CASEY EVANS

CHIEF OPERATING OFFICER

CONTACT

📱 602-819-7435

✉ casey.l.evans@asu.edu

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📍 3920 E Vest Ave, Gilbert, AZ 85295

SKILLS

Strategic Planning
Operations
Change Management
Higher Education Leadership
Online Learning
Enrollment Management
Student Retention and Success

EDUCATION

MA, English
Arizona State University
2022 - May 2024 (expected)

MS, Digital Audience Strategy (Marketing)
Arizona State University
2018 - 2020

MA, Organizational Management
University of Phoenix
2004 - 2007

BA, English, Writing and Literature
State University of New York at Cortland
1994 - 1999

PROFILE

Seasoned Chief Operating Officer at EdPlus, driving strategy and execution for online education operations at Arizona State University—an R1 institution committed to accessibility and excellence. Results-oriented leader with a strong focus on student success outcomes, adept at guiding dynamic teams to deliver top-tier academic programs, student services, training, and operational oversight and reach organizational goals. Proven expertise in leveraging cutting-edge technologies for enhanced efficiency. First-generation college graduate and lifelong learner dedicated to fostering a culture of collaboration, learning, and growth.

WORK EXPERIENCE

Chief Operating Officer, EdPlus

Arizona State University   2015 - present

Other positions held at ASU:
Executive Director, Sep 2020 - Jun 2022
Senior Director, Dec 2018 - Sep 2020
Director, Jul 2017 - Dec 2018
Associate DIrector, Apr 2016 - Jul 2017
Project Manager, Jun 2015 - Apr 2016

- Strategic Leadership:
  - Develop and implement strategic plans aligned with the institution's mission and goals.
  - Provide leadership in executing the organization's vision, ensuring long-term sustainability and growth.
- Operational Efficiency:
  - Streamline and optimize operational processes to enhance efficiency and effectiveness.
  - Oversee day-to-day operations to ensure the smooth functioning of all departments.
- Financial Management:
  - Provide oversight to operational budgets.
  - Implement cost-effective strategies to maximize financial resources.
- Technology Integration:
  - Evaluate and implement cutting-edge technologies to enhance educational delivery, administrative processes, and student services.
  - Ensure the institution remains technologically competitive and adaptive to industry trends.
- Quality Academic Programs:
  - Collaborate with academic leaders to ensure the development and delivery of high-quality academic programs.
  - Monitor and assess academic outcomes to maintain and enhance educational standards.
- Student Success and Experience:
  - Focus on initiatives that enhance student success, including retention, graduation rates, and overall student satisfaction.
  - Develop and implement programs and services that contribute to a positive student experience.
- Enrollment Management:
  - Oversee enrollment strategies to attract a diverse and qualified student body.
  - Collaborate with marketing and admissions teams to meet enrollment targets.
- Compliance and Risk Management:
  - Ensure compliance with relevant laws, regulations, and accreditation standards.
  - Develop and implement risk management strategies to safeguard the institution's reputation and financial stability.
- Collaboration and Partnerships:
  - Foster collaboration among different departments, academic units, and external partners.
  - Establish and maintain partnerships that enhance the institution's reputation and offerings.
- Professional Development and Team Building:
  - Foster a positive and collaborative organizational culture.
  - Provide leadership development opportunities and support the professional growth of staff.
- Innovation and Adaptation:
  - Encourage a culture of innovation to keep the institution responsive to evolving educational trends.
  - Lead initiatives to adapt to changes in the higher education landscape.

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WORK EXPERIENCE

Product Manager

Bellevue College, Continuing and Professional Education   2013- 2015

- Program Development:
  - Research and identify market needs and trends in continuing and professional education.
  - Collaborate with subject matter experts to design and develop new programs or enhance existing ones.
- Market Analysis:
  - Conduct market research to understand the competitive landscape and identify opportunities for program differentiation.
  - Analyze industry trends and gather data to inform decision-making.
- Stakeholder Engagement:
  - Collaborate with academic departments, industry experts, and external partners to ensure program relevance and quality.
  - Engage with stakeholders, including employers and professionals, to understand their needs and expectations.
- Budget Management:
  - Develop and manage budgets for individual programs, ensuring financial sustainability and profitability.
  - Monitor and control costs associated with program development and delivery.
- Marketing and Promotion:
  - Work closely with marketing teams to create promotional materials and strategies to attract target audiences.
  - Develop and implement marketing plans to increase enrollment and program visibility.
- Admissions and Enrollment:
  - Collaborate with admissions teams to establish enrollment targets and admission criteria.
  - Monitor enrollment trends and implement strategies to meet or exceed enrollment goals.
- Quality Assurance:
  - Implement quality assurance measures to ensure program content meets industry standards and learning outcomes.
  - Collect and analyze feedback from participants to continuously improve program quality.
- Technology Integration:
  - Explore and recommend educational technologies to enhance program delivery and engagement.
  - Collaborate with instructional designers and technologists to implement innovative learning solutions.
- Program Delivery:
  - Oversee the logistics of program delivery, including scheduling, faculty assignments, and classroom or online platform coordination.
  - Ensure a seamless and positive learning experience for participants.
- Data Analysis and Reporting:
  - Collect and analyze data related to program performance, participant satisfaction, and other relevant metrics.
  - Generate reports to inform decision-making and program improvement.
- Partnership Development:
  - Identify and cultivate partnerships with external organizations, industry associations, and professional bodies.
  - Collaborate with employers to develop customized programs that meet workforce needs.
- Compliance and Accreditation:
  - Ensure programs comply with relevant regulations and accreditation standards.
  - Work with accreditation bodies to maintain or achieve program accreditation.
- Evaluation and Continuous Improvement:
  - Establish mechanisms for ongoing program evaluation.
  - Use feedback and data to make data-driven decisions and continuously improve program offerings.

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WORK EXPERIENCE

Director of Student Services

University of Phoenix   2002 - 2013

- Student Support Strategy:
  - Develop and implement a comprehensive student support strategy for online learners.
  - Align support services with the university's mission and goals.
- Advising and Counseling:
  - Oversee academic advising services to guide students in program selection, course planning, and goal achievement.
  - Provide counseling services to address academic and personal challenges.
- Student Orientation Programs:
  - Develop and implement online orientation programs to acclimate students to the virtual learning environment.
  - Provide information on academic expectations, support services, and university policies.
- Retention Strategies:
  - Develop and implement initiatives to enhance student retention and reduce attrition rates.
  - Analyze data to identify trends and implement targeted interventions.
- Accessibility and Accommodations:
  - Ensure that online courses and support services are accessible to students with diverse learning needs.
  - Coordinate accommodations for students with disabilities.
- Career Services:
  - Collaborate with career services to provide resources and support for online students in career planning and job placement.
  - Facilitate connections between students and potential employers.
- Student Engagement Programs:
  - Develop and oversee programs that foster a sense of community and engagement among online students.
  - Organize virtual events, clubs, and other extracurricular activities.
- Complaint Resolution:
  - Address student complaints and concerns promptly and effectively.
  - Work collaboratively with other university departments to resolve issues.
- Liaison with Academic Departments:
  - Collaborate with academic departments to ensure alignment between student support services and academic programs.
  - Facilitate communication and coordination between student services and faculty.
- Data Analysis and Reporting:
  - Collect and analyze data related to student services, including satisfaction surveys and retention rates.
  - Generate reports to inform decision-making and improvement initiatives.
- Policy Development and Compliance:
  - Develop and update policies related to student services in accordance with university regulations.
  - Ensure compliance with relevant accreditation standards and legal requirements.
- People Development:
  - Foster a culture of continuous learning and development within the student services team.
  - Provide mentoring and coaching to team members to enhance their skills and capabilities.
- Team Collaboration:
  - Encourage collaboration and teamwork among student services staff.
  - Foster a positive and inclusive work environment that promotes professional growth.
- Effective Communication:
  - Communicate effectively with team members, academic departments, and other stakeholders.
  - Ensure clear and transparent communication of policies and procedures to students.
- Empathy and Interpersonal Skills:
  - Demonstrate empathy and strong interpersonal skills in interactions with students and team members.
  - Create a supportive and inclusive environment that values diversity.
- Leadership Development:
  - Identify and nurture leadership potential within the student services team.
  - Provide opportunities for professional development and advancement.