

MARC WEST

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STUDENT DEVELOPMENT STRATEGIST

A highly experienced and successful Student Affairs professional with an extensive record of identifying and establishing meaningful programs and experiences that contribute to overall student success. A strategic across constituency collaborator, skilled relationship builder, crisis strategist, accessible manager, and visible and engaged campus leader.

SUMMARY OF QUALIFICATIONS

- 35 years of successful experience at Rural, Suburban, Urban, and Private Liberal Arts Colleges and Universities.
 - Staff Development and Supervision
 - Crisis Intervention and Risk Reduction
 - Course Instruction
 - New Student Onboarding and Services
 - Budgeting and Spend management
 - Fraternity and Sorority Life
 - Study Abroad
 - Grant Management and Assessment
 - Athlete Wellness and Success
 - Diversity, Inclusion, and Belonging
 - Parent, Family, and Alumni Engagement
 - Community Service and Volunteerism
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EDUCATION

Master of Education
Adult Learning and Development
Cleveland State University. Cleveland, OH
June 1995

Bachelor of Arts
Political Science
Wittenberg University. Springfield, OH
June 1988

PROFESSIONAL EXPERIENCE

Director of Parent and Family Programs
Baldwin Wallace University. Berea, OH.

December 2021 – present

Inaugural director of a new parent and family program designed to oversee, coordinate, and streamline university wide outreach, engagement, and services to parent and family stake holders. Established and lead strategic planning team; offer direct programs to parents and families; work with Alumni Relations on Parent and Family fund raising campaign including Family Weekend; work with College Relations on all public communication to families and parents; counsel and advise parents on student issues and concerns; and provide quality direct and indirect engagement to parents and families. Serve on the President's University Leadership Council.

Dean of First-Year Students and Student Engagement
Baldwin Wallace University. Berea, OH.

August 2016 – January 2022

Served as the key liaison from Student Affairs to Academic Affairs on matters pertaining to onboarding and engaging new students through the first year at the university. Contributed to curriculum development, new student orientation, and new student welcome initiatives. Offered direct intervention services to students in crisis and worked with families and parents on healthy intervention strategies. Coordinated programs to celebrate student success and excellence. Serve on the President's University Leadership Council.

Director of Student Life & Involvement
Baldwin Wallace University. Berea, Ohio.

February 2006 – January 2022

Responsible for the over-all management of Student Activities, New Student Orientation Programs, Fraternity and Sorority Life, and the Student Life Center. Guided a dedicated team of professionals and support staff in the daily operation of student life programs and services with a concentrated focus on student engagement; diversity, inclusion and belonging; student centered learning; orientation; leadership and late-night alternative programming; and events and related outcomes. Supervised the Director of Student Activities, Coordinator of Athletic Services, Assistant Director of Student Life, Office Manager, Administrative Receptionist, 4 Graduate Assistants and six student employees assigned to various areas. Managed departmental operating budget. Served as co-chair of the Student Success and Retention Task Force and the David A. Brain Leadership Advisory Committee.

Director of Student Life
Baldwin-Wallace College. Berea, Ohio.

January 2004 – February 2006

With an emphasis on social norming and peer education, responsible for the management of the Center for Alcohol & Related-issues Education (CARE), Greek Life, Student Activities, and the Student Life Center. Supervised the Directors of CARE, Greek Life, Student Activities, Office Manager, two (2) Part-Time Receptionists and four Graduate Assistants and student employees. Established the Student Life area vision statement to incorporate best practices in the areas of alcohol education, Greek Life, Student Activities, and programming. Managed departmental operating budget including an annual \$25,000.00 Ohio Department of Alcohol and Drug Addiction Services (ODADAS) grant.

Director of The Center for Alcohol & Related-issues Education
Baldwin-Wallace College. Berea, Ohio.

July 2000- June 2006

Oversaw a comprehensive institution wide risk reduction program. Managed Ohio Department of Alcohol and Drug Addiction Services/ODADAS grant. Supervised administrative assistants, graduate assistants, and community volunteers. Administered weekly all-campus community alcohol alternative social event. Facilitated community training and development program. Coordinated judicial/conduct process for student alcohol violations. Chaired city of Berea committee on alcohol education issues. Managed operating budget.

Director of Challenging Athletes Minds for Personal Success (CHAMPS/Life Skills)
Baldwin-Wallace College, Berea, Ohio.

January 2001-July 2003

Worked with student-athletes to establish a holistic wellness program to meet the complex emotional, social, and academic needs of student athletes. Directed all Student-Athlete programs: National Collegiate Athletic Association's CHAMPS/Life Skills program, the Student-Athlete Mentor, the Student-athletes Taking Active Responsible Roles (STARR) alcohol social norms program, and the Student-Athlete Advisory Committee. Coordinated personal development, service, academic, and career opportunities for athletes. Supervised two graduate assistants and oversaw program budget.

ADDITIONAL EXPERIENCE

Live-In and Live-On Residence Life Professional Experience

August 1988 – 2000

Various Campuses

Served in various professional staff live-in and live-on professional staff capacities at the State University of West Georgia, Hiram College, Cleveland State University, and Baldwin Wallace University. Highly engaged in community building, student staff development, programming, and student retention. Developed and sustained a solid understanding of the high importance of residential staff as essential stakeholders in community building, student wellness, diversity and inclusion, and overall campus climate.

Faculty Partnerships and Study Abroad/Away

Baldwin Wallace University. Berea, OH.

Selected as staff representative to travel with faculty and students on Study Abroad/Away travel to Brazil (May 8, 2017 – May 25, 2017); a Service trip to Lesotho, Africa, (May 11, 2009 – May 25, 2009) and a domestic Civil Rights trip (Freedom Road) through five US southern states (September 29, 2001 – October 30, 2001). Worked with faculty colleagues to provide high impact travel, academic, and group bonding experiences.

AWARDS & RECOGNITION

- Student Senate's Staff Member of the Year Award, Recipient.
- The AFA Advisor of the Year Award, Recipient.
- The Baldwin Wallace University Administrator Award for Leadership, Recipient.
- Omicron Delta Kappa, Inductee.
- BACCHUS Network Hall of Fame for Peer Education, Inductee.
- The BACCHUS Network Outstanding Advisor Award, Recipient.
- The Candace Harp Award for Fundraising, Recipient.
- Order of Omega, Inductee.
- The Baldwin Wallace University Administrator of Excellence Award, Recipient.
- The Berea Rotary Club Paul Harris Fellow Award for Service, Recipient.

PROFESSIONAL AFFILIATIONS

- AAEHP, Member.
- National Association of Student Personnel Administrators (NASPA), Member.
- Ohio College Personal Association (OCPA), Member.
- Rotary Youth Leadership Awards Conference (R.Y.L.A.), Conference Director, and District 6630 Chair.
- The Rotary Club of Berea, Rotarian.
- Certified Peer Educator Trainer, BACCHUS Network (NASPA).

REFERENCES AVAILABLE UPON REQUEST