

January 17, 2022

Search Committee
Assistant Vice Chancellor for Student Success
University of Wisconsin Green Bay

Dear Committee,

I have managed academic advising and student service centers, participated in strategic planning and accreditation, developed retention, remediation, and progress reporting policy, developed curriculum and pedagogy for first-year student success, and led large teams of faculty and staff. My professional expertise in student success make me uniquely qualified for the Assistant Vice Chancellor for Student Success position at UW-Green Bay.

Institutions for higher education are responsible for removing barriers to graduation for students. They should make data informed decisions for identifying and guiding students toward student success opportunities through academic advising and coaching, high-impact practices, and other forms of engagement, but also develop policy for ensuring participation for those who might not otherwise choose not to.

Decisions for improving student success should always be data informed. I am experienced in data analytics and prediction, having used that expertise for developing policy and practice. My leadership has resulted in higher retention, GPA, and credits earned of underserved students, a Pell-eligible student retention increase of 4.9%, and increases in rural student graduation rates. I have also served on a committee responsible for mandatory academic remediation policy for students falling to academic warning that resulted in a 60% persistence increase of those students. I am currently leading an initiative for graduating students with at least 90 credits who had previously stopped out.

In addition to advising leadership experiences for traditional and high-achieving students, I have managed advising offices responsible for campus-wide populations of independent, first-generation, and underserved populations, as well as exploratory, and academically underprepared students. I often partner with colleges and departments for unique, data driven, student support programming such as improving success of STEM students, or targeting students for intervention who are unlikely to have success in their current majors. I have participated in a variety student services as well, including enrollment management, registrar functions, student life, and career services. I have served as interim director of a disability resource center, and curriculum and grade challenge administrator for my division, and as a result understand how institutional barriers can result in stop out.

I am also experienced in curriculum and pedagogy, having developed curriculum for first-year college readiness courses as well as courses for students in academic difficulty. This expertise has resulted in my co-authoring a college success textbook just published in July. I have conducted trainings for large teams of faculty to teach first-year college

readiness courses, and presented advising and coaching best practices to faculty and professional advisors campus-wide. I am responsible for the success and progress toward major declaration of all exploratory (undecided) students at The University of Alabama, have much experience developing programming for major and career exploration, and have successfully built partnerships with all College advising centers. I am responsible for family and parent partnerships of large populations of students, including family orientation and communication programs. I have been awarded grants by The University of North Carolina System and Illinois State Board of Education.

Please accept my application for Assistant Vice Chancellor for Student Success at UW-Green Bay. I am confident my leadership experiences in freshmen student success make me a uniquely qualified candidate. I welcome the opportunity to further discuss my professional experiences and can be contacted at 217-841-1201 or bjgorman77@yahoo.com. Thank you for the opportunity.

Sincerely,

A handwritten signature in cursive script that reads "Brian J. Gorman".

Brian J. Gorman, Ed.D.
Enc.

BRIAN J. GORMAN, Ed.D.

CURRENT POSITION

Director of Advising
Capstone Center for Student Success
The University of Alabama
Tuscaloosa, AL 35404

EXECUTIVE PROFILE

Highly motivated and hard-working higher education executive with expertise in student success and advising, engagement, and teaching and learning, often for underserved populations. Research and data analytics experiences, as well as experience managing large teams of faculty, and professional, graduate, and undergraduate staff. Program and curricular development expertise in college readiness and first-year experience, as well as educational technologies. Accreditation experiences. Professionally trained teacher with interest in teaching higher education leadership.

EDUCATION

Degree	Institution	Area of Study
Ed.D.	The University of Alabama	Higher Education Administration and Leadership
M.S.	Eastern Illinois University	College Student Affairs
B.A.	Eastern Illinois University	Social Sciences, Secondary Education

EMPLOYMENT

The University of Alabama

January 2019-Present

Director of Advising, Capstone Center for Student Success (CCSS)

- Advising and program administrator the freshman special admission program for ~800 underprepared and underserved freshmen
- Advising and program administrator for exploratory (undecided) students
- Establish retention and success policy and programs for CCSS students
- Student Success and Engagement Leadership Team
- Expanded student success partnerships and High Impact Practices across 9 UA colleges
- Manage 7 full-time professional staff and numerous undergraduate student staff
- Manage Bama Bound Orientation for CCSS students and families
- Manage retention and student success predictive data analytics, tracking, and reporting
- Developed curriculum and pedagogy for 3 unique first-year courses (BCE 101, BEP 110, GS 111)
- Train faculty and professional academic advisors, emphasizing student success
- Manage academic challenge or appeal policy and procedure
- Manage large budget

Western Carolina University

2016 – 2018

Director, Mentoring and Persistence to Success (MAPS)

- Managed readiness programs and services for underserved populations
- Managed 4 freshman summer for-credit programs
- Developed curriculum for a 2-tier transition course for conditionally admitted freshmen
- University retention committee member
- Coordinated family programs for first-generation, independent, and other underserved populations
- Managed university-wide faculty and peer mentoring programs, including mentoring certification

Director, MAPS Continued

- Collaborated with faculty and staff across academic and student affairs
- Participated in program review and University SACSCOC accreditation review
- Established and managed 2 summer college readiness programs: a math readiness program and 5-week for-credit study abroad experience for entering freshmen
- Managed 4 full time staff, 2 graduate assistants, and dozens of undergraduate student staff
- Managed retention and persistence data, and developed reports and executive summaries
- Managed marketing and recruitment efforts for summer programs, including website and print materials
- Western Carolina University Quality Enhancement Plan (QEP) committee member
- Managed multiple budgets
- Instrumental in establishment of Home Base, a partnership between Western Carolina University and the Baptist Children's Homes of North Carolina to provide a facility for solace and support for students who have aged out of foster care, wards of the state, formerly homeless or students in danger of becoming homeless, emancipated youth, and other non-traditional students.

Interim Director, Office of Accessibility Resources

2018

- Administrative responsibilities during search for new Director

Eastern Illinois University

2013-2016

Assistant Director, Student Success Center (SSC)

- Conducted searches, trained, supervised, and evaluated 6 graduate assistants annually
- Supervised curriculum development for EIU 2919: Strategies for Academic Success
- Conducted individual success and advising consultations with students
- Conducted workshops with a variety of success topics for classes, clubs, faculty, and athletic teams
- Taught UF 111: University Foundations and online version of EIU 2919
- Corroborated with faculty and other department staff to discuss best practices
- Managed grade progress report system
- Executed retention plan for academically at-risk students
- Managed assessment and reporting for office

Program Coordinator, Summer Institute for Higher Learning Bridge Program (SIHL)

- All administrative responsibilities
- Managed undergraduate staff
- Developed mentorship program and executed staff training
- Developed and executed workshop and seminar schedules
- Oversaw the development of residence hall learning communities
- Developed support network for students through collaboration with faculty and other departments
- Developed a grade reporting system
- Facilitated communication with students and families before, during, and after program

University Instructor of Record

The University of Alabama

- BCE 101: Freshman Compass UA – fall 2019, 2020, 2021
- BEP 110: Introduction to Learning Strategies and Skills – fall 2019

Western Carolina University

- USI 130: The University Experience – fall 2016, 2017, 2018
- USI 131: Thriving in College – fall 2016, 2017, 2018

Eastern Illinois University

- UF 111: University Foundations – fall 2013, 2014, 2015, 2016
- EIU 2919: Strategies for Academic Success – fall 2007; spring 2009; fall/spring 2008; 2013-2016

Monticello High School CUSD#5 2010-2012
Monticello, IL

- Social sciences teacher and Building Leadership Team department representative
- Varsity football and Strength Training coach

Lake Crest Middle School CUSD #8 2006-2007; 2009-2010
Oakland, IL

- Middle school social sciences teacher

GRADUATE STUDY EMPLOYMENT

Graduate Assistant: Student Success Center 2007- 2009

- Taught EIU 2919; conducted academic success workshops; provided individual student consultations

INTERNSHIPS

Intern to the Assistant Athletics Director for Development 2015

- Alumni, donor, marketing, advertising relationship management

Intern to the Assistant Athletics Director for Compliance 2015

- Developed life skill program for athletics
- Involved in transcript evaluation and transferability of recruits

Intern to the Assistant Athletics Director for Philanthropy 2009

- Integral in development of Leadership, Achievement, Integrity, Responsibility (LAIR) marketing strategy

Intern to the Director of Academic Services, Athletics 2009

- Conducted academic consultations with high-risk student-athletes

Intern to the Director of Campus Recreation 2008

- Completed general facility management responsibilities

PUBLICATIONS AND RESEARCH

- Gorman, B., & Roth-Burnette, J. (2021). *You made it, now what? A college student's guide to Success*. Kendall Hunt. ISBN: 978-1-7924-7319.
- Gorman, B. (2020). Are they as engaged as they say? A study of anticipated, perceived, and actual engagement of academically at-risk first-year freshmen. (Doctoral dissertation). The University of Alabama.
- Gorman, B. (2009). Retaining at-risk undergraduates through mandatory interaction. (Master's thesis). Booth Library: Eastern Illinois University.
- Active research associate: *Incarcerated Students in Postsecondary Educational Programs: A Mixed Methods Study* (2020)
- Active research associate: *First-Generation Community College Students: Advancing a New Conceptual Framework to Understand Goal to Transfer to 4-Year* (2020)

PROFESSIONAL AFFILIATIONS

- American Educational Research Association (AERA)
- National Academic Advisors Association (NACADA)
- Association of International Educators (NAFSA)
- North American Association of Summer Sessions (NAASS)
- National Association of Academic Advisors for Athletics (N4A)
- National Association of Student Personnel Administrators (NASPA)
- Men and Masculinities Knowledge Community member (NASPA IV-East)
- Sigma Phi Epsilon National Fraternity Advisory Council
- National Education Association (NEA)
- Illinois Education Association (IEA)

PROFESSIONAL PRESENTATIONS

- Predicting Success with Pre-Enrollment Data: NACADA- Cincinnati, OH 2021
- Transfer Student Conceptual Framework: AERA Annual Meeting- Toronto, CA 2019
- STEM Enrichment: NAASS Southern Region Conference- Nashville, TN 2018
- First-Generation Student Engagement: CSCC National Conference- Dallas, TX 2018
- Catamount Gap Abroad: NAASS National Conference- Pittsburgh, PA 2017
- Catamount Gap Abroad: NAFSA International Conference: Los Angeles, CA 2017
- EBCI / Western Carolina University partnership, inviting minors to campus 2017
- North Central Conference on Summer Sessions: Chicago, IL 2015
- The impact of the American Disabilities Act on sport facilities 2015
- Socialization in Sport; Kinesiology and Sports Studies department 2014
- Various SSC services presentations to university community 2007-9; 2013-15
- Summer Institute for Indiana State University Administrators 2014
- Summer Institute for Higher Learning 2014 webinar 2014
- Student Success Center Services- Housing and Dining Services 2013-15
- Student Success Center Services- Gateway Program 2013-15
- Summer Institute for Higher Learning Welcoming Ceremony 2013-15
- Teach Like a Champion- Monticello High School Faculty 2011
- Effective use of Technology in the Classroom- MHS Techfest 2011

CAMPUS AND COMMUNITY INVOLVEMENT

- UA Agility Team for Academic Affairs 2021
- UA Professional Staff Assembly – Technology committee 2021
- UA financial literacy resource collaboration committee 2020
- UA-Association of Academic Advisors 2019
- Academic Affairs Advisory Board member, WCU 2017-18
- Internal Program Reviewer, Mountain Heritage Center, WCU 2018
- WCU Retention Committee member 2018
- Quality Enhancement Plan (QEP) Committee member, WCU 2016-17
- QEP Pilot Program Subcommittee member, WCU 2016-17
- Degree+ (QEP 2016-17) Director Search Committee, WCU 2016
- Special Admissions Committee, Eastern Illinois University 2014-16
- Zone Leader, EIU Intercollegiate Athletics Spring Fling 2015
- Faculty Advisor, Sigma Phi Epsilon Illinois Nu 2014-16
- Young Professionals of C-U 2014-16
- Standing Stone Community Center Volunteer, Charleston, IL 2014
- Eastern Illinois University Intercollegiate Athletics event volunteer 2014
- Moveable Feast Volunteer, Baltimore, MD 2014
- Search Committee Member, Asst. Director Disability Services 2014
- COSPA Scholarship Committee member 2013-16
- Balanced Man Steward, Sigma Phi Epsilon Illinois Nu 2013-16
- EIU Reads Facilitator 2013-15
- Committee on Retention Efforts (CORE), Eastern Illinois University 2013-16
- La Vida en EIU- Latino student retention workshop panel participant 2013
- Student Success Center GA Search Committee 2008, 2009
- EIU Homecoming King/Queen judge 2007
- College Student Affairs (CSA) Days facilitator 2007
- YMCA volunteer (basketball coach for boys ages 11 and 12) 2006
- Volunteer freshman football coach, Mattoon High School 2005
- Special Education tutor Charleston High School 2005

AWARDS

University of Alabama College of Education Department of Higher Educational Leadership, Policy, and Technology Studies Most Outstanding Student	2019-20
North Carolina System Student Success Innovation Lab grant recipient (\$200,000)	2018
North Carolina General Administration AIMS grant recipient (\$35,000)	2016
Monticello Area Educational Foundation grant recipient	2011
Lella Cox Schaaf College Student Affairs Scholarship recipient	2009
Errett Warner/Stanley Rives Scholarship for Student Affairs scholarship recipient	2008

TECHNOLOGY PROFICIENCIES

EAB and Grades First software, Banner, Argos Report System, Global Site Manager, GradeMinder, PRM, Microsoft Office, Panopto webinar software, Desire2Learn, Estimize beacon technology, OnBase, Blackboard, Zoom, Collaborate, Box, Refworks, Concur, SARS.