

JEFF RHODES, Ed.D.

956.578.2781 jeffrey.h.rhodes@gmail.com

Administrative Experience

University Registrar

The University of Texas at El Paso (23,000 students) 2015-present

- Revised withdrawal policy to ensure compliance with federal and state regulations
- Updated transcript process to maximize partnership with vendor, resulting in 75% workload reduction for Transcript Coordinator

University Registrar

The University of Texas Rio Grande Valley (28,000 students) 2010-2015

*UTPA was merged with UT-Brownsville in Fall 2015 to create UTRGV

The University of Texas-Pan American, Edinburg, Texas (21,000 students)

- Implemented Ad Astra Schedule 7 on time and within budget
- Implemented DegreeWorks on time and under budget by \$40,000
- Designed and carried out a strategic outreach effort to recruit and re-enroll stop-outs, resulting in renewed tuition and fee revenue of over \$240,000 in FY2012, \$418,638 in FY2014, and \$256,052 for FY2015 to date
- Provided statewide leadership for implementation of SB1107, the Jamie Schanbaum and Nicolis Williams Act, requiring vaccination of students against bacterial meningitis
- Successfully coordinated and administered eight commencement ceremonies annually, graduating over 3,000 students each year.

Dean of Enrollment Management

Southeastern Louisiana University, Hammond, Louisiana (15,000 students) 2008-2010

- Increased entering freshman average ACT score from 21.4 (Fall 2008) to 21.7 (Fall 2009)
- Improved fall-to-fall retention (fall 2007 cohort, 64%; fall 2008 cohort 67.2% retention)
- Increased Spring 2010 enrollment by 5%

Director of Admissions

St. Cloud State University, St. Cloud, Minnesota (18,000 students) 2006-2008

- Grew freshmen enrollment by 4.2%, transfer students by 6.3% for Fall 2007
- Increased the number of minority students in entering class (freshman and transfer) by 14.6% for Fall 2007
- Authored access and opportunity grant of \$150,000 from Minnesota State Colleges and Universities System office for outreach to underserved populations

Dean of Students

Clarendon College, Clarendon, Texas (1,100 students) 2005-2006

- Increased student satisfaction with security services, activities, and intramural sports by 7.8%, 4.4%, and 5%, respectively, with no increases in expenditures
- Grew enrollment by 10.2% for fall 2005 and 3.3% for Spring 2006
- Co-authored the Quality Enhancement Plan for the SACS re-accreditation evaluation, "Enhancement of Students' Critical Thinking Skills Through Active and Collaborative Learning"

Registrar

Odessa College, Odessa, Texas (5,200 students) 2001-2005

- Doubled early registration participation from students and faculty advisors
- Enrollment growth of 8.6% in first year, 5.4% over four years

Education

Ed.D., Higher Education Administration, Texas Tech University, Lubbock, TX, December 2005
 Dissertation Title: *The Role of the Community College in Baccalaureate Attainment at a Rural Public University*

M.A., Religion, Wayland Baptist University, Plainview, TX, May 2000
 Thesis Title: *Factors Influencing Seminary Choice: An Examination of Ministerial Preparation in Texas*

B.S., Human Development and Family Studies, Texas Tech University, Lubbock, TX, May 1995

Teaching

University of Texas-Pan American, College of Education, Higher Education Finance, (EDUL 8343), Fall 2013

Wayland Baptist University, Virtual Campus (*Blackboard LMS*)

- Community Colleges, (EDHE 5307), Spring 2013
- Foundations of Student Development, (EDHE 5302), Summer 2012
- Historical and Financial Aspects of Higher Education (EDHE 5304), Spring 2012
- Educational Research (EDUC 5302), Summer 2011
- Legal Aspects of Higher Education (EDHE 5306), Fall 2010, Winter 2012-2013
- Strategic Planning and Analytical Systems (EDHE 5303), Winter 2009-2010 & Spring 2011
- Administration of Higher Education (EDHE 5301), Fall 2009 & 2010

Publications/Research

Rhodes, J. H. (2015). The role of the Registrar's Office, *Managing Academic Space: A Guide for Higher Education Institutions*. Washington, D.C.: AACRAO.

Rhodes, J. H. (2010). From the skies to the dirt: Strategic and tactical facets of enrollment management. *SEM Source*. Washington, D.C.: AACRAO.

Clemetsen, B., & Rhodes, J. H. (2009). What is a successful community college student? In B. Bontrager and Clemetsen, B., Eds., *Applying SEM at the Community College*. Washington, D.C.: AACRAO.

Cejda, B.D., Casparis, C.A., Rhodes, J.H., & Seal, K. (2008). The role of social capital in the educational decisions of Hispanic students attending Hispanic-serving community colleges. *Enrollment Management Journal*, 2(1), 32-64.

Cejda, B. D., & Rhodes, J. H. (March 2004). Through the pipeline: The role of faculty in promoting associate degree completion. *Community College Journal of Research and Practice*, 28(3), 249-262.

Rhodes, J. H. (March 2002). [Review of the book *Education as Transformation: Religious Pluralism, Spirituality, & a New Vision for Higher Education in America*]. *Christian Higher Education*, 1(1), 105-107.

Cejda, B. D., Casparis, C. A., & Rhodes, J. H. (April 2002). *Influences on the educational decisions of Hispanic students enrolled in Hispanic serving institutions*. Paper presented at the Annual Meeting of the Council for the Study of Community Colleges, Seattle, Washington. (ERIC Clearinghouse Number ED 467 858).

Presentations

Using Course Demand Data to Align Resources for Advancing Student Completion, co-presented with Jennifer Steenander, National Conference on Student Recruitment, Marketing, and Retention, Dallas, TX, July 2016

Improving Efficiency and Completions Through Data-Informed Course Scheduling, co-presented with Tom Shaver, Ellucian Live, Denver, CO, March 2016

Improving Efficiency and Completions Through Data-Informed Course Scheduling, co-presented with Sarah Collins, AACRAO Annual Conference, Phoenix, AZ, April 2016

Return on Investment: Was Astra Schedule Worth It?, Ad Astra Users' Group Annual Conference, Kansas City, MO, October 2014

Starting Out as a New Registrar, AACRAO Annual Conference, Denver, CO, April 2014

Higher Education Cost: Realities and Perceptions, Keynote address, Ad Astra Users' Conference, Kansas City, MO, October 2013

Who Influences the Educational Decisions of Hispanic Students? Co-presented with Dr. Brent Cejda, National Council of Instructional Administrators First Annual Conference, Dallas, TX, April 2003

Enrollment Management, Hispanic Students, Educational Choice, Co-presented with Dr. Brent Cejda, Council for the Study of Community Colleges Annual Conference, Seattle, WA, April 2002

Committee Work

The University of Texas-Rio Grande Valley (consolidation of UT-Brownsville and UT-Pan American)

Academic Policy Working Group, 2013

The University of Texas-Pan American

Commencement Committee, 2010-2015 (named co-chair in 2013)

Academic Policy Committee, 2011-2015

Advising Council, 2012-2015

Athletics Compliance Committee, co-chair, 2011-2015

Ad Astra Information Systems

Client Advisory Board, (member, president-elect, president) 2011-2014

Professional Associations

American Association of Collegiate Registrars and Admissions Officers (AACRAO), 1998-present

Southern Association of Collegiate Registrars and Admissions Officers (SACRAO), 1998-present

Texas Association of Collegiate Registrars and Admissions Officers (TACRAO), 1998-present

Volunteer Work & Community Involvement

Reforestation and clean water projects (collaboration of FUMC McAllen and El Porvenir), Los Esteros, Nicaragua, 2013

Home renovations for low-income families, orphanage construction, Piedras Negras, Coahuila, Mexico, 2006