

# Jennifer L. Williamson-Mendez, Ed.D

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## Campus Administrator

### Organization and Management Specialist ... Collaboration Specialist

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Savvy, detail-oriented, educator and management professional with experience in regional campus management, organizational change, program development, marketing and communication planning and oversight, faculty supervision and development, career services, assessment, departmental operations, enrollment management, and knowledge of current issues in higher education. Proven track record at establishing collaborative relationships to meet the needs of the students and strategic plans of the institution.

Success in project management, meeting departmental goals, budget oversight and staff development. Demonstrated leadership with collaborative decision-making skills which result in successful task completion within a complex organization. Excel at critical thinking and problem-solving, resolving conflict and grievances, and working collaboratively on remote teams.

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## EDUCATION

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<b>Ed.D., Higher Education Administration</b> Northeastern University, Boston, Massachusetts	Apr. 2014
<b>M.S., Business, Organization and Management</b> Capella University, Minneapolis, Minnesota	Mar. 2006
<b>B.S., Communication Technologies Management – Public Relations</b> University of Wisconsin-Platteville Platteville, Wisconsin	Dec. 1998
<b>True Colors International Certified Facilitator</b>	Jul. 2017
<b>Career Development Facilitator Certificate</b> National Career Development Association	Apr. 2014
<b>Basic Certificate in Online Teaching</b> University of Wisconsin – Madison Madison, Wisconsin	Apr. 2013

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## PROFESSIONAL EXPERIENCE

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**DIRECTOR CAREER AND PROFESSIONAL DEVELOPMENT OFFICE** May 2017-Present  
University of Wisconsin-Platteville – Platteville, Wisconsin  
Develop and provide strategic leadership for a team responsible for developing, implementing, and evaluating recruiting systems, programs, and events that connect students with the employers, faculty, and alumni.

### *Selected Contributions*

- Lead the Chancellor's work plan to document High Impact Practices and provide recommendations to faculty and staff for improving experiences curricular, co-curricular and experiential learning opportunities to meet HIPs criteria
- Build strategic partnerships including cultivating key partnerships with colleges, local and national organizations such as Chambers of Commerce, Economic Development, Department of Workforce Development, etc.

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- Work collaboratively with the colleges to monitor economic and workforce needs to ensure curriculum and student preparation align with employer and community needs
- Create, collaborate, and execute a strategic vision for the role of career development to include the development and implementation of long-term strategic plans, short-term operational plans and the determination of strategic priorities
- Develop and implement effective assessment and program evaluation methods
- Manage and oversee departmental budget and generate revenue when there is opportunity
- Engage in professional associations and community outreach events to promote the Career and Professional Development Office's services
- Work in a collaborative, open, and transparent manner with other units within the university
- Manage Career Services staff including administrative meetings, training, and professional development
- Promote services, programs and resources to internal and external stakeholders including students, faculty, staff, employers, alumni through social media, campus events, print media and presentations
- Provide leadership to the staff, motivating the team to reach beyond traditional responsibilities, processes and ways of thinking and collaborate to achieve departmental, divisional and university goals
- Develop and implement communication plans tailored for internal and external stakeholders
- Develop and maintain employer outreach programs to increase the number and quality of employers and job and internship opportunities for students across all departments and colleges
- Oversee and monitor the development and retention of relationships with employers for the purpose of externships/internships and job placement of graduates
- Honor the National Association of Colleges and Employer's principles and practices of career planning, employment and recruitment
- Continuously survey graduates and employers to ensure programs meet or exceed current job market and employer needs and identify any skill gaps that exist
- Expand Career and Professional Development awareness and opportunities through partnerships and collaborations with external resources
- Leverage technology to enhance networking and connections for employers, students, and alumni
- Make strategic decisions about career-related technology
- Develop and implement marketing strategies for career management events, programs and services to internal and external stakeholders
- Oversee the collection, maintenance and presentation of accurate alumni and graduate placement data

### **DIRECTOR ACADEMIC AND CAREER ADVISING CENTER**

Jul. 2014-May 2017

University of Wisconsin-Platteville – Platteville, Wisconsin

Responsible for the overall administrative oversight of a comprehensive academic advising and career center which connected career exploration, academic advising and career preparation on a campus of 8000 students. Responsibilities included assisting students with goal-setting, career-exploration and career planning; managing the budget and ensuring fiscal responsibility; hiring, training, and retention of team members; collaboration with academic departments and university offices; assessments; and community involvement.

#### ***Selected Contributions***

- Lead the development, integration, promotion and marketing of the Academic and Career Advising Center to effectively serve 8000 students, alumni and campus constituents
- Advised diverse student body including undeclared, transitioning, transfer and reinstated students
- Supervised team of 10 including 3 Academic and Career Counselors, 1 Program Assistant, 1 Graduate Assistant, and 5 Student Workers

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- Effectively developed and managed the budget based on goals, retention expectations, and graduation rates
- Provided assessments such as My Next Move, Strong Interest Inventory, and StrengthsQuest to students
- Worked daily with under-represented groups and initiatives to enhance inclusive environments
- Created and implement vision, mission and structure of the new department
- Collected graduate placement data and report to Institutional Research, academic departments, NACE, NACADA, the legislature, HLC and other constituents as requested
- Lead the campus wide academic advising work group and task force to determine best practices and strategies for academic advising moving forward
- Worked with student government and other student groups on campus on special projects related to advising
- Collaborated with College Deans to engage in corporate relations activities
- Launched Corporate Sponsorship programs

### **DIRECTOR OF ADULT EDUCATION**

Jul. 2008-Jul. 2014

Lakeland College – Madison, Wisconsin

Managed the Madison Campus. Key areas of management included full fiscal responsibility; supervision and evaluation of academic, support and clerical staff; faculty recruitment, hiring, training, and retention; community involvement; advised graduate students, and reviewed transcripts for admission to programs.

#### ***Selected Contributions***

- Effectively developed, managed, and oversaw a \$1.5 million budget based on goals, retention expectations, and graduation rates
- Responsible for understanding and communicating Lakeland College policy related to academic and nonacademic issues to students, staff, faculty and prospective students
- Hired, trained, supervised, and evaluated adjunct faculty and support staff at the Madison Campus
- Developed, implemented and evaluated student services including advising and career services
- Collaborated with college leadership to develop new programs, review and revise existing programs, and develop changes to meet the needs of students; remain competitive in the marketplace; and ensure rigor, breadth, and best practices of the discipline and field of study
- Advised Master of Arts in Counseling and MBA students
- Reviewed academic requests to add, drop or withdrawal from classes
- Worked with faculty to resolve student issues and concerns
- Coordinated with institutional assessment to ensure faculty were completing end of course assessments
- Created student and faculty orientation materials and lead orientation sessions
- Oversaw campus enrollments through the creation and implementation of marketing and communication action plans
- Developed student retention programs, plans and strategies
- Used strategic management practices to ensure that employees were effective and efficient in their jobs and offered training opportunities to develop them for other positions
- Supported academic programs by working with the department chairs and program directors to ensure that the courses and curriculum were being delivered according to Lakeland College learning model.
- Supported the successful reaccreditation process by providing accurate information as requested to HLC
- Scheduled classes/programs ensuring the campus was using its resources efficiently
- Responsible for local internal and external communications
- Used data driven processes to identify areas for improvement, analyzed the data, took appropriate action and analyzed outcomes for future use and reference
- Worked with a management team to share best practices and trends with other regional directors
- Participated on teams and committees as requested

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- Maintained campus compliance with state, federal and accreditation regulations

### **ASSOCIATE DIRECTOR**

Nov. 2006-Jun. 2008

Lakeland College – Madison, Wisconsin

Fostered relationships with students, faculty and external constituents to ensure recruitment, retention and graduation rates.

#### ***Selected Contributions***

- Advised graduate, undergraduate and international students
- Assisted Center Director in course scheduling
- Facilitated enrollment sessions, orientation programs, and other outreach events and activities for incoming students
- Coordinated special events such as open houses, student appreciation and learning sessions that encouraged inquiries, applications and enrollments
- Advised students in matters of careers, admissions, financial aid, and student services
- Represented the college at events such as career fairs, job centers and community organizations
- Created actions plans to meet current recruitment and retention goals
- Identified targeted recruitment activities
- Identified preferences and communication needs for targeted audiences
- Assisted with creating materials and messages for website, brochures and other promotional materials
- Identified best practices and participated in the investigation, development, and implementation of new services and processes in response to customer needs and trends

### **ADJUNCT FACULTY**

May 2007-Present

University of Wisconsin-Platteville – Platteville, Wisconsin

Create an effective learning environment for new freshman and transfer students.

#### ***Selected Contributions***

- Utilize a variety of teaching styles and methods to accommodate diverse learning styles and backgrounds
- Design, administer and grade exams and projects to assess student comprehension and ensure course objectives are met
- Develop and execute instructional plan with multicultural focus for maximum learning
- Constructively evaluate students' assignments and provide feedback in a timely manner
- Develop, improve and innovate course based on developments within the profession
- Actively work to maintain retention in class

#### ***Course***

UWP STUDY 1010 – Introduction to College Life

Fall 2015

- Teaching techniques include lecture, group work, and classroom discussion
- Assessments include exams, case studies, papers and presentations

Lakeland College – Madison, Wisconsin

Created an effective learning environment for adult learners through alternative delivery methods.

#### ***Selected Contributions***

- Utilized a variety of teaching styles and methods to accommodate diverse learning styles and backgrounds

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- Designed, administered and graded examinations to assess student comprehension and ensure course objectives were met
- Developed and executed instructional plan with multicultural focus for maximum learning
- Interdisciplinary base of knowledge includes business, communication, technology and education
- Effectively related course content to real-life experience
- Provided weekly classroom presentation, discussion and facilitation and mirrored that experience online
- Constructively evaluated students' assignments and provided feedback in a timely manner
- Developed, improved and innovated courses based on developments within the profession
- Actively worked to maintain retention in all classes taught by maintaining accurate attendance records, interacting with students, and recording absentee information and communicating attendance "concerns" to their advisor
- Supported the mission of the institution by delivering courses in non-traditional formats meeting the needs of the students
- Assisted and advised students who had difficulty with course content, assignments, tests, grades and projects

### ***Courses:***

BUS 150 – Pathways to Success: Introduction to Business Fall 2013 (7 Wk)

- Online course taught through Blackboard
- Teaching techniques included lecture, group work, and classroom discussion
- Assessments included exams, case studies, papers and presentations

BUS 330 – Management Principles Fall 2007, Summer 2008, Summer 2013,  
Spring 2014, Summer 2014

- BlendEd course taught simultaneously in the classroom and online through Blackboard
- Teaching techniques included lecture, guest speakers, group work, and classroom discussion
- Assessments included exams, case studies, papers and presentations

BA 730 – Organizational Effectiveness Spring 2010

- BlendEd course taught simultaneously in the classroom and online through Blackboard
- Teaching techniques included lecture, guest speakers, group work, and classroom discussion
- Assessments included exams, case studies, papers and presentations

BA 790 – Corporate Strategy and Decision Making Summer 2007 & Spring 2008

- BlendEd course taught simultaneously in the classroom and online through Blackboard
- Teaching techniques included lecture, guest speakers, group work, classroom discussion
- Assessments included exams, case studies, papers and presentations

**OFFICE MANAGER** Jan. 2005- Nov. 2006  
**THE CORPORATE LEARNING CENTER**  
Edgewood College – Madison, Wisconsin

Instrumental in creating structure and systems for a new higher education program initiative, the Corporate Learning Center. Managed the operations of the Corporate Learning Center. Worked with faculty committee to develop curriculum. Contracted qualified faculty to teach courses dependent upon the needs of the client.

### ***Selected Contributions***

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- Collaborated with the faculty curriculum committee to develop curriculum based on the needs of the client
- Collected, analyzed and reported results of the course evaluations
- Researched and recommended professional development opportunities for the staff
- Coordinated activities with departments throughout Edgewood to facilitate marketing and human resources
- Worked with the business advisory board to develop new relationships in the business community
- Researched additional funding sources and wrote grant proposals
- Managed initial grant funding
- Responded to community and media inquiries about the Corporate Learning Center
- Created effective promotional materials including e-newsletters, brochures, fliers, and a website
- Managed events such as round table sessions, grand opening celebration and training sessions
- Maintained accurate records of clients and projects
- Quarterly created and presented the reports, recommendations, justifications and documents presented to the executive board of Edgewood College on the progress of the initiative and the management of the grant
- Coordinated activities with departments throughout Edgewood to facilitate marketing and human resources
- Participated on committees through the staff association including the human resources committee on diversity and inclusion training

### **CAREER DEVELOPMENT COORDINATOR**

Oct. 2001-Dec. 2004

Herzing College – Madison, Wisconsin

Developed and delivered career college presentations for high school students that resulted in an increase of 45% in student enrollments over the course of four academic years.

#### ***Selected Contributions***

- Presented 50 minute interactive PowerPoint presentations to 300 classes a year at high schools
- Designed and delivered PowerPoint training to adult learners through a community outreach program
- Delivered training sessions to Career Development Coordinators throughout the United States
- Designed marketing and promotional materials to distribute to high schools
- 150 high school visits in Wisconsin including college fairs, classroom visits and guidance counselor visits
- Supported the successful accreditation process by meeting with accrediting personnel and answering questions about the college resulting in accreditation
- Created alliances and fostered solid, on-going relationships with high school guidance counselors and teachers within Wisconsin to allow for greater penetration of the high school market

### **CORPORATE ADVANTAGE COORDINATOR**

Dec. 1999-Oct. 2001

TLC Laser Eye Center – Madison, Wisconsin

Facilitated educational seminars and workshops that resulted in 30 corporate contracts and 150 patients in one year. Charged with developing this new marketing function for TLC Laser Eye Center.

#### ***Selected Contributions***

- Designed and led learning seminars for the corporate partners to educate their employees concerning laser vision correction, the benefits, and the coverage provided by flexible spending accounts
- Coordinated and facilitated public relations events throughout southern Wisconsin
- Utilized innovative organizational systems and time management techniques and technologies to perform duties from my home office and while traveling to client sites
- Developed PowerPoint presentations, fliers, advertisements and educational packets for company meetings, learning seminars, and public relations events

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- Secured contracts with 30 companies for discounted employee laser vision correction services by cold calling and in person meetings with company HR representatives and key decision makers

### ADMINISTRATIVE COORDINATOR

May 1998-Dec. 1999

Greater Madison Chamber of Commerce – Madison, Wisconsin

Established systems, customer correspondence procedures, and an informational website that resulted in greater customer satisfaction and an improved reputation among the stakeholders.

### *Selected Contributions*

- Developed and facilitated community outreach classes on topics such as management, organization, PowerPoint, and web presence
- Staff representative for the Chamber of Commerce Ambassador Program providing member support and representation at events, organizing and managing the annual charity drive and member recruitment drive
- Contact and mentor for college and university work study and internship programs
- Served as the chair of a website renovation team that designed a comprehensive, information-rich website that effectively addressed the informational needs of Madison visitors, residents, and businesses while drastically reducing the number of customer inquiries and improving public perception

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### COMMITTEES AND MEMBERSHIPS

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<b>Chancellor's Strategic Work Plan Lead</b>	2017-Present
<b>Academic Staff Senate</b>	
Governance Elections and Appointments	2016-Present
Academic Staff Contracts Committee	2016-Present
<b>Community Leadership Alliance of Southwest Wisconsin</b>	2016-2017
<b>ACPA</b>	2016-Present
Commission for Administration and Leadership Directorate	2017-Present
<b>UW Platteville Leadership Academy Mentor</b>	2015-Present
<b>Academic Appeals Committee</b>	2014-Present
<b>English Language Program Advisory Board</b>	2014-Present
<b>Society of Women Engineers Advisory Board</b>	2014-Present
<b>Nontraditional Student Advisory Board</b>	2014-2017
<b>UW-Platteville Shooting Club – Advisor</b>	2014-2015
<b>Future Young Professionals – Advisor</b>	2014-Present
<b>NACADA</b>	2006-Present
<b>NACE</b>	2014-Present
<b>WI-ACE</b>	2014-Present
<b>Madison Media Institute Committee Member for General Studies</b>	2012 - 2014
<b>Southern Wisconsin Association for Continuing Higher Education</b>	2008-2014
Chair - July 2009 - December 2011	
Vice-Chair - January 2009 - June 2009	
Treasurer - January 2008 - December 2008	
<b>National Association of Graduate Admissions Professionals</b>	2007-2009