

Rachel A. Beech, Ed.D.

EXPERTISE AND SKILLS

- Strategic Enrollment Management
 - Management and leadership of a large diverse staff
 - Expertise in recruitment and retention of underserved student communities
 - Development of multi population marketing and communication strategy
 - Leading regionally distributed teams of staff and / or volunteers
 - Gallup Strengths: Strategic, Competition, Activator, Communication, Input
 - Working with complex budgets
 - Team building and staff professional development
 - Grant writing and success in securing external funding for critical initiatives
 - Utilizing digital tools to increase operational efficiency
 - Recognition and awards program management
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PROFESSIONAL EXPERIENCE

California State University, San Bernardino

9 / 2016 - Present

A regional public university in the 23 campus California State University System with an enrollment of 20,000 students

Associate Vice President, Enrollment Management

7 / 2019 – Present

Serve the university as the chief enrollment officer and member of the Academic Affairs leadership team with oversight of Outreach and Student Recruitment, Admissions Operations, Orientation and Transition Programs (including Visitor Services, First Year Experience & Transfer Student Support), Financial Aid and Scholarships, Office of the Registrar & Enrollment Communications and Marketing - a team which includes 5 department directors 85 professional staff and a budget of over \$6Million. Responsible for campus strategic enrollment planning initiatives and providing guidance to the leadership of Academic Affairs and the President's Cabinet on all enrollment tasks of the institution in partnership with the Institutional Research team so that decisions are data informed.

Selected accomplishments during tenure in the role:

- Lead the campus in a strategic enrollment planning process to create a comprehensive institution wide plan for the recruitment, engagement and graduation of students
- Remove bureaucratic barriers to student enrollment and graduation including the creation of a university initiated graduation check protocol and a digital course permissions request process
- Develop guiding principles for a comprehensive campus-wide first year experience program
- Transitioned the campus to be transfer forward in its undergraduate enrollment model so the work more accurately reflects the needs of the student communities served
- Responsible for the campus implementation of Higher Education Emergency Relief student grants in response to the resources provided from the CARE Act in light of COVID-19
- Manage over \$500,000 in grant support for access initiatives underserved student populations including Native American, African American and transfer students
- Support the distribution of over \$280Million annually in Financial Aid and Scholarships

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Assistant Vice President, Admissions, Outreach & Transition

9 / 2016 – 6 / 2019

Managed the undergraduate admissions and transitions experience, including communications and marketing, events, recruitment, processing of applications, campus orientation, and first-year experience programs with a professional staff of 20 and a budget of over \$2Million as a member of the campus Student Affairs leadership team. Shifted the institutional focus to 'recruiting alumni' through the creation of programs and services for students that illustrate the resources they will utilize to complete college in a timely manner and envisioned admission to the university as a first step in a journey toward a baccalaureate degree.

Selected accomplishments during tenure in the role:

- Transformed relationships with on and off campus partners to redefine the role of the university within the community
- Developed strategy to help students understand what the institution had to offer and how they could navigate those resources to become successful in earning a four year degree
- Implemented a new client relations management system to allow for student affairs and academic affairs partners to better market their programs to prospective and admitted students

University of Arizona

6 / 2010 - 8 / 2016

A national public research extensive university with an enrolment of 35,000 students at the time of employment

Senior Director, International Enrollment Management & Assistant Dean, Undergraduate Admissions

9 / 2012 – 8/2016

Provided oversight of the international student admissions office at a research extensive institution through a comprehensive including management of a ten member professional staff in international recruitment, communications, application processing and enrollment advising.

Selected accomplishments during tenure in the role:

- Change agent responsible for a 45% application increase year over year (fall 2015) and 60% enrollment increase in year to year (fall 2015) through a strategic enrollment plan
- Developed international articulation pathways for 2+2 programs with partner institutions, and built partnerships with Education USA and foreign embassies
- Educated campus partners on the trends in international enrollment and developed the UA International Student Experiences Summit

Director, Degree Tracker Project

11 / 2011 – 6 / 2013

Oversight of development and implementation of the Degree Tracker Project, an academic progression tool based in our PeopleSoft student information system, a partnership project between Student Affairs, Academic Affairs and Information Technology. Managed all aspects of roll out and supervised information technology staff and consultants tasked to this work.

Selected accomplishments during tenure in the role:

- Provided direction on the design of the Degree Search website and Smart Planner tool that assists students in navigating the most efficient pathway to graduation

Director, New Student Services

6 / 2010 – 9 / 2012

Responsible for incoming student transition programs, New Student Orientation, Wildcat Welcome, and Student Affairs Outreach / Early Alert. Supervised, hired and trained four professional staff and

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student employees and managed budgets and assessment of these programs.

Selected accomplishments during tenure in the role:

- Transitioned a two day orientation to a three part model; online pre-orientation, one day in person summer event, and an integrated academic and social welcome to start the semester
- Implemented out of state freshmen orientation programs in three critical markets
- Developed the university early alert program and implemented Schedule for Success, a developmental math course and enrollment pathway for new students

Arizona State University

8 / 2002 - 6 / 2010

A national public large research extensive university with an enrollment of 80,000 at the time of employment

Coordinator, Orientation and Prospective Student Events

12 / 2007 – 6 / 2010

Developed the visit and new student transition programs at Arizona State University – Polytechnic including tours, orientation and welcome programs. Managed one professional and twenty student staff including front line service professionals and supervised Master’s level student practica in orientation, transition and leadership planning and event management

Student Engagement Coordinator

4 / 2005 – 12 / 2007

Created co-curricular programming, specifically focusing first year student transition for the W. P. Carey School of Business at Arizona State University - Tempe. Developed the school’s freshman orientation sessions, first year retreat, Camp Carey and developed curriculum for the college first year success course. Trained and supervised peer advisors, student course facilitators and other student leaders who supported the work of the Student Engagement team.

Academic Advisor, Sr.

6 / 2004 – 4 / 2005

Graduate Assistant Advisor

8 / 2002 – 5 / 2004

Advised students on degree requirements for majors and worked with special populations including students with academic deficiencies, academic probation, honors college enrollment, and HeadStart teachers for the College of Education, Arizona State University - Tempe.

EDUCATION

Doctor of Education, Higher and Postsecondary Education

5 / 2011

Arizona State University - Tempe

Dissertation: Women in Student Service Roles: Self-Authorship and Early Career Experiences

Master of Education, Higher and Postsecondary Education

5 / 2004

Arizona State University - Tempe

Bachelor of Arts, Anthropology; Bachelor of Arts, History

5 / 2002

University of Wisconsin - Madison

PRESENTATIONS / WORKSHOPS

- Rejecting Institutional Silos: Finding Multiple Pathways to Student Centric Work** 3 / 2022
- Presentation, ACPA Convention 2022 – St. Louis, Missouri
- Taking Action, Making Change: Responding to the Great Resignation** 3 / 2022
- Presentation, ACPA Convention 2022 – St. Louis, Missouri
- Reframing Leadership: Social Justice, Racial Justice, Decolonization and Indigenization as Leadership Practice** 3 / 2020
- Presentation, Associated Students Incorporated, CSUSB, March 10, 2020
- Admission of Responsibility: Perspectives in the Wake of the College Admissions Scandal** 5 / 2019
- Webcast, ACPA, May 7, 2019
- Collaborating to Recruit for Student Success, An Admissions & Honors Partnership** 4 / 2019
- Presentation, AARAO Annual Meeting 2019 – Los Angeles, California
- Time for it All: Negotiating Work, Life and School** 3 / 2019
- Presentation, NextGen Conference at ACPA 2019 – Boston, Massachusetts
- Learning to Balance: Finding ways to Negotiate Work Life** 8 / 2018
- Presentation, California State University System-wide Outreach Professional Development Conference 2018 – Sacramento, California
- Managing Compassion Fatigue on the Road** 8 / 2017
- Presentation, California State University System-wide Outreach Professional Development Conference 2017 – Pomona, California
- They are all Wildcats: the Impact of International Students on UA** 7 / 2016
- Keynote Address, UA International Student Support Summit 2016 – Tucson, Arizona
- From the Margins to the Centre: Creating Inclusive Communities for International Students** 6 / 2016
- Presentation, CACUSS / ASEUCC Convention 2016 – Winnipeg, Manitoba
- Caring too much: Compassion Fatigue in Student Affairs** 3 / 2016
- Presentation, ACPA Convention 2016 – Montreal, Quebec
- Embracing the Impact of International Students on Our Campuses** 3 / 2016
- Presentation, ACPA Convention 2016 – Montreal, Quebec
- Transition begins at Hello: Partnering with Admissions** 10 / 2015
- Presentation, NODA Convention 2015 – Denver, Colorado

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They are all [Mascot Name]: Considering the International Student Experience 3 / 2015

- Presentation, ACPA Convention 2015 – Tampa, Florida
- Webcast, ACPA, April 28, 2015

Engaging Discourse, Early Career Experiences of Women in Student Services 3 / 2013

- Presentation, ACPA Convention 2013 – Las Vegas, Nevada

XYZ... Moving beyond Millennials 9 / 2012

- Keynote Address, UA Student Affairs Professional Development Day – Tucson, Arizona

Campus Solutions: Successful Management of Innovative Projects beyond the Go-Live 3 / 2012

- Workshop, Oracle Higher Education Users Group Alliance Conference – Nashville, Tennessee

First Year Success Seminars in a School Centric Model: When UNI 101 Just Isn't Enough 7 / 2007

- Presentation, International First Year Experience Conference 2007 – Waikoloa, Hawaii

Peer Advising in a School Centric Model 11 / 2006

- Presentation, NASPA Western Regional Conference, 2006 – San Francisco, California

A Spiritual Awakening Development Model 11 / 2003

- Poster, Association for the Study of Higher Education Conference 2003 – Portland, Oregon
- Presentation, NASPA Western Regional Conference 2003 – San Diego, California

TEACHING / FACILITATION EXPERIENCE

Lead Trainer, Public Speaking: Use Your Voice to Make an Impact 8/2005 – present

- Training sessions for student leaders and professional staff for the development of public speaking skills

Faculty Associate, HED 591 7 / 2008, 10 / 2008, 7 / 2009

Mary Lou Fulton Institute and Graduate School of Education, Arizona State University – Tempe

- Developed curriculum and taught a one credit Master's level seminar on Program Development in Higher Education

Course Instructor, WPC 394 8 / 2005 – 12 / 2007

W. P. Carey School of Business, Arizona State University - Tempe

- Taught student facilitators skills for success as instructors for a first year success course

Facilitator, Voices of Discovery 1 – 4 / 2004, 2005; 9 – 11 / 2004, 2005

Intergroup Relations Center, Arizona State University - Tempe

- Facilitated discussion on Inter-religious, Gender and Latino / White communication and understanding to groups of twenty students in two hour blocks over six weeks

CURRENT UNIVERSITY COMMITTEES AND LEADERSHIP

- CSUSB President's Diversity, Equity and Inclusion Board, Chair, Subcommittee for Student Recruitment, Retention and Graduation
- CSUSB Post-Pandemic Planning Committee, Chair, Subcommittee for Strategic Enrollment Management
- CSUSB Native American Student Experiences Steering Committee, Member
- CSUSB African American Student Experiences Steering Committee, Member
- CSUSB Dean's Council, Member
- California State University system-wide AVP of Enrollment Management Committee, Member
- Growing Inland Achievement Network, Taskforce on Transfer Partnerships, Member
- Transfer Equity Initiative Partnership with Riverside Community College District, Campus Lead
- Inland Empire Transfer GPS Project with the Gardner Foundation, Campus Lead

PROFESSIONAL ASSOCIATION INVOLVEMENT / MEMBERSHIP

ACPA - College Student Educators International

- ACPA Diamond Honoree, Class of 2021
- Director, Membership Development, ACPA Governing Board, 2019 – 2022
- Program Chair, ACPA Convention 2019 – Boston, Massachusetts
- Chair, Commission for Admissions, Orientation and the First Year Experience, 2014 – 2016; Directorate Board Member, 2012 – 2017
- Coordinator, Special Events, ACPA Convention 2016 – Montreal, Quebec
- Co-Chair, Opening and Closing, ACPA Convention, 2015 – Tampa, Florida
- Ancillary Programs Chair, ACPA Convention, 2013 – Las Vegas, Nevada

NASPA - Student Affairs Administrators in Higher Education

- Communications Chair, Arizona NASPA, 2006-2008
- Arizona NASPA, Conference Marketing Chair 2008

National Resource Center for the First Year Experience and Students in Transition

- Grant Reviewer, Paul P. Fiddler Research Grant, 2017 - Present

NACAC, National Association of College Admissions Counselors

AACRAO, American Association of College and University Registrars

NASFAA, National Association for Student Financial Aid Administrators

WACAC, Western Association of College Admissions Counselors