
Profile**Which Boards would you like to apply for?**

Capital Area Workforce Development Board: Submitted

Human Services Board: Submitted

Raleigh-Durham Airport Authority: Submitted

Please select your first Board preference: *

☒ Capital Area Workforce Development Board**Please select your second Board preference: ***

☒ Human Services Board**Please select your third Board preference: ***

☒ Commission for Women**Please select your fourth Board preference: ***

☒ Raleigh-Durham Airport Authority**Please select your fifth Board preference: ***

☒ WakeMed Hospital Board of Directors**Please select your sixth Board preference: ***

☒ Library Commission

Willa

First Name

H

Middle Initial

Jerman

Last Name

5105 Bartizan Dr

Street Address

Suite or Apt

Holly Springs

City

NC

State

27540

Postal Code

What district do you live in?

None Selected

Home: (919) 454-6239

Primary Phone

Home: (919) 454-6239

Alternate Phone

rita.jerman@gmail.com

Email Address

Ellucian

Employer

Strategic Business Advisor

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Holly Springs

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I believe that it is important for the Board and Commissions that inform decisions for our county represent the great diversity of our community. I have been fortunate to work in Wake County for over thirty years and have benefitted from much that our county has to offer. Now that I have more flexibility I am in a position to provide time and experience.

Work Experience

I am a retired higher education executive with over thirty years experience leading enrollment management and student services functions at Wake Technical Community College. Post-retirement I accepted a position as a Strategic Business Advisor with Ellucian, a technology company focused on providing solutions for higher education institutions.

Volunteer Experience

I have volunteered with Wake Education Partnership as a Board Member, Kraft Family YMCA as a Board member, Raleigh Chamber of Commerce as a member of the DEI Committee. I also volunteer in the community for places such as Dorcas Ministries, Raleigh Rescue Mission, and many other organizations through my sorority, Alpha Kappa Alpha Sorority, Inc. Most recently I have served as a volunteer with local churches at Covid19 vaccination clinics.

Education

BA in English from UNC Greensboro M. Ed. in Training and Development from NC State University Ed. D. in Educational Leadership and Management from Capella University

Comments

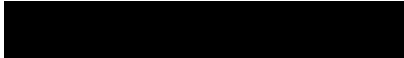
[Jerman.Rita.2021.pdf](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Female

Ethnicity *

☒ African American

Other

How did you become aware of Wake County volunteer opportunities?

☒ County Website

If you selected "Other" above, how?

Please upload a file

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

By submitting this electronic application, if appointed, I pledge by my signature below that I have read and will comply with the ethics guidelines for advisory boards and commissions as adopted by the Wake County Board of Commissioners, found [here](#).

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

Experience

STRATEGIC BUSINESS ADVISOR

Ellucian/2019-Present

Work consultatively with customers at the executive level conducting strategic discoveries that can help deliver stronger recommendations that are both focused on the customers' objectives and are attainable.

- Develop strategic alignment plans and business cases
- Create total cost of ownership and return on investment models
- Facilitate executive conversations and board-level presentations

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/2008-2014

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.

Willa (Rita) Jerman, Ed.D.

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919.454.6239



rita.jerman@gmail.com



Holly Springs, NC



linkedin.com/in/ritajerman



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

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

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.

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☒ Commission for Women**Please select your second Board preference: ***

☒ Capital Area Workforce Development Board**Please select your third Board preference: ***

☒ Domestic Violence Fatality Review Team**Please select your fourth Board preference: ***

☒ Cary Planning and Zoning Board**Please select your fifth Board preference: ***

☒ Cary Zoning Board of Adjustment**Please select your sixth Board preference: ***

☒ None Selected

Lauren

First Name

R

Middle Initial

Gordon

Last Name

118 Carostone Ct

Street Address

Suite or Apt

Cary

City

NC

State

27513

Postal Code

What district do you live in?

None Selected

Mobile: (828) 384-7291

Primary Phone

Fax: (828) 556-1484

Alternate Phone

lrkgordon@gmail.com

Email Address

3M

Employer

Finance

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Cary

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I am passionate about serving and bettering my community. There is a great need for gender diversity and inclusion among appointed and elected representatives in Wake County.

Work Experience

3M (Current) - Commercial Operations Senior Associate Klooster-Ransom Public Relations (2016-2017) - Co-Founder GEICO (2009 - 2016) - Claims & Customer Service Manager

Volunteer Experience

Fight for NC - Campaign communication - 2020

Education

BA - Communication - Virginia Tech 2009 MBA - General Business Administration - Monash University (Melbourne, Australia) 2017

Comments

[Gordon_Resume_Oct_2019.pdf](#)

Upload a Resume

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Demographics



Date of Birth

Gender *

☒ Female

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

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Lauren Gordon, MBA

118 Carostone Ct, Cary, NC 27513
lrkgordon@gmail.com
828-384-7291

Executive Summary

Dedicated, resourceful, and dynamic leader with over **9 years of global experience in managing teams and projects, pricing and operational strategy, and data analysis**. Purposefully curated myriad of work and life experiences to provide innovative, effective solutions and yield successful results in high pressure, deadline-driven environments.

Professional Experience

3M, Senior Associate – Finance & Commercial Operations

Cary, North Carolina • July 2018 – Present

- Lead process improvement efforts using root cause analysis to identify gaps and create procedural roadmaps eliminating inefficiencies and enhancing business performance
- Strengthen strategic business relationships with internal and external partners by maintaining a strong sense of urgency, organization, and tactful prioritization throughout the life of each agreement from forecasting, pricing, contract processing and billing, obtaining signatures to successful implementation
- Analyze customer and competitor data and utilize innovative pricing techniques to provide pricing solutions that portray value and technological competitive advantage

Consulting Contracts & Projects

Melbourne, VIC, Australia • June 2016 – September 2017

GE (General Electric), Management Consultant

- Created actionable recommendations resulting in GE Australia's Renewable Energy Product Development Strategy Director securing a multi-year customer performance contract
- Developed multiple pricing models and created strategic implementation plan for pricing throughout product evolution to capture over 9M in annual value for the client
- Analyzed large data sets to provide product value, competitive analysis, market size, and prioritization matrix to improve market reach and identify new product applications

Monash Institute of Medical Engineering (Research, Medical Engineering), Business Analyst

- Engaged and built rapport with client and relevant contributors to create and manage project scope, requirements, processes, and goals
- Conducted market research and field interviews with key stakeholders and translated findings into tangible deliverables aligning with client objectives
- Performed data analysis to identify product feasibility, target markets, product form, function, pricing, risks, competitive landscape, revenue streams, and path to market for optimal product commercialization

Cultural Infusion (Non-Profit, Education), Strategy and Planning Intern

- Performed internal and external organizational analysis to identify inefficiencies and offer strategic recommendations improving staffing and human resources procedures and results
- Crafted compelling business cases to effectively present complex problems paired with innovative solutions to senior leadership
- Launched and oversaw implementation of proposed changes and provided coaching, support, and guidance to staff at tactical and operational levels

LivingSocial, Business Development Specialist

Salt Lake City, UT • April 2015 – October 2015

- Exceeded sales quotas by identifying needs of clients throughout the western United States and creating innovative promotions to meet customer marketing goals
- Built and maintained lasting B2B relationships by becoming a subject matter expert and implementing expertise to deliver highest quality product to customers
- Increased annual territory sales by 15% and improved sales process by analyzing prior strategies and streamlining actions

GEICO, Insurance Claims Operations & Customer Service Supervisor

Virginia Beach, VA & Ventura, CA • August 2009 - March 2015

- Successfully managed Ventura County's direct repair facility by analyzing and implementing cost reduction and negotiation strategies to improve company-specific facility spending by over 10%
- Completed Lean Six Sigma training to improve technical and analytical skills and meet ever-increasing performance goals
- Motivated team in improving productivity, quality, customer relations to become number one team overall in 2012 (of 40) in GEICO's Virginia Beach customer service department
- Spearheaded management trainee retention group to improve quality of work life and connect new members of the management team across the company with senior management
- Mentored numerous supervisor candidates providing developmental and performance coaching

Education

Monash Business School Melbourne, VIC, Australia

Master of Business Administration (MBA), December 2017 • GPA: 3.7, High Distinction

Virginia Tech Blacksburg, VA, USA

Bachelor of Communication, 2009 • GPA: 3.2

Community Involvement & Significant Achievements

Managing Innovation Award, Monash Business School (2016)

Monash Postgrad Association, Executive Committee (2016-2017)

Monash MBA Student Society, Founder & Executive Committee Member (2016-2017)