

Maria G. Willis, Ed.D

maria.willis@asu.edu [LinkedIn](#)

Experienced higher education administrator with over ten years of expertise in enrollment management, data analytics, and strategic planning. Proven ability to lead teams, develop and implement data-driven strategies, and foster collaborative relationships to enhance student success and institutional effectiveness.

EDUCATION

Doctorate of Education/Educational Leadership and Policy, University of Arizona

Dissertation: Unveiling Opportunities: A Comprehensive Analysis of DEI Initiatives for Black Students at Historically White Institutions

Master of Art in Education/Adult Education, University of Phoenix

Bachelor of Science in Business, Arizona State University

Major: Global Business Management and Leadership

Scholarships: Arizona State University Merit Scholarship
EMC Achievement in Math and Science Scholarship

International Studies, Tecnológico de Monterrey

A.A.S. in Business Administration, Estrella Mountain Community College

PROFESSIONAL EXPERIENCE

Arizona State University

Mar 2019- Present

Sr. Director, Enrollment Planning and Data Analytics | *The College of Liberal Arts and Science* **Sept 2024-**

- Serve on leadership team for the Associate Dean's Office of Students and Academic Programs, creating and implementing tools, policies, and procedures for course enrollment and student success planning.
- Lead strategic initiatives for course enrollment management and data analytics for The College, presenting complex reports on course enrollment and student success metrics to key stakeholders.
- Collaborate with ASU schools and colleges to resolve course management issues, including cross-college coordination and first-year course block scheduling.
- Partner with the Provost's Office, Admissions, and other teams to develop and implement data tools for course enrollment planning and student success initiatives.
- Manage The College's analytics site, developing and maintaining self-service reporting tools, and lead efforts to assess the impact of courses, degree programs, and engagement initiatives on student success.

Sr. Director, Strategic and Data Initiatives | *Office of the Provost* **Jan 2021- Sept 2024**

- Evaluate local and national trends that impact both the university and industry sectors in efforts to develop institutional benchmarks, academic program alignment, and increase completion.

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- Develop and implement data analytics to assess institutional effectiveness and implement enrollment strategies to optimize efficiency and improve academic outcomes in collaboration with stakeholders across the institution.
- Foster and maintain relationships with internal and external stakeholders to facilitate collective actions toward aligning enrollment strategies with institutional goals.
- Led multiple high-impact projects, including the implementation of pathway retention utilizing NSC data, designing the Request for Information (RFI) form, and enhancements to MyASU.
- Design and maintain interactive dashboards and reporting tools for senior leadership, academic department, and external partners.
- Managed a team of two, including a data analyst and project manager, providing mentorship and professional development.

Manager, Academic Services | *School of Public Affairs*

Mar 2019- Jan 2021

- Directed daily operational activities and supervised staff, including academic advising services, administrative personnel, and student workers.
- Oversaw course scheduling and enrollment management for a student body of 15,000.
- Conducted annual curriculum reviews and modifications for all degree, certificate, and minor programs, assessed learning outcomes, and completed course audits for the professional accrediting association.
- Developed data analytics strategies to enhance student retention and graduation rates. Presented data reports and analyses to college leadership, and committee participants.
- Served as a liaison for the school and subject matter expert (SEM) in student services on various department and university cross-functional teams, including Watts College Readmissions, Academic Advisor Board (AAB), Undergraduate (UG) committee, Faculty Associates (FA) committee, and Diversity and Inclusion committee.

Mentor and Committee Member | *YP CoNext at ASU*

Aug 2020- 2021

Served on the steering committee and mentored college students in collaboration with Greater Phoenix Urban League Young Professionals to build intentional relationships between college students and young Black professionals.

Maricopa Community Colleges

Jan 2012 – Mar 2019

Student Service Manager, Dual Enrollment | *Rio Salado College*

May 2018 – Mar 2019

- Led planning, implementation, management, and evaluation of early college programs, including dual enrollment and ACE programs implemented in 51 high schools to increase access and improve student success.
- Planned and coordinated matriculation strategies to increase student access, enrollment, and completion of Arizona General Education Requirement (AGER) focused on student achievements.
- Oversaw the certification of high school instructors according to HLC requirements, scheduling of dual enrollment courses, and program evaluation in collaboration with the academic unit Faculty Chairs.
- Served as a liaison among public school division superintendents, administrators, private school partners, and other stakeholders in reviewing the statistical data related to transfer success, student and parent satisfaction, student placement, and post-secondary financial planning.

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Manager, Instructional Services | Rio Salado College **Oct 2014 – May 2018**

- Facilitated and managed a portfolio of 26 Adjunct Faculty Professional Development and New Student Orientation courses to ensure the use of sound instructional practices, foster academic preparedness, and a sense of belonging.
- Served on several cross-functional project teams with internal and external stakeholders, including the implementation of Civitas and Guided Pathways as technology tools and academic guides for student success.
- Mentored and coached new adjunct faculty through a comprehensive 9-week training program to successfully start, navigate, and manage courses through the Learning Management System (LMS).
- Conducted formal adjunct faculty evaluations for several academic disciplines through the review of instructional expectations of the department and college policies and procedures of academic excellence.
- Supported student completion and retention by assisting with the research, analysis, and resolutions of college-wide issues impeding student success.

Aspiring Leader Program Recipient 2017-2018

Classified Staff Counsel Representative 2017-2019

Professional Development Co-Chair

Manager, Instructional Coach | Rio Salado College **Jan 2013 - Oct 2014**

- Identified and developed new and existing community partnerships with K-12 school districts, non-profit organizations, and local community partners to increase student access.
- Led and managed the activities of partnership programs to expand the Community Development Workplace revenue base program exponentially by 200% within twelve (12) months.
- Oversaw the hiring, training, and evaluation of High School Equivalency (HSE), English as a Second Language (ESL) instructors, and operational staff needed to maintain program success.
- Performed data collection, audits, and analysis to track and maintain essential program information and develop proposals and reports, including end-of-year reporting.
- Designed and facilitated staff meetings, professional workshops, and other diverse learning solutions for adjunct faculty and staff.
- Courses Facilitated, include ESL101 English as a Second Language and ESL102 English as a Second Language.

Rio Salado College President's Award of Professionalism

2014

Supervisor/Certified Instructor | Rio Salado College **Jan 2012 – Feb 2013**

- Supervised the operation of computer information centers and remote labs including instructional and administrative staff and platforms, and the implementation of new technology.
- Implemented multiple methods of instruction, assessment results, and appropriate technologies to engage students in learning, enhance teaching, and promote student success.

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- Oversaw the operational activities of the department and supervised all aspects of department staff, including recruitment, coaching and development, daily supervision, and evaluation.
- Managed a team of professional staff and oversaw student services and delivery of comprehensive support services to students.
- Courses Facilitated, include *CIS133DA Internet/Web Development Level I*, *CIS124AA Project Management Software: Level I*, and *CIS124BA Project Management Software: Level II*

Lead Academic Counselor | *University of Phoenix* | Phoenix, AZ **Dec 2009 – Jan 2012**

- Advised students in the selection of majors and assisted in charting the path to educational excellence.
- Coached students to excel in classes; empowered students to overcome obstacles to learning.
- Guided students in navigating the educational system and university protocol.
- Evaluated and benchmarked student progress through degree programs, instilling motivation to maintain focus.
- Trained and mentored new academic counselors; coached existing counselors to implement best practices.
- Training Facilitated: *Leadership-Personal Branding and Career Progression*

TEACHING EXPERIENCE

Instructor | *Rio Salado College*

Jan 2012 – May 2018

- Developed and delivered course materials and syllabi for professional development and academic courses.
- Fostered classroom environments encouraging participation and learning.
- Provided mentorship and support to students, including feedback on assignments and essays.

AFD101 Outstanding Online Instruction Orientation

AFD102 Outstanding Online Instruction Mentoring

AFD104 Dual Enrollment Faculty Orientation

AFD105 Outstanding Hybrid Instruction Orientation

AFD106 Print/Mixed Media Orientation

AFD210 Online Teaching and Learning

AFD215 Online Teaching and Learning II

AFD215 Online Teaching and Learning II

AFD235 Principles of Learning

AFD236 Course Development at Rio

AFD237 Developing Lessons and Assessments at Rio

AFD242 Supporting the Whole Student

NSO 101 New Student Orientation

ESL101 English as a Second Language and

ESL102 English as a Second Language

CIS133DA Internet and Web Development Level I

CIS124AA Project Management Software: Level I

SELECTED UNIVERSITY AND COLLEGE COMMITTEES

University Black Student Success Initiative (UBSSI)

2022-Present

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The Seal of Excellencia	2023
YP CoNext at ASU Mentorship Program	2020-2022
College Readmissions Committee	2019-2021
Academic Advisor Board (AAB)	2019-2021
Undergraduate College (UG) Committee	2019-2021
Faculty Associates (FA) Committee	2019-2021
College Diversity, Equity, and Inclusion Committee	2019-2021
Classified Staff Counsel Representative	2017-2019
Co-Chair Professional Development	2017-2019

ADMINISTRATIVE ACKNOWLEDGES AND AWARDS

Greater Phoenix Urban League Young Professional Raising Aspiring Leader Program Recipient	2021 2017-2018
Rio Salado College President's Award of Professionalism	2014