

Curriculum Vitae

Ashleigh Hill Taylor

Greenville, NC

PROFESSIONAL SUMMARY

Higher Education professional with extensive experience in Academic Affairs and Student Affairs programs and services. More than seven years of budget and personnel management. A broad range of assessment and data analytic competencies. Leadership skills in motivating and empowering staff and peers. A commitment to diversity, equity, and inclusion, and incorporating social justice theories into research, writing, assessment, and publications. Enthusiasm for the field, student-focused, and dedication to programmatic excellence.

EDUCATION

Ph.D.	Rhetoric, Writing, and Professional Communication East Carolina University	Dec. 2025 Anticipated graduation date
M.P.A.	East Carolina University Capstone Project (unpublished) <i>Succession Planning and Recruitment in Eastern North Carolina Municipalities</i>	May 2019
B. S.	East Carolina University Major, Applied Economics Minor, Business Administration	July 2011

RESEARCH INTEREST

- Social media's role in college students' sense of belonging
- Crisis communication digital visual rhetoric
- Social media use for crisis communication

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PROFESSIONAL EXPERIENCE

East Carolina University, Greenville, NC
Student Affairs, Assessment, Research, and Planning
Assistant Director
University Program Associate

March 2023 – Present
Sept 2018 – March 2023

- **Program Review Facilitation:** collaborates with 29 Student Affairs (SA) departments throughout the assessment cycle; independently reviews, edits, and provides feedback and coaching on writing self-study drafts; creates and organizes Microsoft Teams assignments and deadlines; conducts meetings and progress reports with departments, organizes and collaborates with the Institutional Peer Review Teams to compile and write reports
- **Yearly Outcomes:** consults with 12 SA units (Dean of Students, Office of Student Rights and Responsibilities, Disability Support Services, Parent and Family Programs, SA Development, Business Administration, Finance, Career Services, Office of Student Transitions, SA Technology, SA Communication, and Pirate Media 1), develops and implements outcomes and means of assessment, including surveys, observations, focus groups, document analysis, tracking, and audits; assists departments with Improve entries; ensures yearly reports are submitted timely and in accordance with SACS standards; assist with aligning departmental goals with university and divisional strategic plans
- **Data Collection and Analytics:** collect original data and requests data from IPAR; uses SPSS, NVivo, and STATA to analyze quantitative and qualitative data; prepares data presentations using Pikto Charts and Infographics
- **Research, Writing, and Publications:** researches and composes executive briefings and large-scale reports (such as benchmarking reports); grant research and writing; and composes articles for SA's *On Deck*, and marketing material
- **Grant Seeking and Collaboration:** designs curriculum, coordinates, and instructs an in-person SA Grant Planning Series (also developing online modules to accompany the workshop); creates and maintains a grant-seeking hub for Student Affairs; assists SA educators with grant-seeking using databases such as Spin and the Professional Foundation Directory; collaborates with grant writers and helps develop outcomes, assessment measures, and budgets; and independently writes grants (focus on basic needs, career readiness, and Pirate populations)
- **Office Management Duties:** schedules meetings; reserves spaces; builds agendas; arranges and processes travel; serves as campus host to external reviewers; independently maintains SAARP's state and auxiliary budgets and records (including ProCard reconciliations, monthly reviews, budget transfers, personnel contracts and electronic personnel files, and monitors all inflows and outflows of funding); builds and maintains department's Ustore and website; orders inventory; and special projects

Awarded the 2022 SA Outstanding Staff Award and 2022 SA Emerging Professional Award

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East Carolina University, Greenville, NC

September 2013 – September 2018

Administrative Support Associate, University Writing Program (UWP), University Writing Center (UWC), and the Quality Enhancement Plan (QEP)

- Reviewed and approved Writing Intensive courses for transfer students and worked directly with the Registrar’s Office to correct any issues with Writing Intensive courses
- Maintained records for Writing Intensive Courses and attended Writing Across the Curriculum Committee meetings
- Assisted in evaluations of the UWC and Writing Intensive courses
- Managed funding for the UWC, QEP, and Tar River Writing Grants
- Experienced in processing state funding, foundations funding, and grants; and managed over \$300,000 in funding yearly
- Supervised 3-7 student workers and approved timecards in Kronos
- Assisted in supervising 54 UWC consultants
- Posted, approved, and submitted job proposals in People Admin, completed Graduate and Undergraduate Assistantship contracts, and submitted EPAFs for personnel changes

Awarded the 2017 Treasured Pirate Award

A Wireless Inc., Greenville, NC

January 2007-February 2011

Verizon Wireless Premium Retailer, Corporate Sales Coordinator

- Established new business accounts by researching and networking leads
- Sold corporate accounts, and oversaw the acquisition of corporate accounts by store managers and the outside sales team
- Authored a training manual and conducted training sessions
- Approved credit, created and submitted quote proposals, and accompanied staff to consultations
- Managed a book of accounts with over 100 businesses, and maintained more than 800 employee accounts
- Provided service after the sale, which included: on-site visits, quarterly rate plan analyses, resolutions of any issues, and order/mail/delivery of new equipment
- Maintained accurate records of purchases, inventory, sales logs, commissions, invoice billing, and collections, and reconciled monthly and yearly balance sheets and statements
- Arranged and hosted on-site employee events for prospective business
- Created and managed a staff volunteer program that collaborated with six different local non-profit organizations

Achieved Associate of the Month award – May 2010

Technical Experience				
Microsoft Office	STATA	SPSS	R	WordPress
Chrome River	ODS	Self Service Banner	Banner 9	25Live
ePrint	Qualtrics	Adobe Acrobat Pro	Piktochart	Cornerstone
Nuventive Improve	eTRACS	ePIRATE	Canvas	ECU BIC

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CERTIFICATIONS

- *HIPAA*
- *FERPA*
- *PCI/CDE*
- *CITI*
- *Safe Zone*

TASK FORCES AND TEAMS

Basic Needs Task Force

Housing Insecurity Task Force

Health and Wellbeing Division Evaluation

Financial Wellness Hub Evaluation

Student Affairs Focus Group Team

Student Affairs Grant Writing Team

UNIVERSITY AND STUDENT AFFAIRS COMMITTEES

Current

2024 Student Success Conference Committee

2024 Leadership Development Academy

Student Affairs Award Committee

Student Affairs Values Committee

Student Affairs Strategic Plan Stewards Committee

Institutional Assessment Review Committee

Student Affairs Writing Academy

Past

2022 Student Affairs Award Committee

2020 NC Student Affairs Assessment Conference Committee (Lead Logistics Coordinator)

Division of Student Affairs Staff Senator

Copyrights Committee

Staff Senate By-Laws Subcommittee

Exploring the Experiences of Student Affairs Educators during COVID-19 Student Affairs

Comprehensive Operational Review Task Force (personally chosen by the Vice Chacellor to serve on a five person team)

COVID-19 Tracing Initiative

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University Benefits Committee (Chair)
Chancellor's Grievance Pool
THCAS Staff Mentoring Committee
Division of Academic Affairs Staff Senator
Participant of Miller School of Entrepreneurship I-Corp

CERTIFICATES

Leave Clerk Certificate
Administrative Certificate

PROFESSIONAL SERVICES

National Association of Student Personnel Administrators (NASPA)
International City Managers Association (ICMA)
Association of Teachers of Technical Writing (ATTW)

MEMBERSHIPS

Golden Key International Honour Society
Phi Kappa Phi

CONFERENCES

Computers and Writing Conference, June 2023 (presenter)
NASPA Conference on Student Success in Higher Education, April 2023
Research and Creative Achievement Week, April 2023 (presenter)
NC County and City Management Seminar, February 2023
Student Success Conference ECU, January 2023
Computers and Writing Conference ECU, May 2022
Student Success Conference, January 2022
NASPA Conference on Student Success in Higher Education, March 2020
North Carolina Student Affairs Assessment Conference, May 2020 (presenter,
canceled due to COVID-19)
Computer and Writing, May 2020 (presenter, canceled due to COVID-19)
HurriCon, February 2020
NC County and City Management Seminar, February 2020
Student Success Conference, January 2020

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Troxler Economics Symposium on “Economic Analysis, Environmental Uncertainties, and Policy Implications, November 2019

NASPA Conference on Student Success in Higher Education, June 2019 Student Success Conference, January 2019

NC County and City Management Seminar, February 2019

ONLINE NEWSLETTER PUBLICATION

Hill, K. and Taylor, A. H. (2023, February 15) Student Affairs Writing Academy. *ECU's On Deck with Student Affairs*.

Taylor, A. H. (2022, October 1). Student Affairs Grant Seeking Series. *ECU's On Deck with Student Affairs*.

Taylor, A. H. (2020, November 15). Moving Forward with External Program Review Visits. *ECU's On Deck with Student Affairs*.

Hill, K.; Taylor, A. H.; Halasz, H .M. (2020, April 15) Grant Seeking in the Division of Student Affairs. *ECU's On Deck with Student Affairs*.

Taylor, A. H.. (2020, March 1). Spring 2020 Program Review Updates. *ECU's On Deck with Student Affairs*.

Taylor, A. H. (2019, July 15). SAARP Utilizes Microsoft Teams for Assessment. *ECU's On Deck with Student Affairs*.

INSTRUCTIONAL EXPERIENCE

Developed curriculum and currently instructing an eight-session grant writing workshop

OTHER RELEVANT EXPERIENCE

The Black Light Project (non-profit), Executive Board Member March 2021 — Present

Peer Review Journal, Copy-editor January 2022 — Present

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