

Kimberly L. Gordon

Phone: 936.261.9238 • E-mail: klgordon@pvamu.edu

PROFESSIONAL SUMMARY

More than fifteen years of full-time experience at an accredited university in the areas of development, student advisement and recruitment, marketing and program management. Theoretical and practical experience in the nonprofit sector, including program and volunteer management, fund-raising, education, grant writing and special event planning. More than seven years experience in the engineering sector, which includes extensive research and project management experience. Excellent problem solving, analytical and organizational skills.

PROFESSIONAL EXPERIENCE

Prairie View A&M University – College of Business

Prairie View, TX

Assistant Dean

2011- Present

- Plan and implement development and fund-raising activities in support of endowments, scholarships, capital needs, enhancements and annual discretionary funds.
- As a member of an administrative team, increased college endowment from \$55K to \$4M.
- Served as the primary academic advisor to more than 200 undergraduate “pre-business” students.
- Primary instructor for undergraduate practicum courses for internships.
- Develop and implement strategic marketing plan and create publications for the college including brochures, press releases, web content, degree program information, newsletters and other related recruitment, marketing and development materials for new and existing programs.
- Engage diverse constituencies in developing common agendas and strategies including coordinating fund-raising efforts with the dean, faculty and members of the Dean’s Advisory Board, preparing written solicitation proposals including grants for submission to private foundations.
- Responsible for updating content for both undergraduate and graduate university catalogs for the college.
- Assist in the procedures related to maintenance of accreditation efforts with AACSB International as a part of the administrative team as well as other policy-related matters.

Director (Interim), Graduate Programs in Business

2015- 2017

- Provide general management of the graduate programs in business: MBA (evening and online/distance) and Master of Science in Accounting degree programs; supervise staff and direct program activities.
- Serve as the primary academic advisor to more than 250 graduate business students.
- Oversee recruitment of students for the MBA and MS in Accounting programs increasing the number of live recruitment and orientation events and targeting high-prospect applicants via electronic media and by expanding relationships with external partners.
- As part of the graduate committee, proposed and reinstated three concentrations for the MBA program.
- Created graduate handbook with input of students and graduate committee.
- Secured 10 GMAT exam fee waivers for current and prospective students and study/preparation materials valued at more than \$2,500 and created guidelines for distribution.
- Actively enforce college and university policies for admission and matriculation through graduation.

Assistant to the Dean for Development and Placement

2005- 2011

- Secured more than \$500K in scholarship endowment support for college.
- Coordinated and facilitated alumni relationships for the college increasing engagement by 30% and augmenting annual giving to more than \$50K annually.
- Fostered relationships with representatives from industry and small businesses for increased student internship and graduate job placement.
- Conducted programs and workshops designed to actively coach new alumni and undergraduate students on career search strategies, interview skills, personal branding and created related materials.
- Assisted in the procedures related to initial accreditation efforts with AACSB International.
- Worked with Assistant Dean to develop and secure funding and approval for a new course offering: MGMT 2000 Professional Development for Business.
- Tracked, reported and documented student internship and employment statistics and employment progress to ensure accurate reports to external constituents.

Kimberly L. Gordon

Phone: 936.261.9238 • E-mail: klgordon@pvamu.edu

Assistant to the Dean for Development and Recruitment

2003-2005

- Responsible for participating and coordinating recruitment activities along with the PVAMU Office of Recruitment for College of Business programs.
- Created publications for the college including brochures, press releases, web content, program information, newsletters and other related recruitment, marketing and development materials.
- Developed and executed fundraising strategies for the college and ancillary programs.
- Directed, organized, and advanced special programs and events for the college to foster current and prospective student growth including a summer program for high school students (grades 9 - 12).
- Responsible for programs designed to increase student retention including budgeting, operations, program assessment, evaluation, research and planning.

Independent Contractor/Consultant

Cleveland, OH

United Negro College Fund– Alumni in the Schools Program Coordinator

2000-2002

- Implemented and coordinated the start-up of a grant-funded joint venture between the UNCF and Cleveland Municipal School District.
- Solicited support of local and national business corporations, business professionals, school administrators and organizations through presentations, personal appeals and grant proposals.
- Produced marketing materials, media and community ads as well as public service announcements.
- Maintained several databases and increased number of active volunteers by 50%.
- Managed program and volunteers.
- Assisted with direct mailings, special event planning, and annual campaigns as well as volunteer recruitment, training, team development, education and management.

Oklahoma Department of Transportation – Research and Development Division

Oklahoma City, OK

Associate Research Engineer

1998-1999

- Evaluated bridge-related research projects in the state.
- Made presentations and recommendations to upper management and counterparts in other states influencing policy and regulations.
- Developed new specifications for bridge protection restoration projects.
- Recommended courses of action/modifications to statewide practices resulting in 25% extended product life and reduced maintenance costs.

Engineering Project Manager II

1997

- Analyzed research data using various software applications, statistical analysis and test procedures.
- Managed multiple projects and work crews at different sites.
- Created computer-generated templates and forms improving efficiency by 20%.

Engineering Project Manager I

1996

- Facilitated concurrent construction and evaluation of bridge projects as a project manager in charge.
- Created budgets, coordinated work schedules, drafted and implemented research work plans.

Project Manager

1993-1996

- Created budgets, coordinated work schedules, implemented research work plans and evaluated multiple bridge research programs across the State of Oklahoma.
- As a member of research documentation team, created research documentation guidelines.
- Served as R&D computer liaison.

National Society of Black Engineers

Houston, TX / Alexandria, VA

National Convention Planning Chairperson / Board Member

1992-1993

- Successfully coordinated annual 5-day meeting and convention for more than 4,000 participants.
- Oversaw transportation, convention workshops/speakers, registration, meetings, college and career fairs for students, corporate professionals and higher education administrators.
- Managed and supervised a national convention committee of 25.
- As a member of the National Executive Board, solicited financial gifts and in-kind gifts in excess of \$1M, 20% of the organization's annual budget.

Kimberly L. Gordon

Phone: 936.261.9238 • E-mail: klgordon@pvamu.edu

EDUCATION

Texas A&M University

Higher Education Administration (PhD)

**College Station, TX
2022 (Anticipated)**

Rice University - Glasscock School of Continuing Studies

Various Courses: Effective Writing, Development/Philanthropy (CEUs)

**Houston, TX
2008 - 2013**

Case Western Reserve University – Weatherhead School of Management

Master of Business Administration (MBA)

**Cleveland, OH
2001**

Case Western Reserve University - Mandel School of Applied Social Sciences

Certificate in Non-Profit Management (CNM)

**Cleveland, OH
2001**

Prairie View A&M University - Benjamin Banneker Honors College

Bachelor of Science in Civil Engineering (BSCE)

**Prairie View, TX
1992**

PUBLICATIONS:

- Prairie View A&M University College of Business Annual Report 2005-Present
- *Business Connection* Newsletter 2003-Present
- U.S. Department of Transportation: *Bridge Steel Coatings Tolerant of Minimal Surface Preparation: Construction Report, 1997*
- U.S. Department of Transportation: *Silane Penetrating Waterproofing Sealers, 1996*
- U.S. Department of Transportation: *Evaluation of Pyrament Bridge Deck Overlays, 1996*
- Oklahoma Department of Transportation RD&T Documentation Guidelines, 1995

COURSES TAUGHT/PRACTICUM:

- MGMT 2000: Professional Development for Business
- MISY 3393, MGMT 3393 and MRKT 3393: Co-Op Education/Internship II
- MGMT 4393: Co-Op Education/Internship III

SERVICE/ACHIEVEMENTS/ACTIVITIES

- Association of Fundraising Professionals - Member
- National Black MBA Association - Collegiate Chapter Advisor and Member
- Who's Who in Black Houston, 2012
- College of Business Building Committee, Chair
- College of Business Internship Coordinator (2011 – Present)
- College of Business Mission, Strategic Planning and Accreditation Committee
- College of Business Recruitment and Retention Committee
- College of Business Outreach Committee
- LeadershipPVAMU Inaugural Cohort (2014-2015)
- College of Business Staff of the Year Award Recipient (2011, 2016)
- Prairie View A&M University Historically Underutilized Business (HUB) Committee (2014 - 2016)
- Prairie View A&M University Student Conduct Hearing Board (2013-2014)
- Prairie View A&M University Gala Committee (2014-2015)
- Prairie View A&M University Development Council
- Prairie View A&M University Student Service Fee Advisory Committee (2006)
- Prairie View A&M University Web Steering Subcommittee (2005 – 2007)
- Design Award for PVAMU Business Majors and Minors Brochure - Brazos Valley (2005)
- Engineer-in-Training License (EIT), Oklahoma, 1996 – Present

RESEARCH INTERESTS

- Effectiveness of HBCUs for African Americans;
- Institutions of higher education: strategy, development and fiscal sustainability;
- African American student retention and persistence rates in higher education;
- Professional development and advancement of staff (non-faculty) at higher education institutions.