

ShirDonna Yvonne Lawrence, Ph.D.

Profile

- Expertise in creating and implementing strategies to better improve community and social engagement
- Active leadership in divisional committees and national professional organizations
- Strengthened attributes of fundraising
- Consistent use of cross-departmental collaboration
- Clear understanding of federal laws and regulations that govern higher education
- Experience in researching, creating and implementing institutional operation and programming policy

Education

Doctor of Philosophy in Educational Leadership Graduated: December 2022

- Mississippi State University (MSU)—Starkville, MS
- Concentration: Higher Education Administration
- Dissertation Study: Critical (Re)Approach to Higher Education Admission Policy: The Impact of Open Enrollment Policy Implementation

Master of Education in Counseling Psychology Graduated: May 2015

- University of Louisville (UofL)-- Louisville, KY
- Concentration: College Student Personnel

Bachelor of Science in Biology: Graduated: May 2012

- University of Alabama at Birmingham (UAB)—Birmingham, AL
- Concentrations: Biology
- Minors: Chemistry and Psychology

Publication/Curriculum Creation

- Lawrence, S. Y. (2022) Critical (re)approach to higher education admission policy: The impact of open enrollment policy implementation (Publication No. 29998185). [Doctoral dissertation, Mississippi State University]. ProQuest Dissertations Publishing.
- Beard, K., Mobley, S., and Lawrence, S. (2021). Selling Sisterhood: (Re)Viewing White Sorority Women's Self Portrayals in Recruitment Videos. *Oracle*, 16(1), 1-18. <https://doi.org/10.25774/skw5-zk97>
 - Won the Dr. Charles Eberly Oracle Award at the 2021 Association of Fraternity and Sorority Advisors Annual Meeting
- Taylor, L. D. and Lawrence, S. Y. (2019). Cultivating cultures of inclusion: A leadership development approach. In J. P. Sasso, J. P. Biddix, & M. L. Miranda (Eds.), *Foundations, research, and assessment of fraternities and sororities*.

Career Experiences and Responsibilities

Director, Fraternity and Sorority Life August 2022-Present

- Michigan State University
- Responsible for developing strategic plans to engage in the Divisional goals and managing the daily operations of the Fraternity & Sorority Life (FSL) program within the Unit of Student Development and External Relations (SDER). Works closely with SDER leadership, fraternity and sorority organizations, headquarters, local advisors, and university/off campus partners to promote the learning and development of students who are affiliated with FSL. Coordinates urgent office response for behavioral and risk management concerns within fraternities and sororities

and governing councils to the Divisional Leadership. Supports the governing councils in the development and implementation of leadership development programs that enhance the education and risk prevention of the fraternity and sorority community.

- Leads FSL in strategic planning efforts to engage and align with the university and divisional strategic goals and annually develop goals and objectives, which maximize partnerships, resources, and synergistic relationships throughout the department.
- Conducts and utilizes assessment methods to evaluate FSL progress towards established goals and objectives.
- Assures compliance with federal, state and University requirements.
- Maintains up-to-date procedures and policies
- Promotes outcomes assessment and evaluates services, programs, technology, and safety features which directly affect the quality of life in the fraternity and sorority community.
- Provides leadership in planning and coordinating the use of technology including software, social media, networks, etc. to deliver timely communications to students, HQs, Advisors, and community partners.
- Oversees responsibility for all finances in the unit.
- Direct and consistent coordination and collaboration with Dean of Student Assistant Vice President for Student Development and External Relations, Office of General Counsel, MSU and East Lansing Police Departments, University Communications, University administrators/department heads/City of East Lansing, National headquarters/umbrella organizations, local organization advisors and Organization conduct offices
- Support a community of 60+ organizations with 5000+ students
- Oversee operational budgets over \$1,000,000

Associate Director, Fraternity and Sorority Life Programs

April 2020-August 2022

- University of Iowa
- Leader for Fraternity and Sorority Life department
- Provide administrative oversight and strategic direction to the UI Fraternity & Sorority Life (FSL) Community, consisting of 42 chapters and 3,600 students.
- Supervise three Professional & Scientific staff members (Assistant Director and 2 Coordinators) who provide advice, programmatic coordination, and fiduciary oversight of the four governing councils – Interfraternity, Multicultural Greek, National Pan-Hellenic, and Panhellenic Councils.
- Serve as the UI liaison to chapter/graduate advisors, alumni/ae advisors, housing corporation board officials, house directors, and inter/national headquarters representatives. Coordinate and assess FSL Strategic Plan and FSL Alcohol Harm Reduction Initiatives. Establish and maintain the traditions and values of UI Fraternity and Sorority Life while also creating culture change to advance FSL at Iowa.
- Budget Management: Oversee operational budgets over \$980,0000
- Consistent Cross-departmental Collaborations
 - University of Iowa Center for Advancement (UICA): creating education opportunities to facilitate healthy student alumni transition. Additionally, I support the awarding of funding from 6 foundation accounts
 - Harm Reduction: Creating risk reduction programming and initiatives to support 4 councils
 - Multicultural and International Student Support and Engagement: Create collaborative programming to jointly support our National Pan-Hellenic Council and Multicultural Greek Council
 - Student Care and Assistance: Work together to support students through crisis whether individual or on a chapter level
 - Rape Victim Advocacy Program (RVAP): They provide support and education opportunities for our community. Additionally, we worked together to create and implement a Title IX and Violence Prevention education program
- Community Partnerships
 - City Inspector Office: Actions of some members in their chapter structures were leading to fines and citations; however, by developing a relationship with this office, we are better able to communicate city expectations as well as stand in the gap when there was need for accountability.

- Iowa City Downtown Mayor: “Being Good Neighbors” has been my focus as the relationship between fraternity and sorority members and the city has been slighted due to the actions of some members. However, we have partnered with the city on programming and focused on relationship building with council leaders and city leaders.
- Johnson County Public Health: We partnered with JCPH at the start of the pandemic and that relationship has grown to us co-sponsoring a health initiative “Healthiest Chapter” and JCPH assisting in creating COVID-19 protocols for chapter structures.

Assistant Director, Office of Fraternity and Sorority Life

November 2017- April 2020

- Mississippi State University
- Supervise Graduate Assistants (2)
- Supervise Desk Associate
- Assessment manager for both the Office of Fraternity and Sorority Life and Center for Student Activities
 - Lead both offices in development of assessment goals and outcomes
 - Create innovate ways for offices to assess our work and outreach
 - Report data and findings in TracDat system for office Institutional Effectiveness report
- Facilitate Greek member education
 - New Member Class
 - Officer and Advisor Trainings
- Foster inter-council relationships to intensify diversity concepts to extend towards inclusivity
- Management of office operations
 - Front desk operation
 - Office payroll of student staff
 - Meal plan management for Greek-lettered organizations
- Completion of administrative tasks to include regulation of council budgets [\$500,000], participation in departmental and divisional meetings, and oversee day to day office tasks
- Use Banner computer system to track Greek student membership [4200], class attendance and academic progress
- Advise National Pan-Hellenic Council
 - Active daily advising of council and 8 affiliate organizations for education, leadership and program development
 - Responsible for the growth of membership of NPHC
 - Led the growth of operating budget from \$5000 to \$30,000
 - Facilitate communication between graduate chapters, regional and national offices, governing national council and the university
 - Attend weekly executive and delegate meetings
- Panhellenic Council
 - Active daily advising of 8 affiliate organizations relating to development of executive board and recruitment counselors
 - Advisor for Panhellenic fall and spring recruitment
 - Regulate Campus Director computer system before, during, and after formal recruitment
 - Guide student preparation for marketing, planning, and execution of formal recruitment and continuous open bidding process
 - Facilitate training for recruitment counselors and executive council
 - Attend weekly meetings regarding recruitment planning

Coordinator, Fraternity and Sorority Life

August 2015-November 2017

- Mississippi State University

Graduate Peer Counselor, Student Financial Aid

June 2013- August 2015

- University of Louisville
- Provided advising and counseling services for students seeking information on financial aid

- Assisted with processes related to: FAFSA, Satisfactory Academic Progress, Federal Works Study, Financial Planning, Student Loans, Consortium Agreements, Scholarship Awarding, Teach Grant Program, Entrance and Exit Counseling, Aid Disbursement, State Grants, etc.

Strategic Planning and Initiative Implementation

Divisional Committee Appointments

Michigan State University August 2022- Present

- Alcohol and Other Drugs Committee
- Team Engagement Workgroup
- Celebrations Committee
- Emergency Response Committee
- Michigan State and East Lansing Community Workgroup

Departmental Restructure and Alignment with Divisional Goals

Spring 2020- August 2022

- University of Iowa
- Delineated job responsibilities for each staff position as well as created an additional coordinator position to support the MGC and NPHC
- COVID-19 Crisis Management
 - Housing Assistance and Programming Operation
 - Provided isolation and quarantine housing to displaced students living in chapter structures though partnership with local and on-campus hotels
 - Created a COVID-19 safety protocol manual for housing corporations through collaboration with University Housing and Dining Office
 - Facilitated virtual/hybrid Recruitment experiences to adhere to COVID-19 safety guidelines and make Recruitment more accessible for those interested in the IFC and PHC organizations. Created virtual options for NPHC and MGC Prospective Member Orientation.
- Departmental Guideline Creation
 - Manual of Operations developed with all of our guidelines, expectations, and deadlines for information submission
 - Social and Event Policy implemented using Lori Hart's consultation services, council leadership, Dean of Students, and Office of Student Accountability to implement sustainable event programming and planning guidelines
 - Intake Guidelines implemented to support healthy membership joining practices for the MGC and NPHC
 - Expansion and Return Guidelines were created in partnership with the Office of Student Accountability, Dean of Students, and Vice President of Student Life to better communicate our expectations regarding fraternity and sorority organizations seeking recognized student status for the first time or post a separation from the university
- Community Partnerships: These partnerships began as we navigated COVID-19 protocols during the height of the pandemic. However, they have evolved to mutually beneficial partnerships that assist in relationship-building and programming partnerships between Fraternity and Sorority Life and the city of Iowa City.
 - Iowa City Downtown Mayor
 - City Inspection Manager
 - Johnson County Public Health
- Use of data collection and Assessment tools, such as the FSES and Engage Campus Labs, to determine the effectiveness of our new practices and better view participation data

Fraternity and Sorority Life Education and Training Curriculum Implementation

Spring 2021

- University of Iowa

- **New Member Onboarding:** New Member Onboarding is the first phase in our multi-phase education plan which is broken down by year (i.e. first, second, third, and fourth year). Each phase addresses overarching topics outlined in the New Member Academy. Each phase will provide greater depth on the topic or expand upon how students can integrate their learning into daily behaviors. Education and events in support of the concepts students are learning will be facilitated throughout the school year.

1. Orientation:

- Occurs before the formal recruitment week begins for PHC and IFC. NPHC and MGC, orientation will occur within the first few weeks of the academic semester prior to intake processes beginning.
- Topics covered include-but are not limited to: welcome and introduction by staff, expectations of membership (i.e. social responsibilities, joining something bigger than yourself, financial commitments, etc.), understanding risk management (i.e. hazing, healthy behaviors), diversity of experience (i.e. understanding the history of UI's four governing councils) understanding of recruitment week or membership intake processes, who to contact

2. Membership Intake/Formal Recruitment

3. Added to Roster Management System (RMS)

- Once a student receives a bid, staff will bulk upload the students to the RMS based on the chapter joined.
- Once uploaded, students receive notification to digitally sign the following forms:
 - Grade release
 - Photo release
 - Programming Fee requirement
 - Once uploaded, they receive notification to complete the New Member Academy

4. New Member Academy (NMA) –NMA modules are undergoing review in collaboration with campus partners. This review ensures current information is updated and will occur annually.

- The New Member Academy (NMA) consists of five modules that cover a broad overview of FSL membership, particularly at Iowa. The academy introduces new members to concepts that are frequently discussed and used as topics of education across all chapters and councils.
- The modules: Overview of the FSL Community; Academic Excellence; Health, Safety, and Wellness; Diversity, Equity, and Inclusion; Involvement and Leadership Opportunities; and Bystander Intervention. For New Members to receive credit, they must finish all five modules and take the quiz at the end.
- The New Member Academy is a requirement.

- **Continued Education Experiences:** Supports the topics introduced during NMA. Targeted toward second semester through final semester fraternity and sorority students

1. Tiered Education Plan: Addresses consent and Title IX-related content

- Working with the Violence Prevention Team on outlining content for the following levels:
 - Level one: Enthusiastic Consent
 - Level two: Dismantling Rape Culture
 - Level three Healthy Relationships OR Bystander Intervention for Safer Communities
 - Level four: Healthy Relationships OR Bystander Intervention for Preventing Sexual Violence
- Level of participation is determined by year of membership i.e. all new members will enroll in Enthusiastic Consent as a part of onboarding processes. Tiers will be tracked in the RMS. The tiered violence prevention plan is an annual education requirement, but individual chapters can provide more prevention education. FSLP will partner with the Women's Resource Action Center (WRAC) to provide supplemental presentations/educational programs that are not required but recommended.

2. LS: 1021 Issues and Leadership in Fraternity and Sorority Life

- This course provides students who are members of a social Greek-letter organization with the skills, knowledge, and information to reach their potential as leaders and council/chapter officers. This course focuses on the practical side of being an organizational leader and is balanced with understanding how to create a stronger fraternity and sorority community. Students will engage in self-reflection and authentic conversations with their peers to gain a greater awareness of Fraternity and Sorority Life at the UI and on the national level.
 - This class is encouraged for all chapter leadership, it is not required. It occurs during the spring semester.
3. Peer Healthy Masculinity Cohort Model
 - The Healthy Masculinity Cohort Initiative is a once-a-month session led by trained peers to explore individual definitions of masculinity and discuss gender socialization, the dismantling of masculinity tropes to redefine fraternity. We utilize Blooms Taxonomy and Men and Masculinities: Theoretical Foundations and Promising Practices for Supporting College Men’s Development by Tillapaugh and McGowan to inform the curriculum and program execution. Our first cohort was implemented at the start of the Spring 2022 semester.
 4. Leadership Transition Meeting
 - This meeting serves to set expectations, introduce new executive boards to the FSLP staff, and go over needed information
 5. ADVANCE
 - Three-day leadership training for chapter presidents, council leadership, chapter advisors, and house director
 6. Bystander Intervention
 - FSLP’s bystander intervention module is an asynchronous module members take that provides them with a general overview of what bystander intervention is and how to be an active bystander. Housed in ICON, this is a piece of education that chapters can facilitate together at any time, and our councils have used it as mandatory education or a way to complete education requirements in the past. Completion is tracked semesterly by FSLP staff.

Planning and Assessment Workgroup

August 2016-April 2020

- Mississippi State University
- The Division of Student Affairs Planning and Assessment Workgroup is charged with the facilitation of strategic planning and the measurement of the success indicators associated with the strategic planning process.
- Aid in developing a comprehensive 2016-2021 strategic plan for the Division of Student Affairs through:
 - Input from campus stakeholders including students, faculty, staff, administrators, alumni and community partners
 - Input from student affairs employees
 - Input from previous Divisional surveys, inventories, publications, etc.
 - Review of student affairs literature and professional association standards
 - Benchmarking with peer institutions
 - Assessment of individual, cultural, organizational values
- Strategic planning outputs will include:
 - Vision, mission statement, values, strategic goals, strategic initiatives, progress indicators
 - Planning and Assessment Workgroup implementation guidance
- Responsible for ongoing planning and assessment activities for the Division
- Staffed predominantly by members of the Division of Student Affairs and appointed by the Vice President for Student Affairs for two year terms. The workgroup also includes members from outside the division. Strategic planning activities include external members outside the Division of Student Affairs and will be led by the Vice President for Student Affairs. The Director of Student Affairs Office of Planning and Assessment, serves as co-chair.

Cultural Awareness Café: Teaching. Everyone. Awareness (T.E.A) Implemented: Fall 2019

- Mississippi State University
- Researched diversity and inclusion curriculum that address historically and socially constructed sets of assumptions the fuel power dynamics
- Created a program to facilitate substantive and effective change for campus culture in order to provide a more conducive environment for inclusion
- Collaborated interdepartmentally with the Dean of Students Office, Health and Wellness, Center for Student Activities, and the Holmes Cultural Diversity Center to implement and facilitate the program

Multicultural Greek Council Implemented: Fall 2016

- Mississippi State University
- Led the creation of the council with 1 fraternity and 1 sorority
- Created the constitution, intake guidelines, and expansion procedures for the council
- Headed the efforts for expansion to include 1-2 organizations in the upcoming school year
- Provided guidance to graduate assistant that advises the council

Greek Academic Support Program Implemented: Fall 2016

- Mississippi State University
- Created through benchmarking and conversations with other universities with similar educational and retention challenges over the course of two semesters
- The purpose of the Greek Academic Support Program (GASP) is to assist fraternity and sorority members with academic support by providing outreach services that aim at achieving academic progress.
- The goal of GASP is to identify NPHC members with academic challenges and provide pointed and intentional support and connection to specific outreach services that will result in academic progress.
 - Identify: Through the use of the university's student Banner system, identify GASP students and conduct one-on-one meetings to discover specific academic challenge areas.
 - Support: Discuss support and outreach services that will aid GASP students achieve academic progress.
 - Outreach: Provide coaching, tutoring, and mentorship throughout the academic semester that will foster academic success and relationship building.
- In the first year of the program, the participant semester grade point average went from a 1.94 to a 2.74.
- Accomplishment: All 8 NPHC organizations will be academically active for Fall 2017. This is the first time in 10 years that this has happened.
- Evolved into a program that is managed by chapter members. They hold each other accountable for their academic success

Teaching and Adjunct Faculty Experience

Introduction to Leadership Adjunct Professor Spring 2021, 2022

- University of Iowa
- This class provides an overview of the theories and skills necessary for effective leadership. Students will examine one major leadership theory (Student Leadership Challenge), participate in self-assessments and personal reflecting, learn about leadership models and practices, apply what they learn in experiential settings, and develop a personal definition and philosophy of leadership.

First-Year Experience Class Adjunct Professor Fall 2017

- Mississippi State University
- Allowed first-year students to earn one hour of course credit by taking a chosen course from a list of seminar topics ranging from a wide variety of disciplines. First-Year Experience courses feature small class sizes and faculty who are dedicated to connecting with students through engaging activities and mentorship.
 - Facilitated the discussion of the text: The Other Wes Moore

- Cover topics of note taking, health, critical thinking, and campus resources

Certifications

Diversity, Equity and Inclusion in the Workplace Certificate

Completed: May 2021

- Earners of the Diversity, Equity and Inclusion in the Workplace Certificate, offered by the University of South Florida Muma College of Business, have learned the essential practices and tools designed to increase employee diversity and to create a business model that embraces equity and inclusion. The seven-week program, created in partnership with the Tampa Bay Lightning and Jabil, focuses on ways for organizations to create diverse workplaces, address equity issues, and foster inclusivity.
- Earners of this badge must complete the USF Muma College of Business Diversity, Equity and Inclusion in the Workplace Certificate class.
- Earners of this badge must complete the USF Muma College of Business Diversity, Equity and Inclusion in the Workplace Certificate class.

Preparing Future Faculty Certificate

Completed: Spring 2020

- Mississippi State University (MSU)- Starkville, MS
- The Preparing Future Faculty certificate program is coordinated and taught by the Center for Teaching and Learning (CTL) but is a cooperative effort between CTL, the Office of the Graduate School and Mitchell Memorial Library. The program is intended to assist current graduate students in preparing for future faculty careers.

Professional Conference Participation and Presentation Information

Association Membership/Participation

- American College Personnel Association Conference- Attended 2017
- New Professionals' Institute- Member/Attended 2016
- Association for Fraternity and Sorority Advisors- Member/Attended Since 2015
- National Association of Student Personnel Administrators- Member/Attended Since 2014
- Southern Association for College Student Affairs- Member/Attended Since 2014

Presentations

- Critical (Re)Construction: Using Critical Theories to Reconsider How Policies and Positions are Structured to Advance Diversity (SACSA 2017)
 - The history of diversity-stimulated university action such as policy creation and position creation is a reemerging concept for some and new one for others. In the case of administrators responsible for institutional policy, the presentation will explore the ways universities are responsible for policy making, the way diversity is framed and discussed in the creation of policy. Do policies lend to the embodiment of universities' commitment to diversity or are they mere symbols? The presentation sought to synthesize diversity literature focused on university policies and university positions created to address diversity-related issues. Guided by critical theories, critical discourse analysis, critical race theory, and white leader prototype, the author proposes a framework for which universities could use to consider in policy and position-making related to diversity in the future.
- Critical Times Call for Critical Theories: Toward a Critical Leadership Framework (ACPA 2017)
 - Understand the necessity of critically informed leadership education curriculum in higher education,
 - Explore the utility of specific critical theories in advancing leadership discourses, particularly those concerned with social change,
 - Understand the complexity involved in successfully and sustainably incorporating critical perspectives into programs and departments, and
 - Identify strategies and considerations for translating concepts into practice on their respective campuses.

- Workshop that focused on minority engagement and best practices that student affairs professionals can use to increase entities such as retention and minority participation on the collegiate level (CPAK 2013)
- Participated in the Case Study Competition where my partner and I developed a strategic plan to handle an extensive crisis situation. Declared winner of the competition (CPAK 2013)
- Moving from Invisibility to Intentionality: Persistence Strategies for Student Veterans (SACSA 2014, NASPA 2015)
 - As veterans complete active duty, the number of military service men and women who seek to begin or complete their education is on the rise. This interactive program will explore program models and services that best support adaptation to campus and support a culture of completion for student veterans. Discussion during this session is designed to ensure that veterans are not invisible on our campuses and receive the most effective support and services.