



**Curriculum Vita
Fall 2026**

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EDUCATION

Masters of Science in Higher Education Leadership Northwest Missouri State University, Maryville, MO	May 2013
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Bachelors of Science in Business Administration, Emphasis: Marketing Missouri Western State University, St. Joseph, MO	May 2005
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TEACHING EXPERIENCE

May 2026 – Present, Adjunct Faculty Member for Personal Branding & Identity at East Texas A&M University

August 2025 – Present, Adjunct Faculty Member for The University Experience: Freshman Seminar at Missouri Western State University, Fall Semesters Only

August 2022 – December 2024, Adjunct Faculty Member for Personal Branding & Identity at Texas A&M University – Commerce

August 2008 – December 2015, Adjunct Faculty Member for The University Experience: Freshman Seminar at Missouri Western State University, Fall Semesters Only

PROFESSIONAL EXPERIENCE

Missouri Western State University in St. Joseph, MO

**Director of the Career Development Center, Division of Student Affairs
September 2024 to Present**

- Supervise, hire, and train two student employees and one graduate assistant
- Organized, planned, and executed over 35 career events per year with approximately 2,600 students, staff, faculty, alumni, and community employers attending
- Cultivated and created relationships with over 175-200 employers, increasing event attendance by 15%, increasing internships and full-time employment by 5%, and campus visibility by 10%
- Sole reporter for the First Destination Survey graduate outcomes to the National Association of Colleges and Employers (NACE) with above national average graduate outcomes
- Created a Career Exploration Course for implementation in Fall 2026
- Proficient in numerous software and technology systems such as Handshake, Google; Microsoft Suites, Big Interview, StrengthsQuest, Banner, Canva, Zoom Pro, and Canvas.

**Columbia College in Columbia, MO
Senior Director of Transfer Services, Summer Camps & Events, Division of Enrollment Management & Marketing
August 2022 to September 2024**

- Supervise, hire, and train three professional staff members and 15 students ambassador tour guides.
- Create, execute, and maintain over 60 community college MOUs, articulation agreements, and partnerships nationwide.
- Organize and engage with Columbia College faculty, deans, and staff members to create a memorable experience in the daily and group campus visit experience, as well as the large-scale events focused on recruitment and enrollment goals. Over 2,500 students and family members attend per year.
- Oversee and implement 10 academic Summer Camps to create unique opportunities for prospective students aged 10 to 18.
- Collaborate with vendors such as Aladdin Food Service, Encoura Data Lab Enrollment Management Technology Platform, and Echo Delta Marketing Agency
- Proficient in numerous software and technology systems such as Salesforce/TargetX, Banner, Ellucian Colleague, Workday, Handshake, Paycor, Concur, WorkFront, Canva, Asana Project Management systems, and Mongoose

**East Texas A&M University in Commerce, TX
Director of New Student & Family Programs, Division of Enrollment Management
December 2019 to July 2022**

- Supervise, hire, and train the Assistant Director of New Student & Family Programs and six undergraduate Admissions Counselors to increase recruitment and engagement with high schools in Texas and bordering states.
- Develop and implement a plan for enhancing relationships and involvement opportunities for parents and family members of East Texas A&M University

students. This plan includes large-scale inaugural events such as Family Weekend in the fall semester and Family Festival in the spring semester. Family Weekend resulted in over 800 new and current students and their family members attending a weekend with 35 events covering aspects such as academic expectations and resources, alumni and student engagement, athletics, spirit, and traditions. Family Festival resulted in over 400 new family members attending events in collaboration with Admitted Student Day.

- Create and expand university partnerships with targeted high schools, summer-early outreach programs for specialized populations such as the Boys & Girls Clubs of Northeast Texas (1,500), Uplift Education charter schools (11,520), and Northeast Texas Afterschool Centers on Education (ACE) summer programs (500). Increased campus visit opportunities, scholarship offerings, and financial literacy education for first-generation students and family members.
- Established four annual first-generation student-specific programs with intentional celebrations at the beginning and end of each semester milestone. Selected and trained a first-generation student to blog about her experience in partnership with Strive for College and the I'm First! Initiative.
- Conduct an assessment of family programming and student satisfaction to inform future programming and the impact of the current efforts. Results showed that family members would pay more for additional athletic events, and as a result, we will be increasing the athletic event offerings for 2022 during Family Weekend.
- Established and organized a New Student Orientation virtual experience for 3,500 new students and family members for three semesters during the pandemic. Created a comprehensive quiz in the D2L Learning Management System to show knowledge gained.
- Collaborate on the undergraduate student recruitment campaign, including print and digital communications such as ThankView personalized videos, text messages, and call campaigns, as well as the first New Student Orientation handbook for freshmen, transfers, and family members.
- Serve as the lead author of the divisional strategic plan for key initiatives, programs, and standards associated with goals for staff engagement, onboarding, and professional development.
- Manage and grow participation for key divisional programs, as well as analyze, evaluate, and develop reports to measure goals and key performance indicators outlined in the divisional strategic plan, which may include but are not limited to Council for Advanced Standards (CAS), customer service standards, engagement metrics for divisional staff, new students, parents, and families.
- Proficient in numerous software and technology systems such as Salesforce/TargetX, Microsoft Teams, Canva, D2L, Conduit/PlatformQ, Easy Virtual Fairs, Zoom Pro, and Canvas.

East Texas A&M University in Commerce, TX

Director of First-Year & Transition Programs, Division of Enrollment Management April 2016 to December 2019

- Supervised, hired, and trained a diverse staff consisting of the Assistant Director

and Campus Visit Coordinator of First-Year & Transition Programs, 35 Student Orientation Leaders, 35 Student Lion Ambassador Tour Guides, and 10 Student Transition Telecounselors.

- Designed, implemented, and evaluated student initiatives that enhance learning, engagement in campus life, leadership development, and success outside the classroom.
- Oversaw and coordinated the development and implementation of communications, marketing, and programs aimed at addressing the transition of students and their families.
- Developed online orientation for the Graduate School and Competence-Based Education programs, which have approximately 3,000 students utilizing the information annually.
- Served as an inaugural committee member for the First-Year TRAC (Transforming Relationships & Academic Connections) initiative. This initiative includes a six-step process to streamline the first-year experience for new students. The elements of the first-year experience are as follows: New Student Orientation, Lion Camp extended orientation, Book in Common, First-Year TRAC events, Lionizing (shared learning experience), and Peer Mentoring. The program is rooted in high-impact practices with success measurements and was awarded the “Innovative Program Award” from the National Orientation Directors’ Association in 2019.
- Managed an \$800,000 budget for First-Year & Transition Programs, which includes New Student Orientation, Lion Camp extended orientation, and Campus Visit initiatives.

Missouri Western State University in St. Joseph, MO

Assistant Director of New Student Programs, Undergraduate Admissions December 2011 to April 2016

*Duties retained from the New Student Experience Coordinator Position Retention for Academic Affairs and Student Affairs

- Supervised the Data and Communication Coordinator and oversaw the undergraduate new student communication plan and website updates.
- Assessed national and institutional trends of default rates, graduation rates, retention rates, and specialized groups of students to encourage retention to meet performance-based funding.
- Created and implemented an enrollment management recruiting plan and a first-year experience assessment plan with goals, action items, and success metrics.
- Chair of the First Year Experience Committee that coordinates the student transition from admission to the second year.
- Developed curriculum for 28 sections of the freshmen seminar course with special sections for departments, learning communities, and special interest groups. Interviewed, hired, and trained 22 faculty and staff members and 20 peer mentors to assist with the course.
- Taught six years of a freshman seminar course in a College of Business learning community with 25 undergraduate students.

- Piloted a first-year experience live-in initiative for the staff of the university to connect with students. This initiative resulted in additional early interventions with student leaders and continuing students by utilizing intrusive life and academic coaching.
- Managed a \$500,000 budget for enrollment management and the first-year experience.

Missouri Western State University in St. Joseph, MO
New Student Experience Coordinator, Undergraduate Admissions
May 2008 to April 2016

New Student Orientation and Griffon Edge Extended Orientation

- Planned and created all publications and social media campaigns for the communication flow of New Student Orientation and Griffon Edge Extended Orientation programs with campus printing.
- Organized and executed 15 annual Orientation programs for 4,500 first-year, returning, transfer, and non-traditional students and their family members. Contracted with on and off-campus vendors for New Student Orientation and Griffon Edge Extended Orientation materials such as planners, t-shirts, folders, common movie/common reading rights, and community service projects for over 1,000 participants.
- Recruited, interviewed, and trained 30 New Student Orientation Leaders and 50 Griffon Edge Leaders annually. Created and taught a six-week training schedule and manual for the Orientation Leaders, including MWSU history, diversity training, facilitator techniques, students as mentors, and transition processes for new students.
- Projected and accessed New Student Orientation and Griffon Edge Extended Orientation budgets to include student worker wages, speakers, food, facility costs, etc.
- Collaborated with University administrators, faculty, and staff to revamp the New Student Orientation and Griffon Edge Extended Orientation programs to focus on University values.

VIP Student Ambassador Tour Guides

- Prepared a four-day training retreat for 20 student ambassadors.
- Delegated student ambassadors for campus and community events.
- Presented and planned for the Open House campus visit days, which include: food service, facility reservations, instructional media center reservations, and a major fair with all departments and specific student resources.

Telecounseling & Student Assistants

- Recruited, interviewed, and trained ten student telecounselors and 12 student office assistants.
- Completed performance evaluations for telecounselors and student assistants.
- Co-assembled a data tracking software for the telecounseling calls that recorded each call to produce reports, allowing for a better understanding of prospective students.
- Proficient in numerous recruiting software such as EOS, EIS, AIM, and SCT

Banner.

Missouri Western State University in St. Joseph, MO
Admissions Counselor, Undergraduate Admissions
2005 to May 2008

- Developed strong relationships with high school counselors for over 125 high schools within Missouri, Kansas, Nebraska, Iowa, and Illinois.
- Represented the University to prospective students, parents, and counselors during off-campus functions such as high school visits, college fairs, high school counselor update receptions or lunches, and financial aid and scholarship events, resulting in an average of 400 presentations annually.
- Engaged students and families during on-campus visit topics such as: admissions requirements, transfer guidelines, financial aid, degree programs, scholarship information, and residential life.
- Collaborated closely with other campus stakeholders such as the Office of Financial Aid, Career Development, Residence Life, Student Affairs, Registrar, and Student Accounts.

RESEARCH GRANTS AND AWARDS

July 2026, Career Development Renovation & Expansion Project, BlueScope, \$55,000