

Colleen Simpson, Ed.D.

EDUCATION

- Ed.D.** Fordham University, New York, NY
Educational Leadership, Administration and Policy, May 2014
- M.S.Ed.** Bernard M. Baruch College, City University of New York
Higher Education Administration, May 1996
- B.B.A.** Bernard M. Baruch College, City University of New York
International Marketing, May 1992

PROFESSIONAL EXPERIENCE

Northeast Wisconsin Technical College (NWTC) is one of sixteen public community and technical colleges in Wisconsin. NWTC offers more than 200 degrees and certificate program and serves approximately 27,000 students who represent over 50 countries. NWTC has national recognition as an Achieving the Dream Leader College and 2021 Leah Meyer Austin Award for its outstanding improvements in student success.

Vice President of Student Services and Regional Learning Centers 2017 – present

- Serving on the Presidents' Executive Leadership team to strategically support the College's mission, vision and goals for access and success of students.
- Provides direct supervision for the Dean of Enrollment Management, Dean of Student Development, Dean of Student Success and Dean of Regional Learning.
- Provide visionary and inspirational leadership to 3 campuses and 5 Regional Learning Centers and all areas of Student Services including but not limited to Admissions, Student Financial Services, Financial Aid, Academic Advising, Counseling, Disability Services, Veterans Services, Welcome Center, Academic Coaching/Tutoring, Career Services, Enrollment Services, Student Involvement, Multicultural Programs, Community Connections and Student Housing.
- Oversee budget and the allocation of resources to regional learning centers, departments and programs as well as develop long and short-term plans for Student Services that promote student success.
- Provide strong leadership in promoting the college at local, state, and national levels to advance the work of equity and inclusion for all students.
- Serve the President in analyzing and interpreting data, and shaping strategies, from analysis of ongoing pedagogical and curricular initiatives, student learning outcomes, enrollment, student success performance and other metrics
- Collaborate with Learning division and academic departments to develop programs and retention initiatives.
- Implemented high impact and deep learning practices including undergraduate research, active learning, smart and flexible classroom designs, and support for faculty development.

Selected Achievements

- *Led a team to receive Kresge Foundation grant (\$495,000) for low-income families to access higher education, 2019*

- *Led a comprehensive redesign and reorganization in Enrollment Services to personalize the student experience, 2018*
- *Reorganization of the Regional Learning Centers to foster greater interdisciplinary collaboration and instruction, development of academic pathways, and stackable credentials to support skills development and time to degree completion, 2020*
- *Expanded Dual Credit enrollments at Regional Learning Centers in Automotive, Early College Practical Nursing, and Welding, 2019-2020*

Bronx Community College (BCC) of the City University of New York (CUNY) is located on a traditional 45-acre campus and offers more than 40 academic programs. As a Hispanic Serving institution, the college serves approximately 10,000 students who represent more than 100 countries.

Administrator for Retention and Student Success, Academic Affairs 2015 – 2017

- Served as the leading administrator to plan, develop, manage, and implement college-wide retention and completion goals.
- Provided leadership and cross-campus collaboration for several key College programs: First Year Experience, STEM Research Initiatives, CUNY Justice Academy, Coordinated Undergraduate Education, Summer Immersion. Responsibilities include implementing student success initiatives, academic program evaluation, data and trend analysis reports, review of high impact practices to support academic success, course scheduling projections, administrative management, faculty matters, program development, staffing, budget, and facilities.
- Worked collaboratively with Admissions, Financial Aid, Institutional Research, Academic Departments, and Special Programs to analyze predictive data and construct new models for student enrollment, persistence, and retention.
- Provided direct supervision for Counseling Faculty, Academic Advisors/Success Coaches, Academic Department Curriculum Coordinators and New Student Enrollment Managers to promote student success.
- Project manager to lead the efforts with academic departments and faculty to assess and review academic programs, increase career and industry connections, incorporate early alert interventions, and develop metrics to measure program performance related to student success.
- Ensured compliance with federal and state requirements for the delivery of services to students and develop and maintain policies related to Student Affairs.

Selected Achievements

- *Recipient of Presidential Grant Award, this initiative will focus on enhancing and integrating academic and retention initiatives for student success, 2017*
- *Selected to Chair the college Accelerated Study in Associated Programs (ASAP) full-scale transformation of STEM academic programs, 2016*
- *Key Innovator for restructured Retention Management Model that used technology to bring together a large, decentralized campus for student success. Awarded CUNY, Executive Vice Chancellor Productivity Award, 2016*
- *Led scalable high impact community college student success interventions such as summer immersion programs and early alert programs. In spring and fall 2016, over 85% faculty participated in early alert programs involving high-risk courses and developmental courses*
- *Contributor to HSI STEM grant, (awarded over 5 million dollars) cross-institutional collaboration to boost enrollment, retention, and graduation rates in the STEM disciplines, 2016*
- *Projector Director for Title V grant (5 million dollars)—enrollment increase by 5% from fall 2014*

to fall 2015 in Criminal Justice degree. Worked with faculty to implemented cohort-based sections of gateway courses and developmental courses. Total enrollment increased by 15% from summer 2014 to summer 2015

Special Assistant for Enrollment Management and Student Affairs, 2005 – 2014

- Provided leadership to integrate Enrollment Management Services such as admissions and records, financial aid, veterans' affairs, community-based organizations, high school outreach, counseling, disability support services, international services, and academic departments.
- Oversaw the planning and implementation of new student orientation, advisement, and enrollment to increase the diversity of incoming students (more than 1800 students enrolled each semester).
- Supervised enrollment management staff, and oversaw professional development programs, training, and initiatives.
- Served as the campus subject matter expert in the development and implementation of PeopleSoft Campus Solution-Student Records. Responsibilities included reviewing, developing, maintaining, and implementing policies and procedures related to student affairs and academic policies.
- Represented the College at the campus and university level, coordinated and supervised major events, such as Honors Convocation, Commencement, and CUNY Open House week.
- Managed Enrollment Management budget and monitored its execution during the fiscal year.
- Coordinated and developed Student Affairs and Enrollment Management areas of the College Catalog, Faculty Handbook and Student Handbook.
- Led college wide committee on the development of Hobsons Constituent Relation Management to communicate and engage students from the point of entry.
- Spearheaded the development of communications plans with enrollment offices, academic advisement, and academic programs.
- Coordinated the development and implementation of Student Affairs and Enrollment Management Offices websites and facilitated new marketing print material for academic programs.

Selected Achievements

- *Selected to participate in The Management Academy, New York City Administrative Services, under Mayor Bill de Blasio, 2014*
- *Redesigned and implemented new student's enrollment and advisement model—increased the overall show rate of students by 88%, 2012-2014*
- *Increased the utilization of technology assessment tools throughout Enrollment Management—awarded CUNY Excellence in Technology Award: Serving Students, Faculty and Staff, 2014-2015*
- *Key innovator for the design and implementation of One-Stop Shop Electronic Services, a portal to streamline academic and administrative operations for faculty, staff, and students, 2006-2014*
- *President Distinguished Excellence in Service Award, 2013*

Interim Registrar, 2009 - 2011

- Overall responsibilities included the daily operations of the Registrar's Office, Registration Help Desk, and schedule of classes, managed Registrar's Office operating budget and fiscal resources, and professional staff development.
- Served as college liaison on the College Curriculum Committee, reviewed and tracked curriculum proposals and communicate information to appropriate stakeholders.
- Conducted assessments with department chairs to track student progress and compiled data reports on program effectiveness and student retention.

Selected Achievements

- *Created enrollment and retention initiatives targeting underrepresented populations— minority males, veterans, and international students, implemented a series of 3 new transitional workshops with academic departments, 2009*
- *Facilitated the development of online grading system, attendance verification, and electronic use of forms to streamline services in the Registrar's Office, 2009*
- *President Distinguished Excellence in Service Award, 2009*

Assistant Registrar, 1997 – 2005

- Supervised all record keeping, maintained confidential student files, and completed data reports to the Dean of Enrollment Management.
- Coordinated internal and external curricular review processes with academic departments and external agencies, prepared data to facilitate discussions on student outcomes and graduation rates.
- Ensured compliance with federal and state requirement for the delivery of services to students including international and students with disabilities.
- Provided leadership for transfer issues, articulation agreements and monitored academic policies and procedures.

Selected Achievements

- *Designed and published the first manual for one-stop-shop processing center and advising guides, trained faculty advisors, enrollment specialists and peer advisors*
- *President Distinguished Excellence in Service Award, 2005*

Counseling Faculty and Academic Advisor, 1995 – 1997

- Taught college success courses each semester to freshmen and continuing students. Responsibilities included developing class syllabus, designing lesson plans and administering exams.
- Developed and monitored student's educational plans, career goals, support services, cultural activities, and special summer sessions to support student progress toward degree goals.
- Chaired the faculty-student conduct committee.
- Consulted with financial aid and student accounts on issues regarding state and federal grant and loan applications.

Selected Achievements

- *Developed and implemented each semester a retention-based activity "Finding the Major of Your Dreams" which provided undecided students an academic plan to excel (including program development, faculty mentors, career exploration, and advising sessions for students). Served more than 400 students*

Coordinator Cooperative Education Program, 1994 – 1995

- Developed an internship program for business students, prepared grant proposals and self- study reports, administered program evaluations to assess student internships.
- Co-directed correspondence course for students incarcerated at Sing Sing Correctional Facility.

Selected Achievements

- *Established the Kaplan Educational Foundation Scholarship Program and developed external funding opportunities for internships and other experiential opportunities*
- *Successfully revitalized grant program that supports low income, first generation students by recruiting 75% of the students necessary to secure continued funding*

Recruiter/Job Developer, 1993 – 1995

- Conducted career readiness workshops, established partnerships with governmental, non-profit organizations and private companies to secure employment opportunities.

TEACHING EXPERIENCE

Adjunct Faculty, College of New Rochelle Graduate School, 2014 – 2017

Methods and Tools of Assessment Course, Theories of Career Counseling

Adjunct Lecturer, Bronx Community College, City University of New York, 1995 – 2012

College Success Course, Career Development Course, Cooperative Work Experience Seminar

PUBLICATION

Simpson, C. & Wright, V. L., (2009). Understanding the power of technology for student success. *Building a College Community*. Kendall Hunt Publishing.

SELECTED CONFERENCE, PRESENTATIONS AND SEMINARS

Presenter, *Holistic Student Support Institute, Achieve the Dream, 2021*

Co-Presenter, *8-week Advantage: Transformational Change for Student Success*, Illinois Equity in Attainment Summit, Fall 2021

Co-Presenter, *Starfish Session: Understanding Your College's Capacity to Improve Student Success*, American Association Community College, 2019

Presenter, *Advisement and Retention Summit*, Bronx Community College, 2017

Presenter, *Jackson Scholars Research Seminar*, University Council for Educational Administration, 2011

Co-Presenter, *Easy Steps to becoming an eLearner*, Eighth Annual Cope Symposium, 2008

Co-Presenter, *BCC's One Stop Shop eServices: Supporting Student Success While Streamlining Administrative Processes*, City University of New York Information Technology Conference, 2006

Co-Presenter, *Making Connections: A College-Career Success & Retention Model for Students*, CUNY Student Development and Enrollment Management Conference, 2006

Presenter, International Student Conference, Bronx Community College and City College, 2003, 2004, 1998

Presenter, *The Role of Advising in Community Colleges*, Bronx Community College, 1996 – 1998

ORGANIZATION & EXECUTIVE DEVELOPMENT PROGRAMS

- The Management Academy, New York City Citywide Administrative Services, 2014
- Jackson Scholar, Fordham University, 2010-2011

SELECTED PROFESSIONAL ORGANIZATIONS

- American Association of Community Colleges (AACC)
- American Association for Women in Community Colleges (AAWCC)

- Student Affairs Administrators in Higher Education (NASPA)
- American Association of Collegiate Registrars and Admissions Officers (AACRAO)

SELECTED COMMUNITY ENGAGEMENT

- Diversity & Inclusiveness Greater Green Bay Chamber, *Taskforce Member, 2018*
- Big Brother Big Sister of Northeast Wisconsin, *Board Member, 2019*
- Boys and Girls Club of Greater Green Bay, *Board Member, 2018*
- N.E.W. Charter School of Innovation, *Board Member, 2018*