

Stephanie Kay Hinshaw

Education

CREIGHTON UNIVERSITY Omaha, NE, Doctorate of Education, Interdisciplinary Leadership. October 2020. GPA: 4.0. *Dissertation: The Long-Term Influences of Toxic Leaderships: A Qualitative Descriptive Study.*

BUTLER UNIVERSITY Indianapolis, IN, Master of Business Administration, Specialization in Marketing Graduated Summa Cum Laude May 2007. GPA: 3.91

INDIANA UNIVERSITY Bloomington, IN, Bachelor of Arts, Major in Journalism, Public Relations Specialization in French, Graduated with high distinction May 2001. GPA: 3.75

Educational Leadership/Administration Experience

American College of Education, Indianapolis, IN June 2014-Present

Senior Vice President of Academic Affairs/Chief Academic Officer: Promoted in November 2017 from Assistant Provost and Vice President of Student Operations.

Accountable for the academic personnel, activities, outcomes, and initiatives for the college. Direct oversight of all academic departments, curriculum production services, accreditation, approvals, student affairs, academic excellence, program growth, student enrollment growth, continuous improvement activities, and student and faculty retention and satisfaction. Accountable for all student support activities as well as all academic outcomes for an online college comprised of adult learners. Created and managed budgets for all academic departments to support academic and student activities and quality. Developed tracking metrics and reports to improve student and faculty engagement, student satisfaction, retention, and program success. Results since being promoted to this position include:

- Approval of and Launch of 21 New Programs: Two Ed.D. programs, Three Ed.S. programs (including a superintendent program), One M.Ed. program, Three certificate programs, and Twelve Micro-Credential programs.
- Gained Three Approvals for Programmatic Direct Licensure
- Lead a Successful Comprehensive Higher Learning Commission Comprehensive (HLC) Visit
- Lead a Successful Substantive Change Visit with HLC to add an RN to MSN Program
- Improved Overall Term- to-Term Retention/Persistence by 2.0% (averaging 98.0%)
- Created a Continuous Improvement Department
- Grew Student Population by 250% (since joining the College)
- Lead College to Second Best Place to Work in Indiana Award
- Created Cost Saving of 30% through Faculty Utilization
- Lead Initiative to Create a Curriculum Lifecycle Management System (system utilized to manage online content, course revisions, video assets, and curriculum development)
- Achieved over 90% of Student Mastery of Program Outcomes and Student Satisfaction of 90%

Assistant Provost & Vice President of Student Operations: Hired in June 2014 as Senior Director of Registration and Student Services, promoted to Senior Director of Student Operations in October 2015, promoted to Assistant Provost and VP of Student Operations in December of 2016.

Accountable for the operations and strategic planning of the following offices: Admissions, Registration, Student Services, Bursar, and Certification. Joined these five-once separate- departments under one umbrella ("One Stop Shop") to assist with student satisfaction and outcomes In addition to better student service, the collaboration between these departments has led to increased efficiency and shorter lag times in the student lifecycle.

- Admissions: Oversaw department to ensure that all policies are followed in regard to admitting and re-entering students and awarding credit transfer. Developed and implemented an appeal process in collaboration with academic dean. Streamlined manual processes through the use of technology.
- Registration: Enforced college policies. Ensure students are scheduled appropriately for degree completion and progression standards (SAP). Create and manage academic calendar and course/program offerings. Partner with faculty, department chairs and academic dean in creation of

appeal process, college policies, and catalog creation. Enhanced performance in team through streamlining processes, developing systems, and automating manual efforts.

- Student Services: Lead efforts for student retention, outreach strategies, student communication and student onboarding. Created an onboarding process that has resulted in higher retention of admitted students. Listened to student feedback regarding communication tools and implemented a plan to provide webinars and instructional videos for students in 2018.
- Bursar (function absorbed into Student Services Department): Ensured appropriate billing for student accounts. Ensure payments are made and ledgers are appropriately updated.
- Certification: Directly managed certification officer to ensure that we are in compliance with state requirements for licensure programs.

Accountable for new program rollout for the College, creation and production of College Catalog, Student Handbook, Course Inventory, Student Commons, and overall academic operations to assist the Provost/President. Utilized technology to streamline processes for academic outcome reporting and faculty qualification tracking for the College.

Orbis Education Indianapolis, IN October 2012-June 2014

Director of Admissions Operations: Responsible for all centralized admissions efforts for accelerated online nursing programs. Accountable for staffing, strategy, and process execution for the front-line admissions representatives. Key accomplishments include: turning around an under-performing team to peak performing through increasing the number of qualified candidates in the pipeline for partner universities (Marian University, Northeastern University, Roseman University, Utica College, and Olivet Nazarene University). Assisted in development of centralized nursing admissions model that was implemented through the company. Introduced and managed a successful "online chat" strategy for company. Created a training program, plan, and tools for all admissions personnel.

Medtech College Atlanta, GA & Indianapolis, IN August 2004-October 2012

Vice President of Admissions: Lead student recruitment efforts and activities for all Medtech Campuses, including enrollment, front desk, and re-entry efforts of all Medtech campuses. Responsible for 18% organic growth in 2011, a year when colleges averaged a 28% decrease in population. Lead team to zero net drop attrition each fall and spring semester through partnering with student services and faculty members in retention and re-entry efforts. Used a Multivariable test to develop a highly effective enrollment process (resulting in an inquiry to start of 12% average). Created training programs, policies, procedures, and recruitment materials for the college. Assisted in the hiring and development of Medtech leaders. Served as mentor, coach, and leader for Medtech Associates. Lead team in regulatory excellence efforts during a highly volatile time in the industry. Created an academy for future leaders to assist with succession planning and implemented a community involvement initiative.

Corporate Director of Admissions and Marketing: Lead and managed Admissions Team to over 100% of goal quarterly goals. Responsible for all Advertising and Marketing efforts for the College (strategy and implementation), training of all Admissions personnel, and hiring of all team members. Managed Admissions Representative retention to 94% over an 18-month period. Oversaw new website creation and launch, created television commercials, direct mail pieces, and all marketing pieces. Wrote and implemented a comprehensive social media plan. Responsible for overall inquiry generation and messaging of the College.

Director of Admissions: Lead and managed program, course and nursing admissions for the campus. Lead admissions team to quarterly goals through recruiting qualified students. Assisted in growing a campus from zero students to approximately 900 students in a five-year timeframe. Responsible for the hiring, training, monitoring, and mentoring of seven Admissions Representatives. Developed and maintained a new admissions system for nursing programs. Created a comprehensive admissions metric system to evaluate student readiness for intensive Nursing programs.

Harrison College Indianapolis, IN July 2001-August 2004

Assistant Director of High School Marketing: Promoted to this position in July 2003. Co-lead the department to 118% of the team goal. Ran the department during the director's 12-week maternity leave. Responsibilities included the hiring, training, and managing of five team members, the creation and printing of all new marketing pieces, writing and performing presentations to promote the college.

High School Marketing Specialist:

Responsible for the recruitment of qualified students through delivering classroom presentations, creating marketing pieces, and establishing relationships with high school personnel. Achieved at least 110% of every goal.

Teaching/Faculty Experience

Indy Reads August 2018 – Present

Adult Literacy Tutor: Trained in adult literacy techniques and methods to support teaching reading and comprehension growth. Spend two hours each week working with adult students.

American College of Education Present

Course Author: Writing and recording presentations for *GE4003 Critical Reflection and Self-Assessment*, a bachelors-level course designed to help learners with employability skills.

Antonelli College January 2013- May 2013

Adjunct Faculty: Taught management course to diverse students in an online environment.

University of Phoenix/Axia College December 2007-January 2013

Adjunct Faculty: Taught Business/Management classes to diverse student population. Responsible for online classroom management, meeting course guidelines/objectives, retention of students, and fair grading practices.

Medtech College August 2008 – August 2010

Instructor: Taught College Mathematics and Accounting classes to diverse student populations. Responsible for lesson-planning, grade keeping, and instructional delivery in a classroom setting.

Publications

Hinshaw, S. (2019, December 2). Responding to toxic leadership: Six practical approaches. *Academic Scholar*. <https://www.academic-leader.com/topics/leadership/how-to-respond-to-toxic-leadership-six-practical-approaches>

Hinshaw, S. (2019, December 10). Advocating for online education: Yes, this is still needed. *OLC Insights*. <https://onlinelearningconsortium.org/advocating-for-online-education-yes-this-is-still-needed/>

Hinshaw, S. (2020, February 14). Why learning about toxic leadership can help your leadership practice and knowledge. *Faculty Focus*. <https://www.facultyfocus.com/articles/academic-leadership/learning-about-toxic-leadership/>

Hinshaw, S. (2020, October 9). Learning about the true power of leadership by comparing servant leadership to toxic leadership. *Faculty Focus*. <https://www.facultyfocus.com/articles/academic-leadership/learning-about-the-true-power-of-leadership-by-comparing-servant-leadership-to-toxic-leadership/>

Hinshaw, S. & Ernst, B. (2019, September 22). Student success coaches for online learners. *American Association of Collegiate Registrars and Admissions Officers (AACRAO)*. <https://www.aacrao.org/resources/newsletters-blogs/aacrao-connect/article/student-success-coaches-for-online-learners>

Hinshaw, S., & Landry, S. (2019, August 12). How student voice can drive a culture of continuous improvement. *Evolution*. https://evollution.com/attracting-students/customer_service/new-years-resolutions-how-to-show-students-youre-listening/

Hinshaw, S. & Witherspoon, A. (2020, April 15). COVID-19 calls for pivoting towards supporting partners and students. *Evolution*. https://evollution.com/managing-institution/operations_efficiency/covid-19-calls-for-pivoting-towards-supporting-partners-and-students/

Presentations

Hinshaw, S. (2009) *How to Build a Peak-Performing Admissions Team*. Washington, D.C.: Career College Association Annual Conference.

Hinshaw, S. (2010) *How to Build a Peak-Performing Admissions Team*. Washington, D.C.: Career College Association Annual Conference.

Hinshaw, S. (2019, May). *Improving Your Institution's Tune Through Badging*. Nashville, TN: United States Distance Learning Association (USDLA) Annual Conference.

Hinshaw, S. (2019, October 5). *Protecting Your Culture Through Understanding Toxic Leadership*. St. Louis, MO: Leadership in Higher Education Annual Conference.

Hinshaw, S. (2019, October 22) *An Overview of Toxic Leadership and Its Impacts*. Chicago, IL: American College of Education Alumni Event.

Hinshaw, S. (2020, February 25). *Improving Your Leadership Through Understanding Negative and Toxic Leadership*. Magna Publications Online Seminar (Invited Presentation).

Hinshaw, S. (2020, May 28). *Find Your Position of Power when Addressing Toxic Leadership*. Academic Impressions Women's Leadership in Higher Education Program. <https://www.academicimpressions.com/product/0520-toxic-leadership/>

Hinshaw, S. (2020, July 22). *Protecting Innovation Through Understanding Toxic Leadership*. Chicago, IL: Online Learning Consortium (OLC) Innovate Conference.

Hinshaw, S. (2020, September 17). *Communication Strategies to Confront Toxicity in the Workplace*. Academic Impressions Online Workshop. <https://www.academicimpressions.com/communication-strategies-to-confront-toxicity-in-the-workplace/>

Hinshaw, S. (2020, October- December). *Protecting Your Culture Through Understanding Toxic Leadership*. Online Leadership in Higher Education Annual Conference.

Hinshaw, S. (2020, October 20). *Advanced Leadership Philosophies: Contrasting Servant Leadership and Toxic Leadership*. Magna Publications Online Seminar (Invited Presentation).

Hinshaw, S. (2020, November 10). *Servant leadership during times of uncertainty*. Online Learning Consortium (OLC) Accelerate Conference.

Hinshaw, S. (2021, May). *Protecting Your Culture Through Understanding Toxic Leadership*. Scottsdale, AZ: The Chair Academy Annual Conference (Invited Presentation).

Hinshaw, S., & Ernst, B. (2019, November 6). *Increasing Persistence and Retention & Decreasing Melt: The Online Student Success Coach Model*. Dallas, Texas: American Association of Collegiate Registrars and Admissions Officers (AACRAO) Strategic Enrollment Management Conference.

Hinshaw, S. & Landry, S. (2019, May). *Ring in the New Year with Continuous Improvement*. Nashville, TN: United States Distance Learning Association (USDLA) Annual Conference.

Hinshaw, S. & Pelham, N. (2020, October-December). *If you build it they will come: Leadership development*. Online Leadership in Higher Education Annual Conference.

Hinshaw, S. & Pelham, N. (2020, November 9). *Cultivating leaders: If you build it, they will come*. Online Learning Consortium (OLC) Accelerate Conference.

Hinshaw, S., McKay, C., Hamlett, T., & Johnson (E.) (2020, July 23). *Leading in Online Learning Environments: A Conversation About Challenges and Solutions*. Chicago, IL: Online Learning Consortium (OLC) Innovate Conference.

Poulin, R., Dowd, C., Hinshaw, S., Betts, K., Pedersen, K. (2019, November 19). *Accreditation Workshop for Online Leaders*. Orlando, FL: Online Learning Consortium (OLC) Accelerate Conference.

Underwood, J., Eberhardt, M., Forder, M., Suarez-Grant, J., & Hinshaw, S. (2020, June) *Diversity, Equity, and Inclusion in Online Course Design and Delivery*. Chicago, IL: Online Learning Consortium (OLC) Innovate Conference.

Activities and Honors

- **United States Distance Learning Association Outstanding Leader in Distance Learning (2020):** Selected as the outstanding leader in distance learning for service to students, the field of online education, and my organization.
- **Harvard Graduate School of Education-Women in Education Leadership (2017):** Selected to attend this three-day session in March 2017 for female leaders making a difference in the field of education.
- **Institute of Emerging Leaders in Online Education (2019):** Selected as a member of the Institute of Emerging Leaders in Online Education (IELOL) created and ran by the Online Learning Consortium.
- **Indiana Best Places to work (2017-2019):** American College of Education received this award for the past three years and placed sixth, seventh, and second respectively.
- **Quality Matters (2018).** Certified in "Applying the Quality Matters Rubric" (APPQMR) for online higher education courses.
- **Best of Conference for Leadership in Higher Education Conference (2019).** Received by achieving stellar ratings from session attendees.
- **ACE Celebrity/Employee of the Year (2015):** Nominated by peers and leaders as the employee of the year for American College of Education for 2015.
- **Stevie Bronze Award Winner (2012):** Growth within an organization in 2011.
- **Gleaners Food Bank Volunteer (2017-2018)** Bi-weekly volunteer at local food kitchen.
- **Habitat for Humanity Volunteer:** Volunteered for ten days in New Orleans to "gut" houses to assist with the clean-up from Hurricane Katrina in October 2006.
- **Avid Runner:** Participated in over forty half marathons and five full marathons between the years of 2001 to 2016.