

Michelle M. Waldron

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Academic Qualifications

University of Stirling (2020) Ph.D. in Sociology, Social Policy, and Criminology	Cal State University Monterey Bay (2021) M.S. in Instructional Science and Technology
Oregon State University (2012) M.Ed. in College Student Services Administration	University of South Florida (2009) Bachelor of Arts in Criminology

Technological Skills (keywords: tech-savvy, technophile, instructional designer)

- Expert user of instructional design programming and technology (Blackboard, Canvas, iLearn, Moodle, Zoom, Google, Adobe Captivate)
- Extensive web authoring experience (Frontpage(Expression), Drupal, Omni CMS, Wix)
- Proficient experience with Photoshop, Canva, Adobe Premiere Pro, iMovie, Garage Band)

Professional Qualifications (keywords: facilitator, passion, ethics, collaborative, innovative, creative)

San Jose State University (2018 -)

Program Manager, Admissions and Recruitment, Lucas Graduate School of Business

- **Outreach:** Develop marketing materials, digital collateral, and program-specific recruitment programs, attend recruitment events, manage social media, provide program content to prospective students. Implemented a CRM for tracking, analysis of marketing, and prospect data for benchmarking and enrollment forecasting.
- **Admissions:** Created an e-admission system, streamlined processes, provided input on program requirements and policy changes. Coordinate with directors to establish processes and collaborative tools for streamlining orientations, and developed instructional aids for new staff.
- **Advising:** Provide admission advising to students across disciplines, established a ‘soft touch’ approach to converting prospect-applicant-admit, provide program-specific academic advising from admit to graduation.
- **Team Lead:** Manage a staff of four coordinators, support the hiring and training of new team members, set departmental tasks, and work with the Associate Dean to develop new policies and processes. Develop evaluation and assessment tools for exit surveys, needs analysis, and event feedback.
- **Coordinator:** Support students from admission to graduation with all academic and policy requirements for the MS in Transportation Management.

Additional position at SJSU

- Lecturer (2021), Lecturer, Department of Justice Studies, MS in Global Criminology.

University of Stirling (2016-2018)

Instructor and Undergraduate Dissertation Supervisor, Faculty of Social Sciences.

University of Edinburgh (2014-2016)

Research Assistant, College of Humanities and Social Sciences, Office of the Dean.

Oregon State University (2010-2014)

Admissions Coordinator, College of Veterinary Medicine (CVM)

- **Admissions Advisor:** Provide resources and information to prospective students. Discuss pre-requisites, review course equivalency, and evaluate animal experience.
- **Coordinator:** Compile files and data for 1200+ applicants during admission cycle. Created an evaluation process and coordinated with the admissions committee on applicant decisions. Communicate decisions with all applicants and coordinate “Open Days” for offered students. Hire and supervise student staff. Created job aids to support team members with various roles.
- **Recruitment & Outreach:** Develop targeted recruitment strategy for western US markets utilizing market analysis, on-campus outreach to animal science departments, off-campus college presentations.

- **Program Mentor:** Mentor undergraduate Pre-Vet students in the Honors College. Matched students and faculty as a means of professional exploration. Organized and facilitated a summer veterinary experience for high school students.
- **Research & Data Dissemination:** Compile current and historical data for the DVM program to determine methods of future recruitment and viability of current admission processes. Collated data for AVMA and AAVMC use across the veterinary profession.
- **Marketing:** Manage CVM website, social media, develop new channels to market the DVM program, and utilize current students, alumni, and development in program promotion for greater scope and funding opportunities.

Additional positions held at Oregon State University (2010-2012)

- **Program Coordinator, Adult & Higher Education Leadership:** Program coordinator for the Master's in College Student Services Administration. Responsible for course scheduling, event planning, creation of assessment tools, program advising, admissions support, and development of student-focused workshops.
- **Academic Advisor, University Exploratory Studies Program:** As a member of the advising team counseled students on career and educational plans, supported students with major exploration.

Reed College (2009-2010)

Program Coordinator, Residence Life

- **Administration:** Provide students with an overview of housing requirements. Produce collateral for events, updated website (design, content, and electronic forms).
- **Office Management:** Hire, train, and supervise student staff. Coordinate payroll process for student employees. Manage departmental budget transactions and monitor monthly expenditures for a \$2.8 Million budget. Developed instructional aids for office management and budget processes.

University of South Florida (2006-2009)

Program Coordinator, Recruitment

- **Enrollment Counsellor:** Support and advise prospective students on admissions. Coordinate campus tours, prepare marketing materials, process digital requests for information, coordinate phone campaigns with prospective students.
- **Administrative Support:** Provided data research, analysis, dissemination of reports (conversion data, satisfaction surveys, etc) based on database query. Recorded meeting minutes, scheduled monthly webinars for staff, and participated on multiple committees' including orientation and hiring.
- **Event Planning:** Coordinated all prospective student events, including quarterly workshops to increase enrollment, bi-annual graduate workshops, program-specific sessions, and community college events.
- **Public Relations:** Built relationships with prospects, local businesses, and colleges to promote programs, and university deadlines through outreach. Authored press releases for recruitment and program events.
- **Database Administrator:** Maintained database content reporting and prospective student database. Process, analyze, and design reports and queries for accuracy to streamline recruitment and leads.
- **Marketing:** Produced collateral for recruitment. Utilized Constant Contact for mass email distributions. Maintained website for the OSS including design, content, and electronic forms. Created a targeted plan for recruitment of transfer students, that included ongoing outreach via social media.
- **Technology:** Lead the design team in the creation of a new self-managed chat program and transfer student blog. Researched and implemented student database with functionality to track conversion rates.

Teaching and Advising Experience

- Lecturer, San Jose State University, JS 267 *Crime & Gender Around the World* (2021)
- Instructor, University of Stirling, SPCU9JT *Drugs, Crime, and Society* (2017)
- Instructor, University of Stirling, CRMU9T4 *Crime and Criminal Justice* (2016-2018)
- Instructor, University of Stirling, CRMU9TR *Global Markets and Crime* (2016)
- Instructor/Coordinator, University of Stirling, ISSU9CJ *Crime and Justice in Scotland* (Summer 2016)
- Instructor, Oregon State University, ALS 116 *Academic Success* (2014)
- Instructor, Oregon State University, LS 406 *Student Ambassador Training* (2011)
- Instructor, Oregon State University, ALS 114 *Career Decision Making* (2010-2012)
- Instructor, Oregon State University, AHE 507 *Seminar in GTA Training & Development* (2010-2012)