

ARTIS J. GORDON

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Education

PhD in Urban Services Leadership

Virginia Commonwealth University, Richmond, VA,
Expected completion date: December 2022

Master of Science, Sport Leadership

Virginia Commonwealth University, Richmond, VA
August 2006

Bachelor of Science in Mass Communications (Journalism concentration)

Virginia Commonwealth University, Richmond, VA
May 2000

Awards and Certificates

VCU Holmes Scholars Program

VCU School of Education -September 2020-present

Bonita C. Jacobs Transfer Champion Award

National Institute for Study of Transfer Students-2017

Dr. John Borgard Award for High Ethical and Academic Advocacy for Student Athletes

VCU Athletics-2016

Certificate of Recognition and Excellence

VCU Black Education Association- 2015

Outstanding Institutional Advising Program Award

National Academic Advising Association (NACADA)-2014

Higher Education Administrative Experience

Virginia Commonwealth University, Richmond, VA, 2003-present

Director, Student-Athlete Development-VCU Athletics

July 2017-present

Student Population: Student-Athletes

- Responsible for leadership, career, and personal development initiatives for the student-athlete population.
- Facilitate the Rams Leadership Academy which consists of 20-25 select student-athletes identified as emerging leaders on their teams. Through a series of seminar style meetings and activities, the program's primary focus is to develop the leadership qualities of student-athletes.

- Create community outreach initiatives to enhance the student-athlete experience outside of classroom and sport through service. Ranked in Top 100 in community service in Division I in 2019.
- Serve as instructor for student-athlete section of University 103, Education and Career Planning. This course focuses on the process of self/major exploration and career planning. Facilitate activities, assessments, and projects, to help students learn how to make informed decisions about their educational and career goals.
- Serve as advisor of the Student-Athlete Advisory Committee (SAAC). This group comprises 32-35 student-athletes annually. Members serve as the team ambassadors and liaisons between the student body and Athletics administration.
- Lead, plan and facilitate all special events for the department, i.e., academic recognition receptions, student-athlete graduation ceremony, and all charity events.
- Oversee the operating budget for the unit.
- Establish working relationships with campus departments (Advising, Career Services, Wellness Resource Center), to ensure student-athletes are made aware of resources available for success.

Director, Transfer Center

February 2011-July 2017

Student Population: Transfer Students (prospective and currently enrolled)

- Provided leadership/supervision for the Center that supports transfer students.
- Created an operating structure to include seven advising professionals with specializations to better serve prospective and incoming transfer student population.
- Advised a caseload of high-profile student populations
- Served as university coordinator for Advanced Placement (AP) and International Baccalaureate programs. Established efficient systems that increased turnaround time of posting AP/IB credits from 3 weeks to 1 week.
- Collaborated with officials from the Virginia Community College System (VCCS) to build strong transfer pathways for students transferring from member institutions.
- Maintained articulation agreements and monitored data to determine the need for new agreements.
- Successfully created transition programming to establish a sense of community among new transfers on campus. Served as faculty advisor for the newly created Transition Leaders (peer mentoring group).
- Served as instructor/curriculum creator for UNIV 101 *Transfer Student Success* course
- Worked closely with academic units to implement strategy and transfer student initiatives to provide a seamless transition to VCU.

Assistant Director, Transfer Center

October 2010-February 2011

Student Population: Transfer Students (prospective and new admits)

- Provided oversight and supervision of daily office operations and served as first point of contact for all non-personnel related work issues in the Transfer Center office.
- Successfully assisted in the building of the university's transfer course equivalency database.
- Provided pre-admission advising and credit evaluation to community college students.
- Developed admissions plans for recruiting transfer students.
- Reviewed and revised policies on how courses are awarded by the university
- Established a procedure to review credits for veterans and international students

Transfer Advisor, Transfer Center

March 2009-October 2010

Student Population: Transfer Students (prospective and new admits)

- Scheduled visits to regional community colleges to advise and recruit prospective students.
- Served as project manager for the implementation of the Transfer Evaluation System (TES) software.

Transfer Coordinator, Office of Undergraduate Admissions

August 2007-March 2009

Student Population: Transfer Students and First-Year students (prospective)

- Established relationships with transfer counselors from 2-year and 4-year institutions, advising them on the transfer process
- Scheduled visits and presentations with regional community colleges to recruit students.

Teaching Experience

Virginia Commonwealth University

Adjunct Faculty: University College/Division of Student Success

UNIV 191- Dynamic Principles for Professional Development: Men of Color, 1 semester hour. Fall 2020-present

This course assists students as they recognize and improve their talents, social skills, leadership qualities, and reach full academic potential. Through a series of activities, class discussions, community engagement and positive reinforcement from each other, guest speakers and the instructor, students build a sense of self-efficacy. The course explores issues that men of color face in college and their pre-professional life.

Instructor of Record: University College/VCU LEAD program

UNIV 491- Special Topics: Enhancing Leadership for Men of Color, 1 semester hour. Fall 2020

The course aims to provide men of color with thoughtful dialogue, writing, reflection and guided exploration of various identities, and effective leadership strategies for navigating VCU and the waiting world.

Instructor of Record: University College/VCU LEAD program

LDRS 201- Leadership Identity, 1 semester hour. Fall 2020

This course exposes students to a series of instruments, experiences, and methods of analyzing and understanding the self in relation to leadership. Emphasis for this seminar is on self-discovery and personal identification of leadership skills and application in the leadership experience.

Instructor of Record: University College/Division of Student Success

UNIV 103- Education and Career Planning, Spring 2018-present

This course focuses on the process of self/major exploration and career planning. Using assessments and projects, students work on the process of learning how to make informed decisions about their educational and career goals.

Instructor of Record: University College

UNIV 101- Introduction to the University, 1 semester hour. 2010-2017

Curriculum creator for course geared specifically toward the needs of incoming transfer students. The course introduces students to resources and provides a review of time management, study skills and competencies necessary to college success.

Guest Lecturer: Troy University, Alabama

HSTM 3350 -Leadership Principles in HSTM-Troy University (Alabama), Spring/Fall 2020

Facilitated lecture on developing leadership identity and philosophy through a contemporary lens.

National and Regional Refereed Presentations

Gordon, A. (2015, February). *Let's Talk Transfer: Creating a Comprehensive Model to foster transfer student success*
Presentation at the National Institute for the Study of Transfer Students National Conference. Atlanta, GA

Gordon, A. (2015, October). *Let's Talk Transfer: Building a model for transfer student success*
Presentation at the First-Year Experience and Students in Transition National Conference. Baltimore, MD

Gordon, A. (2014, February). *Let's Talk Transfer: Successful Transition begins with Preparation and Support*
Presentation at the National Institute for the Study of Transfer Students National Conference. Atlanta, GA

Arbogast, L. & **Gordon, A.** (2010, September). *Let's Talk Transfer: Effective Strategies for Attracting and Enrolling Successful Transfer Students*. Presentation at the National Association for College Admission Counseling National Conference. St. Louis, MO

Gordon, A. (2010, September). *Let's Talk Transfer: Strategies for recruiting successful transfer students into academically competitive programs*-Presentation at the STEM Regional Transfer Student Success Conference in Asheville, NC.

Current University Service

- Learning Co-Chair- VCU Leadership Career Community
- Military Student Services Advisory Council member
- N4A Student-Athlete Development Programs and Practices Subcommittee member
- VCU Relevant Experiential & Applied Learning (REAL) Task Force member
- Intercollegiate Athletics Committee member

Organization Affiliations

- American Association of Colleges for Teacher Education (AACTE)
- National Association of Academic and Student-Athlete Development Professionals (N4A)
- National Institute for the Study of Transfer Students (NISTS)
- National Academic Advising Association (NACADA)
- Virginia Association of Colleges and Employers (VACE)

Updated 12/30/2020