

Dawn B. Crim



KEY QUALIFICATIONS

- Transformational leader in Higher Education, State Government, and Civic Organizations
- Strong background and commitment to diversity, equity, inclusion, and belonging
- Proven abilities in organizational planning, strategic partnerships, and fundraising
- Demonstrated commitment to teamwork and consensus-building, with ability to partner and lead through influence, across organizational lines.
- Engaging interpersonal communications skills across industries and organizations
- Strong financial and business management acumen
- Crisis management expertise

HIGHER EDUCATION EXECUTIVE LEADERSHIP

UW-Madison Consultant Equity, Inclusion and Employee Well-Being; Office of Human Resources

2022-present Madison, WI

- Serve as a strategic campus partner providing support for employee equity, inclusion, and employee well-being.
- Provide high-level consultation to schools, colleges, divisions across campus to support development of action plans for employee well-being.
- Review campus-wide survey results and determine innovative ways to support and improve campus climate.
- Coach and advise leaders on building organizational capacity and navigating change.
- Support the creation and sustainability of healthy, equitable, and inclusive policies, systems, and environments campus wide.

Edgewood College Board of Trustees

2011-2021 Madison, WI

- Executive Committee and Chair of Buildings, Grounds, and Technology
- Hired two presidents 2014 and 2020
- Served on campus accreditation committee, reaccredited 2019 by Higher Learning Commission
- Presided over the creation and approval of the campus master plan, 2 buildings with LEED certification, 25% of plan constructed.
- Reviewed and approved new academic programs & college academic reorganization.
- Added new sports: men's and women's lacrosse, men's volleyball, and esports.
- Member of campus leadership Covid-19 Taskforce

UW-Madison, School of Education Associate Dean for External Relations

2011-2017 Madison, WI

- Dean's executive leadership team member in the #1 Public School of Education
- Developed strategies, coordinated initiatives, and supervised 6 staff in the External Relations &

Communications Office

- Oversaw School of Education communication strategies for internal and external audiences, launched the redesign of monthly publication, developed the alumni relations e-newsletter The Red Door Digest and launched School of Education Student Ambassadors
- Administered and led Board of Visitor meetings with 100% participation in annual giving.
- Oversaw public relations and alumni engagement activities.
- Redesigned the School of Education scholarship program resulting in 10% more students receiving scholarships annually totaling more than \$1.5 million dollars.
- Revamped the School of Education distinguished alumni recognition program resulting in the selection of 2 distinguished alumni annually.
- Developed and executed School of Education sponsorship program resulting teacher education events and 2 student scholarships.
- Provided campus-wide leadership on advancement strategies.
- Provided strategic direction on School of Education goals in campus wide *All Ways Forward* fundraising campaign resulting in more funds raised, \$34 million from 2013-2017 than the previous twenty years. The initial campaign goal of \$60 million goal raised \$130 million dollars.
- Instrumental in the creation of the Division of the Arts with the transition of Art, Dance and Theatre & Drama departments to the provost Office creating a campus hub for the arts.
- Crisis Management

UW-Madison Special Assistant to the Chancellor, Director of Community Relations **2007-2011 Madison, WI**

- Provided university leadership and advised three Chancellors on local government, and town and gown issues.
- Oversaw outreach strategies, internal and external strategic communications to build strong lasting relationships with area business and civic leaders.
- Served on the UW-Madison Diversity Oversight Committee
- Collaborated with local government regarding off-campus research grant activities.
- Assisted in the overhaul of the historic Halloween free-for-all event which resulted in annual personal and property damage to successful ticketed event Freakfest saving city and university over \$1.5 million dollars.
- Evaluated impacts of local propositions on the university and developed alternative options to resolve problems or recommended a course of action in communication and consultation with staff.
- Represented the University on county, city, and university committees such as the Alcohol License Review Committee, jointly created and hired the first alcohol coordinator position with joint reporting to city and university.
- Managed South Madison UW-Madison partnership office sparking business development.
- Along with the Chancellor, served as a public spokesperson for the University to maximize the University's visibility and public understanding of the role of the University.
- Crafted labor licensing policy to ensure apparel workers fair wages and working conditions which included inspecting corporate financial statements, visiting foreign factories, and interviewing apparel workers.
- Crisis management – crafted and executed effective strategies to mitigate sweat shop protest and animal rights activists opposing animal research.

UW-Madison Assistant to the Director for Community Relations
2004-2007; Acting Special Assistant to the Chancellor 7/2005 - 5/2006
Madison, WI

- Advised the Director on local government, alcohol, and labor rights issues.
- Established and maintained positive relationships with local government decision makers and policy makers.
- Responded to inquiries from local government units and developed proactive strategies to involve the University in assisting these units.
- Served as the University designee for Halloween during the transformation to Freak Fest.
- Supervised the City and University jointly funded alcohol policy coordinator.
- Provided University leadership on the collaborative City of Madison Villager Mall Redevelopment Project.
- Served as the contact for those at the University seeking to assist local groups in addressing community issues, and for community members seeking assistance from the University.

University of Wisconsin Extension & Colleges Business Development Manager
2000-2004 Madison WI

- Achieved revenue targets of \$300,000 for UWLI on-line and distance learning ~~profits~~
- Collaborated with five UW-System institutions on recruitment and retention of students in online certificate and degree programs specifically the RN-BSN program.
- Planned and coordinated annual meetings to discuss strategic objectives for academic programs.
- Created, maintained, and distributed quarterly activity reports.
- Recruited UW-System campus partners for new online certificate and degree programs.
- Developed and maintained a lead exchange policy within UWLI for partner institutions.

STATE GOVERNMENT EXECUTIVE LEADERSHIP

Cabinet Secretary for the State of Wisconsin
2019-2022 Department of Safety and Professional Services, Madison, WI

- Governor executive leadership team appointee of State agency of 270 with 5 locations
- Appointed agency leadership team 57% women and people of color.
- Oversee more than 244 occupational licenses, administering over 1 million licenses.
- Regulatory agency responsible for the administration and enforcement of laws to assure safe and sanitary conditions in public and private buildings.
- Stakeholder collaborations include municipalities, associations, and universities.
- Operationally review plans and conduct inspections to ensure safety.
- Develop strategies and manage agency operations including complete overhaul of building plan review process resulting in 50% reduction time of plan review from 10-12 weeks to 6 weeks; implemented agency-wide technology modernization project over 3 years fully updating the industry services and occupational licensing process.
- Oversight of strategic initiatives and policy development including administrative rules averaging 40 permanent rules and 8 emergency rules per year
- Run the Educational Approval Program that regulates for-profit educational institutions.
- Lead agency Covid-19 and telecommuting policy development
- Awarded \$3.6 million dollar Department of Justice grant.
- Administered \$60.8 million-dollar budget.

Assistant State Superintendent for Student and School Success
2017-2019 Department of Public Instruction, Madison WI

- State Superintendent executive leadership team appointee of Division with 6 locations
- Led Assessment, Accountability, Title I and Wisconsin Educational Opportunity Program
- Assisted in creation and adoption of the federally mandated Every Student Succeeds Act (ESSA) Plan for the State of Wisconsin
- Redesigned the Wisconsin Educational Opportunity Program for improved educational access.
- Lead the State of Wisconsin Blue Ribbon Schools Program
- Responsible for policy development with other state agencies
- Administered \$30 million-dollar budget.

EQUITY, DIVERSITY, AND INCLUSION LEADERSHIP

State of Wisconsin Governor's Equity and Inclusion Council

- Chair of the Governor's Council providing strategic guidance to the governor, lieutenant governor, and Department of Administration Secretary in developing a sustainable framework to promote and advance diversity, equity, and inclusion practices across Wisconsin state government. Developed the Council's leadership and policy infrastructure.

The Capital City Hues, LLC

- One of ten partners with minority ownership in The Capital City Hues multicultural newspaper. A bi-weekly publication committed to presenting honest and factual information and commentary to help the Dane County area confront the issue of race and its impact on the quality of life for all.

Overture Center for the Arts

- Chair of the Community Advisory Board. Drafted and executed new by-laws. Co-developed an arts-based equity scorecard to evaluate Overture Center programming. Wrote the Ho-Chunk Land Acknowledgement Statement read before every performance and included in all programs.

Madison Area Diversity Roundtable

- Founding member roundtable of 14 business, non-profits, and educational institutions formed to collectively impact diversity in the Greater Madison Area. Lead the creation of Spectrum Magazine, published 3 editions which served as a recruitment tool to highlight the area's diversity. Acquired publishing partners and assisted in the sale of advertisements.

Workers' Rights Consortium

- Board member of an independent labor rights monitoring organization responsible for investigating working conditions in factories around the globe. Collaboratively crafted fair wage policies for apparel workers serving the university market.

Madison Network of Black Professionals

- Founding member and past president of membership organization of diverse individuals, interconnected by heritage, education, business, technology, and social activities with the purpose of networking and leadership development with a goal of cultivating future leaders of color.

PROFESSIONAL AND COLLEGEIATE ATHLETICS

Professional Basketball Player – Munich Germany

Assistant Women's Basketball Coach (NCAA Division I)

- University of Wisconsin-Madison WI
- University of Kentucky, Lexington KY
- The Pennsylvania State University, University Park PA

Wisconsin Public Television Basketball Color Analyst

- Provided courtside game-day analysis for Wisconsin Women's basketball games on the statewide Public Television network, My Madison TV 14 and live video streamed at uwbadgers.com.

The Pennsylvania State University Athletic Development Assistant

University Park PA

- Fundraised for: \$55 million dollars, 16,000 seat athletic and academic convocation center; \$100,000 project, "Rene's List", designed to provide media support for women's athletics; \$1.5 million dollars Outdoor Tennis Facility and \$5 million dollars Varsity Athlete Hall of Fame.
- Identified, cultivated, and solicited alumni and other potential donors.
- Coordinated all "special events", athletic fundraising activities and auctions.
- Assisted with preparation, editing and production of fundraising literature and materials.

Scholarship Basketball Player – University of Virginia, Charlottesville, VA

BUSINESS & CIVIC EXPERIENCE

Madison Rotary Foundation

2020 President

- Manage over \$15M in assets of the Rotary Club of Madison, a service club with local and global reach addressing humanitarian needs. The Rotary Club of Madison is among the top ten largest in the world of 34,000 Rotary Clubs

Crim Athletic Consulting

President

- Founder of recruitment consulting company focused primarily on providing parents, student athletes and high school officials with insight to the college recruitment process. Evaluated student athletes' academic and athletic talents to recommend suitable collegiate level.

Coca-Cola USA

Territory Sales Manager

- Planned, developed, and executed marketing strategies for over 1500 accounts. Managed \$100,000 marketing and promotions budget. Convert Newport News minor league baseball stadium to Coca-Cola products. Completed Strategic Selling workshop. Named Quarterly Performer twice.

INTERNATIONAL EXPERIENCE

Tour Host for Wisconsin Foundation and Alumni Association, Caribbean Cruise, Normandy & Brittany Tour, and Greek Isles

Advancement Consultation to President Yvon Berland and council members of Aix-Marseille Université

Apparel Industry Evaluation for University of Wisconsin-Madison in Dominican Republic; Thailand, Cambodia, Viet Nam; and El Salvador

Tour Liaison University of Wisconsin Women's Basketball - Sydney and Canberra, Australia

Recruiter for University of Wisconsin-Madison women's basketball in Moscow, Russia

GOVERNING BOARDS

Governor's Equity and Inclusion Council past Chair 2020-23

Madison Rotary Foundation Trustee 2017-present

Distance Learning Authorization Board 2019-2022

Overture Center for the Arts Community Advisory Board Chair 2018-2022

The Capital City Hues Newspaper partner, 2013-present

Edgewood College Board of Trustees 2011-2020

Madison Network of Black Professionals President 2016-2018

Workers' Rights Consortium 2009

EXECUTIVE SEARCH COMMITTEES

UW-Madison Human Resources Equity, Inclusion and Employee Wellbeing Director 2023

Edgewood College President 2020 & 2014

UW-Madison Provost 2014

Madison College President 2013

UW-Extension National Center for Media Engagement Communications Director 2012

City of Madison Alcohol Policy Director 2011, 2005

UW-Madison Director of Undergraduate Admissions and Recruitment Co-chair 2010

UW-Madison Vice-Provost & Chief Diversity Officer Co-chair 2008

UW-Madison Police Captain 2007

Madison Metropolitan School District Chief Diversity Officer 2006

UW-Madison Architect 2005

GUEST LECTURES

Education Leadership and Policy, ELPA 701, Fall 2022, Fall 2009, Spring 2007

Education Leadership and Policy, ELPA 502, Fall 2015

Integrated Liberal Studies, ILS 106, Fall 2010, 2009, 2008, 2007.

Education Leadership and Policy, ELPA 841, Summer 2008

Integrated Liberal Studies, ILS 198, Spring 2001

PANELS & PRESENTATIONS

UW-Madison Leadership and Management Development Conference co-presenter 2022

Featured Rotary speaker 2017-2022

Wisconsin Society of Architects speaker 2022

UW-Madison Athletics Title IX panelist 2022

Wisconsin Women in Government Leadership panelist 2022
 UW-Madison Athletes Black History Program panelist 2022
 17th Annual Yale Bouchet Conference on Diversity and Graduate Education presenter 2021
 UW-Madison Diversity Forum co-presenter 2021
 UW-Madison Women in Leadership Coffee & Conversations endnote 2021
 United Way of Dane County presenter 2021
 Wisconsin Leadership Summit panelist 2021, 2020
 City of Madison Women's Leadership Series keynote 2017
 UW Morgridge Center for Public Service presenter 2015
 City of Madison Annual Leadership Conference presenter 2016
 UW-Madison Annual Welcome & Leadership Summit presenter 2014
 YWCA Moxie Conference presenter 2014 & 2013
 UW-Madison Women's Leadership presenter 2012
 Women Labor & Compassion presenter 2011
 Women's Philanthropy Council Coffee & Conversations presenter 2011
 Information Technology Academy, Graduation keynote 2010
 UW-Madison Women & Leadership Symposium co-presenter 2010
 UW-Madison PEOPLE Program Leadership Conference keynote 2010
 Madison Metropolitan Links Inc., Girls Leadership Conference keynote 2008 & 2010
 National Minority Student Achievement Network, Student Conference keynote 2007
 Blueprint for Success Conference keynote 2006
 National Association of Social Workers, Wisconsin Chapter Annual Conference presenter 2009
 Women In Science & Engineering Leadership Institute (WISELI) presenter 2006 & 2008
 Outreach Scholarship Conference presenter 2002

CIVIC COMMITTEES & ORGANIZATIONS

City of Fitchburg Bicycle Committee 2023
 Region V State Equity Officers Council 2021
 Rotary Club of Madison Investment Committee 2020-2021
 Rotary Club of Madison Philanthropy Committee 2020-2021
 Edgewood College COVID-19 Taskforce 2020
 Edgewood Exec. Committee, Buildings, Grounds, and Technology, Chair 2015-2020
 Governor's Council Leadership Council on Early Years 2020
 Wisconsin Women in Government Network 2020
 Wisconsin 19th Amendment Centennial Celebration Committee 2019
 Governor-Elect Transition Team 2018
 State Superintendent Equity Council co-chair 2018
 Madison Network of Black Professionals, Executive Committee 2005-2018
 Madison Metropolitan School District High School Collaborative 2013-2017
 United Way Schools of Hope Leadership Team 2015-2016
 Madison West High School Principal Parent's Council 2014- 2016
 United Way of Dane County Key Club member 2015-present
 Justified Anger co-chair of Education 2014
 UW-Madison Institutional Branding Working Committee 2014
 UW-Madison Campus Internal Communications Implementation Project 2014
 Edgewood College President transition team 2013
 Madison Metropolitan School District African American Parent Council 2014
 Madison Metropolitan School District Superintendent's Community Leaders Council 2013
 UW-Madison Parent Program Advisory Committee 2003-2011
 Madison Metropolitan School District Superintendent's Parent Council 2010

Downtown Madison Rotary; program, meeting, grants committees 2007-2011
Joint Public Works Committee 2004-2011
Chair City of Madison Joint West Campus Area Committee 2004-2011
City of Madison Joint Southeast Campus Area Committee 2004-2011
City of Madison Alcohol License Review Committee 2004-2011
City of Madison Badger Ann Park St. committee 2004
UW-Madison Outstanding Women of Color committee 2004-2010
UW-Madison Academic Staff Mentor 2004-2011
UW-Madison Campus Climate Network 2004-2009
UW-Madison Diversity Oversight committee 2004-2009
Campus Master Plan Technical Coordinating Committee 2005
Villager Mall Oversight Committee 2005

COMMUNITY SERVICE

Be The Match Volunteer Courier 2023
Mt. Zion Baptist Church Announcement Clerk 2018- present
Mt. Zion Baptist Church Usher, 2015- present
West High School Principal Advisory Committee 2017-2020
Founding Member of the Dane County NAACP Chapter 2014
Founding Board Member of Madison Network of Black Professionals 2005-2016
Leopold Elementary Parent Faculty Organization 2005-2012
Leopold African American parent group President 2005-2012
Madison Metropolitan School Board Long Range Planning committee 2004-2005
Komen Race for the Cure Education Committee 2003-2005
YWCA Women of Distinction Steering Committee 2003-2005

AWARDS & RECOGNITIONS

Rotary International Paul Harris Fellow 2022
UW-Madison Athletics Title IX Influencer 2022
Overture Center for the Arts Founders Volunteer Leadership Recognition 2022
Madison 365 Black Power List: Wisconsin's Most Influential Black Leaders 2018
Pennsylvania State University Service and Leadership Alumni Award 2017
Jefferson Award for extraordinary achievement in public service 2017
United Way of Dane County Mike McKinney Award 2017
Urban League of Greater Madison Impact Award 2016
Rotary Club of Madison Community Service Award 2016
100 Black Men of Madison Outstanding Educator and Mentor Award 2015
YWCA Women of Distinction Award 2014
Wisconsin Women of Color Network Achievement Award 2013
UW Madison's Outstanding Women of Color Award 2012
Madison Academic Staff Association Award 2011
Urban League of Greater Madison Young Professional Leader of the Year 2010
Club Today Not Tomorrow (TNT) Water Bearer Award 2010
Madison Magazine, Top Madisonian 2009
In Business Magazine's 17th Executive Register 2008
Madison Chapter Links Inc. Parent Involvement Recognition Award 2008-2010
In Business Magazine "Top 40 under 40" 2005

EDUCATION & TRAINING

University of Wisconsin-Madison, Madison WI

Ph.D. Educational Leadership and Policy Analysis, [REDACTED]

Dissertation - Hard Row to Hoe: Unearthing the Barriers, Challenges & Resiliency of African American Women Presidents at Baccalaureate Institutions

The Pennsylvania State University, University Park PA.

M. ED. Counselor Education, [REDACTED]

Thesis - Development of a state-of-the-art student-athlete Academic Services Program

University of Virginia, Charlottesville VA.

B. A. Rhetoric and Communication Studies, [REDACTED]

UW-Madison Plain Language Certificate 2022

State of Wisconsin Management & Supervision Certificate 2018

Big Ten CIC Academic Leadership Institute Fellow 2015-2016

UW-Madison Excellence in Management & Supervision Certificate 2009

Wisconsin Center for the Advancement of Postsecondary Education, Staff Affiliate 2007-2016

Greater Madison Chamber of Commerce: Leadership Greater Madison 2006

Joseph F. Kauffman Administrative Development Program at UW-Madison 2005