

Keith Eric Moore

Professional Experience

Senior Vice President - Virginia Wesleyan University, 2022-present

- In the 26th year of serving the institution and 10th as vice president during a time of unprecedented growth as it transitioned from a college to a university, initiated graduate programs and an endowed honors college, and added online programs and a collaborative campus in Tokyo, Japan (LUJ/VWU Global). Additionally, the institution completed \$135 million of new construction, received 11 of the top 13 donations in its history (including a \$80 million gift in 2021), and attracted \$249 million of public and private funds.
- Work closely with the president and the advancement staff in identifying prospects, securing gifts, and interfacing with federal, commonwealth, and local officials. Lead and assist with initiatives including solidifying new gift opportunities, maintaining positive donor and benefactor relations, grant writing, and alumni giving. Regularly accompany the president on calls (visits) with donors, elected officials, foundations, and benefactors.
- Build and maintain positive board relations through full board and committee meetings, social and community events, and individual exchanges and engagements. Act as the cabinet liaison to the Campus Affairs committee of the board of trustees, which includes academics affairs, athletics, and campus life (student affairs).
- Assist with enrollment processes and initiatives by identifying strategies to address a rapidly changing market. This included implementing a merit-based institutional aid matrix, a call-center based outreach approach, marketing initiatives, and a donor funded work and learn program to increase affordability.
- Convene cross-departmental meetings addressing enrollment and retention and coordinate strategies and intervention methods designed to assist students in financial and academic distress, as well as other challenges that lead to attrition.
- Serve as co-chair of the university's President's Council for Inclusive Communities, which leads the institution in providing and identifying opportunities to celebrate diversity to further the campus's commitment to cultural education.
- Responsible for managing operations and budgets for 12 departments with 14 direct reports, and 250 part and full-time employees in Athletics, Campus Security, Campus Center/Aquatics and Fitness, Civic Engagement and Service Learning, Counseling Services, Dining Services, Facilities Management, Health Services & Sports Medicine, Information Technology, Residence Life, Student Activities, and Campus Ministries.
- Oversee capital projects as the lead on all new construction, including a 7,771 square-foot president's house in 2021, a 23,200 square-foot fine and performing arts center in 2019, and an eight lane NCAA track and field complex in 2017. Also manage all university renovations and facility improvements. Currently overseeing the planning and construction of a 35,000 square-foot Virginia Museum of Contemporary Art, which is being relocated to the university's campus.

- Serve as the institution's Emergency Response/Threat Assessment Coordinator. Crafted and maintain the university's emergency operations and continuity of operations plans and act as liaison to the Virginia Beach Office of Emergency Management, Virginia Beach Police Department, Virginia Beach Fire Department, Virginia State Police, and the Federal Bureau of Investigation.
- Served as the university's Campus Covid Coordinator, a role mandated by the Commonwealth of Virginia for all public and private institutions. Developed the institution's "return to campus" plan, and determined best strategies and practices during the pandemic.
- Oversee information technology and currently serve as the executive lead on the institution's Enterprise Resource Planning (ERP) conversion and migration project. Successfully led the institution through a ransomware attack that occurred on the first day of finals, December 2019.
- Restructured auxiliary services, including camps and conferences, to improve marketability, increase regional exposure, and generate alternative revenue.
- Act as institutional lead on the university's energy efficiency infrastructure conversion including upgrades to lighting and HVAC to reduce costs and the institution's carbon footprint.
- Represent the university's interests to the Commonwealth of Virginia as the Campus Legislative Coordinator and assure compliance with legislative and regulatory changes.

Virginia Wesleyan University - Prior Positions

- Vice President for Campus Life and Operational Management, 2015-2022 - Led and supervised all areas of campus life (student affairs), information technology, dining services, facilities management, and contracted services.
- Dean of Students, 2006-2015 - Managed the student disciplinary process and maintained the college's student handbook. Oversaw developmental and programmatic efforts designed to meet the needs of the student body.
- Institutional Research Director (additional duty), 2008-2009 - Served as the institutional lead on research initiatives, participation in national surveys and IPEDS, and co-chaired the institution's Southern Association of Colleges and Schools (SACS) preparedness team.
- Associate Dean of Students and Director of Residence Life, 2002-2006 - Oversaw the university's housing and residential program.
- Director of Cross Country (additional duty), 2002-2003 - Recruited athletes and coached both the men and women's NCAA teams.

University of Massachusetts, Amherst

- Residence Director, Office of Housing Services and Residence Life, 1997-1999
- Assistant Director of New Student Orientation, 1997-1999

Teaching Experience

Assistant Professor of Education, Virginia Wesleyan University, 2018-present

Courses taught: *First Year Experience* (FYE 100); *Students in Communities* (PSY 303)

Adjunct Assistant Professor of Education, Old Dominion University, 2006-2016

Courses taught: *Introduction to Research Methods in Education* (FOUN 611); *History of Higher Education* (HIED 793/893)

Service: Mentored doctoral candidates and served on dissertation committees.

Education

Ed.D., (2003) Nova Southeastern University, Fort Lauderdale, FL

Program: Higher Education Leadership

Applied Dissertation: Developing a strategic plan for college residential expansion

M.Ed., (1998) University of Massachusetts, Amherst, MA

Program: Educational Policy, Research, and Administration

Focus: Higher Education and Social Justice

Thesis: Improving campus climate for LGBTQ+ students

B.A., (1996) cum laude, Curry College, Milton, MA

Major: Politics and History

Minors: English and Sociology

Engagement: Student government president, resident assistant, enrollment ambassador, and varsity athlete (men's basketball)

Selected Service and Honors

- Corporate Mentor - Greater Norfolk Corporation, 2023-2024
- Participant, Executive Leadership Academy, American Academic Leadership Institute, 2022-2023
- Member of the Board of Directors, Volunteer Hampton Roads, 2022-present
- Member, Hampton Roads Regional Transit Authority Advisory Panel, 2019-present
- Member, Hampton Roads Planning District Commission, 2019-present
- Chair, Title IX Misconduct Board, Virginia Wesleyan University, 2012-present
- Advisor, Student Government Association, Virginia Wesleyan University, 2006-2022
- *Outstanding Professional for a Four-Year Institution* award recipient, Virginia Association of Student Personnel Administrators, 2017

- President, Virginia Association of Student Personnel Administrators, 2007-2008
- Faculty Team Advisor, Men's Tennis and Lacrosse, Virginia Wesleyan College, 2005-2015
- Member and faculty advisor, Virginia Wesleyan University Circle of Omicron Delta Kappa, inducted 2002
- *Outstanding New Professional for a Four Year Institution* award recipient, Virginia Association of Student Personnel Administrators, 2001
- Member of the LBGTQ Speakers Bureau, University of Massachusetts At Amherst, 1997-1998
- Member, Multicultural Task Force, University of Massachusetts at Amherst, 1997

Personal Information

Birthdate/Place - January 17, 1973/Boston, MA

Spouse - Meredith Martin Moore, Ed.S., Occupation - Lead school psychologist,
Chesapeake Public Schools, Chesapeake, VA

Daughter - Jacqueline Rose Moore, Age: 15, Schooling - Current 10th grader,
International Baccalaureate Program, Princess Anne High School,
Virginia Beach, VA