

## **REBECCA L. JOHNSON**

Vice President for OSU-Cascades  
210 Obsidian Hall

### **EDUCATION AND EMPLOYMENT**

#### **Education**

Ph.D., 1985, Michigan State University, Agricultural Economics, minor fields in Resource Economics, Policy Analysis, Quantitative Methods, Economics

M.S., 1981, Michigan State University, Agricultural Economics (Minor: Economics)

B.A., 1977, University of Wisconsin-Madison, Economics

#### **Employment**

2009-P Vice President for OSU-Cascades

2005-09 Vice Provost for Academic Affairs and International Programs, OSU

2002-05 Associate Dean for Academic Affairs (0.5 FTE), College of Forestry; Chair, OSU 2007 Steering Committee, Provost's Office (0.5 FTE)

2000-02 Professor, Department of Forest Resources (0.5 FTE), Associate Dean for Academic Affairs (0.5 FTE), College of Forestry

1990-2000 Associate Professor, Department of Forest Resources, College of Forestry

1991-92 Visiting Scholar, Centre for Resource Management, Lincoln University, New Zealand (6 month sabbatical from OSU)

1984-90 Assistant Professor, Department of Forest Resources, College of Forestry

1979-84 Graduate Research Assistant, Department of Agricultural Economics, Michigan State University, East Lansing, Michigan.

1981-84 Graduate Teaching Assistant, Department of Agricultural Economics, Michigan State University, East Lansing, Michigan.

## ADMINISTRATION

### Vice President for OSU-Cascades

Responsible for all academic and operational aspects of Oregon State University's only branch campus, including finance and strategic planning; academic excellence and faculty support; community relations and marketing; admissions and recruitment; student success and student life; and maintaining a commitment to OSU's core values, including inclusive excellence, shared governance and diversity, inclusivity, and social justice.

Took campus from an upper-division "capstone" program with multiple partners located on the community college campus to a full 4-year program on its own campus. This included a major drive to expand academic offerings, faculty research and engagement, and strong student engagement and support.

Responsible for enrollment growth. Increased enrollment every year, from 611 to 1,374.

Organized a community response to the State Legislature's Ways and Means Committee hearing in Bend in 2010, where about 600 community members showed up to oppose the threatened closure of OSU-Cascades.

Negotiated an exit by the University of Oregon from OSU-Cascades, transitioning UO faculty and staff to OSU faculty and staff, resulting in a single brand identity and consistent academic and administrative policies.

Approached the Chancellor of OUS requesting the ability to offer lower division courses and become a true 4-year university. The Chancellor challenged us to raise \$1 million in 6 weeks in a show of support; we raised \$1.6 million and the State Board granted the ability to expand to a 4-year university.

Lobbied for state bond funding to pay off COCC's Cascades Hall debt, freeing OSU-Cascades from a 30-year lease with COCC and clearing the way to move off the COCC campus.

Taking advantage of the downturn in real estate during the last recession, lobbied the legislature for \$2 million in bonds to purchase a commercial office building to hold graduate and research programs. Also secured a \$750,000 donation toward the purchase.

Convened a task force of five prominent community leaders and real estate developers to survey possible locations for a new campus for Central Oregon. After considering locations throughout Central Oregon, purchased a 10-acre property on the west side of Bend, within walking distance of the Graduate and Research Center. Also secured an option to purchase an adjacent 45-acre former pumice mine.

Navigated over two years of land use issues related to the new site, including significant opposition from neighbors. Held numerous public meetings to address concerns, and

convened community task forces to help plan the new campus and its programs. While the plan had support from much of the community, opponents appealed all the way to the State Supreme Court. The appeals were denied at every level.

Successfully negotiated with Deschutes County to purchase an additional 73 acres adjacent to the campus, providing a 128-acre campus for the future. Because the County property was a former demolition landfill, purchased it for \$1 after significant due diligence showing that remediation of the landfill could be done for an equivalent price to purchasing clean land.

Moved the campus to its new location in 2016. There are now 5 buildings on the campus, the pumice mine has been reclaimed, and funding for a new Student Success Center is in the Governor's Recommended Budget for 2021.

Worked with regional businesses and organizations to identify academic programs that were needed at OSU-Cascades, resulting in new programs in energy systems engineering, engineering science, computer science, kinesiology, hospitality management, outdoor products, environmental science, arts, media, and technology, and a doctorate of physical therapy. Fundraised for the start-up costs for many of those programs from local businesses.

Served on the boards of Economic Development for Central Oregon, City Club of Central Oregon, the regional board of US Bank, and the Advisory Committee for the Central Oregon Regional Solutions team. Regularly present at local service clubs and other organizations.

Maintain positive relationships with the regional legislative delegation resulting in strong support for the expansion of OSU-Cascades. Regularly testify in Salem in support of the campus, and helped to organize a community group, Now4 OSU-Cascades, that lobbies on behalf of the campus. Every year we coordinate lobbying trips to Salem for students and community members.

Support diversity, equity and inclusion in all aspects of the campus. Supported the development of the DEI Lab, directed by Erika McCalpine, and helped to secure start-up funds from donors.

Despite having very few OSU-Cascades alumni in a position to give back to their alma mater, have engaged the local community to donate over \$4 million to the first academic building, and over \$10 million to the second academic building. Local businesses and individuals have supported faculty positions in energy systems engineering, science education, computer science, hospitality management, and outdoor products, in addition to scholarship support.

Support and invest in academic and research excellence; recruit and support world-class faculty and excellent staff. Build a sense of community for OSU-Cascades faculty that is

both part of the larger Oregon State community as well as celebrating the unique aspects of the branch campus.

Serve as member of the Provost's Council; work closely with most of the University's 11 academic deans, and the provosts and vice presidents. Build partnerships and alliances with academic and operational leaders at the main campus to advance shared goals. Encourage innovation and creativity in all aspects of the branch campus.

At all times, attend to the fiscal health of the branch campus. OSU-Cascades is budgeted separately by HECC, but relies on many shared services with OSU.

### Vice Provost for Academic Affairs and International Programs

Oversaw multiple units, including the OSU Libraries, International Programs, Writing Intensive Program, Academic Success Center, Educational Opportunities Program, ROTC, Athletics Academic Advising, College Assistance Migrant Program, and the Writing Center.

Broad responsibility for academic and professional faculty personnel matters, including recruitment, development and career progression, and retention. Oversight of diversity hiring initiatives, dual career hiring, and other strategic initiatives. Oversight of academic personnel policies.

Reviewed all promotion and tenure dossiers as a member of the University P&T Committee. Led revisions of promotion and tenure guidelines and academic appointment guidelines.

Participated in Strategic Plan revisions and implementation.

Served as the University's accreditation lead; liaison with the Northwest Commission on Colleges and Universities; participated in accreditation reviews and onsite visits; served as a peer reviewer for other universities in the region.

As the University's senior international officer, responsible for oversight of the University's international programs and initiatives; led University delegations to China, Thailand, Germany, and Tunisia.

With Provost Randhawa, carefully assessed a proposed partnership with INTO University Partners. Led implementation, including creation of academic programs, student support services, and business operations. The INTO OSU partnership was the first public-private partnership of its kind in the US.

Responsible for oversight of the Division's annual budget and hiring plan.

Acted on behalf of the Provost and Executive Vice President as needed; served as member of the Provost's Council and the President's Cabinet. Contributed to university-wide budget process.

#### Chair of OSU 2007 Steering Committee

OSU 2007 was the name of the University's first comprehensive strategic planning process. Appointed by the Provost to lead this effort; coordinated over 400 people serving on Core Planning Teams and Satellite Teams. Led numerous forums to present interim results and gather feedback. Synthesized reports and wrote final Steering Committee Report. Worked with incoming President Ray on final revisions to the University Strategic Plan, and the accompanying implementation plan. Worked closely with the Provost and President, made numerous presentations to the OSU Advisory Board, sat on the OSU Cabinet, and participated in decision-making at the highest levels of the University.

#### Associate Dean for Academic Affairs, College of Forestry (0.5 FTE)

Directly responsible for College of Forestry Student Services Office.

Initiated a marketing and recruitment effort to increase undergraduate enrollment. Chaired the Forestry Strategic Recruiting Committee, which developed recruiting goals and oversaw the tactical recruiting team.

Led development and testing of an advising evaluation instrument.

Actively worked to increase student diversity through programs directed by Student Services Office.

Inner City Youth Institute was a middle and high school program that offered summer camps and school clubs to introduce kids to natural resource management. COF funded a half-time position in Portland to work with this program and be actively involved in other school programs related to natural resources and forestry.

Co-sponsored the Minorities in Agriculture, Natural Resources, and Related Sciences 2002 conference in Portland. Served on committees along with Student Services staff and College of Ag Sciences staff.

Latinos in Forestry Program. Partnership with Weyerhaeuser and Chemeketa Community College. COF funded ¼ of position and supervised employee who developed and ran events for students and families in the Salem-Woodburn area to introduce them to the field of natural resources. Weyerhaeuser provided tours, job shadowing, and internships for selected students.

Led the accreditation process for Society of American Foresters/Society of Wood Science and Technology (professional accreditation), and Northwest Association of Schools and Colleges (OSU accreditation), both culminating in site visits in 2001. All programs were successfully re-accredited.

Participated in developing a strategic plan for the future of the College, called Creating our Future. This plan guided all strategic investment decisions in the College.

Worked with Tuskegee University to develop a Memorandum of Agreement for a Cooperative Bachelor's/Master's degree program in Forestry.

Participated in all budgeting, planning, personnel, and policy decisions of the College of Forestry. Reviewed and met with all candidates for promotion and tenure. Periodically represented the Dean when necessary.

## **TEACHING, ADVISING, AND CURRICULUM**

Taught 8 different courses in the College of Forestry at the undergraduate and graduate levels.

Advised undergraduate, Masters and PhD students, and served as a Graduate Committee Representative for students in five other departments.

Served on departmental and college curriculum committees, University Graduate Faculty of Economics Core Committee, and as Associate Dean, reviewed and approved all curricular proposals.

## **SCHOLARSHIP**

### **Selected Refereed Publications**

Johnson, R.L., and D.B. Suits. 1983. "A statistical analysis of the demand for visits to U.S. National Parks: Travel costs and seasonality." Journal of Travel Research (Fall):21-24.

Shelby, B., Bregenzer, N., and R.L. Johnson. 1988. "Displacement and product shift: empirical evidence from Oregon's rivers." Journal of Leisure Research 20(4):274-288.

Johnson, R.L. 1989. "Marketing fee hunting opportunities in the presence of abundant public land." Western Journal of Applied Forestry 4(1):24-26.

Johnson, R.L. and M.J. Manfredo. 1989. An evaluation of the relationship between nongame wildlife use and donation to nongame tax checkoffs. Society & Natural Resources 2(4):367-374.

- Johnson, R.L., F.W. Obermiller, and H. Radtke. 1989. "The economic impact of tourism sales." Journal of Leisure Research 21(2):140-154.
- Rasker, R., R.L. Johnson, and D. Cleaves. 1990. Wildlife and hunting on private agricultural land: the case of waterfowl in western Oregon. Forest Research Laboratory, Oregon State University, Corvallis. Research Bulletin 70.
- Daniels, S.E., R.L. Johnson, and D.C. Markstrom. 1991. Estimating and comparing demand functions for personal use Christmas tree cutting at seven Utah sites. Western Journal of Applied Forestry 6(2):42-46.
- Rasker, R., M. Martin, and R.L. Johnson. 1992. Economics: Theory vs. practice in wildlife management. Conservation Biology 6(3):338-349.
- Latham, R.P. and R.L. Johnson. 1992. Amenity values and the centrality of the second-highest bid. The Appraisal Journal Vol LX, No. 2, pp. 288-290.
- Johnson, R.L. and E. Moore. 1993. Estimating tourism economic impacts. Annals of Tourism Research Vol. 20, pp. 279-288.
- Johnson, K. and R.L. Johnson. 1993. Public participation in wildlife management: Opinions from public meetings and random surveys. Wildlife Society Bulletin 21:218-225.
- Lindberg, K. and R.L. Johnson. 1994. Estimating the demand for ecotourism sites in developing countries: The travel cost and contingent valuation methods. Trends 31(2).
- Johnson, R.L., M. Brunson, and T. Kimura. 1994. Using image capture technology to assess scenic value at the urban/forest interface: A case study. Journal of Environmental Management. 40:183-195.
- Lindberg, K., and R.L. Johnson. 1996. Estimating the economic value of tourism's social impacts. Annals of Tourism Research 24(1).
- Lindberg, K., and R.L. Johnson. 1997. Modeling resident attitudes toward tourism. Annals of Tourism Research. 24(2).
- Lindberg, K., R.L. Johnson, and R.P. Berrens. 1997. Contingent valuation of rural tourism development with tests of scope and mode stability. Journal of Agricultural and Resource Economics 22(1)44:60.
- Johnson, R.L., R.J. Alig, E. Moore, and R.J. Moulton. 1997. NIPF landowners' view of regulation. Journal of Forestry 5(1).
- Chambers, C.L., W.C. McComb, J.C. Tappeiner, II, L.D. Kellogg, R.L. Johnson, and G. Spycher. 1999. CFIRP: What we learned in the first ten years. The Forestry Chronicle, Vol. 75, No. 3, pp. 431-434.

- Kline, J.D., R.J. Alig, and R.L. Johnson. 2000. Forest owner incentives to protect riparian habitat. Ecological Economics 33:29-43
- Kline, J.D., R.J. Alig, and R.L. Johnson. 2000. Fostering the production of nontimber services among forest owners with heterogeneous objectives. Forest Science 46(2):301-311.
- Wing, M.G., and R.L. Johnson. 2000. Determining visual sensitivity of a forest with spatial data. Environmental Management 27(3):411-420.
- Kim, Y.S., and R.L. Johnson. 2002. The impacts of forests and forest management on neighboring property values. Society and Natural Resources 15(10): 887-901.
- Shelby, B., J. Thompson, M. Brunson, and R.L. Johnson. 2003. Changes in scenic quality after harvest: A decade of ratings for six silviculture treatments. Journal of Forestry, 101(2): 30-35.
- Huppert, D.D., R.L. Johnson, J. Leahy, and K. Bell. 2003. Interactions between Human Communities and Estuaries in the Pacific Northwest: Trends and Implications for Management. Estuaries, 26(4B): 994-1009.

## **Books**

- Johnson, R.L., and G.V. Johnson, eds. 1990. Economic Valuation of Natural Resources: Issues, Theory, and Applications. Westview Press.
- Hobbs, S.D., Hayes, J.P., Johnson, R.L., Reeves, G.H., Spies, T.A., Tappeiner, J.C., and Wells, G.E. 2002. Forest and Stream Management in the Oregon Coast Range. Oregon State University Press, Corvallis.

## **Book Chapters**

- Johnson, R.L., N.S. Bregenzler, and B. Shelby. 1990. A comparison of contingent valuation method results: Dichotomous choice vs. open-ended responses. *In* Economic Valuation of Natural Resources: Issues, Theory, and Application, R.L. Johnson and G.V. Johnson, eds., Westview Press.
- Johnson, R.L., and T. Brown. 1991. Beneficial economic consequences of leisure activities. *In* Beneficial Consequences of Leisure Activities, B. Driver, P. Brown, and G. Peterson, eds., Venture Publishing, State College, PA.
- Radtke, H.D., S.W. Davis, R.L. Johnson, and K. Lindberg. 1997. Economic and demographic transitions on the Oregon Coast. *In* Rainforests of Home: Profile of a N. Am. Bioregion. P. Schoonmaker, B. vonHager, and E. Wolf, eds. Island Press, Washington, D.C.

Houston, L., Waters, E., Johnson, R.L., Radtke, H., and Gates, J. 2000. The economic impacts of reduced marine harvest on regional economies. In *Change and Resilience in Fishing*, S. Hanna and M. Hall-Arber, eds., Oregon Sea Grant, Corvallis.

Johnson, R.L., and G. Stankey. 2001. Socioeconomic implications of forest management. In: *Forest and Stream Management in the Oregon Coast Range*. S. Hobbs, J. Hayes, R.L. Johnson, G. Reeves, T. Spies, J. Tappeiner, and G. Wells, eds. Oregon State University Press, Corvallis.

Johnson, R.L., and J. Leahy. 2004. Social Aspects of Coastal Tourism. In: *Society and Natural Resources: A Summary of Knowledge*. M.J. Manfredo, J.J. Vaske, D.R. Field, P.J. Brown, B.L. Bruyere, eds. Modern Litho, Jefferson City, MO.

### **Other Publications and Presentations**

Approximately 100 other publications and presentations prior to full-time administrative roles.

### **Grant and Contract Support:**

Forty-six funded research projects, mostly smaller grants from public agencies that funded graduate students, totaling over \$2 million.

### **SERVICE**

#### **Departmental:**

Curriculum Committee, Chair.  
Promotion and Tenure Committee, Chair.  
Advisory committee.

#### **College of Forestry:**

Curriculum and Advising Committee, Chair.  
Search Committees, 30+ different committees.  
Dean's Council on Women and Diversity.  
McDonald Forest Advisory Committee.  
Starker Lecture Committee.  
Research Forests Monitoring Committee.  
Beaver Open House.  
Forestry Executive Committee.  
Scholarship Committee, Chair.  
Building Community Committee.  
Recruitment and Retention Committee.  
College Forests Planning Team.

## **University:**

Sports Club Committee.  
Athletic Advisory Committee.  
Graduate Economics Core Committee.  
Steering Committee for NCAA Certification Process.  
Board of Recreational Sports, Chair.  
Faculty Senator.  
Dixon Building Committee.  
Focus group on barriers to full professorship for women.  
Central Oregon Planning Team.  
OSU 2007, Chair.  
Honorary Doctorate Committee.  
Courtesy Faculty Committee.  
Commencement Committee, Chief Marshal.  
Administrative Appointments Committee.  
University Cabinet.  
Cascades Campus Planning Committee.  
Administrative Bargaining Team, Council of Graduate Students contract negotiations.

## **Professional Service:**

Board, Exec. Committee, President (2018) of Economic Development for Central Oregon  
Board of City Club of Central Oregon  
Regional Education Leaders (K-12 Superintendents, COCC President, OSU-Cascades Vice President)  
Member of Governor's Council of Economic Advisors, State of Oregon.  
Associate Editor for Leisure Sciences.  
Selected papers reviewer, American Agricultural Economics Association annual meeting.  
Member of Scientific Panel for Governor's O & C working group.  
Reviewer for Florida Sea Grant Program.  
Western Rural Development Center Advisory Board, Co-Chair.  
SAF, Marys Peak Chapter, Chair-elect, Chair.  
Pacific Northwest Regional Economic Conference. Session chair, Portland, OR.  
Co-chair Program Committee, Wilderness Science in a Time of Change Conference, Missoula, Montana.  
Program Committee for Social Science in Natural Resources annual meeting, Bellingham, Washington.  
Invited to participate in national meeting on wilderness values, Washington, D.C.  
Planning Committee for MANNRS 2002 Conference in Portland.  
Associate Editor, Journal of Forestry.

**Consulting:**

Washington Sports Economic Impact Model, Northwest Economic Associates.  
Rogue River Fisheries Valuation, Oregon Coastal Zone Management Association.  
Economic Values of Coastal Anadromous Fisheries, Center for the Study of the Environment.  
Chetco River Recreation Use, Oregon Department of Justice.  
Upland Bird Hunting Survey, Oregon Department of Fish and Wildlife.  
Quartz Creek Watershed Analysis, Ecosystems Northwest.  
Marys River Watershed Analysis, Ecosystems Northwest.  
Economic Values of Snake River Anadromous Fish, The Research Group.  
Analysis of Visitor Preferences for Pelton/Round Butte Dam relicensing, Confederated Tribes of the Warm Springs.

**PROFESSIONAL RECOGNITION**

Dean's Award for Outstanding Achievement, Member of COF Integrated Research Project.  
The Family Firm Institute, Le Van Award for Interdisciplinary Achievement - Adapting to Change Project, Oregon Sea Grant.  
Nominated for the Aufderheide Award for outstanding teaching in the College of Forestry.  
Oregon State University Women of Achievement Award.  
Oregon State University Beaver Champion Award.  
Woman of the Year, The Source Weekly.  
Woman of the Year, Bend Chamber of Commerce.