

Virginia B. Phillips Curriculum Vitae

Contact Information

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Education

Ed.D. Educational Program Planning, Adult Education, University of South Florida, Tampa, FL
M.Ed. Education, The Pennsylvania State University, University Park, PA
B.S. Education, Mansfield State University, Mansfield, PA

Professional Publications

- Phillips, V. B. (2011). What Do Professional Conference Planners Consider the Most Important Elements for Continuing Professional Education Conference Planning? Doctoral Dissertation, University of South Florida, Tampa, Florida. UMI 3482740.
- Phillips, V. B., Ed. (1995). Proceedings, Social Marketing in Public Health Conference, May 10-13, 1995.
- Keller, P.A., Phillips, V. B., Marple, K. A Survey of Pennsylvania Dairy Farm Families. Mansfield, PA: Mansfield University of Pennsylvania.
- Phillips, V. B., (1982). Re-Entry Women Students at Mansfield State College: A descriptive study. Masters' Thesis, The Pennsylvania State University, University Park, PA.

Trade Publications

Who Writes the Learning Objectives? Blog reply printed PCMA *Convene*, December 2011, p. 12.
What is the Value of the CMP? Blog reply printed PCMA *Convene*, November 2011, p. 9.

Editor

Tioga County Women's Coalition Monthly Newsletter
Multiple Conference Brochures, Marketing Materials, and Participant Syllabi (see partial list of conferences)

Peer Reviewer

AAACE 2012, 2013, 2014 Professional and Workforce Development Conference Proposals
MPI EMEC 2012 content reviewer for presentation sessions
MPI WEC: 2012 content reviewer
SPINCon: 2012, 2013 content reviewer for presentation sessions
Review Director and Administrator for Calls for Presentations for over 100 conferences

Grant Successes

Latin American and Caribbean Studies, one grant funded
Sponsored Research, USF, one grant funded
Centers for Disease Control and Prevention, nine grants funded
Center for Rural Pennsylvania, one grant funded
PA Coalition Against Rape, one grant funded
PA Coalition Against Domestic Violence, two grants funded
AAUW Educational Foundation, two grants funded
Packer Foundation, two grants funded

Virginia B. Phillips Curriculum Vitae

Grants Reviewer

Pennsylvania Department of Education
North Penn Mental Health

Accreditations Experience

University

CEPH Accreditation Team for Self-Study and Site Visit Coordinator (University of South Florida College of Public Health, Dean's Office)

Continuing Professional Education Accreditations Managed

Accreditation Council for Pharmacy Education
Florida Board of Social Work, Marriage and Family Therapy, Licensed Mental Health Counselors
American Institute of Architects
American Psychological Association
Certified Financial Planning Board
Certified Health Education Specialist
Continuing Medical Education
Florida Board of Nursing
Occupational Therapy
Physical Therapy

Presentations (Proposals Accepted and Presented)

- *Effective Adult Education in a Financial World*, Oral presentation at the Association for Financial Counseling, Planning, and Education (AFCEP), Conference 2016, November, 2015.
- *What Isn't Counted, Doesn't Count*, Roundtable discussion on the uncounted, unrecognized amount of Continuing Professional Education in the US, American Association of Adult and Continuing Education Annual Conference, Lexington, KY, November 4, 2013.
- *Shortcuts to Success from Senior Meeting Planners*, MPI Southeast Education Conference TED-style presentation panel member, August 9, 2012.
- *What Do Professional Conference Planners Consider the Most Important Elements for Continuing Professional Education Conference Planning?* American Association of Adult and Continuing Education 60th Annual Conference, Indianapolis, IN, November 4, 2011.
- *Predictive Budgeting* – Plenary ,University Professional and Continuing Education Association, South Chapter (2006).
- *Budgeting for Continuing Professional Education Conferences, AAACE, Milwaukee, WI, (2006).*
- *Budgeting* - ACCME Conference, Orlando, FL (2003).
- *Look OUT! The Feds are on the Way!* Plenary session presented to the Region III UCEA, North Carolina State University, Fall, 2002.
- *There is Nothing Wrong with Budgeting for Break Even: Tools and Tracking Tips to Stay Solvent for Each and Every Event* presented to the University Continuing Education Association Region III Fall Conference, Tampa, FL. (2000).
- *A Slick, Predictive Budget for Continuing Education Programs Requiring a Registration Fee*, Society of Government Meeting Planners Annual National Conference (1999).
- *A Slick, Predictive Budget for Continuing Education Programs Requiring a Registration Fee*, e National Continuing Education Association Region III Annual Conference (1998).
- Information and Referral Services Survey Findings, Pennsylvania Association of Information and Referral Agencies (1990).
- How to Start a Women's Center presentation to the AAUW Division Convention (1985).

Presentations (Non-Peer Reviewed)

- Never Say No to a Client: An Understandable Budget Process that Explains the *Hard Stuff that Your Clients Don't Want to Hear*, , MPI Meetings Marketplace, Lakeland, FL (2010).
- Budgeting, the Key to Understanding and Success, presentation to graduate class (2007).
- Public Health Distance Learning Conference, Field School Challenges (2004).
- Mock Trial - Legal Issues - Played the role of Abigail the Plaintiff! Meeting Professionals International Tampa Bay Chapter (2001)

Virginia B. Phillips Curriculum Vitae

- The Meeting Planner's Perspective presentation to undergraduate Hotel Management Class at St. Leo College (1996).
- Continuing Education as Part of the Health Educator's Role presentation to graduate class, (1994-1997).
- Barriers to Learning presented to staff and volunteers of Project Pride, Adult Basic Education and Literacy Program, Mansfield University (1990).
- Rural Farm Survey Results two community presentations (1989).
- Testified, Rape Crisis Services Needs in Rural Pennsylvania, PA Coalition Against Rape Capitol Press Conference, Harrisburg, PA.
- Domestic Violence and Sexual Assault Public Awareness presentations to numerous community groups (1985-1988).

Travel, Study Abroad, and International Programs

- Costa Rica, 2002, Public Health Practice Class Field Study Leader.
- Cuba, 2003, Licensed travel for the Public Health Practice Class Field Study Leader.
- CME Cruise Study
 - Caribbean 2001
 - Mediterranean 2002
- Barbados, Florida Association of Volunteer Agencies for Caribbean Action, consultant to Barbados University Consortium, 2003.

Student Advising

Master's International Peace Corps Program College Advisor, USF College of Public Health.

Curricula Design Projects

Meeting & Event Planning, Five-day, non-credit, certificate program original design and implemented 2007. I taught budgeting, adult education, and accreditation (CEUs). This was a collaborative project between the University and Meeting Professionals International, Tampa Bay Chapter, a non-profit trade association.

Designing a Corporate-type University for a professional non-profit society. Project initiator and Staff Team Leader. This was designed to solve silo problems among education products and better serve Members.

Work Experience

Arden Solutions

President & Owner.....2011- Current
Association Management Company. Executive Director, American Council on Consumer Interests; Administrator, Financial Therapy Association; Meeting Planner, American Association for Adult and Continuing Education, adjunct staff.

ISPE (International Society for Pharmaceutical Engineering)

Director, Continuing Professional Education..... 2007-2011
Directed the Society conference program having been recruited to diagnose, update, streamline, and reenergize/redevelop it, including responsibility internationally. Organize and implement curricula. Work with subject matter experts on content development for successful and effective delivery for continuing professional education. Direct participation with FDA, other international regulators, and high level Pharma executives (Novartis, AstraZeneca, Pfizer, Genentech, etc.). Supervisor: staff and member volunteers, over 400 speakers annually.

University of South Florida

Assistant Director, Professional Workforce Development..... 2005-2007
Manage the day-to-day operations of Professional Workforce Development non-credit programming unit and help it begin to grow again. Research, develop, as well as teach in a new non-credit certificate program. Supervisor: staff and faculty.

Assistant to the Dean..... 2003-2005

Virginia B. Phillips Curriculum Vitae

Project management for guests such as elected officials; administer academics and college catalog website; prepare publications. Advise Master's International (Peace Corps) students; **College reaccreditation team member**. Direct events.

Director, Continuing Professional Education..... 1996-2003

Brought high visibility and recognition among local, state and national public health agencies to the College. By request of the Florida Governor's office, managed the first conference using the Tobacco Settlement fund which eventually became the Truth Campaign. Directed continuing professional education (CPE) offerings and multiple accreditations including CME. Directed department financial management, supervised numerous staff. Wrote and managed grants, marketed all programs to external attendees as well as services to internal clients. Supervisor: staff and graduate students.

Coordinator, Continuing Professional Education..... 1991-1996

Professional meeting planner. Supervisor.

Mansfield University of Pennsylvania, Researcher

Tioga County Women's Coalition, Executive Director / CEO

Carlisle Area School District, Teacher

Business Ownership

Arden Solutions.....2011- Current

GAL Meeting Services..... 2007-2010

Certifications and Training

CMM Certificate in Meetings Management (Meeting Professionals International)

Rural Leadership, RULE II, Pennsylvania State University (Kellogg-type leadership two-year training)

Pennsylvania Teacher Certificate, Type II, Permanent

Memberships and Service

- American Society of Association Executives (ASAE)
- American Association of Family and Consumer Sciences (AAFCS)
- Board Source
- Florida Society of Association Executives (FSAE)
- SPIN: Senior Planners Industry Network
- Association for Financial Counseling, Planning, and Education (AFCPE)
- Friends of Anclote State Park and Lighthouse, President of the Board of Directors

Past Memberships and Service

American Association of Adult and Continuing Education (AAACE) (former member and meeting planner two years.

Continuing Education Council of the Association of Schools of Public Health, appointed 1998

School of Continuing Education Advisory Committee, Designee of the College of Public Health, 1994

Continuing Education Advisory Committee, Department of Community & Family Health Chair, 1995/6 and 1996/7

College of Public Health Distance Learning Steering Committee, 1994-1996

AAUW Branch Legislative Chair, Branch President

Cumberland-Perry Association for Retarded Citizens Board Member

Founder and Chair, annual local women's conference, 1985-87.

Meeting Professionals International (MPI)

National Education Association

North Penn Mental Health Advisory Board Member, Chair

Pennsylvania Rural Coalition

University Continuing and Professional Education Association (UCPEA)

Workforce Development Forum Planning Committee Member, 2007 Conference

UCEA South Membership Committee Member, 2006

Virginia B. Phillips Curriculum Vitae

Awards and Honors

Meeting Professionals International, Scholarship recipient for doctoral study

Meeting Professionals International (MPI) Tampa Bay Chapter Meeting Planner of the Year, 2000, and Meeting Professional of the Year, 2006

AAUW "Woman of the Year Award" 1985

Who's Who in American Colleges and Universities

Continuing Professional Education Conference Projects (highly abbreviated list descriptive of over 500 projects directed)

- Academy of Financial Services Conference (2015, 2016)
- American Council on Consumer Interests Annual Conference (2012, 2013, 2014, 2015, 2016)
- American Association of Adult & Continuing Education (2012 and 2013)
- Financial Therapy Association (2014, 2015, 2016)
- ISPE North American Conferences and Annual Meeting and liaison to European conferences
- National Association for Alternative [teacher] Certification Conference (2003-2006)
- FEFPA annual association conference and trade show (2006 – 2010)
- (First) Governor's Teen Summit on Tobacco (1998) For the Florida Governor's Office 850 youth from every county in the state, now the *Truth Campaign* social advertising program against tobacco use.
- Social Marketing in Public Health Field Schools (1995-2003, 2006, 2007)
- Elder Abuse Prevention (1999 and 2001)
- Partners Sharing Solutions (1991-2001)
- The Physical and Developmental Environment of the High Risk Infant (1995-1997, 1999-2001)