
Curriculum Vitae

Susan Billups Wiley

Grambling State University • College of Business • Department of Management and Marketing

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PROFESSIONAL PROFILE/OBJECTIVE

To utilize my diverse background, experience and expertise in higher education, Corporate America, and entrepreneurship to assist students in the College of Business in their preparation for careers and/or graduate school opportunities via lecture, classroom engagement/activities, academic advising/counseling/mentoring, professional and career development events/initiatives, and club/organization sponsorship. As a business professional, I am very passionate about assisting students in their pursuit of academic and career success!

EDUCATION

Louisiana Tech University - Ruston, Louisiana

Master of Business Administration in Marketing - November 1996

Eighteen Graduate Hours in Marketing - 4.0 GPA in Marketing Courses

Grambling State University - Grambling, Louisiana

Bachelor of Science in Marketing - May 1988 - Magna Cum Laude

Minor Concentrations: English and Mass Communication

PROFESSIONAL CERTIFICATIONS/BADGES

Academic Impressions' Service Excellence Certification

Customer Service Certified (Certificate/Badge) - October 2024

Growing Institutional Impact: Grambling Summer Institute - Grambling State University

Office of the Quality Enhancement Plan (Certificate/Badge) - Summer 2023

Quality Matters

Designing Your Own Course (DYOC) Certificate/Badge - Summer 2020

Toastmasters International

Competent Toastmaster Certificate - June 1995

Insurance Institute of America, Incorporated

Certificate in General Insurance - July 1993

ACADEMIC HONORS AND AWARDS

2019 Student Choice Awards – GSU Professor of the Year – April 2019

ACADEMIC/TEACHING EXPERIENCE

Lecturer I, Grambling State University, College of Business, Department of Management and Marketing, Grambling, LA (10/2018 - Present)

- Teach General Business and Marketing courses.
- Advise and counsel students for upcoming semesters, graduation preparation and on academic issues.
- Advise and counsel students regarding internship and permanent employment opportunities.
- Coordinate the College of Business Professional Development Center (PDC).
- Serve as liaison for GSU/ Arizona State University Real Estate Education Partnership.

Interim Director of Retention/FYE Instructor/Academic Advisor, Grambling State University, Office of Retention, Grambling, LA (7/2017- 9/2018)

- Coordinated and directed campus-wide retention efforts. First-time, Full-time freshman retention rate increased from 60% to 68% for Fall 2017 and from 68% to 72.9% for Fall 2018.
- Analyzed statistical data for retention studies.
- Re-established Student Retention Task Force.
- Conducted customer service workshops for faculty and staff - coordinated customer service campus-wide initiative.
- Served as University College Instructor teaching First Year Experience courses.
- Advised students on academic issues and scheduling of classes.
- Assisted in coordinating peer mentoring program.
- Taught MKT 410 - Marketing Management course – Fall 2018.

Grambling Achievement Program (GAP) Instructor, Grambling State University, Grambling Achievement Program, Grambling, LA (10/2014 - 06/2017)

- Taught First Year Experience 101 and 102.
- Advised students on academic issues and scheduling of classes.
- Provided assistance in academic major selection and career assessment; Monitored and evaluated students' academic progress.
- Assisted in planning of SOAR (Summer Orientation, Advising and Registration) sessions; Coordinated Parent Orientation Sessions; compiled and edited SOAR Booklet for parents and students.

Acting Student Success Instructor, Grambling State University, Student Success Program, Grambling, LA (07/2014 - 09/2014)

- Taught First Year Experience 101 and 102.

- Advised students and assisted with freshman orientation and registration.
- Served on team to develop strategies to enhance the Student Success Program.

Enrollment Manager for Trade Adjustment Assistance Community College and Career Training (TAACCCT) Grant, Louisiana Delta Community College, Division of Student Affairs, Monroe, LA (05/2014 - 06/2014)

- Served as Navigator for program leading efforts in recruitment, marketing, and student services.
- Assisted in preparation and documentation for Pre-Audit.

Director of Retention and Special Populations, Office of Retention, Louisiana Delta Community College, Division of Student Affairs, Monroe, LA (09/2012 - 04/2014)

- Established the Office of Retention.
- Coordinated retention efforts at all campuses.
- Developed and implemented retention and student success strategies that helped lead to a 4% increase in the first-time, full-time (FTFT) retention rate of the 2012 cohort.
- Served as *Co-Team Leader* for the Retention and Student Success Task Force.
- Co-led the effort in writing the Retention Strategic Draft Plan.
- Implemented the College Completion Agenda - Commit to Complete.

Student Success Instructor, Grambling State University, Student Success Program, Grambling, LA (07/2010 - 09/2012)

- Taught First Year Experience 101 and 102.
- Advised students during freshman orientation and registration.
- Helped students to complete schedule of classes.
- Provided assistance in academic major selection and career assessment.
- Monitored and evaluated students' academic progress.

Assistant to the Dean for Corporate, Student, and Alumni Relations, Grambling State University, College of Business, Grambling, LA (02/2010 - 5/2010)

- Contacted corporate partners, students, and alumni on behalf of the Dean.
- Solicited corporate and alumni financial support to assist in meeting the College's goals and objectives.
- Coordinated meetings and correspondence for College of Business Executive Advisory Board.
- Worked with Career Services Office to enhance corporate relations and job placement of students.
- Presented *Professional Image Tips* to business students during Mass Student Meetings.
- Organized and served as guest speaker for *Gamma Beta Sigma International Honor Society Induction Ceremony*.
- Planned *Graduating Senior Gala* for College of Business students.
- Compiled and edited College of Business Newsletter.

Fifth-Year Report Coordinator/Consultant, Grambling State University, College of Business, Grambling, LA (09/2009 - 2/2010)

- Compiled and edited The Association to Advance Collegiate Schools of Business (AACSB) International *Fifth-Year Maintenance Accreditation Report*.
- Assisted with AACSB Peer Review Team Visit.
- Served on College of Business Standing Committees as assigned by Dean.
- Assisted in the establishment of the College of Business Executive Advisory Board.
- Coordinated *Homecoming Alumni Scholarship Breakfast*.

Assistant Professor, Grambling State University, First Year Experience Program, Grambling, LA (08/2007 - 05/2009)

- Taught First Year Experience 101 and 102.
- Advised students during freshman orientation and registration.
- Helped students to complete schedule of classes.
- Provided assistance in academic major selection and career assessment.
- Monitored and evaluated students' academic progress.
- Served and provided assistance on assigned committees.

Instructor/Academic Counselor, Grambling State University, First Year Experience Program, Grambling, LA (08/2006 - 05/2007)

- Taught First Year Experience 101 and 102.
- Advised students during freshman orientation and registration.
- Helped students to complete schedule of classes.
- Provided assistance in academic major selection and career assessment.
- Monitored and evaluated students' academic progress.
- Served and provided assistance on assigned committees.

Coordinator of Retention/Director of Retention Services, Grambling State University, Office of Retention, Grambling, LA (12/97 - 12/2004)

- Established the Office of Retention.
- Coordinated the University's retention activities. The retention rate of first-time, full-time freshmen increased from 59.8% for Fall 1998 to 68.5% for Fall 2003.
- Devised and implemented plans/strategies to increase the retention of students.
- Established and directed the *Student Mentorship Program* for new freshmen.
- Analyzed statistical data for retention studies.
- Conducted customer service workshops for faculty and staff.
- Served as the *Campus Retention Project Coordinator* for the Louisiana Board of Regents' Strategic Enrollment Management Plan. (Compiled and edited the *Campus-Wide Retention Plan*)

Admissions Counselor/Recruiter, Grambling State University, Office of Admissions, Grambling, LA (2/97 - 11/97)

- Evaluated records of new students to determine admission status.

- Recruited prospective students by attending programs at various high schools and junior colleges.
- Established professional relationships with counselors from feeder schools.
- Coordinated *High Ability Program* (Summer Program for Academically Talented High School Seniors) - Summer 1997.

Adjunct Instructor, Grambling State University, College of Business, Grambling, LA (1/95 - 5/95)

- Taught General Insurance course.
- Course objectives were to: 1) provide a general understanding and awareness of risk management and insurance, 2) discuss career opportunities in the field of insurance, and 3) assist students in resume' writing and interviewing skills.

COURSES TAUGHT

Fundamentals of Business
Business Communication
Services Marketing
Consumer Behavior
Introduction to Selling
Marketing Management
First Year Experience 101 and 102
General Insurance

TEACHING INTERESTS

Fundamentals of Business
Business Communication
Services Marketing
Consumer Behavior
Introduction to Selling
Principles of Marketing
Marketing Management

PROFESSIONAL EXPERIENCE

CEO or Other Executive Positions in Companies - None

Other Position in Companies That Are Related to Teaching Assignment or Field

Senior Personal Lines Underwriter, State Farm Insurance Company, Monroe, LA (11/92 - 6/95)

- Analyzed and evaluated risk factors of personal fire applications for eligibility and acceptability.

- Assisted in agency training seminars and district meetings.
- Annually reviewed books of business in assigned agency districts for quality and profitability.

Commercial Lines Underwriter, State Farm Insurance Company, Monroe, LA (9/91 - 11/92)

- Analyzed and evaluated risk factors of business applications for eligibility and acceptability.
- Assisted in agency training seminars and district meetings.
- Participated in field surveys of business operations identifying potential loss exposures.

Marketing Representative, ITT Hartford Insurance Group, Oklahoma City, OK (7/88 - 9/91)

- Sold The Hartford's products, programs and services to independent agencies located in Oklahoma and Arkansas.
- Solicited new accounts and assisted in renewal retention.
- Coordinated group meetings, seminars and direct mailings.

Owned Companies or Owned Businesses Related to Teaching Assignment or Field Marketing/Public Relations Specialist (part-time), Robert Wiley Companies, Ruston, LA (01/2005 - Present)

- Assist in real estate services and manage rental properties.

Other paid jobs not listed above.

School Board Member, Lincoln Parish School Board - 01/2015 - 12/2022

- Represented District 1 in Lincoln Parish.
- Helped to set Board policies and procedures.

Paid Consulting Related to Teaching Assignment or Field - None

SCHOLARLY CONTRIBUTIONS

PEER REVIEWED JOURNAL

- Matthews, C. & Wiley, S. (2024) "Financial Literacy Among African American Students," *International Journal of Business Research and Information Technology (IJBRIT)*, Volume 11, Number 1, Winter, 2024.

PRESENTATIONS

Grambling State University - Presented "Academic Advising Manual Updates" during Fall Academic Institute and Co-Presented "Academic Advising with Degree Works" workshops with Kecha Canty, Degree Works Manager, (August 2024)

The International Academy of Business and Public Administration Disciplines (IABPAD) - Co-Presented "Financial Literacy Among African American Students" session with GSU Student - Cierra Matthews, (April 2024)

Grambling State University - Co-Presented "Appreciative Advising Framework" session with Dr. Mahmond Haj during College of Business Faculty Meeting, (August 2023)

Grambling State University - Presented "Customer Service Workshop" during Spring Academic Institute, (January 2018)

Grambling State University - Presented Customer Service Workshops to Division of Student Affairs, McCall Dining Services Staff and Facilities Management Staff, (Summer 2017)

Grambling State University - Presented Customer Service Workshops (entitled TQS - Total Quality Service) to faculty and staff, (1998-2004)

Louisiana Delta Community College - presented "Staying Connected" workshop (One-word, individual personal enhancements), Division of Student Affairs Annual Retreat, (June 2014)

Louisiana Delta Community College - presented "Handling Difficult Customers" workshop, Division of Student Affairs, Fall Convocation, (August 2013)

Louisiana Delta Community College - presented "Staying Connected through Our True Colors" workshop and personality survey, Division of Student Affairs Annual Retreat, (June 2013)

Louisiana Delta Community College - presented "Teamwork" workshop, Division of Student Affairs End of the Semester Meeting, (December 2012)

Grambling State University - presented customer service workshop during "2009 Registrar's Office Veteran Affairs Awareness and Customer Service Retreat," (March 2009)

Grambling State University - presented Academic Advising Training Workshops, (Summer 2004 and Fall 2004)

Noel-Levitz National Conference on Student Retention, San Diego, CA, presented "The Student Mentorship Program: Making a Difference the Freshman Year and Beyond," with Mr. Barry Delcambre, GSU Vice President for Enrollment Management and Academic Services (July 2003)

OTHER

Grambling State University - implemented Customer Service Tip of the Month, (October 2017-August 2018)

Ruston Daily Leader Newspaper - guest columnist "Shopping Tips for the Holidays," (December 2011)

Grambling State University - compiled and edited "Campus-Wide Retention Plan," (May 2003)

RESEARCH INTERESTS

The importance of financial literacy among young African Americans.
The value of professional and career development when seeking internship and permanent employment opportunities.
The importance of effective communication (oral and written) for undergraduate students.
The impact of the services marketing field in the 21st Century.

PROFFESIONAL SERVICE

Greater Grambling Chamber of Commerce - Sponsorship Lead for Annual Chamber Banquet - 2023 and 2024

UNIVERSITY SERVICE

Academic Advising Manual Committee Chair - November 2023 - Present
QEP 2020 Advisory Board - 2020 - Present
College of Business Dean Search Committee - 2022 - 2023
Strategic Planning Committee - January 2023 - Present
Strategic Enrollment Management Council - September 2018 - Present
Customer Service Initiative - Spring 2023 - Present
Scholarship Committee - 2015 - Present
Founder's Day Committee - 2014 - Present
Campus Tour Guide for Management and Leadership Institute ULS participants - 2021 - 2023
United Way Campaign Team Leader - 2022
Advancement and Career Services Working Groups - Fall 2022
Commencement Volunteer - 2014 - 2022
Career Services Assistant to the Director Search Committee - Spring 2021
Undergraduate Research Symposium Committee - 2019 - 2020
All-In Employee Giving Campaign Coordinator - 2016 - 2019
Student Retention Task Force Chair - January 2018 - September 2018
Admissions Director Search Committee - Spring 2017

COLLEGE OF BUSINESS SERVICE

Marketing Professor Search Committee - Fall 2024
COB Professional Development Center Coordinator - Spring 2024 - Present
COB Executive Advisory Board Liaison - Spring 2019 - Present
GSU/Arizona State University Real Estate Partnership Liaison/GSU Coordinator - Fall 2021 - Present
Corporate and Alumni Relations Committee Chair - Fall 2018 - Present
The Center for Career and Professional Development COB Liaison - Fall 2018 - Present
AACSB Thought Leadership, Engagement, and Societal Impact Committee - 2022 - Present
Student Affairs Committee - Fall 2018 - 2020
Students, Faculty and Professional Staff Committee - Fall 2018 - 2020

AACSB Learning and Teaching Committee – Fall 2018 –2020
Management Professor Search Committee – Spring 2022
Accounting Professor Search Committee – Summer 2020
Management and Marketing Department Head Search Committee – Summer 2019

COMMUNITY SERVICE

Zeta Phi Beta Sorority, Inc. – “Outstanding Finer Womanhood” award recipient – March 2023

Keep Louisiana Beautiful - City of Grambling Clean-Up Day participant – April 2022

Dollars and \$ense Volunteer (program for high school students to increase awareness of the importance of financial management) – Ruston, LA (February 2019)

Ruston High School PTA – parent volunteer for Teacher Appreciation Week activities (May 2018 and May 2019)

Glen View Elementary School – volunteered during Dr. Seuss’ Birthday celebration by reading to 1st grade class (2016-2018)

Coach Robert “Demp” Smith 40th Year Anniversary - 1st African-American Head Football Coach at Ruston High School (1976-1979), Event Coordinator, (September 2016)

Moms in Prayer International – Grambling, Louisiana – Member
Established local group (December 2011); served as Group Leader (December 2011 – June 2013)
“Back to School Hour of Prayer” coordinator (August 2015 – 2018)

Grambling Laboratory High/Grambling Middle School PTA – President (2009-2011)
Organized “GSU Day at GHS” outreach/recruiting event – March 2010, November 2010, and November 2011

Grambling Laboratory High School
Organized “GHS/GMS Clean-Up/Fix-Up Day” event – August 2011

American Heart Association – Lincoln Parish Heart Walk
Executive Board Member and GSU Team Leader - 2003-2008, 2010

PROFESSIONAL AFFILIATIONS

American Marketing Association
Alpha Kappa Alpha Sorority, Incorporated – Life Member; Debutante Committee Co-Chair – 2019-2020
Grambling University National Alumni Association – Life Member
Pi Gamma Mu International Honor Society for Social Sciences

Alpha Lambda Delta National Honor Society for Freshmen

PROFESSIONAL DEVELOPMENT

“HBCU IMPACT Symposium sponsored by the National African American Insurance Association (NAAIA),” New Orleans, LA - Fall 2024

“Teaching with Cases,” Harvard Business Publishing Education Seminar, Harvard University - Summer 2024

“Excellence Elevated: Mastering Customer Service in Higher Education” Workshop, Grambling State University - Fall 2023

“Grambling Summer Institute - Focus: Effectively Leveraging the Human Touch in Academic Advising,” Grambling State University - Summer 2023

“Degree Works” Workshop, Grambling State University - Spring 2023

“Designing Your Own Course (DYOC),” Quality Matters - Summer 2020

“Canvas Training,” Grambling State University - Spring 2020

“For Our Future Conference,” University of Louisiana-Monroe - January 2020

“8th Annual ULS Academic Summit,” Grambling State University - April 2019

“Instructional Strategies That Can Lead to Positive Student Learning Outcomes,” Grambling State University - March 2019

“Supplemental Instruction Supervisor Training Workshop,” Kansas City, MO - June 2018

“Ellucian Symposium,” Alexandria, LA - April 2018

“SACSCOC Conference” - Dallas, TX - December 2017

“LA Board of Regents Maximizing Formula Outcomes Summit” - Baton Rouge, LA - July 2017

“Developing a Comprehensive Prior Learning Assessment (PLA) Policy for Louisiana” - The Retraining the Gulf Coast Workforce through IT Pathways Consortium - Baton Rouge, LA - April 2014

“2014 Northeast LA Employer Forum - Building Louisiana’s Craft Workforce” - Monroe, LA - March 2014

“Northern Virginia Community College - Credentials to Careers Consortium” - Manassas, VA
January 2014

“The National Symposium on Student Retention” sponsored by the CSRDE at The University of
Oklahoma - New Orleans, LA - October 2012

“A Passion for Service - Customer Service Workshop” - presented by Bill Drury Seminars - Monroe,
LA - September 2012

Retreat/Training Workshops, Grambling State University (Division of Enrollment Management and
Retention) - Fall 2010 and Spring 2011

“Capstone Service-Learning Conference” - Baton Rouge - August 2010

Web Conference - “Approaches to Improving the First Year Student Experience,” Grambling State
University - November 2007

Web Conference - “Residential Learning Communities and the First Year Experience,” Grambling
State University - April 2007

Louisiana Academic Advising Association (LACADA) Conferences - Lafayette, Louisiana -
March 2007; Pineville, Louisiana - April 2008

Noel-Levitz National Conference on Student Retention, Noel-Levitz Recruitment and Retention
Workshops/Seminars, and Noel-Levitz Enrollment Institute - New Orleans, Louisiana; Dallas, Texas;
Washington, DC; Vail, Colorado; San Diego, California - 1998-2004

GRANTS

Title III Activity Director

Office of Retention Grant Writer (2017 - 2018) - Funded

Grambling Achievement Program - Assisted with Grant Writing (2015 - 2017) - Funded

Office of Retention Grant Writer (1997 - 2004) - Funded