

# Sarah Joslyn

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## **EDUCATION**

Master of Education, College Student Affairs Leadership, **Grand Valley State University**, Allendale, MI, May 2014  
Bachelor of Arts, Major: Strategic Communication, **Miami University**, Oxford, OH, May 2012

## **PROFESSIONAL EXPERIENCE**

***Office of Orientation and Transitions, Bowling Green State University, Bowling Green, OH***

**Director**

**March 2022-Present**

- Provide overall direction, leadership, management, and strategic vision for the office
- Direct all operations and communications for University Orientation and the major transition programming for new students
- Serve as the point person for BGSU's orientation framework and outcomes and the overall student, parent, and family experience and the foundational connection to BGSU
- Facilitate effective communication among parents, students, and the University in all matters relating to orientation and transitions
- Manage a budget of more than \$400,000 annually
- Directly supervise two full-time staff members and 20-25 student Orientation Leaders including onboarding, training and development, and performance evaluations

***Office of Parent, Family and New Student Connections, Bowling Green State University, Bowling Green, OH***

**Associate Director of Family Engagement**

**June 2021-March 2022**

- Served as lead for department's digital presence, communications, and outreach initiatives
- Managed family communications including online newsletter, emails, website, print media, and social media
- Provided support and oversaw logistics and coordination of signature events including move-in weekend, Family Weekend, and Family Orientation
- Strengthened internal and external partnerships to support, engage, and advocate for new students and families
- Supported student success and retention by increasing parent and families' understanding and relationship with Bowling Green State University
- Supervised two student Social Media Assistants and five Connections Coordinators (senior orientation leaders)

***Student Life Office, University of Wisconsin-La Crosse, La Crosse, WI***

**Coordinator of New Student and Family Programs**

**January 2018-June 2021**

- Co-coordinated orientation programs for first-year and transfer students and their families through collaboration with campus partners and key stakeholders
- Maintained year-round family communications with parents and families through monthly online newsletters, event promotions, and managing their Facebook page/group
- Developed, planned, and implemented New Student Orientation (NSO) during move-in weekend for first-year and transfer students
- Supervised, recruited, hired, and trained 15 undergraduate student staff for START, 60 for NSO, and two undergraduate Lead Eagle Guides
- Organized and promoted Fall Family Weekend programming for approximately 750 families annually and an inaugural Spring Family Weekend in 2019
- Managed budgets for Family Weekend and New Student Orientation
- Updated websites related to Student Success, Parents and Families, New Student Orientation, and Family Weekend
- Initiated and developed Second Year Experience program with plans to implement Fall 2021
- Established structure and recruitment plan for inaugural Parent Advisory Board and Parent Ambassador program
- Sent Parent Advisory Board communications and facilitated meetings twice per academic year in order to cultivate lasting relationships and strong communication between families and the institution that strengthen University ties throughout the student's college experience and beyond

**EAB/Navigate Content Administrator, Navigate Student**

**February 2019-June 2021**

- Developed content for Navigate Student App including to-do list items, calendar events, and campus resources
- Worked with campus partners to include comprehensive information
- Promoted Navigate Student App to UWL students
- Created Intake Survey and Quick Polls to continue assessing the UWL student body

**Gender and Sexuality Office, St. Olaf College, Northfield, MN**

**Coordinator of Gender and Sexuality**

**September 2016-December 2017**

- Hired, trained, and supervised a student worker
- Planned, developed, and coordinated cross campus programming by creating and distributing publicity materials, submitting contracts and fund transfers, coordinating speakers, and making room and travel arrangements
- Served as the primary campus advocate for women, gender, and sexuality issues for students

**Office of Residence Life, St. Olaf College, Northfield, MN**

**Area Coordinator**

**August 2014-December 2017**

- Supervised, trained, and evaluated 20 Junior Counselors (first-year residence hall RAs), 7 Resident Assistants, 2 Building Assistants, and one Student Hall Coordinator annually
- Advised Hall Council on programming, Hall Gift purchase, and financial and purchasing decisions
- Supported Student Hall Coordinator in advising Hoyme Hall Council
- Served as conduct officer for two residence halls
- Ensured the safety and security of the student population by serving in an on-call rotation and responding to emergency situations as necessary
- Assessed student needs and facilitated educational programming for two residence halls
- Worked with campus partners such as Facilities, Public Safety, and Wellness Center to provide resources and ensure safety of students
- Met weekly with custodial staff members in both halls to discuss facility management

**COMMITTEE EXPERIENCE**

**Student Life Office, University of Wisconsin-La Crosse, La Crosse, WI**

**Election Engagement Committee**

**December 2019-June 2021**

- Provided input for student voter registration events/initiatives on-campus
- Marketed voter registration and poll location information to parents to share with their students

**Six-Week Engagement Committee**

**August 2018-June 2021**

- Coordinated engagement opportunities aimed at first-year students during the first six weeks of the semester
- Reviewed data related to student check-ins at events on-campus and student involvement
- Promoted engagement opportunities to first-year students to encourage participation

**Violence Prevention Ultimate Race (Scavenger Hunt) Planning Team**

**April 2018-June 2021**

- Provided feedback from the participant perspective to aid in planning future Ultimate Race events
- Brainstormed clue suggestions, prize ideas, promotion, and logistical elements as it pertains to the race

**Transfer Advisory Council**

**January 2018-June 2021**

- Discussed areas of growth for the transfer student experience
- Refined services that are offered to transfer students
- Reported updates and changes to the Transfer START program to committee for feedback

**Office of Residence Life, St. Olaf College, Northfield, MN**

**Focus on First Years (FOFY) Committee**

**March 2015-January 2016**

- Collaborated with Piper Center for Career & Vocation to coordinate engagement event for 700+ first-year students
- Crafted learning outcomes and sought feedback to continually revisit the purpose and goals of the program
- Oversaw implementation logistics working with both professional and student staff before, during, and after event

**PROFESSIONAL DEVELOPMENT**

**Family Engagement in Higher Education (AHEPPP)**

**November 2018, 2019, 2020, 2021**

- Awards Co-Chair 2019, 2020, 2021
- Joslyn, Sarah. "2019 Award Winners: Where are they now?." *AHEPPP: Family Engagement in Higher Education*, 12 Nov. 2020.
- "Outstanding New Professional" Award Winner 2021
- Programming Co-Chair 2022
- Spring Summit Committee 2022

RISE UP Participant (Racial [& Intersecting] Identity Symposium for Equitable University Progress)

**January 2019**

Associated Twin Cities College Housing Administration (ATCCHA)

**August 2014-December 2017**

Upper Midwest Region-Association of College and University Housing Officers (UMR-ACUHO)

**November '14, '15, '17**

Lakes Association of College and University Housing Officers (GLACUHO)

**November 2012, 2013**