

2017 NAEP Elected Officer  
Candidate Nomination Application for Elected Office

The following criteria represents the standard information about potential candidates for elected office required by NAEP's Nominating Committee. This basic form should be completed by each candidate. A resume may be attached to further describe detailed information but should not be submitted in lieu of this application.

**About You:**

Position of Interest:

2<sup>nd</sup> Vice President

District III

District VI

Name of Candidate: LaDonna Purcell

Title: Director of Procurement Services      Institution: Morehead State University

Address: 200 American Legion Way

City: Morehead      State: Kentucky      Zip: 40351

Telephone: 606-783-2323

Email: l.purcell@moreheadstate.edu

Questions:

1.      Number of years as an active member of NAEP:

10 years

2.      Types of Service to NAEP and or the regions:

- a.      Participation on committees, task forces, special projects and other functions.

Currently I serve as the District III Representative on the NAEP Board of Directors (appointed in 2015 to fill an unexpired term); currently serve as the NAEP Representative on the UPPCC Board of Examiners for the CPPO Exam; and I currently serve as the Secretary/Treasurer for the KY Region of NAEP (KNAEP).

I also currently serve on the NAEP Membership Committee (since 2015), the NAEP Program Committee for the 2017 Annual Meeting and the NAEP Professional Development Committee (since June 2014) where I also chaired the Subcommittee for Webinars during 2015-2016.

Regionally I currently serve on the KNAEP Scholarship Committee (since September 2011) and the KNAEP Program Committee (since September 2011).

I was President of KNAEP 2008-2009 and was Vice President of KNAEP 2007-2008. I previously served on the NAEP Scholarship Committee from April 2012 – August 2016, the NAEP Program Committee for the 2016 Annual Meeting (2015-2016) and the NAEP Host Committee for the 2014 Annual Meeting. I previously served on the KNAEP Education & Professional Development Committee from October 2012 – December 2015.

At the 2015 NAEP Annual Meeting I was a New Attendee Guide.

As District III Representative I attend all regional meetings in the District last year (Florida, Carolinas and TAGM) as well as my home region.

- b. Author of an article(s), monograph(s), book(s) or other publication for NAEP

I have not written any articles for NAEP but I did assist Tamara Gash in developing a webinar that is used for new presenters to explain the process of submitting a proposal for a session at the Annual Meeting.

- c. Recognition, Awards and/or Certificates of Achievement

I am a Kentucky Colonel, which is a distinction given by the Governor of Kentucky for qualifying acts of leadership, goodwill and/or service to the Commonwealth of Kentucky.

- d. Presentation(s) at meeting(s) or educational programs

I have presented at numerous NAEP meetings, both nationally and regionally. As District III Board Representative I presented the 2015 NAEP State of the Association update at the Kentucky and TAGM meetings. I also presented the 2016 NAEP State of the Association update at both regions again in 2016.

At the 2014 NAEP Annual Meeting I co-presented with members of MSU's external audit team on the topic of How to Reduce the Risk of Purchasing Fraud.

At the 2015 NAEP Annual Meeting I co-presented with Carla Helm, Al Brooks and Christopher Mihok on New Uniform Guidance for Federal Grants. This session was presented as a topic overview followed by a panel Q&A from the audience on how to implement the Uniform Guidance.

At the 2016 NAEP Annual Meeting I presented two sessions. The first was "We Changed Everything and It Worked" where I focused on all of the changes our office has gone through in the past 18 months and how we came out better off in the long run. I also co-presented with Denise Finn on updates to the proposed Federal Uniform Guidance.

At the 2015 NAEP TAGM regional meeting in addition to the NAEP State of the Association update I also co-presented with Don Buffum from Mississippi State University. The topic of our session was New Uniform Guidance for Federal Grants.

For the 2015 NAEP Florida Regional meeting I was the opening keynote speaker with the speech centered on the topic of value added service provided by procurement office and staff to our universities.

I am also tentatively scheduled to be plenary speaker at the 2016 NAEP Florida regional meeting in 2017.

3. Service to an associated professional organization (whose principal purpose is the betterment of the procurement profession or education community)
  - a. Participation on committees, task forces, special projects and other functions.

In addition to NAEP, I am active in three other professional associations. National Institute of Governmental Purchasing (NIGP), KPPA which is Kentucky Public Procurement Association and is the KY Chapter of NIGP and Kentucky Educational Procurement Cooperative (KEPC).

First for NIGP. I am currently serving on the Knowledge Management Committee which is the national committee that functions the same as the NAEP Program Committee. I am also serving on the RFP Library task force and am working with other team members to review all RFPs in their library, determine if the document meets criteria to remain active and if so, we then rename it using a set naming convention. I have been on the Knowledge Management Committee since 2015 and the RFP Library task force since its inception in early 2016.

With KPPA I am currently serving my first three-year term on the Board of Directors. I was elected in October 2014. I am Chair of the Silent Auction Committee and also sit on the Vendor Recruitment,

Reverse Trade Show, Budget, Conference QCT, and Newsletter Committees.

For KEPC, just last month I was re-elected to a second two-year term as Secretary for the Cooperative. I was first elected in September 2014.

- b. Author of an article(s), monograph(s), book(s) or other publication for other professional associations.

As a joint responsibility of my service as Chair of the Silent Auction Committee and member of the Newsletter Committee, I have written several articles for the KPPA newsletter which is released quarterly. The topic of most of the articles has been centered around the Silent Auction but I also wrote an article summarizing the March is Procurement Month meeting that was held in March 2016.

- c. Recognition, Awards and/or Certificates of Achievement

In 2014, prior to being elected to the KPPA Board I won the KPPA Essay contest. The topic was "What Procurement Means to Me" and the prize was \$1,500 which I used to attend NIGP the following year.

Also in 2014 our office was selected the KPPA Agency of the Year. The competition is based on achievements from the previous year and how the work of our office advanced the university (agency) as a whole.

Also in 2013 I was the winner of a \$1,200 NIGP Scholarship to attend the NIGP meeting for the first time.

- d. Presentation(s) at meeting(s) or educational programs

KEPC does not hold an organized conference. Instead we meet as a group for networking and round table discussions.

In August 2016 I presented for the first time at NIGP. The title of the presentation was "We Changed Everything and It Worked". This was very much the same presentation I had given at NAEP but with more focus on the governmental changes rather than the higher education side since the focus of NIGP rests in that area.

I presented a plenary session at the 2015 KPPA Annual Conference on fraud. The title of the presentation was Procurement Fraud & Ethics Hotlines.

4. Educational achievement (higher education institution and/or certification, NAEP's Institutes or Academy, etc)

I hold both the CPPO and the CPPB certifications from UPPCC, both of which I obtained in 2013. I obtained the CPPB in the spring test window and the CPPO during the fall test window.

I am a two time graduate of Morehead State University including a BBA – Accounting where I graduated Magna Cum Laude.

I am a graduate of the 2008 Class of the President's Leadership Academy at Morehead State University.

I have completed the Contract Management Institute of NAEP (December 2015) and have completed the Association Leadership Program both years of its existence, 2014 and 2015. I attended the Leadership Forum at the 2012 and 2013 Annual meetings and was invited to be part of the NAEP Strategic Planning Meeting held immediately preceding the 2015 Annual meeting.

I was also invited to be a participant in the 2015 NAEP Innovators Forum where the topic was the branding of procurement.

5. Procurement positions held (title/institution/organization)

All of my nearly eighteen years of procurement experience comes in higher education at Morehead State University.

Director of Procurement Services since September 2006

Assistant Director of Purchasing March 2006 – September 2006

Support Services Specialist IV (Surplus) April 2004 – March 2006

Support Services Specialist IV February 2001 – April 2004

Support Services Specialist II July 2000 – February 2001

Support Services Specialist I March 1999 – July 2000

***National board member selection criteria:***

***Please provide a comprehensive statement to the below questions. You only have to answer the questions that apply to your personal experiences.***

1. Do you possess an area of expertise that helps the association meet one or more of our strategic initiatives (see attached Strategic Plan)  
I believe I possess many skills that help NAEP meet the strategic initiatives of the Strategic Plan. Our mission statement centers around networking, professional development, collaboration and advocacy. I have strong networking and collaboration skills and demonstrate them on almost a daily basis at my institution and nearly as often within the Association. I am very

passionate about professional development and have developed a professional development plan for each of my staff. I am a strong advocate for the profession and the Association to anyone that will listen.

Throughout my career my work has reflected integrity and inclusion. Without either of those core values I don't believe you will get very far. With a limited staff and limited budget I have had to be very innovative with anything that we do. By studying emerging trends, best practices and bringing forward case studies of the results we could see after implementation, I have been able to change the complexion of our office and how we are perceived on campus.

I'm excited to put these skills to use for NAEP as the District III Board Representative.

2. Broader perspective: Please list other noteworthy voluntary contributions of time, effort, resources and leadership abilities to NAEP and the procurement profession.

With all of the service work that I do for NAEP and the procurement profession it requires me to stay late most nights to accomplish the tasks. The majority of my service work is done after hours after everyone goes home.

At the regional level in Kentucky, I truly have become the 'go to' person for almost everything. As one of the oldest members in terms of years of service, I have a great deal of regional association knowledge that has come from the exposure gained from my service work over the years.

It is a rare occasion that I decline an opportunity to serve our profession. When I do it is only because I feel my work or other service commitments would suffer. I love this profession that we have chosen and I have never forgotten that I got where I am because of individuals who took the time to help me many years ago. I have the distinct pleasure of paying that forward to others.

3. Provide examples of the ability to develop strategic direction/vision and/or implement a strategic direction/vision. Have you been identified by peers as a thought leader?

Just recently because of my presentation at NIGP, I was asked by a colleague to spend some time helping him brainstorm how to update the procurement policies and procedures at the City where he is employed. We reviewed his strategies and decided what would work and how we could frame the information in a better way for his City Council to understand.

At the regional level we are very dependent on one another. I am often asked for my opinion on particular procurements. With having made all of the advancements at our institution, I have agreed to help another state institution update their processes and procedures.

4. Do you recognize and promote trends, issues and best practices for your institution and profession? Please describe.

I certainly recognize and promote trends, issues and best practices for my institution and profession. This is the center of nearly all of the presentations I have given. From the use of ethics hotlines to deter procurement fraud, to the new Uniform Guidance, to how our office literally changed everything in order to become a strategic service unit of the University.

Specific examples include changing our name to the Office of Procurement Services (previously Support Services); doubling the number of staff with procurement agent authority; dividing commodities and services by procurement agent for consistency throughout the procurement process; partnering with Facilities Management to establish furniture standards for campus and solving the problem of personally funded travel with the addition of managed travel services to the menu of services we provide our campuses.

I am also active in the conversations about upcoming trends such as eProcurement, contract management, supplier relationship management and electronic bidding. As a small(er) institution with a limited budget I can learn from my colleagues how to implement these services without getting shut down from the Budget office because my request can't be funded.

The conversation around Federal Uniform Guidance continues and we are now starting to discuss spend analysis. One of the best things about our profession is that there is always something new to learn and another way to improve the way we serve our campus and our students.

5. Please describe how you would confidently and articulately lead discussions and express opinions in a collaborative, collegial manner.

As a professional we are required to articulate and inform our customers and our suppliers on a daily basis. That information is not always positive and isn't always well received. But what is consistent is the fact that the other person/people in the conversation deserve to be treated with respect.

When leading a discussion it is important to allow everyone an opportunity speak and share his/her opinion. The leader of the discussion should also ensure that the conversation never becomes a personal attack. As the moderator of a discussion it may be necessary to begin the discussion by asking questions or to encourage feedback and follow-up by posing questions. A good moderator should come to a meeting with a broad understanding of the topic to be discussed and be prepared to get the conversation moving between the participants.

When discussing opposing ideas, the discussion should be based on reliable data or verifiable personal experience. The discussion should remain centered on the issue at hand and never become personal in nature. It is important to listen as much as you speak and to listen to comprehend, not just to respond. Take time to hear the other person, really hear them, and consider why they hold the opinion that they do.

Some of the discussions we will have at the national board level will be delicate in nature and not everyone will agree. As long as we stay focused on the issues, and not the people, the group of professionals can come to a mutually agreeable decision and move forward.

6. Do you mentor, engage and share information with current and potential NAEP national, regional or committee leaders? Or with staff?

As the current District III Board Representative I have developed a strong relationship with the regional board members from the area (Florida, TAGM, Carolinas and Kentucky). I have provided guidance and feedback on their regional meetings compared to others in the District and have been an advisor to each on specific topics that were pertinent to them. At the regional level I have mentored several new procurement personnel and am in the process of grooming one to assume a board position in the future.

I am also an active participant with the former email list-serv and the current community Forums on the website. I am more than willing to have a discussion with any member about any topic and will share my successes and struggles whenever I am asked. Often even if I'm not asked, I will share!

Honestly as an active member of NAEP I believe it is our duty to mentor, engage and share information with all of the membership. We only get stronger by helping one another.

7. What vision do you have for NAEP during your term? (Biggest challenges and how to solve them).

If elected, during this term as District III Representative I would like to focus



on how this Board Representative can be involved more at the regional level. This will include getting firm commitment from NAEP to allow the DIII Representative to attend all regional meetings. But it could also include things like having the DIII Representative participate in regional board and/or regional committee calls and discussions. It may be beneficial to the regional boards and committees to have the perspective of the Board.

I also want to focus on how this DIII Representative reports information back to the Board from the regions. The communication has to be two way and at the current time, I don't believe it is.

Finally I know that it is most likely cost prohibitive for us to have a District wide meeting because many of our members are unable to travel within the region because of insufficient travel budgets at their institutions. But we could still find creative ways to collaborate. Webinars are one example. Another possible way to have collaboration would be for this Board Representative to lead quarterly round table discussions via WebEx or other tool, just for idea and resource sharing. Could we have a northern and a southern district meeting where two of our regions co-locate or meeting together on alternating years? I would like to start that conversation.

Candidates should also have a commitment to contribute the time, interest, ability and resources necessary to complete assignments promptly and professionally.

***IN ADDITION PLEASE PROVIDE:***

Candidates for national board positions should have the support of their employer organization to attend all board meetings, in addition to other related activities, as appropriate for the duration of their term of office:

2<sup>nd</sup> VP: 5 year term

District II and V: 3 year term

Please provide a recommendation letter (by the direct supervisor, indicating if the person is elected the institution and supervisor will support the candidate and allow him/her to participate as part of his/her professional development).



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October 19, 2016

District III Nominating Committee  
NAEP  
8840 Stanford Boulevard, Suite 2000  
Columbia, MD 21045

To Whom It May Concern:

I am pleased to write this recommendation and letter of support for LaDonna Purcell, Director of Procurement Services, to apply for the District III Representative to the NAEP Board of Directors. As her direct supervisor, I attest that she will have my support as well as the support of Morehead State University to attend all required meetings and events during her three year term, if elected. Additionally she will have my and Morehead State University's support to participate on the NAEP Board of Directors as part of her professional development.

If you have questions or wish to speak to me in more detail please feel free to contact me. Thank you for your consideration.

Sincerely,

Beth Patrick  
Chief Financial Officer and  
Vice President for Administration

BGP/kt