

ADMINISTRATIVE EXPERIENCE

Vice Chancellor for Enrollment Management and Student Life / Adjunct June 2023 – Present
University of Arkansas – Pulaski Technical College

Responsibilities

Vice Chancellor at the flagship University of Arkansas two-year college serving four locations. The Vice-Chancellor serves on the Chancellor's Executive Council and Cabinet to provide leadership and vision for the College's overall strategy in recruiting, admitting, and supporting the student body. Leads and ensures effective administration of areas such as Student Life & Wellness, Counseling & Disability Services, Recruitment & Admissions, Testing, Financial Aid, PR & Marketing, Welcome Center, Veteran Services, Career Pathways, TRIO Student Support Services, College & Career Coach, and Jobs for Arkansas Graduates. Work closely with the campus and community to develop strategic enrollment and operational plans to support student enrollment, student engagement, and financial aid awarding strategies. Provide leadership, analysis, and advice concerning policies and procedures regarding strategic student recruitment, enrollment, financial aid, student life, and wellness.

Selected Accomplishments:

- UA-PTC reported a 7.8% enrollment increase for the Fall 2025 semester, and we expect over a 12% increase once the census for the second 8-week courses is reported. UA-PTC had the most significant undergraduate headcount increase (331 additional students) of any two-year college in Arkansas.
- Restructured the Financial Aid, Admissions, and Recruitment departments to improve efficiencies, resulting in a 13% increase in applications and a 41% increase in acceptances, with an overall acceptance rate of 73% for Fall 2024.
- Mentored and inspired faculty and staff to implement enrollment management strategies, resulting in a Fall 2024 increase in headcount of 11.8% over the previous fall term and an increase in Student Semester Credit Hours (SSCH) of 11.2%. (Spring 2025 headcount increased by over 12%)
- Awarded a Silver Addy at the 2024 75th American Advertising Awards for Promotional Videos Campaign.
- Initiated the Hispanic Recruitment Taskforce, resulting in a 15% increase in the Hispanic or Latino population from Fall 2022 to Fall 2024.
- Led my direct reports in applying for and receiving a Diamond Den Grant to implement a one-on-one mentorship program targeting 50 first-generation students on academic probation for the Spring 2025 semester.
- Completed RFP processes for Website Redesign and Website Development & Maintenance to lead the implementation of the college's new website, which is expected to go live in Spring 2026.
- Leading the implementation of Slate as the new CRM to be integrated with Workday (SIS) for Fall 2026.
- Served as Workday Student Lead and oversaw the implementation and management of the Workday Student system, acting as a functional expert by leading configuration, data migration, training, and user support, ensuring the system aligned with the student lifecycle and met institutional needs.

- Completed the Summer 2024 Faculty Development Institute, which consisted of *Quality Matters* course design training and Blackboard Learn Ultra training.
- Served as Criterion 1 Lead for HLC Year 4 Comprehensive Review Visit in Spring of 2024.
- New Scholarship Initiatives: GED, Skills, & Chancellor's Scholarship

Dean of Admissions & Financial Aid / Adjunct Professor

July 2018 – June 2023

University of Arkansas – Pulaski Technical College

Responsibilities

Dean at the flagship University of Arkansas, a two-year college serving four locations. The college serves the community's educational needs through technical programs, university-based transfer programs, and specialized programs for business and industry. The Dean provides leadership and vision for the college's overall strategy in recruiting, admitting, and supporting the student body. Led and ensured effective administration of Recruitment, Admissions, Financial Aid, Public Relations & Marketing, Welcome Center, Veterans Services, Arkansas Career Pathways Initiative, TRIO Student Support Services, TRIO Veterans Upward Bound, STEM Success, College and Career Coach Program, Jobs for Arkansas Graduates. Work with the Chancellor, Vice Chancellor for Finance, Provost, and other Deans to advance UA-PTC's mission.

Selected Accomplishments:

- Successfully submitted for a grant under the Supplemental Support of the American Rescue Plan (SSARP) that awarded over \$1.6 million to support the continued enrollment of UA-PTC students for Fall 2022.
- Earned ACUE Certificate in Inclusive Instruction for Equitable Learning; 5-module course in inclusive teaching practices requiring implementing evidence-based instructional approaches (2022).
- Completed Blackboard Basic Training and served as an adjunct, teaching American National Government to better understand faculty and student experiences.
- Appointed to serve as the Project-One Workday Student Lead.
- Served as Team Lead for Criterion-1 on the HLC Accreditation Team in 2020, resulting in every component of Criterion-1 being "met."
- Implemented campus-wide enrollment management strategies that ended eight consecutive years of enrollment decline: increased Fall 2019, full-time equivalent students by 8.4%, student semester credit hours by 2.6%, and total headcount by 1.6%.
- Developed and implemented enrollment strategies that helped increase Spring 2020 full-time equivalent students by 8%, semester credit hours by 8.7%, and total headcount by 8.7%.
- Successfully reallocated the institutional scholarship funding program in Fall 2019 and added a new scholarship in Fall 2020 to recruit more students: Number of scholarship recipients for Fall 2019 = 144; Fall 2020 = 367; Fall 2021 = 547
- Restructured the Veteran Services department & awarding practices, resulting in 209 VA students being certified in Fall 2018 and 315 being certified in Fall 2019.
- Set up and implemented continuous student customer service surveys that increased overall student satisfaction with Admissions services from 87% to 90% and an increase with Financial Aid services from 76% to 91%.
- Led the charge to implement a new online admissions application, resulting in a 17% increase in Spring 2020 applications and 515 more first-time students with a 65% admittance rate.
- Created the "Important Dates" document to streamline business processes that impact students, faculty, and staff, which is continuously improved upon by meetings that I lead each semester that include the student service areas from all UA-PTC divisions.
- Revamped marketing timeline with UA-PTC's PR & Marketing firm to coincide with enrollment efforts.
- Expanded testing services to increase revenue and hire additional testing staff.

- Implemented UA-PTC's campus-wide student texting system (TrueDialog) in 2020.
- Appointed to lead UA-PTC's Higher Education Emergency Relief Fund (HEERF) task force to coordinate the campus's comprehensive efforts of spending over \$30 million in federal funding.

Director of Financial Aid / Adjunct Professor
Christian Brothers University

June 2013 – July 2018

Responsibilities

CBU is a prestigious four-year college with headcounts of 1,309 traditional students, 217 non-traditional students, and 366 graduate students. The college serves the greater Shelby County area at two midtown Memphis locations to provide undergraduate and graduate degrees and various corporate and non-profit training services for clients like FedEx, the City of Memphis, and leaders in the Memphis non-profit community. Responsible for managing over \$50 million in federal, state, and institutional programs and managing the college's Enrollment & Revenue Management System (ERMS) to provide strategic planning related to tuition discounting and net revenue projections.

Selected Accomplishments:

- Initiated and served as Chair of the campus-wide Banner Users Group to improve business processes across campus departments using technology.
- Leveraged financial aid awards and enrollment management strategies with Prior-Prior-Year and Early FAFSA, resulting in the most prominent historical enrollment for Fall 2017.
- Chair of the campus strategic initiative to implement a virtual one-stop shop.
- Implemented a partnership with TheDream.US, bringing in \$1 million in additional funding for DACA students for 2017-2018 and receiving \$2 million in funding for 2018-2019.
- Developed a college tuition discounting model under NACUBO standards to accurately predict net tuition revenue for FY 2016, 2017, and 2018.
- Responsible for the comprehensive 2016 U.S. Department of Education Federal Program Review, resulting in no significant findings with zero financial liabilities.
- Analyzed and improved Enrollment & Revenue Management System (ERMS) reports for accuracy, resulting in new tuition discount practices that led to the most significant historical enrollment in Fall 2015.
- Trained to serve as a Title IX panelist, served on the Students of Concern committee, and Chaired the Satisfactory Academic Progress committee to coordinate student discipline issues.

Director of Financial Aid
University of Tennessee Health Science Center

Dec. 2008 – May 2013

Responsibilities

UTHSC is the flagship health science center in Tennessee under the UT System. The college offers four undergraduate and more than 30 graduate and professional degrees while contributing more than \$2.7 billion to the economy of Tennessee. The Director manages over \$90 million in aid programs while providing comparable services to more than 3,000 students at prominent locations in Memphis, Knoxville, Chattanooga, Nashville, and at over 100 clinical and educational sites.

Selected Accomplishments:

- Increased student satisfaction levels by developing a comprehensive financial literacy program to meet LCME accreditation standards.
- Supervised the implementation of a One-Stop Shop to combine student service functions of financial aid, registrar, admissions, and bursar into one location.
- Served as a Banner Functional Lead on the University of Tennessee System Banner Administrative Team. Successfully implemented the Banner Financial Aid Module.

- Developed and implemented a more streamlined and standardized academic calendar adopted by all six colleges.

Interim Dean of Student Services / Director of Financial Aid

Oct. 2005 – Nov. 2008

University of Arkansas Community College at Batesville

Responsibilities

UACCB is a comprehensive community college committed to providing learning experiences that improve lives by offering students affordable access to technical education and college transfer programs. The college promotes economic development and an enhanced quality of life for the community through adult education, developmental education, customized business and industry training, and continuing education programs. Managed over \$8 million in aid programs and provided leadership in all aspects of financial aid administration.

Selected Accomplishments:

- Implemented Ellucian Datatel/Colleague (Student Information System) Financial Aid Module while serving as a functional lead on the Datatel Administrative Implementation Team.
- Chosen by the Chancellor to complete the Arkansas Association of Two-Year Colleges' Leadership Institute.
- Served as student disciplinary officer and supervised offices of Student Development, Student Records and Information, Financial Aid, Admissions, and Tutoring Services.
- Worked with the Arkansas Governor's Office to obtain a proclamation declaring February as Financial Aid Awareness Month.
- Built strong relationships with high-school administrators and counselors to implement college readiness consortium agreements.
- Coordinated prestigious scholarship banquets and statewide College Goal Sunday events.

Financial Aid Counselor

May 2000 – Oct 2005

Arkansas State University

Responsibilities

Honed counseling and basic financial aid skills at the second-largest university in Arkansas, with more than 14,000 students. Educated students in more than 150 doctoral to associate degree programs.

Key Performance Results:

- Served as the leading financial aid presenter for orientations and high-school outreach.
- Responsible for developing and posting all forms used by the office.
- Packaged students and performed reviews of students' academic progress and verification.

Resident Assistant

Aug. 1998 – May 2000

Arkansas State University

Responsibilities

As an undergraduate student, I assisted in operating residence hall activities, student conduct, and general administration to enhance student growth and development.

Selected Accomplishments:

- Helped resident students adjust to campus life through programming, mentoring, and making referrals when necessary.
- Responsible for familiarizing students with departmental and university policies.

EDUCATION

Doctor of Education <i>Higher and Adult Education</i>	University of Memphis	May 2017
*Dissertation topic on determining the relationship between the usage of customer service-related activities and institutional characteristics.		
Graduate Certificate <i>Community College Teaching & Leadership</i>	University of Memphis	August 2014
Master of Public Administration <i>Public Administration</i>	Arkansas State University	May 2003
*Most Outstanding MPA Graduate Student of the Year		
Bachelor of Science <i>Wildlife Management & Ecology</i>	Arkansas State University	May 2000

SELECTED UNIVERSITY COMMITTEES AND SERVICE

- Chancellor's Cabinet, member – 2023 to present
- College Council, member – 2018 to present
- Planning and Budget Committee, member – 2018 to present
- Recruitment and Retention Committee, member – 2018 to present
- HLC Accreditation Team, member – 2018 to present
- Provost Leadership Team, member – 2018 to 2023
- CBU Board of Trustees Enrollment Management Committee, member – 2013-2018
- CBU Employee Benefits Committee, member – 2013-2018
- CBU President's Budget Committee, member – 2013-2018
- UTHSC Student Service Steering Committee, member – 2008 to 2013
- University of Tenn. System Banner Implementation Committee, member – 2008 to 2010
- UACCB Chancellor's Advisory Committee, member 2006 to 2007

TEACHING EXPERIENCE

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| ○ Adjunct Faculty | Univ. Arkansas Pulaski Tech. College | 2021-Present |
| ○ Adjunct Faculty | Christian Brothers University | 2017-2018 |

PROFESSIONAL MEMBERSHIP INVOLVEMENT

- Member of the National Council for Marketing & Public Relations 2024-Present
- Member of Southern Association of Collegiate Registrars & Admissions Officers (SACRAO) 2018-Present
 - 2022 Conference Presenter; ACT Name Buys
- Member of Arkansas Association of Collegiate Registrars & Admissions Officers (ArkACRAO) 2018-Present
- Member of the National Association of Student Financial Aid Administrators (NASFAA) 2005-Present
- Member of the Southern Association of Student Financial Aid Administrators (SASFAA) 2008-2018
- Member of the Tennessee Association of Student Financial Aid Administrators (TASFAA) 2009-2018
 - Conference Presenter – Satisfactory Academic Progress, 2017
 - Conference Presenter – Verification, 2017

- TN Banner Summit Presenter – Batch Posting Period Year in College, 2016
- Member of the Southwest Association of Student Financial Aid Administrators
 - (SWASFSA)-Board Member, 2007 & 2008
- Member of the Arkansas Association of Student Financial Aid Administrators (AASFSA) 2003-2009 & 2018-Present
 - State President, 2008-2009
 - AASFSA Distinguished and Dedicated Service Award
 - Conference Presenter – Satisfactory Academic Progress, 2008
 - AASFSA Outstanding Service Award, 2007
 - Conference Committee Chair, 2007
 - Conference Presenter – Professional Judgement, 2007
 - State President, 2007- 2008
 - Electronic Initiatives Committee Member, 2003-2007