Justin M. Mays

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Education:

ABD	**Valdosta State University – Valdosta, GA**
	Ed.D, Curriculum and Instruction
May 2010	**Georgia College – Milledgeville, GA**
	Master of Public Administration
May 2007	**Georgia College – Milledgeville, GA**
	Bachelor of Arts Major: Political Science Minor: History

Professional Experience:

July 2022 – July 2024. *Executive Director, Center for Excellence in Learning and Teaching (CELT), Assessment, and Online Learning.* **Clayton State University.**

- Oversee and manage staff, operations, and budget for the Center for Excellence in Learning and Teaching and the Testing Center.

- Co-Chair of the SACS Reaffirmation 2024 Committee, I have worked closely with departments and units across the University in preparing the SACS Compliance Certification, subsequent Focused Report responses, and preparing for the SACS On-Site Visit which resulted in a successful reaffirmation of the university.

- Manage, publish, and maintain the academic catalog and the curricular inventory management (electronic curriculum management) system. Coordinate with department chairs to complete additional programmatic/regulatory approvals as needed via the University System of Georgia and/or SACS-COC.

- Consult with faculty, staff, and administrators to develop content and deliver professional development/end-user training for various audiences and stakeholders across the University.

- Led the implementation, adoption, on-going system administration, and end user training for enterprise technology solutions such as: D2L Brightspace (LMS), Courseleaf Academic Catalog and Curricular Inventory Management products, Campus Labs Compliance Assist, and Campus Labs Planning and Outcomes.

May 2015 – July 2022. *Director, Center for Excellence in Learning and Teaching (CELT).* **Clayton State University.**

- Manage a staff of seven and coordinate departmental-level work including: online course design and development, online course redesign efforts, new academic program development, faculty instructional/professional development offerings, administer and develop/deliver training for enterprise educational technology solutions such as: D2L BrightSpace, Kaltura Video, Qualtrics, eTutoring solutions, virtual proctoring, web-conferencing solutions, and other instructional technology tools.

- Responsible for identifying, selecting, contracting/negotiating, and implementing various technology solutions aimed at improving student success, maintaining ADA compliance, and increasing the quality of instruction across course delivery modalities.

- Assess technology utilization to inform identification, development, and assessment of end-user professional development offerings to increase usage and adoption of technology solutions in a cohesive and intentional manner.

- Problem solve with end-users, key stakeholders, and other cross-functional teams on ways to leverage technology to solve short and long-term organizational challenges.

May 2014 – May 2015. *Director, Distance Learning.* **Clayton State University.**

- Identified existing academic programming for online delivery and coordinated workflow, timeline, and design responsibilities to ensure project completion.

- Re-designed an in-house professional development offering, the Academy for Online Course Development, to better align with skills gap expressed from faculty and department chairs.

- Working collaboratively with Enrollment Management and Marketing, re-designed recruitment and admission communication aimed at prospective online students.

- Working with department chairs, campus leadership, and the marketing team to design and develop Clayton State online websites for targeted marketing campaigns.

- Responded to potential students inquiries, engaged with employers, and other organizations to develop enrollment pathways.

2013 – 2014. *Director, Online Campus.* **Georgia Military College.**

- Recruited, hired and trained admissions, advising, financial aid, business office, registrar, instructional design, and academic support staff to meet the enrollment demands of online students across all Georgia Military College campuses.

- Grew the campus from 15 students in Summer 2011 to 425 students in Winter 2014. Through working with the various distance learning center campuses the number of students institution wide enrolled in online courses grew by 122 in Summer 2011 to 800 in Winter 2014. Increased out-of-state enrollments to 50 students by Winter 2014 coming from 12 states and from over-seas military bases.

- Developed a weekly conversion rate model to identify weak areas in recruitment/admissions workflow as indicator of processes that needed adjustment. Coordinated out-of-state authorizations for on-ground recruiting as well as identifying and obtaining authorizations for potential growth states.

- Coordinated with institution stakeholders to develop a strategic recruitment and marketing plan to align with institutional goals for online growth. Worked closely with the Vice President of Institutional Research to analyze retention rates by student type to build a

successful student profiles and more effectively manage enrollments and retention.

- Developed yearly budget to include recruitment, marketing, faculty professional development, and development of new marketing creative.

Invited Presentations:

Mays, J. (January 2020). Precision Academics Podcast: *Teaching, Learning, and Chatbots.*

Gubbins, J., and Mays, J. (September 2019). Interact USG: *Artificial Intelligence: What is it and how can it help YOU, as well as increase student success?.*

Mays, J. (July 2019). USG eCampus Retreat: *Artificial Intelligence Chatbot: A DIY Approach for eCore FAQs.*

Gubbins, J., and Mays, J. (June 2019). Distance Learning Administration 2019: *Artificial Intelligence:What is it and how can it help DL administrators?*

Conference Presentations:

Klein, S., and Mays, J. (April 2020). OLC Innovate 2020: *Programming Artificial Intelligence for a Writing Center: Applications and Future Possibilities.*

Klein, S., and Mays, J. (November 2019). Global Society of Online Literacy Educators Webinar: *Programming Artificial Intelligence for a Writing Center: Applications and Future Possibilities.*

Smitherman, M., Mittelstadt, M., Cofer, J., Moolenaar-Wirsiy, P., and Mays, J. (April 2019). USG Teaching and Learning 2019: *Small Teaching Changes: Big Impact.*

Honors:

2020 – Recipient (Departmental). Clayton State University President's Making Things Better Award.

2017 – Recipient (Departmental). Clayton State University President's Making Things Better Award.

University/System Service:

2022 – Present. Co-Chair, Clayton State University SACSCOC Reaffirmation Committee.
2018 – 2021. Co-Liaison, Gateway to Completion (G2C) Initiative.
2017 – 2021. Co-Chair, Clayton State University Strategic Planning Committee, Advance innovation in experiential teaching styles, methods of delivery, and research.
2016 – 2017. Chair, University System of Georgia Regents' Administrative Committee for Distance Education (RACDE).
2016. Member, University System of Georgia Regents' Online Teaching Excellence Award Committee.
2015 – Present. eCore Liaison, Clayton State University.
2015 – Present. Chair, Clayton State University, Faculty Development Committee.
2015 – Present. Chair, Clayton State University, Information Technology Council, Academic Subcommittee.
2014 – Present. Chair, Clayton State University, Distance Learning Committee.

Relevant Professional Development:

December 2022 – The Data Scientist's Toolbox, Coursera

June 2022 – QM-Certified Higher Education Peer Reviewer, Quality Matters

April 2022 - Foundations of User Experience (UX) Design, Coursera

March 2022 – QM-Certified Course Review Manager, Quality Matters