

SHIRDONNA YVONNE LAWRENCE, PH.D.

Summary

Experience:

- 10+ years of experience in higher education administration
- 9+ years of experience in assessment, strategic planning and program development/implementation, DEI initiative implementation
- 9+ years experience in supervision
- Facilitated and created workshops and program presentations focused on leader development, DEIB core concepts
- Active leadership in divisional committees and national professional organizations
- Utilized curriculum development frameworks to develop divisional and departmental student development opportunities

Skills:

- Adept in curriculum development and implementation
- Experienced in event planning and execution
- Proficient implementation of higher education federal regulations, Clery Act, and Title IX
- Strengthened attributes of fundraising
- Policy creation and implementation researcher
- Collaboration and networking

Career Highlights:

- Authored/co-authored 3 published works
- Used historical discourse analysis to construct a support matrix for access and persistence
- Constructed/co-constructed curricula for training and education now used at 3 Power Five universities.
- Advanced a research agenda that investigates deficit framing of diversity and equity initiatives, higher education policy creation and implementation practice to address policy impact on the perpetuation of disparities, and how institutional stakeholders create sustainable pipelines and strategies to improve students' education experiences.
- Studied institutional differences and impact through study abroad experience during doctoral studies
- Managed foundation and operational budgets over \$2 million
- Created and implemented crisis management plans
- Served as a practitioner and adjunct faculty
- Led and supported efforts in institutional functional areas such as housing and residence life, financial aid, student support and accountability, student life and activities, admissions and orientation, and diversity, equity, inclusion, and belonging.

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

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

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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.
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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.

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.
- Beaird, 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*.
- Fraternity and Sorority Education and Training Curriculum:
 - 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.
 - Continued Education Experiences: Supports the topics introduced during NMA. Targeted toward second semester through final semester fraternity and sorority students
 - Tiered Education Plan: Addresses consent and Title IX-related content
 - LS: 1021 Issues and Leadership in Fraternity and Sorority Life
 - Leadership Transition Meeting
 - ADVANCE: Three-day leadership training for chapter presidents, council leadership, chapter advisors, and house director
 - Bystander Intervention

Career Experiences and Responsibilities

Director, Fraternity and Sorority Life

Aug 2022-Present

Employer: Michigan State University

General Responsibilities:

- Leader of Fraternity and Sorority Lead FSL in strategic planning efforts in alignment with the university strategic goals and annually develop goals and objectives, which maximize partnerships, resources, and synergistic relationships throughout the department.
- Supports investigation, adjudication and conduct efforts regarding student organizations
- Member of the Diversity, Equity, Inclusion, and Belonging leadership team for Michigan State University, I work directly with these units: Student Parent and Resource Center, Women's Student Services, Gender and Sexuality Campus Center, Office of Cultural and Academic Transitions, and the Student Veterans Resource Center.
- Supports administrative and collaboration efforts related to fraternal housing, town and gown coordination, event registration and management

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- Conducts and utilizes assessment methods to evaluate FSL progress towards established goals and objectives.
- Assures compliance with federal, state and University requirements.
- Manage and supervise staff
- Oversee operational and foundational budgets over \$2,000,000

Impact:

- Drive 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
- Developed departmental policies and procedures and created the newly formed department
- Partnered with other functional areas create an academic success program and implement an equitable housing strategy for student organizations
- Support a community of 60+ organizations with 5000+ students through crisis management, resource advocacy and allocation, and development of training and education curricula
- Promote outcomes assessment and evaluates services, programs, technology, and safety features which directly affect the quality of life in the fraternity and sorority community.
- Support a community of 60+ organizations with 5000+ students

Accomplishments:

- Built the strategic direction for the fraternity and sorority community at Michigan State. Under my leadership, we have already made marked changes to create clearer support pathways for our community of 5000+ students
- Led the implementation of the Student Organization Conduct Policy, began the creation of a Social and Events Policy which provide guidelines for hosting safe programs and events to address risk management, and created clear requirements and guidelines related to information sharing, education and training, and student organization expectations.

Strategic Planning and Implementation:

- Student Leadership and Engagement Strategic Plan Committee: Committee Chair January 2024-Present
- Charge: create a robust student leadership development strategy that prepares students to develop as leaders throughout their undergraduate experience that will continue beyond graduation.
- The Committee utilized the Curricular Approach to Student Affairs in alignment with the Social Change Model for Leadership Development to address the charge. The bifurcated engagement strategy included creation of leadership development program that would align with a core set of competencies as well as autonomy of individual units as they engaged in utilization of the framework we developed. Our research denoted that there are best practices, effective programs and key skills and competencies that characterize effective and successful student leadership development. What was consistent across the research was that a permeating and effective approach to student leadership development must be interdisciplinary and progressive.

Associate Director, Fraternity and Sorority Life

Apr 2020 - Aug 2022

Employer: University of Iowa

Responsibilities:

- Provided administrative oversight and strategic direction to the UI Fraternity & Sorority Life (FSL) Community, consisting of 42 chapters and 3,600 students.
- Supervised 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.
- Served as the UI liaison to chapter/graduate advisors, alumni/ae advisors, housing corporation board officials, house directors, and inter/national headquarters representatives. Coordinated and assessed FSL Strategic Plan and FSL Alcohol Harm Reduction Initiatives.
- Supported administrative and collaboration efforts related to fraternal housing, town and gown coordination, event registration and management
- Oversaw operational budgets over \$980,0000

Impact:

- Created several education and training opportunities with institutional and community partnerships to support the overall student experience: University of Iowa Center for Advancement; Harm Reduction; Multicultural and International Student

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Support and Engagement; Student Care and Assistance; Rape Victim Advocacy Program: City Inspector Office; Iowa City Downtown Mayor; Johnson County Public Health (JCPH)

- Directed the awarding of funding from 6 foundation accounts
- Partnered to create and implement a Title IX and Violence Prevention education program

Accomplishments:

- 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.
- Led the creation of the FSL Education and Training Curriculum which focused on leadership development, risk management, and membership opportunities
- Drove the creation and implementation of COVID-19 safety protocols, departmental operational policies and guidelines, and partnerships between UI and the city of Iowa City.

Departmental Restructure and Alignment with Divisional Goals:

- Restructured Staff responsibilities and worked to get additional staffing to address needs
- COVID-19 Crisis Management
 - Housing Assistance and Programming Operation
 - Provided isolation and quarantine housing to displaced students living in chapter structures through 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 accountability office, 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
 - Public Health Dept: 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
 - Mayor’s Office
 - City Inspection Manager
 - City Housing
- Use of data collection and assessment tools to determine the effectiveness of our new practices and better view participation data

Divisional Committee Appointments:

- Student Leadership and Engagement Strategic Plan Committee: Student Leadership Development Strategic Priority- Chair
- Space and Representation Committee
- Two- Year Live On Requirement Review Committee
- Alcohol and Other Drugs Committee
- Team Engagement Workgroup
- Celebrations Committee
- Emergency Response Committee
- Michigan State and East Lansing Community Workgroup
- University Health and Wellness Advisory Committee

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Employer: Mississippi State University

Responsibilities:

- Supervised Graduate Assistants (2)
- Supervised Desk Associate
- Led assessment for both the Office of Fraternity and Sorority Life and Center for Student Activities
- Completed administrative tasks to include regulation of council budgets [\$500,000], participation interdepartmental and divisional meetings, and oversaw day to day office tasks
- Responsible for membership growth, education, and programing for the National Pan-Hellenic Council, Panhellenic Council, and Multicultural Greek Council

Impact:

- Drove the growth of operating budget from \$5000 to \$30,000 and membership numbers from 50 to over 300 for the NPHC
- Coalesced with colleagues as part of the Division of Student Affairs Planning and Assessment Workgroup. We were charged with the facilitation of strategic planning and the measurement of the success indicators associated with the strategic planning process. Aided in developing a comprehensive 2016-2021 strategic plan for the Division of Student Affairs
- Led the creation of the Multicultural Greek Council by creating the constitution, intake guidelines, and expansion procedures for the council. This facilitated direction support for marginalized student organizations.

Accomplishments:

- Developed the Cultural Awareness Café: Teaching. Everyone. Awareness. (T.E.A). --Researched diversity and inclusion curriculum that address historically and socially constructed sets of assumptions that fuel power dynamics. The program facilitated substantive and effective change for campus culture in order to provide a more conducive environment for inclusion
- Implemented the Greek Academic Support Program: 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.

Planning and Assessment Workgroup:

- 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

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- 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

Coordinator, Fraternity and Sorority Life

Aug 2015-Nov 2017

Employer: Mississippi State University

Responsibilities:

- Supervised Graduate Assistant
- Facilitated FSL member education through New Member Class and Officer and Advisor Trainings
- Fostered inter-council relationships to intensify diversity concepts to extend towards inclusivity
- Management of office operations to include Front desk operation, payroll of student staff, and meal plan management for Greek-lettered organizations
- Used Banner computer system to track FSL student membership [4200], class attendance and academic progress

Creation of 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 for 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

Graduate Peer Counselor

Jun 2013-Aug 2015

Employer: University of Louisville

Responsibilities:

- 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, and State Grants

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Teaching and Adjunct Faculty Experience

Introduction to Leadership Adjunct Professor

Spr 2021, 2022

- University of Iowa
- Instructed this class that provided an overview of the theories and skills necessary for effective leadership.
- Facilitated students' examination of one major leadership theory (Student Leadership Challenge), participated in self-assessments and personal reflecting, learned about leadership models and practices, applied what they learn in experiential settings, and developed 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

Professional Conference Participation and Presentation Information

Association Membership/Participation

- Selected for the 2024 NASPA Ujima Institute
- 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

- **Safety and Belongingness: Chapter President Leadership Advance Facilitator for Purdue University**
- **Lead Facilitator for EMERGE An Penn State University**
 - The Office of Fraternity and Sorority Life here at Penn State University hosted their annual Fraternity and Sorority Community rising leaders retreat Frid
- **Critical (Re)Construction: Using Critical Theories to Reconsider How Policies and Positions are Structured to Advance Diversity (SACSA)**
 - 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)**
 - 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.
- **Moving from Invisibility to Intentionality: Persistence Strategies for Student Veterans (SACSA, NASPA)**
 - 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 explored program models and services that best support adaptation to campus and support a culture of completion for student veterans. Discussion during this session was designed to ensure that veterans are not invisible on our campuses and receive the most effective support and services.