

# HEATHER CROWSON

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## SUMMARY OF QUALIFICATIONS

- Over 11 years of experience higher education. Currently direct division of university – over 100 employees.
- Significant planning and administration skills.
- Customer service oriented.
- Supervised a staff of eight in Enrollment Services, Recruitment Department, and the Texas Success Initiative (TSI) program – Blinn College.
- Knowledge of Texas Higher Education Coordinating Board (THECB) policies governing Student Services in higher education
- Demonstrates visionary leadership and managerial abilities in previous positions and understanding and commitment to the mission of higher education
- Excellent oral and written communication skills to support effective interaction with the executive administration, including Vice Presidents, the President, as well as Student Services personnel, faculty and staff.

## EDUCATION

### **Sam Houston State University**, Huntsville, Texas

August 2004. Doctorate of Education, Educational Leadership.

Dissertation title: "The Effectiveness of Enrollment Management Programs in Universities and Community Colleges."

### **Baylor University**, Waco, Texas

December 1995. Master of Science Degree in Sports Management.

### **Baylor University**, Waco, Texas

May 1992. Bachelor of Business Administration in Marketing.

## PROFESSIONAL EXPERIENCE

- Designed and coordinated the implementation of the Enrollment Services department at Blinn College.
- Designed and directed the implementation of the Texas Success Initiative Institutional Plan for Blinn College.
- Wrote, with staff input, Blinn's Strategic Enrollment Management Plan for submission to the THECB.
- Participated in the TACRAO Legislative Issues Committee (2002 – present) and testified in 78<sup>th</sup> Legislative session on the Common Course Numbering System.
- Represented the Student Services division in the major marketing initiative of Blinn College.
- Directed the Texas Success Initiative Program at Blinn College.

## EMPLOYMENT HISTORY

### • **Sam Houston State University**, Huntsville, Texas

September 2004 – Current. Vice President for Enrollment Management. Responsible for overseeing the offices of admissions, financial aid, registrar's office, visitor center, career services, residence life, new student orientation, and retention.

### • **BLINN COLLEGE**, Brenham, Texas

June 2004 – August 2004. *Dean of Enrollment Management*. Responsible for overseeing the institutional/ system-wide enrollment management program, to include all recruiting and retention efforts of Blinn College, while continuing to supervise the Recruitment department, Enrollment Services department on the Brenham and Bryan campuses, the TSI program, to include special projects for the President.

### • **BLINN COLLEGE**, Brenham, Texas

September 2003 – May 2004. *Director of Enrollment Management*. Responsible for overseeing the institutional/ system-wide enrollment management program, to include all recruiting and retention efforts of Blinn College, while continuing to supervise the Recruitment department, Enrollment Services department, and the TSI program.

### • **BLINN COLLEGE**, Brenham, Texas

April 2001 – August 2003. *Director of Enrollment Services*. Responsible for overseeing the Enrollment Services department, which provides assistance to students in the following: admissions, financial aid, housing and meal plans, advising appointments, student ID cards, parking permits, and cashiering. Continued to supervise the Recruitment department and TSI program.

### • **BLINN COLLEGE**, Brenham, Texas

August 1997 through August 2003. *Assistant to the Vice President of Student Services and the TASP/TSI Liaison Officer*. Responsible for providing assistance to the Vice President of Student Services in planning, programming, budgeting, and other administrative functions. Also served as the TASP/TSI Liaison to the state of Texas for Blinn

College, managed the TASP program by maintaining all TASP records, insured proper enrollment for students, and assisted the Admissions Office for TASP related functions, while Continuing to supervise the Recruiting Office.

- **BLINN COLLEGE**, Brenham, Texas

August 1996 – August 1997. *Coordinator of Recruitment and Admissions.*

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Responsible for all recruiting program activities for Blinn College, to include travel, prospective student contacts, correspondence with students and parents, campus tours, telephone communications, and budgeting.

- **BAYLOR UNIVERISTY**, Waco, Texas

May 1995 through December 1995. *Intern in Athletic Department Business Office.* Responsible for writing and coordinating Visiting Team Guide, assisting ticket office on Paciolan software, attending the Big 12 Athletic Conference Task Force meetings, and performing event management duties for football and basketball.

- **BAYLOR UNIVERSITY**, Waco, Texas

January 1994 to April 1995. *Administrative Compliance Assistant.* Responsible for assisting all administrative activities dealing with NCAA, SWC, and Baylor University bylaws and legislation, including the preparation of squad lists, coordination of Compliance Manual, summer employment program, revision of student-athlete handbook, recording practice/playing season limitations, assistance in processing secondary violations, as well as forms, memos and reports required by the governing bodies.

- **BAYLOR UNIVERISTY**, Waco, Texas

June 1994 to June 1995. *Restricted Earning Track Coach.* Responsibilities included coaching and assisting middle distant runners in the physical, mental, social and spiritual aspects of being a college athlete, as well as assisting in the coordination of collegiate track meets.

- **VAN DYKE/RANKIN INSURANCE**, Brenham, Texas

January 1993 to January 1994. *Marketing Coordinator.*

Coordinator for all new sales in personal and commercial lines.

- **WESTCOTT COMMUNICATIONS**, Dallas, Texas

August 1993 to December 1993. *Travel Agent.*

Prepared commercial travel information for clients as well as employees.

## LICENSES & CERTIFICATIONS

- Secondary Teacher Certification in Texas (Business)
- Solicitor's License from Texas Insurance Board
- American Airlines Travel Academy Certification
- Eligible to teach Business courses at the community college-level in Texas

## PROFESSIONAL & OTHER AFFILIATIONS

- TACRAO (Texas Association of Collegiate Registrars and Admissions Officers)
- SACRAO (Southern Association of Collegiate Registrars and Admissions Officers)
- AACRAO (American Association of Collegiate Registrars and Admissions Officers)
- TACAC (Texas Association for College Admission Counseling)
- Professional Association at Blinn College
- Vice President of Heritage Society of Washington County
- Long-range planning committee member and Sunday School teacher for First Baptist Church-Brenham
- HOST program volunteer, Alton Elementary School, Brenham, Texas.

## CONSULTING SERVICES

- March 2004. Gulf Coast Community College, Panama City, Florida; Enrollment Services
- January 2004. Cedar Valley College, Lancaster, Texas; Enrollment Management and Enrollment Services
- Pending approval. American Association of Collegiate Registrars and Admissions Officers – Consulting Services for Enrollment Services and Enrollment Management.

## PRESENTATIONS

- Recruitment and Retention Efforts – TSUS Diversity Enhancement Committee and Board – July 2005
- “TSI Concerns on the Electronic Transcripts,” – TACRAO Summer Meeting – July 2004
- “The Effectiveness of Enrollment Management Programs in Universities and Community Colleges,” Dissertation Defense – May 2004
- Texas Success Initiative Concerns on the Electronic Transcript – TACRAO Speede Conference – May 2004
- Enrollment Management, Blinn College Board of Trustees – March 2004
- “A Perfect Fit: Pulling It All Together – Enrollment Services,” SACRAO – February 2004
- Texas Success Initiative – Blinn College Faculty Meeting – January 2004

- Enrollment Services – Blinn College Board of Trustees – December 2003
- “A Perfect Fit: Pulling It All Together – Enrollment Services,” CCBO – November 2003
- “Enrollment Management – Community College,” TACRAO – November 2003
- Texas Success Initiative – Blinn College Faculty Meeting – August 2003
- Recruitment Office Overview – Blinn College Board of Trustees - July 2003
- “A Perfect Fit: Pulling It All Together – Enrollment Services,” TACCBO – June 2003
- Marketing Initiative and Enrollment Services – Blinn College Faculty Meeting – Fall 2002

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## **PUBLICATIONS**

- “Closing the Gaps: A Community College Response,” submitted and pending to the Community College Journal of Research and Practice.

## **COMPUTER SKILLS**

EMAS Retention Pro, MS Word, Excel, Windows 2000, Sungard/Bitech student information software, PowerPoint, SPSS software.

## **HONORS AND AWARDS**

- National Exemplary Practice Award – Community College Business Officers – Blinn College – (2003-2004)
- Awarded a 4-year track scholarship to attend Baylor University (1987-1992)
- College All-American in Track and Field - 3200m relay for 1991 indoor season
- Women’s Southwest Conference Champion - 800m run for 1991 outdoor season

## **COMMITTEES**

Sam Houston Committees:

- Impact Committee
- Cabinet
- Catalog Committee
- IR Director Committee
- Internal Auditor Committee
- Building Committees – Visitor Center and Residence Hall III
- Represent the Texas State University System on the Efficiency Committee of the Council of Public University Presidents and Chancellors
- Texas Guarantee Advisory Committee
- VP for Records and Registration for TACRAO – beginning December 2006 – 2 year term

Other Committees:

- Efficiency Committee for CUPUPC
- Community College Advisory Council – Sam Houston State University
- Legislative Issues Committee – TACRAO
- Enrollment Management Committee - TACRAO