

STEPHEN I. BRUCE, JR., M.A.
Assistant Dean for Administration
and Director of Admissions
School of Psychology & Counseling
Regent University

CONTACT INFORMATION

Office

1000 Regent University Drive, CRB 154
Virginia Beach, VA 23707
757-352-4429
stepbru@regent.edu

EDUCATION

2010 M.A.: Organizational Leadership, Regent University
2007 Leadership Development Institute, Lefcoe Foundation, Portsmouth Partnership
2000 Graduate Coursework: Finance & Accounting, Regent University
1994 B.A.: Social Science (Emphasis: Management, Business, & Economics),
Virginia Wesleyan College

PROFESSIONAL POSITIONS

2006-present *Coordinator of Academic Recruitment (concurrent appointment with position below), Office of Academic Affairs, Regent University, Virginia Beach, VA.*

Coordinate external recruitment initiatives among the seven graduate schools and the undergraduate school. Call and facilitate monthly meetings of the Admissions/Marketing Group for coordination and collaboration on university-wide recruitment and marketing initiatives. Serve as in-house consultant to university admissions offices on strategy, process, and new initiatives. Consult regularly with University Marketing on creative design and copy of printed materials and web development. Provide leadership to Office of Academic Affairs for issues such as program phase-out, online application revision, dashboard reporting (enrollment metrics) and organizational re-alignment. Graduate admissions representative for the SACS site-team visit, Spring 2009.

2010-present *Assistant Dean for Administration and Director of Admissions, School of Psychology & Counseling, Regent University, Virginia Beach, VA.*

School budget manager and supervisor of all non-faculty personnel. Direct school-wide initiatives for marketing, recruitment, and admissions, and provide school-wide leadership for enrollment management, student services, and faculty support. Represent school on university committees related to accreditation and strategic planning and assist dean in ensuring compliance with university, accreditation, and governmental policies. Administer school budget of \$3M and supervise staff of twelve. Represent the dean as needed. Collaborate with dean, department chairs, and program directors on new program initiatives, including business case proposal and budget development.

2000-2010 *Director of Marketing and Recruitment, School of Psychology & Counseling, Regent University, Virginia Beach, VA.*

Chief Financial Aid and Admissions Officer for graduate school with a student population of 430 and annual applicant pool of 600. Supervise staff of four and administer operating budget of \$130,000 and financial aid budget just under \$1M. Develop and execute marketing plan for the graduate school, and have exceeded enrollment targets annually since the 2000-2001 FY. Provide leadership for new program initiatives regarding recruitment timelines and enrollment projections. Develop strategy for enrollment goals and train/develop staff for work roles and professional best practices. Oversee first-semester student advising for five pre-mental health profession graduate programs. Complete weekly reports for enrollment trends and forecast, and quarterly or on-demand reports for operating and financial aid budget expenditures. Regular use of SunGuard Banner, Discoverer, and Microsoft Office Suite.

1994-2000 *Director of Admissions, Virginia Wesleyan College, Virginia Beach, VA.*

Assisted Vice President of Enrollment Management / Dean of Admissions in daily operations of the office and with supervision of the counseling staff. Primarily responsible for the recruitment of transfer, veteran, and international applicants. Coordinated special events including visitation weekends and scholarship interview days. Completed enrollment trend and forecasting reports and represented the Office of Admissions on the Enrollment Management Commission. Also held the positions of Associate Dean (1997-99), Assistant Dean (1996-97), and Admissions Counselor (1994-96).

PRESENTATIONS

Professional Presentations

May, 2007 Bruce, Jr., S. I. & Walker, V. L., *Winning strategies for effective web (re)design*. Workshop presentation at the National Association of Graduate Admissions Professionals (NAGAP) Annual Convention, Orlando, Florida.

Invited Presentations

April, 2009 Bruce, Jr., S. I., *Choosing a graduate program for the mental health professions*. Presentation (online) to the Regent University Chapter of Psi Chi. Presentation previously given in 2008.

October, 2008 Bruce, Jr., S. I., *Choosing a graduate program for the mental health professions*. Presentation to the Undergraduate Program in Psychology at Liberty University. Presentation given annually since 2005.

CONSULTATIONS

April 2010 *Regent University, School of Psychology & Counseling*. Organizational Re-structure. Client: Dr. William Hathaway, Dean.

- April, 2009* *Regent University Student Housing Division. Organizational Intervention Assessment. Client: Ryan Brown, Director of Student Housing.*
- November, 2008* *Virginia Wesleyan College. Organizational Readiness for Change. Client: Dr. William T. Greer, Jr., President.*
- January, 2008* *Portsmouth YMCA. Organizational Diagnosis. Client: Richard Wentz, Executive Director.*

PROFESSIONAL / COMMUNITY SERVICE

- 2010-present* *Boy Scout Troop 207, Portsmouth, VA. Committee Member.*
- 2007-present* *Wetlands Board, City of Portsmouth, Portsmouth, VA. Second-term appointment by Portsmouth City Council.*
- 2006-2010* *Cub Scout Pack 207, Portsmouth, VA. Den Leader.*
- 2004-2010* *Portsmouth Catholic Elementary School, Portsmouth, VA. Principal's Advisory Group (2008-2009); School Advisory Board (2005-2008, 2009-2010).*
- 1998-2004* *Diagnostic, Adjustive, and Corrective Center for Learning, Portsmouth Public Schools, Portsmouth, VA. School Improvement Team – Community Member.*
- 1994-2005* *Virginia Association of Collegiate Registrars and Admissions Officers (VACRAO). School and College Relations Committee (1997-2005); Transfer and Articulation Committee (1999-2000); Professional Development Committee (1994-97).*

AWARDS AND HONORS

- May 2010* *Outstanding Graduate, Master's Program in Organizational Leadership. School of Global Leadership & Entrepreneurship, Regent University.*
- May, 2006* *1st Place Promotional Excellence Award: Winning Strategies for Effective Web Design. National Association of Graduate Admissions Professionals (NAGAP).*
- December, 2005* *Certificate of Appreciation "In Recognition of Ten Years of Service", Virginia Association of Collegiate Registrars and Admissions Officers (VACRAO).*
- December, 2004* *President's Award for Excellence (Employee of the Year), Regent University*
- January, 2002* *Fellowship, Advanced Professional Development Workshop, National Association of Graduate Admissions Professionals (NAGAP).*
- December, 1995* *Certificate of Recognition for "Exceptional Programming", Virginia Association of Collegiate Registrars and Admissions Officers (VACRAO).*
- December, 1995* *Performance Excellence Award, Office of Admissions, Virginia Wesleyan College.*

CONFERENCES ATTENDED

- April, 2010* National Association of Graduate Admissions Professionals (NAGAP) Annual Convention, New York, NY. Previously attended 2006-2009.
- May, 2005* Executive Professional Development Workshop, National Association of Graduate Admissions Professionals (NAGAP), Chicago, IL.
- December, 2005* Virginia Association of Collegiate Registrars and Admissions Officers (VACRAO) Annual Conference, Virginia Beach, VA. Previously attended 1994-1999.
- January, 2002* Advanced Professional Development Workshop, National Association of Graduate Admissions Professionals (NAGAP), San Juan, PR.
- June, 2000* STAMATS Integrated Marketing Conference, Chicago, IL.

LICENSURE/CERTIFICATION

USA Level II Swim Official Certification
Open Water SCUBA Certification, Scuba Schools International
Underwater Navigation, Scuba Schools International
Stress & Rescue, Scuba Schools International

PROFESSIONAL AFFILIATIONS

National Association of Graduate Admissions Professionals (NAGAP), 2002-Present
Virginia Association of Collegiate Registrars and Admissions Officers (VACRAO), 1994-2005