

## **Kellee Lanza Crawford**

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### **EDUCATION**

#### **The University of Alabama in Huntsville**

Master of Arts, English 2012

Bachelor of Arts, Communication Arts 2007

Concentration in Rhetorical Communication

Technical Writing Certificate

### **TEACHING EXPERIENCE**

#### **The University of Alabama in Huntsville**

**2016 – Present**

##### **Lecturer, PRO 310 Academic Writing for Professional Studies May 2021-Present**

Re-designed existing course in accordance with UAH Quality Educational Practices Online (QEPO) requirements to meet original college learning outcomes for the course. This course is an immersion in academic, research-based writing while building community through robust discussion prompts each week. PRO 310 is offered five times each academic year and is taught in seven week terms in an online, asynchronous format.

##### **Lecturer, FYE 101G Charger Success – General College August 2020 – Present**

Designed course and teach FYE 101G Charger Success for Exploratory students. Charger Success is UAH's orientation course for first time, first semester freshmen and is taught in both hybrid and online asynchronous formats in the fall semester.

##### **Lecturer, PRO 301 Theory and Practice of Adult Learning May 2019 – Present**

Designed course in accordance with QEPO requirements to deliver an effective online course that allows for student collaboration and creation of a community of engaged students across majors. Course focuses on adult learning theory and academic strategies for student success both in online and in-classroom environments. Course is taught seven times each academic year and is held in seven-week terms in three formats: Hybrid, Synchronously Online, and Asynchronously Online.

##### **Lecturer, EH 300 Strategies in Business Writing August -December 2016**

Developed and taught course to provide instruction in all phases of business writing including resumes and cover letters, memorandums, handling complaints, proposals and responses to proposals, and complete business plans.

### **PROFESSIONAL EXPERIENCE**

#### **The University of Alabama in Huntsville (UAH)**

**2007 – Present**

##### **Exploratory Advisor**

**June 2017 – Present**

Academic advising for Exploratory students (students who have not yet declared a major).

Advise and provide major exploration for students wishing to change majors across colleges

Monitor students' academic progress each semester. Make contact with students who are struggling academically to provide information on available university resources.

Advise students in College Academy magnate program, a partnership between UAH and Huntsville City Schools.

Work closely with Admissions to meet with prospective students and parents.

Participate in campus admissions events.

Build community for Exploratory students to reduce or remove the stigma from being undecided in a major.

Develop and deliver workshops on major and career exploration.

Establish and maintain social media and web presence for Exploratory Advising.

Work with internal marketing team to maintain information on the Exploratory Advising website.

**Academic Success Specialist**

**September 2016 – Present**

Recruitment, advising and retention of students (first time, first semester freshmen, transfer students, adult degree completion students, and veteran students) in the Bachelor in Professional Studies program.

Create and maintain orientation materials for incoming students into the College of Professional Studies, including orientation booklet, website information, and instructional videos.

Developed and maintain student handbook for capstone courses in the College of Professional Studies.

Understand and interpret procedures, policies, and requirement of the University and the College.

Work with students on degree requirements, course selection, academic performance, and academic options.

Make recommendations for and assist in registration of new students including preparation of programs of study. Process schedule adjustments and any related paperwork.

Responsible for accurate programs of study for degree audits.

Evaluate transfer and military credits for application to students' degree programs in consultation with the Registrar's office, department chairs, college dean and other college advisors.

Identify and engage with at-risk students. Review academic progress each semester and make appropriate recommendations to campus resources.

Participate in recruitment and orientation activities by the College and/or UAH Admissions including new student and transfer orientations, open houses, student fairs, professional conferences, and other campus and community events as needed.

Provide monthly public information sessions to provide details about the degree program.

Work within Federal Educational Rights and Privacy Act (FERPA) guidelines to maintain and track records of progress towards degree and the degree audit process including, but not limited to, use of various degree related software and the Banner system.

Collaborate regularly with other campus department such as Student Affairs including Financial Aid, Dean of Students, Veteran's Services, Career Services, Student Success Center and all offices related to student life.

Complete assessment each semester of the Bachelor's in Professional Studies program focusing on both learning and operational outcomes.

Develop annual timeline of all College of Professional Studies courses; monitor term registrations and suggest any needed schedule adjustments to course offerings.

Build all College of Professional Studies course schedules in Banner each semester.

Assist with the scheduling, coordination and online training of part-time faculty.

### **Career Programs Manager**

**October 2010 – September 2016**

Promoted to Program Manager from Senior Coordinator after 11 months.

Supervised staff of two career coordinators and staff assistant.

Complete program assessment through Symplicity software system, Institutional Research and Banner systems.

Supervision of two career coordinators and staff secretary.

Assessment and reporting of semester and academic year usage information to administration.

Developed rapport with companies to determine co-op and internship opportunities as well as deeded opportunities.

Assisted students with all phases of career preparation and STRONG Interest Inventory.

Developed relationships with faculty to assist in identifying eligible students for on-campus positions.

Presented topics to classes regarding services and events.

Established Career Awareness Week Events prior to Career Fair every fall and spring semester.

Complete planning and execution of Career Fair, hosting approximately 100 employers and approximately 1,000 student and alumni attendees each semester.

Developed and implemented Five-Year Strategic Plan for Career Programs.

Served on Student Experience Board with various other campus departments.

Complete technical implementation of Symplicity software system including all reporting functions as well as assisting students and employers with general account assistance.

Built relationships with other institutions to determine best practices for Career Programs.

Created experiential learning orientation program including development of student handbook.

Distributed and assessed supervisor evaluations for students working in experiential learning programs.

Distributed and assessed graduate exit survey each fall and spring semester.

Developed and maintained employer guidelines for hiring students.

Worked in conjunction with Corporate Relations to invite employers on campus for recruiting purposes.

Developed or identified appropriate staff development training programs.

**Senior Coordinator, Career Services**

**November 2009 – October 2010**

Promoted to Senior Coordinator in Career Development during reorganization of program.

May 2010 – October 2010 Solely responsible for career development for the College of Engineering including working with students to develop/review resumes, create cover letters, career counseling, and perform mock interviews.

Worked with UAH's accounting department, and Office of Sponsored Programs (OSP) to completely manage the accounting portion of the OSP program involving co-op students participating in positions with SAIC through UAH's Retrocraft Systems Engineering and Simulation Center.

Identified opportunities for co-operative education, internships, on-campus and off-campus positions for current students and career opportunities for alumni.

Extensive experience with Symplicity career management system.

Developed program marketing including development of brochures, flyers, classroom presentations, participation in career fair, and presenting information at open house, and orientation.

Routine classroom presentations to demonstrate all areas of Career Services.

Complete supervision of student staff.

**Coordinator, Student Success Center**

**March 2009 – November 2009**

Supervised approximately 25 student employees each semester to include PASS Leaders and Tutors.

Oversaw budget for tutoring program throughout the duration of the position including budgetary strategic planning, reporting, payroll approval, and operating expenses.

Solely responsible for the hiring, training, scheduling, and managing of peer tutors.

Trained peer tutors as well as interfaced with the College Reading and Learning Association (CRLA) to ensure that training and documentation meet CRLA program certification requirements.

Complete management of TutorTrac scheduling system to include setting schedules, creating tutors, developing surveys for students participating in PASS and tutoring, all reporting functions necessary for assessment of the tutoring program.

Generated online training modules through ANGEL learning management software for student employees.

Complete assessment of the tutoring program including creating end of semester evaluations and reports according to SACS COC requirements.

Worked with faculty and staff to organize and supervise special events.

Implemented, coordinated, hired, trained, and supervised online tutoring program and peer tutors.

Complete marketing of program including development of brochures, flyers, classroom presentations, and presenting information sessions at open house and orientation.

Maintained websites for all seven programs under the Student Success Center.

Chartered and served as advisor for The National Society of Leadership and Success in 2008 – 2009.

Editorial Assistant for the Journal of College Reading and Learning (JCRL) 2009 - 2011.

**Academic Resource Center Assistant (ARC)**

**January 2008 – March 2009**

Developed Tutoring Program to include identifying, hiring and training tutors.

Created tutor training materials according to CRLA requirements.

Established relationships with faculty to address questions, problems, and to provide copies of tutoring session logs.

Monitored all tutoring sessions.

Coordinated Peer Mentoring Program to include identifying, hiring, and training Peer Mentors.

Development of peer mentor training materials according to CRLA requirements.

Supervised 10 Peer Mentors.

Oversaw budget for tutoring program throughout the duration of the position including budgetary strategic planning, reporting, payroll approval, and operating expenses.

Worked with UNV 101 instructors to identify peer mentors to be present in each class and routinely observed the mentors in the classroom setting. .

Coordinated Peer Mentoring Events (Door Knock Days, Reverse Trick or Treat in residence hall).

Generated and maintained various ARC reports and documents.

Created and issued surveys through TutorTrac.

Complete maintenance of web site.

Grant research and development.

Created of marketing materials.

Assisted with Peer Assistant Study Session (PASS) leader observations.

Assist with PASS leader and Peer Mentor ongoing professional development sessions.

Delivered presentations during Compass Orientation/Campus Visit Days.

Initiated development of academic coaching program through SAGE software system for Sophomores – Seniors.

Prepared submission packages for CRLA certification for tutoring and peer mentoring.

### **Graduate Teaching Assistant**

**August 2007 – December 2007**

Assisted with training of all student PASS leaders and peer mentors including learning style assessment, training in learning techniques and study strategies for use in facilitated group study sessions.

Trained in effective communication, conflict management, group leadership, and assessment of leadership styles.

### **Student Specialist III**

**January 2007 – August 2007**

Assisted with the opening of the Academic Resource Center (ARC).

Responsible for creating all necessary forms and documents for use within the department, as well as those needed for reporting statistical information to the university.

Created all marketing materials.

Assisted with design and creation of training manuals for PASS leaders and peer mentors.

Complete design and maintenance of website.

### **SKILLS AND CERTIFICATIONS**

FERPA trained to appropriately handle confidential student information.

Working knowledge of TutorTrac software scheduling and tracking system.

Extensive knowledge of the Symplicity career management system.

Banner (Internet Native Banner and Self-Service Banner)

Extensive knowledge of FOCUS2 Academic and Career Planning tool.

Experienced in the use of CANVAS and ANGEL learning management systems.

Certified, STRONG Interest Inventory.

Experienced in the use of CAPP and DegreeWorks.

Quality Education Practices Online (QEPO) certified, 2016

### **PRESENTATIONS**

Professional and Dining Etiquette (in conjunction with International Student and Scholar Services)

Resume Writing and Interview Skills (presented to Hudson Alpha Biotrain Interns)

Resume Building

Professional Networking

## Business Communication

How to Find Job

Webinar: Enhancing your Professional Brand: Marketing Yourself through LinkedIn

Beyond the Interview: How to Hire your Employer

Certified presenter, AAUW Start Smart Wage Negotiation Workshop (2010 – 2016)

## **SERVICE**

2017 – Present, Faculty Advisor QSR (Queer Student Recognition)

2021 Convocation Planning Committee

2020-2021 Faculty Search Committee, College of Professional Studies

2020 Return to Campus Task Force Committee

2019 College of Professional Studies Representative, Last Mile Scholarship Fund

2017 Charger Foundations Steering Committee

2017 Academic Support Units Ad Hoc Committee

2014 SACS COC Reaffirmation Committee