

# Kristina M. Cragg, Ph.D.

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## EDUCATIONAL BACKGROUND

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- Ph.D. Educational Policy, Planning, and Analysis** **2007**  
**Concentration: Higher Education**  
**Dissertation Title: Matching Student Characteristics and Institutional Characteristics for Student Success in Four-Year Colleges and Universities**  
Florida State University, Tallahassee, FL  
Department of Educational Leadership and Policy Studies
- Certificate, Institutional Research** **2005**  
Florida State University, Tallahassee, FL  
Department of Educational Leadership and Policy Studies
- M.S. Higher Education Administration** **2003**  
Florida State University, Tallahassee, FL  
Department of Educational Leadership and Policy Studies  
Hardee Scholar
- B.A. International Business & Economics, International Studies, and Political Science** **2000**  
State University of New York, College, at Brockport, Brockport, NY  
Delta College Program (Advanced Liberal Arts Program)  
Magna Cum Laude
- University at Pittsburgh, Semester at Sea** **1999**  
Countries studied and experienced: Japan, Hong Kong, The People's Republic of China, Vietnam, Malaysia, India, Egypt, Turkey, Croatia, Italy, and Morocco

## AREAS OF SPECIALIZATION

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- ◆ Data Analysis
- ◆ Enrollment Management
- ◆ Institutional Research
- ◆ Low Socioeconomic Students
- ◆ State and National Higher Education Policy
- ◆ Strategic Planning
- ◆ Student Financial Aid/Tuition and Fees
- ◆ Student Retention and Graduation Rates
- ◆ Student Success

## PROFESSIONAL AND RESEARCH EXPERIENCE

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### **Assistant to the President for Strategic Research and Analysis**

**Valdosta State University, Valdosta, Georgia**

**August 2007 – Present**

Provide leadership for institutional effectiveness, quality enhancement, and accountability functions at Valdosta State University including oversight of institutional research, assessment, and evaluation. Serve as VSU's liaison to the Southern Association for Colleges and Schools (SACS), which includes responsibility for coordinating the University's accreditation and reaffirmation process. Work with individual departments and offices on assessment and evaluation (i.e., data analysis, custom survey development, and reporting). Follow current University System of Georgia, state, regional, and federal policy trends to identify and report on issues that will impact the university. Serve as a member of the Cabinet, Budget Advisory Council, University Council, and other campus and external committees. Complete special projects as assigned by the President.

**Consultant**  
**Senior Analyst**

**May 2007 – August 2007**  
**August 2005 – April 2007**

**MGT of America, Inc., Tallahassee, Florida**

**Research:** Conduct and direct research on topics such as higher education policy, student retention and graduation, higher education funding, classification and compensation, and student housing, for public and non-profit sector clients throughout the country; create and analyze electronic databases; conduct focus groups with key stakeholders and interviews of senior administrators; create surveys; design and produce tables, figures, and other summaries of data; analyze research findings; make recommendations for improvement and increased efficiency; and create final reports senior leadership and large audiences.

**Contracts and Marketing:** Lead and contribute to bringing in contracts (personal efforts for the last two years include more than \$1 million in contracts - ranging \$3,000 to \$130,000). Write and coordinate responses to requests for proposals (RFPs), including development of a detailed work plan for each RFP. Market MGT's services at national and regional professional conferences. Meet and talk with prospective clients to determine their needs and develop a proposal.

**Program Coordinator, Department of Educational Foundations and Policy Studies**  
**Florida State University, Tallahassee, Florida**

**February 2004 - Present**

Assist in the coordination of a new certificate program in Institutional Research including, develop courses and course content; recruit, enroll, and advise students; manage finances; and conduct research on institutional research and related topics.

**Policy Analyst, Council for Education Policy Research and Improvement**  
**The Florida Legislature, Tallahassee, Florida**

**May 2003 – June 2005**

Conducted research on current topics in education; created and analyzed electronic databases; designed and produced tables, figures, and other summaries of data; analyzed research findings and assisted in the production of reports for publication; read research literature and followed state and national trends; and contributed to the development of state education policy recommendations.

**Instructor, Department of Educational Foundations and Policy Studies**  
**Florida State University, Tallahassee, Florida**

**January 2002 – December 2003**

Instructed and taught courses designed for undergraduate students considering teaching as a profession; piloted service-learning project with FSU Schools; developed weekly materials to assist students in learning the assigned content; integrated Blackboard course management software into weekly assignments, mentored students and new instructors; actively participated in professional organizations; and maintained an awareness of current developments in education through journals and newspapers.

**Program Coordinator, Center for the Study of Values in College Student Development**  
**Florida State University, Tallahassee, Florida**

**August 2001 – May 2003**

Conducted research on values and ethics in higher education; coordinated the 12<sup>th</sup> and 13<sup>th</sup> Annual Institute on College Student Values at Florida State University; designed advertisements for the Center and Institute to appear in higher education publications such as *The Chronicle*, *The Presidency*, and *NASPA*; directed planning committee meetings; maintained the Institute Web site; managed financial statements; presented values research at national conferences, and assisted in special projects.

**Admissions Advisor, State University of New York, College at Brockport**  
**Brockport, New York**

**June 2000 – August 2001**

Evaluated and reviewed applications and credentials for admission; traveled within recruitment area to meet with prospective students and participate in college fairs; organized campus open houses for more than 500 prospective students and parents; conducted interviews of admission candidates; provided campus tours, formal presentations and information sessions; coordinated and assisted with a variety of campus programs and special events for prospective students and their families; assisted the operations staff with workload at peak periods; coordinated international admissions applications; planned, developed, implemented, coordinated, and evaluated assigned programs and activities to formulate and present recommendations; and worked cooperatively and sensitively in a team environment with individuals from varying backgrounds.

## PRESENTATIONS & PUBLICATIONS

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- ◆ Cragg, K. M. (under review). *Influencing the probability for graduation: A multi-model analysis*.
- ◆ Cragg, K. M. (in progress). *Where have the students gone? A state-wide assessment of enrollment through graduation*.
- ◆ Cragg, K. M. (under review). *Influencing the probability for graduation: A multi-model analysis*. Proposal Submitted for the 2008 Annual Meeting of the American Education Research Association, New York City, NY.
- ◆ Cragg, K. M. (2007, June). *Matching student characteristics and institutional characteristics for student success in four-year colleges and universities*. Invited Presenter at the Annual Meeting of the Association for Institutional Research, Kansas City, MO.
- ◆ Cragg, K. M. (2007). *Matching student characteristics and institutional characteristics for student success in four-year colleges and universities*. Doctoral Dissertation, Florida State University, Tallahassee, FL.
- ◆ Goodwin, K. M. (2005, April). *Undergraduate student success: Perils and promises*. Invited Keynote Speaker at SUNY Brockport, Delta College World Conference.
- ◆ Goodwin, K. M., Dalton, J. Chen, P., & McClinton, M. (2003, March). *A survey of character development practices at colleges and universities*. Paper presented at the Annual Meeting of NASPA: Student Affairs Administrators in Higher Education, St. Louis, MO.
- ◆ Goodwin, K. M., Dalton, J. Chen, P., & McClinton, M. (2002, October). *Disseminating institutional core values through the World Wide Web: A case study of Illinois Community College Core Values Initiatives*. Paper presented at the Annual Meeting of NASPA Region III: Student Affairs Administrators in Higher Education, Gainesville, FL.
- ◆ Dalton, J., Goodwin, K. M., Chen, P., & McClinton, M. (2002, July). *Communicating core values in college websites*. Invited Presenter at the Illinois Community College Core Values Initiatives Institute, Chicago, IL.

## AWARDS AND GRANTS

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- ◆ Association for Institutional Research Dissertation Fellowship Grant 2006-2007. *Matching student characteristics and institutional characteristics for student success in four-year colleges and universities*. (Cameron Fincher Award for Outstanding Proposal) (\$15,000)
- ◆ Florida Association of Women Educators, Outstanding Graduate Student Award, 2005 (\$1,000)
- ◆ Southern Association of Colleges and Schools, Graduate Grant Award, 2004 (\$2,000)
- ◆ Outstanding Teaching Assistant Award, Florida State University, 2003

## TEACHING, MENTORING, AND ADVISING (\*indicates Graduate level, + indicates co-taught)

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### Courses Taught:

- ◆ EDH 5055 Introduction to Institutional Research\*+
- ◆ EDH 5931 Student Success\*+
- ◆ EDH 5068 Outcomes of Undergraduate Education\*+
- ◆ EDF 1005 Introduction to Education
- ◆ EDF 4604 Schooling in America

### Advising: Certificate in Institutional Research Co-Advisor

- ◆ 2004-2005      10 students
- ◆ 2005-2006      18 students
- ◆ 2006-2007      25 students
- ◆ 2007-2008      32 students

### **Mentoring**

- ◆ Introduction to Education Course Mentor, 2002 – 2003. Served as mentor to new graduate student instructors teaching the course.

### **PROFESSIONAL ASSOCIATION MEMEBERSHIPS**

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- ◆ Association for Institutional Research (AIR) - Program Proposal Reviewer
- ◆ American Educational Research Association (AERA)
- ◆ College and University Personnel Administrators (CUPA)
- ◆ Southern Association of Institutional Research (SAIR)
- ◆ Georgia Institutional Researchers and Planners (GA-IRP)