

Alan Bearman, Ph.D.

Education:

- Ph.D., History Kansas State University, 2005
- M.A., History Murray State University, 2000
- B.S., Psychology University of Kentucky, 1999
- B.A., History Murray State University, 1998

Additional Professional Education:

- EAB Enroll360, Adult Learner and Student Success Summits, multiple.
- Enrollment Management Essentials for Academic Leaders. Academic Impressions, 2018.
- Executive Leadership Academy, *Leading in a Multicultural & Global Environment*. University of California Berkeley, 2016

Professional Experience

Administrative Positions

Vice-President for Strategic Enrollment Management and Student Success (retired)
2023-2025 Interim Executive Director for Enrollment Management 2022-2023 Dean of
University Libraries & the Center for Student Success & Retention 2011-2023 Dean of
University Libraries 2010-2025 Interim Dean of University Libraries 2008-2010

Faculty Positions

Professor of History (retired) 2013-2025 Associate Professor of History 2009-2013 Assistant
Professor of History 2005-2009 Lecturer of History 2003-2005

Washburn University Institutional Profile

Washburn University is an urban municipally supported institution in Topeka, Kansas, coordinated by the Kansas Board of Regents but governed by its own independent Board of Regents. It has a student population of approximately 7,000, and awards Associates, Baccalaureate, Masters, Doctorate and Professional degrees through its six major units: College of Arts and Sciences, School of Law, School of Business, School of Applied Studies, School of Nursing, and the Washburn Institute of Technology. Washburn is a “student-centered, teaching focused” institution that offers significant experiential learning opportunities to its students, best exemplified by the Washburn Transformational Experience that provides significant opportunities in undergraduate scholarly activities, international education, leadership and experiential community service.

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Direct Reports = 14

Senior Associate Dean of University Libraries
Associate Dean of Student Success and Retention
Chief Strategic Enrollment Management Systems Officer
Executive Administrator, Strategic Enrollment Management and Student

Success Director of Adult Learner and Graduate Admissions and Recruiting
Director of Academic Advising
Director of First-Year Experience
Director of International Programs, Recruiting and Retention
Director of New Student Orientation
Director of Strategic Enrollment Management Marketing and
Communications Director of Student Financial Aid
Director of Undergraduate Admissions and Recruiting
University Registrar
User Services Administrator

Key Achievements:

Developed a leadership team focused upon the development of colleagues and strategic planning processes that led to the following selected successes:

Retention

- Created, beginning in 2011, the Center for Student Success and Retention. • Created the First-Year Experience Program, including WU101: The Washburn Experience course as a graded 3-credit hour University Graduation requirement.
- Created the nationally recognized Ichabod Success Institute to successfully transition students from underrepresented groups into Washburn.
- Implemented a First-Generation Student Mentoring program that utilized community members to serve as mentors.
- Led institutional efforts that increased First-Year Full-Time Fall-to-Fall Retention from an average of 58% in the 5-years prior to 2010, to a pre-pandemic high of 74%. • Led institutional efforts that increased on-time (6-year) Graduation rates from 34% to 56%.

Strategic Enrollment

- Recruited the largest freshman class in Washburn University history (1,196 students), Fall 2024.
- Grew freshman enrollment at Washburn University by 27%, Fall 2023 to Fall 2024. • Grew postsecondary and adult enrollment at Washburn Institute of Technology by 25%, Fall 2023 to Fall 2024.
- Developed a Direct Admissions program that rapidly grew yield of high school concurrent enrolled students from under 20% to 42%

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- Developed and launched the Finnup Scholars program to recruit and retain students from rural Southwest Kansas. Grew the number of students from the rural Finnup service region by 87%.
- Created and launched the Shawnee County Promise Scholarship program. • Created and launched the Northeast Kansas Advantage Scholarship program. • Redeveloped and launched a New Student Orientation program designed to enhance student belonging, with an additional significant focus upon career exploration. • Built and implemented a marketing and communication plan that

emphasizes affordability, excellence and, importantly, student belonging.

- Created a campus visit and events team to ensure high quality student and family experiences.

Retention

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- Implemented a First-Generation Student Mentoring program that utilized community members to serve as mentors.
- Led institutional efforts that increased First-Year Full-Time Fall-to-Fall Retention from an average of 58% in the 5-years prior to 2010, to a pre-pandemic high of 74% in Fall 2018.
- Created the Center for Student Success and Retention, 2011.
- Created the First-Year Experience Program, including WU101: The Washburn Experience course as a graded 3-credit hour University Graduation requirement.

Technology/Data

- Deployed Slate CRM to create a student and family focused recruiting communications program designed to increase yield.
- Led the following EAB collaborations: Enroll360, Adult Learner Services, Financial Aid Optimization, and Transfer Portal to create a data driven admission and recruiting operation.
- Implemented and deployed ScholarshipUniverse to manage and effectively award merit and need scholarships to students.
- Pioneered, beginning in 2012, the use of Data Analytics to increase student success at Washburn University. Implemented use of: MAPWorks, Ellucian CRM Advise, Ellucian Degree Works, and now EAB Navigate360 and Academic Planning.

Commitment to Institutional Mission

- Physically redeveloped the University Welcome Center and Student One-Stop to deliver outstanding forward facing prospective and current student services.
- Co-located the University Library, all Center for Student Success and Retention offices, International Programs, Washburn Transformational Experience, English and Mathematics Tutoring, First-Generation, Student Accessibility Services, Career Exploration, and the Study Grounds Coffee Shop into the Plass Learning Resources Center. Created an authentic student success and engagement experience within Plass.

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- Rethought and implemented a Financial Aid operation that focuses upon advising students and their families on how to best fund their education. 68% of Washburn students now graduate debt free.
- Launched in collaboration with Azura Credit Union, the Azura Financial Literacy program.
- Developed the Washburn Open Educational Resources Initiative to lower and/or eliminate the cost of course learning materials.

Grants Received:

- Obtained a \$1.3 Million TRIO: Student Support Services to launch SSS at Washburn University.
- Obtained a \$1.2 Million TRIO: Upward Bound Grant to launch a UB program at Topeka High School.
- Obtained a \$1.6 Million United States of American Department of Education Title III: Strengthening Institutions Grant to improve holistic and proactive academic advising at Washburn University, 2018. The focus of the grant was primarily to assist students from Topeka Public Schools discover their place at Washburn and successfully transition into their university studies.
- Obtained a \$30,000 grant from the IMA Foundation to launch a Supplemental Instruction program at Washburn University, 2018.
- Obtained a Lyrasis Catalyst Fund grant of \$26,548.00 for “From Information Literate to Information Fluent,” a digital information outreach project to regional middle and high schools, 2017.
- Obtained from GOTopeka a \$50,000.00 grant to create a physical location for the Military Student Success Center in the Mabee Library, 2016.

Honors and Awards:

- Ev Kohls Equal Opportunity Award, Kansas Association of Collegiate Registrars and Admissions Officers. 2023
- First Scholars Institution, First Scholars Network, NASPA, 2023.
- EAB, Technology Pioneer Award, 2020.
- Kansas ACT College and Career Readiness Postsecondary Champion, 2019. • Outstanding First-Year Student Advocates Award, The National Resource Center for the First-Year Experience and Students in Transition and Cengage Learning, 2017. • The Ichabod Success Institute was, named a national Models of Excellence program by University Business Magazine, and a 2018 Program to Watch by *Excelencia* in Education. • Ned. E. Fleming Award for Excellence in Teaching: Washburn University, 2007. • William L. Stamey Undergraduate Teaching Award: College of Arts and Sciences, Kansas State University, 2003.
- *Phi Beta Delta* Honor Society for International Scholars, Washburn University.
- Mortar Board National Honor Society, Washburn University.
- *Phi Kappa Phi*, Kansas State University.

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Publications:

Student Success

- “Retention is Up 12—Percentage Points: The Secrets to Success . . . With Little Money.” *E-Source for College Transitions* (The National Resource Center for The First Year Experience and Students in Transition, University of South Carolina). [Co-author: Elaine Lewis]
- “Retention Is Up 10-Percentage Points: The Secrets to Success . . . Without Money,” In

Sandra Whalen, ed., *Proceedings of the 13th National Symposium on Student Retention, Destin, Florida* (The University of Oklahoma) (November 2017). [Co-authors: Sean Bird and Elaine Lewis]

- “Mutually Dependent Outcomes: Using Assessment to Improve First-Year Retention and Student Learning,” *Assessment Update* (September/October 2017): 3-14. [Co-author: Elaine Lewis]

- *History*

- “Charles Sheldon and Charles F. Parham—Adapting Christianity to the Challenges of the West: Topeka, Kansas as the Birthplace of Modern American Religion,” *Kansas History: A Journal of the Central Plains* 32 (Summer 2009): 106-23. [co-author; Jennifer Mills] • ““The South Carolina of Kentucky”: Religion and Secession in the Jackson Purchase Region of Kentucky,” *The Filson History Quarterly* 76 (Fall 2002): 495-521.

Textbook

- *The Washburn Experience: A Guide to Surviving Your First Year* (Kendall Hunt, 2011 & 2012).

Selected Presentations:

Student Success and Retention

- “Strategy Conversations: Scholarships and Financial Aid to Support Student Success,” EAB Connected 2025. Orlando (Scheduled October 2025).
- “Student Success Built on Data Analytics: Increasing Retention by 12%.” *NASPA Conferences on Student Success in Higher Education*. Orlando (June 2019). • “The Ichabod Success Institute: Creating Pathways for Success.” *38th Annual Conference of on the First-Year Experience*. Las Vegas (February 2019).
- “Promoting Faculty Use of Student Success Technology.” *EAB Connected 2018 Annual Conference*. Washington, D.C., (October 2018).
- “Meeting Students Where They Are: Building Student Success Pathways.” *Higher Learning Commission 2018 Annual Conference*. Chicago, (April 2018).
- “Student Success Initiatives built upon Data Analytics.” *37th Annual Conference on the First-Year Experience*. San Antonio, (February 2018). [Pre-conference workshop] • “Producing the Next Generation of Student Affairs Professionals.” *37th Annual Conference on the First-Year Experience*. San Antonio, (February 2018).

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- “Retention is Up 12-Percentage Points: Success without Money.” *37th Annual Conference on the First-Year Experience*. San Antonio, (February 2018).
- “The University Library role in Understanding Students and Helping them Succeed,” *ITHAKA: The Next Wave 2017*. New York (November 2017). [Invited Speaker] • “Split Advising: Promoting Pre-Nursing Success.” *The 13th National Symposium on Student Retention*. Destin, Florida, October 2017. [Poster session]
- “Retention Is Up 10-Percentage Points: The Secrets to Success . . . Without Money.” *The 13th National Symposium on Student Retention*. Destin, Florida, October 2017. • “Information Literacy: The Only Learning Outcome that Makes a Difference.” *36th Annual*

Conference on the First-Year Experience. Atlanta, GA, February 2017.

- “Turning ON Inspiration: Successful Strategies of Outstanding First-Year Student Advocates.” *36th Annual Conference on the First-Year Experience*. Atlanta, GA, February 2017.
- “Data is the Difference: Improving Retention with only \$70,000.00.” *NACADA Annual Conference*, Atlanta, GA, October 2016.
 - “Data is the Difference: Improving Retention with only \$70,000.00.” *35th Annual Conference on the First-Year Experience*. Orlando, FL, February 2016.
- “Gateway Courses: A Pothole or Pathway to Student Success?” *NACADA Annual Conference*, Las Vegas, NV, October 2015.
- “Something from Nothing: Creating an Advising-Centric First-Year Student Success Program at a Faculty Centric Institution.” *NACADA Annual Conference*, Salt Lake City, UT, October 2013.

Selected Professional Service:

- President’s Cabinet, 2022—present
- President’s Leadership Advisory Counsel, 2023—present
- Washburn Strategic Framework Steering Committee, 2023
- MarComm Committee, 2022-2023.
- Deans Council, 2008—present
- Northeast Kansas Library System Executive Council Board Member, 2015—2023. • ATLAS (Topeka, KS, Libraries) Consortium Governing Board, 2008—present. • Council of Deans and Directors of State of Kansas University Libraries [CODDL], 2008— present.
- Undergraduate Student Success and Retention Committee, 2010—present. • University Website Redesign Committee, 2017—2019; and, 2023—present. • High Impact Community Engagement Practices, 2014—2019.
- University Technology Steering Committee, 2008—present.
- Undergraduate Transfer Friendly Committee, 2010—2015.
- Kansas Association of Historians, Executive Board Member, 2010—2013.
- Teachers Who Inspire Committee, 2005—2008.

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Selected Community Service and Activities:

- Topeka Metro Board Member, 2018—2025.
- Topeka Metro Board Chair, 2019—2021.
- Topeka Community Foundation: Community Health Initiative, 2017—2018. • USD501: Topeka Public Schools District Citizens Advisory Council (DCAC), 2016—2017. • Randolph Elementary School Site Council Member, 2014—2016.
- United Way of Greater Topeka Board Member, 2013—2014.
- Salvation Army of Topeka Board Member, 2010—2012.
- USD 501: Topeka Public Schools, Early Childhood Strategic Planning Group, Committee Member, 2008.

- Board President, USD 501: Topeka Public Schools Parents as Teachers Advisory Council, 2007—2009.
- Board President, University Child Development, Inc., 2005—2007 and 2010—2012.
- Board Treasurer, University Child Development, Inc., 2007—2009.
- Midwest Ballet, “The Nutcracker” Party Scene Dancer, 2014—2018.
- Kansas High School Activities Association Basketball Referee, 2007—present.
- Upward Sports Basketball Coach, 2009—2018.