Provided presidential, institutional advancement and communications and marketing support. Responsible for major donors, corporate relations and support for marketing collateral.

PROFESSIONAL EXPERIENCE (CONTINUED)

Director of Planning Studies Supported the development of continuing education programs for alumni and technical professionals employed in high tech industries.	2008 to 2009
Director of Facilities Services Partnered with the Vice President to oversee financial operations, support services and departmental human resources administration. Responsibilities included budget management, work flow administration, custodial services, construction project administration, capital projects, marketing, space management and policy and procedure development.	2005 to 2008
Assistant to the Vice President/Office Manager Coordinated projects and communications for the Vice President. Supervised departmental purchasing, payroll and construction project administration. Participated in the construction, furnishing, scheduling and occupancy of buildings/renovations in excess of \$37M over a five-year period.	2000 to 2005
Saint Mary-of-the-Woods College Adjunct Instructor, Organizational Behavior	2014 to 2015 Saint Mary-of-the-Woods, IN
Strong Performance Management, LLC Founder and Principal (http://tuesdaystrong.com)	2012 to Present Terre Haute, IN
Indiana State University Adjunct Instructor, Employment Law and Benefits	2008 to 2008 Terre Haute, IN
The Columbia House Company Customer Service Supervisor, Resource Assistant and CSR	1991 to 2000 Terre Haute, IN

EDUCATION

Master of Science, Strategic Management Indiana University – Kelley School of Business	2009 Bloomington, IN
Master of Business Administration Indiana University – Kelley School of Business	2008 Bloomington, IN
Master of Science, Human Resource Development Indiana State University	2004 Terre Haute, IN
Bachelor of Science, Human Resource Management St. Mary-of-the-Woods College	2003 Saint Mary-of-the-Woods, IN

SELECT TRAINING

Management Development Program Harvard University Graduate School of Education	2007 Cambridge, Massachusetts
Professional in Human Resources Certification Human Resources Certification Institute	2002 – Present Alexandria, VA

