

Marcia Conston, Ph.D.

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Executive Profile

Twenty-five years of executive experience serving a multi-campus community college, four-year private college, and doctoral degree-granting public university; Visionary leader and expert strategic long-range institutional and enrollment management planner; Fundraiser; Accreditation evaluator; Community leader; Track record of building and leading high-performance teams and skillfully managing multi-million-dollar budgets

Education

Ph.D. in Higher Education Administration, University of Southern MS; M.S. in Economics, Jackson State University; B.S. in Psychology, Jackson State University; M.Div., Hood Theological Seminary

Administrative Experience

2001- Present Vice President, Enrollment & Student Services, Central Piedmont Community College
1994-2001 Vice President, Institutional Effectiveness, Benedict College
2012-2014 Adjunct Professor – Wingate University

Executive Leadership Training and Professional Development

2012-13 Leadership North Carolina, Raleigh, NC
2010 Prospective College Presidents' Leadership Academy, Charleston, SC
2006 Executive Leadership Institution, League for Innovation, Tempe, AZ
2005 Center for Creative Leadership, Greensboro, NC
2004 National Institute for Leadership – Women in Higher Education, Atlanta, GA
1993 Bryn Mawr College – Women in Higher Educational Administration, Bryn Mawr, PA

Fundraising

- \$1 million scholarship fund to support minority males
- \$1.7 million in Title III funding to support at-risk student retention
- \$500,000 from the Bill and Melinda Gates Foundation to address student retention
- \$1.5 million Opportunity Scholarships to support workforce development for economically disadvantaged and minority students
- \$700,000 to establish the Center for Military Families and Veterans and scholarships
- \$500,000 to establish the Single Stop department
- \$150,000 for the International Programs and Services department
- \$50 million Pell Grant disbursements in 2019 (increase from \$1 million in 2001)
- \$280 million in county bonds (served as a principal administrator)
- \$200,000 to expand the Summer Bridge program
- \$700,000 to provide computers for first-time in college students

Leadership Milestones and Accomplishments

- Facilitated growth at Central Piedmont from two campuses serving 50,000 students to six campuses, three centers, and online learning serving more than 70,000 students
- Expanded academic and student success program offerings, thus increasing the number of collegewide and community engagement initiatives, which include: workforce development; workplace learning; guided pathways; workforce training; online learning; and middle colleges
- Developed and implemented a comprehensive strategic enrollment management plan
- Supervised the migration of two institutional technology systems
- Implemented a comprehensive college-wide safety and security plan
- Provided chief administrative and academic oversight for approximately 375 staff and 30 departments; manage \$59 million annual budget; established a comprehensive institutional effectiveness program; developed two strategic planning manuals
- Fostered a culture of student engagement; initiated mentoring programs; created a First Year Experience department; broadened faculty, staff and student diversity; and increased scholarships for first-generation college students and student veterans

Notable Partnerships and Community Engagement

- Launched Single-Stop to provide wrap-around services for disadvantaged students and local citizens
- Established free food pantries at four area campuses
- Collaborated with businesses and industries to establish workplace learning programs which include internships, co-ops, apprenticeships and service-learning
- Championed the creation of Centers for Military Families and Veterans at six campus locations
- Established programs to address issues relating to alcohol and drug abuse and tobacco cessation
- Partnered with Habitat for Humanity and provided meals and housing support to homeless families
- Engaged with the local Latin American Women's Association to provide enrollment and scholarship opportunities for prospective students
- Established impactful male and female mentoring programs, including: ManUp; Resources Inspiring Student Excellence (RISE); Positive Community for Women (PCW); and Ruth Shaw Scholars
- Collaborated with local school systems to establish four middle colleges
- Strengthened relationships and fostered collaborations with local high school principals and superintendents to create a sustained pipeline for student enrollment

Professional and Community Service

- Board Member: League for Innovation in the Community College; Fashion and Compassion; Communities in Schools; Charlotte Housing Authority Scholarship Fund; Charlotte's Children's Choir; Seeds of Hope;
- Advisory Board Member: AT&T North Carolina and North Carolina State Employee's Credit Union
- Participant: Charlotte North Rotary and the Hatti Microcredit Lending Project

Recent Publications

- Students Served in A Single Stop, League for Innovation, January 2017
<https://www.league.org/project-highlight/students-served-single-stop>
- Serving Those Who Have Served, League for Innovation, Learning Abstract, Vol 16, No 11
<https://www.league.org/search/node/serving%20those%20who%20have%20served>