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CONSULTING EXPERIENCE

President

2004–present

Teresa Farnum & Associates, Inc.
New Boston, NH

Founder and president of an independent corporation with twelve consulting associates. The company serves colleges and universities in initiatives to

- improve student learning, success, and satisfaction—resulting in an increase retention and graduation rates
- increase new student enrollments
- Provide statistical services for data-based decision making related to enrollment
- Serve adult learners in recruitment and retention initiatives

Vice President for Retention Services

1999-2004

Noel-Levitz
Littleton, Colorado

The leadership position in retention services for Noel-Levitz, the largest consulting firm in North America that works with colleges and universities in all facets of student enrollment.

Specific responsibilities of the position included:

- Providing on-going, long-term retention consulting for clients;
- Consulting in specialty areas such as academic support services, advisement, quality service, and intervention programs;
- Developing new retention services and products;
- Building alliances with other firms whose services for students complement those of Noel-Levitz;
- Hiring, training, assigning retention consultants to clients, and evaluating performance;
- Designing and presenting workshops;
- Conducting retention audits; and
- Ensuring growth and profitability in the retention services division.

ADMINISTRATIVE EXPERIENCE

Assistant to the President and Secretary of the College

1997-1999

Randolph-Macon Woman's College
Lynchburg, Virginia 24502

A senior staff position supporting the president and trustees. Responsibilities included representing the president both internally and externally; serving on various strategic committees;

drafting speeches, remarks, and correspondence for the president; managing the president's office; and serving as associate director of the self-study for accreditation.

Assistant to the President

1997

Franklin Pierce University

Rindge, New Hampshire 01364

A senior staff position responsible for collaborating with the president. Specific responsibilities included leading strategic planning, chairing the self-study for reaccreditation; leading the institutional process of gaining accreditation for new locations to serve undergraduate adult learners and introduction of new graduate programs; conducting research and analysis on a variety of institutional issues; serving on the Goal Setting Team to review and develop revenue, financial aid, and enrollment goals; planning construction (particularly related to student residential needs); and working with presidential and trustee committees.

Special Assistant to the President

1992-1997

Franklin Pierce University

A senior staff position with responsibility for leading institution-wide initiatives related to retention, with an emphasis on coordinating freshman-year experiences, enhancing student success and satisfaction, and leading change in all offices that served students to become more student-centered. The position provided ombudsman services for students and had authority that cut across all reporting lines. The following offices and staff reported to this position: Academic Advising Center, Academic Support Services, International Student Programming, Freshman Seminar and Study Skills Instruction, Services for Students with Special Needs, Honors Program, and Institutional Research. Intensive collaborative work with the entire College—especially faculty and the offices of Admissions, Financial Aid, Bursar, Registrar, Student Affairs, and Academic Affairs—led to an enhanced spirit of unity in working toward a common goal and to a significant increase in the retention (47% - 73% in five years). After the drive to make FPC more student-centered had become well established and retention greatly improved, this position was discontinued and a new position—Assistant to the President—was created to assist the President in the next stage of development as a growing and successful institution.

Division Director, Natural and Computer Sciences

1990-1992

Franklin Pierce University

A middle management position reporting to the Vice President of Academic Affairs with responsibility for supervising, planning, and budgeting for the natural sciences division. An important accomplishment was helping faculty begin to change instruction from a lecture to an interactive mode. The number of declared majors in the division tripled during the three-year term, a success that led to the creation of the position of Special Assistant to the President in order to extend the use of successful retention strategies to the entire institution. The following offices and staff reported to this position: Biology, Chemistry, Geology, Physics, Mathematics, Computer Science, and Environmental Science.

Coordinator, London Program

Fall 1990

Franklin Pierce University at Regent's College in London, England

A position designed to pioneer the first study-abroad program for Franklin Pierce University. Responsibilities included evaluating the suitability of the sister relationship with Regent's College and exploring other London options, serving as advisor to FPC's 16 students in London, and teaching a mathematics and computer language course at Regent's College.

Director of Intersessions **1982-1984**
Franklin Pierce University
A position created to plan and implement a summer program, which continues to be successful, and to raise the academic standards of the January Intersession. The position was discontinued when the College converted from a 4-1-4 to semester calendar.

TEACHING EXPERIENCE

Professor of Mathematics **1981-1997**
(Promotions in rank of assistant through full professor)
Franklin Pierce College
Taught wide range of general education courses (freshman seminar, portfolio assessment, etc.) in addition to the full range of mathematics courses and some computer science courses. Typically taught several courses a year at three of the college's six locations that served adult learners in programs specifically designed for part-time, older students

Assistant Professor of Mathematics **1988-1989**
(During sabbatical leave from Franklin Pierce College)
Willamette University
Salem, Oregon 97301

Lecturer in Mathematics **Summers 1982-1988**
Mount Wachusett Community College
Gardner, Massachusetts

Public School Teacher **1970-1973**
Narragansett Junior-Senior High School
Templeton, Massachusetts 01468

EDUCATION

M.A. Mathematics, University of Massachusetts—Amherst, 1977
B.S. Education, Fitchburg State College, *magna cum laude*, 1970

HONORS

National Outstanding Freshman Advocate of the Year Honor Roll, *Freshman Year Experience*, University of South Carolina—Columbia, 1995 & 1996.
Promotion to the rank of full professor without the requisite terminal degree, a rare exception, for outstanding teaching and service to Franklin Pierce University, 1993.
Outstanding Teacher of the Year, Continuing Education Division of Franklin Pierce College, 1987.

STATEWIDE PRESENTATIONS

- New Mexico. Closing keynoter speaker at conference for all student affairs personnel in the public colleges and universities of New Mexico, February 2000
- Georgia. Presenter at an all-day conference for enrollment management personnel in all the public colleges and universities in Georgia, July 2000
- Kentucky. Presenter at a retention conference for all community colleges in Kentucky, January 2001
- Louisiana. Convener, organizer, and speaker at the project launch for representatives from all two-year public institutions. October 2002
- Louisiana. Convener, organizer, and speaker at the project launch for representatives from all four-year public institutions. November 2002
- Louisiana. Opening co-speaker at two-day conference, *Leadership and Change Management*, for presidents and senior staff of all four-year public institutions. November 2002
- Louisiana, Convener, organizer, and speaker at two-day *Quality of Life and Learning* Conference for all two-year public institutions. March 2003.
- Louisiana, Convener, organizer, and speaker at two-day *Building a Service Culture* Conference for all four-year public institutions. April 2003.
- California. Keynote speaker for conference for business and computer instructors in community colleges. November 2001.
- Statewide Kentucky Conference, March 2001
- North Dakota. Using the Student Satisfaction Inventory and Retention Management System

NATIONAL PRESENTATIONS

- Increasing Standards, Increasing Enrollment: A Small College Case Study*, AAC&U Annual Conference, Atlanta, Georgia, 1996
- Retention Planning: A Step-by-Step Process*, National Enrollment Management Institute, Vail, Colorado, 2000, 2001, 2002
- The Role of Faculty in Retention*, National Enrollment Management Institute, Vail, Colorado, 2000, and National Conference on Student Retention, Washington D.C., 2001 and New Orleans, 2002
- Building Bridges Between Student and Academic Affairs*, NASPA Annual Conference, Boston, March 2002
- Retention*, Noel-Levitz Canadian Conferences: Halifax, Toronto, Vancouver, 2001
- Getting a Jump-Start on Your Retention Initiative*, Association of Canadian Community Colleges, Vancouver, May 2003
- Getting a Jump-Start on Your Retention Initiative*, First-Year Experience International Conference, Vancouver, July 2003 and Maui, 2004
- A Step-by-Step Process for Creating a First-Year Retention Plan*, First-Year Experience Conference, Phoenix, February 2005
- Counting Retention*, Southern Association of Institutional Researchers, Charleston, SC, October, 2005
- Retention Planning*, International First-Year Experience Conference, Vancouver, Canada, May 2003

SELECTED CAMPUS CONSULTATIONS AND PRESENTATIONS

Increasing retention and graduation rates were the topics of all the various activities—keynote addresses, facilitated workshops, assessments, and long-term change-management partnerships—at the institutions below.

- Four-year private institutions
 - Alverno College, Wisconsin, September 2003
 - Azusa Pacific University, California, November 2007
 - Baker University, Kansas, December 2006–April 2007
 - Baylor University, Texas, January 2001
 - Barton College, North Carolina, November 2001–August 2002
 - Bethany College, West Virginia, April 2001
 - Brenau University, Georgia, February 2004
 - Brewton-Parker College, Georgia, August 2000
 - Buena Vista University, Iowa, June 2003–October 2004
 - California Lutheran University, October 2008
 - Carroll College, Montana, December 1999–May 2001
 - College of Charleston, South Carolina, March–May 2004
 - College of St. Scholastica, Minnesota, October 2003
 - College of Santa Fe, New Mexico, April 2004
 - Concordia—St. Paul, October 2007
 - Dallas Baptist University, September 2009
 - Dominican University, Illinois, October 2007
 - Drew University, New Jersey, March 2008
 - Edward Waters College, January 2003
 - Elmira College, September–November 2001
 - Flagler College, Florida, March 2006
 - Golden Gate University, January–November 2005
 - Hamline University, Minnesota, November 1999–May 2000
 - Hartwick College, New York, May 2002–August 2003
 - Hawaii Pacific University, August 2004, August 2005–February 2007
 - Howard Payne University, Texas, March 2005–May 2006
 - Illinois Institute of Technology, Illinois, November 2002
 - Keystone College, Pennsylvania April 2003 & November 2005–November 2007
 - Lebanon Valley College, Pennsylvania, November 2008–February 2010
 - Lasell College, Massachusetts, November 2006–October 2008

- Lamar University, Texas, April 2000
- Loyola Marymount University, California, April 2006
- Lynchburg College, Virginia, August–September 2003
- Manchester College, Indiana, November 2004
- Marietta College, Ohio, November 1999
- Maryland Institute College of Art, April 2003
- Memphis College of Art, Tennessee, January 2001
- Merrimack College, December 2004
- Mount Ida College, Massachusetts, December 2004
- Millikin University, Illinois, July 2002
- Milwaukee School of Engineering, Wisconsin, October 2000
- Ohio Wesleyan University, February 2004
- Pine Manor College, Massachusetts, December 2004–February 2007
- Principia College, Missouri, March 2006
- Roger Williams University, Rhode Island, May 2002
- Saint Leo University, Florida, January 2006–February 2007
- Saint Louis University, Missouri, January 2006–February 2007
- Saint Mary’s in the Woods, Indiana, April 2006
- Schreiner University, Texas, November 2004
- Seton Hall, New Jersey, April 2003
- Southwest College of Naturopathic Medicine, Arizona, January 2002, 2003
- Southwestern Adventist University, Texas, October 2001
- St. Ambrose University, Iowa, November 2000
- St. Edward’s University, Texas, May 2002
- St. Joseph’s College—New York, February–April 2009
- St. Paul’s College, Virginia, December 1999
- St. Thomas University, Florida, February–April 2000
- Texas Christian University, March 2005–February 2007
- Texas Wesleyan University, November 2003–September 2008
- Toccoa Falls, Georgia, November 2004
- Thiel College, Pennsylvania, April 2000
- Tulane University, Louisiana, May 2002
- Tuskegee University, Alabama, February 2001
- Union University, Tennessee, March 2005
- University of Baltimore, May 2004

- University of Denver, Colorado, November 2002
- University of South Florida, Florida, March 2000
- Washington College, Maryland, December 2007–October 2008
- Wheeling Jesuit University, West Virginia, May 2003
- William Jewel College, Pennsylvania, January–April 2008
- Wilson College, Pennsylvania, February 2002
- Community and Technical Colleges
 - Aiken Technical College, North Carolina, December 2000
 - Arapahoe Community College, Colorado, September 2008
 - Arkansas State University—Beebe, January, February 2005
 - Arkansas State University—Mountain Home, February 2005
 - Arkansas State University—Newport, February 2005
 - Bellevue Community College—Washington, May 2009
 - Blackhawk Technical College, Wisconsin, February 2006
 - Central Community College, Nebraska, March 2004
 - College of Menominee Nation, Wisconsin, May 2008
 - Colorado Mountain College (all seven campuses), August 1999–March 2000
 - Danville Area Community College, Illinois, April 2000
 - El Paso Community College, April 2003
 - Genesee Community College, New York, August 2005–May 2006
 - Glendale Community College, Arizona, November 1999
 - Gwinnett Technical College, Georgia, September 2008
 - Heart of Georgia Technical College, September 2006
 - Houston Community College, November, 2009–March 2010
 - Itawamba Community College, Mississippi, August 2005
 - Jefferson Davis Community College, Georgia, August 2001
 - Kansas City Kansas Community College, Kansas, February 2001
 - Katharine Gibbs School—Melville, New Jersey, September 2007
 - Labette Community College, Kansas, July 2000
 - Lamar State College, Texas, January 2004
 - Laredo Community College, Texas, January 2001
 - Long Beach City College, California, December 2001
 - Louisiana Technical College—Sullivan, May 2002
 - Massachusetts Bay Community College, March 2004
 - Massachusetts Maritime Academy, March 2004–Present

- North Harris College, Texas, February 2000–February 2001
- Onondaga Community College, New York, January 2003
- Mid-State Technical College, Wisconsin, December 2000–March 2001
- Minnesota State Community and Technical College (four sites) February 2005
- Mississippi County Community College, May 2002
- Saint Clair County Community College, Michigan, February 2006
- Santa Fe Community College, New Mexico, March 2000
- Shelby State Community College, Tennessee, February 2000
- Southwestern Community College, North Carolina, October 2001
- Ulster County Community College, New York, January 2005–February 2007
- Volunteer State Community College, February 2006
- Taft College, California, May 2004
- Turtle Mountain Community College, North Dakota, August 2005–May 2006
- University of Wisconsin—Fond du Lac, January 2005
- Western Governors’ University, January 2009
- Virginia Highlands Community College, Virginia, February 2000
- Four-year public institutions
 - Arkansas State University—Jonesboro, November 2004
 - California State University—Dominquez Hills , January–December 2009
 - California State University—Monterey Bay, 2008
 - Central Washington University, February 2006 and July 2008
 - Chicago State University, Illinois, January–April 2001
 - College of Eastern Utah, Utah, August 2000
 - Colorado State University—Pueblo, November 2007
 - Eastern New Mexico University, September–October 2008
 - Elizabeth City State University, North Carolina, November 1999–March 2000
 - Grambling University, Louisiana, 2001
 - Hampton University, Virginia, April 2005
 - Indiana University Northwest, Indiana, April 2000
 - Kennesaw State University, Georgia, June 2007
 - Kentucky State University, August 2000
 - Massachusetts Maritime College, March 2004 & August 2005–April 2006
 - Metropolitan State College of Denver, Colorado, November 1999–March 2003
 - Montana State University—Billings, 2006–2007
 - Nevada State College, August–December 2008

- North Carolina Central University, 2009
- Northwest Nazarene University, Idaho, February 2006 & August 2008
- Savannah State University, Georgia, February 2008
- Saint Cloud State University, Minnesota, November 2000
- Southern Illinois University at Carbondale, Illinois, February–May 2000
- Southern University of New Orleans, 2001
- Texas Southern University, August, 2007
- The Ohio State University, Ohio, July 2000
- University of Alaska Southeast, September 2001
- University of Arkansas at Pine Bluff, August 2000
- University of Hawai‘i at Manoa, March–September 2001, September 2006
- University of Hawai‘i—College of Engineering, December 2002–April 2004
- University of Illinois at Springfield, February–August 2002
- University of Maryland—Eastern Shore, January–September 2000
- University of Massachusetts—Boston, April-June 2007
- University of Massachusetts—Lowell, October 2005-February 2006
- University of Montana—Missoula, October 2008–November 2009
- University of Nebraska—Lincoln, December 2001–September 2002
- University of New Orleans, 2001
- University of North Carolina A & T, July 2000–March 2001
- University of North Carolina—Pembroke, April 2000
- University of Texas A&M—College Station, October 2002
- University of Texas at Brownsville, October 2002
- University of Texas—Tyler, February 2007
- West Virginia University, West Virginia, August 2002–December 2009
- University of Toledo, Ohio, September–November 2001
- Proprietary
 - Alta Colleges, multi-campus national meetings, September–November 2001; May 2006
 - Beckfield College, Kentucky, January 2007
 - Bay State College, Massachusetts, January 2003
 - Heald College, California, October 2006
 - ITT, Colorado, May 2006
- International and U. S. Territories
 - Algonquin College, Ontario, Canada, September 2002

- Colegio Universitario de San Juan, October, 2007
- College of the North Atlantic, Qatar, November 2005
- Mount Royal College, Alberta, Canada, January–May 2003
- Northern Marianas College, April 2001
- Northern Caribbean University, Jamaica, December 2003
- Southern Alberta Institute of Technology, Canada, June 2001
- Thompson Rivers University, British Columbia, 2005
- University of Windsor, Ontario, October, 2006

COLLEGES USING TFA STATISTICAL SERVICES FOR ENROLLMENT MANAGEMENT

The following colleges have used a variety of services including predictive modeling, financial aid analysis, and name purchase for adult recruitment

- Wake Forest University
- University of Kentucky
- Nova Southeastern University
- Chattanooga State University
- College of New Rochelle
- Hiram College
- Oakland University
- Mount Aloysius College
- Hawaii Pacific University
- College of New Rochelle
- Pepperdine University
- University of Tampa
- University of Miami