

**Nomination For Appointment as an  
Associate Member  
Of the Graduate Faculty**

CGS Agenda Item: 20-08  
Effective Immediately

Name of nominee: Josh L. Norman

Date: 12/13/19

Department/school: Counseling & Higher Education - College of Education

E-mail address of nominee: jlnorman@eiu.edu

Graduate courses to be taught: Master Thesis Committee

Semester/term and year of approval: Spring 2020

Need for this assignment: Serve on graduate thesis committee in CSA Program

Length of Appointment: ☐ 1 year term: ☐ 2 year term: ☒ 3 year term:

Profile of the candidate:

A. Date appointed to EIU Faculty:

B. Current academic rank:

C. Academic and professional experience:

Highest degree earned: Masters

Date awarded: 2008

Degree granting institution: Eastern Illinois University

Field of specialization: Technology

D. Evidence of other education, professional activity, and specialization in teaching areas within the last three years (workshops, research, service, creative activity, etc.). Please put in vita format and attach.

E. List the graduate courses taught by the candidate during the last three years:

Josh has specific knowledge and experience on the unique topic and faculty have been unable to locate any other candidate on campus that has that knowledge and experience.



Graduate Coordinator or Chair, Department Graduate Committee



Department Chair

Academic Dean

Dean, Graduate School

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# JOSH L. NORMAN

19085 State Hwy 16  
Charleston IL, 61920

Home: (217) 549-4577  
Work: (217) 581-6077

## Education

### -M.S. in Technology Spring 2008

EIU, Charleston Illinois – Completed degree with a cumulative GPA of 3.93

### -B.S. in Information Systems Technology Spring 2005

SIU, Carbondale Illinois - Completed degree with a cumulative GPA of 4.0

### - A.S., Information Systems Technology (2002)

Community College of the Air Force, Maxwell AFB, Alabama

- Microsoft certified professional (2003)

## Achievements and Recognition

- EIU's Superior Performance Award (2013)
- Office of Academic and Professional Development Directors Award (2013)
- Distinguished Graduate Student Award (2008)
- Achieved the highest possible score on three consecutive annual progress reports and received early promotions based on merit (2001-2003)
- Received three professional achievement awards (2002-2004)
- Chosen out of 500 individuals as the year's most outstanding individual for employing organization (2003)
- Received Air Force Pitsenbarger Award for educational excellence (2002)

## About

Experienced Associate Vice President for Enrollment Management with a demonstrated history of success working in the higher education industry. Skilled in leadership, public speaking, analytics, technology management, relationship building, and strategic planning. A visionary, charismatic, and passionate legacy leader who believes in the transforming power of an accessible and superior college education, with the expertise that comes from working with internal and external constituents from a wide array of areas connected to Enrollment Management.

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## Professional Experience

**PRESENT Eastern Illinois University, Charleston, IL**

**JAN 2017 Associate Vice President for Enrollment Management**

- Lead the development of an overall strategic enrollment plan and annual supporting plans.
- Ensure that the units within Enrollment Management establish priorities, goals, and objectives that are in alignment with the enrollment goals of the University and the University's strategic enrollment plan.
- Serve on the President's council, and contribute insight, and take part in university-wide governance.
- Provide the strategic vision for the evolution of Enrollment Management, to ensure the University remains competitive as the external environment continues to change.
- Lead and monitor the progress of campus-wide initiatives and complex projects that have an impact on recruitment, re-enrollment, retention, and graduation of students.
- Facilitate the coordination of admission and financial aid activities with other offices that are integral in assuring the recruitment and yield of new students.
- Determine return on investment for strategic Enrollment Management endeavors including communications and events.
- Oversee all Marketing and Branding activities to include media planning and execution, in coordination with external Marketing experts and internal Marketing leadership to advance awareness and perception to support recruitment.
- Coordinate the supervision of all budgets within the Enrollment Management units and develop sound, data-driven enrollment projections for the development of overall planning and budgeting. Provide effective personnel management in conjunction with the directors of the Enrollment Management units too include Admissions, Office of the Registrar, Financial Aid, Marketing and Web Services. Inform the further development and refinement of the campus CRM and technology supporting Enrollment Management processes.
- Identify trends, foresee problems and resolve conflicts that impact Enrollment Management.

**JAN 2017 Eastern Illinois University, Charleston, IL**

**JULY 2013 Director of Enrollment Management Data Analysis and Reporting**

- Plan, guide development, and maintain a dynamic territory management and tiered service system.

- Provide data to drive strategic decision making regarding all Enrollment Management processes.
- Distribute recruitment data across campus and guide recruitment efforts in academic and other areas.
- Determine return on investment for strategic Enrollment Management endeavors including communications and events.
- Developed and maintain 5 predictive enrollment and retention models.
- Administer, support and guide development for the campus CRM (MyEIU).
- Guide development and provide data feeds for a central point of direction and accountability for the office of Admissions in MyEIU.
- Develop metrics for success and provide transparency of EIU's progress to meeting the metrics each enrollment cycle.

- PRESENT**      **Eastern Illinois University, Charleston, IL**  
**JULY 2013**      **Assistant to A.V.P. of Enrollment Management / Adjunct Professor**
- Train and equip enrollment management staff to use technology to assist in recruiting qualified students and create measurable outcomes.
  - Lead EIU campus report team and student processing team.
  - Served on 6 different committees pertaining to enrollment management, accreditation, strategic planning, process management and technology implementation.
- JULY 2013**      **Eastern Illinois University, Charleston, IL**  
**NOV 2011**      **Senior Reporting Analyst**
- Lead EIU campus report team.
  - Provided analysis of enrollment data for decision making.
  - Trained report writers on writing SQL and report design.
  - Enhanced and revamped current processes in the office of admissions and registration, using new and existing technology.
- OCT 2011**      **Eastern Illinois University, Charleston, IL**  
**APR 2008**      **Technology Support Specialist**
- Provided dedicated technology support for 34 users.
  - Trained campus staff on reporting, interpreting data and technology.
  - Performed business process analysis for process improvement.

**APR 2008 Rural King Corporate Headquarters, Mattoon, IL**

**DEC 2004 Web Master & E-Commerce Manager**

- Maintain all website and e-commerce extensions.
- Initiated research and utilization of new marketing and web technology, increasing sales; quadrupling annual sales in my first year and doubling them the second.
- Develop training programs for the department and all 38 stores regarding website services.

**AUG 2004 United States Air Force, Robins AFB, GA**

**AUG 2000 Network and Systems Administrator**

- Created training curriculum for cryptographic devices and best practices for maintenance on the devices.
- Trained all new communications operators and technical controllers on troubleshooting, network management, and security procedures.
- Maintained nine servers, 100 point to point circuits and 400 nodes.
- System Administrator for the Department of Defense's newly implemented secure messaging system.
- Provided training and support for 2,000 DMS users and 200 Fortezza Responsible Officers.

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## References

**Mary Herrington-Perry (Current Employer – Previous Supervisor)**

**A.V.P. of Enrollment Management** Email: mhperry@eiu.edu

Work: (217) 581-2121 Cell: (217) 232-2082

600 Lincoln Ave Charleston, IL 61920

**Sue Harvey (Current Employer – Previous Supervisor)**

**Registrar** Email: gsharvey@eiu.edu

Work: (217) 581-3511 Cell: (217) 294-2082

600 Lincoln Ave Charleston, IL 61920

**Don Davis (Previous Employer – Previous Supervisor)**

**Chief Financial Officer Rural King** Email: ddavis@ruralking.com

Work: (217) 235-7102 ext. 236

4216 Dewitt Ave Mattoon IL 61938

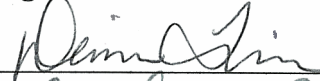
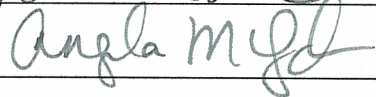
## Tested Experience Exception Rubric

Potential Instructor: Josh Norman

Date 1/20/20

Tested Experience Exception Minimum Requirements	Expectation Met (✓)
At-least <u>five years of experience</u> in the profession or current employment in the field; .....	X
Hold appropriate professional certifications and licenses (as appropriate to the field and if applicable); and .....	
A baccalaureate degree (B.A., B.F.A., B.S., and so on) to teach undergraduate students or a graduate degree (M.A., M.S., M.Ed. or Ed.S.) with additional coursework in the field or discipline of instruction.....	
<p>If the minimum requirements are not met, please provide justification for why this candidate should be considered as an adjunct instructor.</p> <ul style="list-style-type: none"> <li>• Associate Vice President of Enrollment Management 2017-present</li> <li>• Director of Enrollment Management Data Analysis 13-17</li> <li>• Uniquely qualified to serve on CSA Thesis committees.</li> </ul>	

**Signatures:**

Date: 1-22-2020

Date: 1-22-2020

Date: \_\_\_\_\_

**If Needed:**

VP of Academic Affairs

Date: \_\_\_\_\_

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