

Cateatra D. Mallard

Strategic, Achiever, Learner, Focus, and Futuristic

EDUCATION

HAMPTON UNIVERSITY, Hampton, VA
Master of Arts in Counseling, Concentration in College Student Development

December 2016

HAMPTON UNIVERSITY, Hampton, VA
Bachelor of Arts in Psychology

May 2013

PROFESSIONAL EXPERIENCE

JACKSON STATE UNIVERSITY, Jackson, MS

Oct 2022- current

Director of the Center for Student Engagement & Leadership

Jackson State University is a public, coeducational, four-year Historical Black College & University, resting in the heart of Jackson, Mississippi and recognized as a comprehensive urban research institution, that offers baccalaureate, master, and doctoral degrees. The university is the largest HBCU in Mississippi, and fourth largest college in the state. Jackson State University is acknowledged as the Urban University of the State of Mississippi and recognized as an R2 "Doctoral Universities: High Research Activity institution based on the Carnegie Classification of Institutions of Higher Education. Founded in 1877, Jackson State University's total enrollment including full-time, part-time, undergraduate, graduate, and professional students rests slightly over 9,000 students.

Reporting to the Vice-President of Student Affairs, supervising one (1) Assistant Director, two (2) Coordinators, one (1) Office Manager, two (2) graduate assistants. Fiscal management of a \$1.5 million dollar budget combined of tuition, revenue, student activity fee, and grant funds.

Serve as the Director of Student Engagement & Leadership providing oversight to all robust student driven entities, inclusive of the daily operations and functions of the overall center. Provide strategic and innovative leadership for the functional areas of Student Engagement, Leadership, First-Year Experiences, and Fraternity & Sorority Life, inclusive to the Student Government Association, Campus Activities Board, Royal Court, registered student organizations, Greek councils, leadership & class councils, and mentoring & leadership groups. Develop a safe and engaging atmosphere with intentional vision, measurable goals, and learning outcomes for students for their personal and professional success. Work collaboratively with the office of the Dean of Students to assist with conduct matters on as needed basis. Oversee the hiring, supervision, mentorship, training, and professional development of designated team members to achieve student engagement goals. Serve as the primary advisor to the Campus Activities Board and National Pan-Hellenic Council and provide oversight to all large-scale initiatives and some divisional & university initiatives. Lead, curate, plan and chair a New Leaders Academy, Weeks of Welcome for first year and transfer students, Homecoming Week, Thee I Love Week (Springfest), inclusive to overseeing all membership intake processes for all fraternities & sororities. Manage all databases, currently used software and potential software that can enhance the student experience. Develop quarterly budgetary reports for Title III grant funding. Serve as primary liaison to create, negotiate, and execute in-person contracts.

Selected Achievements:

- Successfully increase the student activity fee from \$25.00 to \$75.00 to support and enhance student experience
- Increased revenue and generated profit by 207% from homecoming initiatives that were reallocated to the student activity fund
- Developed and enhance registered student organization policies, student organization manual, and advisor round tables
- Oversaw the launch and implementation of the digital platform Rafr to enhance university- wide student communications
- Awarded the Leadership Award by the 77th Student Government Association for dedication to unwavering student service
- Participated in the NASPA Mid-Managers Institute, NASPA National Conference, and NCORE
- Implemented a new student induction ceremony for first year and transfer students at Jackson State University
- Eight (8) students selected to present on the national level for the National Association for Campus Activities, highest number of any HBCU students to be selected to present
- Featured on WJTV news station for the Gospel Explosion a programmatic Homecoming Initiative

SYRACUSE UNIVERSITY, Syracuse, NY

Jan 2020- Oct 2023

Assistant Director of Student Activities (Leadership & Programs)

Syracuse University is a private research coeducational institution located in the heart of Central New York, Syracuse, New York, United States. Ranked #58 among the Best National Universities by U.S News & WR, Syracuse offers many highly ranked

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programs and co-curricular opportunities. The University is home to over 40 research centers and institutes spanning disciplines and fields. Syracuse is known for its professional programs, investment in research and innovation, and undeniable school spirit. Founded in 1870, Syracuse University's total enrollment including full-time and part-time students, undergraduate, graduate, and law students rests over 20,000 students, with representation from every state in the U.S. and 120 international countries.

Reporting to the Associate Director of Students Activities, supervising (2) Program Coordinators of Student Activities, and (2) Graduate Assistants, and Programming Board comprised of 60+ members and (14) Directors with an overall budget of \$3.2 million dollars and oversight of 250+ registered student organizations.

Serve as the advisor providing vision, and mission to the university student programming board, co-advisor to Student Association (SGA equivalent), Royal Court, as well as serving as an advisor and consultant to a portfolio of registered student organizations with implementation and assessment of all small & large- scale campus programming, advocacy, social justice programs and additional co-curricular experiences. Effectively lead and supervise Program Coordinators & Graduate Assistants while empowering, and developing programmatic & strategic tasks, goals, tools for success, and responsibilities. Consult and advise annual budget for large-scale events and event-generated revenue, handle profit/loss statement, forecasting, and balance sheets while developing fiscal management practices for students and registered student organizations as well as providing oversight and guidance to student radio and media operational groups. Manage all music licenses, royalties, and renewals for Student Activities and student groups such as: BMI, ASCAP, SESAC, SoundExchange, etc. as well as all departmental licensed digital platforms and social media platforms in conjunction with Campus Labs/Engage platform and newsletters to conduct all virtual programming, events, and marketing strategies. Provide oversight and assessment for trainings, and data tracking for student organizations and advisors in alignment to registered student handbook. Ensure success of building spaces, layouts, reservations, audio/ visual, and catering needs for departmental, divisional and student events. Plan and coordinate 44 Stars Gala Awards. Serve as the primary contract negotiator to create, negotiate, and execute all in-person and virtual performance contracts for vendors and artists.

Selected Achievements:

- Develop advisor standards & curriculum, and roundtables for full-time faculty and staff
- Revamp & Lead the Women's Leadership Initiatives and conference to providing engagement opportunities for identifying women
- Successfully booked and contracted over 80 artists for virtual and in-person engagements
- Re-organizing Registered Student Organization Handbook
- Oversee, re-design, and provide successful marketing, branding, and advertisement to implement new social media strategies to enhance marketing for Student Activities in alignment to university brand and accessibility standards
- Black Rose Award Recipient for significant contributions to campuswide diversity, equity, inclusion and accessibility work and to the betterment of the Black/African American community
- Excellence of Organizational Advisor Award Recipient

Institutional Involvement:

- Serve as a C.A.R.E. (Conversations About Race and Ethnicity) Facilitator
- Serve as a Lead Instructor for FYS (First- Year Seminar) course as an anchor academic online and in-person course for first year and transfer students
- Co-Chair for Black History Month
- Appointed by the Associate Vice President and Vice-President of Student Experience and Student Success, Tri-Chair of the Ethics, Integrity, and Commitment to Diversity & Inclusion
- Co-Chair of the ACC Leadership Symposium Conference
- Serve on Black Graduation Committee

RADFORD UNIVERSITY, Radford, VA

Aug 2018- Feb 2019

Coordinator of Student Involvement

Radford University is a public four-year institution located in the New River Valley, South of Roanoke in Radford, Virginia. Ranking in U.S. News & World Report's 2021 Best Colleges report, Radford is ranked No. 14 among Top Public Schools – Regional Universities South. Radford University is a comprehensive public university of almost 9,000 students that has received national recognition for many of its undergraduate and graduate academic programs.

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Reporting to the Associate Director of Students Activities, supervising (2) Graduate Assistants and (2) interns with an overall budget of \$400,000 dollars.

Provide vision, leadership, mentorship and guidance to R-SPACE (Radford- Student Programming & Campus Engagement) and overall administrative tasks for oversight for the Student Involvement Office. Assist Associate Director in all civic engagement, service opportunities, projects and divisional initiatives. Advise the Campus Activities Board in programming yearly events for the entire campus community serving 8,000+ students. Served as the primary contract negotiator and developed training and leadership experiences for students and staff.

Selected Achievements:

- Successfully developed diverse large scale campus tradition programming that generated university revenue
- Oversaw and provided successful marketing, branding and advertising strategies and practices for department and division
- Developed “Crossroads Leadership” curriculum that focuses on civil leadership and services opportunities
- Increased programming initiatives creating by the programming board by 50%
- Created an inaugural program that increased student engagement that is officially a campus tradition
- Developed tangible curriculum and assessment tools for E-Board and programming board
- Successfully hired and trained new executive board members for the programming board
- Successfully guide, lead & lead scholarship pageants for Greek Life philanthropy

Institutional Involvement:

- Selected to serve on the Martin Luther King Day of Service Initiative
- Member of the Student Affairs Professional Development Committee

VIRGINIA STATE UNIVERISTY, Chesterfield, VA

April 2017- Aug 2018

Co- Curricular Program Coordinator

Virginia State University (VSU) is a public- four-year Historical Black College and University (HBCU) that offers baccalaureate, master, and doctoral degrees. It is one of Virginia's two land-grant institutions that is located 20 minutes south of Richmond. Recognized by U.S News and World Report VSU in the top 10 rankings for HBCU retention, top 30% for providing social mobility, and top 40% for best HBCUs, with an undergraduate enrollment resting at approximately 4,100 students founded in 1882.

Reporting to the Associate Director of Students Activities, supervising (4) interns and (30) members of the programming board with an overall budget of \$70,000 dollars.

Serve as the advisor providing vision, and mission to the student programming board, co-advisor to SGA equivalent and Royal Court. Advise & provide policy, guidelines and risk management for the Student Government Association, Mister & Miss Virginia State University, over 100 student led organizations and all Greek lettered organizations. Oversee all marketing initiatives and branding strategies in alignment with social media platforms and university standards. Provide and coordinate trainings, workshops, and roundtables for advisors of student organizations. Curate and develop successful data and assessments tolls that enhance student engagement. Oversee and collaborate initiatives such as Welcome Week, Orientation, Spring Fling, New Member Presentations, and Homecoming. Provide Associate Director with assistance in all leadership initiatives, developmental workshops.

Selected Achievements:

- Recognized and selected as a Standout Staff Award
- Restructured the Trojan Activities Board (TAB) as well as policies and procedures within the Registered Student Handbook
- Assisted with the launch of Trojan Link a component of Campus Labs
- Established the Council of Independent Organizations for Greek letter organization that are not members of the National Pan-Hellenic Council (NPHC)
- Served as Chair for Homecoming, Welcome Week, Spring Fling, and Student Organization Awards
- Established VSU Fashion Week
- Created assessments and data analysis to determine objectives and programmatic goals via Qualtrics

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Institutional Achievements:

- Appointed by the Vice-President of Student Success & Engagement to serve on the task force of the Trojan Leadership Program and the Inaugural Class of the Charlie Hill Institute- the highest form of recognized student leadership.

GRADUATE EXPERIENCES

THOMAS NELSON COMMUNITY COLLEGE, Hampton, VA

May 2016- Dec 2016

Great Expectations Intern & Enrollment Management Graduate Intern

Thomas Nelson Community College (TNCC) is a two-year institution of higher education established as a part of a statewide system of community colleges. It primarily serves the residents of the cities of Hampton, Newport News, Poquoson, and Williamsburg, and the counties of James City and York. Ranking among the top 20% of community colleges in Virginia, TNCC serves 7,314 students (30% of students are full-time).

- Integrated academic, individual, financial, and career advisement with life skills and mentoring
- Established therapeutic relationships with foster care students from ages 16-23
- Assisted all students with financial aid, scholarships, and available educational funding
- Collaborated with supervisor to determine student's needs, while providing obtainable resources
- Developed class schedules and class placements for students contingent on interest and majors
- Maintained confidential student records and logs, and develop educational intervention plans
- Monitored student's retention, enrollment, and overall academic progress and success
- Facilitated group and individual meetings and workshops regarding student success and life skills

HAMPTON UNIVERSITY, Hampton, VA

June 2011- July 2016

Student Worker and Graduate Assistant for Student Activities

Hampton University is a private four-year Historical Black College & University (HBCU) located in Virginia peninsula, Hampton, Virginia. Ranking In U.S. News & World Report's It is the dynamic, progressive institution of higher education, providing a broad range of technical, liberal arts, and graduate degree programs. In addition to being one of the top historically black universities in the world, Hampton University is a tightly-knit community of learners and educators, representing 49 states and 35 territories and nations.

- Supervised 10-15 undergraduate student workers
- Assisted with New Student Orientation, Parent's Weekend, leadership programs and other campus wide events
- Assisted in establishing the Council of Independent Organizations for non NPHC organizations
- Worked collaboratively with Greek Letter Organizations and over 50 clubs to enhance campus life
- Coordinated Homecoming Fashion Show and Miss Hampton Scholarship Spring Fashion Show
- Oversaw late night programming facilitated by clubs and organizations
- Worked collaboratively with committees as leader to coordinate and plan for Homecoming and Spring Fest events
- Collaboratively worked with Greek Letter organizations with scholarship pageants
- Provided maintenance and oversaw upkeep within the student union facilities

RELATED PROFESSIONAL & VOLUNTEER EXPERIENCES

National Association for Campus Activities (NACA)

NACA is a non-profit organization and recognized leader in higher education providing knowledge, ideas and resources for campus life. It is an organization designed to provide information and resources for campus activities programmers throughout the United States and Canada.

National Showcase Selection Member 2022- 2024

Diversity Advisory Group Chair- 2022- 2024

Diversity Advisor Chair- Elect 2021-2022

NACA Summer Series Facilitator- 2020- 2022

Diversity Advisor Group General Member- 2020- 2021

NACA Live (National Convention) Committee 2022- Kansas City, MO- Inclusivity & DEIA Team Lead

NACA Live (National Convention) Committee 2022- Kansas City, MO- Leadership Fellow Mentor

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NACA Live (National Convention) Session Reviewer- 2022- Kansas City, MO
Mid-Atlantic Region-2022- Professional Staff Educational Program Coordinator
Virtual NACA Live (National Convention) Committee 2021- Leadership Fellow Mentor
NACA National Convention Committee 2019- Columbus, OH- Leadership Fellow

INSTRUCTIONAL EXPERIENCE

SYRACUSE UNIVERSITY

Sept 2020- Oct 2023

Lead Instructor- First Year Seminar

SYARACUSE UNIVERSITY

March 2021- Oct 2023

Lead Instructor- C.A.R.E. (Conversations About Race & Ethnicity)

PROFESSIONAL MEMBERSHIPS

National Association for Campus Activities (NACA ®)	2017
National Association of Student Personnel Administrators (NASPA)	2016
Sigma Alpha Iota International Music Fraternity Alumnae Association	2016

CERTIFICATIONS

Diversity, Equity, and Inclusion in the Workplace Certificate, USF School of Business	2021
InterFaith Works Facilitator	2021
Group Crisis Intervention Certificate, UMBC Training Center	2019
Assisting Individuals in Crisis Certificate, UMBC Training Center	2019

AWARDS & ACHIEVEMENTS

NACA National Achievement Award- Patsy Morley Outstanding Programmer	2023
Excellence of Outstanding Advisor- Syracuse University	2022
Syracuse University Black Rose Appreciation Recipient	2022
NACA Mid- Atlantic Outstanding DEIA Achievement Award	2021
Virginia State University; Stand Out Staff Award	2018

PUBLICATIONS

Mallard, C. *Contributing Author* (2022). The HBCU Experience: The HBCU Band Alumni 2nd Edition. 92- 83.

Johnson, T. & Mallard, C. (2021). The Complexity of Black Women and the Needed Support from Black Men. *Campus Activities Programming ® Magazine*, 54(1), 6-7. Retrieved from <https://online.flippingbook.com/view/247256706/>.

Mallard, C. (2020). Young Professionals Managing COVID-19. *Campus Activities Programming ® Magazine*, 53(2), 12-13. Retrieved from https://issuu.com/naca/docs/july_aug_sept_2020

Mallard, C. (2019). Three Critical Actions to Create an Effective Programming Board. *Campus Activities Programming ® Magazine*, 52(2), 16. Retrieved from https://isuu.com/naca/docs/july_august_2019/1?ff

SELECTED NATIONAL PRESENTATIONS

Mallard, C. (2024) *Leading Campus Activities While Understaffed*. National Association for Campus Activities; ® NACA Live; Pittsburgh, PA.

Mallard, C. (2023) *So You Want to Move Up?* National Association for Campus Activities; ® NACA Live; Louisville, Kentucky

Johnson, T. & Mallard, C. (2022) *The Dotted Line: Contracting 101*. National Association for Campus Activities; ® NACA Live; Kansas City, Missouri.

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- Johnson, T. & Mallard, C. (2022) *The Power of Advocacy*. National Association for Campus Activities; ® NACA Live; Kansas City, Missouri.
- Johnson, T. & Mallard, C. (2021) *4K/HD Experience: Concerts in COVID*. National Association for Campus Activities; Virtual ® NACA Live
- Johnson, T.; Jones, D.; Mallard, C.; Ramirez, J. (2021) *Supporting the Majority as the Minority*. National Association for Campus Activities; Virtual® NACA Live.
- Cabrera, K.; Evola, V.; Johnson, T.; Mallard, C. (2021) *Secure the Bag: Pandemic Edition*. National Association for Campus Activities; Virtual® NACA Live.
- Bradley- Tyler, R.; Carranza, X; Cunningham, T; Jabs, J.; Mallard, C.; Overall, D.; Ramirez, J. (2020) *Diversity 101*. National Association for Campus Activities Summer Series: Diversity Equity, and Inclusion: Identity; Zoom Webinar.
- Mallard, C. (2019) *Making the Transition: PWI to HBCU; HBCU to PWI*. National Association for Campus Activities National Convention; Columbus, Ohio.
- Mallard, C. & Gonzalez, J. (2019) *For the Culture: Diversity Awareness Programming 101*. National Association for Campus Activities National Convention; Columbus, Ohio.