

# Bryan M. Custer

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## EDUCATION

### Doctor of Education, Educational Leadership and Innovation

Arizona State University | *Tempe, Arizona*

All But Dissertation

### Graduate Certificate, Advanced Analytics in Higher Education

Arizona State University | *Tempe, Arizona*

October 2017

### Master of Science, Higher Education

Syracuse University | *Syracuse, New York*

May 2008

### Bachelor of Science, Communication: Organizational/Interpersonal

Arizona State University | *Tempe, Arizona*

December 2004

## RELEVANT EXPERIENCE

### Associate Director, University Housing Operations

Arizona State University | *Tempe, Arizona*

10/18 to Present

- Utilize business needs and student data to drive operational processes and take University Housing to the next level of student online processes and business decisions, creating smooth transactions for incoming and returning students living on campus
- Research and communicate financial, operational, residential life, and systems best practices to university and external leadership that create seamless application, operational, and housing processes for front and back end users
- Showcase active interest in solutions to student and employee issues with systems, databases, and data; leveraging data analytics to drive strategic decisions and key performance indicators for the complete University Housing department
- Manage university-wide projects by preparing and maintaining implementation plans, managing project issues, and ensuring project tasks are completed in the support of all housing operations at ASU
- Over the last year, manage all data related to COVID precautionary and reactionary strategies, creating a seamless move-in process; support university staff during mitigation when a student contracts COVID-19 and needs to move rooms in order to protect others
- Collaborate with third party partners and create strong connections to assist with relationship management and problem solving with the University Technology Office, MyASU, PeopleSoft, SalesForce, StarRez, and other systems
- Provide team with clear support and direction by proactively navigating university and operational calendar, business, and system needs to give them advanced preparation times for needs and tasks, ensuring the team feels supported and cohesive while still holding them accountable

### Assistant Director, Career and Professional Development Services

Arizona State University - Downtown Phoenix Campus | *Phoenix, Arizona*

6/16 to 10/18

- Established and supported policy and procedures for undergraduate and graduate students in career positions and internships, and coordinated the day-to-day operations related to business processes and managerial decision-making of the office
- Developed and maintained robust relationships with employers and corporate partners, Educational Outreach and Student Services (EOSS) departments, academic units, and residential college partners to ensure involvement, success, and retention of students
- Served on the initial on-boarding community for Handshake, the career services database software used by the university, and played an integral role on the testing of events, appointment blocks, employer features, and data collection
- On-boarded the Employer Management Relationship Team expectations, where the career services staff connected directly with employers to find what they were looking for in current students or soon-to-be graduates, in order to evaluate the students' qualifications and matched qualifications with employer needs
- Collaborated on a university-wide initiative to aid in the development and training of 45 EOSS student supervisors to assist in understanding the role their students play in being leaders at the university, community, and world; developing career competencies in the students' current and future positions
- Prepared and managed large operating budget, expenditures, and resource allocation in accordance with state and university guidelines, maintaining a seamless partnership with departmental and campus Business Operations Managers and University Business Services
- Obtained and analyzed all departmental data requests, including weekly academic college and biweekly university-wide reporting from multiple systems on students' utilization of services within and outside of the office to increase targeted, meaningful engagement and programming; problem solved unknown issues and common report errors on the Handshake software quickly and effectively to provide accurate data reporting
- Hosted employer panels, presentations, on-campus interviews, and career workshops working closely with recruiters, employers, and alumni on national and global levels to provide information to students on fields they are interested in as well as what will make them competitive applicants for a job or in their field
- Counseled and advised students in one-on-one and group settings regularly to discuss career goals and intentions, and how their experiences align with employer qualifications/requirements, career opportunities, and labor market conditions/trends
- Hired, trained, supervised, and evaluated professional and paraprofessional staff in the delivery of career development and preparation materials in order to provide exceptional services to students, cross-campus partners, and the greater community
- Served on Dean of Students' Leadership, providing expertise in development and utilization of reports from multiple platforms - such as Retention Dashboard, MyReports, and departmental engagement-tracking systems - to increase student retention, targeted communication, and engagement

### Assistant Director, University Housing & New Student and Family Programs

Arizona State University - Downtown Phoenix Campus | *Phoenix, Arizona*

11/13 to 6/16

- Oversaw residential building of 1,284 students and residential college partnerships (five academic units) at the ASU Downtown Phoenix Campus, as well as provided hiring, supervision, and evaluation of three professional and 24 student staff members
- Worked in partnership with academic units to forecast and interpret results of housing needs through the development of reports and accurate queries based on increase in enrollment of first time freshmen students as well as increase retention and persistence of upper-class students on a scheduled and ad hoc basis
- Advanced departmental, campus, and university-wide strategic priorities and implemented dynamic models through maintaining relationships with residential college partners, university constituents, and EOSS leadership to ensure the involvement, success, and retention of students
- Provided presentations utilizing relevant and current data to incoming and prospective students on housing, engagement, residential colleges, and other campus services as a representative of EOSS who has a passion for student success
- Utilized residential management systems on a daily basis, such as StarRez, ISAAC, TMA, and Microsoft Office applications, and trained new staff members on systems during onboarding processes
- Collaborated with agencies, third parties, and contracts outside the department and university to ensure environment, common goals, and compatibility of objectives, while minimizing redundant efforts and providing systematic business operation functions
- Served on Dean of Students' Leadership and emergency on call team to ensure safety and well-being of students
- Continued to serve in all capacities of previous position of Coordinator Senior for New Student and Family Programs (NSFP)

### Coordinator Senior, New Student & Family Programs

Arizona State University - Downtown Phoenix Campus | *Phoenix, Arizona*

7/12 to 11/13

- Responsible for the coordination and success of Downtown colleges' and departments' involvement in new student orientation, welcoming approximately 250 students and guests per orientation program

- Coordinated the logistics of orientation days, including managing student and professional staff members, booking rooms, providing meals, ensuring academic colleges' involvement, as well as exceeding needs and expectations of EOSS, NSFP, and academic unit leadership
- Handled financial, educational, and medical records of incoming first-time and transfer students in accordance with university policies and procedures, as well as federal mandates and guidelines
- Ensured all professional and paraprofessional staff members had access to the tools that were needed to successfully fulfill the duties of their position - such as ISAAC readers, NSFP databases, and student accounts - to best serve the student population and their families
- Facilitated a course that also served as training to develop Student Orientation Leaders' skillset, proficiency in campus resources and academic units, as well as knowledge of the university's philosophy of access, excellence, and impact in preparation for welcoming students onto campus
- Assisted with Fall Welcome and move-in coordination of Downtown students, enhancing the implementation of Sparky's Welcome Team, Downtown Day of Service (Service Devils), and training of EOSS student staff members
- Coordinated the hiring and training of student staff, retreat planning, and overall orientation development through planning, organizing, and implementing vital resources and activities related to business processes, program administration, and improving systemic/prior processes

### **Community Coordinator**

9/09 to 7/12

Arizona State University - Downtown Phoenix Campus | *Phoenix, Arizona*

- Responsible for appropriations and maintenance of a \$35,000 state and local budget, in support and compliance with university and department initiatives, as well as state and federal guidelines
- Hired, trained, supervised, and evaluated 24 para-professional students as well as advised the Residential Hall Association in areas of marketing, budgeting, programming, communication, and student advocacy, showcasing the importance of timely and responsive service
- Managed the Residential College Advisor Board, consisting of university faculty and staff, members of student engagement, housing operations staff members, colleges on the ASU DPC campus, and the Student Success Center to provide opportunities for students success and engagement within the residence hall, as well as ensure students' needs, safety, and well-being were being met
- Served as point person for the Downtown Campus on the Associate Director Leadership Board as part of University Housing consisting of Associate Directors from the other three campuses of ASU, implementing various strategic plans university-wide bringing cutting edge technologies into the residential halls, communities, and the entirety of the University Housing department
- Member of university committees for implementation of activities and initiatives such as Devils After Dark - a late night programming initiative, Game Day - in conjunction with Sun Devil Athletics to help build spirit, pride and tradition of ASU athletics, Phoenix Safety Advisory Council - a local partnership to ensure safety of students and area around the Phoenix Campus, and the Professional Staff Selection and Training Committee
- Led and supported development of facilities and maintenance structures through regular meetings with facilities management staff, weekly walkthroughs of Taylor Place Residential Hall to ensure building safety and compliance, semesterly walkthroughs with the Disability Resource Center to ensure all doors were ADA compliant, and ad hoc walkthroughs with Environmental Health & Safety to conduct required inspections
- Provided in-house knowledge of students' needs in order to lead efforts in informing, writing, and enforcing policies related to business services, access control, processes, and facilities management
- Partnered with residential college partners, university constituents, and EOSS leadership to implement innovative, dynamic models and programming for a range of diverse student populations and target groups

### **Residence Director**

7/08 to 9/09

University of Massachusetts | *Amherst, Massachusetts*

- Oversaw building operations, consisting of access control, business process management including keys, room turnovers, and work order management for three buildings consisting of 600+ upperclassmen students
- Responsible for maintaining the budget for three students halls, following university, state, and federal guidelines
- Ensured reliability and accuracy of billing interfaces, charges, and credits through partnership with the university business and finance offices
- Supervised two full time employees and 19 para-professionals, ensuring appropriate trainings and professional development opportunities were provided, based on individual wants and needs
- Provided crisis response during various on-duty periods throughout each academic semester to guarantee student safety and well-being
- Collaborated with university faculty and staff within two learning communities to enhance the residential experience
- Created a system to aid in the understanding of what rooms, supplies, resources, etc. were available to students in the halls, as well as staff members

### **Residence Director**

7/05 to 5/08

Syracuse University | *Syracuse, New York*

- Directed building operations and maintained budget for three residence halls with 480 students, one full time employee, and 13 para-professionals
- Collaborated with university faculty and staff for three learning communities to enhance the residential experience
- Partook in departmental committees as needed for implementation of departmental activities and initiatives
- Coordinated with facilities team to develop a system of notifications of vacant rooms to clean and prepare for turnover within six hours of vacancy to prepare for summer guest and conference housing
- Served as the local housing officer, overseeing all building and room keys, supplies, and desk staffing enhancing current business practices
- Created a system for tracking move-in/out, reporting findings and producing accurate weekly reports to chief housing officer to ensure accurate records of the students and buildings, and to facilitate appropriate systemic process improvement, upgrades, and enhancement across various units

### **Assistant Residence Director**

7/05 to 8/07

Syracuse University | *Syracuse, New York*

- Managed housing for 620 diverse students through educational, managerial, and administrative functions in an effort to provide an environment supportive of the university's five core values of quality, caring, diversity, innovation, and service
- Provided crisis response during various on-duty periods throughout each academic semester and partook in departmental committees as needed for implementation of departmental activities and initiatives
- Managed the courtesy desk including payroll duties and supervision of 15 student workers, as well as directly hired, trained, supervised, and evaluated four resident advisors while serving as support staff for 10 others
- Served as the primary advisor for emerging leaders of resident-run hall council executive board, empowering students to create lasting social value and impacts, facilitating connections to the broader community, and supporting individual student persistence
- Encouraged and aided in the implementation of development of community amongst residents and provided student-centered processes and services

### **TRAININGS, CERTIFICATES, SOFTWARES, AND MEMBERSHIPS**

- Trainings: *FERPA and SafeZONE*
- Certifications: *ATIXA – Title IX Level 1 and 2; NACURH – Master ART*
- Software and Systems: *PeopleSoft, Salesforce, MyASU, Handshake, Microsoft Office Suite, Rapid Miner, My Reports, Starrez, PeopleGrove*
- Memberships: *National Association of Colleges and Employers, NASPA (National Association of Student Personnel Administrators)*