

BEVERLY K. BRACKER, J.D.

SUMMARY OF QUALIFICATIONS

Over 20 years of higher education leadership experience with highly diverse populations.
Passionate about contributing to the career and professional development of students and alumni.

Skilled at creating and implementing new programs and initiatives.

Dedicated to guiding, managing, and motivating teams, particularly through times of change.

Strengths include one-on-one advising/coaching, group presentations, writing, and editing.

PROFESSIONAL EXPERIENCE

University of New Mexico, Anderson School of Management, Albuquerque, NM

Executive MBA Program Manager, February 2024 - Present

- Participate on Executive MBA Task Force with Dean, Associate Deans, and faculty to evaluate, update, and improve curriculum, delivery, and services to meet program goals.
- Develop and implement new student onboarding processes and week-long orientation.
- Conduct group presentations to educate prospective students about graduate programs.
- Create and implement new rubric for evaluating and scoring applications for admission.
- Provide individualized, highly supportive services to EMBA applicants, students, and alumni.
- Develop new marketing tools and strategies including filming interviews with students and recent graduates about their experiences in the program to create short promotional videos.
- Write and edit content for website, brochures, fliers, email campaigns via Salesforce, and social media.

University of New Mexico, Anderson School of Management, Albuquerque, NM

Professional Faculty, January 2023 - Present

- Develop, design, and deliver engaging curriculum, lectures, and learning activities in required career and professional development course with 45-80 MBA students per semester.
- Research best practices and models for adult learning, self-assessment, career management, emotional intelligence, leadership, relationship management, and strategic goal setting.
- Provide various modalities of content and assignment options to support different learning styles and make accommodations to remove learning barriers.
- Selected to participate as a UNM Student Engagement Faculty Fellow, Fall 2023; learned strategies to support students' sense of belonging and build a growth mindset culture.
- Awarded Anderson Student Engagement Project Grants, Spring 2023 and Fall 2023, to fund the cost of business career assessments and resources.

University of New Mexico, Anderson School of Management, Albuquerque, NM

Senior Student Success Specialist, September 2021 - February 2024

- Provided leadership for graduate advisement team during director's leave; supervised staff of three; participated in Dean search process; resolved course planning and scheduling issues; assisted Graduate Curriculum Committee with identifying and resolving discrepancies between catalog and website.
- Developed and implemented new professional development coaching program for MBA students, with over 30% of eligible students participating; interviewed and hired coaches, drafted handbooks to set expectations, and developed assessment tools to track performance.
- Revamped exit survey to improve collection of employment data at graduation and developed new outreach strategy to collect data at six months post-graduation for the first time.
- Served as academic advisor to 300+ graduate business students.
- Awarded Outstanding Staff Workgroup Award from the UNM Provost Committee for Staff, 2024.
- Earned UNM Staff Council PAWS Award, first quarter 2023.

San Diego State University, Fowler College of Business, San Diego, CA

Director, Career Management Center, September 2019 - December 2020

- Led the Center's expansion, which went from serving a population of 500+ graduate students to serving 6,000+ undergraduate and graduate students.
- Supervised team of five staff members and three student assistants navigating new and evolving responsibilities, including creating new online events and resources, a comprehensive Career Success Handbook, and frequent social media content.
- Developed five-year strategic plan for the Center based on extensive research and benchmarking of peer and aspirant business schools.
- Collaborated with the Dean and development staff to build relationships with alumni and other prospective donors, and draft persuasive donor proposals, resulting in a \$500K endowment.
- Managed staff training and development, conducted evaluations, handled performance management, updated position descriptions in line with classification and qualification standards, and coordinated with campus Human Resources regarding use of Family Medical Leave.
- Partnered with hiring managers to increase recruitment effectiveness through revising position descriptions, developing innovative ways to promote opportunities and connect with candidates.
- Created modules to embed career assessment, planning, and preparation into two academic courses; worked closely with faculty to develop live and recorded curriculum, assignments, and learning outcomes.
- Oversaw internship program, maintaining compliance with campus requirements and Department of Labor's Fair Labor Standards Act.
- Administered annual survey to collect employment data from 1,700+ graduates utilizing Qualtrics.
- Prepared, tracked, and managed state-funded and revenue-based budgets.

San Diego State University, Fowler College of Business, San Diego, CA

Director, Graduate Career Management Center, June 2014 - September 2019

- Established a new career center serving a population of 500+ graduate business students; hired and trained four new professional staff to meet student needs.
- Created and presented 18-20 programs and workshops each year to prepare students to assess their interests, gain professional experience, build skills, and develop effective job search strategies.
- Selected by the Dean to serve on MBA Review Task Force; researched and evaluated programs at 50 other universities, conducted a SWOT analysis, and prepared extensive report with proposed changes.
- Supervised the administration of required capstone course for MBA students in collaboration with faculty and Associate Dean, involving 20-25 consulting projects for local and regional companies annually. Instituted changes leading to a 20% increase in revenue collected.
- Surveyed business professionals, at the request of the Dean, to identify knowledge and skills gaps in applicant pools, analyzed results, and proposed four new certificate programs to address the gaps.
- Participated in AACSB accreditation process, gathered and organized data, wrote portions of self-study reports, and met with members of the site visit team.
- Advised students and alumni in graduate business degree programs on all issues related to self-assessment, job search, and professional development.
- Developed an Employer Toolkit to aid employers in establishing new internship programs.
- Collaborated with S&P 500 company ServiceNow to develop and implement a week-long event with technical training and a hackathon for 50 business and computer science students.
- Co-advisor for SDSU Chapter of National Association of Women MBAs, 2015-2020.
- Co-advisor for Graduate Business Student Association, 2014-2018.
- Developed and managed state and revenue-based budgets.

Thomas Jefferson School of Law, San Diego, CA

Assistant Dean for Career Services, November 2013 - June 2014

Director of Career Services, November 2007 - November 2013

Associate Director of Career Services, August 2004 - November 2007

Assistant Director of Career Services, July 2001 - August 2004

- Supervised, evaluated, and trained staff of six professionals, and two to four student assistants, in an office serving 1,000 law students.
- Wrote and presented annual report to the Dean and Board of Trustees; prepared for and participated in American Bar Association accreditation site visits and self-study reports.
- Planned and delivered career and professional development presentations to groups ranging from 15 to 200+. Identified and engaged guest speakers and moderated panel discussions.
- Coordinated with student organizations and community groups on joint career-related events, particularly those providing access and opportunity to traditionally under-served populations.
- Created ninety-page career handbook and other career and job search resources.
- Wrote articles for alumni magazine and local bar publications.
- Conducted 500+ individual meetings with students and alumni annually, providing guidance on successfully navigating the internship and job search process, and developing skills for professional success; conducted mock interviews, and critiqued resumes, cover letters, and personal statements.
- Participated in Academic Support/Bar Preparation Task Force to develop supportive services and resources for students preparing to take the bar examination.
- Collaborated with faculty, staff, and community partners on a range of initiatives including patent and trademark clinic, summer public interest program, in-house counsel day, and solo practice incubator.
- Organized and administered on-campus interviewing, job listings, and career fairs.
- Participated on various committees to award scholarships and grants to students.
- Prepared and managed annual department budget.
- Received Staff Member of the Year Award, 2009-2010.

EDUCATION

University of Iowa College of Law, Iowa City, IA

Juris Doctor, 1992

- *Iowa Law Review*, Associate Editor and Staff Writer
- Writing Resource Center, Legal Writing Tutor

University of Iowa, Iowa City, IA

Bachelor of Arts, with distinction, double major: English and Psychology, 1989

- Phi Beta Kappa, Omicron Delta Kappa, Psi Chi, and Phi Eta Sigma honor societies

CREDENTIALS & CERTIFICATES

- **State Bar of California**, December 1992, Inactive Status
- **Society for Human Resource Management, Certified Professional**, January 2021-Present
- **University of California San Diego Extension, Professional Certificate in Career Counseling**, 2003

PROFESSIONAL ASSOCIATIONS

- **Society for Human Resource Management**, 2014-2024
- **National Academic Advising Association**, 2021-2024
- **MBA Career Services & Employer Alliance**, 2014-2020
- **National Association of Colleges and Employers**, 2014-2020
- **National Association for Law Placement**, 2001-2014: Diversity Section
- **San Diego Legal Recruitment Association**, 2006-2014: President, Programming Committee, Event Committee, Website Committee

PUBLICATIONS

San Diego County Bar Association, New Lawyers Division, *NLD For the Record*

- "Preparing for Your Performance Review Starts Now," January 2014
- "Answer these Questions Before Your Next Interview," October 2013
- "What Have You Done for Your Career Lately," July 2013
- "Resolutions for a Happier Career," January 2013
- "How to Find a Job in a Tough Market," September 2012
- "Networking Made Easy," July 2012
- "Building Your Professional Reputation Outside the Office," May 2012
- "Simple Ways to Keep Your Job," November 2011
- "Why Your Emailed Job Applications Aren't Working," August 2011
- "12 Ways to Make Yourself Indispensable," June 2011
- "The LinkedIn Edge," April 2011
- "Preparing for Behavioral Interviewing Questions," September 2010

California Young Lawyers Association *eNews*

- "Why Your Emailed Job Applications Aren't Working," February 2012 (Re-publication of article originally in *NLD For the Record*, August 2011)

National Association for Legal Career Professionals, *NALP Bulletin*

- "ABA Programs Enhance Opportunities for Diverse Students," February 2011

San Diego County Bar Association, *San Diego Lawyer Magazine*

- "Networking Now More Than Ever," *San Diego Lawyer Magazine*, May 2009
- "Making a Great Mentor," *San Diego Lawyer Magazine*, May 2008