

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

CGS Agenda Item: 21-03
Effective Immediately

Name of nominee: Jeremy Alexander Date: 11-23-20
Department/school: Counseling & Higher Education
E-mail address of nominee: jdalexander@eiu.edu
Graduate courses to be taught: Thesis Committee Only
Semester/term and year of approval: FALL 2020
Need for this assignment: Department Need

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

Profile of the candidate:

A. Date appointed to EIU Faculty: 8/2017

B. Current academic rank: Instructor - Director for Marketing & Greek Court

C. Academic and professional experience:

Highest degree earned: MBA - Applied Management Date awarded: 2011

Degree granting institution: Eastern Illinois University

Field of specialization: Applied Management

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:

See attached CV

Graduate Coordinator or Chair, Department Graduate Committee

Department Chair

Academic Dean

Dean, Graduate School

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EASTERN ILLINOIS
UNIVERSITY

JEREMY D. W. ALEXANDER

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Charleston, IL 61920
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EDUCATION

Masters in Business Administration in Applied Management 2011

Eastern Illinois University: Charleston, Illinois

Bachelor of Science in Computer Information Systems, Minor in Management 2009

McKendree University: Lebanon, Illinois

PROFESSIONAL EXPERIENCE

June 2016 – Present

Interim Associate Director for Marketing and Greek Court, University Housing & Dining Services (UHDS)

Eastern Illinois University: Charleston, Illinois

- Promoted from Assistant Director for Residential Communications in June 2016 with all previous responsibilities
- Assigned additional responsibilities for the administration of the department marketing team that is responsible for all marketing and promotional activities for UHDS
- Supervision of a full-time Assistant Director of Marketing and Leadership and Complex Director for University Court and Greek Court
- Project Leader of a university-wide group tasked with the research, development, and launch of university branded app Panther Life

Professional Development:

- Member of Oshkosh Placement Exchange Recruitment Team
- Great Lakes Association of College and University Housing Officers (GLACUHO)
 - **Technology Coordinator**
 - Responsible for all the GLACUHO.org website including all digital assets of the association

August 2017 – Present

Instructor in the for MAR-3560 Social Media Marketing, Lumpkin School of Business,

Eastern Illinois University: Charleston, Illinois

- A junior-level course focusing on the strategy and implementation of Social Media Marketing in an organization

May 2014 – June 2016

Assistant Director for Residential Communications, UHDS

- Promoted from Coordinator of Residential Communications with all previous responsibilities
- Assigned additional responsibilities for the administration and supervision of our Greek Court area starting February 2015
 - **Supervision/Training**
 - Supervised, evaluated & train: 4 graduate Associate Resident Directors and four undergraduate Senior Staff Assistants
 - Indirectly Supervised 10 Desk Assistants

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- Facilitated weekly staff meetings, regular one-on-one meetings, and continuous staff training as necessary
- Administrative
 - Administered residence life program for 18 fraternity and sorority houses/400 students, including assignments and key control
 - Maintain Chapter Accounts for 18 fraternities and sororities – ranging of \$0 balance to \$24,000 balance
 - Revised and disseminated Chapter Housing Contracts or Memorandums of Understanding for the following academic year
 - Administer and Revised Greek Court Resident Satisfaction Survey
- Student Learning
 - Adjudicated preliminary meetings and conduct hearings for students with basic policy violations
 - Work with Chapter Officers and Advisors when behavioral or conduct issues arise related to risk management
 - Communicated with Chapters National or International Headquarters as necessary
 - Contacted students who are academically in need as a part of the Early Alert Program – a University retention strategy
 - Met with students to discuss midterm deficiencies and overall adjustment to the university setting
 - Administered professional development plans for 4 Graduate Assistants

July 2011 – May 2014

Coordinator of Residential Communications, UHDS

- Marketing
 - Coordinated departmental digital marketing including web and social media
 - Increased new connections and followers by 3,500 likes since 2011
 - Actively engaged customers and identify new ways to activate participation and feedback
 - Served as social media consultant to university audiences and clients
 - Monitored peer universities and select prominent universities social media channels and websites
 - Commented on trends in social media, serving as University spokesperson
 - Serve on the UHDS Marketing Committee
 - Researched and make recommendations to UHDS around technology use in building community and retention efforts
 - Analyzed analytical data from social media platforms and calculating average engagement
 - Provided staff with weekly and monthly engagement reports with recommendations
 - Coordinated the redesign of the UHDS website as a team leader
 - Use web traffic data to develop and publish more engaging web content and to identify underperforming pages
 - Reconfigured menu navigation to be more user friendly
 - Rewrote language on pages to more persuasive language
- Technology
 - Served as a school administrator and primary contact for eRezlife System
 - Implemented three modules, Residence Life Management, Student Staff Selection, and Guest Registration Module

- Responsible for training for the training of pro-staff and student staff on how to utilize these three modules
- Lead the process of selecting and implementing a roommate matching software package using social media
- Collaborate on the transitioning to an online application, assignment, and roommate selection process
- Supervision/Training
 - Trained and supervised two graduate students: Graphic Designer & Web/Social Media Specialist
 - Continually train Residence Life staff on how to build virtual communities via social media
 - Served as chair of UHDS training committees for both professional staff and student staff
- Department Responsibilities & Committees
 - Assist in the recruitment, selection, and training of residential life professional and student staff members
 - Serve on-call duty rotation for a campus of 3000 beds which includes traditional halls, Greek housing, and apartments
 - Administrative Hearing Officer, Office of Student Standards
 - Adjudicated conduct cases for traditional residence hall, apartment, and Greek life areas
 - Served as Advisor for Board Hearings
 - Administered university sanctions up to and including suspension from the university
 - Trained to conduct both Board and Administrative hearings
 - Summer Resident Director, Conference Services
 - Directly supervised 4 Conference Assistants, Graduate Assistant, and Secretary
 - Served as liaison between Office of Conference Services and camps assigned to residence hall
 - Assisted with the organization and implementation of check-ins/-outs of 1500 summer camps and conferences guests
 - Served on-call duty rotation for campus of 3500 students
 - Served as chair of UHDS training committees for both professional staff and student staff
 - Planned and implement 10-day training for staff consisting of 70 student staff members and 30 professional staff members

Professional Development:

- Member of Oshkosh Placement Exchange Recruitment Team
- Participant in Leading Edge: a leadership supervisory development certificate program
- Great Lakes Association of College and University Housing Officers (GLACUHO)
 - **Chair of the Marketing and Communication's Committee**
 - Redesigned and rebranded the GLACUHO Trends magazine
 - Create and publish quarterly magazine Trends with the committee
 - Responsible for all social media accounts of the organization
 - Increase engagement and reach of GLACUHO social media

July 2009 – June 2011

Associate Resident Director / Web Specialist, University Housing & Dining

Eastern Illinois University: Charleston, Illinois

- Coordinated the redesign of the UHDS website as a part of a team; Website maintenance
- Served on-call duty rotation for an apartment complex of 300 residents
- Contributed to the development of a marketing plan for the UHDS

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- Collaborated on several marketing campaigns including the launch and maintenance of the UHDS Social Networking Marketing efforts
- Monitored and documented behavioral concerns; adjudicated instances of university violations in conjunction with the Office of Student Standards through the Maxient System
- Assisted in the recruitment, selection, and training of residential life staff members
- Assisted with the supervision of 4-6 Desk Assistants

Professional Development:

Professional Staff Training and Development Committee member
 Social Justice and Diversity Education Committee member,
 Liaison between student organizations and the Dining Department for "EIU Taste of the World" event
 Resident Director Search Committee Member
 Member of Oshkosh Placement Exchange Recruitment Team

CORE PROFESSIONAL SKILLS

- Leadership and teamwork: embrace and lead consensual decision-making and implementation
- Information/Knowledge Management: develop tools/protocols for creation, integration, and dissemination of knowledge
- Excellent time management and multi-tasking skills
- Information Management: the ability to process and analyze data objectively, and present it clearly
- High level of professional and personal integrity; adherence to institutional code of ethics

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
 - Attended the 2011 & 2012 AMA Symposium for the Marketing of Higher Education
- Association of College and University Housing Officers – International (ACUHO-I)
 - Attended the 2013 & 2014 ACUHO-I Business Operations Conference
 - Presented "Higher-Ed Housing Professional's Guide to Social Media Marketing"
- Great Lakes Association of College and University Housing Officers (GLACUHO)
 - Presented "Recruitment/Retention of Men of Color to Housing Position"
 - Presented "Higher-Ed Housing Professional's Guide to Social Media Marketing"
- National Association of Student Affairs Administrators in Higher Education
 - NASPA Undergraduate Fellows Program (NUFP) Fellow