

Richard A. Barth

EDUCATION

Doctor of Philosophy, University of Florida, Educational Leadership, May 2004

Juris Doctor, The University of Alabama School of Law, May 1996

Master of Arts, The University of Alabama, Student Personnel Work, August 1989

Bachelor of Science, The University of Alabama, Psychology, December 1987

EXPERIENCE

The University of Wisconsin Parkside, Kenosha, Wisconsin, October 2019 to Present

Interim Associate Vice Chancellor of Enrollment Management

- Supervise the areas of Admissions, Financial Aid, Marketing, New Student Programs, and Enrollment Tech.
- Developing a strategic enrollment management plan based on the areas of: data, technology, and systems; financial sustainability; marketing and communications; student success; and segment-specific recruitment.
- Implemented a territory management program for undergraduate recruitment.
- Assisted the Chancellor in re-engineering the enrollment management unit to include Marketing, Financial Aid, and Enrollment Management Tech support.
- Assist in leading the efforts to become a Hispanic Serving Institution through a more strategic approach to recruiting Latinx students.
- Increased the diversity of the recruiting team by securing a diversified candidate pool for open positions.

The University of Alabama, Tuscaloosa, Alabama, December 2016 to October 2019

Assistant Vice President for Academic Affairs/Enrollment Management

- Supervised the units within Enrollment Management including Admissions, Financial Aid, EM –Tech (CRM and predictive modeling), Orientation, Testing Center, Transfer Programs, and International Admissions.
- Worked across divisions in developing an in-state specific recruiting plan that, in combination with scholarship modifications and staff realignment, resulted in an 11.5% increase in first-year in-state student enrollment and a 17.5% increase in first-year African-American student enrollment for fall of 2019.
- Led an admissions team that recruited and admitted an academically record setting first-year class for fall of 2019 with an average high school GPA of 3.77, 38% having a 4.00 GPA or higher, 40% having an ACT of 30 or higher (or equivalent SAT), and a class that included 256 National Merit Scholars.
- Re-engineered the transfer recruiting program by implementing both the *Bama Fast Pass* program allowing students to apply two years early and track their progress toward a using UA's degree audit program and expanding first-year recruiter responsibilities to include the community colleges in their territories resulting in the largest incoming transfer class in UA history at 1,614 for fall of 2019.
- Restructured the University's merit-based scholarship program to provide broader funding to a wider population of students without negatively impacting net tuition revenue.
- Developed and implemented a plan to bring external contract operations for Financial Aid back into the main office creating a budget savings of approximately \$300,000 a year.
- Analyzed all external vendor operations for efficiency and return on investment removing services that were not productive resulting in a savings of nearly \$500,000 a year.
- Oversaw the divisional budget of over \$10,000,000, and scholarship budget of over \$135,000,000.
- Successfully guided the division through the sole source process to purchase Slate CRM in order to update the current CRM to close the CRM competitive advantage of competing institutions on Slate.
- Focused on diversifying the enrollment management staff by making minority candidate hiring a priority resulting in 80% of first-offers going to minority candidates during my tenure in the position.
- Implemented quarterly meetings with the Associate and Assistant Deans of the Colleges to allow for better communication across campus on enrollment management, orientation, and student issues.

University of Montevallo, Montevallo, Alabama, July 2011 to December 2016

Vice President for Student Affairs and Enrollment Management

- Supervised the administrative units within the Division of Student Affairs and Enrollment Management including the Office of Admissions, Student Financial Aid, University Relations (Marketing and PR), Dean of Students, Student Conduct, Student Life, Greek Life, Student Government, Department of Public Safety, Health Services, Housing and Residential Life, Counseling Services, and Career Development Center.
- Re-engineered the university's recruiting efforts to better utilize data, technology, best practices, and external partners resulting in a consistent year-over-year increase in first-year student applications and the number of first-year students admitted.
- Planned and implemented the University's minority mentoring program focused on increasing the number of African-American students attending the University.
- Implemented partnerships with TWG Communications and Cappex.com resulting in a more strategic and targeted development of prospective students including the expansion of the prospective student population to include 9th and 10th grade students.
- Monitored and implement the university's merit scholarship program and developed and implemented the University's minority scholarship program.
- Served on the leadership team of the University's Retention Performance Management (RPM) program.
- Purchased and implemented the University's first CRM for recruiting and marketing purposes.
- Restructured the Student Affairs division to a Dean of Students model in order to provide a more engaged and responsive model to students and other constituents.
- Worked with colleagues across campus to correct discrepancies, duplications, and inconsistencies in campus policies.
- Served as a member of the campus committee that developed and implemented the University's updated annual review process for staff to include a merit component for annual raises.
- Coordinated the university's threat assessment activities in conjunction with the Chief of Police.
- Oversaw compliance with all federal and state laws that impact the units within the division.
- Chaired the committee responsible for compliance with the Violence Against Women Reauthorization Act and for programming and educating toward prevention of sexual assault and harassment.
- Directed the budget and strategic planning process for the units within the division.
- Served as a member of the President's Executive Cabinet.
- Managed the division's 4.5 million dollar budget.

Plymouth State University, Plymouth, New Hampshire, July 2010 to July 2011

Vice President for Student Affairs and Enrollment Management

- Served as the university's senior student affairs and enrollment management officer.
- Supervised the administrative units within student affairs and enrollment management including Admissions, Financial Aid, Dean of Students, Student Union, Housing and Residence Life, Dining Services, Judicial Affairs, Health Services, and University Police.
- Served as the liaison between the university and elected town officials, town residents, and local law enforcement agencies including initiating quarterly meetings with local government officials on town-gown issues including issues of noise, underage drinking, and public intoxication.
- Realigned the leadership within Student Affairs to emphasize the important role of the Director of Student Life and Director of Housing and Residence Life in supporting student success and progression.
- Supervised and implemented the response to student and campus crises.
- Developed the university's annual financial aid award budget and oversaw the merit scholarship program.
- Directed the university's efforts to evaluate and improve current enrollment management operations.
- Served as a member of the President's Cabinet.
- Represented the university in the local and state communities.

University of Alabama in Huntsville, Huntsville, Alabama, January 2008 to July 2010

Assistant Vice President of Enrollment Services

- Supervised and coordinated the offices within Enrollment Services including Admissions, Financial Aid, Orientation, Records and Registration, and the one-stop student service center called Charger Central.
- Oversaw the development of the university's strategic enrollment management plan.
- Realigned staff, processes, and technology to increase recruiting efficiency resulting in a 5% increase in enrollment from fall of 2007 to fall of 2009 while increasing the first-year student average GPA from 3.33 to 3.56 for the same period and increasing the incoming ACT score from a score of 24.4 in the fall of 2008 to a 25.2 in the fall of 2009.
- Managed the division's 5.5 million dollar budget.
- Developed and implemented partnerships with K-12 and other educational organizations.
- Served on the President's Executive Council and on the leadership team of the Strategic Planning Committee.
- Represented the university at community, state, and out-of-state events.
- Assisted in completely redesigning the entire family of recruitment brochures to provide a consistent marketing message.
- Restructured the division to incorporate processing and evaluation into the recruitment unit to more effectively serve prospective students and create a stronger recruiting and admitting process.

University of West Florida, Pensacola, Florida, July 2004 to January 2008

Director of Admissions (August 2005 to January 2008)

- Directed and developed the university's recruitment of prospective undergraduate and transfer students.
- Oversaw the processes involved in evaluation and processing of applications for admission to the university.
- Restructured office operations to improve communication with prospective students and strengthen recruiting efforts resulting in an increase of 28.8% in first time in college applications and a 26.9% increase in admitted first time in college students for the fall of 2008 at the time of my departure in January of 2008.
- Significantly increased the number of incoming students from historically underrepresented populations through targeted recruitment and scholarship development resulting in a 71% increase in African-American first-year students enrolled on the first day of class for fall of 2006 compared to fall of 2005.
- Implemented electronic recruitment, yield, retention, and parent relations software programs.
- Expanded the university's efforts to build relationships with high school guidance personnel through a series of workshops that included the Deans of the colleges and faculty from each of the colleges.
- Worked with the University Registrar in educating faculty and staff on FERPA and monitoring for possible FERPA violations.
- Updated the university's campus visitation program providing more opportunities for prospective students to visit campus and meet with faculty.

Dean of Students (July 2004 to August 2005)

- Supervised and coordinated the areas of Greek Life, Student Disability Resource Center, Voyages Leadership Program, Orientation and Transitional Programs, and Student Judicial Affairs.
- Restructured the Dean of Students Office by expanding to a two assistant dean structure that allowed the office to serve students more effectively.
- Changed the operating procedures and documentation requirements in the Student Disability Resource Center to be consistent with current federal laws and policies.
- Implemented a new comprehensive student leadership program.
- Assisted in the development of the student learning outcomes for the Division of Student Affairs.
- Advised the Student Government Association including the Student Government Finance Committee.
- Responded to crisis situations that involved students, faculty, or staff.
- Directed the university's hurricane shelter for hurricanes Ivan and Dennis.
- Served as the university's primary contact for the parents and family members of students.

Graduate Faculty Member, College Student Personnel Program (December 2005 to January 2008)

- Taught EDH 6634, Introduction to College Student Personnel.
- Taught EDH 6405, Legal Issues in Higher Education.
- Supervised graduate internships and assisted students with internship placements

University of Florida, Gainesville, Florida, July 1999 to July 2004

Interim Associate Vice President for Student Affairs (April 2003 to August 2004)

- Assisted in the coordination and supervision of programs and services among the following Division of Student Affairs administrative units: the J. Wayne Reitz Student Union, the Career Resource Center, the Counseling Center, the Dean of Students Office, Housing and Residence Life, and Student Financial Affairs.
- Oversaw the budget planning process and the distribution of the division's \$10,000,000 budget.
- Served as the division's personnel liaison for payroll and other personnel issues.
- Responded to campus and student crises.
- Assisted the Office of Greek Life with leadership training and supervising sorority recruitment activities.
- Represented the Vice President of Student Affairs Office at the academic advising sessions for first-year students during orientation, responsible for answering parent questions on advising and class schedules.
- Planned and implemented student recognition and award programs.
- Mediated issues between the units within the Division of Student Affairs.
- Supervised the day-to-day operations of the Vice President for Student Affairs Office.
- Edited and assisted in writing the division's strategic plan.
- Taught EDA 4930, Leadership and Ethics.

Research Assistant/Assistant to Vice President and Associate Vice President for Student Affairs (August 2001 to April 2003)

- Assisted the Associate Vice President with the administrative responsibilities of the office.
- Represented the Associate Vice President on university committees and at other events.
- Performed several research projects related to student life issues for the Division of Student Affairs.
- Assisted the Vice President of Student Affairs with division fundraising initiatives.
- Planned and created publications for the Vice President for Student Affairs Office.
- Served on the university's National Survey of Student Engagement committee.
- Responded to concerns of students and parents of students.
- Served as an author and publisher for the myUFL Portal student news page.
- Administered and provided oversight to scholarship programs and the student recognition programs.

Interim Dean and Director, Student Judicial Affairs (December 2000 to June 2001)

- Directed the university's student judicial program while working on doctorate.
- Served as hearing officer for a wide range of student conduct code violations.
- Advised faculty dealing with academic dishonesty situations.
- Held monthly meetings with the Gainesville Police Department to discuss issues impacting the community.

Assistant Dean of Students, Student Government/Community Relations (July 1999 to August 2000)

- Supervised seventeen full-time staff members including four attorneys and three accountants.
- Served as Dean in her absence and assisted Dean in staff and program development.
- Advised the Student Government Cabinet and all Student Government programming boards.
- Developed and implemented an assessment program for the offices within Student Government resulting in the complete restructuring of Student Legal Services and modifications in other areas.
- Mediated disputes between various neighborhood associations and university students.
- Represented the university on various City of Gainesville committees.

Carthage College, Kenosha, Wisconsin, August 1998 to July 1999

Dean of Students

- Served as the Senior Student Affairs Officer for Carthage College.
- Responsible for the general management and supervision of the following administrative units: Residence Life and Housing, Student Activities, Student Development, Judicial Affairs, Orientation, Greek Life, Counseling Services, Health Center, and Fitness Center.
- Advised Student Government and the Media Board.
- Served as a member of the college's crisis response team.
- Administered the budgets for the administrative units within the Office of the Dean of Students.
- Completely re-engineered the student judicial process to be more effective and responsive.
- Contacted and responded to parents of students as needed.

Florida State University, Tallahassee, Florida, July 1996 to August 1998**Associate Dean of Students**

- Assisted Dean in long-range planning, staff and program development, and crisis intervention.
- Directed the university's new student orientation program.
- Assisted in the general management of the administrative units within the department.
- Supervised the Director of Greek Life and the Coordinator of the Orientation Center.
- Assisted the Associate Dean of Undergraduate Studies with the planning and implementing of the first-year student academic advising sessions during the summer orientation program.
- Investigated accusations of sexual harassment brought by students against faculty or staff.
- Heard appeals from students appealing their judicial decisions.
- Served as departmental representative on the Provost's Enrollment Planning Committee charged with reviewing and modifying the university's recruitment and retention efforts.
- Worked with the Office of Admissions on planning and implementing prospective student Preview Days.
- Coordinated special projects and assisted in preparing media response to crises and other events.
- Chaired the steering committee for the "First-Year Experience" course implemented fall of 1997.
- Supervised the Office of Women's Concerns/Victim Advocate Program on an interim basis.
- Responded to student crises on and off campus.

The University of Alabama School of Law, Law Student, August 1993 to May 1996**ADDITIONAL EXPERIENCE****The University of Alabama, Assistant Director Campus Programs/Director of Orientation, Tuscaloosa, Alabama, November 1990 to August 1993****University of Richmond, Area Coordinator, Richmond College Deans Office, Richmond, Virginia, July 1989 to November 1990****GRADUATE EXPERIENCE**

Graduate Assistantship, Dean of Students Office, University of Florida, 8/00 - 12/00; 6/01 - 8/01

Academic Graduate Assistant, Athletic Academics, The University of Alabama 8/94 - 5/96

Residence Hall Director, The University of Alabama, 8/88 - 7/89

Counselor, Department of Behavioral Studies, The University of Alabama, 5/88 - 7/89

Career Center Intern, The University of Alabama, 1/89 - 5/89

HONORS/ACTIVITIES

Youth Leadership Development Program (YLDP) Great American Hero Award (Fall 2019), Named YLDP's Educator of the Year (Fall 2018), Colonel Leo K. Thorness Character Society Member (Inducted May 2014), Member Kaplan University Student Personnel Advisory Board (2008-2010), Alumni Fellowship University of Florida Graduate School, Student Government's Friend of Students Hall of Fame the University of Florida, Best Paper Environmental Law Seminar University of Alabama School of Law, Outstanding Student in Student Personnel The University of Alabama 1989, CHI SIGMA IOTA Counseling Academic and Professional Honor Society International, Team Captain Alachua County American Cancer Society Relay for Life, Keep Alachua County Beautiful Board of Directors, Gainesville Citizens Committee on Drug and Alcohol Use Downtown, Gainesville Code Enforcement Committee, Gainesville Noise Ordinance Citizen Review Committee, Chair City of Gainesville Education Sub-Committee on Downtown Issues, Institute on College Student Values Planning Committee.

TEACHING EXPERIENCE

EDH 6405, Legal Issues in Higher Education, College of Professional Studies, University of West Florida
EDH 6634, Introduction to College Student Personnel, College of Professional Studies, University of West Florida
EDA 4930, Leadership and Ethics, College of Education, University of Florida
EDU 318, Theories of Student Development, University of Richmond

PRESENTATIONS

Presented and co-presented several programs at the local, regional, and national level in the areas of:

- Campus Computer Use Policies
- Sexual Harassment Policies, Procedures, and Prevention
- Family Educational Rights and Privacy Act
- Jeanne Cleary Disclosure Act
- Orientation and Institutional Fragmentation
- Career Issues in Student Affairs
- Current Challenges in Enrollment Management
- Financial Literacy for College Students
- College Knowledge: The College Search Process for Parents

MEMBERSHIPS AND PROFESSIONAL SERVICE

- National Association of Student Personnel Administrators
- National Association for College Admission Counseling
- Southern Association for College Admission Counseling
- Association of Collegiate Registrars and Admissions Officers
- Southern Association of Collegiate Registrars and Admissions Officers
- ACT Alabama State Conference Coordinating Committee Member
- College Board Southern Regional Conference Presenter and Attendee
- College Board Regional Counselor Workshops
- KIPP New Orleans Schools Higher Education Advisory Board (2008-2012)
- Alabama Youth Leadership Development Program Advisory Board Member

DISSERTATION

Topic: Leadership Behaviors Among Deans of Students at Public Southeastern Research Universities.

Method: Employed a quantitative research design, utilizing standard multiple regression, full and reduced models regression, and all-possible subsets regression.

REFERENCES AVAILABLE UPON REQUEST