

KRISTY CARTER

EXECUTIVE VITAE

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Demonstrated Competencies

Community Outreach
Ecosystems Building
Emerging Technologies + Application
Marketing + Public Relations
Minority Business Development
Operations + Project Management
Strategic Planning + Visioning
Training + Event Planning

Executive Profile

An award-winning, experienced professional with a career spanning 14 years in university outreach, community development and marketing. Recognized as a dedicated individual with a reputation for quality performance who possesses a passion for aligning the missions of organizations to influence societal good. A dynamic leader who works incessantly to connect with key stakeholders to achieve goals.

EDUCATION

Doctor of Philosophy in Leadership Studies – current student

University of Central Arkansas (UCA) - Conway, Arkansas

Concentration Area: Higher Education Administration

Master of Arts in Higher Education Administration/Student Affairs - May 2006

University of Arkansas at Little Rock - Little Rock, Arkansas

Bachelor of Science in Education, Business Education - May 2003

Henderson State University - Arkadelphia, Arkansas

Associate of Arts - May 2000

National Park College - Hot Springs, Arkansas

Certificate in Business Office Technology and Accounting - May 1998

Quapaw Technical Institute - Hot Springs, Arkansas

CERTIFICATIONS

- **Certified Financial Literacy Trainer Bureau of Consumer Financial Protection**
- **Certified Marketing Professional (CMP)**
- **State of Arkansas – Teachers’ Licensure**
Grades 7-12 – Career and Technical Education

CAREER HISTORY + EXECUTIVE PERFORMANCE

Director of Marketing | UCA Division of Outreach and Community Engagement

January 2008 - Present

Position summary: As Director of Marketing for the Division of Outreach and Community Engagement at the University of Central Arkansas, I report to the Associate Vice President for Outreach and Community Engagement. I lead the planning and execution of effective marketing plans that garner awareness of the university's outreach and engagement initiatives. I am responsible for promoting a variety of noncredit programs and services including, community and workforce development as well as turnkey conference and event planning services. My primary role is to shape, define and execute marketing strategies to increase program enrollment and generate revenue for the division.

- Advises departments on marketing and recruiting strategies
- Collaborates with the Division's leadership team to address organizational challenges and ways to meet the marketing goals of the division
- Curates art exhibits for UCA Downtown
- Develops innovative and smart marketing strategies that contribute to the overall fiscal and enrollment success of the university
- Directs marketing activities, including strategic communication development, long range planning and forecasting, advertising, public relations, website development, online registration, customer relationship management and creative and editorial services for print publications, video, email and social media
- Integrates engagement into program development
- Leads a team of dynamic marketing professionals
- Manages budgets for multiple advertising and marketing campaigns
- Measures effectiveness of marketing campaigns in relation to increased revenue and enrollment
- Plans tradeshow, exhibitions and fairs including the procurement of promotional items and signage
- Provides the art direction for award-winning marketing and promotional campaigns
- Utilizes online assessments, predictive analytics and other data mining tools for present and future programming and to springboard dialogue with potential learners
- Works cooperatively with the university's marketing and creative services department to carry out the university's branding and marketing goals

Executive Director | UCA Division of Outreach and Community Engagement

October 2011 – August 2015

Position summary: Provided leadership and administrative oversight of the university's outreach and community engagement unit. Orchestrated the planning, development and implementation of a variety of noncredit continuing education programs and public service activities. Worked cooperatively with UCA's executive staff, council of deans, faculty, staff and community leaders to address the communities' need for continuing education, service-learning, volunteerism, community and economic development and conference and event planning services. Other responsibilities included developing marketing and advertising plans, successfully executing the division's strategic plan, responding to the Higher Learning Commission (HLC) regarding partnerships with external partners and assessing institutional effectiveness of outreach and community engagement initiatives, and maintaining the financial viability of the unit.

- Promoted outreach initiatives and civic engagement through collaborative assessment and strategic planning with academic and non-academic units, student support offices and internal and external stakeholders
- Created opportunities for applied community and economic development at the university, local, state and regional levels specifically the Technical Assistance for Mayors program, which provided technical assistance to mayors of small rural towns in the Delta and coastal plain areas of the state
- Maintained organizational structure for rapid response to civic engagement and university-wide outreach initiatives
- Identified, established and evaluated collaborations and partnerships in keeping with institutional strategic priorities
- Oversaw budget and fiscal operations to ensure operational integrity based on sound accounting and auditing practices
- Led a group of 25 exceptional employees
- Launched the university's first service-learning and volunteerism programs
- Orchestrated the renovation of the Brewer-Hegeman Conference Center which included new technology throughout the facility

Program Coordinator | Business Outreach and Training Services | UCA Outreach

June 2006 – January 2008

Position summary: Coordinated professional development for K-20 educators and customized training programs for small businesses and large corporations. Worked cooperatively with UCA faculty and staff to identify new markets and develop partnerships to promote graduate and undergraduate programs. Created marketing plans to insure quality and timely completion of projects including print publications, electronic announcements, web pages, online registration forms, print bids, vendor set-ups, media buys and purchase requisitions.

- Managed the coordination of public events, workshops and seminars
- Produced multiple contracts for customized training services and workshops that resulted in new business for the division in less than one year
- Planned and maintained budgets, in compliance with UCA guidelines, for contracts and grant programs
- Received grants for customized training services for business and industry through the Existing Workforce Training Program
- Collected and analyzed leads, registrations and survey results to address demographic changes in continuing education for future promotion
- Ensured press coverage for conferences and other outreach programs
- Developed prosperous relationships with educational and business professionals

Business Teacher | Arkansas Department of Education | Distance Learning Center

June 2004 - June 2006

Position summary: Provided quality instruction to high school students (via compressed interactive video and other synchronous and asynchronous technologies) in business law, personal finance, sports and entertainment marketing and fashion merchandising. Spearheaded the first Sports and Entertainment Marketing course in Arkansas, which led to course adoption by the Arkansas Department of Education in 2006 and is still being taught in high schools today.

- Taught students to use technology in the classroom
- Designed, updated and maintained classroom website
- Created innovative classroom activities using distance education technology
- Developed syllabi, course curriculum, lesson plans and assessments

COMMUNITY DEVELOPMENT EXPERIENCE

Technical Assistance for Mayors Program

In 2015, I launched a statewide Technical Assistance for Mayors (TAM) program. TAM was designed to educate Arkansas mayors from cities with populations under 5,000. These cities exhibited barriers to community and economic development success. TAM helped mayors and other elected local officials find state and federal resources to address a wide range of challenges in their towns by providing access to those resources and tools to inform their daily practices and improve the overall quality of place for the citizenry in their communities.

I partnered with local non-profit organizations, institutions of higher education, community groups, state, federal, and regional agencies to launch the program.

Funding partners for TAM included the Arkansas Economic Development Commission, Arkansas Community Foundation, Delta Regional Authority, and the UCA Center for Community and Economic Development. In all, TAM trained mayors and other local leaders from 34 counties in Arkansas. The Planning and Development Districts located in the Delta and southern regions of the State provided in-kind support to the program.

- Conducted initial research and developed program proposal
- Created program assessments
- Developed program curriculum
- Educated 88 mayors and local elected officials on the fundamentals of community and economic development
- Fashioned the brand strategy for the program
- Hired consultants and instructors
- Hosted training sessions with all instructors
- Launched the program website and social media page
- Leveraged relationships with other institutions of higher education from Arkansas
- Managed \$37,000 in funds
- Marketed and promoted the program
- Organized the press conference which was held at the Capitol
- Secured funds through cooperative partnerships and grants

RELATED TEACHING EXPERIENCE

Marketing 101

University Marketing and Communications
Campus-wide Training Series
2017-2018

Lecturer – Department of Student Transitions

University of Central Arkansas
UNIV 1100 – University Studies
Fall 2009 - Spring 2011

Instructor – Unlocking College Academics Now (UCAN)

University of Central Arkansas
Office of Student Success
Fall 2011 – Fall 2015

MARKETING EXPERIENCE

- Arkansas Coding Academy – arkansascodingacademy.com
- Central Arkansas Small Business Series with Conway Area Chamber of Commerce
- Community Development Institute (marketing plan)
- National Conference of Academic Deans
- Technical Assistance for Mayors – Press Conference at Arkansas State Capitol
- TEDx University of Central Arkansas
- UCA Academic Affairs – (seven colleges various campaigns including brochure redesign)
- UCA China Summit
- UCA College of Education – Masters of Arts in Teaching
- UCA College of Education – MSE Advanced Studies in Teacher Leadership
- UCA College of Education – STEM Teach
- UCA College of Health and Behavioral Sciences – Branding Exercise
- UCA College of Liberal Arts – Exploring Our World Series
- UCA College of Liberal Arts – MS Community and Economic Development
- UCA Concurrent High School Enrollment
- UCA Department of Nursing – Nursing Alumni Reunion
- UCA Department of Nursing – RN and DNP Online Programs
- UCA Downtown Ribbon Cutting – uca.edu/downtown
- UCA Graduate School – new website development and online graduate programs
- UCA Minority Vendor Partnership Initiative
- UCA Nonprofit Workshop Series
- UCA Online – uca.edu/online
- UCA Outreach and Community Engagement
- UCA PhD Leadership Studies – uca.edu/phdleadership
- UCA Service-Learning and Volunteerism Programs
- UCA Summer Camps and Summer Sessions – uca.edu/summer
- UCA Talks and Boards
- UCA Women’s Leadership Network

* Sample press releases available upon request

NOTABLE ACCOMPLISHMENTS + ACTIVITIES

- 2020 LERN International Board of Directors – Chair of Diversity Committee
- 2020 Women’s Foundation of Arkansas Grant Recipient
- 2019 Principal Investigator – Mapping the Entrepreneurial Ecosystem for Minorities in Arkansas as part of the Minority Vendor Partnership Initiative
- 2019 UAMS Pastoral Care Advisory Board Member
- 2019 Francis M. Fine Jewelry – Advisory Board Member
- 2019 Outstanding Alumni National Park College
- 2019 Access to Capital for Minority Entrepreneurs in Arkansas a joint study with Winthrop Rockefeller Foundation and Winthrop Rockefeller Institute – Research Contributor
- 2019 LERN Leader
- 2019 LERN International Award for Excellence in Marketing
- 2019 UCA Black History Month Art Exhibit
- 2018 Conway Area Chamber of Commerce Outstanding Woman of the Year
- 2018 LERN International Award for Excellence in Brochure Design
- 2017 - 2019 – Bethlehem House Board of Directors
- 2017 – Certified Marketing Professional Certification
- 2017 – present UCA Women’s Leadership Network - Mentor
- 2017 – present UCA Women’s Leadership Network - Founding Member
- 2017 – 60th Anniversary of the Desegregation Crisis at Central High, Committee
- 2016-2017 – Conway ArtsFest Committee Member
- 2016 STAND Foundation Edward Coleman Leadership Institute – Graduate
- 2016 Award Recipient for Higher Education - Women Entrepreneurs in Arkansas
- 2016 Community Partner Award Recipient - Arkansas Black Mayors Association
- 2015 Technical Assistance for Mayors Program
- 2015 Domestic Violence Program and Evening of Honor
- 2015 - Present Parker Educational Development – Board Member
- 2015 Conway 2025 Commission – Co Chair “Keep Conway Learning”
- 2015 Grant Recipient – Arkansas Economic Development Commission
- 2015 Grant Recipient – Arkansas Community Foundation
- 2015 Grant Recipient – Delta Regional Authority
- 2015 Grant Recipient – UCA Women’s Giving Circle
- 2015 Technical Assistance for Mayors Press Conference – Arkansas State Capitol
- 2014 Grant Recipient AR Black Hall of Fame for UCA D.R.E.A.M. Team Program
- 2014–current Minority Vendor Partnership Initiative Committee Member
- 2013-2015 Imagine Central Arkansas Partners Member – Metroplan, Little Rock
- 2013 Conway Chamber of Commerce Minority Advocate of the Year Award
- 2012 – present Arkansas Black Mayors Association – Advisory Board Member
- 2012 Governor’s Challenge Award for Quality Organizations

- 2009 UCA Employee of the Year Nominee
- American Association of University Women – Member
- AR Council for Women in Higher Education – Past President
- Central Baptist College Business Advisory Council
- Conway Adult Education WAGE Council Member
- Economics of Educating Women in Arkansas for Women’s Foundation of Arkansas
(Researcher Study)
- National Office of Women in Higher Education – Former State Coordinator
- Regional Planning Advisory Council –Term Expired
- Student United Way Advisor
- United Way of Central Arkansas Board Member – Term expired, 2015

ENGAGEMENTS + PRESENTATIONS

2020, March – International Women’s Day Speaker and Panelist – National Park College
Hot Springs, AR

2020, February – Black History Month Speaker – Greater Missionary St. Paul Baptist Church
Hot Springs, AR

2019, November – Connecting with Diverse Audiences – Conference Presentation – International
LERN Conference – San Diego, CA (confirmed)

2019, February 28 – Arkansas Community Foundation – Faulkner County
Panelist – Nonprofit Board Development

2019, January 30 – Philander Smith College
Topic: Self-Branding and Promotion

2018 – American Association of University Women Hot Springs Village Affiliate
Annual Fundraiser Keynote Speaker

2018 – Noon Rotary Club Presenter – Conway, Arkansas
Topic: Homelessness in Arkansas on behalf of Bethlehem House

2018 – Arkansas Public Administration Consortium
Topic: The Last to Know: Managing Internal Crisis Communication

2018 – Philander Smith College
Topic: Reimagine Your Future (using action boards and zines)

2017 – UCA Minority Vendor Partnership
Topic: Creating Winning Proposals

2017 – Noon Rotary Club Presenter – Conway, Arkansas
Topic: What is Outreach?

2017 – Arkansas Promise Summer Camp– University of Arkansas at Fort Smith

Topic: If Buildings Could Talk: Central High 60 Years Later...

2017 – Minority Vendor Partnership Workshop – University of Central Arkansas

Topic: Creating Winning Proposals with Jennifer Deering

2016 – Dream B.I.G. Legends Luncheon Keynote – University of Arkansas at Fayetteville

Topic: Believing in Girls: Image Acceptance

2015 – Presentation during TAM Press Conference at AR State Capitol

Topic: Institutions of Higher Education: Conduits for Community and Economic Development

2015 – Presentation Service-Learning Faculty Fellows Summer Program

Topic: Faculty’s Role in Evaluating Students’ Performance in Service-Learning Courses

2015 – Conference Presentation – Gulf South Summit

Topic: Cultivating a Service-Learning Culture at UCA, Panel

2015 – Setting Up a Successful Service-Learning Partnership - Kristy Carter and Li Zeng

2014 – Presentation – Minority Vendor Partnership Program

Topic: Engagement for Mutually Beneficial Relationships

2014 – Presentation - City, County, Local Committee of the Arkansas 89th General Assembly

Topic: Community and Economic Development for Rural Towns in Arkansas

2013 – Presentation to the Arkansas Black Mayors Association

Topic: Community Development: The Foundation for Good Economic Development

2013 – Presentation to the Women’s Foundation of Arkansas

Topic: The Economics of Educating Women in Arkansas

2013 – Presentation to the Power of the Purse Programming Committee

Topic: Status of Women in Arkansas

2013 – Presentation to Conway High School Economics Class

Topic: Youth Entrepreneurship

2013 – Presentation to UCA Council of Deans

Topic: Promoting Online Education at UCA

2013 – Presentation to the UCA Council of Deans

Topic: Academic Service-Learning Proposal

2011–2015 UCAN Seminars

Topic: Intervention for College Students – Use and Misuse of Student Service Programs

PUBLICATIONS

Gallavan, N. P., Carter, K., Thompson, A., Cooper, C., & Argue, S. (2018). Influences of hope in the journeys of emerging leaders completing an interdisciplinary doctoral program. In N. P. Gallavan & L. G. Putney (Eds.), *ATE Yearbook XXV: Building upon inspirations and inspirations with hope, courage, and strength: Teacher educators' commitment to today's teachers and tomorrow's leaders* (pp. xx-xx). Landham, MD: Rowman & Littlefield.

ENDORSEMENTS AND TRAININGS

- Art Curation
- Asset Mapping
- Brand Recognition
- Community Development
- Crisis Communication / Community Forum Moderation
- Diversity Benefits for Higher Education Employees
- EEO Laws and Discrimination Prevention for Higher Education Supervisors
- Event Planning
- Engagement Marketing/Customer Service
- Grant Writing
- Human Resource and Hiring Management
- Leadership
- Market Research
- Media Buying
- Minority Advocacy
- Nonprofit Board Development
- Outreach and Community Engagement
- Public Relations
- SEO Marketing
- Technical Writing

TECHNOLOGIES + APPLICATION

Technology	Application
Adobe Spark	Media Creation Application
Applicant Tracker	Hiring and Recruitment Software
ASANA	Workflow and Task Management
Banner	University's Administrative System
Esri	GIS Mapping Software
Fluid Surveys/Qualtrics/Survey Monkey	Assessment
G Suite	Collaboration, E-mail, Productivity
Hightail	Data Sharing, Proofing + Editing
Hoot Suite	Social Media Management
MailChimp	Email Marketing
MS Office Suite	Office Productivity Software
OrgSync	Student Relationship Management
Remind	Text application
Salesforce	CRM/Predictive Analytics/Data Mining
WordPress	Web Content Management System

REFERENCES

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