

MEMORANDUM

November 4, 2020

Dear members of the university community,

I am pleased to welcome Gloria Johnson-Cusack to the FIU community as a Senior Advisor to the President. Ms. Johnson-Cusack brings to our university years of experience in both the public and private sectors as an advisor, leader, and strategist in institutional development, advancement, and diversity.

Ms. Johnson Cusack holds a Masters in Public Administration from the American University School of Public Affairs and an undergraduate degree from Columbia College, Columbia University. She is a part-time lecturer for the Columbia University graduate nonprofit management program in the School of Professional Studies. Her mastery in advocacy and authentic community engagement, brand positioning and marketing, crisis management, diversity, equity and inclusion, governance, strategic communications, and strategic planning will strengthen our ability to meet the needs of internal and external communities who depend upon our expertise and collaboration to accomplish their objectives.

She has had a range of experiences that will be further enabled at FIU. Ms. Johnson-Cusack has served as Executive Director of Leadership 18, an alliance of 18+ CEOs responsible for leading national nonprofit organizations including the American Red Cross, Boy Scouts of America, Catholic Charities USA, Girl Scouts of the USA, the Salvation Army, the YMCA and United Way Worldwide. In that role, she was a lobbyist and a principal strategist for the national Charitable Giving Coalition focused on preserving charitable tax incentives in the U.S.

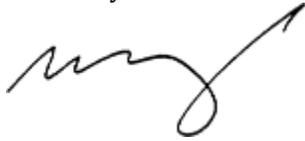
She has also served as a Senior Vice President at GMMB, a strategic communications and advertising firm focused on cause marketing; as a Director of the Office of Congressional Relations at the Peace Corps; and as Special Assistant to the President in the White House Office of National Service. She has experience as the Chief of Staff of the D.C. Office of the Inspector General and as a policy advisor to members of Congress and a U.S. Senator.

At FIU, Ms. Johnson-Cusack will be a member of my senior staff, serve on our Executive Committee and report directly to me. She will provide executive-level support and guidance to the new Division of Diversity, Equity and Inclusion. For the DEI unit and others with whom she works, Ms. Johnson-Cusack will focus on public policy goals, philanthropic initiatives, performance metrics, institutional learning, self-awareness, and personal agency. Ms. Johnson-Cusack will also provide support in securing philanthropic gifts, grants and government funding.

We are excited to be the newest home for Ms. Johnson-Cusack, a dynamic leader who will help us accelerate our momentum and achieve the range of goals as a preeminent Top 50 public university.

Please join me in welcoming her to our FIU!

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark B. Rosenberg', with a stylized flourish at the end.

Mark B. Rosenberg  
President