Kimberly K. moore

437 S. Stoney Point, Wichita, KS, 67209

316.990.7531

# Vision

I am an innovative, entrepreneurial leader who is dedicated to establishing collaborative business and industry partnerships, which result in education and training initiatives that support employers and job seekers and stimulate the state and local economy.

# Professional Experience

### *Executive Director, Office for Workforce Professional and Community Education* 2021- ongoing

**Wichita State University**

* Provide vision, leadership, and direction for a suite of credit and non-credit program offerings for workforce development and community development. Partnerships include:
	+ U.S. Department of Labor
	+ Kansas Department of Commerce
	+ Workforce Alliance of South-Central Kansas
	+ National and local Employers
	+ State Licensing Board and Agencies
	+ Local Government Agencies and Officials
	+ Non-Profits
	+ Advocacy Groups
* Lead and direct multiple business units including:
	+ Workforce Development and Contract Training
	+ Conferences and Non-Credit Programs
	+ Community Education
	+ Lifelong Learning
	+ University Scheduling
	+ Commencement Office
	+ Metropolitan Complex Conference Center
* Leverage data to inform decision-making, institutional consulting, and program planning and creation.
* Build robust partnerships across the institution and community, driving critical business strategies and development.
* Facilitate strategic planning to develop and revitalize programs to meet current and future needs for the State of Kansas and the Great Plains region. Example programs include:
	+ Contract Training Initiatives
	+ Badge Programs serving both regional and national workforce requirements
	+ Lifelong learning in-person, hybrid, and online initiatives
	+ Relicensure offerings
* Increase non-degree seeking for credit enrollment, which is Goal 5 of the University’s Strategic Enrollment Management Plan: <https://www.wichita.edu/academics/academic_affairs/SEM/index.php>
	+ Achieved 6 year growth rate of 256%.
	+ 2025 goals may be found at Goal 4 <https://www.wichita.edu/academics/academic_affairs/SEM/SEMGoals.php>

### Forecast income and expenses for all business units. Develop and manage budgets based on a cost recovery model.

### *Director, Office for Workforce Professional and Community Education*

### Wichita State University

### 2014-2021

* Successfully lead business operations through the COVID shutdown and pandemic and maintain a positive income balance. Examples:
	+ Repurpose the conference center into a COVID testing site to generate income and provide staff work.
	+ Increase conference office income by transitioning from in-person to on-line conference facilitation.
	+ Plan and safely host in-person and online commencement ceremonies.
	+ Transition Lifelong Learning Courses for students 60+ years of age from in-person to online.
	+ Work with the Office of International Education to grow enrollment in the online badge program by enrolling international students who were unable to travel due to COVID restrictions.
* Develop and implement the University’s internationally recognized Badge/Digital Credential program, which was the pilot program for all Board of Regent Institutions in the State of Kansas.
* Create the Lifelong Learning Program.
* Respond to employer needs by developing public courses, contract training initiatives and badges to support business initiatives.
* Strategic Management - Program Leadership

Facilitate strategic planning for all WPCE business units.

Utilize a data-informed approach to continually assess program initiatives and develop action plans for sharing with key stakeholders the health and vibrancy of individual programs.

Provide an annual update to the Strategic Enrollment Management (SEM) group and monthly updates to the Provost.

Responsible for Goal 5 of the University’s Strategic Enrollment Management Plan: *Increase non-degree seeking for credit enrollment.* [*https://www.wichita.edu/academics/academic\_affairs/SEM/index.php*](https://www.wichita.edu/academics/academic_affairs/SEM/index.php)

*Achieved 6 year growth rate of 256%.*

*My Goals for 2025 may be found at* [*https://www.wichita.edu/academics/academic\_affairs/SEM/SEMGoals.php*](https://www.wichita.edu/academics/academic_affairs/SEM/SEMGoals.php) *Goal 4.*

Stakeholder Engagement and Business Development

* Market Intelligence
* Financial Projections and Program Planning/Development
* Supervision

 ***Interim Director – Office of Continuing Education***

**Wichita State University**

**2014-2015**

### Provide leadership for the Office of Continuing Education (CE).

### Lead the expansion and rebranding of the Office of Continuing Education to the Office of Workforce, Professional and Community Education (WPCE).

* Wrote and implement the business plan for the WPCE.

### *Associate Director, Office of Continuing Education*

### Wichita State University

### 1996-2014

* Manage all conferences and events that award continuing education units.
* Ensure compliance with state regulatory requirements as to professional relicensure.
* Represent the Office of Continuing Education on various University and external committees.
* Budget officer for the Office of University Conferences and Non-Credit Programs and the Metropolitan Complex.
* Manage all human resource functions for the Office of Continuing Education.
* Meet with university departments, governmental agencies, and professional associations to develop and implement conferences and non-credit programs for professional re-certification and licensure.
* Prepare conference proposals and submits bids for conference services.
* Develop and implement a marketing plan for each conference and non-credit event.
* Develop the contracts and operating procedures for the Metropolitan Complex conference center.
* Forecast revenue and expenses and developed a business model that was based on cost recovery.
* Managed facility staff.

***Coordinator, Public Affairs***

**Hallmark Cards, Inc. - Kansas City, Missouri**

**1995-1996**

* Develop corporate policy positions and strategies on selected federal, state, and local issues.
* Identify and analyzed proposed legislation. Recommended company positions.
* Communicate corporate positions to elected and appointed officials, employees, other corporations, business and trade associations and the public.

***Chief Administrative Officer and Education Coordinator***

**Kansas Department of Revenue - Division of Property Valuation**

**1988**

**-1995**

* Prepare and manage an $8.5 million budget.
* Manage 106 employees.
* Contract Administrator
* Prepare legislative package, including fiscal notes and legislative testimony. Respond to inquiries from Legislative Post Audit, District Court, and legislative committees.
* Staff and wrote final report of the Governor’s Commission on Statewide Reappraisal.
* Develop and coordinate statewide programs of instruction for county officials, state personnel and the public.
* Create publications and visual presentations, press releases, informative articles, and public service announcements regarding property taxation. Arranged press conferences and public forums statewide for the Kansas Secretary of Revenue.

# Education

## Juris Doctor

Washburn University School of Law

## Bachelor of Arts

Communication Arts, Political Science

Washburn University

# Presentations

* WCET Annual Meeting, Denver--November 12, 2016--Stackable Badges: Awarding Credit & Enhancing Employability
* ELI Annual Meeting, San Antonio-February 3, 2016--Digital Credentials for the Public Health Workforce: A Pilot Project
* Governor’s Public Health Conference-April 28, 2016--Café Presentation--Badges for the Public Health Workforce
* Stamats Adult Student Marketing Conference, Huntington Beach, C --February 8, 2017--Breaking Tradition. Charting the Course for Badges in Academia
* Kansas School Nurse Conference--July 18, 2017--School Health Badges
* WSU Positive Aging Conference--June 20, 2017--Learning for a Lifetime
* EDUCAUSE, Philadelphia, PA--November 2, 2017--***Microcredentials and Badges*,**
* Presented two sessions at the IMS Global Annual Meeting, Baltimore, Maryland-- May 21 – 24, 2018.
* Keynote speaker at the Positive Aging Conference--June 26, 2018.
* Spoke at and promoted courses at the Central Plains Area Agency on Aging Network meeting
* on August 1, 2018
* Presented to Goddard USD 265 Administrators on high school badges--August 3, 2018.
* Addressed USD 259 Language Arts Teachers In-service on high school badges--August 8, 2018.
* Presented at an UPCEA Badge Webinar-- August 29, 2018-- Adult Learning and the Value of Leveraging Credentials for Employment
* Presented on Badges at an Airbus Lunch and Learn on November 29, 2018.
* Presentation on Lifelong Learning at the Oaklawn Community Center on January 23, 2019
* Pearson Now/Next Conference, Scottsdale, AZ--April 23, 2019--5 Key Strategies for Designing Impactful Credentials
* Expert Panelist at IMS Learning Impact Leadership Institute and Annual Meeting, Sam Diego--May 21, 2019-- “Digital Credentials Impact and Opportunity”.
* Workcred National Academy Regional Meeting (October 30, 2020) “STEMM Workforce Needs in the Wake of COVID-19: A Virtual Workshop Series
* WCET 2021: Lightening Talks – Deep Learning, Badges and Micro-Credentials, November 2, 2021
* IMS Global Digital Credentials Summit Wellspring Participant Roundtable - Meet Institutional Pioneers, February 28, 2021, Atlanta, Georgia.
* EDUCAUSE Annual Conference, Denver Colorado, (October 25 – 28, 2022), “Taking Microcredentials Forward Faster Together”, panelist with the Chief Information Officer for the University of Central Oklahoma and the Associate Vice Provost & University Registrar at UW-Madison.
* 1 EdTech Digital Credentials Roundtable: Learn & Lead, panelist (November 28, 2022), “Connecting with Employers”
* 1 EdTech Digital Credentials Summit: panelist (February 28, 2023), “Employer Expectations for Microcredential Quality and Trust”, Atlanta. Georgia
* American Society on Aging (ASA) On Aging 2023 Conference, “The Role of Age Friendly Universities in an Aging Society” March 28, 2023, Atlanta Georgia
* IEdTech Learning Impact “How to Engage with Employers: Getting in the door with regional businesses”, June 7, 2023, Anaheim, California
* Digital Credentials Summit – Fireside Chat, July 24, University of Colorado, Boulder
* EDUCAUSE Learning Lab Webinar Instructor, June 2023, “Advanced Microcredential Planning”

# Publications

* 1Edtech “Jump Ahead on the Path to Meaningful Digital Credentials”, August 2022, <http://www.imsglobal.org/article/jump-ahead-path-meaningful-digital-credentials>
* Co-author, Suzanne Hawley The National Network of Public Health Institutes (NNPHI) for the 2016 NNPHI Annual Conference, May 17-19, in New Orleans, LA
* Co-author, Betty Smith Campbell 2016 ACNE/APHN Joint Meeting “Public Health Nursing: Key to Our Nation’s Health” June 2-4, 2016 Hyatt Regency, Indianapolis, IN
* Featured in the Chung Report (July 19, 2018) Link: <https://thechungreport.com/p/58e7f7d3-f944-4089-a89f-ac4110989430/>
* Subject matter expert (SME) for an issue of the EDUCAUSE Things You Should Know About publication regarding the topic of the open badges’ standard. (July 9, 2019) <https://library.educause.edu/-/media/files/library/2019/7/eli7168.pdf>
* Co-authored with colleagues at the University of Michigan, Virginia Tech. and the Washington State Board for Community and Technical Education, the Digital Badge Program Considerations Checklist for the [Higher Education Playbook](https://www.imsglobal.org/about/hed/playbook), which is now being shared by 1 Ed Tech with universities nationwide and internationally.

# Recognition and national service

* Founding member of 1 EdTech TrustEd Microcredentials Coaliation
* 1EdTech Higher Education Contributing Member Leadership Network
* Recipient of a 1 EdTech *2022 Leadership Award*, June 15, 2022, Nashville, TN. Recognized as an outstanding leader in moving forward digital credentials and badging in higher education.
* Interviewee for “Where Education is Headed and What It’s Going to Take to Get There,” Pearson North America YouTube, (April 23, 2019)
* IMS Global Higher Education Institution Leadership Board
* IMS Global Digital Credentials Executive Board
* Member, Wichita Chamber’s Business and Education Alliance
* Member Workforce Alliance-Local Workforce Development Board Program Operations and Performance Committee
* Chair, USD 265 Career and Technical Education Advisory Committee – Teacher Training Sub-Committee.

# Consultation

* California Community College System
* Colorado Community College System
* Columbus Community College
* Eastern Maine Community College
* Franciscan University
* Kansas State University
* Montclair State University
* NorQuest College
* Ohio University
* Oklahoma State Regents for Higher Education
* Palm Beach State University
* St. Leo University
* Southern New Hampshire University
* Staffordshire University, UK
* United State Airforce
* University of Denver
* University of Kansas
* University of Missouri
* Western Governor’s University

# university committee service

* WSU Strategic Enrollment Management Committee
* Badge Review Committee
* UMET
* WSU Workforce, Innovation and Trade Committee
* Aging Studies Advisory Board
* School of Nursing Continuing Education Committee
* WSU Academic Operations Council

# Skills

* Program development, implementation, evaluation
* Business plan development
* Needs assessment
* Partnership creation
* Teamwork and leadership.
* Communication and listening.
* Analytical and problem-solving skills.
* Critical thinking skills.
* Strategic thinking and planning.