



**William H. Johnson Jr.**  
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## HIGHLIGHTS

- Amassed thirty years of higher education experience in a variety of student and academic services positions at four small- to medium-sized institutions.
- Managed and supervised teams that included professional staff, administrative staff, faculty, graduate students, and undergraduate students.
- Developed curriculum and/or modified content for courses focused on life planning, personal development, student success, contemplative practices, business planning, and entrepreneurship.
- Developed, hosted, and facilitated campus retreats, workshops, and conferences to train faculty and staff to incorporate life planning, personal development, leadership, and career/personal success as an integral part of their work with students.
- Trained in a variety of life coaching specialty areas, including Personal Life Coaching, Dream Coaching, Spiritual Group Leader Coaching, Purpose Coaching, and Wellness Coaching (with over 130 hours of training).
- Presented hundreds of workshops to tens of thousands of people across the country on academic advising, academic coaching, life planning, and personal/career development for professional organizations, colleges/universities, non-profit agencies, and community organizations.
- Served in leadership roles for the National Academic Advising Association, Golden Key International Honour Society, and On Course.
- Created two businesses: The Dream Big Institute (2011) and the Life Design Institute (2019) – both focused on the exploration and implementation of purpose, mission, meaning, and vision practices in higher education.
- Impacted UNCG overall retention and graduation rates with the implementation of 1-credit group coaching course – HHS125: Design Your Life I: What Could I Do With My Life – which has been shown to increase retention rates and in 5-year and 6-year graduation rates.
- Selected as a “Best Advising Practice” by the Bill and Melinda Gates Foundation in 2013, as part of an “Advising Challenge,” to find innovative and creative advising practices.
- The Life Design Catalyst Program was featured in the February 2017 edition of the Chronicle of Higher Education.
- The Life Design Catalyst Program received a Certificate of Merit as an Outstanding Advising Program from the National Academic Advising Association (NACADA) in 2018.
- Hosted and facilitated eleven on-campus and six off-campus Life Design Catalyst Training/Purpose and Vision Navigator Training Programs since June 2014. Have now trained over 500 Coaches within and outside higher education internationally.

## PROFESSIONAL EXPERIENCE

- **Student Success Navigator/Student Success Coordinator/Life Design Catalyst Coach**, School of Health and Human Sciences, University of North Carolina at Greensboro. (July 2007 to present)
- **Assistant Dean of Students – Academic Support**, Dean of Students Office, College of William and Mary. (July 2006 to June 2007)
- **Assistant Dean for Student Services**, School of Business, College of New Jersey. (April 2001 to June 2006)
- **Director, Academic Advising, Orientation, and Placement Testing**, Division of Academic Enhancement, The College of New Jersey. (July 1999 to April 2001)
- **Coordinator, Carpenter Sports Building Microcomputing Center**, College of Physical Education, Athletics, and Recreation and College of Health and Nursing Sciences, University of Delaware (August 1995 to May 1998)

- **Professional Academic Advisor/Coordinator of Advisement Services**, College of Health and Nursing Sciences and College of Physical Education, Athletics, and Recreation, University of Delaware. (August 1989 to June 1999)
- **Professional Academic Advisor**, Advisement Center, College of Arts and Science, University of Delaware (April 1989 to August 1989)

## TEACHING

- **Instructor**, University of North Carolina-Greensboro (August 2008 to present)
  - Permanent Courses Created and Taught: HHS125: Personal and Academic Success in HHS (renamed to Design Your Life I: What Could I Do With My Life); HHS126: Personal Success in HHS: Vision in Action (renamed HHS135: Design Your Life II: Redesign a Life You'll Love); ENT/HHS250: Spirituality and Entrepreneurship (renamed Purpose-Driven Entrepreneurship)
  - Experimental Courses Designed and Taught: HHS130: Meditation for Life
- **Adjunct Professor**, College of New Jersey (September 1999 to June 2006)
  - Permanent Courses Created and Taught: IDSC370: Creating Your Life of Success
  - Redesigned Courses and Taught: BUS099: Business Freshman Seminar
  - Courses Taught: IDSC151: Athens to New York; IDSC151: Topics - Social and Personal Responsibility; BUS464: Internship in Business
- **Assistant Professor** (May 1995 - promoted from **Instructor**), University of Delaware (September 1988 to May 1999).
  - Permanent Courses Created and Taught: HPER135: New Student Connections; HPER353: Professional Transitions
  - Redesigned Courses and Taught: HPER276: Personal Computers in Health, PE, and Recreation; PHED367: Sports Business Planning
  - Courses Taught: PHED120: Golf

## LIFE DESIGN CATALYST (LDC) PROGRAMS/TRAININGS/WORKSHOPS/CONFERENCES

### On-Campus Trainings (University of North Carolina at Greensboro)

- **Life Design Catalyst Facilitator Training (Train-the-Trainer) Program** (May 2019)
- **Life Design Catalyst Coach Training (Train-the-Trainer) Program** (December 2018, May 2018, December 2017, May 2017, December 2016, May 2016, December 2015)
- **Purpose and Vision Navigator Certification Training (Train-the-Trainer) Program** (May 2015; December 2014; June 2014)
- **Professional Development Conference**, Educating for Purpose, Inspiring for Life, Greensboro, North Carolina (September 2013)
- **UNCCG Faculty/Staff Training Retreat**, Educating from the Heart, (December 2012; May 2012; December 2011; May 2011)

### Off-Campus Trainings

- **LDC Coach Training (Train-the-Trainer) Program**, University of Louisville (May 2017)
- **LDC Coach Training (Train-the-Trainer) Program**, University of Wisconsin-Platteville (June 2017, July 2016)
- **Purpose and Vision Navigator Coach Training (Train-the-Trainer) Program**, Fox Valley Technical College, Appleton, Wisconsin (June 2017, June 2015)
- **Purpose and Vision Navigator Coach Training (Train-the-Trainer) Program**, West Valley College, Saratoga, California (January 2016)

### Life Design Catalyst (LDC) Workshops/Presentations (Most Recent)

- **LDC Faculty/Staff Boot Camp: Find Your Why, Find Your Way**, UNCG (March 2019)
- **LDC Faculty/Staff Boot Camp: Build a Better You**, UNCG (March 2019)
- **LDC Faculty/Staff Development Workshop**, Pitt Community College, Winterville, North Carolina (September 2018, May 2018)
- **LDC Faculty/Staff Development Workshop**, Folsom Lake College, Saratoga, California (April 2018)
- **Student Professional Development Workshop**, Residence Life, Ohio University (January 2018)
- **Golden Leaf (Student) Scholars Program**, Center for Creative Leadership (2018, 2017, and 2016)

- **LDC Faculty/Staff Development Workshop**, North Carolina Central University, Durham, North Carolina (November 2017)
- **LDC Faculty/Staff Development Workshop**, Paradise Valley Community College, Phoenix, Arizona (September 2017)
- **LDC Faculty/Staff Development Workshop**, University of North Carolina-Wilmington, Wilmington, North Carolina (August 2017)
- **LDC Faculty/Staff Development Workshop**, University of Missouri-Columbia, Columbia, Missouri (February 2017)

## PRESENTATIONS/KEYNOTES/CONFERENCE SESSIONS

Hundreds of presentations and concurrent sessions on academic advising, life/career planning, student development, leadership, career/personal/academic success, and entrepreneurship to students, faculty, and staff at the local, regional, and national level across the country, which include the following:

- **Professional Organizations** – Center for Creative Leadership, First Year Experience and Students in Transition, Golden Key International Honour Society, Lilly South Conference on College and University Teaching, National Academic Advising Association, On Course Program, Leadershape Institute, North Carolina School Social Workers Association, Southern Entrepreneurship of the Arts (NC), Collegiate Entrepreneurs Organization
- **College and Universities** – Fox Valley Technical College (WI), University of Wisconsin-Milwaukee (WI); University of Oklahoma (OK); Jackson College (MI); Massachusetts Institute of Technology (MA), Northern Arizona University (AZ); Central Florida Community College, Guilford Technical and Community College (NC), LaSalle University (PA), North Carolina A&T State University, North Carolina State University, Rowan University at Camden (NJ), Southwestern Illinois College, Texas A&M University, Thomas Edison State College (NJ), University of Maryland-College Park, West Chester University (PA)
- **Non-Profit Agencies/Community Organizations** - Kiwanis Club (Winston-Salem, NC), Goodwill Industries (Winston-Salem, NC), First Baptist Church (Willingboro, NJ), St. Paul's Parish Health Ministry (Burlington, NJ)
- **UNCG Offices/Departments** – Office of Leadership and Service Learning; Office of Multicultural Affairs, Campus Activities and Programs, Campus Recreation, Division of Student Affairs, Enrollment Management, Office of Housing and Residence Life, Elliott University Center Staff, Faculty Advisor Training Program, Global Engagement, UNCG Guarantee Programs (students and mentors), Student Success Center (professional and student staff), University Speaking Center (student staff), Career Services Center

Presentations/Conference Sessions (Most Recent)

- (Accepted) **Concurrent Session: Advising, Coaching, and Student Success with Life Design in Mind**, 2019 National Academic Advising Association Annual Conference (October 2019)
- (Accepted) **Concurrent Session: Find Your Why, Find Your Way to Meaningful Majors and Meaningful Work**, 2019 National Academic Advising Association Annual Conference (October 2019)
- **Workshop: What Could I Do With My Life?**, CHANCE Program – Admissions Program for Hispanic/Latino High School Students, UNCG (July 2019)
- **Keynote Address**, North Carolina State Conference, National Academic Advising Association (May 2019)
- **Concurrent Session: Advising, Coaching, and Student Success with Life Design in Mind**, 38th Annual Conference on The First-Year Experience (February 2019)
- **Webinar: Incorporating Coaching Conversations into Academic Advising Practice** (Co-Presenter), National Academic Advising Association (February 2019)
- **Concurrent Session: Making Academic Coaching Great - A Panel Discussion About the Training Needs of Academic Coaches** (Co-Presenter), 2018 National Academic Advising Association Annual Conference (October 2018)
- **Presentation: Your Reason to Serve: Connecting Service in Campus Rec to Service in Life**, Campus Recreation Student Staff Training, UNCG (August 2018)
- **Workshop: Find Your Why, Find Your Way**, Local Community Workshop, School of Health and Human Sciences, UNCG, (July 2017)
- **Presentation: Work-Life Integration, Energy Management, and Your Best Self**, First-Year Kinesiology EdD Students, Kinesiology Department, UNCG (June 2018)
- **Presentation: Find Your Why - What to Do When You Don't Know What to Do**, Advising Matters Gold-Level Workshop, Advising Institute, UNCG (March 2018)

- **Presentation: Find Your Why - Defining What's Next**, Faculty/Staff Professional Development, Staff Senate, UNCG (March 2018)
- **Presentation: Walking into Your Purpose: The Path to Your Why**, Alpha Kappa Psi Business Fraternity, UNCG (April 2018)
- **Webinar: Spotlight on Coaching Programs and Coaching Institutes** (Co-Presenter), Academic Coaching Advising Community, National Academic Advising Association (April 2018)
- **Concurrent Session: Coaching and Student Success with Life Design in Mind**, 37th Annual Conference on The First-Year Experience (February 2018)
- **Workshop: Find Your Why, Find Your Way in Graduate School**, Preparing Future Leaders Program, Graduate School, UNCG (October 2017)
- **Concurrent Session: Reinventing Academic Advising and Coaching with Life Design in Mind**, 2017 National Academic Advising Association Annual Conference (October 2017)
- **Keynote Address: Purpose and Meaning-Inspired Advising and Coaching for Success**, 2017 National Academic Advising Association Region 3 Conference, Raleigh, North Carolina (April 2017)
- **Keynote Address: Your Vision and Purpose; How to Make a Living and Make a Difference**, Arts Revolution Entrepreneurship Conference, Greensboro, North Carolina (April 2017)
- **Concurrent Session: Reinventing Academic Advising with Life Design in Mind**, 36th Annual Conference on The First-Year Experience (February 2017)

#### **SERVICE/COMMITTEE WORK** (most significant roles listed below)

University of North Carolina at Greensboro

- **Member**, High Impact Practices Committee; **Chairperson**, University Advising Council; **Coordinator**, Master Advising Program; **Coordinator**, HHP Ambassador Program; **Member**, Entrepreneurship Cross-Disciplinary Program; **Advisor and Mentor**, Rites of Passage and MBARC Minority Male Mentoring Programs

College of William and Mary

- **Member**, Committee on Academic Status

College of New Jersey

- **Chairperson**, Advising and Support Services Planning Council; **Chairperson**, Special Services Advisory Council; **Faculty Fellow**, First Year Experience Program; **Member**, Academic Dismissal Committee; **Member**, Committee on Admissions, Advising, and Retention

University of Delaware

- **Chairperson**, College of Health and Human Sciences Alumni Board; **Chairperson**, Undergraduate Studies Committee, College of Health, Physical Education, and Recreation; **Member**, Career Development Coordinating Council

Professional Organizations

- National Academic Advising Association: **Steering Committee Member**, Academic Coaching Advising Community; **Chairperson**, Interest Group on Advising and Academic Coaching; **Chairperson**, Commission on Advising Business Students; **Founding Steering Committee Member**, Academic Coaching Group; **Regional Representative**, Region 2; **Conference Co-Chairperson**, Region 2 Conference; **Listserv Manager**, ACADV Network: Electronic Mail Network for Academic Advisors
- Golden Key International Honour Society: **Academic Regional Coordinator** (Region 3); **Chapter Advisor**

#### **AWARDS/HONORS/RECOGNITION**

Professional Organizations

- **Best (Presentation) of Region Award**, National Academic Advising Association Region 3 (2017), **On Course Ambassador of the Year**, On Course Program (2012); **Best (Presentation) of Region Award**, National Academic Advising Association Region 7 (2004), **International Advisor of the Year**, Golden Key International Honour Society (2004); **Regional Advisor of the Year**, Golden Key International Honour Society (2009, 2004, 1996)

Colleges and Universities

- **Staff Star**, University of North Carolina at Greensboro (2019); Nominated for **HHS Teacher of the Year** (2017, 2016, 2015, 2014, and 2014), School of Health and Human Sciences, University of North Carolina at Greensboro; **MBARC Faculty Sponsor of the Year**, Office of Multicultural Affairs, University of North

Carolina at Greensboro (2014); **Academic Advisor of the Year**, Leadership Development Program and Center for Academic Success, The College of New Jersey (2006); **Excellence in Teaching**, Black Student Union, College of New Jersey (2004); **Outstanding Faculty Member**, College of Physical Education, Athletics, and Recreation, University of Delaware (1997); **Professional Merit Award**, University of Delaware (1995); Inducted as **Honorary Member**, Golden Key International Honour Society (1994)

#### Other

- **Life Design Catalyst Program**, selected as a recipient of **Outstanding Advising Award Certificate of Merit**, National Academic Advising Association (October 2018)
- **“Make College Matter Project”** selected as a **Best Advising Practice (an invited to present) at the 2013 Bill and Melinda Gates Foundation Convening**, Momentum Advising Challenge (<http://momentum.edthemes.org/>)
- **“Make College Matter Project”** selected as a **2013 Honor Roll of nominees for the Excellence in Teaching First-Year Seminars Award**, sponsored by the National Resource Center on First-Year Experience and Students in Transition and McGraw-Hill Higher Education.

## EDUCATION/PROFESSIONAL TRAINING

#### Education

- **Master of Science Degree in Physical Education**, University of Delaware (May 1988).
- **Bachelor of Science Degree in Parks Administration and Recreation**, University of Delaware (May 1986).

#### Life Coach Certifications/Training

- **Real Balance Wellness Coach** Training, Department of Public Health Education, University of North Carolina at Greensboro (2012)
- Certified **Dream Coach/Spiritual Group Leader Coach**, Dream University (2007)
- Certified **Dream Coach/Purpose Coach**, Dream University (2007)
- **Professional Coaching** Certificate, Burlington County Community College (2004).

#### Professional Development Certifications/Trainings

- **Ice House Entrepreneurial Mindset Facilitator Certification**, The Entrepreneurial Learning Initiative (March 2019)
- **On Course II** (Faculty Development) Workshop (2005)
- **On Course I** (Faculty Development) Workshop (2005)
- **Assessment of Academic Advising** Certificate, National Academic Advising Association (2005)
- **Advanced Management Development Program**, The College of New Jersey (2003)
- **College Management Training Program** Certificate, Carnegie Mellon University (1997)

## FELLOWSHIPS/ASSISTANTSHIPS/GRANTS

#### Fellowships

- **Coleman Fellowship Recipient**, University of North Carolina at Greensboro (2013-14; renewed for 2014-15, 2015-16, and 2017-18)
- **Doctoral Degree Graduate Assistantship**, Department of Sociology, College of Arts and Science, University of Delaware (1988)
- **Master’s Degree Minority Fellowship**, College of Health, Physical Education, and Recreation, University of Delaware (1986)

## PUBLICATIONS/WEBSITES/BLOGS/VIDEOS

#### Publications/Articles

- **“Meet Bill Johnson: The Dream Dean.”** Featured in Huffington Post article by Zithobile Nxumalo (April 2017) - [https://www.huffingtonpost.com/entry/meet-bill-johnson-the-dream-dean\\_us\\_58f92ad3e4b086ce58980f2f](https://www.huffingtonpost.com/entry/meet-bill-johnson-the-dream-dean_us_58f92ad3e4b086ce58980f2f)
- **“How a University Fights to Keep Students' Demographics From Becoming Their Destiny.”** Feature in Chronicle of Higher Education article, March 5, 2017.
- **“Advice for Undecided Majors.”** UNCG Now Article (August 2014) - <http://uncgnow.uncg.edu/college-major-career-johnson/>
- **“Cyberspace Colleagues.”** The Penn State Advisor Handbook (2000), Second Edition, p. 11.

- **“Innovative Application 3: Networks to Assist the Advising Professional.”** (The ACADV Network). Transforming Academic Advising Through the Use of Information Technology (1996), NACADA Monograph Series Number 4, pp. 119-120.
- **Book Review - Career Guide: Road Maps to Meaning by Gary Lynn Harr** (1995). NACADA Journal, Volume 16, Number 1, pp. 67-68.

#### Web Sites/Blogs

- **The Dream Dean blog** - <http://thedreamdean.com/>
- **Life Design Catalyst web site** - <https://lifedesigncatalyst.wordpress.com/>
- **Design Your Life Program**, Advising and Personal Development Center, School of Health and Human Sciences, UNCG - <https://www.uncg.edu/hhs/advising-center/courses.php>

#### Videos

- **Life Design Catalyst Manifesto.** Life Design Catalyst Program (March 2017) - <https://www.youtube.com/watch?reload=9&v=nQH0ZNRTmQY>
- **“Student Success.”** UNCG Promotional Video, (Fall 2014) - <https://www.youtube.com/watch?v=viEDnlXcZUI>

#### Podcasts

- **EP 037: Purpose Series #1: Take Action Toward Finding Your Purpose with Bill Johnson, Life Design Institute**, The College Life Podcast, (January 2019) - <https://podcasts.apple.com/us/podcast/ep-037-purpose-series-1-take-action-toward-finding/id1339431008?i=1000428128369>
- **Episode 6: Bill Johnson**, Liquid Philosophy (April 2018) - <https://liquidphilosophy.com/archive/>

#### Other

- **“Before I Die – What Tops Your Bucket List?”** UNCG Campus Weekly, (October 2014) - <http://ure.uncg.edu/prod/cweekly/2014/10/14/what-tops-your-bucket-list/>
- **“Dean of Dreams.”** UNCG Campus News Article, (January 2014) - <http://uncgnow.uncg.edu/uncg-johnson-gates-foundation-dream/>
- **“UNCG Meets Advising Challenge.”** UNCG Now Article (September 2013) - <http://uncgnow.uncg.edu/advising-challenge-momentum/>

### INTERESTS/ACTIVITIES

- Competitive athlete, participating in the following activities: **tennis** (previously ranked in top 10 at 4.0 level in Mid-Atlantic Region), **running** (placed in top 3 in age group in several races), **cycling**, **bowling**, **racquetball** (won campus-wide tournament), **golf** (14 handicap), **biathlons/triathlons** (placed in top 3 in age group in several races), and **bocce**.
- Participate in a number of charitable activities with organizations such as **American Cancer Society**, **Multiple Sclerosis** (have participated in MS Bike Tour rides – 1990 to 2015), **Special Olympics**, **Make-A-Wish Foundation**, and **American Heart Association**.

### DEFINING CHARACTERISTICS

- **Clifton Strengthsfinder:** Maximizer, Futuristic, Relator, Belief, Activator
- **VIA Character Strengths:** Zest, Love of Learning, Creativity, Gratitude, Hope
- **Personality Type:** ENFP/INFP
- **Personal Core Values:** Fitness/Health, Wisdom, Personal Development/Growth, Family/Friendship (Community), Harmony
- **Seven-Word Life Mottos:** Dream Big, Live With Purpose, Inspire Others (Work); Striving to be 1% better every day (Life)