

Tara M. Hart, Ed.D.

EDUCATION

Hardin-Simmons University

Doctorate of Leadership in Higher Education

Abilene, TX

May 2018

University of Nebraska-Omaha

Master of Science Counseling

Concentration: Student Affairs Practice in Higher Education Professional Practices

Omaha, NE

May 2005

Wayne State College

Bachelor of Science Human Service Counseling

Minors: Sociology & Criminal Justice

Wayne, NE

August 2000

RELEVANT QUALIFICATIONS

- Professional development management style with effective communication skills
- Task-oriented individual who serves as a team member or self-motivated professional
- Enthusiastic personality with the ambition to succeed in all aspects of outlined responsibilities
- Experience with Microsoft Office, Salesforce, Target X, Banner, Slate, Tegrity, Kaltura, Jenzabar, Blackboard, Sakai, EMP, Canvas, PeopleSoft, CampusESP, Full Measure, Unibuddies, & social media networks
- Gallup Inc. Signature Themes: *Learner, Achiever, Responsibility, Relator & Arranger*

PROFESSIONAL EXPERIENCE

Chadron State College

Chadron, NE

Chadron State College, a member of the Nebraska State College system, is a public, four-year institution with an approximate enrollment of 2,300 undergraduate and graduate students.

www.csc.edu

Associate Vice President for Enrollment Management

11/2021-current

This position acts as an innovative and visionary leader who brings an understanding of the trends, best practices, and data-driven approaches to strategic recruitment and retention efforts in higher education.

- Design, develop and oversee the management of systems, structures, and processes to optimize recruitment, admission, and yield, with careful attention to the college's strategic priorities around academic, demographic, and geographic diversity
- Assists with assessment, reporting, and continuous improvement for Higher Learning Commission accreditation

Associate Vice President for Enrollment Management (continued)**11/2021-current**

- Provide supervision and leadership for all forward-facing recruiting and student service operations, including the Recruiters/Admission Counselors, Student Transition and Retention Team (START), Campus Visit Coordinator, Project Coordinator and the student Ambassador and Call Center teams
- Foster a culture of professional development and staff supervision that further develops and supports a strong admissions staff that is recruitment- and retention-centric, optimistic, empowered, responsive, innovative, results-oriented, and student-centered
- Work with College Relations colleagues to develop a thorough, sustained, multi-channel marketing plan for all relevant audiences (prospective freshmen and transfers, underclassmen, parents, school counselors, etc.)
- Working with the Vice President, collaborate with the colleagues in academic affairs (Provost, Deans, Department Chairs) to facilitate effective recruitment and retention strategies that support the implementation of the University's strategic enrollment plan, with emphasis on the development of an integrated college-wide recruitment program
- Strengthen a culture of assessment by actively engaging colleagues in the review of key assessments and reports to determine necessary adjustments to existing services, activities, and programs specific to co-curricular learning
- Serve as a member of the college's accreditation team to provide needed information and communicate accreditation policy changes to staff

Interim Director of START (Student Transition and Retention)**04/2021 – 11/2021**

This position serves as a leader for the Market Development and START teams, collaborates with academic and student services departments, and advocates for students regarding recruitment, academic, and retention policies and procedures to prevent enrollment roadblocks.

- Provided leadership, development, research, and recommendations for additional and ongoing enrollment and/or revenue producing for-credit and non-credit activities and events
- Assisted with the implementation of new student Orientation activities
- Provided leadership, training, and supervision for START operations
- Served on campus-wide committees and task forces to complete necessary work supporting department needs, co-curricular assessment, and accreditation requirements
- Assisted with recruitment efforts for undergraduate students both on and off campus

Union College**Barbourville, KY**

Union College is a private, liberal arts institution with an approximate enrollment of 1,000 undergraduate and graduate students.

www.unionky.edu

Vice President for Enrollment & Student Development**07/2020 – 04/2021**

This position provides leadership for the Enrollment and Student Development Division, collaborates and networks with campus and off-campus constituents, and develops, manages, and executes recruitment and retention strategies.

- Provided leadership for Admissions, Campus Activities, Financial Aid, Residence Life, and Student Conduct departments
- Developed strategy and managed execution for the Enrollment Management team to reach annual enrollment goals specific to recruitment and retention specific initiatives

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Vice President for Enrollment & Student Development (continued)**07/2020 – 04/2021**

- Evaluated and enhanced the advancement of student success and safety specific for on-campus activities and residential living
- Developed and maintained recruitment, marketing, and communication plans for prospective high school, transfer, and international students
- Collaborated with key high school and secondary school constituents, college departments, and institutional stakeholders to implement and enhance the College's strategic plan
- Served as a member of the President's leadership team
- Chaired the Enrollment and Retention Committee and the Admissions and Academic Standing Committee
- Administered and communicated COVID-19 protocols with the Knox County Health Department, Student Development, Athletics, Academic Affairs, Library Services, Food Service, and President's Leadership Team

Truman State University**Kirksville, Missouri**

Truman State University is a public, liberal arts institution with an approximate enrollment of 4,500 undergraduate and graduate students.

www.truman.edu

Director of Admission**07/2019 – 06/2020**

This position managed all aspects of the day-to-day operations within the Office of Admission for undergraduate outreach, recruitment, admission, and yield activities.

- Supervised and evaluated 18 office personnel
- Developed a 21st century strategic enrollment plan to increase undergraduate enrollment
- Managed recruitment initiatives for prospective student outreach and admission
- Provided holistic review for admission decisions
- Evaluated and administered competitive scholarships
- Collaborated with academic affairs, student affairs, development, athletics, facilities, and student body representatives to facilitate on and off-campus recruitment efforts
- Administered technology programs serving as recruitment systems to engage students and parents for undergraduate enrollment

Arkansas Tech University**Russellville, Arkansas**

Arkansas Tech University is a public, four-year institution with an approximate enrollment of 12,000 undergraduate and graduate students.

www.atu.edu

Visiting Assistant Professor**08/2018 – 07/2019**

This position served as part of the College Student Personnel department to instruct graduate-level students with academic preparation, mentorship, and field experience within student affairs.

- Developed curriculum for graduate level College Student Personnel courses
- Advised new students admitted to the College Student Personnel department
- Served as a Bridge 2 Excellence mentor to College of Education undergraduate students
- Served in a university advisory role to the student organization, SPECTRUM

Visiting Assistant Professor (continued)

08/2018 – 07/2019

- Supported College of Education initiatives as an Excellence in Education committee member
- Faculty representative for the University's Diversity committee
- Faculty leadership for the Standards of Excellence Greek Life committee

Angelo State University

San Angelo, Texas

Angelo State University, member of the Texas Tech University System, is a public, four-year institution with an approximate enrollment of 10,000 undergraduate and graduate students. www.angelo.edu

Associate Director of Admissions

11/2012 – 08/2018

This position developed and managed implementation of territory recruitment for each admission professional to ensure satisfactory enrollment goals for each academic term. The supervision required with this position included implementation of efficient customer service to students, academic affairs, administrative units, and others to ensure seamless coordination of recruitment services.

- Developed recruitment initiatives for undergraduate admissions to increase enrollment from approximately 6,500 total student enrollment to over 10,000 total student enrollment
- Increased on-campus events from three events to approximately 20 on-campus recruitment events for high school students
- Enhanced group tour program and daily campus tour program with a minimum 15 percent increase of visitors each year for both visit programs
- Designed recruitment assignments and recruitment event registration in each customer relationship management operating system
- Developed scholarship signing promotion and events for both on-campus and off-campus opportunities
- Collaborated with academic affairs, student affairs and enrollment management, development, athletics, facilities, and student body to facilitate on and off-campus recruitment efforts
- Managed recruitment systems to engage students and parents for undergraduate enrollment
- Led eight recruitment professionals to accomplish the university enrollment goals

Director of the SAEM Student Support Center

01/2011 – 10/2012

New position initiated by the Vice President of Student Affairs to implement various student retention strategies and assist students with any concerns, questions, or transition issues to the University within the Student Affairs Enrollment Management (SAEM) division. Specific retention outreach efforts included student veterans, foster care students, transfer students, students planning to leave the University, academically underprepared students, and College of Arts & Sciences students.

- Designed and coordinated a Bridge program for high school seniors to learn about the college application process, financial aid, scholarships, and career opportunities
- Presented student transition information to parents during university orientation events
- Directed a special orientation program for new students transition specific to the spring and summer terms

Director of the SAEM Student Support Center (continued)

01/2011 – 10/2012

- Designed, organized, and implemented a Bridge program for at-risk first-generation students to understand their learning style, utilize college resources, and familiarize themselves with the University
- Assisted with coordination of an academic advising certification program specific to ASU graduate students enrolled in the Student Development & Leadership graduate program
- Selected as chair of the VETS (Veterans Educational & Transitional Services) action team to enhance campus awareness and support for students receiving military benefits
- Served as a staff representative on the Provost Graduation Completion Task Force
- Selected as the Advisory Board Chair to Sigma Kappa, Zeta Kappa chapter
- Supervised one professional staff member and three graduate students to manage all student transitional items through the student support center facility

Midland University (formerly Midland Lutheran College)

Fremont, Nebraska

Midland University is a private, four-year liberal arts institution with an approximate enrollment of 1,500 undergraduate and graduate students.

www.midlandu.edu

Dean of Students

07/2010 – 01/2011

This position administered all operations of the Student Development division to ensure effective student life operations for the student body. Division supervisory responsibilities included career development, student counseling, student health, intramurals, residence life, student retention, safety & security, student activities, and student conduct & discipline.

- Functioned as the main liaison between Student Development division and Administrative Leadership
- Performed as the primary conduct officer for the University by enforcing student policies and procedures
- Supervised 15 professional staff members with 50 student staff members in the Student Development division
- Served on Dana @ Midland campus task force to recruit and enroll over 300 Dana College students within seven weeks of their college closing, which included coordinating registration days, new student orientation sessions, and residential roommate/hall assignments
- Liaison with local law enforcement officials for campus or community criminal infractions
- Liaison and student advocate with campus contracted vendors regarding food service and bookstore operations/services
- Represented Student Development division on the following campus-wide committees: Budget & Resource Allocation, Foundations of Excellence, Enrollment Management, Retention Leadership, Academic Appeals, and Teacher Education
- Appointed professional advisor for student government organization

Assistant Dean of Students/Director of Residence Life**07/2008 – 07/2010**

This role served as the primary conduct officer for the University to enforce student policies and procedures, while managing the departments of residence life, safety & security, and student activities.

- Implemented and managed student retention initiatives with specific outreach to on-campus students
- Managed residential living aspects for the traditional housing units: facility management, on-campus living marketing, housing contracts, housing deposits, room assignments, furniture inventory, move-in operations, hall programming, and community living standards
- Liaison with local law enforcement officials for campus or community criminal infractions
- Liaison and student advocate with campus contracted vendors regarding food service and bookstore operations/services for student body
- Appointed professional advisor for student government organization, cheerleading squad, and dance team
- Served as a staff representative on the following campus-wide committees: Budget & Resource Allocation, Foundations of Excellence, Enrollment Management, Retention Leadership, Academic Appeals, and Teacher Education
- Supervised six professional staff members in Residence Life, Student Involvement, and Campus Security departments

Wayne State College**Wayne, Nebraska**

Wayne State College, a member of the Nebraska State College system, is a public, four-year institution with an approximate enrollment of 4,000 undergraduate and graduate students.
www.wsc.edu

Director of Student Activities & Student Center**10/2007 – 07/2008**

Expectations with this role included promotion of student involvement through operations of the student activities office, as well as responsibility for the overall management of the student center.

- Managed the daily operations of the student center facility to serve individual students, student organizations, food service personnel, bookstore personnel, faculty, staff, campus tour visitors, and local citizens/community groups
- Supervised the planning and implementation of weekly campus programs hosted by the student programming board
- Organized the intramural program hosting over 100 events throughout the academic year
- Coordinated student leadership programs for student leaders in student organizations and residential programs
- Advised the Greek life area regarding risk-management, hazing, alcohol/drug awareness, and organizational image
- Coordinated and implemented new student orientation program for high school students
- Balanced a \$150,000 budget consisting of student fees, state funds, and maintenance and operational funds
- Contracted and hosted spring concert performer, Jason Aldean
- Appointed to serve as the professional advisor for Students Activities Board and Greek Council

Midland Lutheran College (renamed Midland University)**Fremont, Nebraska****Director for Student Involvement****01/2005 – 09/2007**

Expectations included the development of co-curricular opportunities through the Student Involvement office concerning new student orientation, campus activities, leadership development programs, Greek Life, recognized student organizations, and academic and cultural events.

- Developed and implemented a new student orientation program to address academic expectations, co-curricular opportunities, and service-learning experiences
- Managed the general operations, renewal, and creation process of recognized student organizations in relation to college policies/procedures
- Developed and implemented student leadership programs for emerging leaders, student organization leaders, and student scholars
- Managed the planning and implementation of student programs hosted by the campus programming board
- Appointed to advise Greek life regarding risk-management, hazing, alcohol/drug awareness, and organizational image
- Developed ACES (Academic & Cultural Educational Series) program to collaborate with faculty members across the campus disciplines, as well as student organizations to provide inclusive programs and complement student learning inside the classroom
- Balanced a \$75,000 budget for all student involvement opportunities
- Served as the Student Development staff representative on the following campus-wide committees: Budget & Resource Allocation, Foundations of Excellence, Food Service, and New Student Orientation
- Appointed to serve as the professional advisor for Campus Activities Board, Greek Council, Inter-fraternity Council, and Inter-Sorority Council
- Supervised two professional staff members with 20 student workers within the Student Development division

College of Saint Mary**Omaha, Nebraska**

College of Saint Mary is a private, all-women's, four-year liberal arts institution with an approximate enrollment of 1,500 undergraduate and graduate students.

www.csm.edu

Director of Residence Life**10/2001 – 12/2004**

Responsibilities as the Director of Residence Life included all aspects of residential living at the College. The College had a residential program for traditional aged college students and a residential program for single mothers and their children, Mothers Living & Learning.

- Educated residents about the Sisters of Mercy's vocation specific to values and beliefs
- Managed residential living aspects for the traditional housing units: facility management, on-campus living marketing, housing contracts, housing deposits, room assignments, furniture inventory, move-in operations, hall programming, and community living standards
- Managed residential living aspects for the Mothers Living & Learning residential program: facility management, on-campus living marketing, applicant interviews, housing contracts, housing deposits, room assignments, furniture inventory, move-in operations, hall programming, and community living standards
- Created and trained a peer judicial board for judicial hearings and student appeals
- Balanced a budget over \$75,000 for capital and operating expenses

Director of Residence Life (continued)**10/2001 – 12/2004**

- Provided on-board training for 10-12 student residence life staff members to uphold policies, implement operational procedures, and build community within their designated living areas, as well as the college's residential program
- Served as a staff representative on the following campus-wide committees: Annual Faculty/Staff Fund-Raising Campaign, Safety Committee, Staff Development, and Student Development Learning Outcomes
- Appointed to serve as the professional advisor for Residence Hall Council
- Supervised 10-12 student staff members specific to their role within the residential program

Admissions Counselor**08/2000 – 10/2001**

The primary focus included recruitment of high school women in Nebraska and Kansas to apply to and enroll at College of Saint Mary. Due to working at this private, Catholic college, positive relationships developed with prospective students while assisting with their pursuit of a higher education degree.

- Developed and arranged individual campus tours
- Served on the College Visit Day departmental committee to coordinate and implement campus recruitment events
- Supervised student telecounselors with our designed recruitment calling campaigns
- Assisted with student registration during summer orientation
- Collaborated with Alumnae Relations to host events to connect prospective students, current students, and alumnae in designated communities
- Served on the following campus-wide committee: Staff Development

Adjunct Instructor***Term Contract*****Spring 2022**

Leadership (EDG 6363 – D2) Online

Fall 2021

Leadership (EDG 6363 – D2) Online

Leadership (EDG 6363 – D3) Online

Spring 2021

Family Development (COUN 536) Online

Fall 2020

Counseling Theories and Helping Skills (CSP 6073) Online

Summer 2020

Counseling Theories and Helping Skills (CSP 6073) Online

Advising Student Groups & Organizations (CSP 6153) Online

Spring 2020

Advising Student Groups & Organizations (CSP 6153) Online

Fall 2019

Advising Practicum (CSP 6283) Online
Practicum I College Student Personnel (CSP 6083) Online
College Students and Subcultures (CSP 6043) Online

Summer 2018

College Students and Subcultures (CSP 6043) Online

Spring 2018

Leadership (EDG 6363) Online
Practicum in Counseling (EDG 6325) Online

Fall 2017

Leadership (EDG 6363) Online
American Higher Education (EDG 6361) Online

Spring 2017

Leadership (EDG 6363) Online
Social and Cultural Influences (EDG 6301) Online

Fall 2016

Leadership (EDG 6363) Online

Fall 2012

Learning Strategies (USTD 1101) In-class 15 students

Fall 2011

Learning Strategies (USTD 1101) In-class 17 students

PROFESSIONAL DEVELOPMENT

Memberships

- National Association Student Personnel Administrators (2002-Present)
- American Association of Collegiate Registrars and Admissions Officers (2019-2021)

Leadership Enhancement

- National Housing Training Institute, Participant (2003)
- Undergraduate Inter-Fraternity Institute, Facilitator (2005)
- NASPA Mid-Level Professional Institute, Participant (2005)
- Strengths Educator Training from Gallup, Inc. Strengths Quest (2012)
- Student Affairs Technology UnConference in Texas, Participant (2013)
- Texas Association for College Admissions Counseling, Mentor (2015-2017)
- Abilene Christian University Institutional Review Board External Member, Hardin-Simmons Graduate Student Representative (2016 – 2018)
- NASPA Alice Manicur Symposium, Participant (2018)

- Quality Matters Applying the QM Rubric Certification (2018)
- Quality Matters Peer Reviewer Course Certification (2019)
- NASPA Undergraduate Conference Facilitator (2019)
- Quality Matters K-12 Peer Reviewer Course Certification (2020)
- NASPA Early Career Development Institute Coach (2021)
- BSP101x: Basic Spanish 1: Getting Started Verified Certificate, EdX (2022)

Presentations & Publications

- “Leadership on a Shoestring Budget” Presentation, NASPA Regional Conference (2005)
- “Who are We” Teambuilding Activities, Nebraska Women in Higher Education (2006)
- “Engaging Your Staff with Their Strengths” Presentation, TACAC Conference (2013)
- Angelo State University Education Symposium, Panel Presenter (2014)
- “We Need Leaders in the Middle!” Presentation, Leadership in Higher Education Conference (2016)
- “A to Generation Z” Presentation, Leadership in Higher Education Conference (2016)
- “Help Them Dress Profesh & Learn the Higher Education Culture” Webinar Presenter (2017)
- “Identifying Your Biases” Presentation, Sam’s Club Managerial Team (2017)
- “Embrace Your Leadership” Presentation, Texas College Peer Leadership Conference (2017)
- “B Gr8 & Communi8 (Be Great & Communicate!)” Presentation, Texas College Peer Leadership Conference (2017)
- “Dialogue Perspectives: Gender & Sexual Minorities Attending Conservative Colleges” Presentation, National Symposium on LGBTQ Research in Higher Education (2017)
- “Welcoming Gender & Sexual Minority Students – This Starts with Us!” Presentation, TACRAO Annual Meeting (2017)
- “My Higher Education Journey” Presentation, Angelo State E-Learning Department (2018)
- “Understanding and Educating Generation Z Students” Online Seminar Presenter (2018)
- “Right-ing Your Resume” Presentation, Arkansas Single Parent Organization (2018)
- “Generation Z: Our College Students” General Assembly NASPA (2018)
- “CAS Standards for Higher Education Professional” Northern Arizona State University graduate course (2018)
- “College Networking” Presentation, Arkansas Tech University TRIO Student Support Services (2019)
- “#InvestInYourself” Presentation, Arkansas Tech University Women’s Conference (2019)
- “Networking for Single Parents” Presentation, Arkansas Single Parent Organization (2019)
- “A Doctoral Discussion Panel” Discussion/Presentation, Arkansas Tech University Graduate College (2019)
- “Understanding and Supporting the LGBTQ+ Student Subculture for Collegiate Success” Presentation, NASPA IV-W Regional Drive-In Student Success Workshop (2019)
- “Departing Graduate Tips for Student Affairs Professionals” Presentation, Arkansas Tech University College Student Personnel Capstone Course (2019)
- “Understanding Your Identity as a Gen Z Student” Presentation, Arkansas Tech University First Generation Institute (2019)

- “Leadership: Foster and Develop Yourself & Others” Presentation, Arkansas Counseling Association Leadership Development Institute (2019)
- “Lights, Camera, Intentional Action: Transformation Learning During a Pandemic” Presentation, Adult Higher Education Alliance Conference (2021)
- “Higher Education Administration” Presentation, Doctoral Class Hardin-Simmons University
- Hart, T. (2021). Authoring my Authenticity through Social Media. *Successes and Setbacks of Social Media: Impact on Academic Life*. Hoboken, NJ: Wiley.
- “Work-Life Integration: Learning from My Mentee – A Tribute to Dragonfly (Dr. Nicole Frerichs)” Presentation, NASPA IV-W Conference (2021)
- Masters Capstone Virtual Panel, Master Capstone Course, Texas Tech University

PROFESSIONAL HONORS

- College of Saint Mary Student Senate Job Well Done Award (2003)
- College of Saint Mary Staff Excellence Award (2004)
- Midland Lutheran College Student Government Job Well Done Award (2005)
- Angelo State University Greek Advisor of the Year Award (2012, 2014)
- Multicultural Center Wonderful Woman of ASU Award (2012 – 2016)
- Angelo State University Alumni Association Honorary Alumnus Award (2013)
- ASU RAMSTAR Staff Award (2014, 2016)
- Angelo State University Gary and Pat Rodgers Distinguished Administrator Award (2017)
- Hardin-Simmons University Hemphill Graduate Honor Award (2018)
- Arkansas Tech University Outstanding Faculty/Staff Advisor of the Year Award (2019)
- Arkansas Tech University The Janet Roys Award for Distinguished Service (2019)
- Truman State University Bulldog Award – Admissions Department (2019-2020)

CAMPUS & COMMUNITY INVOLVEMENT

- Angelo State University Alumni Association Event Volunteer (2011-2015)
- Sigma Kappa Advisory Board Chairman - Zeta Kappa chapter (2012-2014)
- Angelo State University Graduation Ceremony Volunteer (2013-2018)
- Sigma Kappa Volunteer at The Springs Alzheimer’s Special Care Center, (2012-2014)
- San Angelo CrossFit Team Captain, CrossFit Open (2015 & 2016)
- Angelo State University Rambelle Rugby Advisor (2016 – 2018)
- Angelo State University Relay for Life Participant (2013 – 2016)
- CrossFit Level 1 Certified Coach (2015)
- CrossFit Gymnastics Certified Coach (2016)
- San Angelo CrossFit Nutrition Challenge Coach (2018)
- Arkansas Tech University SPECTRUM Advisor (2018 – 2019)
- Arkansas Single Parent Scholarship Volunteer (2018 – 2019)
- Arkansas Tech University Diversity Committee (2018 – 2019)
- Truman State University Strategic Planning Employer Metric Committee (2020)
- Union College Admissions & Academic Standing Committee Chair (2020-2021)
- Union College Enrollment Retention Committee Chair (2020-2021)

- Chadron State College Fur Trade Days Parade Participant (2021)
- Vacation Bible School Volunteer, Immanuel Lutheran Church (2021)
- 100 Women Who Care About Chadron (2021)