

Shari Ann Robinson, Ph.D.

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Professional Profile

Executive coach, consultant, licensed psychologist, and seasoned higher education leader with nearly three decades of experience advancing leadership effectiveness, organizational wellbeing, culture change, and student success. Brings expertise in executive and emerging-leader coaching, strategic planning, organizational change, trauma-informed leadership, emotional intelligence, psychological safety, program evaluation, crisis management, and leadership development. Proven record of leading complex multidisciplinary organizations, developing high-performing teams, managing significant budgets, and partnering across universities, nonprofit organizations, community groups, and professional associations. Skilled facilitator, consultant, and public speaker who helps leaders and organizations align purpose, people, culture, and strategy to create conditions for flourishing.

Education

- 8/1999 – 8/2004** West Virginia University, Morgantown, WV 26506
 Ph.D. in Counseling Psychology
 Dissertation: “A conceptual model of psychological distress in Native Americans.”
- 9/1991-8/1994** University of Wisconsin-Stout, Menomonie, WI 54741
 M.S., Guidance & Counseling
 Concentration: Employee Assistance Health Promotion.
 Specialization in Training & Human Resource Development
 Master Thesis: “Assessing the campus culture and its effects on the retention rate of African-American Students at the University of Wisconsin-Stout.”
- 1/1984-5/1987** University of St. Francis, Joliet, IL 60435
 B.A., Social Work

Administrative Experience

- 1/2026-Present** **Coaching With Conviction LLC, Pass Christian, MS**
 Executive Coach & Consultant
 Provide executive and emerging-leader coaching and organizational consulting focused on leadership effectiveness, organizational wellbeing, emotional intelligence, trauma-informed leadership, culture change, and flourishing. Partner with leaders and organizations to strengthen self-awareness, communication, decision-making, team effectiveness, psychological safety, and sustainable leadership practices. Design and facilitate leadership development engagements, workshops, retreats, and keynote presentations tailored to organizational needs.
- 4/5/2021-9/12/2025** **University of New Hampshire, Durham, NH-Assistant Vice President for Student Life**
 Reports to the Vice President for Student Life. Responsible for the strategic direction and line management for five direct services Student Life departments (Psychological and Counseling Services, Health & Wellness, Sexual Harassment & Rape Prevention Program, Military & Veteran Services and Student Accessibility Services. An integral member

of the Student Life leadership team, who plays a key role in the development of university policy and participates in institutional planning, management, and assessment efforts.

9/5/20-4/5/2021 University of New Hampshire, Durham, NH-Interim Dean of Students

Reported to the Senior Vice Provost for Student Life. As an integral member of the Student Life Leadership Team, the DOS plays a crucial role in the development of university policy and participates in institutional planning, management, and assessment efforts. The DOS meets with students and respond to student issues and concerns and serve as advisors to Student Government and support the Parent's Council.

6/2018-9/5/2020 University of New Hampshire, Durham, NH-Director of the Psychological and Counseling Services

Reported to the Senior Vice Provost of Office of Student Life, directs and is responsible for all program areas and activities of the counseling center (clinical, crisis mgmt., outreach and training).

- Responsible for 21 full-time staff, 1 trainee and 2-3 per diem counselors.
- Manage a budget totaling more than 2.5 million.
- Responsible for fiscal, budgeting, and administrative duties, planning and policy development.
- Responsible for personnel actions such as hiring, termination and disciplinary concerns.
- Establishes goals and objectives that support the unit strategies
- Plans, develops and approves contracts, priorities, and standards, for achieving goals, and directs evaluation activities.
- Develops and reviews guidelines, procedures, rules, and regulations, and monitors compliance with state and federal laws and national ethical standards.
- Develops and implements techniques for evaluating program activities.
- Represents PACS at board meetings, campus committees, conferences, panels and seminars.
- Provides administrative oversight, for the campus wide Suicide Prevention efforts.
- Works collaboratively with Behavioral intervention team, Health & Wellness and Healthy UNH and SHARPP.
- Consults with faculty, department chairs and university administrators.

Key Accomplishments:

- Overhauled design aesthetic of website to make it more navigable and visually appealing. Incorporated video-based media onto website to provide alternative strategy for delivering information about PACS to students and the broader campus community. Added new components to website, which included online resources, a self-help page, a suicide prevention page, links to new social media pages, and online request/feedback forms.
- Advance integration and collaboration with Health & Wellness through biweekly meetings with leadership, monthly behavioral consultation meetings, joint staff development opportunities.
- Spearheaded a workgroup that led to increased psychiatric coverage from .40 FTE to .75 FTE integrating psychiatric care between PACS and H&W.
- Increased the number and variety of group offerings from 4 to 10 groups the last two years. Group contacts grew by 40%, total number of group participants were 132 who attended 748 group sessions.

- Continue to refine efficacy and efficiency of our clinical service delivery model resulting in significant utilization of services for the second consecutive year. Wait-time was 4.62 days (includes weekend), decreased by 55% from fall 2017. Number of unique clients increased by 20.6% from previous year. All 1:1 contacts increased by 36% from previous year.
- Program Evaluation: engaged in timely and relevant programmatic evaluation of all services. A total number of students completing the satisfaction survey were 766. 90% of students were able to make an appointment in a reasonable amount of time; 85% of students surveyed reported that they believed that the treatment they received at PACS was associated with their academic success; 72% felt they made progress toward their treatment goals; and 87% felt understood and affirmed by their therapist.
- There were 669 different outreach events for a grand total of 921 hours of providing outreach presence to the campus community.
- PACS disseminated over 2400 “Helping Students in Distress Faculty & Staff Resource folders to 2400 all faculty and staff that works with students directly.
- Under PACS purview, launched sustainable, coordinated campus wide suicide prevention efforts by establishing council. Changed ID cards to include number for National Suicide Prevention Hotline. Posted signs along railroad tracks with the National Suicide Prevention Hotline. Establish regular meetings for the newly revamped Suicide Prevention Partnership Council, building a strong campus wide constituency. Provided QPR trainings: 35 trainers trained 615 (182 faculty/staff and 433 students).
- Selected to participate in the highly coveted HERS Institute as an UNH represented.

8/2015-6/2018

Western Washington University, Bellingham, WA-Director of the Counseling Center

Reports to the Assistant Vice President of Enrollment Student Services, directs and is responsible for all program areas and activities of the counseling center (clinical, crisis mgmt., outreach and training).

- Responsible for 18 full-time staff, 2 student employees, and 1 part-time staff.
- Manage a budget totaling more than 1.5 million.
- Responsible for fiscal, budgeting, and administrative duties, planning and policy development.
- Responsible for personnel actions such as hiring, termination and disciplinary concerns.
- Establishes goals and objectives that supports the unit strategies, plans, develops, and approves contracts, priorities, and standards, for achieving goals, and directs evaluation activities.
- Develops and reviews guidelines, procedures, rules, and regulations, and monitors compliance with state and federal laws and national ethical standards.
- Develop and implements techniques for evaluating program activities.
- Represent the Counseling Center at board meetings, campus committees, conferences, panels and seminars.
- Provide administrative oversight for Prevention Wellness Services (Health promotions dept.), Suicide Prevention and Men’s Resiliency programs.

- Work collaboratively with Student Care Concern team, Student Health Center and Prevention Wellness Services Health Promotions.
- Consult with faculty, department chairs and university administrators.

Key Accomplishments:

- Directed the selection and implementation of revised clinical services delivery model that led to reduction in wait-time for initial assessment to 5.13 business days during the high peak times of the quarter.
- Expanded the Counseling Center, increased the number of outreach program from 89 to 297 with an increase of attendance from 2,888 to 9,685.
- Provided leadership to the Counseling Center's group therapy. The number of unique participants continued to rise, while eliminating the less attended/utilized groups. During 2015-15 offered nine groups to serve 201 unique participants, 203 group sessions.
- Created the Case-management referral system that provides systematic method of referring and tracking students referred to off-campus providers.
- Provided leadership of the Counseling Center newly designed website resulting in a significant increase in website hits and traffic.
- Engaged the Counseling Center into branding/identity development that led to creation of new logo, tagline, print and digital materials, and social media presence.
- Provided leadership and expansion of the Men's Resiliency program, which offers programs to help address the needs of male-identified students to increase mental and physical wellness.
- Provided leadership and expansion of the Suicide Prevention resulting in WWU becoming a JED Campus cohort, and the creation of a 24-person suicide advisory committee to work collaboratively with campus stakeholders in the promotion of a comprehensive suicide prevention strategic plan.
- Worked with Vice President to secure a \$500K endowable gift to support our suicide prevention/men's resiliency efforts.

5/2014 -7/2015

University of Florida, Gainesville, FL-Interim Director of the Counseling Wellness Center

Reported to the Vice President of Student Affairs, directed and had overall responsibility for all program areas and activities of the counseling center (clinical, crisis mgmt., outreach and training).

- Responsible for 46 full-time staff, 19 trainees, and 2 part-time staff.
- Managed a budget totaling more than 6 million.
- Responsible for fiscal, budgeting, and administrative duties, planning and policy development.
- Managed the Administrative Team that consists of Associate Director for Administration and Crisis Services, Assistant Director of Outreach and Consultation, Assistant Director for Training, Technology Coordinator and Office Manager, Gatorwell Director, and Medical Director of Student Psychiatry.

- Responsible for personnel actions such as hiring, termination and disciplinary concerns.
- Responsible for establishing job standards for subordinate staff and effectively evaluating, and ensure that the performance evaluation is conducted in accordance with the HR and Faculty Bargaining unit policies and procedures.
- Established goals and objectives that support the unit strategies, plans, develops, approves contracts, priorities, and standards, for achieving goals, and directs evaluation activities.
- Developed and reviewed guidelines, procedures, rules, and regulations, and monitors compliance with state and federal laws and national ethical standards.
- Represented the CWC at meetings, committees, conferences, boards, panels and seminars.
- Consulted with faculty, department chairs and university administrators.
- Served on the DSA Vice President Council and other campus agencies and academic units.
- Worked collaboratively with Student Psychiatry, Counseling Psychology and Counselor Education graduate training programs.
- Member of the University wide University Crisis Response Team.
- Provided supervision and training for Counselor Education and Counseling Psychology graduate students and APA accredited pre-doctoral interns and license eligible clinicians as needed.

Key Accomplishments:

- Total number of student appointments was 39,527.
- Offered 71 therapy groups and we provided 6,831 client hours
- Kognito At-Risk was accessed by 699 faculty and staff and 973 students (as of Sept 3, 2014).
- As of fall 2014, trained over 7,000 people in 220 different sessions in QPR since began it on UF's campus in summer 2006.
- Clients responded positively to TAO and on a scale of 1 to 5, clients reported an average of 4.16 for the instructional materials included in the weekly modules and 4.17 for the videoconferencing sessions.
- We had 463 individual TAO videoconferencing appointments.
- Back on TRAC is serving 38 students and has retained more than \$188,000 in tuition and fees over the last two years.
- In 2013-14 we had a total of 3,536 outreach and consultations with 3,220 hours served, a 28% increase in outreach program delivery compared to 12-13 academic year

2/2013-5/2014

University of Florida, Gainesville, FL- Associate Director for Clinical Services, Counseling Wellness Center

Reported to Director of Counseling Wellness Center, has overall responsibility for all clinical operations, procedures and policies. Serves as acting director in the director's absence.

- Managed clinical operations for 33 full and part-time clinical staff
- Oversaw coordination of center's group services, specialty treatment programs, the clinical services committee, and triage team.
- Responsible for coordination of multidisciplinary clinical teams. Met with team leaders weekly to discuss and solve clinical issues that arise in that setting.
- Reviewed and consults with the director regularly on policies and procedures for the center.
- Responded to clinical services issues as they arise. Met regularly with supervisor of clinical support staff to address concerns and challenges.
- Served on the Administrative Team along with the Director, Associate Director for Administration and Crisis Services, Assistant Director of Outreach and Consultation, Assistant Director for Training, Technology Coordinator and Office Manager.
- Provided initial assessment (determining appropriateness for services, treatment options, and disposition) as part of the Triage Team.
- Provided short-term individual and group psychotherapy for students with a variety of mental health concerns.
- Member of the University wide University Crisis Response Team.
- Provided supervision and training for Counselor Education and Counseling Psychology graduate students and APA accredited pre-doctoral interns as needed.

Key Accomplishments:

- Total number of student appointments was 39,110 reaching 9.4% of student population.
- Offered 72 therapy groups and we provided 5,038 client hours.
- Offered support groups in Mandarin
- Facilitated 1069 emergency consultation (621 consultations by ProtoCall).
- Introduced two new digital services; Interactive and engaging self-help resources for common concerns impacting college students (thedesk) and Therapist Assisted Online (TAO).
- 634 people trained in QPR.
- Awarded the 3-year SAMHSA \$296,000 grant to provide suicide prevention.
- Launched Kognito At-risk online gatekeeper training for university faculty, staff and students.
- Served on the team that developed UFlourish, a social marketing campaign aimed at decreasing stigma and increasing protective strategies.

10/2009-2/2013

University of Florida, Gainesville, FL-Assistant Director of Outreach, Consultation, Marketing & Promotion

Reported to the Director of Counseling, has overall responsibility for all outreach, liaison programs, non-clinical consultations, print and digital media, website, and social media.

- Provided administrative oversight for all of Center's outreach and consultation activities
- Provided administrative oversight for all of the Center's marketing and promotional activities
- Created the inaugural peer education program (AWARE Ambassadors)
- Served on the administrative/management team
- Supervised seven full-time professional staff members
- Worked collaboratively with other units within the Division of Student Affairs as well as other campus agencies and academic units
- Provided administrative oversight of the Center's website, web-resources, digital and print media
- Maintained a modest case load and facilitates two specialty support groups (First Generation and Invincible Black Women support groups)
- Identified, prioritized and planned the strategic goals for all the outreach areas

Key Accomplishments:

- Served on the leadership team managing the consolidation of the Counseling Center and Student Mental Health centers to the Counseling and Wellness Center.
- Participated in the CWC faculty taught Psychology of Intercultural Diversity in Florence, Italy.
- Increased use of wellness services such as web-based resources and biofeedback.
- Directed the redesign of the website, resulting in 131,417 people visiting the website during 2011-12, 70% increased traffic from the previous year.
- Created a strategic social media plan, resulting in 18,940 Youtube videos views on CWC YouTube Channel, 3,213 Facebook likes, 1,089 Tweets.
- Total outreach contacts during 2011-12 was 36,465 highest ever in the CWC history.
- Created AWARE Ambassadors (CWC peer leadership program). First year connected with 4,887 students. For the 2013-14, total of 78 outreach events AWARE ambassadors were able to reach a total of 5,090 UF students.
- UF International Initiative consulted with 275 campus stakeholders over 134 hours, tabled at 13 events reaching over 45 hours and provided 39 separate outreach presentations and programs over 100 hours.
- 49 ASPIRE-specific outreaches reached 1,992 UF Gators (students, faculty & staff) and had 37 ASPIRE-specific consultation meetings with students, faculty and staff.

- Coordinated the first-ever Canine Assisted Therapy program. In 2012, the CWC introduced two newest staff members, canines Siggie & Gabe to serve as the center's therapy dogs.
- Participated in the highly coveted UF Leadership Academy (yearlong leadership development institute).

8/2004-10/2009

Clinical Assistant Professor

University of Florida, Counseling and Wellness Center

- Provided intake, short-term individual, couples, group counseling, and crisis intervention with students who are experiencing developmental, psychological, career, and educational concerns.
- Provided four hours weekly of back-up/walk-in/phone consultation services
- Provided supervision and training in the practicum training program.
- Provided training as the consultation seminar facilitator and other assigned seminar for the internship training program
- Provided outreach and consultation to university students, faculty, and staff; develops liaisons with various campus constituencies.
- Served on numerous university and division wide committees

ASPIRE Coordinator

- Oversaw staffing of outreach and consultation requests; identifies areas of needs for programs; and facilitates program development
- Acted as advocate for underserved populations, coordinate the African-American, Hispanic and First-Generation Student Program for Improvement and Retention in Education (ASPIRE)
- Participated in Counseling Center's on-going process of infusing multicultural awareness into campus structures and programs
- Worked with culturally diverse groups such as African-American, Latino, First-Generation, LGBT and international students
- Served on the Florida Opportunity Advisory team responsible for creation of UF's 4-year scholarship and student support program targeting first generation and low-income students in Florida.

Diversity Lunch Series Coordinator

- Coordinated programs for students, faculty and staff that provided forum for bimonthly discussions promoting cultural diversity within the Division of Student Affairs and campus community

Group Therapy Coordinator

- Responsible for eliciting and coordinating the planning of group offerings with the entire staff
- Collected group titles and descriptions to be use for advertisement and promotion purposes
- Monitored group offerings and on-going status. Encourages the development and implementation of new groups throughout the semester

- Assisted the Clinical Director in developing and evaluating group protocol
- Assisted in outcome data collection and assessment for the annual report

Key Accomplishments:

- Created psychoeducational support groups for first generation, black female-identified students.
- Revamped the Math Confidence academic success groups.
- Developed and facilitate empowerment and support groups for Hispanic/Latino students.
- Collaborated with Institute of Hispanic/Latino Cultures, Institute of Black Culture, Multicultural Greek Council, and Cooperative Academic Achievement Program by assigning CC faculty as liaisons to these organizations.

APA Accredited Pre-Doctoral Internship

8/2003-7/2004 Carruth Center for Counseling and Psychological Services
West Virginia University, Morgantown, WV
Training Director: Lynda Birkhead-Hurley

Teaching Experience

1/2006—2012 **Clinical Assistant Professor**
University of Florida
Psychology department
PCO 7217: Professional Ethics and Skills;
PCO 6939 Supervision & Consultation

8/2002- 2004 **Adjunct Faculty~Undergraduate Course**
Potomac State College-West Virginia University
Multidisciplinary Studies: Understanding Multiculturalism
Minority Teaching Doctoral Fellow

1/2002 – 5/2002 **Co-Instructor~Graduate Course**
West Virginia University
Department of Rehabilitation Counseling: Cultural Issues

8/1997-5/1999 **Instructor~Undergraduate Course**
Mississippi State University
Department of Counseling: Microcounseling Skills

Community and Academic Involvement

University of New Hampshire

- Black Heritage Trail of New Hampshire (Chair/Board Member); Endowment for Health of New Hampshire (Board Member).

- Serve as member to campus committees: President's Advisory Council Campus Climate, MLK Summit Planning committee, Campus Suicide Prevention committee, Sophomore student retention workgroup, and Title IX Advisory committee.
- Co-chair to the Commission of Community, Equity and Diversity.
- Served as core member of the Behavioral intervention team.
- PACS liaison to OMSA, NALA and staff advisor to the Black Student Union.
- Serve on the Advisory Council for the New Hampshire Endowment of Health.

Western Washington University

- Serve as member to campus committees: President's Taskforce for Diversity, University Title IX Taskforce, Violence Sexual Misconduct BIT, Protest team, MLK Planning committee, Women of Color Empowerment Dinner planning committee, Campus Community Dialogues implementation team, Suicide Advisory committee, Men's Resiliency Advisory committee,
- Support emergency preparedness and response protocols as a member of Threat Assessment and Emergency Management teams.
- Served as core member of the Behavioral intervention team.
- Chaired NAKAMA one day professional development conference for the Division.
- Advisor for the Black Student Union.
- WA State Mental Health Coalition for Suicide Prevention (WWU representative)
- United Way of Whatcom County (Board of Directors)
- Whatcom County Public Health Advisory Board

University of Florida

- Council on Diversity (Chair)
- U Matter/We Care Steering committee
- Collegiate Student Veteran's Success Center Steering Committee
- Disability Resource Center Petitions committee
- University Minority Mentor Program Steering Committee
- Advisor-SISTUHS, Black Women Image Initiative
- Alpha Kappa Alpha Sorority Graduate chapter

Professional Associations

Higher Education Mental Health Alliance (Past-Chair)

Association of University College Counseling Center Directors (Board Member)

American Psychological Association, Society of Counseling Psychology (Division 17)

National Association of Student Personnel Administrators

Association of Higher Education Consultant & Coaching

Honors and Awards

2020-21 Selected as UNH representative for the HERS Institute

2018- Women of Color Empowerment Award at Western Washington University

2011-12 University of Florida Leadership Academy

2010 University of Florida Superior Accomplishment Award Recipient for Academic Personnel

2007 Association for University and College Counseling Center Directors Diversity Leadership Scholarship to attend the Annual Conference

2006 James E. Scott Professional Development Fellowship in the Division Student Affairs at the University of Florida

2006 Superior Accomplishment Award for Academic Personnel in the Division of Student Affairs at the University of Florida.

2005 Art Sandeen New Professional Award in the Division of Student Affairs at the University of Florida.

2003 Southern Regional Education Board (SREB), Dissertation/Senior Scholar. Includes a 12-month stipend, tuition waiver and a research grant.

2002 West Virginia University Minority Teaching Doctoral Fellow. Selected by the Provost Office to teach at one of the WVU branch colleges in rural areas West Virginia, where minority faculty are under-represented.

2001 Carolyn Reyer's Foundation Research Grant. A competitive research grant awarded to graduate students who are conducting research on Native Americans.

1999 West Virginia University, W.E.B. Dubois Fellowship. Awarded to outstanding African American student pursuing terminal degrees. Received the fellowship for three consecutive years.

Summary of Institutions

University of New Hampshire

Midsized, public university located in Durham, NH with a city population of 16,431 approximately 60 minutes from Boston.

- 13,000 undergraduates and 2,400 graduate students
- Acceptance rate: 74%
- 86% first year retention rate
- 8% ethnic and racial minority
- 55% undergraduates live on campus
- 15% involved in Greek life
- 250 student organizations

Western Washington University

Midsized, public university located in Bellingham, Washington with a city population of 87,000, approximately 90 miles north of Seattle.

- 15,332 students, 95% undergraduates
- Acceptance rate: 65%
- 5 year graduation rate: 67.2%
- 24.9% ethnic and racial minority
- 92% undergraduates live on campus

- 0% involved in Greek life
- 200 student organizations

University of Florida

Large public research university located in Gainesville, Florida with a city population of 131,591 approximately 70 miles north of Orlando.

- 49,827 students, 32,043 undergraduates
- Acceptance rate: 48%
- 4 year graduation rate: 66%
- 36.56% ethnic and racial minority
- 24% undergraduates live on campus
- 15% involved in Greek life
- 1000 student organizations