

BRENCLEVETON “DONTA” TRUSS, Ed.D.

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EDUCATION

Doctor of Education, Major: Educational Leadership, Policy, and Law, 05.2008
Alabama State University, Montgomery, Alabama
Dissertation: ***Student Retention: An Analysis of Organizational Change at Three Alabama Two-Year Community Colleges***

Master of Science, Major: **Criminal Justice**, projected graduation 2018
Valdosta State University, Valdosta, GA

Master of Science, Major: **Counseling**, 0519.98
Alabama State University, Montgomery, Alabama

Bachelor of Science Criminal Justice, 05.1996
Alabama State University, Montgomery, AL

Executive Leadership Institute Certificate, 04.2016
University System of Georgia, Atlanta, GA

Executive Leadership Certificate, 11.2014
Hampton University, Hampton, VA

CORE CREDENTIALS

- Academic, Administrative, & Fiscal Leadership
- Innovative Academic Leadership, Vision, Planning, & Coordination
- Human Capital Management & Work Force Development
- Finance, Technology, & Facilities Planning
- Academic Divisional Budget Methodology
- Data Keeper & Driver of Data-Driven Decisions
- Inclusivity, Social Justice, & Diversity
- Teaching & Learning Assessment Mechanisms
- Best Practices for Teaching & Learning
- SACSCOC Accreditation & Comprehensive Standards
- Continual Business Process Analysis & Improvement
- Knowledge & Experience With Student-Related Issues
- Academic, Career Technical Education & Student Services Program
- Staff Development, Curriculum, and Technological Innovation
- University, State, Federal, and Board of Trustees Regulatory Compliance
- Committed to Highest Standards of Academic Quality, Institutional, and Personal Integrity



KEY CAREER ACHIEVEMENTS

- Developed Pre College and Summer Bridge Programs that positively impacted student retention and graduation rates at each institution.
- Overhauled admissions process in six months and improved admitted student number by 26% as of 07.03.2017 at Albany State University (ASU).
- Increased new student enrollment at Fort Valley State University (FVSU) as Vice Provost for Student Success and Enrolment Management by 12%.
- Increased retention rates at FVSU by 20% as Associate VP for Institutional Research and Director of Center for Retention Services.
- Chaired/co-authored Five Year Strategic Plan at FVSU and participated as member on Strategic Planning Committee at Andrew College.
- Chaired FVSU's SACSCOC Fifth Year Report and served as SACSCOC liaison for five years successfully completing many substantive changes and other SACSCOC tasks.
- Implemented new AVID innovation adding AVID approach to FVSU's curriculum and teaching strategies.

CAREER PATH

ALBANY STATE UNIVERSITY, Albany, GA

2016 - Present

Vice President of Enrollment Management & Retention

- Manage components of action oriented, customer service based enrollment management philosophy including identification, recruitment, admissions, and enrollment of new freshmen, transfer, and graduate students.
- Administer effective/efficient financial aid program meeting student needs minimizing student debt and improving student financial literacy.
- Spearhead orientation and socialization of new students into University family.
- Guide/advise students to maximize student learning and match student interests to careers and academic offerings.
- Supervise assertive outreach/intervention programs to improve student retention through communication with students, tutoring programs, and other academic programs.
- Document student academic achievement through class registration, grade reportings, issuance of diplomas, and enrollment verifications
- Reports to Provost and Vice President for Academic Affairs and is accountable for implementation of assigned portions of institution's strategic plan.
- Engages organizations outside University to promote University's educational programs and expand campus enrollment and on-line degree program students
- Identifies/promotes opportunities for prospective students to improve academic credentials through educational offerings/prior learning assessments.
- Directs activities of Office of Admissions, Office of Student Financial Aid, Office of Retention, First and Second Year Experience and Orientation, and Office of Academic Services/Registrar.
- Maintain Office of Student Financial Aid compliance with all state and federal regulations including reporting requirements and private scholarships; and conduct financial literacy/student aid education programs one or more times each semester to inform students of financial aid status.
- Provide academic assistance including tutoring, learning skills workshops, and individual counseling with aim of increasing retention.
- Engage in continual in-service education to stay abreast of academic requirements of various colleges/departments of all University degree programs.
- Design, implement, and evaluate programs/activities to increase overall student retention with special emphasis on retention of first year students; and provide new student orientation programs for first time college students, transfer students, and graduate students.
- Collaborate with appropriate University offices/personnel to maintain/publish official five year University calendar annually;
- Schedules/conducts registration for each semester, verifies enrollment, collects mid-term grades for use in retention efforts, collects/records final grades, issues official transcripts, verifies student enrollment, and generates reports for University System of Georgia/other entities.
- Provides enrollment data to University System Office, University's Office of Institutional Research, and other University offices.

FORT VALLEY STATE UNIVERSITY, Fort Valley, GA

2010 - 2016

Vice-Provost for Student Success & Enrollment Management (Chief Student Officer), 2016

- Provided innovative/visionary leadership designing/implementing college-wide recruitment, retention, and enrollment activities; non-academic student success-related operations; and oversaw sizeable divisional budget.
- Reported to president and provost; provided leadership for student success/enrollment management initiatives in support of mission, vision and strategic innovation.
- Directed program administration of developmental/support services for students including: admissions, recruitment, residential living, counseling, transfer services, enrollment management, health services, student activities, extra-curricular/co-curricular programs, student development instruction, student judicial affairs, student financial aid, student government, and student complaint procedures.

CAREER PATH (continued)

Associate Vice President for Academic Affairs: Institutional Research, Planning, and Effectiveness/SACSCOC Liaison, 2014 - 2016

- Facilitated FVSU's Institutional Effectiveness Plan to include assisting faculty members with development of Student Learning Outcomes and Administrators with Programmatic Intended Outcomes
- Facilitated Faculty Promotion and Tenure Process including administering SharePoint (digital process.)
- Developed policies/practices to enhance overall retention/graduation rates.
- Authored numerous campus-wide reports.
- Managed Academic Program Review Process.
- Gatekeeper of data/information; submitted all Federal reports.
- Facilitated planning meetings/training sessions for campus stakeholders.
- Developed/evaluated Institutional Strategic Plan.
- Coordinated/managed SACSCOC process as SACSCOC Liaison.
- Member of President's Cabinet.

Associate Vice President of Institutional Research, Planning, and Effectiveness/ SACSCOC Liaison/Director of Center for Retention Services, 2013 - 2014

- Administered executive leadership for Office of Institutional Research, Planning and Effectiveness, Center for Retention Services, Testing, and Quality of Enhancement.
- Developed policies/practices to enhance overall retention/graduation rates.
- Managed staff and provided on-going training to ensure compliance with current policies and sensitivity to retention issues.
- Oversaw process for First-Year Experience program including Summer Orientation, Welcome to the Valley, FVSU Freshman Orientation course, and Freshman Convocations.
- Produced publications for students with timely information regarding career services.
- Secured grants to support ongoing/expanded activities.
- Served on Curriculum Committee, President's Recruitment Task Force, Registration Committee and led Retention Committee and other committees/task-forces as deemed appropriate.
- Planned/executed institutional assessment.
- Directed Campus Program Review Process; and authored numerous campus-wide reports.
- Served as gatekeeper of data/information and submitted all Federal reports.
- Facilitated planning meetings/training sessions for campus stakeholders.
- Developed/evaluated Institutional Strategic Plan.
- Coordinated SACSCOC process.

Associate Vice President for Institutional Research, Planning, and Effectiveness, 2012 - 2013

- Served as senior advisor of senior leadership managing data/information.
- Planned/executed institutional assessments; developed reporting protocols to ensure success related to SACSCOC Comprehensive Standard 3.3.1.
- Authored many campus wide reports to include IPEDS reporting, US News and World Reporting, and Peterson's reporting.
- Managed Campus Program Review Process.
- Facilitated planning meetings/training sessions for campus stakeholders.
- Developed and maintained Institutional Strategic Plan
- Served as SACSCOC Liaison to coordinate SACSCOC process.

Director of Institutional Research, Planning, and Effectiveness, 2010 - 2012

- Planned and executed institutional assessments
- Authored many campus wide reports.
- Managed the Campus Program Review Process
- Gatekeeper of data and information at the institution

ALABAMA STATE UNIVERSITY, Montgomery, AL

2009 - 2010

Director of Admissions and Recruitment

- Planned and executed departmental programs supporting recruitment activities.
- Enrolled entering class of students of targeted size, diversity and quality.
- Supervised daily activities of assigned admissions/recruitment staff and developed appropriate individual goals and objectives for positions to support departmental goals to recruit/enroll diverse, high quality freshmen/transfer students.
- Supervised individual staff travel plans ensuring effective use of time by recruiters, consistency with recruiting objectives, and conformity with University policy on business travel.

CAREER PATH (continued)

- Remained current on admissions/recruitment guidelines.
- Created and maintained policies/procedures for Office of Admissions and Recruitment.
- Developed innovative programs designed to identify, recruit, and retain students.

ANDREW COLLEGE, Cuthbert, GA

1998 - 2009

Director of Federal TRIO Programs, Student Retention, and Academic Support, 2002 - 2009

- Developed Strategic Retention Plans designed to increase overall satisfaction of students.
- Designed mentoring programs, early alert systems, and other programs to increase retention rates.
- Established mechanisms assessing student satisfaction and reasons for attrition.
- Coordinated selection, professional development, supervision and evaluation of the Upward Bound, Educational Talent Search, Student Support Services, and Educational Opportunity Center programs.
- Oversaw all budgets/financial records; and maintained grant terms for Upward Bound, Educational Talent Search, and Student Support Services.
- Generated all federal grant proposals, narratives, and fiscal reports.
- Publicized TRIO goals, services, and accomplishments to target schools, community, U.S. Department of Education, and Andrew College faculty, staff, and administrators.
- Developed/managed evaluation systems to measure outcomes; managed rigorous/high quality formative and summative evaluations; and disseminated evaluation results to top-level administrators and U.S. Department of Education in formats established by both entities.
- Maintained a TRIO calendar of even/activities for each academic year.
- Facilitated establishment of effective relationships among TRIO staff, participants, college community, and local community.
- Served on college community boards and committees.
- Coordinated all TRIO program activities to ensure efficiency.
- Provided training for all professional tutors, peer tutors, and supplemental instructors.
- Assisted Director of Testing in coordinating/evaluating Education and English Placement Tests; and interpreted test profiles for students enrolled in Strategic Studies.
- Provided instruction for Student Orientation 101/Study Skills Courses.
- Monitored student progress; and reviewed student profiles with Academic Dean.
- Served on Official President's Cabinet/President's Council.
- Performed other duties as assigned by College President.

Director of Student Support Services/Director of Academic Support, 1999 - 2002

- Administered Student Support Services budget.
- Maintained all financial records in coordination with Director of Business Affairs.
- Served as liaison to U.S. Department of Education.
- Provided financial aid, academic, and personal counseling services to participants.
- Coordinated selection, professional development, supervision, and evaluation of project staff.
- Coordinated SSS project participant selection process.
- Worked with program instructors to design individualized learning processes.
- Coordinated development of project's computerized information system.
- Directed, organized, and supervised Computer Assisted Instruction lab.
- Established effective relationships among project staff, participants, college community, and local community.
- Organized and facilitated participant orientation programs.
- Publicized program internally/externally.
- Coordinated external evaluation process.
- Employed and trained professional/supplemental instruction peer tutors.
- Performed other duties and responsibilities related to project.
- Recommended and implemented relevant policies/procedures.

Educational Advisor, 1998 - 1999

- Coordinated cultural/educational tours.
- Facilitated group sessions on leadership, self-esteem, decision making, and career exploration.
- Assisted students with developing educational goals.
- Prepared students for Scholastic Aptitude Test.

ADMINISTRATIVE SERVICES

- Chair, Provost's Executive Leadership Team, Albany State University
- Chair Retention Committee, Fort Valley State University
- Senior Leadership Team, Fort Valley State University
- Dean's Council, Albany State University and Fort Valley State University
- Chair, SACSCOC Fifth-Year Report Planning Team - Fort Valley State University
- Member, President's Cabinet - Fort Valley State University
- Member, University System of Georgia Academic Program Policy Review Committee, Fort Valley State University
- Chair, Low Producing Program Elimination Taskforce - Fort Valley State University
- Chair, Complete College Georgia Planning Taskforce - Fort Valley State University
- Chair, Retention Committee - Fort Valley State University
- Chair, General Education Committee - Fort Valley State University
- Chair, Institutional Effectiveness Committee - Fort Valley State University
- Member, Enrollment Management Taskforce - Fort Valley State University
- Chair, Admissions Committee - Alabama State University
- Chair, Retention Committee, (Pre-Matriculation Program Development) - Alabama State University
- Member, Admissions Committee - Andrew College
- Member, President's Council - Andrew College
- Chair, Retention Strategic Plan - Andrew College
- Member, Campus Planning Council - Andrew College
- Executive Board Vice-Chair of Randolph County Family Connection, Inc., 05.2004 - 09.2005
- President of GASPP, 2003 - 2005
- Cuthbert Rotary Club President, 2003 - 2004
- Chair, GASPP Student Leadership Conference, 2003
- Vice President of GASPP, 2002
- Chair, GASPP Spring Conference, 2002
- Member-At-Large, GASPP, 2000 - 2002
- Chair, GASPP Fall Conference, 2000
- Chair, Kappa Alpha Psi Fraternity, Inc. Mentoring Program, 2001 - 2003

TEACHING EXPERIENCE

- Social and Cultural Foundations, Fort Valley State University, 2013
- Research Methods, Fort Valley State University, Fall 2012
- Counseling Theories, Fort Valley State University, Fall 2011
- Introduction to Psychology, Andrew College, Fall 2008
- Student Success Course and Study Skills, Andrew College, 1999 - 2006

HONORS & AWARD

- Alabama State University College of Business Silhouette Award for work with my Non-Profit Organization (TDI, Inc. www.tdi2r.com 2015
- *Georgia Trend Magazine* Top 40 Persons Under the Age of 40, 2004
- Cuthbert Rotary Club President's Award, 2004
- Morehouse College Upward Bound/Math Science State Center Dedication and Assistance Award, 2004
- Columbus Georgia Alumni Chapter of Kappa Alpha Psi Fraternity Inc. Outstanding Service for Development of Guide Right Program Award, 2001

PROFESSIONAL MEMBERSHIPS

- Student Affairs Professionals in Higher Education (NASPA)
- Association for Institutional Research (AIR)
- Southern Association for Institutional Research (SAIR)
- Georgia Association of Institutional Research, Planning, Assessment, and Quality (GAIRPAQ)
- Georgia Association of Special Programs Personnel (GASPP)
- Southeastern Association of Educational Opportunity Programs Personnel (SAEOPP)
- Chi Sigma Iota (International Honor Society for Counselors)
- American Counseling Association
- Alabama Counseling Association