

LISA R. BRAVERMAN, PH.D.

National Leader in Continuing, Professional and Online Education with proven record of building quality, revenue-generating programs for diverse student populations at public U.S. colleges. At the forefront of latest approaches in adult, distance, and workforce education innovation. Board Member in Continuing Professional Education associations. Entrepreneurial, visionary, collaborative. Strategic thinker, organization builder. Lead and advance DEI efforts for diverse adult learners. Expertise in:

*Strategic Enrollment Growth
Distance/Blended Education*

*Corporate and Community Outreach
Workforce Development and Training*

*International Partnerships
Adult Degree Completion*

PROFESSIONAL VITA:

VICE PROVOST FOR ACADEMIC AND FACULTY SUPPORT, EXCELSIOR COLLEGE 2020-22

Lead faculty and online academic quality initiatives in undergraduate and graduate degree programs and noncredit offerings. Guide deans on institutional strategy to drive program expansion and innovation. Fortify outreach programs to business and industry partners, manage prior learning assessment. Lead certificate and microcredential program expansion, grants activity. Chair Academic Affairs, Academic Policy, and Academic Integrity Committees. Pioneered new “Adelante!” bilingual degree completion program for Latinx adult learners.

DEAN AND ASSISTANT PROFESSOR, PETROCELLI COLLEGE OF CONTINUING STUDIES, FAIRLEIGH DICKINSON UNIVERSITY 2016-20

CAO of College offering two associates, one bachelor’s and five graduate degrees, several certificates summer programs to 6000 students. Managed 300 staff and faculty in NJ and abroad. Implemented sweeping continuous improvement initiatives, curricular reviews, digital marketing, and communication campaigns. Grew College by 17% in 2019. Managed Latino Promise, Avanza, Puerta Al Futuro programs with 750 Latinx students.

Entrepreneurial Program Expansion

- Forged new workforce education partnerships with NJ firms and public agencies that drew 115 new students
- Created unprecedented FDU Precollege program in STEM and Design that drew new 200 students
- Wrote 8 new market-relevant undergraduate and graduate degree programs for Petrocelli College

Target Marketing and Enrollment Growth

- Designed and implemented first multimedia promotion and advertising campaign for Petrocelli College
- Built new capacity by generating hundreds of new professional students through digital/online marketing
- Forged new enrollment management team that successfully turned around enrollment declines

CHIEF ACADEMIC OFFICER, JONES INTERNATIONAL UNIVERSITY 2014-15

Serving as VPAA, pioneered innovation and continuous improvement in distance degree programs at first accredited U.S. online university. Supervised Academic Affairs including Deans, Student Affairs, and Institutional Research officers. Transformed academic goals, focused on quality advances in teaching effectiveness, learning outcomes, student success. Improved retention and attainment. Prepared HLC, CAEP accreditation prior to its closing.

ASSOCIATE PROVOST, ADULT LEARNER PROGRAMS, LONG ISLAND UNIVERSITY 2011-13

Led, designed, implemented innovative new blended degrees and strategic industry partnerships for one of largest private U.S. universities. Transformed LIU culture by successfully creating adult-focused services, enrollment strategies. Created high-touch concierge student service model to optimize retention outcomes. Managed travel programs and partnership articulations with external groups.

Program Innovation and Capacity Building

- Launched new degree completion program successfully in under one year. Managed curriculum, marketing, recruitment, retention, and faculty development strategies. Added \$1M+ in new revenue to campus.
- Collaborated with VPs, Provost, deans, and faculty to create adult-centered program, delivery, and culture.
- Conducted industry forums to create greater collaboration between LI industry and LIU Post campus

DEAN, SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES, SUNY FASHION INSTITUTE OF TECHNOLOGY (FIT). 2006-11

As CAO, led mission and growth of \$13M unit in a SUNY setting offering degree, non-degree, online and certificate programs to 13,000 professional students. Forged partnerships in NYC, Asia, and Latin America.

Degree and Noncredit Program Growth

- Created first Evening/Weekend degree growth strategy. Increased apps. by 30%, enrollment by 25%
- Increased Non-Credit revenue by 50%, Industry Training, Precollege programs by 30%, Online by 25%
- Designed strategies for summer and winter session growth

Corporate Collaborations

- Created new strategic partnerships with Kraft, Google, NYC Board of Education and 92nd St. Y
- Established Center for Innovation Management for companies in innovation and high performance
Earned \$250,000. Major clients included Conair, Croscill, Brookhaven National Laboratory

Regional Economic and Workforce Development

- Presented proposal to Mayor Bloomberg's Economic Development Corp. for Fashion 2020 initiative
- Created first National Emergency Grant program with Dept. of Labor and Workforce Investment Board
- Wrote FIT Department of Labor training grant jointly with 30 other campuses of the SUNY System

Global Partnerships

- Spearheaded 2-year partnership with Singapore Minister of Labor for workforce and blended programs
- Created customized training program for Brazil's largest export association to promote its brands globally

EXECUTIVE DIRECTOR FOR COLLEGE OUTREACH, SUNY FARMINGDALE STATE 2003-07

Directed, drove outreach for Office of Corporate and Professional Development. Leveraged curricula, transformed organizational cultures by creating workforce training programs to advance regional economy.

Corporate Education Outreach and Partnerships

- Grew revenue from \$50,000 to over \$1 million in first two years. Increased accounts fourfold with multi-million-dollar organizations, including Estee Lauder, Forest Labs, NSLIJ Hospital System
- Managed all continuing education, online programs. Mobilized corporate fundraising, grants efforts.

DEAN, SCHOOL OF EXTENDED EDUCATION, NY INSTITUTE OF TECHNOLOGY 1999-03

CAO with 3,000 students in Online Campus, Information Technologies, Florida Campus, English Language Institute, and Industry programs. Transformed unit by building visibility, forging market-driven strategies. Conducted assessment and evaluation of learning outcomes in all Extended Education programs.

Distance Education Innovation

- Chaired Online Committee, redesigned distance education delivery, pedagogy, and services for online undergraduate and graduate degree programs. Increased online enrollment 30%
- Created first online program for disabled veterans with grant from NY State Education Department

Program Development and Growth

- Created new certificates, increased enrollments by 65% and non-credit revenue by over 70%
- Captured new markets and created niche-based strategies for continuing professional education
- Repositioned School for success by increasing collaboration internally with professional schools

DEAN, SCHOOL OF PROFESSIONAL STUDIES, PRATT INSTITUTE

1997-99

CAO with 1,900 students in associate degree, certificate, global, corporate, precollege programs. Turned around losses, refocused unit on growth. Forged new business partnerships, oversaw Study Abroad, Summer Session.

Degree and International Program Growth

- Exceeded 1st year target in Digital Design A.S. by 100%; grew CE revenue 60%, summer revenue 43%
- Partnered off-site courses at Columbia Univ., Brooklyn Museum of Art, Brooklyn Academy of Music
- Grew enrollment in study abroad programs and created new linkages with international schools

EXECUTIVE DIRECTOR OF OFF CAMPUS PROGRAMS, ADELPHI UNIVERSITY

1989-97

Chief Administrative Officer for three off-campus sites with 2,000 students, large staff, and faculty. Strategically positioned college's off-site professional degrees. **Promoted from Director of Educational Studies, 1989-93.**

Professional Undergraduate and Graduate Degree Programs

- Dramatically increased weekend enrollment in graduate Education via robust strategy to improve student services and administrative operations. Created programming, recruitment, retention strategies.
- Developed outreach activity with NY City Board of Education to deliver teacher training programs.
- Mentored and advised hundreds of adult learners

UNIVERSITY INSTRUCTOR, NYU, SUNY, NYIT, ADELPHI UNIVERSITY

1988-93

Developed curricula and taught language, literature and business to diverse undergraduate, graduate, and adult populations. Improved departmental teaching approaches, effectiveness. Taught in Latin America, Europe, Asia.

EDUCATION:

NEW YORK UNIVERSITY, Ph.D., M.A., M. Phil.

Spanish, Latin American Studies. Graduate Teaching Fellowship. Scholarship for study in Ecuador.

BRANDEIS UNIVERSITY, B.A. Cum Laude

Scholarship awardee. Rotary International Scholarship Awardee to Peru. Transferred from Bennington.

**HARVARD UNIVERSITY, GRADUATE SCHOOL OF EDUCATION, Executive Education
Equitable Student Success in Higher Education**

Organizational Change in Uncertain Times: A Leadership Program for Higher Education

Aligning Strategic Priorities with Financial Resources in Higher Education

Institute for Management and Leadership in Education (MLE), Accepted to Class of 2020

Summer School; nine-month research assignment with renowned child psychologist Dr. Jerome Kagan.

STATE UNIVERSITY OF NEW YORK

M.S. Program in Management, Stony Brook: Management Policy, Cost Accounting, MIS, Marketing.

Professional Seminar in Executive Leadership and Innovation Management, SUNY Farmingdale.

Certificate in Chinese Culture and Business, SUNY Global Center Confucius Business Institute.

PUBLICATIONS:

Braverman, L.R. (2020). The Digital Transformation and its Aftereffects. *Evollution*.

Braverman, L.R. (2020). Can CE Leaders and Enrollment Managers Collaborate to Help Colleges and Universities Recruit Increasing Numbers of Non-traditional Students? *Evollution*.

Braverman, L.R. (2019). What's Needed in Continuing Education Leadership. *Evollution*.

Braverman, L.R. (2018) Shifting to an Active, Student-Centric Model to Drive Enrollment Growth, *Evollution*.

Braverman, L.R. (2016). Improving U.S. College Graduation Rates by Building Quality Blended Adult Degree Completion Programs. *Handbook of Research on Growing, Building, Sustaining Quality E-Learning Programs*.

Braverman, L. R. (2015). Meeting and Managing the Expectations of Today's College Students. *Evollution*.

Braverman, L. R. (2014). The Dynamic Flux of Continuing Higher Education: Redefining the New Roles and Expectations. *New Horizons in Continuing Education*.
Braverman, L. R. (2007). An Innovative Approach to Extension and Outreach in Corporate Education. *Journal of American Continuing Higher Education*.
Braverman, L.R. (2006). The Role of Continuing Education in Advancing Learning Organizations. *Journal of American Continuing Higher Education*.

CERTIFICATIONS:

ONLINE PROGRAM MASTERY, Online Learning Consortium (OLC), 2018
ADULT LEARNING STYLES IN THE ONLINE CLASSROOM, OLC, 2017
INSTITUTE FOR EMERGING ONLINE EDUCATION LEADERS (IELOL), OLC, 2014
CONTINUING EDUCATION LEADERSHIP, Association for Continuing Higher Education (ACHE), 2001
DISTANCE EDUCATION LEADERSHIP, Western Cooperative for Ed. Telecommunication (WCET), 1999

PROFESSIONAL ORGANIZATION LEADERSHIP ROLES & PRESENTATIONS:

AMERICAN COUNCIL ON EDUCATION (ACE)

Lead Facilitator, Women in Higher Ed. Leadership, 2015. National Women's Leadership Forum, 3-day forum for senior-level administrators, 2013. NYC Women's Network member led by Barnard Provost, 2000.

ASSOCIATION FOR CONTINUING HIGHER EDUCATION (ACHE)

Moderator, Panel on Professional Pathway to Executive Leadership, 2019. Board of Directors, 2001-4. Chair, Region III, 1999-2001. "Forging College-Corporate Partnerships," 2004. "Strategic Tools for Entrepreneurship and Innovation in CE," 2011. "Sustainability in CE Leadership," 2011.

CONTINUING EDUCATION ASSOCIATION OF NY (CEANY)

"Advancing Your CE Career," "Building High-Powered CE Teams," "Entrepreneurship and Innovation," 2005.

CONFERENCE ON ADULT LEARNER ENROLLMENT MANAGEMENT (CALEM)

"Best Practices in Recruiting Latino and First-Gen Students," 2019. "Tips for Retaining Adult Learners through Customer Service Excellence: The Concierge Model," 2013.

ONLINE LEARNING CONSORTIUM (OLC) (formerly SLOAN-C)

Moderator, IELOL, 2015. Certificate in Institute for Engaged Leadership in Online Education (IELOL), 2014. Certificate for Online Course Completion in Adult Learning Styles in the Online Classroom, 2102.

RUFFALO NOEL-LEVITZ

"Forging Key Industry Relationships that Fuel the Adult Learner Pipeline," 2019.

UNIVERSITY PROFESSIONAL CONTINUING EDUCATION ASSOCIATION (UPCEA)

Board of Directors, 2011. Chair, Leadership & Management Commission, 2009-12. Exec. Board, Outreach & Engagement, 2007-10. "Learning Organizations," 2007. Trainer, Strategic Partnerships. Peer reviewer.

WICHE COOPERATIVE FOR EDUCATIONAL TECHNOLOGIES (WCET)

Certificate from Institute for the Management of Distance Education, 1999. "Online Student Services," 2004.

FOREIGN LANGUAGES: Fluent in Spanish, partial French, some Italian, Portuguese, and Mandarin.

CONSULTING: ACE, Barry University, Blackboard, Inc., Bridgewater State College, Long Island University, Point University, Queens College, St. Joseph's College, SUNY, University of Texas at San Antonio.

AWARDS: 2021 CONTINUING and Adult Education Outstanding Leadership Award, ACHE

2015 Woman of Distinction, proclamation awarded by NY State Assemblyman Tom McKeivitt.

1999 NY City Woman of Influence, invited by First Lady Mrs. Pat Hanover to Gracie Mansion.