

PROFESSIONAL EXPERIENCE

Office of Institutional Research and Planning, Portland State University, Portland, OR

Associate Director, 2023-present

Senior Institutional Research Analyst, 2017-2023

- Coordinated Institutional Research role in Portland State's "Students First" initiative, an ongoing, institution-wide investment in student success. Provided leadership, expertise, and support to numerous cross-functional teams planning and implementing student success initiatives.
- Designed and maintained the student-success metrics and corresponding goals used by the Board of Trustees and the President to evaluate progress towards institutional objectives.
- Created predictive models used by the institution to identify students in need of outreach, support, or additional financial resources.
- Partnered with the Office of Information Technology in all stages of its implementation of Tableau Server, from the writing of the initial proposal through testing, training new users, and providing support to report writers and consumers across campus.
- Served as Campus Project Manager for PSU's implementation of the National Survey of Student Engagement (NSSE), leading a cross-campus team of student affairs, communications, and DEI professionals.
- Coordinated institutional federal- and state-mandated reporting submissions, requiring liaison with state offices, policymakers, campus stakeholders, and technical staff.
- Directed Portland State's IPEDS and other federal data collections as institutional keyholder.
- Oversaw reporting needs of grants from agencies including NIH, APLU, and the Lumina Foundation.

Office of Student Success, Portland State University, Portland, OR

Student Success Fellow, 2023-24

- Lead the design and implementation of a data-literacy professional development program intended to improve the capacity of the institution to make use of its data in decision-making. Aimed at faculty, staff, and administrators, the program includes sections on data sources, forming research questions, data ethics, equity-minded analysis, data visualization, and communication of results to stakeholders.

Office of Institutional Research and Planning, Marshall University, Huntington, WV

Assistant Director, 2015-2017

Institutional Research Specialist, Sr., 2008-2015

- Lead the implementation of a multiple-server SAS Visual Analytics and Office Analytics deployment, providing a widely accessible and high-performance platform for the institution to share data and visualizations.
- Initial lead and subsequent member of Marshall's Persistence and Completion Academy team, an initiative of the Higher Learning Commission aimed at evaluating and improving student persistence and completion rates in an explicitly data-driven way.
- Developed a student retention probability model that combined conventional pre-matriculation data with non-cognitive skills assessments.
- Produced data submissions for numerous external agencies and studies including IPEDS, NPSAS, the HLC, the Delaware Cost Study, National Student Clearinghouse, and many others.
- Chaired Marshall's Banner Users Group (Student), a cross-functional team responsible for maintaining data quality and approving processes for student data held in Marshall's database.

- Served on Marshall's Strategic Enrollment Planning Committee.
- Represented the University at West Virginia's state-level Data Policy and Advisory Council.

PROFESSIONAL SERVICE

- Past President (2023), President (2022), Vice-President (2021), and Member-At-Large (2018-2020), Executive Committee, Pacific Northwest Association for Institutional Research and Planning.
- President (2017) and Vice-President (2016), West Virginia Association for Institutional Research.
- Data Policy Advisory Group, Association for Institutional Research. 2018-2020.

PRESENTATIONS

- **Collecting and Reporting Identity Data.** Discussion group. Pacific Northwest Association for Institutional Research and Planning (PNAIRP) Conference 2023. Spokane, WA.
- **Power BI vs. Tableau - IPEDS Data Viz Smackdown.** Featured Presentation. Pacific Northwest Association for Institutional Research and Planning (PNAIRP) Conference 2023. Spokane, WA.
- **Living with Limited Access to Financial Aid Data.** Association for Institutional Research Forum 2021. Virtual.
- **Doing IPEDS Analysis the Easy Way.** Pacific Northwest Association for Institutional Research and Planning (PNAIRP) Conference 2019. Vancouver, BC.
- **Living with Limited Access to Financial Aid Data.** Pacific Northwest Association for Institutional Research and Planning (PNAIRP) Conference 2019. Vancouver, BC.
- **Building a Retention and Completion Risk Analysis Model: Competing Methods.** Association for Institutional Research Forum 2019. Denver, CO.
- **Three Reasons Why Analytics Is Everyone's Problem.** Educause IT Summit, April 2019. Long Beach, CA.
- **Thresholding Intelligently: The Tyranny of the No-Information Rate.** Pacific Northwest Association for Institutional Research and Planning (PNAIRP) Conference 2018. Portland, OR.
- **Creating Warehouse Architecture to Support Analytics.** Pacific Northwest Association for Institutional Research and Planning (PNAIRP) Conference 2018. Portland, OR.
- **Illuminating the Invisible: An Experimental, Faculty-Driven Approach to Middle-Ability Retention.** National Symposium on Student Retention 2018. Salt Lake City, UT.
- **Experimental Access to Student Mindset: An Intrusive Mentoring Approach.** 2017 Higher Learning Commission Annual Conference, Chicago, IL.
- **Comparative Developmental Mathematics Success Rates.** 2014 Carnegie Pathways National Forum, San Francisco, CA.

CLASSES TAUGHT

- **Data Analysis and Visualization.** Spring 2022, Fall 2022, Winter 2023, Fall 2023, Winter 2024. Portland State University School of Business. An upper-division class required of all Business majors giving students an overview of data-visualization principles and concepts, knowledge of PowerBI and/or Tableau, and experience working through the data analytics lifecycle.
- **Freshman First Class,** Fall 2014, 2015, and 2016, Marshall University. A class for new first-year students that introduced the academic and social expectations of the University.

PUBLICATIONS

M. Smith, A. Fugett, and S. Smith (2018). Illuminating the invisible: an experimental, faculty-driven approach to middle-ability retention. In S. Whalen (Ed.), *Proceedings of the 14th Annual National Symposium on Student Retention, Salt Lake City, Utah.* (pp 194-208). Norman, OK: The University of Oklahoma.

EDUCATION

Marshall University, Huntington, WV: M.S. Technology Management, 2017.
University of Warwick, Coventry, UK: B.Sc. Mathematics and Physics, 1999.