

BRENDA BURTON, Ed.D.

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Professional Profile

Doctor of Education in School Improvement from The University of Texas at Tyler and Master of Arts from the Steinhardt School of Education at NYU with a strong work ethic and the capacity to provide leadership and guidance in the higher education field to students, faculty, and fellow staff. Extreme attention to detail while maintaining an eye on the big picture; self-starter with the ability to work both independently and on a team.

- Higher Education Practitioner—strong background in working closely with staff, faculty, and students to assess for improvement and set and accomplish goals, in both an academic affairs setting with sensitive non-academic student life issues and in a student records/data and process management context. Skilled in facilitating continuous improvement cycles.
- Manager—able to combine compassion and resilience to develop morale, diffuse conflict, and lead team in providing quality student service.
- Production Background/Executive Experience:
 - researched resources to determine possible consequences when making decisions
 - provided service in a productive, fair and respectful manner
 - facilitated communication among parties
 - attained operational excellence
 - contributed to the community by setting, honoring and enforcing policies
 - reached proficiency at responsibilities to make a positive and lasting contribution

Education

Doctor of Education

The University of Texas at Tyler, Tyler, TX
Major Area: School Improvement, GPA 4.0

Master of Arts

New York University, New York, NY
Major: Educational Theatre, GPA 4.0

Bachelor of Arts

Southwestern University, Georgetown, TX
Major: Theatre, Minors: Education, History

Associate of Arts

Lon Morris College, Jacksonville, TX, GPA 4.0

Experience

The University of Texas at Tyler, Tyler, TX 2011-Present

Online Success Program Manager, UT Tyler Online Office, Academic Success November 2025 to Present

- Recommend, develop, and lead initiatives to identify and expand online student support services deeply rooted in continuous improvement.
- Work collaboratively with the web development team to manage and update online webpages including text, images, videos, and other digital assets, ensuring content is accurate and consistent to safeguard a cohesive online presence.
- Maintain and update the inventory of online degree programs, certificates, and micro credentials with a focus on program modalities to ensure compliance with SACSCOC standards, THECB distance education program inventory, TAC distance education definitions, and NC-SARA requirements.
- Collaborate with the information analysis team on the build out of additional phases to the Online Programs Dashboard to recommend improvements for collecting, analyzing, and reporting data.
- Provide detailed support to the Executive Director of Online with project goals, tasks, and processes for vendor partnerships ensuring the seamless delivery of online degree programs. Manage timelines and deliverables for online program launches and updates, ensuring all stakeholders meet project deadlines.
- Coordinate implementation of new policies and procedures needed for compliance with NC-SARA requirements and reporting. Develop and maintain documentation, workflows, and resource guides for online program management to ensure operational consistency and institutional knowledge retention.
- Actively engage with and coordinate objectives across multiple interconnected projects and various departments to foster collaboration and ensure a unified approach.
- Monitor trends and emerging technologies in online education to recommend innovative strategies that enhance student engagement, accessibility, and retention.
- Recent Initiatives:
 - Developed, configured, and managed a centralized Canvas Organization to streamline critical institutional communications for the University's online student population.
 - Designed and implemented secure, FERPA-compliant peer-to-peer connection communities within the LMS, significantly enhancing student engagement.
 - Spearheaded the conception and design of an upcoming Virtual Resource Fair, achieving a 100% participation commitment from key institutional stakeholders. Orchestrated logistics, technical workflows, and a successful phase-one test run to ensure seamless delivery and scalability of the virtual event.
 - Authored and managed two comprehensive Requests for Proposals (RFPs) for Academic Affairs, driving the strategic sourcing of critical educational vendors. Chaired the formal evaluation committee for one.

- Designed and executed a targeted student engagement survey; analyzed qualitative and quantitative feedback and cross-communicated data insights to executive leadership and support offices across campus.
- Collaborated on the drafting and refinement of the institutional narrative for SACSCOC accreditation standard 8.1 Student Achievement, ensuring alignment with regional compliance guidelines.
- Conducted comprehensive benchmarking research on online student outreach and resource delivery models across peer institutions to identify best practices and areas for optimization.

Clinical Coordinator, School of Nursing May 2019 to November 2025

- Obtain new Affiliation Agreements between the University and various health care related facilities across Texas and the U.S.
- Develop the Self Placement process for graduate students to request clinical placements for eight graduate Programs to ensure efficient workflow in the InPlace software system.
- Maintain current contracts and configure over 4,000 unique facilities with child/parent database relationships in the InPlace clinical placement software.
- Communicate to all stakeholders about the InPlace system; develop training documents regarding required functionality for various participants.
- Assign functional security to users in the InPlace system.
- Collaborate with students, faculty, and fellow staff to approve clinical placement requests and assure students meet program and agency compliance requirements.
- Facilitate placements by checking Preceptor credentials using various licensure websites to ensure standards and qualifications.
- Provide meticulous record keeping and foster communication with key stakeholders, including clinical facilities, students, and faculty.
- Collaborate with faculty to identify appropriate applied learning experiences based on student learning objectives.
- Develop best practices and work with InPlace customer representatives to develop processes and forms within the software.
- Promote the School of Nursing's mission with effective use of communication and by nurturing key relationships between Dean's Office and other offices on campus, partner health care agencies, and community stakeholders.
- Identify and implement new processes both within and independent of the InPlace software, such as providing pertinent Onboarding information for students who must undergo an extensive process with partner Agencies.
- Advise students in UT Tyler placement processes and work with Graduate Advisor to inform students of relevant curriculum and clinical information as well as University policies.
- Ensure students meet requirements before approval of placement requests.
- Participate in Curriculum Council for the School of Nursing; provide insight for questions concerning Academic Affairs policies, Registrar's Office procedures, and Enrollment Management consequences.
- Serve on Institutional Commitment and Resources Council for the School of Nursing, providing stewardship to ensure resources enable the faculty, staff, and students may accomplish the shared mission and reach expected outcomes.

- Advise faculty in curriculum development and theory for future Programs and changes in current Programs.
- Support and advise leadership in the Schedule of Classes process in the student information system.
- Apprise Program Coordinators of proper requisite theory and coordinate successful configuration of requisites with Academic Affairs and the Registrar's Office for ease of student registration.
- Contribute to promotion and marketing of Programs by working with fellow staff; assist with retention of enrolled students and strive to ensure accreditation standards are met.
- Facilitate the INFUSE InPlace Functional Users Group by hosting bi-monthly virtual meetings, ensuring communication between members, and participating in ad-hoc working groups.
- Advocate for INUSE members' needs by working closely with InPlace personnel to identify and trouble-shoot issues.

Associate Registrar, November 2015-May 2019

- Member of Registrar's Office Management Team.
- Assist the Registrar in operation of Office; aid in devising strategy; analyze business processes.
- Advise faculty, various curriculum committees, and committee chairs on submissions for new Programs and Courses and changes in or inactivation of Programs and Courses. Responsible for vetting all curriculum forms submitted to Academic Affairs as well as entering and maintaining the data into PeopleSoft Campus Solutions to provide guidance for how curriculum works within the bounds of the Catalog while also providing insight into further research needed for SACSCOC accreditation and potential review under the Texas Higher Education Coordinating Board rules, the Texas Education Code and the Texas Administrative Code.
- Establish and execute best practices in configuring foundational tables and structure in the Student Information System.
- Responsible for oversight of the operation of the Student Information System; supervision of the Assistant Registrar as functional lead for Student Records.
- Oversight and supervision of the Special Programs Managers and their processes, including the Dual Credit and Academic Partnerships populations.
- Oversight and supervision of the Academic Scheduling Coordinator and her processes, including the Schedule of Classes per term in the student information system, and the selection of teaching space in Ad Astra.
- Train personnel in their daily duties; provide leadership and support. Evaluate performance and provide guidance. Lead by example and promote integrity.
- Business Analyst: fulfill Registrar's Office Plan by creating Business Practices Manual and compiling and distributing RO Functional Calendar.
- Write queries to improve business processes and constituent service.
- Super-user level functions in the Registrar's Office such as overrides and registration-related tasks; knowing and enforcing policies for such functions.
- Maintain processes such as Term Activation, Course Requisites, and Game Day Rosters.
- Monitor Beginning of Semester and End of Session/Semester processes according to deadlines.

- Provide current data to Administrative Offices, such as the Post-Census Directory Information List, Grade Distribution Report, Dean's List and President's Honor Roll, Bookstore Report, Enroll Now! Report, Retention Report, and NonReturners Query.
- Supervise all activities Front of House and Ushers for University Commencement ceremonies.
- Ensure the Student Information System Academic Calendar and Term/Session Tables are properly set up. Correct entry of dates is crucial for all modules in the Student Information System.
- Research student, faculty and staff questions and provide timely answers with strong customer service.
- Host the TexSIS Shared Services Call with UT Arlington and UT Dallas. Work closely with contacts at those two schools in administering and coordinating the Student Information System.
- Work closely with other Campus Solutions modules across the University to solve problems that cross boundaries and ensure the Student Information System is working in a manner to deliver excellent customer service and provide all constituents with what they need to be productive in executing their job duties.
- Serve on University committees as assigned, such as the Graduate Council and Undergraduate Council.

Assistant Registrar, July 2013-November 2015; Data Systems Coordinator, Office of the Registrar, January 2012- July 2013

- Member of Registrar's Office Management Team.
- Assist the Registrar in operation of Office; aid in devising strategy; analyze business processes.
- Responsible for maintaining and improving the operation of the Student Information System as functional lead for Student Records.
- Coordinate Patch and Bundle testing of PeopleSoft.
- Collaborate on and create local and shared modifications of Student Information System; write functional specification documents. Test and implement modified features. Active in monitoring HEUG and SCHRUG discussions about topics pertinent to PeopleSoft functionality.
- Assign Student Records functional security to PeopleSoft users.
- Supervise and train personnel in their daily duties; provide leadership and support. Evaluate performance and provide guidance. Lead by example and promote integrity.
- Business Analyst: fulfill Registrar's Office Plan by creating Business Practices Manual and compiling and distributing RO Functional Calendar.
- Write queries to improve business processes and constituent service.
- Open STAT Requests and work with IT Developers to comply with state laws and improve the Student Information System for our students, faculty, and fellow staff.
- Super-user level functions in the Registrar's Office such as overrides and registration-related tasks; knowing and enforcing policies for such functions.
- Maintain processes such as Term Activation, Course Requisites, and Game Day Rosters.
- Launch and monitor Beginning of Semester and End of Session/Semester processes according to deadlines.
- Work with IT Developers and Departments to provide OBIEE Reports.

- Work with IT Developers and Administrative Offices across campus to provide third party data feeds.
- Provide current data to Administrative Offices, such as the Post-Census Directory Information List, Grade Distribution Report, Dean's List and President's Honor Roll, Bookstore Report, Enroll Now! Report, Retention Report, and NonReturners Query.
- Supervise all activities Front of House and Ushers for University Commencement ceremonies.
- Ensure the Student Information System Academic Calendar and Term/Session Tables are properly set up. Correct entry of dates is crucial for all modules in the Student Information System.
- Research student, faculty and staff questions and provide timely answers with strong customer service.
- Chair the 'Funky-Techs' meeting, comprised of Functional leads from the various PeopleSoft modules. Member of Sessions Subcommittee of Funky-Techs.
- Host the TexSIS Shared Services Call with UT Arlington and UT Dallas. Work closely with contacts at those two schools in administering and coordinating the Student Information System.
- Work closely with other Functional leads across the University to solve problems that cross module boundaries and ensure the Student Information System is working in a manner to deliver excellent customer service and provide all constituents with what they need to be productive in executing their job duties.
- Serve on University committees as assigned, such as the Core Curriculum Subcommittee.

Records Specialist, Office of the Registrar, June 2011- January 2012

- Beginning of Term Processing in PeopleSoft student information system, including term activations, and enrollment appointments.
- End of Term Processing including running Queries and analyzing resulting data, generating grade rosters, lapsing incompletes, posting grades, and repeat checking.
- Run Academic Standing processes: probation/suspension, enrollment cancellations, and assignment of service indicators.
- Perform initial review of all Applications for Graduation, assuring quality and troubleshooting. Process Changes of Major/Minor/Sub-Plans and Catalog Year as needed. Research records in ImageNow and work with advisors and Admissions Processing to Core-complete students via articulating recent credits, as well as assign equivalencies or direct courses to the proper requirement(s) in the PAR. Determine Tuition Rebates; deny or approve as required after research to establish eligibility.
- Process Change of Grade forms.
- Investigate and resolve problem with submitting Degree Verify Report to the National Student Clearinghouse, working with Assistant Registrar and Information Resources.
- Run Queries in PeopleSoft to analyze data to provide timelier and better customer service to students.
- Submit STAT requests.
- Work with Associate Registrar to clean up data conversion errors from Poise to PeopleSoft.
- Serve on committees as needed, volunteer for Patriot Preview Day, work Commencement.
- Collaborate with Enrollment Services Center on various issues, including student concerns.

New York University, New York, NY 2003-2011

Coordinator of Academic Support Services, Tisch School of the Arts Department of Film and Television, May 2006-February 2011

- Ensure smooth registration and advisement of approximately 1,200 students.
- Provide support services for over 150 full-time and adjunct faculty, including making sure faculty advisors are current on degree requirements and departmental policies.
- Process waivers, change of grade forms, add/drop slips, request forms, permission forms, grade sheets.
- Enforce guidelines and Departmental, School, and University policies. Explain procedures.
- Hire, supervise and train departmental registration office staff and work-study staff.
- Advise students in fulfilling degree requirements across a diverse population, including transfer students.
- Thorough knowledge of in-house registration software and the Student Information System, including theory behind registration issues such as wait-listing, prerequisites, degree audit, and AP credits.
- Advise students on degree progress, course selection, satisfying distributions in the degree audit, and processing forms.
- Maintain database of students studying abroad and ensure compliance with degree requirements while abroad; provide advisement and registration procedures to students off-campus.
- Maintain contact with students on academic probation, in crisis, or otherwise at risk; meet with students placed on probation to devise plan of action.
- Identify and refer students in need to appropriate University resources such as the Wellness Center, the Internship Office, the Offices of Financial Aid, Student Housing, or International Students and Scholars, and the Center for Students with Disabilities.
- Prepare and request reports for monitoring trends and implementing strategies to address needs.
- Facilitate timely exchange of information between Department, Office of Student Affairs, and the University Registrar.
- Advise students on withdrawals and Leaves of Absence, working closely with Dean of Students.
- Maintain smooth running of cyclical academic calendar of events in the departmental registration office.
- Volunteer to serve at events such as commencement, welcome-week; lead orientation sessions.

Assistant to the Associate Dean of Student Affairs, Tisch School of the Arts, March 2005-May 2006

- Worked closely with the Dean to organize and represent him and his office.
- Processed Leaves of Absence and add/drop paperwork in close contact with the University Registrar.
- Administered Dean's List, Probation, and various Student Affairs procedures throughout the academic year.
- Advocated for students and helped them navigate the University and its systems.

Work-Study in the Program in Educational Theatre Office, 2004-2005

Executed administrative and clerical responsibilities for the Department as delegated by the Program Director.

Master's Degree Candidate, Program in Educational Theatre, 2003-2005, degree conferred January 2005

Zero 2 Sixty, New York, NY 2002-2003

Director of Sales

Implemented Sales Program conceived and developed originally for Mathew Brady Films and fine-tuned at OneSuch Films, for multi-director TV commercial production company.

OneSuch Films, New York, NY 1999-2002

Sales Director

- Devised and executed domestic and international sales and marketing strategy.
- Obtained storyboards for directors from advertising agencies.
- Developed directors' showreels on an ongoing basis, including post-production, supervision of editing, color-correction, and conforming director's cuts and spec spots.
- Researched advertising agencies worldwide, as well as their clients.

Mathew Brady Films, New York, NY 1993-1999

Executive Producer/Production Manager, 1996-1999

- Obtained storyboards through sales and marketing efforts, researched and bid jobs, negotiated with and submitted bids to agencies, booked jobs.
- Prepared budgets.
- Quadrupled net revenue for company within first year.
- Initiated productions and handed them off to line producer.
- Handled day-to-day administrative operation of the company, including supervising staff.
- Oversaw productions in-house, including advising freelancers and sourcing vendors.
- Created and enforced standard operating procedures.

Production Coordinator/Studio Manager, 1993-1996

- Managed daily operations of productions, processed purchase orders, worked with vendors, booked crew, followed up on details, inventoried and tracked goods.
- Hired, trained, and supervised staff of freelance production assistants.
- Managed physical studio facilities, including lighting, grip, kitchen, and props departments.

Receptionist, June 1993-November 1993

Answered phones, carried out various administrative support duties.

Loring & Matthews, New York, NY 1990-1993

Merchandising Manager, Les Miserables, Imperial Theatre, New York, 1992-1993

Managed in-theatre sales of souvenir merchandise and supervised and trained sales associates for operation exceeding one million dollars in gross cash proceeds per year.

Sales Associate, Phantom of the Opera, et al., 1990-1992

Marriott Corporation, New York, NY and Dallas, TX 1989-1992

Audio-Visual Secretary New York Marriott Marquis, 1991-1992

Catering Secretary New York Marriott Marquis, 1990-1991

Catering Secretary Dallas Marriott Park Central, 1989-1990

Devised in-house materials for weekly staff meetings; composed correspondence regarding hotel-related functions; assisted in proposals and devising budgets; facilitated clerical duties.

Conferences and Presentations:

- Panel Member, School Improvement Summer, July 2025
- Presenter, *Improving Student Outcomes*, School Improvement Policy Summit, June 2025
- Presenter, *Effective Communication for Improved Student Outcomes*, School Improvement Summit, July 2024
- Presenter, *Problem of Practice*, School Improvement Summit, July 2023
- Presenter, *InPlace Reporting for Academic Success*, InPlace Webinar Panelist, June 2020
- Presenter, *The History of AP, IB, CLEP, and Dual Credit*, SACRAO, February 2019
- Presenter, *The History of AP, IB, CLEP, and Dual Credit*, TACRAO, November 2018
- Co-Presenter, *Help Me Help You: Partnering with Faculty* co-presenter, TACRAO, November 2018
- Presenter, *How to Add a Career in 1,967 Easy Steps!*, SCHRUG, July 2018 (UT Tyler Crystal Quill Award winner)
- Presenter, *Can't You Just Push A Button?*, SCHRUG, July 2016

Conferences Attended:

TX SARA Forum 2026

University of Pittsburgh Mentoring and Advising Summit 2026

THECB Digital Learning Summit 2026

SCHRUG 2012-2019

HEUG Alliance 2012

Publications

Burton, B. (2024). Praxis: The Application of Teaching and Deep Learning Strategies for the DBI Education Practitioner/Researcher. *ArtsPraxis*, 11(1), 140-155. <https://doi.org/10.33682/qpu6-xedn> (peer reviewed)

Burton, B. (2025). *Improving Student Outcomes*. ScholarWorks.
https://scholarworks.uttyler.edu/education_grad/33/ (dissertation)

Current research: co-investigator for a project utilizing mediation analysis to examine the relationship between satisfaction with academic advising, sense of belonging, teaching quality, and academic outcomes.

Selected Creative Writing Projects:

Quoth the Raven Nevermore, full-length play
The Blue Ridge Resolution, full-length play
The Goal, one-act play for young audiences
There Goes the Deposit, one-act play

Courses Taught:

UNIV 1000 Student Success Seminar, The University of Texas at Tyler, Spring 2026 (Online)
EDUC 1000 Thriving in the School of Education, The University of Texas at Tyler, Fall 2026 (Online)

Certifications:

Online Certified Instructor, UT Tyler, 2026

Institutional Service and Committee Work

Founder, State-level Distance Education “Birds of a Feather” Networking Group
Committee Chair: Academic Affairs RFP Evaluation Committee
Contributing Writer: SACSCOC Accreditation Standard 8.1 Narrative
Facilitator, UT Tyler SON Staff Council
Founder, INFUSE InPlace Functional Users Group, North America
Member, SON Institutional Commitment and Resources Council
Member, CNHS School of Nursing Curriculum Council
Ex Officio Member: Graduate Council, UT Tyler
Ex Officio Member: Undergraduate Council, UT Tyler
Ex Officio Member: Core Curriculum Subcommittee, UT Tyler
Assignment: Cross-Organizational Facilities Group, UT Tyler
Participant: TexSIS Shared Call
Representative: Administrative Management Council, NYU
Ex Officio Member: Curriculum Committee, Tisch Undergraduate Film and Television Department

Knowledge of:

Microsoft Office Suite
PeopleSoft Campus Solutions
Canvas
InPlace
Exxat
SIS
Various proprietary software

Other:

Bearcat Mascot as a student at Lon Morris College
Bobcat Mascot as a graduate student at NYU
Academic All-American
Alpha Chi Scholastic Honorary Society
Phi Theta Kappa Scholastic Honorary Society
Alpha Psi Omega Theatre Honorary Society, Vice-President
Stage Manager
Scenic Carpenter