

Robin Shaffer Lilienthal, Ph.D.



EXECUTIVE SUMMARY

A visionary and accomplished community college executive-level leader with diverse and comprehensive experience in multiple facets of higher education including academic affairs, student affairs, financial and budget management, community relations, regional center management, residence life, and athletics. Strategic thinker and project manager who uses data-informed decision-making for continuous quality improvement. Strong track record in relationship building and communication. Twenty-three years of experience as a senior leader with Iowa Valley Community College District focused on institutional and student success that enhances the vitality of a four-county service region.

PROFESSIONAL EXPERIENCE

Iowa Valley Community College District

Marshalltown Community College, Marshalltown, Iowa

Provost, 2010-present

Administrative, Financial and Supervision Responsibilities

- Chief executive officer of a comprehensive community college serving 2000 students in 50 programs of study including liberal arts, health occupations, computers, business, & industrial technology
- Serve as an executive leader and chief academic officer within the multi-college Iowa Valley Community College District including establishing and fulfilling the district's mission, vision, and values through a comprehensive strategic agenda, policies and procedures, and cross-district process collaboration
- Manage \$9.3 million Fund 1 operating budget plus \$3 million grants, auxiliary operations, and agency funds. Contribute to district-level financial decision making for a \$37.6 million total budget
- Oversee federal and state grants including TRIO, Perkins, LSAMP, HHMI, I-HUM, I-AM
- Supervise six deans and directors on the college leadership team overseeing all operational areas including: academic affairs, student affairs, enrollment, financial aid & retention, student engagement, residence life & housing, high school relations, internationalization & diversity, library & learning services, grants, and bookstore. Direct the efforts of leadership team toward the achievement of district, unit, departmental and divisional goals
- Supervise dean of Iowa Valley Grinnell satellite campus hosting programs in liberal arts/transfer and career and technical education and serving as the district's center of operations in Poweshiek County
- Develop, recommend, and implement the objectives, policies, and procedures of Marshalltown Community College and Iowa Valley Grinnell
- Use continuous quality improvement techniques to conduct evaluation procedures for college programs and services to ensure institutional effectiveness
- Administer 150-bed, suite-style residential housing and food service operation that encompasses a comprehensive residence life program
- Oversee eight NJCAA athletic programs, scholarships, compliance, and facilities.
- Manage 120-acre college farm and cross-country trail

Academic Initiatives & Accomplishments

- Collaborate with academic deans as they work with faculty in the development and implementation of new instructional programs, review of existing programs, program accreditation, the Quality Faculty Plan, and the development and oversight of district-wide curricula and student learning assessment outcomes
- Develop new academic programs to drive enrollment and address workforce needs including Esports Management, Advanced Manufacturing, Construction Management, Culinary Apprenticeship, Automotive Technology, Gunsmith Technology, and Honors Program
- Coordinated implementation of the Curriculog and Acalog curriculum change and catalog production systems which improved the IVCCD curriculum development process and converted the catalog development from labor intensive to technology enhanced

Enrollment and Student Success Initiatives & Accomplishments

- Expand transfer opportunities for students with deans and faculty through developing 13 new Transfer Majors with the regent universities and a key articulation agreement with the University of Iowa for a 3 plus 1 program for nursing students
- Coordinate student services and enrollment management staff in the development and implementation of enrollment and retention strategic initiatives, new services for student success and completion, and student-centered programs to ensure a positive college experience
 - realized 5.4 % increase in fulltime enrollment, 3.65% increase in new student enrollment, and an 8.31% increase in Hispanic student enrollment in Fall 2022
 - achieved 83.1% fall-to-spring and 70.5% fall to fall retention rates for first-time, full-time cohort in 2022
 - championed development of Early Alert Student Success System and reporting which reduced by 46% failure to meet academic standards and collaborated with student success administrators to focus on related initiatives including risk assessments and success benchmarks for students
 - championed district merge to one financial aid federal identification and district department
 - supported and financed Inceptia verification software which demonstrated a significant improvement in the time between FAFSA submission and award letter distribution and financial aid process completion resulting in a decrease in outstanding balances that prevented students from re-enrolling
 - oversaw the 2016 Federal Title IV Program Review and strategic initiative to decrease student loan default rates by 14% using only internal resources
 - collaborated across the district to transition to a year-long schedule of classes
 - coordinated communication between academic and enrollment departments to streamline and prevent enrollment barriers for students
 - promoted the development of a Food Pantry to provide meals for students who are food insecure
 - restructured staffing to provide leadership focused on student success and retention
 - collaborated to develop the PIT Crew focused on early identification of troubling personal, social and mental health behaviors which might lead to academic failure or withdrawal
 - active participant in student events including Pancakes with the Provost, Pumpkin Jamboree, Casino Night, Grad Fest, Fall Tailgate
- Partner with area high schools to offer concurrent enrollment opportunities for high school students
 - manage Senior-Year Plus and NACEP accreditation programs
 - championed the development of the Dual Credit Portal which streamlines high school concurrent enrollment and data sharing between the college and partnering high schools
 - collaborated with Marshalltown High School to hire a shared College and Career Readiness Counselor
 - wrote a successful Iowa Department of Education Grant to fund a College and Career Transition

Counselor position shared by MCC, Grinnell-Newburg, and East Marshall High Schools
-participate in high school career-technical advisory boards

- Increased athletic opportunities to grow full-time enrollment and on-campus housing in E-sports PCs and Consoles (60 new students) and Women's Soccer (25 new students)

Diversity, Equity, and Inclusion Initiatives & Accomplishments

- Demonstrated commitment to diversity/equity/inclusion and internationalism which increased Hispanic student enrollment to 24% and international student enrollment to 4% of total fall enrollment
- Lead planning and preparation for MCC's identification as an Emerging Hispanic-Serving Institution since 2016 and predicted transition to becoming a federally designated Hispanic-Serving Institution in 2024
- Developed a community partnership with the local LULAC chapter for student scholarships
- Created student organizations to support marginalized students and allies including LULAC, Native American Inter-Tribal Student Association (NAISA), and LGBTQ+
- Expanded funding for the college DEI Committee to provide educational and cultural events for students, faculty/staff, and the community
- Created the Hall of Care to provide support for veterans, mental health and counseling, nursing mothers, homeless students, and practicing faith and meditation
- Provided increased funding towards operating expenses and scholarships for the Marshelltown Education Partnership program serving first generation/low-income students
- Promoted and hosted the first Meskwaki Inter-tribal Pow Wow held at MCC in 2019 and Flag Ceremony in 2021

Accreditation Initiatives & Accomplishments

- Lead district accreditation activities with the Higher Learning Commission, the Iowa Department of Education, and program-specific compliance
 - collaborate to improve the assessment of student learning including the HLC Assessment Academy
 - trained and experienced as an HLC Peer Reviewer for open pathways, multilocation, and substantive change processes which provides expertise for the district on accreditation activities
 - led writing and evidence submission for the required 2021 Interim Report
 - serve on the district HLC Assurance Argument writing team and Open Pathways accreditation activities team
 - led the 2019 comprehensive accreditation and provide leadership for 2023 five-year accreditation and equity visit for the Iowa Department of Education
 - oversight of the National Association of Concurrent Enrollment Programs, Iowa Board of Nursing, MAERB, and Council of Dental Accreditation program accreditation systems
 - IVCCD application writing team for Iowa Recognition for Performance Excellence
 - led MCC/IVG initiatives and provided institutional effectiveness retreats/workshops for the district and departments

Facilities Management and Safety Initiatives & Accomplishments

- Manage capital infrastructure improvements to enhance the student learning experience and enrollment; create a safe environment; and improve the sustainability of district facilities
 - contribute leadership to IVCCD Facilities Master Planning process
 - served as a key leader for 2006, 2007, 2019 Bond Referendum planning, promoting and execution activities

- oversaw \$10.5 million renovation of MCC interior and exterior projects and IVG gunsmith tech lab; \$2.5 million renovation of health occupations classroom and simulation lab space and advanced manufacturing tech center; \$1.2 million renovation of Faust Student Union
- employed crisis management related to 2019 dorm fire and 2020 derecho
- Commitment to campus safety & security
 - coordinated district academic affairs and campus-level policies, procedures and communication strategies throughout the COVID-19 Pandemic
 - developed collaborative partnership with Marshalltown Police Department, Fire Department, and Marshall County emergency services agencies as a member of the planning team for mass casualty simulation exercises in 2022 and 2017 hosted on the MCC campus
 - lead planning of campus safety training and assessment programs
 - developed IVCCD-Marshalltown location Safety Committee

Communication and Collaboration Initiatives & Accomplishments

- Initiated communication and collaboration activities based on feedback and data gathered from employee climate survey (Top Workplace)
 - established monthly Free for All campus meetings and newsletter
 - developed campus shared Outlook master calendar of events and important dates
 - formed Faculty Advisory Council, Office Associates lunch meetings, Mid-level Managers group, Student Services Council, and MCC Leadership Council
 - partnered to develop a monthly BCS-MCC Collaboration Council
 - meet regularly with cross district colleagues within BCS, ECC, and District Services
 - collaborate with Iowa Valley Education Association to lead Collaborative Employment Committees on important faculty topics including CTE faculty salary placement (2021), faculty load and minimum course enrollments (2022-23), and faculty promotion/salary advancement (2023-24)
 - established employee experience improvement initiatives related to professional development, operational efficiencies, new employee onboarding, and supervisor-employee rounding
- Participate in legislative advocacy activities including state and national legislator meetings, targeted executive branch meetings, Community College Day on the Hill, and Student Legislative Seminar

Community Partnerships & Professional/Volunteer Involvement

- Promote collaboration efforts between the college and community agencies
 - campaigns to draw state high school Esports events and state high school Cross Country meet to Marshalltown
 - placing international students at local businesses for work-based learning opportunities
 - collaborating with Chamber of Commerce to tie academic programs like construction tech program with community initiatives
 - developed Better Futures partnership with JBS to offer educational opportunities to their employees and families
- MCSD Junior Achievement 4th Grade Volunteer, 2022-23
- Higher Learning Commission Peer Review Corps since 2019
- MCSD Advisory Committee on Intergovernmental Relations since 2018
- Marshalltown Business Education Alliance Executive Board, since 2011
- Marshalltown Education Partnership Executive Board, since 2010
- Marshalltown Chamber of Commerce Board of Directors, ex officio 2011-2020
- Marshalltown Community College Foundation Board of Directors, ex officio since 2013
- Marshalltown Rotary, 2011-2021, corporate participant since 2021, membership committee & program committee, 2015-2016

- Marshall County Mass Casualty Simulation host site and planning committee, 2017 & 2022
- Marshalltown LULAC member and scholarship coordinator, 2018-2020
- Iowa Valley Community Collaborative CTE Regional Planning Partnership member since 2017, secretary, 2017-2019
- Iowa Community College Chief Academic Officers Association, member since 2010, secretary, 2017-2018, chair 2018-2019
- Iowa Quality Center Baldrige Examiner, 2012
- Iowa Latino/a Education Initiative Conference Planning Committee, 2012-2016
- State Reverse Credit Transfer Advisory Board, member since 2013, co-chair, 2013-2019
- State Faculty Standards Taskforce, 2017-2019
- State Transfer Major Steering Committee, since 2017
- State GEAR UP College Partner Advisory Council, 2017-2019
- Newton Community School District School Improvement Advisory Committee & Teacher Leadership Grant Planning Committee 2012-2016
- Buena Vista University Marshalltown campus liaison, since 2010

Iowa Valley Grinnell, Grinnell, Iowa

Vice Provost/Dean, 2000-2010

Administrative and Supervision Responsibilities

- IVCCD Executive Cabinet member and campus administrator responsible for 20% average annual growth and advancement of IVCCD campus in Poweshiek County
- Supervised professional & support staff and full-time faculty, and recruited, trained, and supervised adjunct faculty
- Managed \$876,000 operating budget
- Coordinated all custodial, maintenance, and grounds operations of a two-building campus
- Oversaw the \$3 million renovation construction project in 1999 to establish the campus
- Worked with architect and contractor to design and build a new \$2.5 million Learning Studio classroom building in 2008 and a \$400,000 industrial and automotive tech laboratory renovation & FEMA mitigation project in 2010
- Managed a \$500,000 facilities loss and crisis due to flood water damage in 2008
- Served as district liaison with programs co-locating or renting facility: GED, ESL, Career Development Center program for disabled adults, Promise Jobs, WIA, Poweshiek County DVA/SAC, alternative high school, local cable TV channel, Iowa Workforce Development office
- Leadership role in successful \$35M bond referendum
- Coordinated \$438,000 fundraising campaign
- Participated in interest-based bargaining contract negotiations with faculty union

Program Administration

- Administered college credit programs in liberal arts, business administration, industrial maintenance technology, including new program development: paralegal, automotive technology, and practical nursing
- Managed course scheduling and staffing
- Established student engagement initiatives that were recognized by the 2009 Community College Survey of Student Engagement as a model for making “Connections in the Classroom”
- Oversaw student services department and developed one-stop services philosophy to serve 400 students
- Established student leadership opportunities including Student Activities Council, LEADERS Peer Mentors, & charter Phi Theta Kappa chapter

- Coordinated partnership efforts with area high schools: career academies, contracted/dual-credit & post-secondary enrollment courses. Enrolling 200+ students each semester
- Marketed campus and programs including Facebook & Twitter social media efforts
- Developed IVCCD Distance Learning strategic plan and online student services processes
- Worked with local business and industry to meet workforce procurement and training/education needs including establishing a county entrepreneurial incubator.
- Collaborated with Iowa Valley Continuing Education on health occupations training
- Secured Accelerated Career Education agreements for industrial maintenance, practical nursing, and automotive technology in collaboration with IVCCD economic developer.
- Supervised non-credit/continuing education programs in Poweshiek & Tama Counties, 2002-2008

Community/Professional Involvement

- Grinnell United Way, Board of Directors, president 2008-2010, campaign chair 2009
- Poweshiek Iowa Area Development (POW I-80), Board of Directors, chair-elect
- Poweshiek County Career Academy Consortium, chair
- Iowa Innovation Gateway, 7-county regional economic development group, executive board
- Grinnell Community Education Council
- Grinnell College Community Council
- Grinnell Chamber of Commerce, College Welcome Committee
- Liaison Articulation Committee on Transfer Students (LACTS), oversees statewide articulation agreements between Iowa public higher education institutions and fulfilling HF815, executive board member, president 2009-2010, secretary 2008-2009
- Iowa Association of Arts and Sciences Administrators, president 2004-2005
- Iowa Career-Technical Deans Association
- ISU LINC Program
- Regional Innovation Grant, U.S. Department of Labor economic development planning group, 2007-2008
- Various Iowa Department of Education committees
- Region 6 Workforce Investment Board, 2004-2008

Des Moines Area Community College-Newton Polytechnic, Newton, Iowa
Educational Advisor, 1997-2000

Administrative and Supervision Responsibilities

- Supervised 7 computer lab employees
- Advised student government and Phi Theta Kappa honor society organizations
- Oversaw \$7000 student organization budgets
- Participated in development of campus service-learning program
- Served on college and community committees: information technology, marketing, international year, Newton Chamber of Commerce Job Fair subcommittee, Jasper County Child Abuse Prevention Advisory Board and Human Service Providers Committee

Advising, Teaching and Scheduling

- Advised 400 students pursuing credit and non-credit courses and programs using transcripts, ACT and COMPASS assessment tests
- Planned campus semester schedule of courses
- Worked with faculty: course scheduling, classroom management, and student issues
- Taught Orientation to College (1 credit) and Career Planning (2 credits) courses

- Developed student program planning information meeting & early academic intervention plan
- Supported ICN faculty on distance-learning issues
- Counseled students on career planning and placement issues
- Facilitated workshops for students and faculty

Marketing, Recruitment, and Programming

- Recruited prospective students through local high schools and business & industry
- Assisted with campus marketing efforts through designing brochures and determining advertising markets
- Developed and implement new student orientation program and coordinate on-campus visits
- Created needs survey for summer course scheduling
- Wrote campus excellence scholarship, semester calendar of events and revised student handbook sections
- Coordinated Career Day for Young Women Conference for 200 middle school girls from 7 county schools
- Solicited business and industry leaders to present programs and workshops for students
- Planned and implemented special events and recognition day including Holocaust survivor speaker, blood drive, food fests and entertainment

Iowa State University, Ames, Iowa

Greek Affairs Coordinator, 1996-1997

Administrative and Supervision Responsibilities

- Managed all aspects of Greek Affairs Office serving 55 chapters with 3000 student members
- Supervised 3 graduate assistants
- Coordinated administrative functions including compiling recruitment statistics, maintaining membership records, and monitoring scholarship programs
- Oversaw \$75,000 student organization budgets
- Served as a liaison between Ames community and university
- Member of a variety of university-wide committees
- Provided educational and leadership training for students, faculty and alumni
- Advised student governance councils
- Consulted and oversaw problem resolution and crisis management including 1997 VEISHEA riots and murder and a fraternity house fire displacing 100 students
- Presented information programs to prospective students and families during campus visit days and summer orientation

St. Ambrose University, Davenport, Iowa

Director of Student Activities, 1992-1996

Administrative and Supervision Responsibilities

- Supervised 1 graduate assistant, 14 student workers and 14 orientation assistants
- Managed \$30,000 Student Activities Office and monitored \$81,000 student organization budgets
- Produced and published student handbook, campus directory, newsletters, posters and brochures
- Member of a variety of community and university committees
- Assisted with university policy development and response to student concerns
- Advised non-traditional student council, student government, student activities & alcohol awareness groups

- Lived on-campus as a Hall Director & worked with Resident Assistants
- Served as an on-call campus emergency and security responder
- Taught New Student Seminar course (3 credits)
- Advised students on their academic and career goals
- Coordinated and facilitated training for student leaders and faculty volunteers
- Provided educational workshops on a variety of topics including career development, gender communication, leadership, multiculturalism, program & event planning, sexual assault & harassment, substance abuse and values & ethics
- Planned and implemented a variety of special events and activities including multicultural and theme weeks, new student orientation and awards night
- Managed personnel scheduling, oversaw marketing, negotiated contracts and handled logistical details
- Developed and managed leadership training and conferences
- Served on resident advisor selection and training committee

Iowa State University, Ames, Iowa

Greek Affairs, Graduate Assistant, 1990-1992

Orientation and Retention, Graduate Assistant and Hall Director, 1990-1991

Admissions Counselor, 1989-90

EDUCATION

Iowa State University, Ames, Iowa

Ph.D., Educational Leadership and Policy Studies

Dissertation: “Leadership, Loss, & Healing: A study of women community college leaders who left the presidency”

Recognized by the Council for the Study of Community Colleges as a “Dissertation Cited for Excellence Award”

Master of Science, Education (Higher Education)

Thesis: “Sorority President’s Leadership Experience: A Qualitative Research Methods Study”

Bachelor of Arts, Journalism & Mass Communication (Advertising); English (minor)

SKILLS

Continuous Quality Improvement Tools, Retreat & Workshop facilitation, Proficient with Windows and iOS operating systems, Microsoft Office, Jenzabar EX/J1 Student Information System

SELECTED PROFESSIONAL PRESENTATIONS

How MCC is Fulfilling Its Mission and Looking Towards a Bright Future, Marshalltown Rotary, 2023 and Marshalltown Noon Optimists, 2022

E-sports at MCC: Creating an Academic Program for Gaming, Game2Work Conference panel, 2022

Constructing Student Success Initiatives: Learning Environments & Connecting Students to their Education, LINC 2022

Expand Your Access to US Universities: Benefits from English Language and Community College Programs for International Students, EdAgree, 2021

Student Engagement: Learning Environments & Connecting Students to their Education, Way Up Conference, 2021

The Pandemic Pivot, Marshalltown Rotary, 2021

MCC Programs to Connect and Engage Latinx, Southeast Asian, & Native American Students, Marshalltown Rotary Presentations, 2020

IVCCD Accreditation, Iowa State Board of Education, 2019

Filling the Workforce Pipeline, Marshalltown Chamber of Commerce, 2019

College and Career Readiness Partnerships Between Marshalltown Community School District and Marshalltown Community College, with T. Schutte, AACC & AASA College Readiness Meeting, 2017

10.8% Down! Enrollment? No, the Cohort Default Rate!, with C. Duree & Y. Mallory, ACCT Leadership Congress, 2016

Two-Generation Approach & the Rural IMPACT Demonstration Initiative, with A. McAtee, Iowa Community Action Association Annual Training Conference, 2016

The Tale of Two Colleges—Before and After the Baldrige Experience, with C. Duree & L. Breja, Iowa Recognition for Performance Excellence, 2014

Leadership, Loss, and Healing: A Study of Women Community College Leaders Who Left the Presidency, Council for the Study of Community Colleges, 2010

Leadership, Loss, and Healing: Meaning Made from Leaving a Community College Presidents, Council for the Study of Community Colleges, 2008

Community College-Regent University Articulation in Iowa, Legislative Interim Committee on Skilled Worker Shortage, 2007

Professional Careers at the Community College, panel, ISPA/ICCSA Conference, 2003

Navigating Your Career Decision Across Different Higher Education Institutions, panel, ISPA Conference, 1998

New Professionals 101: Thriving in Student Affairs, panel, ISPA Conference, 1994

Planning and Implementing Events, Coe College Leadership Conference, 1994

Facilitator & Coordinator, Greek Leadership Retreat, Coe College, 1994

Colleges and Rape Programs: Creating Partnerships, with L. Meincke, Iowa Coalition Against Sexual Assault Stop Campus Rape Conference, 1993

I believe I can do anything! A Model for Women's Leadership Development, with E.J. Whitt & B. Elkins Nesheim, NASPA National Conference, 1993

Using Qualitative Methods to Conduct Graduate Research, with E.J. Whitt, J. Price, & B. Elkins Nesheim, NASPA National Conference, 1993

Speak to me, Encourage me, Mentor me, with L. Norbury Kilian, The Way Up IX, 1991

Late Night with Cyclone Aides, Iowa State University Orientation, 1991

Greek/Residence Hall Relations, panel coordinator, MIFCA/MAPCA Area Conference, 1990

Cultivating a Multicultural Fraternity and Sorority Community, with J. Cufaude, ISPA Conference, 1990

HONORS & PREVIOUS PROFESSIONAL AFFILIATIONS

IVCCD, Outstanding Contribution for Growth and Sustainability through Planning, Innovation, and Optimizing Resources, 2015

Iowa Student Personnel Association (ISPA), Outstanding New Professional, 1994

Jasper County Child Abuse Prevention Advisory Board, 1998-2000

Quad-Cities Domestic Violence & Rape Sexual Assault Prevention Board of Directors, 1994-1996