

EDUCATION

Doctor of Education in Organizational Leadership

Abilene Christian University, Abilene, TX

Dissertation: *Dual Credit: The Relationship Between Grade Point Average, Hours Earned, and Semesters to Degree Attainment*

Date of Graduation: May 2023

Master of Science, Management & Leadership

Tarleton State University, Stephenville, TX

Date of Graduation: December 2013

Bachelor of Science, Public Relations & Event Management, double minor in Technical Writing and Marketing

Tarleton State University, Stephenville, TX

Date of Graduation: May 2011

TEACHING EXPERIENCE

Tarleton State University, Stephenville, TX

Student Course Facilitator- L.E.A.D.S

Fall 2011 – Spring 2012

Angelo State University, San Angelo, TX

EDG 6366 – Student Affairs and Administrative Services

Summer 2023

Angelo State University, San Angelo, TX

GS 1181 – Adulting 101

Fall 2023

PROFESSIONAL EXPERIENCE

Associate Director, Campus Experience

Angelo State University, Office of Admissions

Nov. 2021– current

San Angelo, Texas

- Promoted to Associate Director, continue Assistant Director duties as outlined
- Develop, plan, coordinate, and evaluate an annual Region 15 Conference for educators, counselors, and principals
- Evaluate recruitment events and adjust events as needed to meet student/recruitment needs; added Game Day Tour, Admitted Student Day, Ram Preview Days
- Serve as department liaison for annual Rise and Teach Conference
- Serve as university advisor for RAMbassador volunteer organization
- Created Ram Fam tours to provide an opportunity for new and current university employees to tour campus
- Supervise Campus Visit Specialist in the planning, execution, and evaluation of daily campus tours, Spanish Speaking tours, and other special interests' tours
- Supervise Student Engagement Coordinator in managing student engagement platform, coordinating group tours, and designing internal marketing pieces

Assistant Director, Campus Experience

Angelo State University, Office of Admissions

Oct. 2018 – Nov. 2021

San Angelo, Texas

- Logistically plan, coordinate, and evaluate on-campus recruitment events including Transfer Days, Senior Visit Days, Experience ASU, Discover ASU, Just Juniors, and True Blue Fridays
- Develop, plan, coordinate, and evaluate Dual Credit Days to meet the needs of students of Dual Credit partners
- Serve as Admissions Lead on developing and implementing the Salesforce application for event communications and registration
- Provide support and guidance for the continued development of top-rated campus events, recruitment events, and marketing support for the admissions team
- Work with Communications and Marketing Department, along with Enrollment Management Department to develop communication campaigns for event promotions
- Develop and maintain relationships with on-campus partners in Athletics department, Student Affairs, and Academic Affairs
- Oversee management of marketing vendors, the MyFuture website, angelo.edu site, and high school teacher/alumni outreach

- Assists with the analysis associated with opportunities through vendor partners
- Work collaboratively with Director of Admissions to develop strategies and initiatives to ensure effective and efficient recruitment of first year and transfer students
- Supervise full-time staff by providing leadership including staff professional development, goal setting, team-based atmosphere, and providing timely performance feedback
- Maintain knowledge and understanding of current admissions standards, college placement tests, FAFSA updates, and additional relevant information that affects a student's matriculation to campus.
- Provide prompt, efficient and friendly service to students, academic and administrative units, and others ensuring seamless coordination of recruitment services across Angelo State University
- Assist in the development and management of all print and web marketing and advertising geared to the recruitment of prospective high school and transfer students in target markets
- Work with vendors in the creation and development of promotional material
- Supervise Campus Tour Coordinator in the planning, execution, and evaluation of daily campus tours and group tours, along with advising and training of tour guides and RAMbassador student organization
- Supervise Education and Outreach Coordinator in maintaining outreach partnerships, designing internal marketing pieces, managing chatbot messaging, and executing of S360 program
- Collaborate with Admissions Leadership team in reviewing, development, interpreting, and implementing university admission policies and procedures

Dual Credit Manager

Nov. 2017 – Oct. 2018

Angelo State University, Office of Admissions

San Angelo, Texas

- Supervised and coordinated the development and maintenance of the high school dual credit program (both on and off-campus)
- Provided oversight for the development expansion, and administration of the University's high school dual credit program in accordance with guidelines established by the University, the Texas Higher Education Coordination Board, and SACS-COC
- Built relationships with high schools across Texas to increase dual credit enrollment by assessing the needs of high school dual credit students and school districts
- Managed the enrollment and delivery of the dual credit program by supervising the admission and registration processes in regard to collecting applications and application materials, advising students regarding course registration, and communicating processes to the school districts
- Tracked formal agreements with high schools, recommend policy and procedural changes as needed
- Served as an advisor and a resource for students, ISDs, and Angelo State University
- Developed necessary training materials, handbooks, and brochures for high school administrators, faculty, and students to utilize and maintain this information on the University website
- Delivered training sessions to high school administrators and faculty regarding the use of RamPort and other university technologies
- Served as the primary campus contact for the off-campus dual credit program and maintained relevant information and documentation on the university webpage
- Collected applications and application materials, advised high school counselors regarding course registration as needed
- Worked with the Registrar and fellow Admissions staff to ensure registration assistance is provided for dual credit students
- Communicated with high schools in a timely manner to collect admission and registration materials to meet specified registration deadlines
- Ensured the Dual Credit Program is administered in accordance with guidelines established by the University and the Texas Higher Education Coordinating Board
- Supervise full-time staff and a student assistant, providing leadership including staff professional development, goal setting, team-based atmosphere, and providing timely performance feedback

Greek Life & Student Activities Coordinator

July 2016 – Oct. 2017

Angelo State University, Multicultural & Student Activities Programs

San Angelo, Texas

- Advised and mentored student leaders of college Panhellenic Council (PHC), Interfraternity Council (IFC), Greek Council, and Student Homecoming Committee
- Oversaw Greek Life recruitment initiatives for Fall and Spring, the council recruitment process, reviewed and enforced recruitment bylaws, utilized computer software bid matching process, organized recruitment schedule, event planning, reservations, and budgeting
- Oversaw implementation and execution of annual Greek Week events and Greek Awards Banquet
- Provided oversight for policy development and budget management for Greek Organizations
- Provided advisor support to faculty and staff advising Greek Organizations
- Coordinated semester meetings with chapter presidents and advisors
- Developed and facilitated programs designed develop student leadership and organizational skills, offering out-of-class engagement opportunities

- Prepared and tracked budget for Greek Life, Transition Programs, Ram Round-Up, and Homecoming programs
- Developed and facilitated the planning, implementation, and evaluation of summer transition camp, Ram Round-Up
- Managed recruitment and selection of Ram Transition Leaders for Ram Round-Up
- Coordinated and negotiated contracts with camp facility, bus company, and golf cart company
- Created and facilitated year-round leadership development trainings for Ram Transition Leaders for Ram Round-Up
- Recruited and selected students for the Student Homecoming Committee; advised this committee
- Collaborated with campus partners and oversaw the planning, implementation, and evaluation of programs hosted by the student Homecoming Committee
- Development and maintained documentation on policies and procedures related to execution of Ram Round-Up, Transition Programs, Greek Life programs, and Homecoming events
- Maintained social media accounts to advertise and promote activities (Ram Round-Up, Greek Life, and Homecoming)
- Assisted in the preparation and distribution of informational material regarding Multicultural and Student Activity Programs events and schedules
- Worked with vendors in the creation and development of promotional material for student programs
- Supervised student workers and graduate assistances; helped organized work to ensure completion of tasks in a timely manner

Transitions & Family Relations Coordinator

July 2015 – June 2016

Angelo State University, Grants & Operations

San Angelo, Texas

- Developed and facilitated the planning, implementation, and evaluation of Angel State's first summer transition camp, Ram Round-Up, for over 300 incoming freshmen and transfer students
- Managed recruitment and selection of Ram Transition Leaders for Ram Round-Up
- Created and facilitated year-round leadership development trainings for Ram Transition Leaders for Ram Round-Up
- Prepared, maintained, and abided by a limited budget
- Prepared purchase requisitions in Banner
- Supervised 30 group leaders, directed trainings, and conducted team building activities
- Supervised student assistants and office coordinator
- Coordinated and negotiated contracts with camp facility, bus, and golf cart company
- Worked with vendors in the creation and development of promotional material for student programs
- Development and maintained documentation on policies and procedures related to execution of Ram Round-Up
- Maintained and monitored camp registration and payments
- Coordinated student groups, housing arrangements at camp, and attendance records
- Developed and maintained monthly newsletter for members of Ram Family Connection (RFC) and maintained member information
- Managed correspondence with various departments and members of RFC
- Created promotional material for RFC and Ram Round-Up
- Coordinated Family Day Events including Breakfast with the Vice President
- Developed and initiated "Transition Tuesdays" to be held each Spring semester for new students

Transfer Coordinator

Jan. 2014 – July 2015

Angelo State University, Office of Admissions

San Angelo, Texas

- Reviewed admissions applications and transfer courses to determine transfer student admissibility to Angelo State University
- Served as the internal operational liaison to colleagues at ASU regarding transfer student admission processes and procedures
- Coordinated independent visits to community colleges
- Maintained database of community colleges
- Developed and maintained working relationships with specified community colleges
- Presented to faculty and staff regarding possibilities for students at Angelo State, along with detailed information about the transfer process
- Participated in recruiting opportunities, representing ASU at community college visits, college nights, open houses, and scheduled campus visits with partner institutions
- Represented Angelo State University to multiple constituencies, including recruitment events
- Arranged all travel – rental cars, hotel stays, etc.
- Followed up with prospective students and their families via phone call and e-mail; coordinated tours as needed
- Ensured prospective transfer students were aware of deadlines, application procedures, financial aid and scholarship opportunities
- Maintained information on prospective students through Banner, Salesforce, and CRM Systems
- Assisted students with admission applications and counseled students regarding different degree programs

- Assisted with the development and maintenance of documentation on transfer student policies and procedures
- Worked with Assistant Director of Admissions to ensure compliance on all federal and state laws that might impact transfer student admission
- Planned and coordinated “Transfer Days” events targeting transfer students

Student Recruiter

Aug. 2012 – Dec. 2013
Stephenville, Texas

Tarleton State University, Office of School Relations and Welcome Center

- Attended college/career days at high schools, college fairs, and stock shows
- Arranged all travel – rental cars, hotel stays, etc.
- Coordinated independent visits to high schools
- Arranged personal tours for prospective students and their families
- Followed up with prospective students and their families via phone call, e-mail, and letter
- Maintained information on prospective students through Banner and CRM Systems
- Assisted students with admission applications and counseled them regarding different degree programs
- Planned and coordinated “Discover Teaching Days” for the Texas Association of Future Educators (TAFE) programs
- Assisted with the development and growth of “Tarleton Ambassadors” - liaisons for the College of Education
- Increased inquiries for designated recruitment area (West Texas) by over 70%

HONORS/AWARDS

- **San Angelo Chamber of Commerce 20 under 40**
Award recipient, 2023
- **Angelo State University Honorary Alumni**
Award recipient, 2023
- **Angelo State University, President’s Award for Staff Excellence in Leadership**
Award recipient, 2021-2022
- **Angelo State University, Quiet Influence Award, presented by Student Government Association**
Award recipient, 2021-2022
- **Abilene Christian University, Alpha Chi Honor Society**, inducted 2019
- **Angelo State University, President’s Award for Staff Excellence, Nominee**
Excellence in Leadership Nominee, 2022-2023
Excellence in Leadership Nominee, 2021-2022
Excellence in Innovation Nominee, 2021-2022
Commitment to Excellence Nominee, 2018-2019
Excellence in Leadership Nominee, 2017-2018
Excellence in Leadership Nominee, 2015-2016
- **Angelo State University, 5 Years of Service**, 2019
- **Angelo State University, Gary and Pat Rodgers Distinguish Staff Award**
Award recipient, 2015-2016
- **Angelo State University, Ram Star Staff Award Recipient**
January 2015
June 2016
- **Angelo State University, Wonderful Women of ASU**
Award recipient 2015, 2016

UNIVERSITY INVOLVEMENT/SERVICE

- **Angelo State University, Title IX Team**, January 2017 – current
Attend regular trainings related to Title IX. Serve on hearing panels as needed.
- **Rise and Teach Planning Committee**, Fall 2020 – current
- **Angelo State University Family Weekend Committee**, Fall 2022 – current
- **Angelo State University – hiring committee for Vice President of Student Affairs**, January – May 2022
- **Angelo State University Traditions Committee**, September 2016-2019
Meet with others on the ASU Campus to develop traditions to engage students, ensure the continuation of existing traditions, and consider community involvement in traditions and ASU spirit.
- **Angelo State University Staff Senate, Staff Relations Committee Chair**, May 2018-Present
Organize events on and off campus including Independence Day Celebration, Homecoming Spirit Rally, Helping Hands Volunteers, San Angelo Rodeo ASU Day Volunteers, Concho Christmas Light Tour Volunteers, HEB Feast of Sharing Volunteers, and selling of Pink Out shirts for breast cancer awareness.
- **Info-Net Consortium Board Member**, October 2017-2018

Attend meetings with school administrators from nine small West Texas school districts to discuss dual credit partnerships, enrollment of dual credit students using interactive TV (iTV), and grant opportunities to expand dual credit opportunities for students

- **Developed Ram Round-Up**, June 2016

Plan, organize, and implement ASU's summer transition camp designed to help new students transition to the ASU family

PROFESSIONAL DEVELOPMENT

- RNL (Ruffalo Noel Levitz) National Conference (2019, 2023)
- CIVSA (Collegiate Information and Visitor Services Association) National Conference (2021, 2022)
- Admissions Retreat (2019, 2021, 2022, 2023)
- Staff Development regarding essential practices for HSI (Hispanic Serving Institutions) hosted by ESCALA (2019)
- SAEM (Student Affairs and Enrollment Management) Retreat (2016, 2017, 2018, 2019)
- NACEP (National Association of Concurrent Enrollment Partnerships) Summer Institute, Austin, TX (2017)
- Title IX Conference, Lubbock, TX (2017)
- AFA (Association of Fraternity & Sorority Advisors) Annual National Conference (2016)
- NODA (National Orientation Directors Association) Annual Regional Conference, Tulsa, OK (2016)
- NODA Annual National Conference, Indianapolis, IN (2016)
- TACAC (Texas Association of College Admission Counseling) Annual Conference, Houston, TX (2015).
- National Collegiate Leadership Conference, Tucson, AZ (2012)
- TACUSPA (Texas Association of College & University Personnel Administrators) member (2011-2012)

PRESENTATIONS

Ritchie, A. (July 2023). Values: What is important to you? Texas 4-H Leadership Training. Angelo State University. San Angelo, TX.

Robinson, J., Barnette, M., & Ritchie, A. (February 2012). Establishing a Leadership Certification Program. National Collegiate Leadership Conference. University of Arizona. Tucson, AZ.

Robinson, J., Barnette, M., & Ritchie, A. (February 2012). Exploring Values. National Collegiate Leadership Conference. University of Arizona. Tucson, AZ.

COMMUNITY SERVICE/INVOLVEMENT

San Angelo Junior League

- President Elect, 2023-current
- Treasurer, 2022-2023
- Serve on Western Dance Fundraising Committee, manage online registration and auction, 2021-2023
- Treasurer Elect, 2021-2022
- Done-In-A-Day Committee Chair, 2020-2021
- Serve on Fund-In-A-Day and Student Close Committee, 2019-2020
- Shop for children in need of clothes in local community through Student Closet program, 2017-2019
- Serve on Done-In-A-Day Committee, 2017-2019
- Assist local food bank by stuffing food crates for Food to Kids program, 2018 - current
- Volunteer with local women's shelter to create "hope totes" for children who are temporarily displaced, 2018
- Read to elementary aged children through Children's Literacy Project, 2018
- Volunteer with San Angelo Salvation Army Forgotten Angels program, 2016-2019

Sonrisas

- Volunteer at annual fundraiser, Boots, Buckles, & Pears, 2018

San Angelo Angel Tree

- Adopt an angel to provide Christmas gifts and needed items, 2014-current

Tom Green County Relay for Life

- Fundraising and participate at annual local event, 2015-2017

Stephenville Foster Home

- Volunteer with monthly programs, coordinated youth programs, 2008-2011

Stephenville Senior Citizen's Center

- Organized bingo fundraiser, 2010
- Coordinated annual fall festival, 2011

Bowling for Kids Sake - Big Brothers Big Sisters

- Fundraising and participate in local event, Stephenville, TX, 2011
- Fundraising and participate in local event, San Angelo, TX, 2015

Margarita Charity Ball

- Fundraising and volunteer at event in Fort Worth, TX, 2009-2013