

ALYTRICE ROBINSON BROWN, Ed.D.

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SUMMARY

Chief Student Affairs Officer with a proven track record of successfully leading Student Affairs Departments at small and mid-sized institutions of higher education at the campus and system-wide level. Strategic thinker specializing in engaging student populations to maximize the overall student experience. Extensive experience with developing student retention initiatives by providing comprehensive student services, building/solidifying community relationships, and designing motivational and informative training for both internal and external departmental staff to improve student relations. Highly adept at creating successful liaisons between Student Affairs and Academic Affairs. Expertise includes:

- Student Admissions & Engagement
- Conflict Resolution
- Analytics
- Operational Efficiencies
- New Business Liaison Initiatives
- Financial/Budget Management
- Talent Development & Utilization
- Performance Management
- Learning & Development
- Strategic Planning

EDUCATION

Doctor of Education in College Leadership, Awarded May 2011
University of South Florida, College of Education, Tampa, FL

Master of Science in HR Management, Awarded June 2001
Troy State University, Sorrell College of Business, Troy, AL

Bachelor of Arts Degree in Psychology, Awarded August 1995
University of South Florida, College of Arts and Sciences, Tampa, FL

PROFESSIONAL EXPERIENCE

BROWN ACADEMIC CONSULTING GROUP, Orlando, FL

2015 - 2016

Chief Executive Officer

Collaborate with leaders of colleges and universities to overcome student and staff retention challenges on their campuses by providing real world solutions to the complicated issues facing higher education in both the non-profit and for-profit sectors.

EDUK GROUP, Guaynabo, PR / Orlando, FL

2012 - 2015

EduK Director of Student Retention

Served as the system-wide Chief Student Affairs Officer and expert executive resource on all matters pertaining to Student Affairs and Student Retention. Provided leadership to 6 reports and 104 Student Affairs/Retention personnel. Directed the implementation of policies that supported the needs of four multi-campus post-secondary institutions (both regionally and nationally accredited), an online division, and two specialty schools with a total of 37 campuses (in Puerto Rico and the U.S.) and over 25,000 students.

- Supervised the Division of Student Affairs in addition to administering leadership and guidance for the implementation of high quality, student-centered approaches to support student success in non-academic dimensions of the students' collegiate experience at the certificate, associate, bachelor, and master's level
- Worked closely with Admissions and Academics to implement student-centered services which enhanced student life in a multicultural environment, promoted inter/intra departmental collaboration, and supported the mission of the institutions
- Created, implemented, and continuously updated an entire catalog of student affairs polices, student retention manuals, population management guidelines, and techniques which improved student retention across all campuses and institutions to uphold compliance with the organizational mission, company goals, and accrediting standards
- Maintained data- and policy-driven monthly training sessions for the Student Retention Staff and Academic

Staff on various topics (student engagement in and out of the classroom, generational difference, identifying disengaged students, classroom management, etc.) to ensure awareness of current research and trends in the current student population and within Student Affairs

- Analyzed and evaluated enrollment and retention data to create accurate and effective forecasting of fluctuations in student population for the weekly Executive Leadership Team meetings
- Encouraged and supported institutional activities/special events through attendance and the presentation of recognition awards to overachieving institutions, staff, and students

CONCORDE CAREER INSTITUTE, Tampa, FL**2008 - 2012*****Director of Student Services***

Chief Student Affairs Officer on campus; an executive position, which reported directly to the Campus President.

- Improved student retention in all programs by monitoring student performance, analyzing problematic areas, prescribing solutions, and instituting intervention activities which increased student retention and decreased attrition to improve overall graduation rates which was instrumental in achieving the department's monthly and annual goals
- Served as Student Advocate, Campus ADA representative, and presided over concerns presented for student conduct issues and student appeals
- Negotiated vendor contracts and was responsible for monitoring construction projects in my department
- Revised and presided over student orientation as well as other campus activities which fostered the development of camaraderie and community among students from diverse backgrounds
- Supervised departmental budgets, provided regular activity reports, and submitted audit reports which kept the Campus President abreast of the department's budgetary progress, which was typically under budget
- Established comprehensive re-entry admissions criteria including remediation, attendance, scheduling issues, academic probation, attendance probation, and academic success plans which improved the preparation and success of returning students
- Created specialized resolution techniques based on experience, research, and current resources for staff to assist students with issues related to Student Affairs: career services, counseling, life/coping skills, health, childcare, transportation, financial advisement, protective and legal services, crisis management, and effective study/tutoring services
- Served as Community Liaison between the institution and outside agencies (i.e. potential employers, student body supporters, donors, and financial aid contributors: Workforce, Veteran Affairs, and Vocational Rehab) which secured over \$200,000 in grants and alternative financial aid resources for the students
- Instrumental in decreasing default rates as the Chair of the Default Management Committee that designed marketing campaigns, outreach contacts, and on-campus activities to interact with former students who were in danger of defaulting on their student loans. These interactions were instrumental in decreasing the institutions student default rates.
- Maintained a thorough knowledge of compliance with admissions standards, accreditation requirements, laws, policies, and procedures that governed the institution on a federal, state, local, and institutional level. This information was used to provide support in the reaccreditation process.

ONLINE DIVISION CORINTHIAN COLLEGES, INC., Tampa, FL**2007*****Division Trainer, Student Services***

Responsible for training all Student Services personnel at Everest University Online (Tampa, FL) and Everest College Online, a Division of Everest College (Phoenix, AZ) through the HR Department

- Created an original training curriculum for Student Services and revised new hire orientation for all Student Services staff
- Participated in weekly meetings with the Deans of Students (Tampa and Phoenix), Vice President of Student Services, and the Online Division President
- Provided coaching and leadership development for Student Services Managers and Specialists in addition to mentoring Student Services Advisors
- Worked both independently and in a team environment to manage multiple projects in addition to training Financial Aid, Veteran's Affairs and Admissions personnel

- Developed new training courses based on company policies and innovative training methods (i.e. web-based training, video conferencing, and interactive media)
- Provided coaching and leadership development for Student Services Managers and Specialists in addition to mentoring Student Services Advisors
- Worked both independently and in a team environment to manage multiple projects
- Monitored production data and trends to identify low-producing employees and provided specialized intensive training to improve job performance

MAGIC MOMENTS EVENT PLANNING, INC., Tampa, FL**2003 - 2007*****President & Director of Education and Training***

- Responsible for daily operations company-wide
- Managed and directed budget allocations and resources to ensure compliance with company guidelines, policies, and procedures
- Handled contract negotiations with vendors and facilities
- Directed and coordinated marketing plans
- Tracked budget and performance objectives
- Developed relationships with industry, trade, and professional organizations
- Trained and supervised training professionals to maintain organizational consistency
- Created and revised training materials for new hires
- Planned, developed, coordinated and implemented new programs and initiatives to identify, create, and track opportunities which enhanced the company through training and channel partner relationships
- Analyzed various event management surveys in search of areas of improvement

UNIVERSITY OF SOUTH FLORIDA (USF), Tampa, FL**2002 - 2006*****Transfer Articulator, Academic Support & Achievement***

- Inaugural position that utilized prior experience as an Academic Advisor and Admissions Representative for USF, as a strong foundation, to review incoming transfer credits
- Articulated transferable courses to Florida's Common Course numbering system
- Created and maintained training manual for position including flow charts and detailed instructions on how to navigate the necessary databases
- Conducted training sessions to familiarize various University departments with Florida's current credit transferability regulatory policies and procedures

SKILLS

- Possess strong verbal and written communication skills that include platform presentations and the ability to effectively facilitate and adjust communication style to the audience as well as skills associated with supervising a department with an emphasis on crisis management
- Knowledgeable in various laws: FERPA, the Clery Act, Title IX, Campus SaVE Act, ADA policies, and student/staff conflict management as well as the following areas of Student Affairs: Diversity and Inclusion, Campus Life (Judicial Affairs/Student Conduct, Community Service, Student Activities, Student Organization Oversight), Admissions (Freshman, Transfer, and Graduate Admissions, Enrollment Management, Orientation, First-year Experience), Registrar, Student Services (Academic Advising, Academic Success, Tutoring, Assessment, and Career Services)
- Experienced working with multiple accrediting agencies – Familiar with annual reporting and Standards of Accreditation for the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), Middle States Commission of Higher Education (MSCHE), Accrediting Commission of Career Schools and Colleges (ACCSC), and the Accrediting Council for Independent Colleges and Schools (ACICS)
- Proficient in computer programs such as Banner, Citrix CampusVue, Canvas, Microsoft Office Suite (Excel, PowerPoint, Access, Publisher, Outlook), Visio, iWeb, iWork Suite (Keynote, Numbers, and Pages), and SAS

ASSOCIATIONS & PROFESSIONAL ORGANIZATIONS

- Member & Program Reviewer, Student Affairs Professionals in Higher Education (NASPA)