

James C. Johnson

National Director, Project YES

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projectyouthextension.com [in linkedin.com/in/jcjohnson5/](https://www.linkedin.com/in/jcjohnson5/) [youtu.be/AbixjAt1f_8](https://www.youtube.com/channel/UCAbixjAt1f_8)

North Carolina State University

College of Agriculture and Life Sciences

Department of Agricultural and Human Sciences

Raleigh, NC 27695-7606

Education

Doctor of Education (Ed.D.) 2012 - 2017

Capella University, Minneapolis, MN

Specialization: Educational Leadership and Education (With Distinction)

Doctoral Capstone: College-2-Career Preparation and Readiness Program: A Framework for Professional and Personal Success

Master of Business Administration (MBA) 1996 - 1998

Our Lady of the Lake University, San Antonio, TX

Concentration: Health Care Administration (With Honors)

Bachelor of Science 1986 - 1989

University of Maryland, College Park, MD

Technical Management

Master Certificate - 2004

Villanova University, Villanova, PA

Human Resource Development

Associates of Applied Science (3) 1982 - 1989

Air University, Community College of the Air Force

Communication Operations, Instructor of Technology and Military Science, Human Resource Management

Professional Experience

National Director, Project Youth Extension Services (YES!) 2010 - Present

[North Carolina State University](http://www.visualcv.com/jcjohns7)

Provides executive leadership, direction, and coordination of all activities related to Project Youth Extension Service (YES), a multi-million dollar Department of Defense/United States Department of Agriculture collegiate professional development program. Leads the creation and application of procedures and standards for communication, implementation and reporting across all career counseling, mentoring, and projects throughout the program. Manages collaborative business partner relationships to include staff, external partners, evaluation teams as well as all military liaisons, program/project managers, and senior leaders. Leads an intra-disciplinary team of leadership education, training, curriculum

Publications

Conference Proceedings: Edwards, H.C., **Johnson, J.C.**, Moses, M.G., & Rutledge, C. "Project YES Virtual Mentorship Program". *Association of Leadership Educators: Cultivating Leadership Education for a Complex World*. Charleston, South Carolina. Association of Leadership Educators 27th Annual Conference. July, 2017. 742-748.

Conference Proceedings: Edwards, Harriett C. & **Johnson, J.C.** "Military Teens HELP (Higher Education Leadership Program)". *Association of Leadership Educators: Prospecting for Leadership Proceedings*. Sacramento, CA: Association of Leadership Educators 26th Annual Conference. June, 2016. 294-299.

Awards & Recognition

2016 Excellence in Team Work Award (State and Regional). National Association of Extension 4-H agents. *College-2-Career Preparation and Readiness Campus Experiences for Military Youth*

2011 President's Higher Education Community Service Honor Roll - Presidential Awardee, NC State University. Corporation for National & Community Service. Project YES identified as key contributor of the award winning team.

Skills

On-line Learning Platforms

Blackboard, Collaborate, Elluminate,

development, outreach, national marketing campaigns, and program management professionals. Oversees logistics and implementation of multiple national events and conferences and national recruitment process. Develops and implements program activities for all internal staff, partners, collaborators, evaluation teams and national clients.

Key Achievements:

- In the first full year of operation, led the team to share in the prestigious 2011 Corporation for National and Community Service President's Higher Education Community Service Honor Roll, the highest federal recognition a college or university can receive for its commitment to community service.
- Created national marketing and execution plan resulting in program adoption and integration spanning 49 states, 4 US territories, and Germany. Result: successful execution of over 700 events serving over 22,000 children and youth in 49 states, 4 US territories, Washington DC, and Germany.
- Implemented a comprehensive campaign and recruitment plan encompassing a national array of public and private universities and colleges. Result: Diverse team composed of 150 undergraduate and graduate interns representing 40 public and private colleges and universities throughout the United States and Puerto Rico.
- Identified crucial client concerns by developing and conducting a comprehensive needs assessment survey. Result: Sustained 97% "top two box" program satisfaction rating
- Provided personalized student success focused career and higher education counseling to program interns resulting in highly impactful school-to-work or undergraduate-to-graduate educational transitions.

Regional Director, Investment Education

2006 - 2010

Fidelity Investments

Led two, 12-person regional teams of investment consultants providing classroom education and personal retirement investment educational consulting services. Designed, measured and reported critical performance measures. Developed enhanced national and regional reporting and accountability initiatives resulting in comprehensive operating efficiencies. Change agent for highly fluid financial environment, including curriculum development and delivery, multi-department project management, cross-functional problem solving, and strategic development.

Key Achievements:

- Designed collection, reporting and measurement procedures for client lead generation tracking system. Result: Identification and tracking of over \$98M of new assets over a two-year period.
- Developed comprehensive departmental compliance regulatory guide. Result: Within first year, received "best seen in 5 years" corporate compliance inspection.
- Led a cross-functional team and developed client one-on-one counseling and client engagement guidelines. Ensured all regulatory, compliance and educational requirements were fully developed and field-tested prior to seamless integration into consulting procedures.
- Designed department-level consultant workshop observation/feedback system providing comprehensive evaluation of critical education and consulting skills and FINRA security regulation requirements.

Sr. Executive Director and Consultant/Command Chief Master

2004 - 2006

Sergeant

United States Air Force

Served as senior advisor to commanding general officer on all HR issues including training, utilization, operational readiness, career progress, morale, and welfare of combined 8,000 personnel located at Langley AFB, Virginia and Bagram Airfield, Afghanistan. Developed strategic map of leadership growth and succession planning by instituting professional development courses and locally developed leadership training. Provided guidance to all assigned Command Chief Master Sergeants and served as functional manager for all assigned First Sergeants. Represented the wing's enlisted force at a variety of military and

civilian conferences, forums and speaking engagements. Lastly, in this role he served as the commander's representative to numerous US Air Force and joint service committees, councils, boards and military and civilian functions. Selected to fill 4 of 7 special senior leadership positions during 25-year career.

Key Achievements:

- Increased Top Performer program participation 150% by revamping program to focus on excellence, facilitating joint service involvement, and integrating executive sponsorship for recipients.
- Completed 100% drug testing in 3 days through flawless coordination of organization's first Demand Drug Reduction program in history.
- Decreased personnel orientation time by 75% through critical orientation curriculum revision.
- Established successful rotation plan by improving reporting processes, hand-picking key enlisted leaders for future rotations, and personally revising promotion verification process and policy.

Executive Director/Chief – HQ Air Combat Command Functional 2004 - 2004
Manager - Enlisted Professional Military Education & Force
Development

United States Air Force

Planned, implemented, and evaluated educational programs, policies, and procedures for 15 nationwide leadership schools and professional development centers. Provided administration and policy structure for 3000 courses educating 82000+ students. Developed and administered \$1M annual budget.

Key Achievements:

- Unified 15 locations into centralized site of shared knowledge, streamlined information dissemination, and accelerated policy implementation by instituting interactive Community of Practice website.
- Enabled new flight chiefs to immediately resolve mission critical issues by revamping Flight Chief Orientation and Development Course to include policy/workshop format that reinforced both theoretical instruction and practical application.
- Streamlined daily operations and clearly defined procedures by directing initiative to rewrite, redefine, and revise Leadership School policy and procedure guide.
- Shortened job tour facilitated by advancement to serve as Command Chief Master Sergeant in support of the Global War on Terrorism, Bagram Air Field, Afghanistan

Executive Director/Commandant – Goodfellow NCO Academy 2002 - 2004

United States Air Force

Directed all facets of operations including policy/procedure implementations, faculty/staff oversight, and a combined \$2.5M operating and maintenance budget for mid-level leadership academy instructing 490 students per year. Recruited, interviewed, and hired educational staff. Developed academy instructors professional and personal development plans.

Key Achievements:

- Developed tri-level manpower forecast to prepare for mandated reduction in instructor staff through shortfall forecasting and formulation of pre-emptive corrective actions.
- Reduced instructor qualification times by 45% through comprehensive redesign of training development program.
- Designed unique three-tiered training plan ; accommodated 60% staff reduction with impacting academy or students; decreased instructor orientation time by 25%.
- Developed and negotiated implementation of policy revising Master Instructor certification requirements throughout all Air Force professional military education areas.

HR Director/Consultant /First Sergeant 1998 - 2002

United States Air Force

Advised unit commanders on training, education, morale, welfare, discipline, and utilization of 6,000 personnel at four locations; the Pentagon, United Arab Emirates, McGuire AFB, NJ, and

Bolling AFB, Wash DC. Managed staff performance, administered recognition programs and disciplinary actions, provided mentoring, career counseling, and leadership development for all enlisted personnel

Key Achievements:

- Designed/implemented aggressive 30-day base relocation requirement by liaising with key U.S. and Qatar government officials; relocation from Qatari airport to permanent base now serves as Southwest Asia hub.
- Improved personnel morale and living conditions in United Arab Emirates through design, negotiation, and implementation of \$1M living quarters and recreational facility upgrade.
- Selected as one of three senior Air Force leaders and key member of Department of Defense Task Force on Domestic Violence to develop and distribute DOD's first domestic violence curricula.
- Boosted unit morale and improved functional abilities at all organizational levels by leading "21 Irrefutable Laws of Leadership" seminars.

Deputy Superintendent – Office of the Secretary of Defense 1996 - 1998

Executive Communication /Superintendent – Executive Travel
Communication Center

United States Air Force

Led elite group of 30 handpicked communications specialists to execute command and control communications for the Secretary of Defense, Deputy Secretary of Defense, their emissaries and staff. Managed \$3M Executive Travel Communications Center providing communications focal point to the President of the United States, National Military Advisor, and National Security Council.

Key Achievements:

- Elevated service to nation's senior DOD leaders while reducing staff training time 50%
- Reorganized executive communication team; realigned personnel based on experience and mission requirements, clearly defined position responsibilities, instituted performance incentives, and streamlined customer service.
- Reduced reporting errors by 50%, increased shift productivity and efficiency by 25%, and ensured senior executives received advanced notification of communication problems by revamping entire critical outage reporting systems.
- Saved 10 to 15 days per month in manpower requirements without mission impact through exceptional planning and organization of all Executive Travel Communications task force activities.

Executive Director/Commandant - Airman Leadership School 1992 - 1996

United States Air Force

Selected to serve as the first Commandant of the newly established Airman Leadership School. Managed all resources including \$50K annual budget and manpower for Goodfellow (Texas) Airman Leadership School providing entry-level leadership training to 112 students per year. Facilitated Total Quality Management (TQM) instruction encompassing methods, metrics, measurement, and process improvement. Provided oversight, direction, and professional development opportunities for school instructors.

Key Achievements:

- Designed and instituted Quality Program including Goodfellow's first quality student forum to achieve 100% awareness trained with 25% trained in 75 days. Result - Inspector General "Outstanding" rating
- Generated 25% increase in active participation in Community College of the Air Force degree programs through initiation of program to evaluate CCAF credits and progress in conjunction with ALS.
- Increased participation in Junior ROTC Summer Encampment program 290% by revamping and refining program to include more diverse instructional topics and securing involvement of two additional high schools.
- Two-time winner (1995, 1996), Air Education and Training Command Commandant of the Year

Certifications

Master Instructor 1994
US Air Force, Air University

Occupational Instructor 1993
US Air Force, Air University

Professional Development and Licenses

U.S. Military Education:

Senior Non-commissioned Officer Academy
Non-commissioned Officer Academy
Non-commissioned Officer Leadership School
Non-commissioned Officer Preparatory Course
USAF First Sergeant Academy
Academic Instructor School

Senior Leadership Development Programs

Center for Creative Leadership - Senior Executive Development Course
Gettysburg College - Gettysburg Executive Leadership Course
Expeditionary Mission Support Senior Leaders Course - Air Mobility Warfare Center
Consultative Selling Skills for Executive Leaders

Certified Facilitator – Steven Covey 7 Habits of Highly Effective People; Total Quality Management

Previously Held: NASD (FINRA) Security Licenses: 6, 7, 24, 26, 63, 65

Conference Presentations

Jury Selected Presentations and Posters

Association of Leadership Educators Conference July, 2017. Charleston, South Carolina.

- "Virtual Mentorship Program"

Association of Leadership Educators Conference July 2016. Sacramento, California.

- "Military Teens HELP (Higher Education Leadership Preparation)" (Poster Presentation)

Association of Leadership Educators Conference July 2012. Key West, Florida.

- "Building a youth development model through critical reflection and 360-degree evaluation" (Poster Presentation)

Southern Region 4-H Biennial Conference March, 2012. Jekyll Island, Georgia.

- "Project Youth Extension Service - A Youth Development Model"

National Extension Association of Family and Consumer Sciences (NEAFCS) Conference September 2012. Columbus, Ohio.

- "Building a youth development model through critical reflection and 360-degree evaluation"

Department of Defense & United States Department of Agriculture Family Resilience Conference, April, 2011, Chicago, Illinois. (Showcase and poster presentation)

- "Project YES!: Building capacity through youth and professional development internships"

Invited Presentations

4-H Military Partnership National Conference. April, 2018. San Antonio, Texas.

- "Project Youth Extension Service -Leveraging Experiential-based Learning and Reflection into a Service Learning program"

US Army Reserve Command (USARC) YRRP Program Leaders conference September, 2017. Fort Bragg, North Carolina.

- "Project Youth Extension Service -Youth Development DuringMilitary Deployments"

4-H Military Partnership National Conference April, 2017. San Antonio, Texas.

- "Project Youth Extension Service - STEM focused leadership development"

DoD/USDA Military Partnership Conference. January, 2017. Arlington, Virginia.

- "Project Youth Extension Service -Then and Now"

Department of Defense Yellow Ribbon Reintegration Program National Working Group. June 2016, Norfolk, Virginia.

- "Project Youth Extension Service- Building Leaders through National Service"

USDA/NIFA Military Partnership and Lead Institution Meeting. January, 2016, Arlington, Virginia.

- "Project Youth Extension Service - Adapting to the New Normal"

4-H Military Partnership Conference. March 2016, San Antonio, Texas.

- "Ready for Success: Preparing for College and Career"

DoD/USDA Military Extension Partnership - Lead Institutions Meeting. January 2014, Arlington, Virginia.

- "Impact and Forecast of Project Youth Extension Service"

US Navy Ombudsman National Training Conference August 2012. St. Louis, Missouri.

- "Building a youth development model through critical reflection and 360-degree evaluation"

Operation: Military Kids (OMK) National Conference February 2012. Phoenix, Arizona.

- "Project Youth Extension Service - A Youth Development Model"

US Army National Guard Bureau Child and Youth Services Professional National Training Symposium. April 2012. Atlanta, Georgia.

- "Project Youth Extension Service - A Youth Development Model"

4-H State Military Liaison Conference February 2011. Albuquerque, New Mexico.

- "Project Youth Extension Service - A Youth Development Model"

Grants and Cooperative Agreements

Aug 2016 - Current

Project Youth Extension Service (YES). Cooperative agreement funded by the Department of Defense Office of Employers Programs and Policy and the USDA National Institute of Food and Agriculture. (National Director and Co-principal investigator, \$2.1M).

Aug 2010 -Aug 2016

Project Youth Extension Service (YES). Cooperative agreement funded by the Department of Defense Office of Military Community and Family Policy and the USDA National Institute of Food and Agriculture (DoD-USDA MilitaryPartnership). (National Director and Co-principal investigator, \$6.29M).

Feb 2016 - Sep 2016

Wolfpack Leadership and College Experience.Funded by USDA cooperative agreement with Air Force Child and Youth Programs (Kansas State University Air Force/4-H Partnership Youth Camps). (Co-principal investigator, \$19,980)

Professional/Board Affiliations

2011 Board Member- Human Capital Executive Research
2011 Madison Who's Who of Executives and Professionals
Former Board of Director – Langley Federal Credit Union, Newport News, Virginia
Former Board of Director – VOYCE Child Mentoring, San Angelo, Texas
PINNACLE National Honor Society
Delta Mu Delta International Honor Society in Business

Professional Organizations

Association for Leadership Educators (ALE)
National Association of Extension 4-H Agents (NAE4-HA)
Iraq and Afghanistan Veterans Association (IAVA)
Air Force Sergeants Association (AFSA)
Combat Veterans Association

Portfolio - Special Projects

College-2-Career Preparation and Readiness Program 2016 - 2017
(previously NC State University Wolfpack Leadership and College
Readiness Program)

[North Carolina State Extension Military Outreach \(NCSEMO\)](#)

This camp experience takes the first semester of college life and compresses it into a 4-night, 5-day experience, complete with selecting a schedule of classes, meeting new roommates and suite mates, finding classes on a large urban campus, eating in the cafeteria, participating in classes and social events, and engaging with other students. Designed for youth ages 13 – 18, this is an opportunity to learn about college life while also paying special attention to the basics necessary to gain admission into a four-year university.

Integrating elements of Conley's 4 Keys of College Readiness and Schreiner's Thriving Program, the C2PR camp provides military teens an experiential learning, residential camp experience guiding them through the first semester of college life through a compressed 5-day experience and introducing them to the process of selecting class schedules, meeting new roommates and suite mates, finding classes on a large urban campus, balancing academic and social requirements, and engaging with other students. Designed for military-connected teens, the camp provides participants to learn about college life while also paying special attention to vital information necessary to make informed decisions regarding college and career decisions.

Ultimately, military teens are provided access to crucial information necessary to skillfully navigate the academic and career decision-making process while simultaneously establishing a network of other military teens facing the same challenges.

Teaching Experience

MS 101/102, Introduction to Political and Military History (Military Studies), Community College of the Air Force, Air University, 1992-1996

Introductory analysis of American political institutions and processes, inclusive of the US constitution, political cultures, political parties and interest groups, and public policy. Exploration of contemporary issues placing an emphasis on impact on military operations and policy.

LM 101/102 - Leadership Studies, Community College of the Air Force, Air University, 1992-1996

Introduction to the necessary skills to become effective leaders and representatives within the US military structure. Develops and inspires the human dimension from an individual to an organizational level. Topics include categories such as: leadership and management concepts, supervision skills, evaluation systems, professional networking, communication, resource stewardship, working in groups, presentation skills, and continuous process improvement. Instruction includes experiential learning and application and prepares young leaders for successful integration into more complex leadership and management structures.

MC 101/102 - Introduction to Supervisory and Managerial Communication, Community College of the Air Force, Air University, 1992-1996

Interpersonal communication competence: self-concept, self-disclosure, active listening, verbal and non-verbal communication, and conflict management. Explores elements of small group communication including stages of group development, leadership functions, decision making strategies, and the significance of power within a leadership role or function.