

NATASHA Y. CRUPPER, MBA

As a consummate professional with 20 years of experience in K-12 and higher education, my career is distinguished by fostering collaborations with external partners, building enduring relationships within the academic community, and coordinating efforts across diverse student groups. I bring a robust combination of analytical, organizational, communication, and critical thinking skills that have consistently enhanced educational outcomes and strengthened family engagement.

AREAS OF EXPERTISE

Resource Management	Cultural Competence	Presentation & Reporting
Community Engagement	Data Analysis	Strategic Academic Planning
Compliance & Confidentiality	Project Management	Employee Relations/Staff Management
Budget Management	Student Success Initiatives	Training/Professional Development

PROFESSIONAL EXPERIENCE

UNIVERSITY OF NEVADA, LAS VEGAS | Las Vegas, Nevada 09/2021-Present

Assistant Director for GEAR UP Strategic Partnership and Community Involvement

- Devise and execute recruitment procedures resulting in a 75% increase in enrollment, encompassing life cycle recruitments, and mentoring for new hires
- Vigilant to evolving trends in student recruitment and proactively forecast future changes
- Assist director with the completion of annual performance reports (APR) for the U.S. Department of Education
- Manage a team of 10 employees, offering guidance, leadership, staff evaluations, and training
- Proficient in collaborating across various groups, both directly and indirectly, to address microaggressions, challenge biases, and engage with multidisciplinary and affinity groups
- Network with team leaders to define talent acquisition strategies, develop and execute external communication plans, manage candidate pipelines to build and lead teams to strategic initiatives
- Coordinate and lead workshops and volunteer initiatives, emphasizing UNLV's dedication to social responsibility and enhancing community participation
- Implement comprehensive recruitment plans to meet enrollment goals and attract a more competitive, diverse, and inclusive student body
- Formulate optimal practices to enhance efficiency in vendor solicitation, negotiation, selection, and contract administration processes, achieving a 30% improvement
- Evaluate program effectiveness through quantitative and qualitative methods for continuous improvement, and communicate progress updates to stakeholders
- Oversee, direct, and provide support for programs, serving as a student advocate for educational diversity and equity while fostering safe, welcoming, and sustaining learning environments
- Monitor, track budget expenditures, administer annual budgets, maintain audit-ready files to ensure grant compliance with university policies and federal acquisition regulations
- Reconcile procurement card (P-Card) transactions through Workday to ensure proper recording track and manage grant deliverables, ensure program integrity and resource utilization
- Manage relationships with universities, collaborating with student admissions and administration to successfully execute recruiting efforts

Achievements:

- Garnered prestigious awards receiving proclamations for excellence from the City of Las Vegas Mayor Carolyn Goodman and Clark County Commissioner William McCurdy
- Facilitated a pioneered collaboration with Microsoft Digi Girlz, hosting Las Vegas first STEM event for 75 inner-city girls

UNIVERSITY OF NEVADA, LAS VEGAS | Las Vegas, Nevada

05/2019-09/2021

Site Coordinator (TRIO ETS)

- Successfully launched the TRIO program at three new K-12 school sites, exceeding the funded target by 56% with a total of 275+ participants within six months of program initiation
- Directed student outreach and recruitment initiatives for prospective applicants in grades 6 through 12 within CCSD
- Oversee recruitment and application processing to ensure seamless transitions through each stage of the admissions funnel
- Conceptualized, organized, and crafted innovative learner-centric workshops, modules, and materials across various mediums. These included synchronous remote learning methods, traditional in-class settings, curriculum development, interactive e-learning, videos, and supplementary resource materials

UNIVERSITY OF NEVADA, LAS VEGAS | Las Vegas, Nevada

11/2004 -05/2019

Site Coordinator (GEAR UP)

- Orchestrated, executed, and supervised student recruitment endeavors to achieve grant objectives. This encompassed delivering presentations, organizing campus visits, facilitating college enrollment, and actively engaging with families
- Formulated and led outreach programs and services tailored for economically and educationally disadvantaged students, English as a Second Language (ELL) learners, foster care youth, and homeless individuals
- Secured in-kind and donation contributions exceeding \$1.5 million, dedicated to supporting the implementation of federal grant program
- Spearheaded Diversity Night, resulting in a substantial 43% growth in engagement among DACA and undocumented students and their families
- Attained an 80% surge in overall client participation by analyzing survey data, implementing pre-college curriculum enhancements, and cultivating strategic collaborations with CCSD, universities, and community organizations
- Pioneered initiatives in student recruitment, resulting in a 95% surge in student involvement within pre-college programs, contributing significantly to the advancement of statewide strategic planning for higher educational attainment
- Developed and implemented strategies for planning and executing 25 events annually, effectively driving recruitment efforts and promoting the UNLV brand
- Orchestrated and conducted career college fairs, open houses, information sessions, developed promotional materials, to generate interest in colleges and its programs

Achievements:

- UNLV Employee of the 3rd Quarter 2009
- Assisted UNLV undergraduate admissions in becoming U.S. News & World Report's "Most Diverse Campus in the Nation." 2013 & 2018
- Lobbied and presented evidence-based workshops to 1,300 post-secondary educational professionals at the National Council for Community and Education Partnership Conference 2006, 2013, 2018

EDUCATION

Masters of Business Administration Degree | University of Dallas 08/2005
Bachelor of Science Degree |Pre-Physical Therapy| University of Nevada, Reno 05/2000
PHR/SPHR Human Resource Management certificate, University of Nevada, Las Vegas,
04/2009

ADDITIONAL TRAINING

- Mental Health First Aid 05/2023
- First Aid, CPR, AED, 05/2023
- UNLV Management Training Academy, 04/2023
- Inclusive and Ethical Leadership certified, University of South Florida 12/2022
- Diversity, Equity, and Inclusiveness in the Workplace certified, University of South Florida 05/2021
- Preventing Discrimination and Harassment certificate 04/2020
- TESOL Certification, International Open Academy, #100-163314 02/2020
- Toastmasters International Competent Communicator, 09/2016
- Toastmasters International Competent Leader, 04/2016
- Professional Grant Development, Grant Training Center, 08/2014

ADDITIONAL SKILLS

- Skilled in Microsoft Office applications: Word, Publisher, Excel, PowerPoint, Access
- Skilled in DocuSign, Adobe Acrobat EchoSign
- Knowledgeable of social media platforms and trends: Facebook, Instagram, LinkedIn, TikTok
- Proficient in Windows 10 operating systems
- Highly analytical with strong functional skills in Workday Human Capital Management Suite and Recruitment
- Knowledgeable in Zoom, Event Pass, Canva, People Soft, National Clearinghouse, and Infinite Campus

PROFESSIONAL AFFILIATIONS

- Life Member, Phi Kappa Phi Honor Society 2023-Present
- Member, American Management Association 2022- Present
- Member, Western Association for College Admission Counseling 2022-Present
- Member, Top Ladies of Distinction 2019-Present
- Member, UNLV Black Professional Women Alliance 2018-Present
- Member, Junior League of Las Vegas 2018-Present
- Member, National Black MBA Association 2003-Present
- Member, Alpha Kappa Alpha Sorority, Incorporated 1999- Present

AWARDS AND HONORS

- UNLV Women's Council Award 05/2023
- Alpha Kappa Alpha Sorority, Inc. Regional Director's Leadership Award 07/2020
- U.S. Senator Catherine Cortez Masto Outstanding Youth Mentor Award 05/2018
- U.S. Congressman Ruben Kihuen Community Award 04/2018
- Alpha Kappa Alpha Sorority, Inc. Sister of the Year Award 02/2017
- Las Vegas Metro Chamber of Commerce & Las Vegas Convention Customer Service Excellence Award 09/2016
- City of Las Vegas Proclamation Natasha Williams Day 9/2/2015
- Alpha Phi Alpha Fraternity, Incorporated Theta Pi Lambda Mentor of the Year Award 06/2010
- Rosa Parks Wall of Tolerance Award 06/2004