

DEIRDRE M. CONWAY, Ed.D.

CONTACT INFORMATION

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RESEARCH FOCUS AND INTERESTS

My research focuses on engineering education professional development and technical training as a way to understand what institutions are doing to prepare students for not only industry but also positions and roles in higher education, including organizational and leadership development practices. This includes analysis of cultural norms within an institution and opportunities to reform graduate education to better fit the needs of today's industry and higher education organizations. Other research interests include creating a better understanding of engineering culture across the field, identifying ways to promote and improve diversity and inclusion in engineering, and understanding the needs of the non-traditional student.

HIGHER EDUCATION PROFESSIONAL EXPERIENCE

Southern Methodist University, Dallas TX

Feb. 2003 – Present

Bobby B. Lyle School of Engineering

Aug. 2013 – Present

- **Associate Dean of Operations and Research Assistant Professor (Promoted August 1, 2018)**
- **Assistant Dean of Operations (Aug. 2013 – July 2018)**
 - Oversee and manage budget activities for \$40.5M annual budget.
 - Oversee and manage financial activities associated with more than \$30M in grants and contracts (\$7.2M total expenditures in FY19).
 - Oversee and manage endowment portfolio and activities with an estimated market value of \$66M, including expenditure approvals and annual reporting.
 - Oversee and manage all construction activities for Lyle school facilities: approximately 175,000 square feet of instructional, office and research space.
 - Manage resource allocations for the Lyle school related to space utilization and office needs for faculty, staff and students.
 - Oversee and maintain Lyle website: more than 1,700 total pages. New website launching summer 2020.
 - Oversee and manage marketing activities: including print and electronic media such as billboards, postcards, e-blast announcements, press releases, event materials, bi-annual magazine, and social media campaigns. Work closely with central marketing on annual campaigns and media buys.
 - Serve as human resources liaison for all full-time staff (currently 54) as well as facilitation of new staff hires: including recruitment requests, interviews and salary negotiations with candidates and employee onboarding processes.

- Manage annual merit process for all full-time faculty (~78) and all staff (~54) in the school, working closely with the Dean on recommendations.
- Manage staff: 3 financial staff, 2 marketing/communications staff, 1 webmaster, and 1 administrative assistant.
- Work closely with Dean on all faculty hires: including salary negotiations, start-up packages, and research/office space needs
- Work closely with Dean on strategic planning and goals for the school: including projections and planning associated with budgetary expenditures as well as excess revenue to identify new program offerings, additional research and/or office space needs or other projects identified by the Dean as priorities for the school.
- Serve as point of contact for business continuity plan working closely with the Office of Risk Management.
- Serve as school liaison for campus-wide diversity and cultural intelligence initiative.
- Serve on campus-wide data governance committee.
- Serve as member of the Leadership team for the Lyle School of Engineering and advisor to the Dean of the school.
- Perform research related activities. Write and submit proposals for research funding in areas related to engineering education, engineering college readiness, faculty development, adult education, and Ph.D. preparation.
- Publish research findings through various publications, journals, and conferences.
- Teach courses related to Organizational Development, Organizational Change, Adult Education, and other identified courses as requested by various departments on campus.

- **Acting Executive Director**

Caruth Institute for Engineering Education

Aug. 2016 – July 2018

- Responsible for development and delivery of programs and resources to further the mission of the Institute.
- Responsible for strategic planning and fundraising for the Institute
 - Fall 2017, received \$2M gift for underrepresented students to participate in middle and high school summer camp offerings.
- Facilitation of collaborative activities with other campus units, both within Lyle and other areas across campus.
- Facilitating intra- and interdisciplinary collaboration among faculty on engineering education initiatives.
- Oversee and manage day-to-day operations of the Institute.
- Recruit and retain faculty and staff to engage in activities within the Institute.
- Manage 9 members of the Institute (3 non-tenured faculty and 6 staff).
- Actively engage with faculty and participate in research to further the mission of the Institute.
- Responsible for direct annual operating budget of \$18,000, restricted orgs with annual spending authorization of \$100,000 and 2 endowments totaling \$7.0 million with spending authorization of \$275,000 annually.

- **Financial and Information Officer**

May 2006 – Aug. 2013

- Maintain all financial accounting activities for the Lyle School of Engineering
- Set and monitor budget activity for all departments within the school using PeopleSoft Budgets module.

- Prepare quarterly budget analysis and meet with Vice President of Budget and Finance regarding status of spending and projections.
- Provide quarterly financial statements for administrative departments, Faculty Department Chairs and Dean within the Lyle school.
- Perform financial analysis schedules for Dean, as needed.
- Review endowment earnings on a quarterly basis with treasurer's office.
- Work with development office to process gifts from donors.
- Work with development office to prepare annual reports for endowments and foundations.
- Perform year end process and closing entries for the school using PeopleSoft Financials.
- Maintain payroll for all faculty, adjunct faculty, full-time staff, temporary staff and student workers.
- Work closely with Dean to determine annual merit increases for full-time faculty and staff. Prepare annual merit increase paperwork and submit to appropriate offices for processing.
- Reconcile restricted orgs monthly for departments and faculty activity.
- Track and maintain faculty start up orgs to ensure compliance with terms of faculty contract.
- Manage day-to-day financial activities using PeopleSoft Financials.
- Track and monitor grant and contract activity for Principal Investigators.
- Work with Principal Investigators to ensure agency compliance with grants and contracts. Assist in budget preparation related to proposals, prepare and submit BCR requests to research office, and work closely with post-award office on project closeouts.
- Track and monitor student tuition awards and scholarships.
- Prepare annual surveys for various agencies such as, ASEE and US News & World Report.
- Special Projects for Dean, as needed.

Central Finance Office

- **Tax Accountant II**

Feb 2003 – May 2006

- Prepare quarterly and annual payroll tax returns for the University.
- Review, monitor and process all 1099's for the University.
- Monthly reconciliations of various third party agency organization accounts.
- Perform quarterly audit of accounts payable activity and identify duplicate payments.
- Reconcile and report activity for Unclaimed Property to the State of Texas.
- Review and approve payroll activity for bi-weekly and monthly pay cycles.
- Assist the Director of Tax Compliance with the annual Form 990 return.
- Various tax projects, as needed.

EXTERNAL FUNDING

Federal Grants

- Project: Research on College Readiness in Engineering (R-CRE)
National Science Foundation
Budget: \$344,943 (anticipated project date: 1/1/21 – 12/31/24) *Pending submission*
Description: This project that will adopt the analytical framework from Conley (2012) to investigate the college readiness of first-year engineering students. The four specific dimensions that will be investigated in this study are: (1) key cognitive techniques, (2) key content knowledge, (3) key learning skills and techniques, and (4) key transition knowledge and skills.
- Project: Adult Learner Pathways to Prosperity through STEM (ALPPS)
Spencer Foundation
Budget: \$442,919 (anticipated project date: 11/1/20 – 10/31/23) *Submitted, pending*
Description: Project will be informed by evidenced-based practices to assist adult learners with navigating the process to return to community college and earn a certificate or degree in STEM disciplines. The research team will focus on adult learners interested in pursuing a certificate or degree in a STEM discipline. The program will target adult learners at three community college districts located in a large metropolitan area.
- Project: Examining Non-Traditional Student Pathways Through Community College STEM Programs
Department of Education
Budget: \$1,396,874 (anticipated project date: 7/1/20 – 6/30/24) *Submitted, not funded*
Description: This exploratory research project will investigate success among non-traditional students enrolled in community colleges. The purpose of the project is to examine the pathways by which non-traditional students navigate community college STEM programs with an emphasis on the impact of malleable factors that affect student success.
- Project: Research Initiative: Preparing the Next Generation of Engineering Faculty
National Science Foundation
Budget: \$196,976 (anticipated project date: 9/1/19 – 10/31/21) *Submitted, not funded*
Description: The Research Initiative: Preparing the Next Generation of Engineering Faculty research project will investigate and seek to understand the impact of the lack of emphasis on pedagogical skills among engineering Ph.D. students who aspire to be college faculty. This lack of training and preparation in current Ph.D. programs is well documented in the research base and subsequently has a direct impact on future faculty members' abilities to design and deliver effective, student-centered instruction that leads to deeper understanding and application of content, especially in STEM fields.
- Project: Adult Learner Pathways to Prosperity through STEM
National Science Foundation
Budget: \$1,993,943 (anticipated project date: 3/1/19 – 2/28/24) *Submitted, not funded*
Description: Project seeks to supplement the Dallas County Parent Promise Program (DCPPP) that has been established to remove the financial barriers for college attendance for parents. This project will provide services and conduct research on the impact of these services as a means to better understand motivation, determination, self-control, and grit among adult learners as a way to measure persistence and retention.

- Project: Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) Partnership Grants
National Science Foundation
Budget: \$6,415,231 (10/1/17 – 9/30/22) *Submitted, not funded*
Description: This project will focus on providing academic support beginning in seventh grade. Project services will focus on supporting college preparatory activities including rigorous secondary course completion and elimination of the need to complete developmental courses in college. The project will also provide college transitional assistance including SAT completion, college selection, college application, FASFA completion, and college success skills.

State & Local Grants

- Project: Professional Development and Translanguaging associated with Improvement Science Phenomena
Dallas Independent School District
Budget: \$98,280 (3/1/19 – 6/30/19) **Funded**
Description: Translanguage and Science Phenomena Training for DISD Educators
- Project: Governor’s Summer Merit Program
Texas Workforce Commission
Budget: \$100,000 (3/15/2017 – 9/30/2017) **Funded**
Description: To improve middle school and high school student’s familiarity and experience with post-secondary educational opportunities leading to Science, Technology, Engineering, and Mathematics (STEM) careers while developing collaboration among workforce development programs, colleges and universities, and Texas middle and high schools.
- Project: Governor’s Science and Technology Champions’ Academy
Texas Workforce Commission
Budget: \$100,000 (3/01/2017 – 10/01/2017) **Funded**
Description: One week summer residential camp for grand champion winners of the Texas Science and Engineering Fair Senior Division. Content to include at least 40 hours of science and engineering material aligned with the Governor’s Industry Clusters.

PUBLICATIONS AND PRESENTATIONS

- [1] **Conway, D.M.** (2018). Preparing engineering faculty for the classroom: The importance of effective teaching skills. *Poster Presentation*. 2018 Hawaii International Conference on Education, Honolulu, HI. **Presented**
- [2] **Conway, D.M.** (2018). Department chair characteristics and traits: Creating strong leadership in academic administration. *Texas Education Review*. **Submitted**
- [3] **Conway, D.M.** (2018). Job characteristics model as related to effective teaching practices of engineering faculty in higher education. *Paper Presentation*. 2019 Hawaii International Conference on Education, Honolulu, HI. **Presented**

- [4] **Conway, D.M.**, and Deggs, D. M. (2019). Adult Learner Pathways to Prosperity through STEM: WIP, *Conference Proceedings*. 2019 ASEE Annual Conference. Tampa, FL. **Presented**
- [5] Conway, D. M., and Deggs, D. M. (2019). Exploring STEM Success in an Urban Community College District. *Workshop Presentation*. 2019 Caruth Institute for Engineering Education Fall Workshop. **Presented**
- [6] Deggs, D. M., **Conway, D. M.**, and Miller, M. (2019). The Promise of Strategic Access Initiatives to Support Adult Learner Enrollment in Community College STEM Programs, *Book Chapter*. Community Colleges and Workforce Preparation in the 21st Century. **Accepted, publication canceled due to COVID-19**
- [7] **Conway, D. M.** (2019). Shared Governance: Why Faculty Senates Should Play a Role in Decision-Making. *Poster Presentation*. 2020 Hawaii International Conference on Education, Honolulu, HI. **Accepted**
- [8] Deggs, D. M., and **Conway, D. M.** (2019). Alignment of Strategic Access Initiatives and Matriculation in STEM Programs among Community College Adult Learners, *Conference Proceedings*. 2020 Council for the Study of Community Colleges Annual Conference, Tempe, AZ. **Submitted**
- [9] **Conway, D. M.**, Rola, K. S., and Deggs, D. M. (2020). Convergence of Adult Learners, STEM Programs and Promise Programs in Community Colleges, Manuscript, Community College Journal of Research and Practice. **Submitted, pending**

TEACHING EXPERIENCE

- Leading Organizational Change in HE (EPL 7388) **Summer 2020**
 Doctoral level course in Education Policy and Leadership Department
 Simmons School of Education and Human Development
 Southern Methodist University, Dallas, TX
- Organizational Change Management (HDDR 6344) **Spring 2020**
 Masters level course in Dispute Resolution Program
 Simmons School of Education and Human Development
 Southern Methodist University, Dallas, TX
- Methods of Qualitative Inquiry (EDU 7352) **Fall 2018**
 Guest Speaker – Topic: Dissertation writing process, IRB process, management of coding, revisions and submissions for publications
 Doctoral level course in Education Policy and Leadership
 Simmons School of Education and Human Development
 Southern Methodist University, Dallas, TX
- Higher Education Finance (EDU 6396) **Spring 2017**
 Guest Lecture – Topic: Campus Budget & Resource Allocations
 Master level course in Education Policy and Leadership
 Simmons School of Education and Human Development
 Southern Methodist University, Dallas, TX

- Higher Education Finance (EDU 6396) **Spring 2015**
Teaching Assistant/Co-Taught
Master level course in Education Policy and Leadership
Simmons School of Education and Human Development
Southern Methodist University, Dallas, TX

OTHER PROFESSIONAL EXPERIENCE

DASH Property Co., Garland TX Accountant/Real Estate Assistant	Apr. 2000 – Sept. 2002
American Title Co./William M. Woodall, P.C., Dallas TX Escrow Assistant/Accountant	Nov. 1997 – Sept. 1999
Hutton Patterson & Company, Dallas TX Tax Paraprofessional/Compilation Supervisor	Sept. 1996 – Nov. 1997
Bright and Bright, LLP, Dallas TX Accountant	Oct 1993 – Sept 1996
Ernst & Young, Dallas TX Tax Scheduler/Time & Expense Supervisor Tax Paraprofessional Tax Return Processing Supervisor Bookkeeper/Accounts Receivable	Feb. 1985 – Jun. 1992 Oct. 1991 – Jun. 1992 Jun. 1989 – Oct. 1991 Sept. 1987 – Jun. 1989 Feb. 1985 – Sept. 1987

ORGANIZATIONS AND PROFESSIONAL SOCIETIES

- National Assoc. of College and University Business Officer: Member (2006-Present)
- Assoc. for the Study of Higher Education: Member (2014-Present)
- American Society for Engineering Education: Member (2014-Present)
- American Educational Research Association: Member (2016 – Present)
- Southern Methodist University Staff Assoc.: Member (2003-2019)
- National Assoc. of Student Personnel Administrators: Member (2013)
- National Assoc. of Professional Women: Member (2010-2013)

INSTITUTIONAL AND PROFESSIONAL SERVICES

- Committee Member: ASEE Diversity, Equity & Inclusion (2019 – Present)
- Texas Women in Higher Education: Board Member (2019 – Present)
- Liaison International: Advisory Board Member (2019 – Present)
- Proposal Reviewer: Association for the Study of Higher Education (ASHE) Annual Conference – (2016 – Present)
- Proposal Reviewer: National Association of College and University Business Officers Annual (NACUBO) Conference - (2014 - Present)
- Proposal Reviewer: American Educational Research Association (AERA) Annual Conference (2017 – Present)

- SMU Advisory Committee Member: Diversity and Cultural Intelligence (2016-Present)
- SMU Committee Member: University Data Governance (2017 – 2019)
- Vice President: Dallas Regional Science and Engineering Fair (2017 – Present)
- Treasurer: Texas Engineering and Technical Consortium (2007-2017)
- Panelist: Women of Lyle Book Discussion, (*The Defining Decade*), by the Hart Center for Engineering Leadership and the Society of Women Engineers, SMU Chapter (2015)
- Team Lead: SMU University Contracts Committee (2014-2015)
- Proposal Reviewer for National Association of Student Personnel Administrators Annual Conference (2013)
- Chair: SMU Financial Officer monthly meeting (2011-2013)
- Treasurer: Southern Methodist University Staff Association (2009-2010)

DEGREES, CERTIFICATES AND LICENSES

Southern Methodist University, Dallas, TX

May 2018

Educational Doctorate: Higher Education

Dissertation Topic: Preparing Engineering Faculty for the Classroom: The Importance of Effective Teaching Skills

Southern Methodist University, Dallas TX

December 2013

Master of Education: Educational Policy and Leadership

(Specialization in Higher Education)

Master's Thesis Topic: Tomorrow's Engineers: Retaining Engineering Students in Undergraduate Programs

American Public University, Charles Town, WV

February 2010

Bachelor: Business Administration

(Concentration in Small Business Management and Entrepreneurship)

Harvard Institute for Higher Education, Boston, MA

June 2014

Certificate: Management and Leadership in Education

Notary Public in and for the State of Texas

December 1998

License is active and current

PROFESSIONAL DEVELOPMENT ACTIVITIES

- Hawaii International Conference on Education, Honolulu, HI (2020)
- HIGHER Dallas Women's Conference (2020)
- Liaison International User Conference, Boston, MA (2019)
- ASEE Annual Conference, Tampa, FL (2019)
- Hawaii International Conference on Education, Honolulu, HI (2019)
- ASEE Annual Conference, Salt Lake City, UT (2018)
- Hawaii International Conference on Education, Honolulu, HI (2018)
- NASPA Student Affairs Conference, Tampa, FL (2012)
- Effective Persuasive Writing, Dallas, TX (2007)
- Dallas Business Women's Symposium, Dallas, TX (2006)