

EDUCATION

- **Doctor of Education in Educational Leadership, 2012**
Arkansas State University, Jonesboro, AR
DISSERTATION: *Usage and Perceived Effectiveness of Marketing Strategies at Two-year Colleges in the United States*
- **Specialist in Community College Teaching, Emphasis in Administration, 2010**
Arkansas State University, Jonesboro, AR
- **Master of Business Administration, 2007**
Arkansas State University, Jonesboro, AR
- **Bachelor of Science, Marketing with an emphasis in Management, 2006**
Arkansas State University, Jonesboro, AR

EXPERIENCE

Peer Reviewer for the Higher Learning Commission Higher Learning Commission, 2016-Present
Serve as an agent of the Higher Learning Commission in its evaluation and decision-making processes for AQIP, PEAQ, and the Program for Seeking Initial Status.

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- Evaluate member institutions for adherence to the Commission's Criteria for Accreditation
- Assist member institutions in advancing within the context of their mission
- Completed Peer Reviews: Parkland College, Virtual Visit, June 2017; Neosho Community College, Virtual Visit, August 2018; Allen County Community College, On-Campus Visit, October 2018
- Scheduled Peer Reviews: Coffeyville Community College, On-Campus Visit, April 2019

Vice Chancellor for Student Affairs Arkansas State University-Newport, 2016-Present
Arkansas State University-Newport funded position to provide executive leadership to the Division of Student Affairs and to collaborate with other divisions to create policies that positively impact student success.

- Work collaboratively with the Executive Cabinet to support ASU-Newport's Strategic Priorities: Student Success, Institutional Excellence, and Community Engagement
- Oversee the following departments within the Division of Student Affairs: Academic Retention and Student Success, Campus Police, Career Pathways Initiative, Career Services, Co-Curricular Assessment, Disability Services, Drug and Alcohol Prevention Programming, Enrollment Services-Admissions, Financial Aid-Title IV Compliance and Scholarships, Recruitment and Registrar, New Student Orientation (E.N.G.A.G.E. Session), Registered Student Organizations, Student Leadership, Student Activity Programming, Student Conduct, and Title IX
- Collaborate with ACT to provide the measurement of non-cognitive areas (ACT Engage) to provide structured interventions to defined at-risk student populations to promote academic retention and success at ASU-Newport (ACT Engage and ASU-Newport's Pilot Program: ACT case study to be completed Summer 2018)
- Work together with ASU-Newport's Marketing and Communications Department to market higher education opportunities to underserved students in the Arkansas Delta by utilizing student profiles provided at no cost through ACT Enroll

- Collaborate with internal (ASU-Newport Divisions: Finance and Administration, Academic Affairs, and Information Technology Services) and External Stakeholders (ASU-Beebe, ASU-Mountain Home and Campus Management Student) to provide a student centered experience within Campus Nexus Student
- Develop and implement targeted recruitment strategies to secondary students by counseling the potential students through the information and resources provided in ACT Profile
- Work in partnership with ASU-Newport's Information Technology Services to design, implement, and refine workflow development in Campus Nexus Student as it relates to Enrollment Services, Financial Aid, Academic Advising, and Student Accounts
- Improve effectiveness and efficiency of the Division of Student Affairs through assessment and continuous quality improvement (i.e. Admitted Student Process, Student Activity Request Process, and Financial Aid Processes)
- Utilize division-wide strategic planning and zero-based budgeting to further the mission and vision of ASU-Newport
- Create a culture of proactive communication among the Division of Student Affairs and external stakeholders (i.e. Vice Chancellor's 360 Feedback Survey, Student Affairs' web page, review and revision of all student communications, and exploration of preferred communications with students)
- Build and cultivate strong relationships with internal and external stakeholders to enhance student success opportunities at ASU-Newport (i.e. regularly travel to all three campuses, hold meetings and trainings via video conferencing to promote inclusivity among the staff, and regular participation in community events)
- Lead presentations at the state and national level on best practices on strategic planning, enrollment management and student success
- Utilize past participant data to develop and mandatory in-person and online orientation program (E.N.G.A.G.E.) for first-time entering ASU-Newport students
- Lead co-curricular assessment activities for the Division of Student Affairs (i.e. Assessment Plan Development, Creation of Assessment Instrument, Administration of Assessments, Communication of Assessment Results, and Changes to the Division of Student Affairs based on assessment results.)
- Directly supervise 23 full-time staff, 5 part-time, and 6 work study students

Campus Dean

Arkansas State University-Newport, 2015-Present

Arkansas State University-Newport's Campus Dean's purpose to serve as a liaison between the ASU-Newport Marked Tree/ASU-Newport Jonesboro campuses and the ASU-Newport Newport Campus

- Receive questions from students, faculty and staff concerning the ASU-Newport Marked Tree and Jonesboro campuses and route the questions to the appropriate Executive Cabinet Member for follow-up
- Coordinate bookstore services with Textbook Brokers on the ASU-Newport Marked Tree and Jonesboro campuses

Dean of Retention and Student Success

Arkansas State University-Newport, 2014-2016

Arkansas State University-Newport's Dean of Retention and Student Success's purpose is to provide senior leadership to student retention and academic success initiatives.

- Co-authored the 2015-2020 ASU-Newport Minority and Retention Report with Academic Affairs and Human Resources

- Collaborate with ASU-Newport faculty and staff to create institutional learning outcomes for curricular and co-curricular activities
- Oversee design, development, and implementation of the Center for Academic Retention and Success
- Implement an Early Alert System to improve student retention success at ASU-Newport
- Regularly utilize IPEDS, ADHE, and institutional data to improve the services offered by the Center for Academic Retention and Success
- Design, coordinate and execute New Student Orientations sessions for first-time entering students
- Created a new handbook, application, processes, and assessments associated with the Office of Disability Services
- Serve as Disability Services Coordinator for ASU-Newport Newport, Marked Tree, and Jonesboro campuses
- Oversee all aspects of the Office of Testing including but not limited to administration of the following exams: ACT, Compass, TEAS V, Pearson Vue exams, NCLEX, PRAXIS, and other third part licensures for ASU-Newport's Applied Science programs
- Develop and implement in-person and online academic support offerings to support students in their academic progress at ASU-Newport
- Design and deliver staff training associated with retention and student success
- Assist the ASU-Newport Financial Aid office with packaging and awarding of students during peak times
- Regular collaboration with Information Technology services to improve processes within Center for Academic Retention and Success and the Office of Disability Services
- Develop and maintain four departmental budgets (i.e. Retention and Academic Success, Testing Services, Disability Services, and Academic Support)
- Serve as Incident Commander for the ASU-Newport Marked Tree campus
- Directly supervise seven full-time Student Affairs staff members

Director of Student Services

Arkansas State University-Newport, 2009-2014

Arkansas State University-Newport's Director of Student Services position's purpose is to provide high quality student support services on the ASU-Newport Marked Tree and Jonesboro campuses.

- Administer \$ 195, 000 average annual operating budget, manage the program, and supervise six staff members for the ASU-Newport Marked Tree Campus Adult Education program
- Administer \$ 78, 773 average annual operating budget for Carl Perkins Career and Technical Education Grant.
- Process over \$1.9 million in grants, scholarships, and loans for approximately 300 students and ASU-Newport Marked Tree Campus and oversee ASU-Newport Jonesboro campus financial aid processes
- Plan and execute co-curricular student activities on the ASU-Newport Marked Tree and Jonesboro campuses
- Collaborate with campus leaders to create and implement a strategic enrollment management plan for the ASU-Newport Marked Tree and Jonesboro campuses
- Coordinate and Implement Academic and Advising Registration sessions for first-time entering students for the ASU-Newport Marked Tree and Jonesboro campuses
- Serve as the Disability Services Coordinator for the ASU-Newport Marked Tree and Jonesboro campuses
- Supervise the administration of the Compass exam, TEAS V, EPA certification, and Pearson Vue exams for students on the ASU-Newport Marked Tree and Jonesboro campuses

- Acquire and administer grants to fund co-curricular student activities related to underage drinking prevention from Arkansas Collegiate Drug Education Committee
- Directly supervise five ASU-Newport Marked Tree and Jonesboro campuses Student Services staff members

AR CPI: Community Outreach Coordinator *Arkansas State University-Newport, 2008-2009*

The Arkansas Development Career Pathways Initiative was established to assist parents to meet their educational goals and enter the workforce.

- Recruit potential students for ASU-Newport's Career Pathways Initiative program
- Maintain case files for each Career Pathways student for defined services areas
- Design and deploy various marketing campaigns for ASU-Newport's Career Pathways Initiative (i.e. Develop marketing plan, define target markets, design marketing materials, and distribute marketing materials through the appropriate channels)
- Provide academic support (i.e. academic tutoring and academic preparedness workshops) Career Pathways Initiative students in their ASU-Newport classes
- Serve as a representative of ASU-Newport to local communities in Northeast Arkansas
- Administer ACT Work Keys, ACT Compass Exam and the Test for Adult Basic Education
- Establish and cultivate relationships with local stakeholders to benefit student success
- Supervise part-time ASU-Newport employees

ADWIRED: Workforce Development Counselor *Arkansas State University-Newport, 2008- 2008*

The Arkansas Delta Workforce Innovations in Regional Economic was created to promote economic industry [Agriculture, manufacturing, and transportation, distribution, and logistics (TDL)] in the Arkansas Delta.

- Collaborate with other Workforce Development Counselors on activities and events for secondary students within the Arkansas Delta Training and Education Consortium (ADTEC)
- Promote college going to secondary students in Northeast Arkansas
- Provide career planning information and resources to secondary students through in-person presentations
- Administer the Kuder Interest Inventory to secondary students in Northeast Arkansas
- Represent ASU-Newport at college and career fairs at local secondary schools in Northeast Arkansas
- Maintain and submit required monthly activity reports to grant state to ADTEC
- Establish short and long-term productivity goals as they relate to Workforce Development
- Plan and assist with student activities on the ASU-Newport Newport, Jonesboro and Marked Tree campuses

TEACHING EXPERIENCE

Doctor of Education

CCED 7013 Learner-Centered Teaching

Arkansas State University: 2016-Present

- Instruct students about how to construct and implement curriculum based on the learner-centered theory.

CCED 7023 Field Study

Arkansas State University: 2014-Present

- Facilitate field study projects for students.

Ashley Buchman, Ed.D.

CCED 7033 Special Problems in Community College Teaching

Arkansas State University: 2015-Present

- Facilitate field study projects for students.

Master of Science in Higher Education

CCED 7003 The Community College

Arkansas State University: 2014-Present

- Instruct students the about community colleges in the United States and the role student affairs has in those community colleges.

Bachelor of Arts in Criminology

SOC 3383 Social Statistics

Arkansas State University-Spring 2010 and Spring 2013

- Instruct students the basics of statistical concepts and methods for social science research in Social Statistics 3383.

SOC 3381 Social Statistics Lab

Arkansas State University Spring 2010 and Spring 2013

- Instruct students on how to apply statistical concepts and methods for social science research using SPSS in Social Statistics 3381.

CERTIFICATIONS

- ACT Enrollment Management Certification: July 2018
- Trailhead Badges-Customer Success Strategies for AppExchange Partners, Salesforce User Basics, Salesforce Success Model, Salesforce Cloud Benefits, Salesforce Technology Model, Salesforce Ecosystem, CRM Basics, and Seize the Trail: 2017
- Arkansas Community College Leadership Program: 2016-2017
- 1063 Multi-Hazard Emergency Management for Higher Education: Spring 2016
- Title IX Investigator from the Association of Title IX Investigators: Summer 2015
- OZ Accountability Training, Completer: Spring 2014
- Pearson Vue Certified Test Administrator: 2009-2014

ACADEMIC HONORS AND AWARDS

- 2018 ACT College And Career Readiness Champion: Arkansas
- 2017 Partners for Student Success Volunteer of the Year
- 2012 National Institute of Staff and Organizational Development Award Winner
- 2012 Eugene W. Smith Fellowship Recipient
- 2011 Arkansas Association of Two-Year College: Arkansas State University-Newport Outstanding Staff Member
- Member, Delta Epsilon Iota-Academic Honor Society

PRESENTATIONS

- *Thriving In The Next Century: Using Strategic Enrollment Management To Admit, Retain, And Matriculate Two-Year, Four-Year, And Graduate Students.* Accepted for the NASPA Annual Conference, Los Angeles, CA, March 2019
- *Strategic Enrollment Management: Collaboration for Success.* Accepted for Arkansas ACT Summit, Beebe, AR, March 2019

Ashley Buchman, Ed.D.

- *Soaring into the Wolf Pack of Enrollment Management*. Presented at Partners for Student Success, Hot Springs, AR, September 2018
- *Reaching the Peak: Targeted and Personalized Recruitment and Retention to Meet your Enrollment Goals*. ACT Enrollment Planners Summit, Denver, CO, July 2018
- *A New Model for Success for Remediation and Student Success: ACT College Ready*. ACT Webinar, July 2018
- *How ASU-Newport utilizes ACT Solutions to Provide Students with Higher Education Opportunities*. ACT Strategic Enrollment Management Workshop, Little Rock, AR, March 2018
- *How to Successfully Connect Students to Higher Education Opportunities*. 2018 Arkansas ACT Summit, Beebe, AR, March 2018
- *Get Your Name in the Game: Growing Enrollment by Providing Opportunities to Underserved Students*. Presented at Arkansas Community Colleges Annual Conference, Little Rock, AR, October 2017
- *Completing the Puzzle: Increasing Retention and Graduation Rates through the use of Non-Cognitive Assessments*. Presented at Partners for Student Success, Hot Springs, AR, October 2017
- *Integrated Planning: How to Align the People, Places, Purpose, and Resources (P3R) of Your Division*, NASPA Live Briefing, September 2017
- *Aligning Student Affairs Operations with Your Institutional Strategic Plan, Academic Impressions*, Webinar, August 2017
- *Charting Your Course: Navigating the Future Through Integrated Planning*, Higher Learning Commission Annual Conference, Chicago, IL, April 2017
- *Integrated Planning: How to Align the People, Places, and Purpose of Your Division of Student Affairs*. Presented at NASPA Region IV-West/East Annual Conference, St. Louis, MO, November 2016
- *Strategic Planning in Student Affairs: Collaborating to Create a Vision for Student Success*. Presented at the NASPA Annual Conference, Indianapolis, IN, March 2016
- *Strategic Planning in Student Affairs*. Presented at the NASPA Region IV-West Annual Conference, Beaver Creek, CO, November 2015
- *Title IX*. Presented at the Arkansas Community Colleges Annual Conference, Hot Springs, AR, October 2015
- *Student Success Initiatives as Retention Tools*. Presented at the Arkansas Community Colleges Annual Conference, Hot Springs, AR, October 2015
- *Seamless New Student Orientation as a Retention and Enrollment Management Tool*. Presented at the Arkansas Community Colleges Annual Conference, Hot Springs, AR, October 2015
- *Increase FTE Students through Effective Marketing Strategies*. Presented at the National Institute for Staff and Organizational Development Annual Conference, Austin, TX, 2012
- *Increase FTE Students through Effective Marketing Strategies*. Presented at the Arkansas Association of Two-Year Colleges Annual Conference, Hot Springs, AR, 2012

DISSERTATION COMMITTEES

- (2015) Joey Walter. *Developing an Arkansas Adult Education Teacher Evaluation Instrument*. Ed.D., Educational Leadership.

Ashley Buchman, Ed.D.

PROFESSIONAL AFFILIATIONS

- Chair-Elect, Arkansas ACT State Council, 2018-Present
- Executive Board Member, Jackson County Single Parent Scholarship Fund, 2017-Present
- Committee Member, Accelerate ASU Project Steering, 2017-Present
- Member, Arkansas State University Strategic Planning Committee, 2017-Present
- Member, Arkansas State University-Newport Diversity and Inclusion Council, 2017-Present
- Member, Arkansas State University-Newport Wellness Committee, 2017-Present
- Co-Chair, Arkansas State University-Newport Academic Advising Committee, 2016-Present
- Co-Chair, Arkansas State University-Newport Student Learning Assessment Council, 2015-Present
- Co-Chair, Higher Learning Commission, Criterion Four, 2015- Present
- Tri-Chair Committee Chair, ASU-NEWPORT Enrollment Management Committee, 2015-Present
- Assessment, Evaluation, and Research Knowledge Community Representative, NASPA Region IV-West, 2016- 2017
- Sustainability Knowledge Community Representative, NASPA Region IV-West, 2015- 2016
- Past-President, Arkansas Student Affairs Association 2015- 2016
- Committee Member, ASU-NEWPORT Vice Chancellor of Academic Affairs, 2015
- President, Arkansas Student Affairs Association 2014- 2015
- Christmas Blessing Chair, Paragould Junior Auxiliary, 2013- 2015
- Member, Paragould Junior Auxiliary, 2012- 2015
- Committee Member, Arkansas State University-Newport Chancellor's Advisory Committee, 2014- 2015
- Committee Member, Arkansas State University-Newport Curriculum Committee, 2014-Present
- Committee Member, Arkansas State University-Newport Institutional Effectiveness Committee, 2012- Present
- Committee Member, Arkansas State University-Newport Cost Containment Committee, 2012-Present
- Committee Member, ASU-NEWPORT Chancellor Search, 2013
- Member, Arkansas Association of Higher Education and Disability, 2009- 2016
- Member, Jonesboro Regional Chamber of Commerce, 2008- Present
- Member, Marked Tree Chamber of Commerce, 2009- Present
- Member, Arkansas Adult Education and Continuing Education, 2009- 2014
- Member, Adult Education Administrators, 2009- 2014
- Member, Arkansas Association of Student Financial Aid Administrators, 2009- 2014
- President-Elect, Arkansas College Personnel Association 2013- 2014
- Treasurer, Arkansas College Personnel Association, 2012- 2013
- Two-Year Member at Large, Arkansas College Personnel Association 2011- 2012
- Executive Board Member, Poinsett County Single Parent Scholarship Fund, 2009-2014
- Committee Member, Arkansas Collegiate Drug Education Committee, 2009- 2014
- Committee Chair, ASU-NEWPORT Enrollment Management, 2012- 2013
- Chair, Arkansas Collegiate Drug Education Committee, 2011- 2012
- Chair Elect, Arkansas Collegiate Drug Education Committee, 2010- 2011