

Andrew Barnson, MA, MBA, NCC

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Education

MASTER OF ARTS CLINICAL MENTAL HEALTH COUNSELING
MASTER OF BUSINESS ADMINISTRATION
Certificate in Applied Data Analytics
Certificate in Applied Cybersecurity
BACHELOR OF SCIENCE IN PSYCHOLOGY

| THE UNIVERSITY OF TEXAS AT TYLER | DEC 2015
| THE UNIVERSITY OF TEXAS AT TYLER | DEC 2025

| THE UNIVERSITY OF TEXAS AT TYLER | AUG 2012

Core Qualities and Strengths

Operations Efficiencies
Management Collaboration
Strategic Vision & Project Planning

Leadership & Team Building
Rapport Development & Networking
Large Form Speaking & Presenting

Measurement, Reporting, & Analysis
Lean Processing
Critical Path Management

Professional Experience

DIRECTOR OF ENROLLMENT SERVICES

THE UNIVERSITY OF TEXAS AT TYLER | DEC 2017-PRESENT

REPORT: V. P. DAVID BARRON

- **Leads cross-functional teams** delivering integrated services, operations, and projects in a dynamic, forward-facing environment for internal and external stakeholders.
- **Serves as a strategic liaison** across internal divisions, executive leadership, and third-party partners to ensure timely execution, manage dependencies, resolve challenges, and deliver high-quality assets.
- **Implements advanced management practices** to drive business process improvements, standardize workflows, clarify roles, and enhance resource efficiencies, resulting in exceptional customer experiences.
- **Oversees timelines and cross-functional communications** to coordinate, develop, and successfully launch initiatives that are on time, on brand, and on budget.
- **Champions stakeholder alignment** by defining requirements, ensuring thorough planning, and exceeding success metrics for all deliverables.
- **Maintains high-quality standards** through rigorous data integrity oversight, adherence to best practices, and compliance with regulatory requirements.
- **Delivers technical and analytical support**, including data management and value stream forecasting, to guide decision-making and strategic priorities.
- **Operates with autonomy and strategic influence**, driving initiatives that align with the organization's vision and long-term objectives.

INTERIM REGISTRAR

THE UNIVERSITY OF TEXAS AT TYLER | DEC 2021-2022

REPORT: V. P. DAVID BARRON

INTERIM REGISTRAR

THE UNIVERSITY OF TEXAS AT TYLER | DEC 2019-2020

REPORT: A.V.P. SARAH BOWDIN

ENROLLMENT SERVICES OFFICER II: MANAGER

THE UNIVERSITY OF TEXAS AT TYLER | DEC 2012-2017

REPORT: EXEC. DIR. ROSEMARY COOPER

ENROLLMENT SERVICES OFFICER I: SERVICES SPECIALIST

THE UNIVERSITY OF TEXAS AT TYLER | AUG 2012- DEC 2012

REPORT: EXEC. DIR. ROSEMARY COOPER

Key Contributions & Selected Achievements

Formulated strategies and implemented projects to improve the student experience, streamline workflows, and eliminate redundant practices while yielding an excellent student service experience and with high feedback results.

Demonstrated a proven ability to lead large, cross-functional teams through culture transitions, job redesigns, personnel development, and strategic realignments, driving increases in KPIs and reducing employee turnover and burnout.

Presented at the UT System Student Success Summit on the integration of programs and teams into shared services, showcasing innovative approaches to collaboration and efficiency.

Directed high-profile projects in partnership with organizations including Parchment, Cisco, Qnomy, and the UT System, ensuring seamless execution and alignment with institutional goals.

Enhanced multi-departmental accountability and transparency by implementing standardized training, structured onboarding, and improved documentation for student services teams.

Expanded service capacity and reduced response times for workflows handling 140,000+ annual transactions, achieving these outcomes with reduced staffing levels while introducing new programs and project initiatives.

Provided interim leadership across additional departments to address backlogs and refine processes, delivering measurable improvements in operational efficiency.

Andrew Barnson, M.A., NCC

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Training, Certificates, Awards, Conferences

- Keynote Presentation on One-Stop Model & Benchmark Services @ THEBO 2024
- Bilingual: Spanish
- Nationally Certified Counselor
- East Texas Hope Award for outstanding service work in the East Texas community.
- Bright Ideas: Leadership Conference
- Ruffalo Noel Levitz: Strategic Enrollment Planning Executive Forum
- Charleston Park Exec. Board
- Microsoft Office Suite, ORACLE: PeopleSoft CS, SQL, QNOMY, QUICKTAP, BrightSign, Qualtrics, Python

References

Sarah Bowdin

Asst. Vice President of Enrollment Management

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Ashley Bill

Executive Director

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Rosemary Cooper

Executive Director of Career Success & Alumni Engagement

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David Barron

Vice President for Enrollment Management

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Ona Tolliver

Vice President for Student Affairs

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Thank you for reviewing my experience and contributions

