



OLD DOMINION UNIVERSITY
Darden College *of* Education
and Professional Studies

DEAN'S OFFICE STAFF ROLES

FY 24-25





MARKETING COORDINATOR: MINDY AYALA-DIAZ

With a background in organizational communication and more than 10 years of experience in higher education, Mindy Ayala-Diaz has served as the Marketing Coordinator at Old Dominion University's Darden College of Education & Professional Studies since August 2021. She prioritizes brand alignment with the overarching university brand, while telling the unique stories found within the DCEPS.

Contact: mayaladi@odu.edu

[Read the DCEPS Marketing Overview](#)

- Develop and implement strategic marketing and communication plans.
- Create and manage content for digital, print, and social media channels.
- Coordinate and promote college events to maximize visibility and attendance.
- Manage social media accounts and develop strategies to enhance online presence.
- Provide guidance and support on best practices for marketing and communication.
- Oversee photography and media requests, ensuring alignment with branding.
- Ensure all marketing efforts comply with ODU's brand standards and accessibility guidelines.
- Liaise with central university resources and external vendors for project support.
- Monitor and analyze marketing performance, adjusting strategies as needed.
- Provide strategic guidance on upcoming and ongoing campaigns.



DIRECTOR OF FINANCIAL OPERATIONS: WALTER ANDERSON

With nearly 20 years of experience across public safety, corporate, nonprofit, consulting, and state government sectors—including more than 12 years in finance—Walter Anderson provides a strategic and innovative approach to financial operations. His interdisciplinary approach involves both the technical and interpersonal aspects of process improvement.

Contact: weanders@odu.edu

- **Strategic Support to the Dean:** Provide comprehensive financial advisement to optimize fund utilization, enhance executive communications, and support strategic planning initiatives.
- **Financial Oversight:** Oversee the College's financial outcomes and effectively communicate financial data to stakeholders.
- **Team Development:** Leverage interdisciplinary experience in cognitive and emotional domains to build and develop teams, aligning each member's unique skillset with organizational goals.
- **Financial Analysis:** Conduct financial data queries and analyses for reporting purposes or ad-hoc requests.
- **Budget Modeling and Planning:** Collaborate with department leadership to formulate detailed financial models and plans for various scenarios.
- **Forecasting and Projections:** Offer guidance to stakeholders on actual expenditures and future financial projections
- **Process Improvement:** Identify and implement creative problem-solving strategies to enhance fiscal and operational systems.
- **University Collaboration:** Partner with leaders across the university to understand current processes and innovate forward-focused solutions.



ASSESSMENT & ACCREDITATION ANALYST: XIAOSONG FAN

Xiaosong's expertise in analytics skills and experience in working with institutional data ensures accurate representation of student data in reporting process. He is passionate in providing and using data to make an impact for the college.

Contact: xfan@odu.edu

Data request form:

https://odu.co1.qualtrics.com/jfe/form/SV_bg3O8WsKiOpH4IS



- Lead systems of data management, reporting, and analysis for the college.
- Promote a data-informed and evidence-based culture among faculty/staff in which data of fidelity and integrity drives program improvement efforts. Facilitate programs(UPD/GPD) and faculty to understand, interpret, and utilize data for decision making and student retention and recruitment effort.
- Establish and coordinate system for tracking and responding to faculty/staff ad hoc requests and develop standard reporting templates for recurring requests. Provide support for college-level and program-level university reporting requirements.
- Coordinate and responsible for all program accreditation, data, and assessment reporting mandated by internal and external entities.
- Support data and assessment need on student information including demographics, degree program, GPA, enrollment, graduation, course grades, course registration, and other relevant information.
- Fulfill ad-hoc data needs for faculty/staff and program.



ADMINISTRATIVE ASSISTANT TO THE ASSOCIATE DEANS: DOROTHEA HARRIS-KING

With almost a decade of experience at Old Dominion University as the Administrative Assistant to the Associate Deans, Dorothea has diligently acted as a liaison for faculty, staff, students, and stakeholders. Her role involves fostering clear communication both within the department and across the university. Moreover, she actively contributes to projects and initiatives led by the Associate Deans by conducting research, collecting data, and organizing crucial information necessary for project development and reporting purposes.

Contact: Dharrisk@odu.edu

- Assist in planning and coordinating events for the Associate Deans, managing logistics including venue arrangements, catering, invitations, and guest accommodations.
- Responsible for arranging and coordinating meetings, preparing agendas, taking minutes, and ensuring appropriate follow-up on action items.
- Assist students and faculty with inquiries related to the Associate Deans' responsibilities, providing administrative support for academic programs and initiatives.
- Oversee Livetext subscription orders and 25% Tuition Waiver Discount applications for DCEPS students in Touchnet and Banner.
- Review dissertations and theses for format and facilitate student adherence to deadlines and submission dates, ensuring alignment with academic standards and guidelines.
- Receive, process, and administer all forms requiring the Dean's designee's signature, streamlining the process to improve timeliness and efficiency.
- Oversee the DCEPS Room Reservation process for internal and external stakeholders. Coordinate space reservations and provide comprehensive guidance to ensure a seamless planning experience in collaboration with university partners and the DCEPS community.



DIRECTOR OF CLINICAL EXPERIENCES: JENNESSA LIBBY-REYNOLDS

With over 17 years in education and a United States Army Reserves Veteran, Jennessa holds an active license in Elementary Education PreK-6 with a Master's in Curriculum and Instruction along with an Educational Specialist endorsement, finds pride in her selfless service to support DCEPS students through collaborative efforts, and fostering inclusive, relationship-driven environments that boost student achievement.

Contact:

Email (preferred): jlibbyre@odu.edu

Office Phone: 757-683-3348

Website: [Office of Clinical Experiences](#)

- Verify degrees by completing College Verification Forms for state licensing, to include the Career Switcher Alternative Route to Licensure Recommendation Forms for both the one-year non-renewable provisional Licenses and for verifying the completion of Level I and II of the Career Switcher Program for a ten-year renewable license.
- Provide assistance for teacher education program students seeking access to tutoring and funding for testing vouchers required for licensure assessments.
- Serve as the point of contact for the TEACH Grant and create Financial Aid Memos for eligible students.
- Oversee student placements and manage the process for obtaining background checks.
- Work closely with University Supervisors and Clinical Faculty to ensure the success of Student Teacher Candidates during their internship.
- Review and process all Undergraduate Teacher Education Program Applications for acceptance.
- Guide and direct students in their search for scholarships and assist in recruitment efforts for various Teacher Education Programs.



DIRECTOR OF INNOVATIVE TECHNOLOGY: MICHAEL RUFFIN

Michael strategically partners with stakeholders across the tech industry to recruit and engineer innovative solutions to support teaching, research, and workflow within the college.

Contact Information:

- **Email:** mruffin@odu.edu
- **Phone:** 757-683-4262
- **Link:** <https://bit.ly/lrc3300>



- Partner with tech vendors and DTT leadership to recruit new technology solutions to enhance teaching, learning, and research across the college
- Provides personalized support and hands-on training in integrating technology, including tools for learning management, digital collaboration, and workflow optimization to help faculty and staff maximize the use of campus technologies
- Provide technology consulting to enhance technology use in research, grants, and academic initiatives
- Oversee the administration and strategic management of the Equipment Trust Fund (ETF), ensuring that technology investments align with the college's academic and operational goals
- Oversee fixed asset tracking and auditing of technology assets across the college, ensuring efficient use of resources and the seamless integration of cutting-edge tools for faculty, staff, and students
- Livetext Administrator, providing faculty with training and tech support in use of the platform for assessments and reporting
- Oversee the Learning Resource Center (Room 3300), a dynamic hub offering access to 3D printing, eSports, platform gaming, immersive VR experiences, high-performance computing, collaborative study spaces, and a curated collection of books and tech tools
- Oversee the Media-Tech Center (Room 1118), where DCEPS faculty, staff, and students can access professional-grade podcasting along with video and audio recording services for empowering creativity and enhancing digital content production



OUTREACH & ENGAGEMENT SPECIALIST: KRISTEN TAYLOR

Kristen has worked in higher education for 4 years and brings a wealth of experience in relationship-building, event planning, and strategic engagement. Her background in admissions and event coordination has honed her ability to lead impactful admission and retention efforts, organize successful outreach initiatives, and cultivate strong, lasting connections.

Contact: k7taylor@odu.edu

- Creates and executes program-specific recruitment plans, provides regular data analysis of prospective, inquiry and enrollment activity.
- Identifies recruitment challenges and suggests potential solutions to these challenges.
- Develop strategic event/visit plans to engage prospective undergraduate, graduate, adult and online students for both campus and virtual events.
- Implement strategies to move individuals through the admissions and initial enrollment process, moving prospects to applicants, applicants to completion and admission, and admission to initial enrollment.
- Answer inquiries from prospective students regarding admissions and questions regarding the University's enrollment services processes.
- Design and manage prospective student visit days to include Open Houses, Admitted Student Days, class visit days and campus tours.
- Facilitate contact between Program Directors and prospects, applicants and admitted students as appropriate.
- Work with university partners for enrollment growth and retention strategies and other initiatives that align with college strategic direction.



ADMINISTRATIVE AFFAIRS & OPERATIONS MANAGER: LETERIA SCOTT

Leteria Scott is a seasoned educational administrative professional with a strong commitment to higher education and staff development. She currently serves as the Administrative Affairs and Operations Manager where she plays a pivotal role in supporting the dean and enhancing operational efficiency. Her dedication to the dean's office ensures seamless administrative operations and effective communication across the college.

A passionate advocate for professional development, Leteria fosters an environment of growth and learning, equipping staff to excel in their roles and advance in their careers. Leteria's unwavering dedication to higher education and her exemplary service to the dean make her a standout leader in the field, committed to driving positive change and fostering an inclusive and dynamic academic environment.

Contact: Lmscott@odu.edu

- **Executive Support to the Dean:** Provide comprehensive administrative support, representing the dean in various internal and external capacities, managing confidential matters, and coordinating complex schedules and appointments.
- **Operational Oversight:** Direct daily administrative operations of the dean's office, managing the front office and work-study students, and ensuring efficient workflow and task management.
- **Event Planning and Coordination:** Manage, plan, and execute events, overseeing all aspects from pre-event preparation to post-event activities, ensuring adherence to college standards.
- **Departmental Collaboration:** Maintain effective working relationships with academic department chairs, staff, and faculty, facilitating communication and coordination of initiatives and special projects.
- **Evaluation Assistance:** Assist with creating evaluations for the dean, associate deans, assistant deans, and department chairs, and support the promotion and tenure evaluation processes.
- **Financial Management:** Oversee purchasing processes, manage expenses, and reconcile expenditures to ensure accurate and timely financial operations.
- **Space Enhancement Committee Oversight:** Oversee the Space Enhancement Committee for the building, ensuring optimal use and improvement of facilities.
- **Administrative Training and Development:** Provide guidance and training to administrative staff, promoting professional development, operational excellence, and adherence to college policies and procedures.