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# ADRIANNE DONALD

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## PROFILE

I am a student affairs professional working in a student union setting. I continually apply my leadership in support of the organization and of students in the development of community through education, advocacy, and delivery of services.

## CORE QUALIFICATIONS

Facilities Management	Communication
Fiscal Management	Marketing
Human Resource Development	Intercultural Proficiency
Leadership	Student Learning and Engagement
Management	Assessment
Technology	Strategic Planning

## EXPERIENCE

INTERIM DIRECTOR UNIVERSITY CENTER; UNIVERSITY OF MONTANA, MISSOULA, MT – JUNE 2017 - PRESENT

Responsible for directing and administering all programs, activities, products and services with the student union; has overall responsibility for the fiscal, facility, personnel, and student programming aspects of the UC; represents the organization to all its many publics; and reports to the Vice President for Enrollment and Student Services.

ASSOCIATE DIRECTOR FOR STUDENT INVOLVEMENT; UNIVERSITY OF MONTANA, UNIVERSITY CENTER, MISSOULA, MT – 2013 - MAY 2017

Assists the UC Director in the overall management of the organization, its facilities, services, and programs by providing administrative leadership and vision; actively participates in the budget development and project planning processes and supports a standard of excellence in the delivery of programs and services; a member of the UC's Leadership Team and assumes the duties of the Director when the Director is absent; manage student involvement and activities by providing leadership, direction, and vision to ensure program success and development opportunities for students; provide social and educational opportunities and programs surrounding social justice and diversity issues; design learning environment and activities that are responsive to individual

students needs and skills; apply assessment, evaluation, and research methods and practices (use of Qualtrics, Formstack, and Campus Labs).

ASSISTANT DIRECTOR FOR STUDENT INVOLVEMENT AND COMMUNICATIONS;  
UNIVERSITY OF MONTANA, UNIVERSITY CENTER, MISSOULA, MT – 2007-2013

Oversight of University Center human resource development which included staff training, employee orientations, assessment of quality of work-life, and staff recruitment; development and oversight of programs and services that provide outreach and positive experience to the campus community, new students and parents, target audiences and overall public, establish effective relationships; complete market research and analysis, develop a strategic marketing plan, evaluate effectiveness of marketing effort, determine and implement channels of distribution of products and services, and discern ethical marketing; communicate institutional and departmental mission and goals; use various media to reach global audience; develop departmental messages, compose press releases and engage local media; determine appropriate usage of social networks and emerging communication technologies; utilization of accounting principles and financial reporting; use of campus accounting systems (i.e, Banner, GrizMart, UMDW, U Approve), develop and maintenance of operational budget, creation of spreadsheets with use of Excel and Smart Sheet and data reporting with use of Microsoft Access; Maintain technology standards for overall organization; advise the Student Involvement and Activities Network by providing advice, leadership, and direction for students to ensure program success.

ASSISTANT DIRECTOR FOR OPERATIONAL SERVICES; UNIVERSITY OF MONTANA,  
UNIVERSITY CENTER, MISSOULA, MT – 2001-2007

Management and operational oversight of multiple operational areas of the student union: UM Conference and Event Planning, Shipping Express, The Source - Information Desk and Box Office, Audio and Lighting, Marketing, and Information Technology. Oversight and management of these areas included articulation of vision and direction; hiring and developing staff, evaluate staff performance, setting goals and action plans; monitoring and supervising activities; developing and maintaining customer service standards; evaluating and implementing forms of service delivery, processes, and procedures in accordance with organizational mission, unit objectives and budget guidelines; marketing oversight with setting standards, direction, policy, and consistency, and evaluating marketing effectiveness; establishing relationships and collaboration with the campus and surrounding community; budget development, projection, and management; developing and implementing marketing and business plans; and fiscal management.

CONFERENCE AND EVENT PLANNING MANAGER; UNIVERSITY OF MONTANA,  
UNIVERSITY CENTER, MISSOULA, MT – 1999-2001

Promoted the University of Montana as a conference, meeting and/or event site; managed the overall operation of conference and events in the student union and campus outdoor space; supervised full-time and student staff; interpret and apply campus policy; responsible for budget development and implementation, forecast revenue; facilitated the myriad of conferences, meetings, and events held on campus and in the student union.

SALES MANAGER; DOUBLETREE HOTEL, SPOKANE, WA - 1997-1999

Sales and marketing inclusive of qualifying, soliciting, targeting, and capturing business; developing and maintaining client relationships; developing and implementing business plans; attending tradeshow; writing quarterly newsletter; revenue management and forecast.

DIRECTOR OF FRONT OFFICE; DOUBLETREE VALLEY HOTEL, SPOKANE VALLEY,  
WA - 1996-1997

Management, supervision, hiring, and training of front desk, bell staff, PBX operation, and reservations; accountable for budget inclusive of revenue, labor, and adjustment expenditures; member of the revenue management team making overall business decisions inclusive of budgeting, pricing, and marketing.

SALES MANAGER; ADAMS MARK HOTEL, MEMPHIS, TN - 1995-1996

Managed sales for the corporate, consortium, and leisure market; managed an incentive program for key travel planners, negotiated corporate contracts; wrote quarterly newsletter.

REVENUE AND RESERVATIONS MANAGER; ADAMS MARK HOTEL, MEMPHIS, TN -  
1994-1996

Responsible for maximizing revenue between the transient and group sales markets by applying disciplined tactics such as keeping abreast of the hotel budget, maintaining a balance between group and transient sales, and understanding of transient trends at the micro-market level; develop budgets and forecast revenue; accountable for average daily rate (ADR) and revenue per available room (RevPar); processed travel agency commission, hire, supervised, and trained staff.

## EDUCATION

GONZAGA UNIVERSITY – MASTER OF ARTS, ORGANIZATIONAL LEADERSHIP, 2011

UNIVERSITY OF MEMPHIS – BACHELOR OF ARTS, POLITICAL SCIENCE, 1995

## CONTINUING EDUCATION

How Cultural Competency Informs Cultural Humility, 2017

Providing Support and Resources for Transgender and Gender Nonconforming Students, 2017

National Coalition Building Institute (NCBI) Train the Trainer, 2016

Montana Statewide Summit on Suicide Prevention, 2016

Helping Students at Risk, 2015

Camp Pride Boot-Camp for Advisors, 2015

Mid-Level Professionals Institute, NASPA, 2014

Adult and Pediatric CPR/AED Training , 2012

GrizMart Strategic Procurement, 2012

Design Tips for Moodle Courses, 2011

Quizzes in Moodle, 2011

Accessibility for the Web, 2009

Cascade Content Management System for the Web, 2009

Creating and Implementing Tests on Blackboard, 2009

Podcasting and UM's Itunes U Site, 2008

Elements of Photoshop, 2007

Flash Advanced, 2007

Elements of Flash, 2007

How to Motivate, Manage and Lead a Team, Pladgett-Thompson, Rockhurst University Continuing Education, 2003

New Professionals Institute, NASPA, 2002

How to Build Powerful PowerPoint Presentations, CompuMaster, 2002

Advanced Microsoft Excel for the Power User, RockHurst University Continuing Education Center, Inc., 2002

How to Troubleshoot, Tune-up and Maintain PCs, CompuMaster, 2002

The Disney Keys to Excellence, Disney Institute Workshop for Business Professionals, 2002

#### COMMITTEES | NATIONAL ORGANIZATIONS

Griz Welcome Planning Committee, 2017

Diversity Advisory Council, 2014 - present (treasurer 2016-2018)

Campus Drug and Alcohol Advisory Committee, 2015 - Present

University Committee on Fraternities and Sororities, 2013 - Present

Americans with Disabilities Act Team, 2016 - Present

University Council on Sexual Assault, 2016 - Present

DiverseU Committee, 2013 - Present

Student Affairs Assessment Council, 2013 - Present

Montana State membership rep for Region V Student Affairs Administrators in Higher Education, 2014 - 2016

Regional ACUI Conference Planning Team, 2010

UM Strategic Planning for Diversity, 2009

MT Statewide Student Affairs Professionals Conference Planning Team, 2006

Regional ACUI Conference Planning Team, 2001

#### PRESENTATIONS | PROGRAMS

Developed and launched LeadershipU Cohort Certification Program, 2016 - present

Trainer for staff on Gatekeeper and Reporting Protocol, 2015

Facilitator for peer mentoring training for Native American Peer Mentors, 2015, 2016

Conference chair, Power of One Regional Conference, 2015

Logistics coordinator, Historical Trauma Symposium, 2015

Workshop presenter at Regional ACUI Conference, "Serious Business of Having Fun at Work", 2014

Developed and launched UM Allies training program for students, 2014 to present

UM Allies Trainer, 2011 to present

Participant in the inaugural class of the UM Staff Ambassadors, 2010-2011

UM Tunnel of Oppression founder and committee member, 2008 to present

Workshop presenter at ACUI Annual International Conference, "Facebook, Myspace, YouTube: Using Technology to Market to Students", 2007

Workshop presenter at Regional ACUI Conference, "Delivering Customer Service Along the Generation Gap", 2006

Workshop presenter at Regional ACUI Conference, "Organizing Special Events and Conferences", 2003

Workshop presenter at Regional ACUI Conference, "Implementing Core Values Among your Employees", 2003

Workshop presenter at ACUI International Conference, "Benefits and Challenges of implementing One-Stop-Shopping on a College/University Campus", 2003

Workshop presenter at ACCED-I Annual Conference, "Budget and Market Development, 2000

#### ASSESSMENT

UM published "Greek Life Impact" benchmark assessment, 2016

UM published "UC Student Employee Learning Outcomes" assessment, 2016

UM published "Food Pantry Needs Assessment Study", 2014

UM published "University Center Website Assessment Report", co-Authored, 2011

#### AWARDS

Recipient of Student Affairs Recognition for Outstanding Service to Students, 2007

Recipient of UM Faculty/Staff Awards for Outstanding Teamwork, 2006

Wrote grant and awarded funding for a student laptop check-out program, 2004

Wrote proposal and awarded funding for software purchase of Event Management System Enterprise and subsequent campus-wide implementation leader, 2002