

Janet L. Brocker

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EMPLOYMENT **1995-Present** **University of Denver** **Denver, CO**

Lecturer, Department of Marketing Daniels College of Business, 2008-present

Courses scheduled for 2008-09 academic year include:

- *Introduction to Marketing (MKTG 2800/MKTG 2805);*
- *Consumer Behavior (MKTG 2910);*
- *Marketing Strategies/Organizational Marketing (MKTG 2920);*
- *Personal Selling (MKTG 3110); and*
- *Essence of Enterprise/Leading at the Edge (BUS 46104615).*

Assistant Dean, Academic Programs, Daniels College of Business, 2007-present

- Oversee all graduate admissions, recruiting, advising, new student orientation and graduation certification functions for the College, supervising 15 staff members.
- Direct academic administrative systems and activities.
- Serve as graduate student advocate for the College.
- Provide direction and support to the Graduate Business Student Association (GBSA) and to Daniels Race & Case annual competition.

Director of Academic Program Management, Daniels College of Business, 2003-2007

- Managed all course and classroom scheduling functions.
- Supervised graduate student advising, new student orientation, graduation certification and other academic support systems.
- Served as advisor and mentor to graduate student organizations.
- Administered student satisfaction and evaluation of teaching instruments.
- Developed and maintained business degree academic content for all College and University publications and Web-sites, including degree plans and course descriptions.

Assistant Dean, Admissions and Student Services, Daniels College of Business, 1995-2003

- Developed and implemented marketing, recruiting and enrollment management strategies. Oversight of all inquiry and admissions database operations. Efforts resulted in 60% increase in College enrollments.
- Managed financial aid for the College, including need-based and merit-based scholarships, grants, work-study, and graduate assistantships.
- Created and administer advising, registration, file management, and graduation certification processes for approximately 2,100 graduate and undergraduate students. Teach freshmen orientation class.
- Served on Senior Management Team; responsible for all fiscal, technological, curricular, and programmatic decision-making.

Vice President for Student and Corporate Services, Division of Extended Learning (Dual appointment), 2000-2001

- Provided leadership during reorganization of non-traditional program unit for the University. Developed and maintained technical support systems for marketing, inquiry management, admissions, registration, and advising processes.
- Established and directed strategies designed to secure contractual agreements for educational services with private-sector organizations.

1989-1995 Regis University Denver, CO

Director of Televised/Distance Learning, 1995

- Provided leadership for all aspects of televised degree completion program in partnership with Jones Intercable network. Included program and faculty management, supervision of curriculum design, course production, marketing, student advising, and admissions process.

Director of Student Academic Services, 1994-1995

- Responsible for academic record maintenance, student advising, and enrollment management for adult degree program. Also supervised Teacher Education program. Oversaw creation and implementation of academic publications, community college joint degree plans and articulation agreements.

Director of Marketing, 1989-1994

- Responsible for meeting enrollment goals for adult degree completion and certificate programs. Directed advertising production (print, radio, television, and video), media placement, community relations, staff development, and advising sessions with prospective students.
- Through New Ventures, provided consulting services for several colleges across the United States regarding marketing techniques and procedures.
- Instrumental in establishing 2+2 program with Colorado Mountain Community College system.

1982-1989 Century Papers Aurora, CO

Distributor Sales Representative

- Territorial account manager for industrial maintenance products. Earned President's Club membership (top sales award) by surpassing criteria based on earned commissions. Developed customer training seminars and staff in-services for various product lines.

1980-1982 New Hampshire Insurance Co. San Diego, CA

Assistant to the Branch Manager/Management Trainee

- Supervised all general office operations – personnel, clerical staff, purchasing, accounting, and employee relations.

1978-1980 Colorado State University Fort Collins, CO

Program Coordinator, Division of Continuing Education

- Responsible for non-credit programming including College for Living (classes for developmentally disabled adults), H.E.W. grant development and implementation, business and industry seminar development and delivery, adult advising, program marketing and public relations.

**1977-1978 Community Crisis & Information Center/
Community Education Center Fort Collins, CO**

Information and Referral Manager

- Development, implementation, marketing and maintenance of countywide reference system for human service agencies.

EDUCATION

Ph.D. Higher Education Organization & Governance – University of Denver, 2007
Dissertation Topic: Involving Faculty in Assessment Activities Associated with AACSB Assurance of Learning Standards

M.Ed. Adult Education – Colorado State University, 1976
Thesis Topic: Marketing Management of Continuing Education Programs

B.S. Human Development & Family Studies – Colorado State University, 1975

Additional course work in Marketing and Management – Regis University, 1990-1995

ADDITIONAL TEACHING EXPERIENCE

Sales Training Seminars – University of Denver, Daniels College of Business – ongoing

GMAC Professional Development Program Workshop – “Publications and Promotional Materials: An Integrated Approach” – 1998-1999

University of Denver Campus Connection (UDCC) – 2002-2005

University of Denver – BSBA 1010 Dynamic Nature of Business – 2005-2007

PROFESSIONAL ASSOCIATIONS

American Association of Collegiate Registrars and Admissions Officers (A.A.C.R.A.O.), 1995-2003

Graduate Management Admissions Council (G.M.A.C.), 1995-2003
Professional Development Advisory Committee Chairperson, 1999
Member, International Board of Directors, 2002-2003

American Association of Higher Education (AAHE), 2004-2005