

# ANDREW G. AXSOM

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## EDUCATION

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| August 2005-May 2015                                                                                                                                                                                                                                            | <b>University of North Texas</b> | Denton, TX      |
| <ul style="list-style-type: none"><li>■ ABD – PhD in Higher Education</li><li>■ Research interests include Greek Affairs, Development, Quantitative Research Methodology, Student Success, Institutional Effectiveness, Financing of Higher Education</li></ul> |                                  |                 |
| August 2001-August 2003                                                                                                                                                                                                                                         | <b>The University of Tulsa</b>   | Tulsa, OK       |
| <ul style="list-style-type: none"><li>■ Master of Business Administration Degree      Concentration: Management</li></ul>                                                                                                                                       |                                  |                 |
| August 1997-May 2001                                                                                                                                                                                                                                            | <b>Rockhurst University</b>      | Kansas City, MO |
| <ul style="list-style-type: none"><li>■ Bachelor of Science Degree      Major: Accounting</li></ul>                                                                                                                                                             |                                  |                 |

## EXPERIENCE

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| September 2015-April 2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Parchment, Inc.</b> | Scottsdale, AZ |
| <i>Regional Sales Manager, Higher Education</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                        |                |
| <ul style="list-style-type: none"><li>■ Managed all sales opportunities for credential management software for all higher education institutions in Texas and Oklahoma</li><li>■ Engaged with various constituents such as the Registrar, the Vice President for Enrollment Management, the Director of Admissions, the CIO, and the Vice President for Academic Affairs to build relationships and provide buy-in for software purchase around campus</li><li>■ Nurtured relationships from prospect to implementation for campuses such as The University of Oklahoma, Texas Christian University, Prairie View A&amp;M University, The University of Texas at Arlington, Northeastern State University, Howard Payne University</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                        |                |
| October 2013-September 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>OrgSync, Inc.</b>   | Dallas, TX     |
| <i>Director of Campus Development</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                        |                |
| <ul style="list-style-type: none"><li>■ Expanded usage of online campus engagement network for existing Campus Partners at key accounts such as Texas Christian University, Georgia State, and the University of Missouri</li><li>■ Developed key relationships with a wide variety of administrations from Vice Presidents to departmental contacts to advance OrgSync usage into new functional areas such as Alumni Affairs, Athletics, and Religious Life</li><li>■ Served as Subject-Matter Expert for development of Assessment offering as well as for Professional &amp; Graduate Schools (including Business, Law, Medical, Pharmacy and Dental)<ul style="list-style-type: none"><li>➢ Conduct webinars &amp; in-person trainings on best practices and non-traditional uses of the platform, as well as conduct thought-leadership webinars on Assessment topics</li></ul></li><li>■ Managed all Graduate School sales opportunities from account creation, prospecting, cultivation, online demonstrations, technical differentiation, to contract negotiation, as well as pipeline management and forecasting<ul style="list-style-type: none"><li>➢ Developed revenue stream for Graduate Schools that yielded key accounts such as Columbia Business School, Duke Fuqua School of Business, &amp; the University of Texas Medical Branch</li></ul></li></ul> |                        |                |

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## EXPERIENCE (CON'T)

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September 2009-September 2013 **University of North Texas Health Science Center** Fort Worth, TX  
*Director of Student Development, Division of Student Affairs*

- Supervised 5 professional staff and up to 40 students who were responsible for the Career Services, International Student Services, Student Government and Organizations, and Student Programs & Events functions that benefited five professional schools of nearly 2,000 Medical and Graduate students
- Created & revamped institutional event management processes for large-scale student programs including Pre-Orientation, Orientation, Convocation, Parent/Family Programming, & Commencement ceremonies that served more than 10,000 people annually
- Oversaw production of the UNT Health Science Center Catalog each academic year
- Adjudicated violations of the Student Code of Conduct as a Hearing Officer
- Interfaced with IT staff to build custom solution for Medical Student Performance Evaluation that consolidates numerous disparate processes using PeopleSoft and now streamlines letter production for more than 200 medical students annually
- Instituted quarterly audits of budgets and goals for direct reports
- Secured funding and student support to create institutional travel fund which grew from \$2,000 to \$17,000 in 2 years

September 2007-August 2009 **University of North Texas Health Science Center** Fort Worth, TX  
*Student Development Coordinator, Division of Student Affairs*

- Developed new Career Services office to help students improve their career options
  - Taught graduate classes of up to 200 students on proper CV/resume development, behavioral-style interviewing, cover letter and personal statement writing
  - Facilitated large-scale career fairs for Medical and Physician Assistant students which brought numerous employers to campus to recruit students
  - Coordinated Electronic Residency Application Service (ERAS) and Medical Student Performance Evaluation (MSPE) for more than 150 Medical students annually
  - Implemented new programs such as InterviewStream, Career Services Cross-Functional Team
- Coordinated International Student Services and serve as Designated School Official (DSO) to Department of Homeland Security
  - Developed comprehensive educational programs on topics such as orientation, work authorization, regulation updates & graduation

September 2003-August 2007 **The University of Texas at Arlington** Arlington, TX  
*Student Development Specialist, College of Business Administration*

- Advised undergraduates in a College of more than 5,000 students on completion of degree requirements for 17 degrees
  - Selected as advisor for Goolsby Fellows in the Goolsby Leadership Academy
  - Coordinated internship course for International Business students
- Delivered undergraduate programs including recruitment events, orientation sessions, career seminars, mentoring program, success workshops, and study abroad programs
- Oversaw Freshman Interest Group (FIG) for the College of Business Administration
  - Coordinated all areas of program management including course selection, curricular and co-curricular activities, faculty involvement, marketing, recruitment and retention efforts
  - Facilitated classes of EDUC 1131, College Adjustment Course for the FIG

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## EXPERIENCE (CON'T)

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January 2006-April 2006      **The University of Texas at Arlington**      Arlington, TX  
*Acting Coordinator, Undergraduate Studies, College of Business Administration*

- Administered Undergraduate Advising Office in absence of Coordinator
- Provided leadership and support for office of six professional advisors and two professional staff; approved vacation and sick leave requests; processed grade changes
- Coordinated BBA program at McLennan Community College in Waco including course selection, academic advising, relations with faculty, recruitment & retention efforts

December 2001-September 2003      **Tulsa Community College**      Tulsa, OK  
*Paraprofessional, Student Activities*

- Planned and coordinated educational, entertainment, and recreation programs for campus of more than 8,000 students
- Provided 6 “Happy Hours” for evening students averaging 200 people per event
- Supervised 3 student employees who marketed & promoted events on campus
- Served as primary advisor for Student Government Association
  - Membership increased from fewer than 5 to more than 20 between 2001 and 2003
  - Facilitated name change from Student Association to Student Government Association by conducting a student referendum on all 4 TCC campuses

## PUBLICATIONS

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Axsom, A.G. (2013, December). Five creative ideas to help you expand your use of OrgSync next year. OrgSync Blog, Retrieved 22 February 2016 from <http://blog.orgsync.com/2013/expand-orgsync-campus-and-thinking>.

Axsom, A.G. (2006, Summer). Creating a culture of academic success. *Shield & Diamond of Pi Kappa Alpha*, 117(2), 45-46.

Axsom, A.G. (2005, January). Creating the “perfect advising experience”. *UTAAA News*, 1-3.

Axsom, A.G. (2001, February). Establishing the kappa epsilon dynasty. *Pi Kappa Alpha Rush Files*.

## PROFESSIONAL PRESENTATIONS

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Axsom, A.G. & Cooks, M.D. (2014, June). OrgSync through a cohesive lens. Pre-conference presentation at the OrgSync Connect User Conference, Dallas, TX.

Cebulski, A.R., Axsom, A.G., & Lee, T. D. (2014, June). Assessment in sync: Using OrgSync to maximize assessment initiatives. Pre-conference presentation at the OrgSync Connect User Conference, Dallas, TX.

Axsom, A.G. (2014, June). Designing and interpreting powerful program evaluations. Webinar presentation, OrgSync, Inc.

Axsom, A.G. & Cooks, M.D. (2014, April). Assessment series: Simplifying data for year-end reporting and beyond. Webinar presentation, OrgSync, Inc.

Axsom, A.G. (2014, March). Assessment series: Constructing effective learning outcomes. Webinar presentation, OrgSync, Inc.

Axsom, A.G. (2014, February). Assessment series: The importance of direct assessment methodology. Webinar presentation, OrgSync, Inc.

Axsom, A.G., Moore, L.R., & Erwin, J.A. (2013, June). Strategies for increasing orgsync feature adoption at the UNT Health Science Center. Presentation at the OrgSync User Connect Conference, Dallas, TX.

Renfro, J.C. & Axsom, A.G. (2013, April). Technology and advising: A career services model streamlining the ERAS and MSPE processes. Presentation at the Joint Conference of the American Association of Colleges of Osteopathic Medicine and the Association of Osteopathic Directors and Medical Directors, Baltimore, MD.

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## PROFESSIONAL PRESENTATIONS (CON'T)

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- Axsom, A.G., Renfro, J.C., & Griffin, L. (2012, October). Technology and advising: A career services model for doing a lot with very little. Presentation at the Texas Association of College & University Student Personnel Administrators Conference, San Antonio, TX.
- Axsom, A.G., Moore, L.R., & Hicks, J.M. (2012, June). Linking the UNT Health Science Center through campus-wide orgsync integration. Presentation at the OrgSync User Connect Conference, Dallas, TX.
- Hicks, J.M., Moore, L.R., & Axsom, A.G. (2012, June). Show me the money: The good, the bad & the ugly of the budget management system. Presentation at the OrgSync User Connect Conference, Dallas, TX.
- Axsom, A.G. (2012, March). Innovative orientation programming that builds healthy, engaged medical students. Presentation at the American Association of Colleges of Osteopathic Medicine Conference, Washington, DC.
- Smethers, M.L. & Axsom, A.G. (2009, November). Surviving the industry: Recording your title track in higher education. Presentation at the Southern Association of College Student Affairs Conference, Nashville, TN.
- Reamey, R., Nathan, A. & Axsom, A. (2009, November). The value of mentoring young professionals: A conversation with new professionals. Presentation at the Southern Association of College Student Affairs Conference, Nashville, TN.
- Haynes, R.M. & Axsom, A.G. (2008, October). Implementing a first-year experience program at a graduate professional institution: Ensuring student success from academics to financial literacy. Presentation at the Texas Association of Student Financial Aid Administrators Conference, Houston, TX.
- Axsom, A.G. & Cowan, A.G. (2008, August). Building and sustaining an alumni advisory board. Presentation at the International Convention of the Pi Kappa Alpha Fraternity, Memphis, TN.

## PROFESSIONAL MEMBERSHIPS & INVOLVEMENT

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- GBSSA (Graduate Business Student Services Association) – 2014-2015
  - Conference Planning Committee – 2015
- NASPA (National Association of Student Personnel Administrators) – 2007-Present, 2003-2004
  - One of fifty-one selected to attend NASPA/SACSA New Professionals Institute – 2008
- SACSA (Southern Association for College Student Affairs) – 2007-2013
  - Research Committee, SACSA Grant Reviewer – 2009-2010
  - Membership Committee, Texas Co-Chair – 2007-2009
- TACUSPA (Texas Association of College Student Personnel Administrators) – 2007-2013
  - Newsletter Editor – 2012-2013
  - Fall Conference Co-Chair – 2010-2011
  - Fall Conference Technology Chair – 2009-2010
  - Registration Co-Chair for SACSA/NASPA Region III/TACUSPA Conference – Fall 2007
- NAFSA (Association of International Educators) – 2007-2013
- NACADA (National Academic Advising Association) – 2003-2007

## GRANT FUNDING

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Primary Investigator, Assessing the Feasibility of Implementing a First Year Experience Program at a Graduate, Health-Professions Institution was funded in the amount of \$500 for the period between September 1, 2011 and August 31, 2012 by the National Orientation Directors Association (NODA).

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## INSTITUTIONAL SERVICE

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### University of North Texas

- National Institute for the Study of Transfer Students, Research Grant Reviewer – 2008
- Pi Kappa Alpha Fraternity, Faculty Advisor – 2007-2008

### University of North Texas Health Science Center

- Pride Campaign Employee Giving Program, Team Captain – 2008-2009
- Career Services Cross-Functional Team, Chair – 2007-2008

### The University of Texas at Arlington

- Outstanding Academic Advisor Selection Committee, Member – 2007
  - Pi Kappa Alpha Fraternity, Faculty Advisor – 2004-2007
- Marketing Coordinator of Quality Enhancement Plan (QEP) for UT Arlington's reaffirmation of SACS accreditation, Co-Chair – 2006

## HONORS & AWARDS

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- Nominated by UNT Health Science Center to Fort Worth Business Press' Top 40 Under 40 - 2013
- Awarded the UNT Health Science Center's Thomas Moorman Unsung Hero Award by the Medical Student Government Association for outstanding contributions to the medical student body – 2010
- Named the 2006-2007 Chapter Advisor of the Year by the Pi Kappa Alpha Fraternity
- Named the 2005-2006 UT Arlington Outstanding Academic Advisor
- Awarded the Rockhurst University Pi Kappa Alpha Chapter "Patterson Alumni Award" – 2003  
Renamed the "Axsom Alumni Award" – 2008
- Named the 1999-2000 Most Outstanding New Senator – Rockhurst University Student Senate
- Named to the Order of Omega Greek Honor Society, Rockhurst University – 1999
- Eagle Scout, Boy Scouts of America – 1997

## COMMUNITY INVOLVEMENT

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- Catholic Charities of Dallas, Archangels Men's Auxiliary, Board Member – 2016-Present
- University of North Texas Professional Leadership Program, Mentor – 2015-Present
- Young Catholic Professionals (Dallas Chapter), Vice President of Membership – 2015-2016
- Pi Kappa Alpha at the University of North Texas, Financial Advisor, Recruitment Advisor, New Member Education Advisor – 2006-Present
- The DFW Area Alumni Association of Pi Kappa Alpha, President – 2009-2012; Treasurer – 2013-2014
  - Awarded the 2008-2009 Outstanding New Area Alumni Association within Pi Kappa Alpha
- The University of Tulsa Ft. Worth/Arlington Alumni Chapter, Board Member – 2011-2012
- Pi Kappa Alpha at UT Arlington, Colony/Chapter Advisor – 2004-2009
  - Developed and cultivated 15-person Alumni Advisory Board to assist operations which was named the 2007-2008 Alumni Advisory Board of the Year within Pi Kappa Alpha