

ALLYSON DEWELL BRETCH

EDUCATION

Bachelor of Arts • Communication Studies	May 2009
<i>Samford University</i>	Birmingham, AL
Masters of Education in Professional Counseling • College Student Affairs	April 2014
<i>University of West Georgia</i>	Carrollton, GA

PROFESSIONAL EXPERIENCE

Assistant Director of Admissions for Outreach and Campus Visits	April 2013 – Present
<i>Office of Admissions • University of West Georgia</i>	Carrollton, GA

- Coordinate Group Tours and Daily Tours for perspective students and their families
- Oversee the daily operations and communication processes of the campus visit program
- Help to coordinate the logistics of admissions events including Preview Days, Scholarship Days, Spring Break Visit Program
- Assist Admissions Representatives with high school campus visits and recruitment efforts
- Supervise and advise campus tour guides and student workers
- Oversee and advise the University Ambassador Program (Thirty-five student leaders)
- Maintain group tour calendars and event data software (Active Data)
- Help to develop new initiatives including self guided tours, podcasts, and organizational efforts
- Collaborate with other offices on campus to share resources and partner during campus wide events

Graduate Assistant	August 2012 – May 2013
<i>Office of Admissions • University of West Georgia</i>	Carrollton, GA

- Coordinate Group Tours and Daily Tours for perspective students and their families
- Oversee the daily operations and communication processes of the campus visit program
- Help to coordinate the logistics of admissions events including Preview Days and the Spring Break Visit Program
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Greek Life Practicum	January 2013 – May 2013
<i>Center for Student Involvement • University of West Georgia</i>	Carrollton, GA

- Facilitate and design Greek student leadership trainings, retreats, and sessions
- Help facilitate and plan Greek community events

- Advise Greek student leaders, the Interfraternity Council and general fraternity body
- Assist in the development of Greek Life relationship statements
- Assist in the maintenance of Greek Life social media efforts
- Analyze and track Greek Life assessment plan and implementation

Event Specialist

October 2011 – August 2012

Corporate Events Unlimited

Austell, GA

- Managed relationships with equipment, transportation, and décor vendors including negotiating pricing, researching options, and placing orders
- Placed orders and coordinated efforts with a variety of vendors for each specific event and client
- Assisted Sales Team in administrative processes to finalize the sale of an event
- Collaborated with sales associates on items relating to décor, layouts, signage, and event detail
- Researched new ideas, vendors, facilities, and venues
- Designed a variety of décor including centerpieces, linen colors, and holiday décor
- Coordinated all day of event logistics and preparation for events

Coordinator of Student Activities

October 2009 – October 2011

Office of Student Activities • Reinhardt University

Waleska, GA

Office of Student Activities Responsibilities

- Analyzed all events and programs to anticipate risks and plan strategies for risk management
- Maintained records of student and community participation and developed assessments of the success of current programs and their viability for future programming
- Fostered partnerships and opportunities for joint programming with other campus offices including Academics, Residence Life, Campus Recreation, Campus Ministries, Alumni Programs, and the Office of Admissions
- Ensured the scheduling of all events and programs within the framework of the university-wide calendar in order to minimize scheduling conflicts and maximize participation
- Assisted the Assistant Dean of Students and Director of Student Involvement with Orientation events during summer and fall Orientation programming
- Managed and maintained the student life, student activities, and orientation sections of the University's website (Cascade and Jenzabar)

Student Activities Council Responsibilities

- Served as the staff advisor for the SGA Vice President for Activities in the management of the Student Activities Council (SAC) (Six-Twelve students)
- Provided oversight for a \$60,000 SAC budget preparation and management throughout the calendar of events and programs
- Coordinated with the Vice President for Activities on the annual selection and assignment of SAC student chairmen
- Advised the SAC in the planning and coordination of university-wide programming including Welcome Week, Fall Family Weekend, Homecoming, Miss Reinhardt Pageant, Spring Day, Coffeehouses, Concerts, and Special Events
- Developed and implemented comprehensive practices for communicating and publicizing all SAC programs and events both on campus and in the community

Leadership Programming Responsibilities

- Planned and facilitated Reinhardt Leadership Programs
- Northwest Crescent Leadership Alliance (NWCLA): Collaborative leadership program between 6 northwest Georgia schools to enhance and develop leadership skills in student leaders using The Student Leadership Challenge by Komives and Posner
 - Worked with other campus coordinators to develop a meaningful leadership retreat and program for 6 students from each campus
 - Hosted 40 students and developed a program to cover a section of The Student Leadership Challenge
 - Helped students to develop a campus wide service project in which they apply what they have learned from the program and then present to peers and advisors from each school
- Reinhardt University Leadership Academy
 - Developed an annual leadership conference for student body
 - Selected planning committee, coordinated logistics of conference (facilities, set up, food, prizes, technology), determined theme, content, and presenters for the day long conference
- Developed and implemented leadership training for SAC members, SGA Executive Board, and student coordinators

Philanthropy/Community Service Responsibilities

- Oversaw the planning and facilitation of all Reinhardt Philanthropy and Volunteer Opportunities
- Advised Up Til Dawn, a fundraising and awareness program for St. Jude Children's Research Hospital
- Worked with various non profits, schools, and organizations in Cherokee county to coordinate volunteer opportunities for students

Multicultural and Awareness Programming Responsibilities

- Planned and facilitated all awareness and multicultural programming for Reinhardt Students
- Planned creative events that encouraged students to learn about various multicultural and awareness topics
 - Root beer Pong Alcohol Awareness Trivia, Beer Goggle Video Game Tournament, Body and Soul Expo, Multicultural Comedians, Speakers, No Place For Hate Program: Diversity University, Information Fairs
- Assisted other areas of campus in promoting awareness (Residence Life RA Programs)

Campus Recreation Responsibilities

- Assisted in the planning and strategic direction of Campus Recreation Programs including Reinhardt Central, Reinhardt Outdoors, and Intramural Sports
- Worked with Intramural staff and student coordinators to help advertise and assess intramural sports and participation
- Assisted Reinhardt Outdoors student coordinator with planning outdoor trips for students throughout the year (sea kayaking, camping, hiking, rock climbing, horseback riding)
- Worked with Reinhardt Central Manager and work study staff of ten students to maintain equipment rentals, condition of materials, provide students information on local camping and outdoor recreation locations

Club/Organization Advisor Responsibilities

- Served as the advisor for the Student Newspaper: The Hiltonian
 - Assisted staff of up to ten students with story ideas, editing and content of the online newspaper, helped the editor to manage staff and provide strategic guidance for the future of the publication
- Served as the advisor for the Red Cross Club
 - Worked with club members and president to plan two community blood drives, provided assistance with budget management and club fundraising, attended weekly meetings with club members and club officers, assisted in the planning and implementation of club events and awareness
- Served as the advisor for the Rotaract Club

- Worked with club members and officers to plan an international, local, and national service projects, provided assistance with budget management and club fundraising, worked with the Canton, Georgia Rotarians who govern and help support the club, helped students plan an Operation Christmas Child collection and shoe box packing event, worked with the Cherokee County Interact Club (High School) to collaborate and support local projects
- Served as a co-advisor for the Reinhardt Student Government Association
 - Advised the Student Senate and Council of Clubs/Organizations in writing and passing bills and resolutions representing the voice and wishes of the student body, clubs, and organizations
 - Facilitated the planning and coordination of SGA Fall and Spring Elections for Executive Board members and Student Senators

PROFESSIONAL AFFILIATION

- **Southern Association for College Student Affairs (SACSA)**
- **National Association of Student Personnel Administrators (NASPA)**
- **Georgia College Personnel Association (GCPA)**
- **Association for the Promotion of Campus Activities (APCA)**

UNDERGRADUATE EXPERIENCE

- **Samford University Student Government Association (2005-2009)**
 - Vice President for Events (2007-2008) (2008- 2009)
- **Samford University Student Activities Council (2005-2009)**
 - Spring Fling Co-Chairman (2007), Homecoming Co- Chairman (2006)
- **Samford University Executive Advisory Board**
 - Organizational Affairs Committee (2006), Event Planning Committee (2007)
- **Samford University Residence Life**
 - Resident Assistant (2008-2009)
- **Samford University Yearbook: Entre Nous**
 - Student Life Section Editor (2008-2009), Reveal Section Editor (2007-2008), Writer (2007)
- **Alpha Delta Pi Sorority, Kappa Chapter (2005-2009)**
- **Samford University Higher Education Mentorship: Admissions (2008-2009)**

REFERENCES

Mr. Tyler Sellers

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