

Interim Director

September 2005 – January 2007

Universities Center at Dallas

- Performed daily administrative functions of UCD
- Maintained and presented all budgetary and financial documents for the Center
- Supervised staff members of the Center
- Secured funding from various charitable foundations for the development and growth of the Center, including \$50,000 in 2006 from the Hillcrest Foundation.
- Attended and set agenda for Federation Council meetings with Federation Presidents/Chancellors from UNT, Texas A&M-Commerce and Texas Woman's University
- Hosted Federation Council meetings quarterly for all Federation and affiliate member Chief Academic Officers including UNT, A&M-Commerce, TWU, MSU, UTA and UTD
- Communicated all relevant Federation and UCD items of business to pertinent individuals at Federation institutions
- Determined strategic plan for the Center and develops new academic programs with academic counterparts at each institution according to the Center's needs
- Represented UCD with memberships in organizations/Chambers of Commerce in DFW including Greater Dallas Chamber and Downtown Dallas
- Coordinated and hosted annual meeting with registrars/directors of admission offices to determine common academic calendar, application for admission and registration and admission deadline dates
- Coordinated all outside contracts for third party rentals of the Center's space and facilities
- Served as account holder for all Center operating and payroll budgets, including any grant budgets
- Presented enrollment and demographic information to member institutions and Presidents' Council

Associate Director of UCD/Director, Mkt. & Recruitment

April 2003 – August 2005

Universities Center at Dallas

- Assisted the Executive Director of the Center in carrying out the daily administrative functions of UCD, acting in his place during his absence from the Center
- Maintained and produced all enrollment and student demographic reports
- Developed new academic programs including Master's in Health Care Administration through UTA
- Coordinated and maintained student database and prospective student database
- Designed advertising venues and strategic marketing plan for the Center including print, radio, billboard, and television advertising
- Executed marketing campaign for all degree programs offered at UCD
- Organized all communication with Federation member institutions through registrar and admission officers, Federation representatives, and Presidents' Council
- Created schedule of classes for UCD each semester and produced materials for marketing purposes
- Organized correspondence with other state Multi-Institution Teaching Centers and reporting agencies including the Texas Higher Education Coordinating Board
- Attended THECB Quarterly Meetings as a representative for UCD

Director of Marketing and Recruitment

January 2001 – April 2003

Universities Center at Dallas

- Determined and implemented strategic marketing plan
- Organized all marketing and recruitment efforts for Federation members represented at the Universities Center at Dallas
- Managed \$180,000 marketing and recruitment budget
- Reported to Executive Director of the Center for areas of target marketing and recruitment
- Supervised Associate Director of Marketing and assistants in marketing efforts
- Implemented advertising plan with television, radio stations, billboards and bus advertisements
- Served as liaison with area Chambers of Commerce, attending routine meetings and serving on metroplex education committees
- Served on North Texas Collegiate Consortium and attended education fairs at metroplex corporations
- Established and maintained student database of all enrollments in degree programs at the center

- Established strategic corporate alliances to extend course enrollments
- Created and updated enrollment reports, course schedule, application for admission and registration forms for each semester
- Diversified course offerings including off-site courses as well as internet courses
- Assisted in extensive program development for the six member institutions in the Federation and developed both undergraduate and graduate degree programs

Coordinator of Orientation, Registration and Retention

November 1998 - January 2001

Texas A&M University-Commerce

- Coordinated orientation activities with academic, administrative, student service and enrollment management departments
- Planned, implemented, directed and evaluated all orientation sessions for new transfer and freshman students and their parents, using orientation as the final step in recruitment and the first step in retention efforts
- Managed orientation budgets in excess of \$160,000
- Directed the selection and training and supervision of 25 Orientation Ambassadors
- Developed and produced all orientation documentation including Students' and Parents' Handbooks
- Coordinated campus visitation programs for middle school students, counselors and teachers
- Maintained a continuing partnership with Middle School project sponsors ExxonMobil Oil Corporation and McCraw Oil Company
- Assisted with the development of federal and private grant proposals to obtain additional funding
- Represented A&M-Commerce as a presenter at National and Regional professional conferences, including TACRAO (Texas Association of College Registrars and Admission Officers), NODA (National Orientation Directors Association) and Phi Theta Kappa
- Assisted in the development, dispersal and collection of surveys and in the follow-up analysis of data related to recruitment, marketing, enrollment and retention
- Served as advisor to the Phi Theta Kappa student organization

Coordinator of Registration and Retention

December 1996 - October 1998

Texas A&M University-Commerce

- Assisted Dean of Enrollment Management with areas of enrollment analysis
- Served as liaison with Universities Center at Dallas and Region 10 Service Center, representing the university at various registration process meetings, as well as providing special registration services to students in these programs
- Coordinated preparation for all registration activities at off-campus sites; delivered off-campus registration processes and worked in conjunction with Academic Advising and orientation for special population on-campus registrations
- Monitored and updated Telephone and Web Registration processes
- Prepared daily registration reports for dissemination
- Prepared reports on enrollment trends for Enrollment Management division and Deans' Council
- Assisted with recruiting activities at both high schools and community colleges
- Created and implemented mentor program through orientation program
- Designed and developed graduation reports to target graduation and retention trends

Teaching Experience, Associations and Presentations

TACRAO (Texas Association of State Registrars and Admissions Officers) Chair, Graduate, Professional and Health Science, Graduate and Professional Schools Committee - November 2008 - November 2009

TACRAO (Texas Association of Collegiate Registrars and Admissions Officers) Legislative Committee - November 2007 - November 2009

TACRAO (Texas Association of State Registrars and Admissions Officers) Chair, Management, Organization & Professional Development Committee - November 2007 - November 2008

TACRAO (Texas Association of Collegiate Registrars and Admissions Officers) Executive Committee - Secretary, 2005 - 2007

American Association of University Women, 2007 - 2009

Adjunct Faculty - Spring 2010 - Texas A&M-Commerce, MBA/Management and Marketing Department - *Management Skills Development*

Adjunct Faculty - Fall 2009 - Texas A&M-Commerce, MBA/Management and Marketing Department - *Management Skills Development*

Adjunct Faculty - Summer 2009 - Texas A&M-Commerce, MBA/Management and Marketing Department - *Managing Groups and Teams*

Adjunct Faculty - Spring 2009 - Texas A&M-Commerce, MBA/Management and Marketing Department - *Transforming Organizations*

Adjunct Faculty - Fall 2005 - Fall 2008 - Texas A&M-Commerce, MBA/Management and Marketing Department - Course per semester from MBA and MS in Management curricula

Adjunct Faculty - Summer 2007 - Texas A&M-Commerce, Higher Education Department - *Higher Education and the Law*

Adjunct Faculty - Summer 2006 - Texas A&M-Commerce, Higher Education Department - *Higher Education and the Law*

Adjunct Faculty - Summer 2005 - Texas A&M-Commerce, Higher Education Department - *Higher Education and the Law*

Adjunct Faculty - Fall 2003 - Texas A&M-Commerce, Secondary and Higher Education Department - *Higher Education and the Law*

Adjunct Faculty - Fall 1999, Fall 2000 - Texas A&M-Commerce
Freshman Success Seminar

Speaker - Texas A&M-Commerce Center for Community College Education - *Legal Issues in Higher Education Workshop* - Fall 2005

Published Dissertation: *The Analysis and Evaluation of Two Multi-Institution Teaching Centers in Higher Education*, December 2002

Consultant - University of Texas-Pan American, May 2004 - Orientation and Enrollment Management

TACRAO Publications Committee, Chair, 2004 - 2005, 2003 - 2004, 2002 - 2003

NTCC (North Texas Collegiate Consortium) Chair, 2004 - 2005, 2003 - 2004, Co-Chair - 2002

TACRAO Session Presenter, November 2004, November 2005- *Partnership and Collaboration: Providing Higher Education to DFW*

Noel-Levitz Teleconference Presenter - February 2000 and February 2001
Student Satisfaction Inventory and Institutional Priorities Survey

Texas Higher Education Coordinating Board Access and Equity Conference Presenter - April 2000
ExxonMobil Middle School Initiative

Texas Association of Secondary Schools Principals Conference Presenter - June 2001
The Middle School Initiative Program - An Early Step in Retention Efforts

National Association for Outlaw and Lawman History Rendezvous Presenter - July 2000

Multi-Institution Teaching Center, research - *Austin American Statesman Newspaper*, cited 2002, 2003

President, Graduate Student Association - Texas A&M-Commerce, 2000-2001

Alpha Chi Honor Graduate, Who's Who Among American Universities and Colleges

Phi Theta Kappa Honor Society

Chi Omega Distinguished Alumnae Award - 2001, 1998, Chapter Advisor - 1998 - 2004

President, Chi Omega Commerce Area Alumnae Chapter, 2004 - 2009

Association for Consortium Leadership, 2009

References

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