

Dr. Judy Holmes

Contact Information



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Skills

- Innovative Leadership
- Employee Development
- Enrollment Management
- Strategic Planning and Budgeting
- Problem-solver
- Innovative; creative
- Marketing
- Regional Accreditation
- Programmatic Accreditation: AVMA, ACOTE, NCCER,
- Change Management
- Financial Analysis
- Compliance
- Institutional Assessment
- Learning Management Systems: Canvas, eCollege, Blackboard
- National Junior College Athletic Association
- SEVIS approved Primary Designated School Official
- Project Management

Summary

A dynamic and innovative executive leader in higher education, with the talent of being motivational, collaborative, transformational, results-driven and highly communicative. With strong analytical skills and a passion for higher education, this dedicated leader has a vast level experience in Strategic Planning, Financial Planning and Budgeting, Online Education, Marketing, Enrollment Management, Assessment, and Institutional Effectiveness.

Key Accomplishments

- ✓ As a consultant for a non-profit university, has incorporated processes, identified marketing opportunities and developed university personnel to successfully increase online enrollments by 45% in less than 1 year
- ✓ Successfully transitioned an institution from an Associate degree granting status to a Bachelor degree granting status and received approval for 100% online delivery for all academic programs
- ✓ Transitioned the institution from two campuses to four campuses and two course location sites, including one acquisition and one start-up campus; growing student population from 800 to over 2200
- ✓ Successfully researched new academic programs including developing curriculum, programmatic accreditation requirements, hiring faculty, acquiring facilities and equipment and organized the successful launch for numerous new academic programs

Education

Doctor of Education in Organizational Leadership 2011

Dissertation: *"Personality Traits of College Admissions Representatives as a Predictor to Job Performance"*

Argosy University – Sarasota, Sarasota, FL

Masters of Business Administration with an emphasis in Leadership Studies 2004

Baker College, Flint, MI

Bachelors of Science Human Resource Management 1997

Friends University, Wichita, KS

Professional Experience

Brown Mackie College

Salina, Kansas

1988 – Present

Founded in 1892, the College is accredited by Higher Learning Commission and grew to a multi-campus institution with a main campus in Salina, Kansas and three branch campuses in Kansas City metropolitan area; Oklahoma City, Oklahoma; and Birmingham, Alabama; as well as two course locations sites in Olathe, Kansas and Salina, Kansas. The College is owned by Education Management Corporation, who also owns other campuses of Brown Mackie College, Art Institutes, Argosy Universities, and South University.

Institutional President (2007 – Present)

Brown Mackie College – Salina, Kansas City, Oklahoma City & Birmingham

- ❖ Responsible for operations of a multi-campus institution, with total student population of over 2200 and revenues in excess of \$33M
- ❖ Transitioned the institution from wholly on-ground, to blended learning and ending with fully online course/program delivery
- ❖ Developed relationships in multi-state regions, including: Kansas Board of Regents, Oklahoma State Regents for Higher Education, Alabama Commission on Higher Education, Kansas Board of Nursing, and Oklahoma Board of Nursing
- ❖ Improved Strategic Planning process for the Institution; involving all personnel and board members
- ❖ Changed culture of the institution from individual campuses to an Institutional culture across four campuses
- ❖ Oversight and direct involvement in all institutional accreditation processes
- ❖ Worked collaboratively with Chief Academic Officer to develop the Institution's Assessment Plan for assessing student learning, program review and Institutional Effectiveness; achieved a favorable result from HLC and recommendations to present data collection efforts at HLC Annual Conference
- ❖ Researched new academic programs to continue the growth in the institution's academic offerings; implementing over 15 new academic programs
- ❖ Created non-credit programs and courses for continuing education and community partnerships
- ❖ Launched Corporate Partnership program
- ❖ Increased articulation agreements and 2+2 agreements
- ❖ Gained awards and recognition across all Brown Mackie College locations in the areas of: Employee Satisfaction, Lowest Staff/Faculty Turnover, Student Persistence, Enrollment, Lowest Student Debt, and Community Partnerships, Graduate Outcomes, Employee Longevity, and Employee Succession Planning

Campus President (1996 – 2007)

Brown Mackie College - Salina

- ❖ Responsible for overall campus operations
- ❖ Oversight of building improvements; including two new facility build-outs and multiple campus renovations
- ❖ Transitioned the campus to monthly course delivery and quarter system
- ❖ Developed course mapping
- ❖ Converted to new Student Records database system: Campus Vue

**Assistant Campus Director (1995 - 1996)
Brown Mackie College - Salina**

- ❖ Analyzed business trends
- ❖ Developed student focus committees
- ❖ Designed and initiated the Institutional Cash Flow report and analysis
- ❖ Converted to new Student Records database system: PCES

Financial Aid Officer/Sr. Financial Aid Officer/ Financial Aid Coordinator/ Fiscal Officer (1988-1995); Brown Mackie College – Salina & Kansas City

- ❖ Oversaw Financial Aid Offices at two campus locations
- ❖ Converted software program from financial aid planning and packaging
- ❖ Member of the Institution’s HLC Self-Study Committee
- ❖ Developed the Institution’s first Financial Aid Policies and Procedures Manual

Teaching Experience

Kansas Wesleyan University Salina, Kansas 2017-Present

Adjunct MBA Faculty Member (Spring 1, Spring 2, Summer and Fall 2)

- Developed and Instructed online courses, including:
 - BUSA555 Behavior in the Workplace
 - BUSA570 Strategic Marketing Management
 - BUSA550 Dynamics of Professional Communication
 - Students responses on course evaluation survey ranked the instructor 4.71 (out of 5)
 - Student responses on course evaluation survey ranked the course 4.53 (out of 5)
 - 79% response rate on course evaluation survey

Consultative Experience

Edaccelerated, LLC Oklahoma City, OK 2017–Present

Chief Operations Officer

- Consultant for Higher Education institutions in the areas of enrollment management, assessment, accreditation, and marketing
- Client: Kansas Private Non-Profit Liberal Arts University
 - Results include:
 - increased online student enrollments by 45%
 - improved online marketing presence
 - accountability measures to track performance and results
 - streamlined admissions procedures and processes to increase student enrollment

Community Involvement

- Board Member and Chairman of the Board for the Kansas Board of Regents Private Career Colleges and Schools Advisory Committee
- Past Board Member of Salina Christian Academy
- Served two, three-year terms as Board Member of Ashby House; Personnel Committee Chair for Board
- Community spokesperson to spearhead communication and advocacy for an approved local sales tax to fund the Kenwood Cove Water Park; successfully passed by local voters in November 2008
- Participant of Salina Chamber of Commerce Inter-City Visiting Team: researching desirable economic development opportunities for the City of Salina
- Past member of the American Business Women's Association
- Guest Speaker for Lion's Club, American Business Women's Associate, AMBUCS, Rotary, Salina Human Resources Management Association, and Missouri/Kansas Private Career Colleges and Schools
- Participated on the Salina Chamber of Commerce's "Workforce Development" committee
- Annually participated on a panel of educators for Salina Leadership class
- Red Cross volunteer; recognized by the American Red Cross for supporting blood collection efforts within the community
- Organized community outreach to help train individuals on computer literacy, resume writing, financial literacy and scholarship searches

Presentations and Publications

Holmes, J.L. (1992). *"Student Financial Services Policies and Procedures."* Unpublished manual.

Holmes, J.L. (July 2005). *"Best practices for graduate employment outcomes."* Presented by invitation to Brown Mackie College Director of Career Services conference.

Holmes, J.L. (October 2005). *"Overcoming obstacles to continue your professional growth."* Presented to America Business Women's Association.

Holmes, J.L. (February 2006) *"Persistence initiatives that work."* Presented by invitation to Brown Mackie College Leadership Conference.

Holmes, J.L. (August 2006). *"Advancing an Engaged Workforce."* Presented at Brown Mackie College President Conference.

Holmes, J.L. (April 2008). *"Understanding the OAD: A personality assessment as a hiring tool."* Presented to Brown Mackie College President's Council.

Holmes, J.L. (April 2008). *"Management succession planning: A strategic plan."* Presented to Brown Mackie College – HLC Presidents.

Holmes, J.L. (July 2008). *"Hearing vs listening: Are you really listening?"* Presented to Brown Mackie College – HLC group.

- Holmes, J.L. (August 2008). "*Persistence vs. Absenteeism.*" Presented to BMC-HLC All Institution Annual Meeting.
- Holmes, J.L. (March 2009). "*Presidential Training Guide.*" Unpublished manual.
- Holmes, J.L. (August 2009). "*Transitional studies: How did they impact student outcomes in college level courses.*" Presentation to the Brown Mackie College President's Council (Webex).
- Holmes, J.L. (March 2010). "*Improving Career Services outcomes.*" Panelist for Brown Mackie College Career Services Leadership Council.
- Holmes, J.L. (April 2010). "*Exceptional leadership.*" Presented to Brown Mackie College – HLC Group.
- Holmes, J.L. (November 2010). "*Reducing student debt.*" Presented by invitation to Brown Mackie College Council of Presidents Conference.
- Holmes, J.L. (June 10, 2011). "*Strategic planning framework.*" Presentation to the Brown Mackie College Board of Trustees.
- Holmes, J.L. (July 2011). "*Strategic persistence plan: Impacting for results.*" Presented by invitation to Brown Mackie College Leadership conference (Webex).
- Holmes, J.L. (September 2011). "*Life is change. Change is inevitable; Growth is optional.*" Presented by invitation to American Association of University Women.
- Holmes, J.L. (October, 2011). "*Institutional decision making structure.*" Presentation to the Brown Mackie College Board of Trustees.
- Holmes, J.L. (April 2012). "*Composite score index: Institutional financial responsibility.*" Presentation to Brown Mackie College Board of Trustees.
- Holmes, J.L. (July 2013). "*Student Advisor Training Guide.*" Unpublished manual.
- Holmes, J.L. (2014). "*Technology in the Classroom.*" KSAL 1050 Radio talk show.
- Holmes, J.L. (2014). "*Community Partnerships: How to develop and be an influence within the community.*" Presented to Salina Business Leadership Forum.
- Holmes, J.L. (August 2014). "*Student attrition: Initiatives for improvement.*" Presentation to Brown Mackie College Board of Trustees.
- Holmes, J.L. (October 2014). "*Don't allow outside noise interfere with your direction in life.*" Presented by invitation to Missouri/Kansas Association of Private Career Colleges and Schools.
- Holmes, J.L. & Smith, D.K. (2015) "*Credit Hour Ascription: Meeting the new USDOE requirements.*" Presented by invitation to the EDMC system of colleges and universities. Webex.

Holmes, J.L. (November 2015). "*Marketing strategies and trends.*" Presentation to Brown Mackie College Board of Trustees.

Holmes, J.L. (November 2015). "*Gainful employment: A regulation overview.*" Presentation to Brown Mackie College Board of Trustees.

Holmes, J.L. (May 2016). "*Noel Levitz: Student satisfaction trends and analysis.*" Presentation to Brown Mackie College Board of Trustees.

References

Bill Brooks
Past President of American Education Centers
Past President of Brown Mackie Colleges
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