




Willa (Rita) Jerman, Ed.D.

919.454.6239 

rita.jerman@gmail.com 

Holly Springs, NC 

linkedin.com/in/ritajerman 

Skills

Leadership

Creativity

Project Management

Strategic Planning

Budget Management

Efficiency Optimization

Resource Management

Change Management

Individual Accountability

Cross-Functional Teaming

Education

DOCTOR OF EDUCATION
Educational Leadership and
Management
with Distinction
Capella University

MASTER OF EDUCATION
Training and Development
North Carolina State University

BACHELOR OF ARTS
English
University of North Carolina at
Greensboro

Leadership Experience

SENIOR VICE PRESIDENT FOR ENROLLMENT AND STUDENT SERVICES/CHIEF DIVERSITY, EQUITY, AND INCLUSION OFFICER

Wake Technical Community College/2019-Present

Responsible for providing the vision, leadership, management, and strategic planning for inclusion and equity initiatives across the College. *Retain responsibilities as Senior Vice President for Enrollment and Student Services with this additional role.*

- Develop and offer professional development in intercultural competency
- Assess existing strategies designed to strengthen diversity and inclusion on campus
- Understands and navigates the contexts, cultures, and politics that impact the implementation and management of diversity, equity, and inclusion efforts

SENIOR VICE PRESIDENT FOR ENROLLMENT AND STUDENT SERVICES/CHIEF CAMPUS OFFICER-RTP CAMPUS

Wake Technical Community College/2014-2019

Managed the strategic planning, design, construction, and development of a new 94 acre campus in the heart of the Research Triangle starting with a \$55 million building and roads project in Phase 1. *Retained responsibilities as Senior Vice President for Enrollment and Student Services with this additional role.*

- Built strategic relationships with elected officials, corporate, and community partners
- Worked collaboratively with architectural and construction professionals
- Researched future employment trends in RTP area and aligned building program with curriculum development
- Created a culture of flexibility, adaptability, and innovation with campus staff and faculty

SENIOR VICE PRESIDENT FOR ENROLLMENT AND STUDENT SERVICES

Wake Technical Community College/2008-Present

Lead six enrollment and student services divisions with an enrollment exceeding 31,000 curriculum students and 17,000 full-time equivalents. Oversee an annual budget exceeding \$9 million and 180 full- and part-time staff and student employees on six locations; along with two multi-year grants in excess of \$1M each.

- Lead strategic planning process to meet the college's enrollment and student success goals and KPIs
- Provided project management for the multi-year Gates Foundation funded Completion by Design initiative resulting in improved success and retention rates for targeted populations.
- Write briefs and executive summaries for the college president, Board of Trustees, and external stakeholders
- Established a culture of assessment and evaluation with a focus on evidence-based operational and student learning outcomes.
- Led the College's employee giving campaign resulting in an 18% giving increase
- Secured the college's first federal Title III Grant valued at 1.4M over a five-year period
- Guided the expansion of a student development program that includes: transition resources, volunteerism and leadership; food pantries, and clothes closet.

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Page 2

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Certifications and Technical Skills

Change Management Certification-
Prosci

**Strategic Planning Process
Certification-**Society of College
University Planners

**Standards of Professional Practice
in Diversity, Equity, and Inclusion-**
National Association of Diversity
Officers in Higher Education

Microsoft Word, Excel,
PowerPoint, Visio, and Project
Ellucian Colleague Student
Information System
Informer Reporting System

Community Involvement

BOARD OF DIRECTORS
Morrisville Chamber of Commerce
2016-2019

BOARD OF DIRECTORS
Wake Ed Partnership
2012-2015

CLASS XXII
Leadership North Carolina
2015-2016

MEMBER
Alpha Kappa Alpha Sorority, Inc.

DEAN OF REGISTRATION AND RECORDS/REGISTRAR

Wake Technical Community College/1998-2008

Led all facets of registration and student records for over 25,000 students. Managed degree audit system for over 120 different programs of study. Created custom queries and conducted research and data analysis on student demographics, enrollment, and retention patterns.

- Led implementation of Ellucian Colleague student information system; built set-up screens, developed training job aids and standard operations manuals for admissions and registration processes
- Led the transition from phone registration system to web-based registration system
- Coordinated two graduation ceremonies each year through cross-functional teams with Curriculum Education Services, Facilities Services, and Business Services

ASSISTANT REGISTRAR and ASSOCIATE REGISTRAR

Wake Technical Community College/1989-1998

Managed the daily operations, including front-line customer support of the Registration and Records division. Conducted onboarding training for new staff and faculty. Developed and published the quarterly Schedule of Classes for over 2000 class sections.

- Reduced the time from creation to publication of the Schedule of Classes by 25% by eliminating redundancies and inefficient processes
- Led the implementation of the phone registration system by creating and conducting training sessions with students and staff

ENGLISH TEACHER

Durham County Schools/1988-1989

Created and delivered lesson plans in World Literature and US Literature for 150 high school sophomore and juniors

- Served as advisor to the Student Government Association
- Created a comparative literature course in modern music and Shakespearean themes