

PROFESSOR MARY O'MALLEY BORG

Department of Political Science and Public Administration
University of North Florida

Telephone: (904) 620-3931
Home: (904) 821-5308

ADDRESS: University of North Florida
#1 UNF Drive
Jacksonville, FL 32224

BIRTH DATE: January 31, 1957
CITIZENSHIP: U.S.
PERSONAL: Married, 3 children

EDUCATION

Ph.D., Economics, 1985, University of North Carolina at Chapel Hill

A.B., Cum Laude and with Honors in Economics, 1979, Randolph-Macon Woman's College

PH.D. FIELDS

Public Finance (major)
Economic Demography (major)
Economic Development (minor)

FELLOWSHIPS, SCHOLARSHIPS, AND HONORS

Florida Times Union EVE Award Finalist in Education, 2002
Teaching Incentive Program Winner (university-wide) 1993, 1998
Richard D. Irwin/Beta Gamma Sigma Fellow 1992-93
Business Affiliates Professorship at University of North Florida, 1990-92
Outstanding Teacher Award (university-wide) at University of North Florida, 1989
National Institute for Child Health and Human Development Fellow, 1982-83
National Merit Scholar, 1975-1979

HONOR SOCIETIES

Phi Beta Kappa, Beta Gamma Sigma, Omicron Delta Epsilon, Phi Kappa Phi

PROFESSIONAL AFFILIATIONS

American Economic Association
Southern Economic Association
National Tax Association
Jacksonville Women's Network

ADMINISTRATIVE EXPERIENCE

Director of the Honors Program -- University of North Florida, January 2009-present. Duties include supervising an honors program with over 400 students and eight full-time staff members and implementing other extracurricular intellectual activities for undergraduate students.

Director of the Undergraduate Academic Enrichment Program -- University of North Florida, Fall 1995-present. Duties include helping academically talented students apply for prestigious national scholarships and fellowships, directing the Undergraduate Research Program, and implementing other extracurricular intellectual activities for undergraduate students.

NCAA Faculty Athletic Representative -- Fall 2003 - present. Appointed by the President. Duties include representing the institution's academic interests to the NCAA and acting as an

advisor to the President and Athletic Director (AD) with regard to intercollegiate athletics matters.

Administrator of the Tuition Exchange Program – Fall 1995 – present. Duties include coordinating the imports and exports of students. Tuition Exchange is a reciprocal scholarship program, which finances college tuition for the children and other family members of faculty and staff employed at participating institutions.

Visiting Associate Vice President for Academic Affairs - University of North Florida, Fall 1994-August 1995. Duties included three-hour teaching load and administrative duties in the Office of the Provost and Vice President for Academic Affairs.

Chairperson of the Department of Economics and Geography - University of North Florida, Fall 1993-August 1994. Duties included three-hour teaching load, scholarship, service, and administrative duties for a department of seven full-time faculty members.

ACADEMIC EXPERIENCE

Professor of Political Economy – Department of Political Science and Public Administration, University of North Florida, Fall 2001 – present. Duties include six-hour teaching load, scholarship, and service activities.

Professor of Economics - University of North Florida, Fall 1994-Spring 2001. Duties included six-hour teaching load, scholarship, and service activities.

Associate Professor of Economics - University of North Florida, Fall 1989-Fall 1994. Duties included nine-hour teaching load and scholarship and service activities.

Assistant Professor of Economics - University of North Florida, Fall 1984-Fall 1989. Duties included nine-hour teaching load, scholarship and service activities.

Adjunct Assistant Professor of Economics - North Carolina Agricultural and Technical State University, Greensboro, NC, 1983-1984 Academic Year. Duties included nine-hour teaching load.

Visiting Instructor - North Carolina State University, 1982-83 Academic Year. Duties included six-hour teaching load.

Teaching and Research Assistant - University of North Carolina - Chapel Hill, 1979-1982. Duties included teaching recitation sections and helping UNC-CH faculty with research projects.

PUBLICATIONS

Books and Book Chapters:

The Economic Consequences of State Lotteries, Praeger Publishing Company, September 1991. (With Paul Mason and Stephen Shapiro)

Chapter 5 “International Trade Theory” in *International Business: Text and Cases* by S. Paulson, W. Tomlinson, and R. Vaghefi, published by Taylor & Francis, 1991.

Articles:

"Evidence On the Relationship Between Economics and Critical Thinking Skills," forthcoming in *Contemporary Economic Policy* (with Harriet Stranahan)

"School Grades Based on Standardized Test Scores: Are They Fair?" *The Journal of Academic and Business Ethics*, Vol 2, 2008 (with Harriet A. Stranahan and J. Rody Borg).

"The Reverse Robin Hood Effect: The Distribution of Net Benefits from the Florida Bright Futures Scholarship." *Florida Political Chronicle* 18, Fall 2007. (with Rody Borg)

"Plenty of Children Left Behind: High Stakes Testing and Graduation Rates in Duval County, Florida," *Educational Policy* 21, No. 5, November 2007. (with Patrick Plumlee and Harriet Stranahan)

"Does Lottery Advertising Exploit Disadvantaged and Vulnerable Markets?" *Business Ethics Quarterly* 15, No. 1, January 2005 (with Harriet Stranahan)

"Some Futures Are Brighter than Others: The Net Benefits Received by Florida Bright Futures Scholarship Recipients," *Public Finance Review* 32, No. 1, January 2004 (with Harriet Stranahan)

"Personality Type and Student Performance in Upper Level Economics Courses: The Importance of Race and Gender," *Journal of Economic Education* 33, No. 1, Winter 2002 (With Harriet Stranahan)

"The Effect of Gender and Race on Student Performance in Principles of Economics," *Applied Economics* 34, Spring 2002. (With Harriet Stranahan)

"Lottery Funded Merit Scholarships: Some Lessons from the Florida Bright Futures Scholarship Program," *Journal of Business and Economic Perspectives* 28, No. 1, Spring 2001. (With Harriet Stranahan)

"Teaching Critical Thinking Through Interdisciplinary Courses," *College Teaching*, Vol 49, No. 1, Winter 2001 (with J. Rody Borg).

"Horizontal Equity Implications of the Lottery Tax," *National Tax Journal*. Spring 1998. (with Harriet Stranahan)

"Separating the Decisions of Lottery Expenditures and Participation: a Truncated Tobit Approach," *Public Finance Review*. March 1998. (with Harriet Stranahan)

"Personality Type and Student Performance in Principles of Economics," *Journal of Economic Education*. Winter 1996. (with Stephen L. Shapiro)

"Response to Review Essay: Equity and Efficiency of State Lotteries," *Economics of Education Review*, December 1994.

"The Cross Effects of Lottery Taxes on Alternative Tax Revenue," *Public Finance Quarterly*, April 1993. (With Paul M. Mason and Stephen L. Shapiro)

"Net State Lottery Tax Revenues," in *Gambling and Commercial Gaming: Essays in Business, Economics, Philosophy and Science*, Spring 1992. (with Paul M. Mason and Stephen L. Shapiro)

"The Incidence of Taxes on Casino Gambling: Exploiting the Tired and Poor," *American Journal of Economics and Sociology*, July 1991. (with Paul Mason and Stephen Shapiro)

"Earmarked Lottery Revenues: Positive Windfalls or Concealed Redistribution Mechanisms," *The Journal of Education Finance*, Fall 1990. (with Paul Mason)

"An Economic Comparison of Gambling Behavior in Atlantic City and Las Vegas," *Public Finance Quarterly*, July 1990. (with Paul Mason and Stephen Shapiro)

"Gambling Tax Incidence for Three Groups of Las Vegas Gamblers," *Applied Economics*, September 1989. (With Stephen Shapiro and Paul Mason)

"The Case of Effort Variables in Student Performance," *The Journal of Economic Education*, Summer 1989. (with Paul Mason and Stephen Shapiro)

"The Success of Mergers in the 1920's: A Stock Market Appraisal of the Second Merger Wave," *International Journal of Industrial Organization*, March 1989. (with J. Rody Borg and John D. Leeth)

"The Income-Fertility Relationship: Effect of the Net Price of a Child." *Demography*, May 1989.

"The Budgetary Incidence of a Lottery to Support Education," *National Tax Journal*, March 1988. (with Paul Mason)

WORKING PAPERS

"Why, Where, and How Undergraduate Research Matters to Economics," presented at the 2007 Southern Economic Association Conference. Being revised for submission to the *Journal of Economic Education*. (With Elizabeth Perry)

"The Incidence of the Property Tax and Property Tax Preferences," presented at the 2007 Southern Economic Association Conference. Being revised for submission to the *National Tax Journal*. (With Harriet Stranahan and William Voorhees)

"Closing the Achievement Gap Between High-Need Schools and Low-Need Schools." (with Harriet Stranahan)

FUNDED RESEARCH AND GRANTS

"Examination of the Economic and Fiscal Impacts of the Northeast Florida Region from Convention Center Expansion," funded by the Jacksonville and the Beaches Visitor's Bureau. Fall 2003 (with Harriet Stranahan)

"Understanding the Financial, Economic, and Demographic Issues Related to AT&T Cablevision," funded by Spohrer, Wilner Maxwell and Mathews Law Firm. Summer 2002. (with Harriet Stranahan)

A Policy Analysis of the Provision of Parking at the Jacksonville International Airport," funded by the Jacksonville Airport Authority. Summer 2002. (with Patrick Plumlee and Ted Stumm)

"The Importance of School Factors versus Individual Factors in Predicting Student FCAT Scores," Summer salary funded by the Florida Center for Public Policy and Leadership. Summer 2001. (with Harriet Stranahan)

“The Importance of School Factors versus Individual Factors in Predicting Student FCAT Scores,” \$5000 funded by the Office of Academic Affairs. Summer 2001 (with Harriet Stranahan)

Summer Grant from Sponsored Research to prepare a proposal for the Research Experience for Undergraduates Grant from the National Science Foundation. June 1999.

“The Distributional Effects of Funding for Education.” Kip Fellowship awarded \$6000 by the College of Business Administration to assist in data collection for the project. April 1999. (with Harriet Stranahan)

“The Budgetary Incidence of Florida’s Bright Futures Scholarships and Georgia’s Hope Scholarships.” \$5000 funded by the Office of Academic Affairs. April 1998. (with Harriet Stranahan)

Underserved Arts Communities Assistance Program Grant from the Florida Division of Cultural Affairs, administered through the Small Business Development Center at the University of North Florida. Project Director, 1992-1994.

“The Effect of Advertising on the Tax Incidence of State Lotteries.” TSI Seed Grant, 1991. (with Stephen Shapiro)

“The Budgetary Incidence of State Funding of Higher Education.” TSI Seed Grant, 1990.

“The Economic Consequences of the Florida Lottery.” Business Affiliates Research Award, 1989.
(with Paul Mason and Stephen Shapiro)

“A Comparison of Consumer Expenditures Before and After the Lottery: Where Are Lottery Dollars Coming From?” TSI Seed Grant, 1989. (with Paul Mason and Stephen Shapiro)

“A Comparison of the Resident versus Nonresident Incidence of Taxes on Casino Gambling.” TSI Seed Grant, 1987. (with Paul Mason and Stephen Shapiro)

“The Budgetary Incidence of a State Lottery to Support Education.” TSI Seed Grant, 1986. (with Paul Mason)

TEACHING ACTIVITIES

Courses Taught:

Research Design (MPA)
 Research Methods (MPA)
 Policy Analysis (MPA)
 Program Evaluation (MPA)
 American Political Economy
 International Political Economy
 Public Finance
 It’s the Economy, Stupid: The Role of Economics in Politics and Society
 Contemporary Public Policy Seminar
 Race and Gender in the American Economy
 Principles of Macroeconomics
 Principles of Microeconomics
 Principles of Economics for MBA Students
 Economics of Business Decisions (MBA Students)
 Managerial Economics
 Intermediate Microeconomics

Intermediate Macroeconomics
 History of Economic Thought
 Honors Seminar: Modern Cultural and Economic Revolutions
 (team-taught with English Professor Marnie Jones)

UNDERGRADUATE ACADEMIC ENRICHMENT PROGRAM ACTIVITIES

Since beginning the UAEP in 1995, UNF has achieved three Truman Scholars, a Fulbright Scholar, a Gates Cambridge Scholar, a Goldwater Scholar, a *USA Today* Academic First Team Member, twelve Rotary International Ambassadorial Scholars, six Phi Kappa Phi Graduate Fellowship Winners, five Rhodes Scholarship state finalists, and one David Boren NSEP Scholar.

PROFESSIONAL ACTIVITIES

Editor: *The Osprey Journal of Ideas and Inquiry*, UNF's Undergraduate Research Journal, 2001-2007.

Journal Referee Activities:

Regularly serve as a referee for the following journals: Demography, The National Tax Journal, Public Finance Review, The American Journal of Economics and Sociology and Journal of Economic Education.

Invited Paper Presentations:

"Some Futures are Brighter than Others: The Net Benefits Received by Florida Bright Futures Scholarship Recipients." Sport, Arts and Leisure (SAL) Study Group. London, England. March 2001. The SAL Group, funded by the Economic and Social Research Council, convened by Dr. David Forrest and Dr. Rob Simmons of the University of Salford. The aim of the Study Group is to promote and disseminate the application of economic and econometric analysis to the fields of sports, arts and leisure (including gambling) using best-practice techniques.

"Personality Type and Student Performance in Upper Level Economics Courses: The Importance of Race and Gender," presented at the American Economic Association Meetings held in Boston, MA in January 2000. (with Harriet Stranahan)

Invited to present a workshop on Teaching Critical Thinking in Economics for a regional Economic Education Conference sponsored by Bowling Green State University in Ohio, funded by the National Conference on Economic Education. March 2002

Invited to present a workshop and case study about state lotteries at the National Conference of State Legislatures Senior Fiscal Analysts Seminar, held in Charleston, SC, August 29-September 1, 1993.

Other Activities:

Numerous presentations at professional conferences such as the Southern Economics Association, the Western Economics Association, the Eastern Economics Association, the National Tax Association, and the Southern Political Science Association

Chosen as one of 35 faculty members from across the country to participate in a National Science Foundation Workshop entitled, "Improving Introductory Economics by Integrating the Latest Scholarship on Women and Minorities."

Participant in Thirteenth Summer Seminar in Population, sponsored by the East-West Population Institute, East-West Center, Honolulu, Hawaii. The seminar consisted of a four-week workshop held in Honolulu, Hawaii and one week of field work in Kuala Lumpur, Malaysia, May 31-July 2, 1982.

UNIVERSITY SERVICE

Quality Enhancement Plan Development Team, Chair, 2007-present
 UNF NCAA Steering Committee 2007-present
 Institutional Review Board, 2007-present
 Undergraduate Studies Council, 2006-present
 General Education Committee, 2006- present.
 Institutional Marketing Task Force, 2003-present
 Intercollegiate Athletic Committee, 1999-present.
 President of UNF's chapter of Phi Kappa Phi, National Honor Society, 2000 – present.
 Chair of UNF Rhodes, Marshall, Truman. Rotary, Fulbright and Phi Kappa Phi Scholarship Selection Committees, 1995-present.
 Financial Aid Appeals Committee, 1999-2002.
 University Promotion and Tenure Committee, 1992. Chair, 1993, 1999-2000, Secretary 2000, 2001
 Faculty Affairs Committee, 1989-1993, 1997-98.
 President of University of North Florida chapter of Beta Gamma Sigma, International Honor Society in Business, 1992.
 Chair of Faculty Affairs Ad Hoc Committee on Teaching Evaluation Instrument (SUSSAI), 1997
 Chair of Faculty Affairs Ad Hoc Committee on Faculty and Staff Child Care, 1991-1992.
 University of North Florida Child Development and Research Center Advisory Board, 1991-1994
 University of North Florida Humanities Center Board of Directors, 1991-present.
 University Honors Council, 1988-1992.
 SACS Self-Study Committee on Faculty, 1988.
 Academic Programs Committee, 1987-89.
 Nominations and Election Committee, 1987-89, Chair 1987-88.
 Rules and Appeals Committee, 1987-88, 1993.
 SGA Budget and Allocation Committee, 1985-86.
 Advisory Committee, Center for Local Government, 1986-1990.
 College of Business Long-Range Planning Committee, 1991-1992.
 College of Business Faculty Development Committee, 1991-1992.
 College of Business International Committee, 1986-87
 Department of Economics Curriculum Committee, 1984-2001
 Department of Economics Faculty Search Committees, 1984-1990

SERVICE TO STUDENTS

Created the University Scholar's Honor Society, 1998-Present.
 (Students meet on a monthly basis to discuss current events and engage in intellectual pursuits such as book discussions, academic lectures and going to art exhibits and cultural events.)
 Created and direct the Undergraduate Research Program, 1999-present
 (I administer a competitive grant program that awards \$1500 to faculty and student research teams.)
 Faculty Advisor for University of North Florida's chapter of Omicron Delta Epsilon, International Honor Society for Economics, 1989-1993
 Faculty Advisor for Student Economics Club, 1989-1993.
 Numerous presentations to Inroads students - Inroads is a program for gifted minority students.
 Numerous presentations to Duval County Superintendent's Junior University, 1986.
 Presentation to College of Business Minority Students' Program, 1986.

COMMUNITY SERVICE

Jacksonville Community Council Management Committee for JCCI study, *Our Money, Our City: Financing Jacksonville's Future*, 2008-09

Jacksonville Community Council, Inc. Board Member, 2002-2003

Phi Beta Kappa Alumni Association of Northeast Florida, President 1998-99, Vice President for Scholarships 1997-98, Secretary 1995-1996, Treasurer 1999-Present.

The Center for Research, Data Management and Evaluation, Inc. Board Member, 2002

Member of Health and Human Services Board, Community Advisory Board for District 4

Department of Children and Families (formerly Health and Rehabilitative Services), 1993-2000.

Member of the Children's Committee of the HHSB, 1993-present

Member of the Healthy Start Coalition, 1994-96

Member of the WAGES Coalition, 1996-1998

Chair of the Welfare Reform Task Force for HHSB. 1995

Chair of the Family Preservation Task Force for the HHSB, 1998

Member of the Board of Directors of Association for Retarded Citizens (ARC)-Duval, 1992-1993.

Leadership Jacksonville, Class of 1991.

Chair of Local Economy Day for Youth Leadership Jacksonville, January 1992.

Television and Radio:

Numerous interviews on television and radio news about current economic events and the lottery, 1985-present.

Newspapers and Magazines:

Numerous articles about my research featured in newspapers and magazines, 1985-present.

Speeches and Presentations:

Dozens of speeches and presentations given to community groups, 1985-present.

REFERENCES

Available upon request.