

PROFESSIONAL EXPERIENCE

Vice President of Student Services & Enrollment Management Odessa College

2013 – Present
Odessa, TX

Provide leadership and oversight for all aspects of enrollment and student services including marketing and media relations, campus police, records, admissions, financial aid, testing, student support services, early college high schools, student and resident life, and athletics. Establish goals and implement plans aligned with College's strategic plan. Provide leadership in development of College enrollment management plan. Supervise, evaluate and provide leadership for full- and part-time employees.

A finalist for the 2017, 2019, and 2021 Aspen Prize for Community College Excellence, Odessa College was recognized in 2017 and 2019 with a Rising Star award for improving student completion.

Accomplishments

- 195% increase in certificates and degrees awarded since 2010
- 71% increase in enrollment since 2013
- 299% increase in dual credit since 2013
- 60% increase in First Time in College enrollment since 2013
- 85% student success rate
- 3% student drop rate
- 85% of all credit courses delivered in accelerated, 8-week format
- A+ rating for both campus Early College High Schools (technical and transfer) – highest rating in Ector County ISD, a B rated district
- Wrangler Food Pantry and Garden served 368 families 906 individuals and harvested 682 pounds of produce in 2022-23
- 94% of students receiving emergency aid persist to the next semester and 53% completed
- All seven (7) NJCAA Division I athletic teams competed in post-season in 2022-23
- Achieving the Dream Leader College with Distinction
- 1 of 10 community colleges selected to participate in the Aspen Institute's Unlocking Opportunity – a nationwide network committed to post graduation success

Interim Dean for Enrollment Services South Texas College

2008 – 2013
McAllen, TX

Provide leadership for Office of Admissions and Records, Registrar, Student Assessment Center, Outreach Center, Welcome Center, Student Information Center and Call Center at six campuses including the college's virtual campus.

Accomplishments

- 37% increase in the number of admissions applications
- 11% increase in the region's college going rate
- 28% increase in enrollment
- 33% increase in dual credit enrollment
- 31% increase in matriculation of dual credit senior to entering freshman
- 47% increase in the number of graduates

**Director of Outreach, Orientation & Welcome Centers
South Texas College****2005 – 2013
McAllen, TX**

Manage recruitment, orientation, welcome centers, call center, student services grants, and dual enrollment registration district wide. Provide leadership in the development of enrollment marketing deliverables and publications. Supervise, evaluate, provide leadership for full- and part-time employees.

Accomplishments

- Implemented online chat platform for New Student webpage
- Led student affairs online services for eSTC Virtual Campus
- Developed and implemented new digital signage platform
- Implemented mandatory student orientation program with virtual modality
- Implemented regional college bound application initiative
- Implemented district wide welcome and call center

**Outreach Coordinator
South Texas College****2004 – 2005
McAllen, TX**

Coordinated recruitment and dual enrollment registration district wide.

**Director of Development
Easter Seals Rio Grande Valley****2002 – 2004
McAllen, Texas**

Served as the public information officer for all aspects of the organization's eight county region. Coordinated and delivered community education programs and fundraising events for stakeholders, volunteers, patients and referral sources. Supervise and evaluate one employee provide leadership for organization volunteers and fundraising committees.

**Director of Community Outreach
Easter Seals Rio Grande Valley****1998 – 2002
McAllen, Texas**

Coordinated fundraising events and volunteer programs.

**Computer Trainer
Accelerated Computer Education****1997 – 1998
Dallas, Texas**

Delivered Microsoft Office end-user training to corporate clients.

**Program Coordinator
Transactive Corporation****1996 – 1997
Austin, Texas**

Provide leadership in implementing Electronics Benefits Transfer (EBT) system to over 1.3 million households and 3,000 Department of Human Services staff members in Texas and Illinois.

**Program Associate
Transactive Corporation****1994 – 1996
Austin, Texas**

Delivered EBT training to Department of Human Services staff.

EDUCATION

2012 Masters of Education in Education Technology Leadership
Lamar University – Beaumont, TX

1994 Bachelor of Science in Health Science
Stephen F. Austin State University – Nacogdoches, Texas