

S. CRAIG THIS

PROFESSIONAL PROFILE

Higher education administrator and instructor with 14 years supervisory and managerial experience, 22 years data analysis experience, and 20 years teaching college-level history, sociology, and writing. Proven program development, leadership, research, conflict management, and communication skills. Proficient in Access, Banner, Campus Groups, Cascade, Cognos/SQL, Qualtrics, SharePoint, SPSS, Tableau, Qualtrics.

ADMINISTRATIVE & RESEARCH EXPERIENCE

Office of Institutional Research, Xavier University, 2020-Present

Director, 2022-present

Assistant Director, 2020-2022

For the 2 1/2 years I have served in the Office of Institutional Research, I have had the following duties and responsibilities:

- Conduct institutional research and assessment analysis, including data collection and analysis activities in academic and administrative areas
- Manage the department's survey research projects and serve as Brand Administrator for Qualtrics
- Assist in the compilation of information on the environmental factors affecting the university by such means as survey research and the extraction of data from administrative systems
- Expand capabilities of the University in business intelligence and business analytics
- Supervise the IR Graduate Assistant, including training the GA on Xavier data and processes, managing workload, ensuring quality of work, and other administrative tasks

Office of Institutional Research, Wright State University, 2007-2020

For the 12 years I served in the Office of Institutional Research, I had the following duties and responsibilities:

- Provided departments, units, and divisions with data and analysis to enable them to assess new program initiatives, evaluate existing programs, and complete overall program effectiveness and review (ROI)
- Collected, analyzed, and prepared data for federally funded grants and research proposals to ensure compliance with IRB protocols, FERPA, HIPPA and other regulations
- Collected, analyzed, and reported data to Ohio Department of Higher Education and National Center for Education Statistics in compliance with state and federal reporting guidelines

Associate Director, 2019-2020

Wright State University, Office of Institutional Research and Effectiveness

- Assist Director in reorganization and restructuring of Office of Institutional Research and Analytics into Office of Institutional Research and Effectiveness

- Assist Director in managing and supervising daily operations of Office of Institutional Research and Effectiveness, including supervising staff, completing deadline-driven tasks, prioritizing work, creating and monitoring budget, and meeting the needs of clients and customers

Director, 2015-2019

Wright State University, Office of Institutional Research and Analytics

- Successfully merged Office of Strategic Intelligence and Business Intelligence with Office of Institutional Research
- Developed key performance indicators and dashboards, in collaboration with program and departmental leadership, to assess new program initiatives, evaluate existing programs, and complete overall program effectiveness and review (return on investment) using a variety of variables
- Developed and implemented University-wide data governance program to develop policies and procedures for data management, including a data metrics glossary, data definitions, and standards for data management.
- Served as data lead for Ohio Strong Start to Finish and Talent Hub programs, which sought to increase persistence, retention, and graduation of students of color in higher education institutions
- Served as IPEDS coordinator (National Center for Education Statistics) and HEI liaison (Ohio Department of Higher Education)
- Led and supervised daily operations of Office of Institutional Research and Analytics, including hiring and supervising staff, completing deadline-driven tasks, prioritizing work, creating and monitoring budget, and meeting the needs of clients and customers

Data Analyst III, 2007-2015

Wright State University, Office of Institutional Research

- Administered and then analyzed, and reported findings from National Survey of Student Engagement (NSSE), Beginning College Survey of Student Engagement (BCSSE), Ruffalo Noel Levitz Student Satisfaction Inventory (SSI), Graduating Student Survey, and Campus Climate Survey
- Served as Qualtrics Brand Administrator for the University and provided Qualtrics and survey development training and consultation to faculty, staff, and students
- Performed needs assessment and customer satisfaction surveys and focus groups to enable the University to review student programming and launch new initiatives
- Conducted data analysis and marketing analysis that led to creation of Veteran and Military Center

Office of Research and Planning, The United Methodist Church, GCOM, 1995-2004

For the 9 years I served in the Office of Research and Planning, I had the following duties and responsibilities:

- Provided data and analysis to decision-makers at 13 general agencies, 5 jurisdictions, and 68 annual conferences across the United States of America
- Conducted workshops and training events on the use of data and data analysis to understand demographics of target populations, increase attendance and membership growth, and improve giving among parishioners

Director of Research and Planning, 2000-2004

The United Methodist Church, General Council on Ministries, Dayton, OH

- Assisted local churches and annual conferences in strategic planning to develop programming to increase enrollment and attendance in local churches
- Served as principal investigator for The United Methodist Church on the Lily Endowment-funded Faith Communities Today Project and National Survey of Congregational Life on behalf of The United Methodist Church.
- Performed program reviews of United Methodist initiatives to measure impact and progress towards objectives and goals
- Created, launched, and led two global webinars, “Forums on the Future,” to discuss the needs of The United Methodist Church in the 21st century

Research Associate, 1995-2000

The United Methodist Church, General Council on Ministries, Dayton, OH

- Performed market analysis, customer satisfaction, and consulting services to local United Methodist congregations across the United States
- Conducted and published results of annual opinion survey of 1,000 clergy and 1,000 lay people on issues facing The United Methodist Church and society
- Conducted trend and marketing analysis of US census data for local congregations, districts, annual conferences, and jurisdictions

Program Manager for General Education and Library Services, 1992-

1995 Miami Jacobs College, Dayton, OH

- Designed, developed, and implemented curriculum and programming for general education courses—English, history, political science, philosophy, psychology, sociology
- Hired and evaluated adjunct faculty
- Conducted performance evaluations

Assistant Director, University Writing Center, 1989-

1990 Wright State University, Dayton, OH

- Assisted Director in managing and supervising daily operations of Writing Center, including supervision of staff and 30 tutors, completing deadline-driven tasks, prioritizing work, creating and monitoring budget, and meeting the needs of clients and customers.
- Trained and evaluated 30 tutors in providing customer service to the University
- Maintained tutoring schedule, rearranged schedule when necessary and filled in as tutor when needed

TEACHING EXPERIENCE

I taught as an adjunct faculty from 1990 to 2020 (20 years). The highlights of my teaching career are:

- Online instructor since 2007
- Created and launched Project Read Comic Book Literacy Program, which has collected and donated over 2,500 comic books to the Miami Valley Project Read Coalition for use in literacy programs
- Published two articles, “Observing Culture” in *Sociology Through Active Learning: Student Exercises* (Sage, 2008) and “Exploring the Sociology Curriculum at Community Colleges in the United States” *American Sociologist* (2013) with K. Rowell.
- 2015 Doug Saul Award for Learning Community Instruction
- 2010 Learning Community Collaboration Award

GOA Instructor, Student Success Center, 2022

Xavier University, Cincinnati, OH

Adjunct Faculty, University College, 2008-2019

Wright State University, Dayton, OH

Adjunct Faculty, University College, 2008-2019

Wright State University, Dayton, OH

Lecturer II, Department of Sociology, Anthropology and Social Work and Department of Humanities, 2005-2014

Sinclair Community College, Dayton, OH

Program Manager for General Education and Library Services, 1992-1995

Miami-Jacobs College, Dayton, OH

Writing Instructor, Department of English, 1990-1992

Edison State Community College, Piqua, OH

Writing Instructor, Department of Developmental Writing, 1990-1992

Wright State University, Dayton, OH

Graduate Teaching Assistant, Department of English, 1988-1990

Wright State University, Dayton, OH

EDUCATION & MILITARY SERVICE

Bachelor of Science in Mathematics, 2021-Present

Xavier University, Cincinnati, OH

Project Management Certificate, 2021

Xavier University, Cincinnati, OH

Master of Arts in History, 1994

Wright State University, Dayton, OH

Bachelor of Arts History, 1987
Wright State University, Dayton, OH

Ohio Army National Guard, 1983-1989, *Honorable Discharge*
Final Rank: E-6 (staff sergeant)
837th Engineer Company, 73rd Infantry Brigade

US Army Combat Engineer School, 1983
Fort Leonard Wood, MO