

Dr. Hassel Andre Morrison

EDUCATION

- Ed.D.** North Carolina State University, Raleigh, NC
Educational Leadership, Policy, & Human Development
- M.Ed.** Virginia State University, Petersburg, VA
Educational Leadership
- B. S.** Radford University, Radford, VA
Media Studies

SUMMARY OF QUALIFICATIONS

I am a scholar-practitioner, a researcher, a student affairs generalist, and I have 20 years of professional experience working in higher education. I have experience working at large institutions, small institutions, public institutions, land-grant institutions, private institutions, religiously affiliated institutions, predominantly white institutions, and historically black colleges and universities. I am competent in managing large budgets, negotiating public-private partnerships, planning construction and renovation projects, organization management and organization reconstruction, strategic planning, policy development and analysis, staff development and accountability. Additionally, I have extensive experience in the areas of student development, student engagement, student retention, and student progression. Having the experience of working as an administrator and instructor at the university level, has provided me the skill set to best attain student academic and extra-curricular success on behalf of the institution.

PROFESSIONAL EXPERIENCE

Vice President for Student Life **2018 – Present**
St. Olaf College, Northfield, MN

St. Olaf College is a private liberal arts college with an enrollment of 3100 students.

Report to the President and a member of the President's Leadership Team. Direct reports include professional staff responsible for Dean of Students, Buntrock Student Union, Campus Recreation, Wellness Center, Counseling Services, Posse Program, Parking and Transportation, Public Safety, Housing and Residence Life, Student Activities, Health Services, Retention, and the Taylor Center for Equity and Inclusion.

Institutional Involvement

- Create and implement a vision and strategy toward the goal of enhancing student learning and well-being through effectiveness, sustainability and accountability across all areas of Student Life.
- Apply best practices in all areas of Student Life while seeking innovative approaches to responding to and supporting student engagement, learning, success, and well-being.

- Provide collaborative leadership in efforts to increase student success, including creating strategies to increase retention and graduation rates and developing process to predict and improve outcomes.
- Collaborate closely with faculty and staff to achieve the College's shared goals for students' academic and residential thriving at the college.
- Support and encourage a campus community that is inclusive and equitable, and one in which students can share their voice in ways consistent with the College's mission and values.

Selected Achievements:

- Selected and appointed as Vice President for Student Life. Received first endowment of a position held by an administrator.
- Developed methods and strategies to maintain a 91% retention rate with the goal of accomplishing a 95% rate.
- Established Threat Assessment Team, Branding Committee, Assessment Committee, MLK Planning Committee, and Strategic Planning Committee.
- Accepted and managed \$3.2 million gift received to expand the work of diversity, equity, and inclusion.
- Accepted and managed \$1 million gift received to expand the work of diversity, equity, and inclusion. Established the Taylor Center for Equity and Inclusion and expanded services.
- Renovated and expanded student government and student organization space to enhance the student experience.
- Renovated and expanded diversity, equity, and inclusion space to enhance the student experience. Increased student, faculty, and staff collaboration and involvement.
- New construction of 300-bed residence hall and 140 town house-style residence hall over \$60 million.
- Accepted and managed two \$100,000 gifts received to support the advancement of Black American students. Students participating in the fellowship work towards improving the collective experience of marginalized communities with a focus on advancement of social justice and equity.
- Accepted and managed \$1.1 million gift received to student experiences with special emphasis on marginalized students. Special emphasis on expanding Supplemental Instruction and established Retention Specialist.
- Expanded Wellness, Counseling and Health services for students to include increased counseling hours, telehealth and reallocation of FTE.

Associate Dean of Students

2015 – 2018

The University of Idaho, Moscow, ID

The University of Idaho is the state's land-grant, space-grant, flagship, and primary research university with an enrollment of more than 12,000 students.

Report to the Vice Provost for Student Affairs. Direct reports include professional staff responsible for VandalCare, Student Support Services, Violence Prevention Programs, Student Conduct, Vandal Spirit Squad, Joe Vandal, Fraternity and Sorority Life, and Center for Disability Access and Resources. Department budget \$2 million including personnel and operations.

Institutional Involvement

- Appointed by Provost to serve on the University-wide strategic planning committee.
- Appointed by the President to serve on the University-wide Tobacco Free Campus Committee.
- Appointed by the Dean of Students and Chief Student Affairs Officer to serve on the Division of Student Affairs cascaded planning committee.
- Served as a member of these University-wide search committees: Associate Dean of the College of Agricultural and Life Sciences; Assistant Director of Education Abroad; Civil Rights Investigators; Brand Marketing Manager; Director of Orientation; Director of Disability Support Services; Director of Conduct and Community Standards; Case Manager; Assistant Dean for Fraternity and Sorority Life.; Executive Director for Campus Recreation.
- Served on these University-wide Committees: Threat Assessment Team; Care Team; Conduct Team; Title IX Team; Suicidal Behavior Assessment Team; Bias Response Team; Medical Withdrawal Committee; Diversity Planning Committee; Tuition and Fees Reimbursement Committee; Social Issues Planning Team; Greek Community Standards Board.; Residency Exemption Committee
- Served on these University-wide recruitment and retention initiatives: Supervised the Director of Orientation; Partnered with Admissions in on-campus Recruitment visits; traveled to regional recruitment sites with Strategic Enrollment Management; partnered with Athletics in on-campus recruitment visits; Collaborated with the Office of the Registrar, Academic Advising, Student Support Services, Information Technology, Facilities, Admissions, and Academic Colleges to streamline processes and enhance recruitment and retention efforts.

Selected Achievements:

- Revised position descriptions and realigned responsibilities of staff to maximize strengths of existing staff. Achieved realignment without any layoffs, and without resignation of staff. Resulted in an increase in staff satisfaction and morale, which was a positive impact on student services.
- Revised Student Code of Conduct, refocused hearing board training for students, faculty, and staff to align better with ASCA, Title IX, and OCR recommendations.
- Initiated and chaired RFP process to onboard a new database for tracking conduct cases, care, and title ix.
- Expanded Care initiative with the focus of educating the campus community about the importance of reporting issues of care and concern. Resulted in an increase of faculty, staff, and students streamlined online reporting of various behaviors.
- Revamped Orientation to include better selection, training, and programming. Resulted in an increase of student and parent participation in orientation. Resulted in an increase of campus partner collaborations.
- Improved and streamlined Suicidal Behavior reporting and protocols with campus partners, SBAT team, and the local hospital.
- Re-established and Chaired Greek Community Standards Board.
- Increased Multicultural Greek Council and advised Latina-based sorority.
- Relocated and expanded the Center for Disability Access and Resources operations. Resulted in enhanced accommodations for students and staff.

**Director, Housing and Residential Life
North Carolina Central University, Durham, NC**

2013 – 2015

North Carolina Central University is part of the University of North Carolina System, a public institution offering programs at the baccalaureate, master's professional and doctoral levels with an enrollment of more than 9500 students.

Reporting line to Vice President for Student Affairs. Direct reports included a staff of six full-time professionals and more than 100 employees consisting of permanent, hourly, graduate, and student employees. Department budget \$11 million including personnel and operations

Institutional Involvement

- Appointed by University Chancellor to serve as a member of these University-Wide Committees: Scholars Task Force; Four Year Graduation Challenge Task Force; Enrollment and Preparedness Committee; University Scholarship Committee; University Honors Program Advisory Board.
- Also served as a member of these University-wide search committees: Director of Counseling Services; Senior Associate Vice Chancellor for Enrollment Management and Academic Affairs; Chief of Police.
- Appointed by Vice Chancellor for Student Affairs to serve as a member of these Student Affairs Committees: Strategic Planning Committee; Emergency Preparedness Task Force; Campus Crisis Response Team; Centennial Scholars Male Retention Initiative; University College Mentoring Initiative; Food Services Advisory Committee.

Selected Achievements:

- Improved customer service, and revamped maintenance responsiveness protocols. Resulted in improved student and staff satisfaction and contributed to retention efforts.
- Improved campus sustainability. Resulted in improved student and staff satisfaction. Decreased waste and increased reuse and recycle opportunities.
- Restructured department through reclassification of positions, increased competency standards and improved salary alignment with market rate. Resulted in an increase in job satisfaction and improved professional staff recruitment efforts.
- Developed student and staff on-and off-campus involvement through the implementation of community partnerships. Resulted in improved relationships within the local community, provided greater resource opportunities for students off campus; improved collaborations with local entities.
- Developed partnerships throughout campus that involved cross-planning and collaborative programming efforts during state budget reductions. Resulted in cost savings, enhanced programming for students, improved staff productivity, increased staff networking and preserved positive staff morale.

**Associate Director, Housing and Residential Life
North Carolina Central University, Durham, NC**

2010-2015

Responsibility for administering and directing all activities associated with the operation of the department. Directly supervise professionals in facilities, maintenance, housekeeping, assignments, conferences, guest services, residence education, technology, and marketing.

Dotted line supervision of two faculty members. Taught Management and Leadership Theories 3 credit hour course to undergraduate students in the Department of Human Development. Responsible for facilities renovation over \$5 million and facilities upgrades over \$6 million. Responsible for mix-use new construction over \$30 million. Developed MOU with peer institutions involving graduate assistant opportunities and professional externship opportunities. Developed NUFPP, ACUHO-I, and NODA internship opportunities. Reviewed and resolved ADA compliance concerns and needs. Revamped Code of Student Conduct and transitioned Student Affairs to an online judicial database to track conduct and students of concern. Developed master plan and strategic plan.

**Assistant Director, Housing, and Greek Life
North Carolina State University, Raleigh, NC**

2004-2010

North Carolina State University is a public, land-grant, sea-grant, and space-grant coeducational Research I University with an enrollment of 35,000 graduate and undergraduate students.

Supervised up to four full-time professional staff members. Managed \$300,000 operational budget and \$35,000 programming budget. Taught 3 credit College Student Development Theory course to undergraduate students.

Institutional Involvement

- Served on University Scholars Program Advisory Committee with University Academic Department Chairs.
- Served on Director of African American Cultural Center, Associate Director of Housing, Assistant Director of Multicultural Affairs and Assistant Director of Facilities search committees.
- Served as advisor of Greek Life chapters. Facilitated leadership training, and violence prevention training to Greek Life organizations.
- Served as Disciplinary Appeals Officer and Fee Appeals Officers.
- Served as a judicial board (HJB) Appeals Officer.

Selected Achievements:

- Developed Language Exchange collaboration with Scholars Program, University Facilities Services, and Housing. Resulted in an improvement of staff morale, improved student and staff relationships; created opportunities for students and staff to learn about different languages and cultures.
- Raised \$20,000 for diversity campus-wide initiatives. Resulted in cultural excursions that involved faculty, students and staff.
- Improved staff and student common area space with a \$150,000 renovation. Resulted in improved student and staff satisfaction and morale.
- Improved student involvement through the creation of leadership opportunities (i.e. Peer Counselors, Scholars Village Assistants, Internships, Tutor Assistants). Resulted in improved student engagement and contributed to retention efforts.
- Developed Crisis Response and Emergency Management.
- Advised and assisted Eta Omicron Chapter of Alpha Phi Alpha Fraternity, Incorporated and Beta Rho Chapter of Alpha Phi Alpha Fraternity, Incorporated with winning local, regional, and national recognitions.

- Developed a code of conduct and processes to address campus-wide student conduct. Resulted in a foundation for developing an Office of Student Conduct of the University.

CAMPUS ENGAGEMENT AND INVOLVEMENT

- College Retention and Student Success Committee, St. Olaf College 2018
- College General Education Task Force Ad-Hoc, St. Olaf College 2018
- University Bias Response Team Committee, University of Idaho 2017
- University Coordinated Community Response Team, University of Idaho 2017
- University Social Issues Planning Committee, University of Idaho 2016
- University of Idaho Kappa Delta Chi Sorority Advisor, University of Idaho 2016
- Greek Community Standards Board Chair, University of Idaho 2016
- University Care Team Co-Chair, University of Idaho 2016
- University Threat Assessment Team, University of Idaho 2016
- University Title IX Team, University of Idaho 2016
- University of Vandal Conduct Team Chair, University of Idaho 2016
- University Strategic Planning Committee, University of Idaho 2015
- Latah County Coordinated Community Response Team, University of Idaho and Latah County 2015
- University Food Services Advisory Committee, NCCU 2014
- University Emergency Preparedness Task Force Co-Chair, NCCU 2014
- University Scholarship Committee, NCCU 2013
- Habitat for Humanity Group Leader, NCCU 2013
- Human Services Advisory Council, NCCU and Durham County 2013
- University Honors Program Advisory Board, NCCU 2012
- Centennial Scholars Minority Male Retention Initiative, NCCU 2012
- University Customer Service and Satisfaction Committee, NCCU 2011
- Student Athletes and Community Connection Committee, NCSU 2011
- National Coalition Building Institute, NCSU 2010
- Community Connections Committee, NCSU 2009
- University Athlete Mentor Committee, NCSU 2008

COMMUNITY INVOLVEMENT AND ENGAGEMENT EXPERIENCE

- Northfield Racial & Ethnic Equity Collaborative
- Northfield Promise Council of Champions
- Northfield Police Policy Review Task Force
- Jack and Jill of America, Incorporated
- Leadership in Student Affairs Advisory Board at the University of St. Thomas
- MN Department of Public Safety Office Crime Victims Needs Assessment Advisory Board
- Moscow Idaho Town and Gown
- Pullman Washington Town and Gown
- Moscow Idaho Community Parade

- Girl Scouts of the USA
- Habitat for Humanity
- Salvation Army
- Goodwill Industries
- Latah County Recovery Center Fundraising
- Genesee Fire Department Fundraising
- March of Dimes March for Babies
- St. Jude Children's Hospital
- St. Mary's & St. Rose's Sister Incarnation Memorial Jog-a-thon Fundraising
- St. Mary's Christmas Tree Fundraising

PROFESSIONAL ORGANIZATIONS AND AFFILIATIONS

- Association for Student Conduct Administration (ASCA)
- National Association of Student Personnel Administrators (NASPA)
- Association for Orientation, Transition, and Retention (NODA)
- American College Personnel Association (ACPA)
- Association of College and University Housing Officers-International (ACUHO-I)
- National Coalition Building Institute (NCBI)
- NASPA Undergraduate Fellowship Program (NUFP)
- The Critical Thinking Community
- International Center for Academic Integrity (ICAI)
- North Carolina Housing Officers (NCHO)
- North Carolina College Personnel Association (NCCPA)
- Southeastern Association of Housing Officers (SEAHO)
- Phi Delta Kappa International Education Association
- Kappa Delta Pi Honor Society
- National Education Association (NEA)
- Free and Accepted Masons
- Royal Arch
- Alpha Phi Alpha Fraternity, Incorporated

RESEARCH EXPERIENCE

- Morrison, H.A. (2015). *A Study Identifying and Validating Competencies Needed for Mid-Managers that Work in Housing and Residence Life at Colleges and Universities in the United States of America*. North Carolina State University, Raleigh, NC.
- Morrison, H.A. et. al (2012). *Human resource development and organizational development type intervention to help solve organization problems*. Action research methodology. Siemens Energy, Charlotte, NC
- Morrison, H.A., Metelsky, B., and Easley, T. (2011). *Planning in the Face of Power: Culturally Competent Program Planning*. Adult Education Research Conference. Toronto, Ontario Canada.
- Morrison, H.A. & Metelsky, B. (2009). *Multiculturally competent program planning: Planning in the*

- face of power*. North Carolina State University, Raleigh, NC.
- Morrison, H.A. & Kennedy, D. (2005). *A Study of Annual Convention Climate: Issues of Power in Student Affairs*, ACPA, Nashville, TN.
- Morrison, H.A. & McNinch, K. (2002). I am a white female: Race, ethnicity, and identity formation, UMW, Fredericksburg, VA.
- Morrison, H.A. (1999). *The Perception of Historically Black Colleges and Universities Administration Regarding Certain Past Present and Future Competencies Necessary to Maintain Historically Black Colleges and Universities*, Virginia State University, Petersburg, VA.

TEACHING AND DISSERTATION EXPERIENCE

Graduate Faculty

2015 - 2018

University of Idaho

College of Education, Department of Adult, Organizational Learning and Leadership. Dirks, Tamera (dissertation-in-progress). *First-Generation Baby-Boomers at the University of Idaho*. University of Idaho, Moscow, ID.

Doctorate Site Supervisor

2014-2015

North Carolina A&T University and North Carolina Housing Officers

School of Education, Department of Leadership Studies. Blutreich, Peter (dissertation-in-progress). *Current Demographics in North Carolina and the Impact of Changes in Higher Education in the State of North Carolina*. North Carolina Agricultural and Technical State University. Greensboro, NC.

Course Lecturer, Advisor, and Coordinator

2010 - 2015

North Carolina Central University

College of Behavioral and Social Sciences, Department of Human Sciences. Taught FCSC 3900 a 3 credit college Management Theories and Principles: Introduction to Leadership course. Responsible for the application of leadership theories, principles, concepts, and skills.

Course Instructor and Advisor

2004 - 2010

North Carolina State University

College of Education, Department of Counsel Education. Taught ECD 220 a 3 credit college Student Leadership course. Monitored academic progress of freshman, sophomore, junior and senior college students. Created and presented educational lessons on student development and theory.

Seminar Instructor

2005 - 2006

North Carolina State University

College of Physical and Mathematical Sciences. Taught a three-session class on "Strengthening Leadership for Diversity Communities" PMS 100 college credit Perspectives on Learning course to undergraduates. Presented educational lessons in accordance to the National Coalition Building Institute course of action.

James Farmer Scholars Instructor and Advisor

2002 - 2003

University of Mary Washington

The James Farmer Scholars Program's purpose was to increase the number of African-American youths who were academically prepared to succeed in college. The program accomplished this purpose by providing the James Farmer Scholars throughout his/her middle and high school career,

with guidance to select a course of study adequately for college, exposure to college life through a week-long residential program, exposure to a variety of career and occupational choices, particularly in the field that lack African American representation, and exposure to a variety of cultural and recreational activities.

Seminar Lecturer, Coordinator, and Advisor

2001 - 2003

University of Mary Washington

Created and taught First Year Experience seminars. Monitored academic progress of first-year college students. Created and presented educational lessons on communication skills, conflict resolution, campus involvement, and community standards.

Special Education Teacher and Tutor

1999

Central High School, Lunenburg

Administered education to meet the needs of grades 9, 10, 11, and 12 according to Virginia Standards of Learning. Implemented United States History, World History, United States Government, World Geography, Human Heritage, and Social Studies curriculum. Reached goals and objectives in the Individualized Education Program (IEP), which focused on offsetting or reducing the problems resulting from the child's disability that interfere with learning and educational performance in school.

ASSESSMENT EXPERIENCE

National Survey of Student Engagement (NSSE) – elicits information from thousands of spring-semester first-years and seniors around the country about how they spend their time in college, the nature and scope of the work they do, and how they perceive their institution's contribution to their learning and personal development.

Beginning College Survey of Student Engagement (BCSSE) – elicits information from entering first-year students about their high school academic and co-curricular experiences, and their expectations for college.

Faculty Survey of Student Engagement (FSSE) – elicits information from instructional faculty around the country concerning faculty perceptions of student engagement, the importance faculty place on various areas of learning and development, the nature and frequency of faculty-student interaction, and how faculty members organize their time.

Higher Education Data Sharing (HEDS) – elicits information from graduates of private colleges and universities around country about their curricular and co-curricular learning during college, and their educational, employment, civic, and personal activities after college.

Education Benchmarking Institute-MapWorks (Skyfactor) – assess and benchmark student satisfaction in student housing, dining, living and learning villages, and greek house living environments.

Council for the Advancement of Standards in Higher Education (CAS) – assess institutional effectiveness, student learning, services, outcomes, and development programs.

Everfi – Sexual and Relationship Violence; Alcohol and Substance Abuse; Mental Health and Wellness; Diversity and Inclusion.

Pacific Consulting Group – focus groups, interviews, and surveys of current degree seeking students and their parents or guardians.

Gallup Employee Engagement Survey – assess the satisfaction and engagement of employees.

FISCAL MANAGEMENT

- Experience developing, prioritizing, and reconciling increased operations, auxiliary, gift, endowment, and program budgets up to \$45 million
- Experience with coordinating department and divisional budget preparation utilizing various methods such as Zero-based Budget, Incremental Budgeting, Activity-Based Budgeting, Centralized Budgeting, and Performance-Based Budgeting
- Experience in realignment of budget accounts to reflect structure of departments and units
- Experience with projects and renovations up to \$200 million

HUMAN RESOURCE EXPERIENCE

Hiring, Evaluations, Position Creation, Employee Market Analysis, Performance Development Plans, Recruiting, Onboarding, Screening, Performance Management, Social Media, Employee Relations, FMLA, ADA, EEO, Workers Compensation, Policies and Procedures, Orientation, Training and Development, Organizational Development, Departmental Restructuring, Alternate Dispute Resolution, Retention, Job Description Modification and Enhancement, Contract Negotiations.

TECHNOLOGY, SOFTWARE, AND NETWORKING EXPERIENCE

Banner, Peoplesoft, Adobe, Microsoft Office Suite 2010 (Excel, Outlook, Powerpoint, Word, Vision), RMS, Campus Clarity “ThinkAboutIt”, Dreamweaver, Advocate Simplicity, Maxient, Pave, Schooldude, Twitter, Facebook, LinkedIn, Snapchat, Pinterest, Google+, Instagram, Skype, Zoom, iOS, and Android.