

KATIE SHOEMAKE, PMP

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EDUCATION

JULY 2015

MBA, MANAGEMENT, UNIVERSITY OF WEST GEORGIA

DECEMBER 2013

BBA, ACCOUNTING, UNIVERSITY OF WEST GEORGIA

EXPERIENCE

DECEMBER 2014 – PRESENT

EDUCATIONAL PROGRAM SPECIALIST, USG eCampus

As a member of the Student Engagement and Data Analytics team: help coordinate student outreach efforts, manage the at-risk reporting platform, and compile, analyze, and present data. Present on outreach efforts at the annual eCore faculty meetings, partnership visits, and faculty webinars. Data responsibilities include working with the USG Research & Policy Analysis group to compile enrollment, grade, and demographic data about eCampus students for publication in the annual Factbook, responding to data requests from our campus partners, and keeping internal partners up to date on relevant information through the use of Tableau dashboards. Notable accomplishments include:

- Coordinate and co-lead training initiatives related to the 30+ member Student Success Team (SST) – Day 3 Not Logged In Training, New SST Member Training, SST Refresher Training.
- Created the SST Google Site and Co-Founded the NewSSTand newsletter, improving communication and bringing timely information and reminders to SST members in an engaging way.
- Responsible for developing and directing an escalated approach to student outreach regarding missing proctored exam appointments – over 26,000 emails, 17,500 text messages, and 15,500 phone calls in FY 2019, leading to a reduction in missed exams.
- Achieved a 35% Benchmark open rate on proctored exam emails in 2019, 19 percentage points higher than the average for Higher Education marketing emails.
- Supervised two part-time STEM Tutors and assisted with the creation of the new STEM Tutoring model, moving the STEM Tutors to a centralized location, allowing more students to benefit from tutoring sessions. The new STEM Tutoring model also expanded tutor coverage to include live chat hours in addition to discussion postings and email.
- Supports the USG Gateways to Completion Initiative for the redesign of 4 courses through data management in the JNGI platform, direction and documentation of KPI's and course synthesis reporting, as well as the development of personalized data sheets for faculty co-chairs to better understand how their students perform compared to all students taking a particular course.
- Responsible for ensuring the quality of as well as analyzing and presenting student demographics for the Student Information section of the eCore Factbook.
- Part of the team that developed the first eMajor Factbook.

JANUARY 2014 – NOVEMBER 2014

GRADUATE ASSISTANT, USG eCore

As a graduate assistant with USG eCore, I was a member of the eCore Student Success Team, providing outreach to at-risk students. I also assisted with the creation and proofreading of the annual Factbook.

CERTIFICATIONS, SKILLS, TRAININGS

- Project Management Professional (PMP)
- Certified Tableau Desktop Specialist
- Tableau
- Microsoft Office (Excel, Word, PowerPoint)
- Qualtrics
- Tableau Desktop I & II Advanced Training Course
- PMP Prep Training Course
- Safe Zone and Green Zone Training