

Ashley E. Johnston, Ph.D.

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EDUCATION

Doctor of Philosophy: Higher Education Administration The University of Southern Mississippi Dissertation: <i>Preferred Mentoring Characteristics and Doctoral Students' Research Self – Efficacy</i>	December 2015 Hattiesburg, MS
Master of Education: Counseling Personnel Services The University of Southern Mississippi	December 2009 Hattiesburg, MS
Bachelor of Arts: Psychology The University of Southern Mississippi	May 2007 Hattiesburg, MS

TEACHING EXPERIENCE

The University of Southern Mississippi Instructor	Hattiesburg, MS
<ul style="list-style-type: none">• UNV 392: Center for Undergraduate Research Scholar Seminar – Fall 2016, Spring 2017• IDS 101: Interdisciplinary Seminar – Summer 2016• IDS 110: Luckyday Seminar – Fall 2015, 2016• UNV 101: Leadership Seminar – Fall 2014• REF 301: Understanding Research (Course co-creator) – Fall 2013• UNV 120: Leadership Seminar – Fall 2010• UNV 312: Mentoring Students – Fall 2010, 2011, 2012	

PROFESSIONAL EXPERIENCE

Assistant Professor Educational Leadership and Technology, Southeastern Louisiana University	August 2018 – Present Hammond, LA
Vice President for Enrollment Management / Director of Admissions Enrollment Management, University of Holy Cross	January 2018 – August 2018 New Orleans, LA
<ul style="list-style-type: none">• Manage all aspects of enrollment, specifically in the areas of new student recruitment and admissions processing, registrar activities, and financial aid operations.• Monitor and project enrollment targets in concert with Academic Affairs and Finance offices.• Build strategic partnerships with faculty and administrative units across campus.• Allocate, manage and monitor division budget.• Supervise enrollment management staff and provide adequate training/staff development to ensure a committed, team-oriented environment.• Continued roles and responsibilities of Director of Admissions in interim.	
Director of Admissions Office of Admissions, University of Holy Cross	May 2017 – January 2018 New Orleans, LA
<ul style="list-style-type: none">• Managed admissions processing and new student recruitment for undergraduate and graduate populations.• Created, implemented, and monitored new student communication plan.• Analyzed enrollment data to inform recruitment strategy.• Allocated, managed, and monitored departmental budget.• Supervised admissions staff and provided adequate training/staff development to ensure a committed, team-oriented environment.	

- Assistant Director for Transition Programs** **July 2016 – April 2017**
New Student and Retention Programs, The University of Southern Mississippi **Hattiesburg, MS**
- Conducted research and analysis to create second-year and transfer experience initiatives.
 - Developed and executed communication plan for second-year and transfer students.
 - Coordinated efforts to engage transfer students in the campus community.
 - Served as an academic coach for identified, at-risk first-year students.
- Instructional Specialist** **July 2015 – June 2016**
Think Center and Office of Online Learning, The University of Southern Mississippi **Hattiesburg, MS**
- Served as resource for faculty/subject matter experts to develop effective teaching and learning strategies, relevant applications, and learning materials ground in sound educational theory and best instructional practices.
 - Created faculty development opportunities to incorporate active learning strategies in the classroom.
 - Provided instructional support to new faculty members through Faculty First Year Experience programming.
 - Counseled students and faculty on personality type theory as a certified MBTI professional.
- Coordinator of Scholarships** **July 2012 – June 2015**
Office of Admissions, The University of Southern Mississippi **Hattiesburg, MS**
- Managed and maintained the awarding process and communication of automatically generated admissions-based scholarships to prospective students on a daily basis (weekly average is about 150 awards).
 - Coordinated all aspects of competitive scholarship selection, including but not limited to, creation of common scholarship application, implementation and direction of relevant data and technical processing, collaboration with heads of scholarship programs in selection, and communication of competitive outcomes to more than 1,500 prospective students annually.
 - Supervised the monthly strategic travel plans and territory work of nine high school territory managers and guide them in relationship building with high school counselors and administrators.
- Coordinator of Campus Tour Experience and Eagle Connection** **August 2010 – July 2012**
Office of Admissions, The University of Southern Mississippi **Hattiesburg, MS**
- Cultivated relationships with faculty and departments across campus which generated higher levels of faculty and staff participation in the campus visits of prospective students.
 - Oversaw day-to-day operations related to campus visit experience at all stages (scheduling, execution of visit, and post-visit follow-up).
 - Supervised 20-member student tour guide staff and served as advisor for the 80-member student recruitment organization, Eagle Connection.
- Admissions Counselor for Louisiana and Southwest Mississippi** **July 2007 – August 2010**
Office of Admissions, The University of Southern Mississippi **Hattiesburg, MS**
- Promoted university at college fairs and private visits to high schools within an assigned territory.
 - Cultivated and maintained good relationships with college counselors at high schools in my territory.
 - Planned and executed recruitment events for prospective students and parents in my territory.

PRESENTATIONS

- Johnston, A. (2017, February). *MBTI – Using Type in the Classroom*. Guest speaker for Educational Leadership course. The University of Southern Mississippi.
- Johnston, A. & Knox, A. (2016, December). *Minute to Win It: Improving How You Manage Your Time*. Guest speaker for Student Success Series. The University of Southern Mississippi.
- Johnston, A. & Knox, A. (2016, October). *Studying Without Breaking a Sweat*. Guest speaker for Student Success Series. The University of Southern Mississippi.

- Johnston, A. (2016, August). *Passing the Torch*. Celebrating diversity session leader at Golden Eagle Welcome Week. The University of Southern Mississippi.
- Johnston, A. (2016, March). *MBTI – Using Type to Improve Communication*. Guest speaker for Luckyday mentors. The University of Southern Mississippi.
- Johnston, A. (2015, August). *Making Groups Work*. Guest speaker for Gulf Park Welcome Week. The University of Southern Mississippi, Gulf Park.
- Johnston, A. (2013, May-July; 2014, May-July) *Preparing for Academic Advisement*. Undergraduate Advisement. Presenter at summer orientation sessions. The University of Southern Mississippi.
- Johnston, A. (2009, January 24; 2010, January 31; 2011, February 5) *How presentation affects perception*. Guest speaker at Emerging Leaders Conference. The University of Southern Mississippi.
- Johnston, A. (2011, March 2). *First impressions*. Guest speaker at Gulfport High School Leadership Day. The University of Southern Mississippi.
- Dornan, E. & Johnston, A. (2008). *DISC behavioral training for mentors*. Guest speakers for Retention Mentors. The University of Southern Mississippi.

RESEARCH

- University of Holy Cross**
Enrollment Management 2018
- Using CAS Standards to implement orientation programming
- University of Southern Mississippi**
New Student and Retention Programs 2016-2017
- Second-year programming strategies to aid in development of a Sophomore Year Experience
- Think Center** 2015-2016
- Using personality type in the classroom
 - Implementing flipped classroom activities to improve student success
 - Peer-Assisted Learning (PAL) – using supplemental instruction in gateway courses
- Collaborations (E. Dornan/K. Motter)** 2013
- Using regression analysis to determine risk factors for first-year student to aid in university retention

GRANTS

- Johnston, A. & Maxwell, A. (2018). *Community Outreach for College Readiness*. SACAC Extending the Dream Grant Program.
- Dornan, E., Johnston, A., Phillips, D., & Sayger, T. (2015). *Southern Miss PASS Scholars: An Academic Coaching Initiative*. USM Foundation Grant Program.

PROFESSIONAL DEVELOPMENT/CERTIFICATIONS

- EAB Partner Summit 2018
- EAB Enrollment Management Rising Leaders Summit 2017
- Louisiana Association of Collegiate Registrars and Admissions Officers (LACRAO) 2017 – present
- Southern Association of Collegiate Registrars and Admissions Officers (SACRAO) 2017 – present
- American Association of Collegiate Registrars and Admissions Officers (AACRAO) 2017 – present

National Association for College Admission Counseling (NACAC)	2007 – present
Southern Association for College Admission Counseling (SACAC)	2007 – present
Myers-Briggs Type Inventory Certification	2015 – present
Advanced E-Learning Instructional Design Certification	2016
Mississippi Association of Collegiate Registrar and Admissions Officers (MACRAO)	2007 – 2015
Southern Association for College Admission Counseling (SACAC)	2007 – 2015
National Association for Student Personnel Administrators (NASPA)	2007 – 2012
American College Personnel Association (ACPA)	2007 – 2012

SERVICE

The University of Holy Cross

• President’s Cabinet	2018
• Commencement Committee	2018
• Strategic Planning Steering Committee	2018
• Enrollment Management Focus Area Committee, Chair	2018
• Scholarship Committee	2018
• Administrative Computing Committee	2017 – 2018
• Graduate Council	2017 – 2018
• Registration Committee	2017 – 2018

The University of Southern Mississippi

• Student Success Task Force, Chair	2016 – 2017
• Center for Undergraduate Research Committee, Member	2016 – 2017
• Starfish Advisory Committee, Member	2016 – 2017
• Luckyday Scholarship Committee, Evaluator	2016 – 2017
• Student Success Task Force, Member	2016
• Online Course Conversion Committee, Member	2015
• Student Affairs Scholarship Committee, Member	2013
• Scholarship Appeals Committee, Chair	2012 – 2015
• Golden Eagle Welcome Week, Volunteer	2012 – 2015
• Admissions Appeals Committee, Member	2012 – 2014
• Campus Way-finding and Signage Committee, Member	2012 – 2013
• Scholarship Appeals Committee, Member	2010 – 2012, 2016
• Department of Housing and Residence Life House Calls, Volunteer	2011 – 2017
• Leadership Scholar Program, Retreat Volunteer	2007 – 2012

Community

• Academy of Our Lady, Principal’s Advisory Board	2018
• Get2College, FAFSA Partner	2015 – 2016