

Mark D. Green

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SUMMARY OF QUALIFICATIONS

- Strategic leader with over a decade of experience in higher education, focusing on institutional effectiveness, AI initiatives, and digital transformation.
- Demonstrated ability to manage high-level relationships with faculty and industry professionals, representing the institution with the highest level of professionalism.
- Proven expertise in data governance implementation and leading technology innovation across academic institution.
- Strong project management skills, overseeing the successful execution of initiatives across the University.
- Led adoption efforts and managed a campus-wide data strategy committee to integrate data quality practices into core university processes.
- Organized and led strategic planning development across institutional leadership

Software/Languages: Python, R, SPSS, SQL, Tableau, Office365, Qualtrics, Power BI

RELEVANT EXPERIENCE

Associate Vice President, Institutional Effectiveness, Technology and Innovation February 2023 – Present
Holy Family University Philadelphia, PA

- Oversee the operations and activities of the Office of Institutional Effectiveness, Technology, and Innovation.
- Provide strategic vision and leadership of the unit in alignment with the overall goals and objectives of the University.
- Develop and maintain a vision for the future technology and data needs at Holy Family University, and recommend strategies, priorities, and projects that align and support the university's strategic goals and objectives.
- Provide guidance, coaching and support to the OIETI management team.
- Consult, advise, and collaborate with the campus community on a variety of issues related to the functions of the OIETI and the needs of the University.
- Align OIETI priorities with priorities of university departments in support of process improvement initiatives, focusing on data-informed decision making, digital transformation, and user empowerment.
- Oversee and manage the University's technology budget of over \$4 million dollars.
- Build and manage relationships with vendors external the university and internal Board of Trustees members.
- Lead efforts to optimize access and usage of data across campus, including the development of capabilities related to analytics in support of key institutional goals.
- Maintain an awareness of the Higher Education IT, research, and assessment environments, including policies, technologies, digital advances, etc.
- In collaboration with the Director of IT Operations, mitigate cybersecurity risk and threats to university data and information systems and ensure related compliance and audit needs are met.
- Lead the team to Level 1 NIST Compliance via CMCC
- Lead strategic planning workshops and retreats for the President Council, a group of university officials director-level and above, through the process of developing new initiatives, and streamlining metrics
- Provided oversight on creating a culture of assessment through providing guidance on the accreditation process, developing assessment metrics, establishing assessment day, and launching a new program review process.
- Implemented a Technology Governance committee through campus partnerships to address the multiple uses of technologies across campus
- Brought in new student-centric technology to provide access to digital tools (laptop kiosks,)
- Re-imagined the help desk to have it more student-centered, using student interns, work studies, and part-time workers, to help create the student-focused approach.
- Launched the SoftDocs product to help transform paper and pdf forms to digital workflows that interacted with the system
- Launched a new interactive University Factbook that is accessible via the web
- Streamlined the process for data and project requests with the use of a SmartSheet form
- Oversaw the formation of an AI committee and lead the initiatives in adopting AI into the campus landscape.

EDUCATION

Educational Doctorate in Higher Education Boston College	Anticipated May 2025 Boston, MA
Master of Science in Higher Education Florida State University <i>Certificate in Institutional Research</i> 2009 - 2010 Hardee Fellow	April 2010 Tallahassee, FL
Bachelor of Arts in Psychology Millersville University Minor in Mathematics	May 2008 Millersville, PA

AWARDS AND RECOGNITION

Samuel Mercer Jr Teaching Award (Drexel University) – 2020 Award Recipient
Middle States Commission for Higher Education (MSCHE) – Peer Reviewer
Nathaniel Service Award, Drexel University’s Physician Assistant Program – 2017 Award
Association for Student Conduct Administration (ASCA) - 2013 New Professional of the Year Award
Division of Student Affairs, Florida State University – 2010 Hardee Research Award
Association for Student Conduct Administration (ASCA) – 2010 Conference Intern

PRESENTATIONS

Invited Speaker, Quantitative Data and Federal Datasets, Wichita State University, March 2022
Presented, *Artificial Assessment: An Exploration of Tools to Help Your Assessment Process*, Drexel University Assessment Conference 2021
Webinar, *Evergreen Your Data!*, AEFIS Academy Learn, October 2020
Full-day Workshop, *Designing Equitable Assessments*, University of Rochester, January 2019
Co-presented, *Solving the Rubrics Puzzle: Exploring the Use and Percepts of Rubrics by Faculty*, Drexel University Assessment Conference 2018
Co-presented, *Assessors of the Galaxy*, Drexel University Assessment Conference, 2017.
Co-presented, *Creating Academic Quality through Planning and Technology*, Drexel University Assessment Conference 2016.
Co-presented, *The Wizards of Assessment: Peel Back the Curtain and Experience the Art and Science of the Assessor*, Drexel University Assessment Conference 2016, 2017, 2018.
Presented half-day pre-conference workshop, *Building for Student Success: A Common Sense Approach to Assessment Planning in Student Life*, Drexel University Assessment Conference 2015.
Co-presented full-day pre-conference workshop, *Assessment and Evaluation in Student Conduct*, Association for Student Conduct Administrators (ASCA) 2015
Co-presented full-day pre-conference workshop, *Celebrating Progress: Program and Learning Outcome Assessment in Student Conduct Administration*, Association for Student Conduct Administrators (ASCA) 2013.
Co-presented half-day pre-conference workshop and Senior Student Affairs Seminar, *Assessing Learning Outcomes in Student Conduct Administration: The Approaches of Five Different Universities in Pursuit of One Common Vision*, Association of Student Conduct Administration (ASCA) 2010.