

JESSICA JAMESE WILLIAMS, PHD

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EDUCATION

Leadership Studies, PhD	University of San Diego	2016
Professional Counseling, M.Ed.	University of West Georgia	2011
Psychology, BA	University of Tennessee, Knoxville	2007

WORK HISTORY

<u>Chief Executive Officer and Coach</u> Supervision: 5 independent contractors	Golden Peaches, LLC	April 2021-Present
<u>Graduate Advisor</u> Supervision: 40 Graduate Teaching Assistants, 10 Post-Doctoral Fellows, 4 Student Employees	University of California San Diego	March 2020-Nov 2021
<u>Interim Director of Student Affairs</u> Supervision: 5 FTE, Graduate and Undergraduate Advisors and Support Staff, 4 Student Workers; Budget 1.3M		May 2021-Sept 2021
<u>Customer Experience Coordinator</u> Supervision: 2 FTE, 25 PT	Marshalls	Sept 2019-Feb 2020
<u>Brand Ambassador</u> Supervision: 13 PT	Various inc. Nickelodeon and Candytopia	March 2018-Sept 2019
<u>Assistant Director, Center for Digital and Visual Literacy</u>	Agnes Scott College	Aug 2017- Aug 2018
<u>Graduate Coordinator</u> Supervision: 40 Graduate Teaching Assistants, 4 Student Employees	University of California San Diego	Feb 2016 - Feb 2017
<u>Doctoral Graduate Assistant</u>	University of San Diego	June 2011- Nov 2015

RELEVANT EXPERIENCE

Leadership Professional | 20 Years Experience

- Chief visionary and primary coach providing coaching interventions for individuals and organizations working to become more authentic and aligned through identity work, comprehensive wellness, and creative expression.
- Highly skilled and sought-after keynote speaker, facilitator, and instructor whose topic areas include identity, connection, inclusion, and empowerment.
- Troubleshoots problems, makes recommendations, and conducts evaluations on policy and practices to better support student experience.
- Formulates, implements, and iteratively evaluates operational policies and practices, creating annual reports and infographics to holistically capture lived experience and continually improve interventions and programs.
- Supervised individual and group counseling practice courses for graduate students as a teaching assistant.
- Coordinated, facilitated, and evaluated workshops for resident assistants' and parents of first year students.
- Led and organized nearly 25 information sessions via internet-based and traditional initiatives including marking and communications to recruit highly qualified graduate students for over 15 academic programs.
- Strategically managed 75 Associates on rotating shifts ensuring the delivery of an excellent customer experience with direct supervision of cash handling employees
- Drove a 326% increase in credit card sales by empowering cashiers through individualized and customer goals over quarter.
- Increased brand awareness, engagement, and loyalty by educating customers on products and service offerings through various promotional and marketing events within the Greater Atlanta territory. Successfully launched new brand initiatives in experiential marketing environments and assisted in the creation of social media content to increase and enhance brand awareness.
- Collaborates with other administrators to coordinate and plan events and initiatives with adherence to budget and deadlines.
- Performed press interviews and represented organization in media events.
- Directed daily operations for the Center for Digital and Visual Literacy, supported the director in co-curricular decisions and research.
- Founding president of the Black Graduate Student Association officially establishing the organization with the University of San Diego drafting by-laws, filling leadership positions, planning events and spearheading strategic relationship building and development growth efforts.

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Diversity Equity Inclusion and Accessibility Advocacy | 18 Years Experience

- Contributing essayist to the *New York Times* bestselling anthology *You Are Your Best Thing* edited by Brene Brown and Tarana Burke with an essay entitled Black Surrender Within the Ivory Tower.
- Created month-long empowerment curriculum for the kickoff of Sony PlayStation's Black@PlayStation employee resource group including facilitating ~130 employees and hosting dialogue with Nikki Giovanni
- Identifying gaps in DEI data, and creating solutions such as
 - Cultivated intentionally healing communities of compassion using dialogue around difficult topics such as racism, Black identity, queer identity, mental health, and holistic well-being.
 - Created and helped to establish sustainable funding for Diversity Fellowship for UC San Diego's Top 10 ranked Department of Economics
- Co-Chaired diversity and inclusion departmental committee making recommendations for increasing diversity in enrollment, retaining diverse students and creating programs with aims to recruit more diverse candidates.
- Planned and implemented outreach programs with specific target audiences and institutions such as HBCUs and HSIs with nearly 200 participants.
- Fundraised BGSA budget collecting ~\$15K in donations for programmatic funding
- Cultivated Black Alumni Network with USD Alumni Relations establishing network of over 700 Black Alumni, a \$50K endowed scholarship fund and the eventual inception of the Black Alumni affinity group.
- Established digital network: organized continuing education opportunities like the inaugural Serving Those Who Serve conference for mental health care professionals who serve military populations in San Diego, edited bi-annual newsletter to faculty, students, alumni and community partners.
- Researched diversity and inclusion efforts at peer institutions to help shape university policy and practices around diversity efforts, specifically faculty and student recruitment and retention. Much of our research helped to develop the Inclusion and Diversity Faculty Recruitment Toolkit outlining the university hiring policies on diversity.
- Developed, monitored, and assessed progress against DEI goals to promote transparency and accountability for actions and results over time
- Planned organized and promoted highly successful and well-attended events and initiatives that help to enrich the cultural experience of faculty, staff and students including USD's sponsorship of the MLK Parade, All People's Breakfast, Invisible People Project on San Diego Homeless Communities, and the San Diego Asian Film Festival.
- Coordinated and hosted the Sweet and Soulful Thanksgiving Food Drive Luncheon for over 250 university community members raising nearly \$4K in food donations for Catholic Charities
- Initiated suicide prevention and resource awareness training sessions for staff, faculty and student leadership and developed training materials specific to each population i.e., athletes, NPHC, IFC and Panhellenic Greek organizations, student veterans, and campus administration.
- As part of a retention and enrollment effort, myself and a team of other assessment and faculty researchers conducted focus groups with students and executive administration to increase Black student engagement and retention. Study resulted in the creation of a Black student resource center and the position Director of Black Student Resources.
- Following four death-by-suicides on our campus, I worked with our Vice President for Student Affairs and our Assistant Vice President for Student Wellness in assembling a team to apply for the Garrett Lee Smith (SAMHSA) suicide prevention grant, which led to our successful application and receipt of the grant funding.
- Hired to temporarily assist in the leadership of the United Front Multicultural Center where I was responsible for supervising two graduate assistants, and approximately twelve undergraduate student workers.
- Developed accountability mechanisms to ensure that leaders are accountable for accomplishing our DEI goals such as:
 - Prepared data analysis reports for the diversity and inclusion training program and helped to analyze data for Student Affairs strategic planning review.

Facilitation, Operations and Administration | 15 Years Experience

- Responsible for onboarding all new employees (incoming students) and confirming compliance with HR, Department of Labor and VISA regulations.
- Created, designed, and facilitated trainings on topics of identity, empowerment, equity, and inclusion—clients including North County Lifeline, Grossmont College, Senior Life Residential Centers, BAM public relations agency, University of San Diego Alumni Association, and San Marcos and San Diego Unified School Districts; 100% of clients report participant satisfaction, deepening insight on diversity topics and increasing self-awareness. Examples of trainings include:
 - How much of me is welcome here? A dialogue and discussion on the acceptance of social identity in professional environments
 - Living into Inclusion: DEI+A Series for Alumni: Activism in Imperfect Practice
- Maintains office records, handbooks, policies, and procedures, modifying when necessary and ensuring web and social media follow most recently communicated guidelines.
- Keynote speaker on topics of equity, inclusion, authenticity, and community healing—clients including San Diego County of Education, and Women of Renewable Industries and Sustainable Energy (WRISE), AvanGrid Renewables, Hugh O'Brian Youth Leadership Conference, and San Diego Pride

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- Public speaker and SME identity for audiences of more than 3500 with varying degrees of previous knowledge of SM report high engagement, and desire to further learning about inclusion as humanity.
- Faculty instructor for Graduate level (Counseling and Leadership) and Undergraduate level (Leadership and Women's Studies) courses domestically and internationally
- Lead various workshops for campus groups such as housing and residential life to increase mental health awareness and promote SDWC services on campus
- Facilitated and created nearly 25 online information sessions for over 15 academic programs using Adobe Connect, moderated student panels for bi-annual Admissions Open Houses and each academic program information session
- Trained student tutors on digital application literacy on tools such as: PhotoShop, Illustrator, iMovie, Garage Band, Podcasting, Wordpress, Cascade and Audacity.
- On-boarded & coached 20 junior Brand Ambassadors in Retail (sales) & Lobby (customer experience) which were highest customer engagement areas
- Provided technical support to approximately 900 students, and 80 faculty and staff members working on digital portfolios and tenure review portfolios, crafting digital identity and maintaining web presence.

Assessment and Program Evaluation | 13 Years Experience

- Researched, evaluated data, and found solutions for student needs, systemic gaps and program efficacy; and effectively communicating resources to students promoting a culture of care.
- Leading advising units in collecting and analyzing diversity and demographic data to help department leadership make informed decisions about the department's programs and student support policies and practices.
- Drove a 326% increase in credit card sales by empowering cashiers through individualized goal setting.
- Improved customer satisfaction KPI scores from 46% to 100% by implementing regular training and leadership sessions of promoting customer service for all employees.
- Accreditation and enrollment management administrator capturing and analyzing exit data and all requirements for CACREP accreditation.
- Developed and oversaw the SOLES Ambassadors—a program aimed at connecting prospective students with over forty diverse current students and alumni to provide the student experience to prospective applicants; Ambassador program helped to decrease melt by nearly 20% in some programs and improved overall admissions experience from 4.2 to 4.67 on scale of 0-5.
- Collaborated with our Black Student Recruitment and Recognition Committee analyzing data on approximately 430 student midterm deficiencies, first-year advising and retention efforts for incoming and current Black students
- Program evaluator for LEAD 295 a course for incoming Black students offered as part of institutional strategic plan to increase retention of Black Students.
- Researched diversity and inclusion efforts at peer institutions to help shape university policy and practices around diversity efforts, specifically faculty and student recruitment and retention. Much of our research helped to develop the Inclusion and Diversity Faculty Recruitment Toolkit outlining the university hiring policies on diversity;
- Researched, developed, proposed, and facilitated a highly successful self-empowerment and identity development program for (10) black women as identified by counseling and health services.
- Assessed and synthesized results of training evaluations making suggested changes to curriculum as necessary to continually improve the efficacy of our trainings;
- Produced assessment report data for grant board's review, which including program evaluation and media and marketing efficiency.
- Assessed data for exit exams, peer-institution curriculum design, alumni engagement and student satisfaction via Qualtrics and SPSS

Outreach and Community Building | 12 Years Experience

- Developed and oversaw the SOLES Ambassadors—a program aimed at connecting prospective students with over forty diverse current students and alumni to provide the student experience to prospective applicants; Ambassador program helped to decrease melt by nearly 20% in some programs and improved overall admissions experience from 4.2 to 4.75 on scale of 0-5.
- Developed online community spaces and resources for prospective and newly admitted graduate students including housing and relocation resources.
- Virtually cultivated intentional healing communities of compassion using dialogue around difficult topics such as racism, Black identity, queer identity, mental health and holistic well-being
- Selected faculty speaker for Tukwut Talks, a forum aimed at strengthening relationships between students and faculty of under-represented populations.
- Coordinated logistics of program admissions of nearly 900 graduate applicants, communicating program requirements, petitions, academic progress, research opportunities, student records, and academic student employment between students, faculty, and UC San Diego's Graduate Division
- Managed website, social media (Twitter, LinkedIn, Facebook, Constant Contact) and all digital communications between prospective, current or former students and department.

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- Established digital network: organized continuing education opportunities like the inaugural [Serving Those Who Serve](#) conference for mental health care professionals who serve military populations in San Diego, edited bi-annual newsletter to faculty, students, alumni and community partners.
- Increased current student engagement by planning faculty/student events, coordinating student peer relationships, and quarterly departmental social programming.
- Advised approximately 150 prospective applicants across (3) academic programs on course registration, student involvement, extra- and co-curricular activities, volunteer opportunities and professional development.
- Facilitated and created nearly 25 online information sessions for over 15 academic programs using Adobe Connect, moderated student panels for bi-annual Admissions Open Houses and each academic program.
- Moderated student panels for bi-annual Admissions Open Houses and program information sessions.
- Created, edited, and contributed to the student-content driven [SOLES Admissions and Outreach Blog](#).
- Established the Black Alumni Mixer and Brunch, a networking event for Black community at USD.
- Cultivated Black Alumni Network with USD Alumni Relations establishing network of over 700 Black Alumni, a \$50K endowed scholarship fund and the eventual inception of the Black Alumni affinity group.
- Planned and implemented outreach programs with specifically target audiences and institutions such as HBCUs and HSIs with nearly 200 participants.
- Planned organized and promoted highly successful and well-attended events and initiatives including our sponsorship of the MLK Parade, All People's Breakfast, Invisible People Project on San Diego Homeless Communities, and the San Diego Asian Film Festival.

Development and Budget Management | 10 Years Experience

- Track and monitor budget and expenses including petty cash, check requests, contracts, & purchase orders
- Fundraised to help establish the University of San Diego's Black Alumni Network securing a 50k endowment from Black alumni to support current Black students at the university.
- As president of the Black Graduate Student Association, I raised nearly 15k in programmatic funding from private donors and established the Black Alumni Mixer held twice a year as an awards ceremony and fundraising event for the endowment scholarship.
- Hosted Sweet and Soulful soul food Thanksgiving food drive raising nearly \$4k annually in funds and food to donate to Catholic Charities
- Balanced budget for graduate program which was nearly \$-90k overspent; fiscal rectification and reconciliation done within 1 calendar year.
- Established (2) \$3k diversity scholarships for economics doctoral student, the next year the funding for the scholarship doubled to \$6k and (3) scholarships to support students addressing issues of diversity, accessibility equity and inclusion within their field of economics.
- As retail and stock manager, I was responsible for cashiers and nearly \$1M in retail business per week; cash drops, bank deposits, cash drawer reconciliation, as well as upsells and individual sales goals.
- Timekeeper and approver for all part time teaching faculty (graduate assistants) managing bi-weekly and monthly payroll and all hiring and separation processes.
- Processed all annual funding for graduate programs including grants, scholarships, fellowships, and stipends ~\$2.5M in funding allocated and managed.