

## REBECCA KEOGH

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### CliftonStrengths

Higher education leader with a coaching background and values-based perspective to team management. My approach focuses on bringing together colleagues in a collaborative and goal-minded environment to achieve collective results and effective systems. I continually learn and achieve so that I can better empower teams and those I serve.

Learner  
Achiever  
Responsibility  
Relator  
Arranger

### EDUCATION

Michigan State University, East Lansing

University of Iowa, Iowa City

University of Michigan, Ann Arbor

#### Doctor of Education

Leadership for Equity Minded Change in  
Postsecondary Education,  
Expected Graduation 2028

#### Professional Leadership Certificate, 2020

#### Master of Arts

Kinesiology (Sport Management), 2012

#### Bachelor of Science Education with Distinction

Teaching Certification in Mathematics and  
Physics, 2008

### ENROLLMENT MANAGEMENT EXPERIENCE

#### Senior Associate Registrar

Michigan State University, East Lansing, MI

2022-present

- Lead the Office of the Registrar Administrative Leadership Team, guiding and implementing unit strategy and operations and serving as Deputy Registrar, including advocating for staff needs, departmental interests, resource allocation, and serving as a primary contact for vended product solutions
- Manage daily operations for the unionized 40+ employee office serving faculty, staff, and over 50,000 students
- Supervise seven employees directly, including the Communications Manager and an additional team of Business Analysts responsible for project management and process improvements
- Oversee the Office of the Registrar strategic planning process to ensure a values alignment with customer service, operational needs, and information management systems
- Serve as the primary Registrar technology liaison for the Oracle PeopleSoft Campus Solutions student information system
- Primary decision maker regarding budget preparations, expenditure monitoring, and funding priorities
- Develop departmental administrative and academic policies to ensure compliance with academic standards and regulations
- Experienced as interim Business Manager, handling HR tasks and compliance for three unions
- Member of the MSU Compliance Task Force responsible for investigating, applying, and enforcing Higher Learning Commission, Department of Education, and federal financial aid regulations
- Provide guidance on technical systems, teams, and processes to ensure compliance with FERPA, Veterans Administration, and NCAA regulations.
- Direct the development of training sessions and materials for employees and campus, standardized business process guides and Town Hall sessions to empower campus and emphasize teamwork, inclusion, and staff development.

#### Associate Registrar

University of Iowa, Iowa City, IA

2018-2022

- Managed daily operations and provided technical support for multiple components within the student information system (MAUI)
- Strategically planned and directed the expansion of the Sample Plans initiative to include graduate programs
- Ensured compliance with state and university policies, advising administration on curriculum revisions
- Coordinated office initiatives as part of the Registrar Core Team
- Gained supervisory experience and was recognized for staff development
- Applied change management principles to transition employees to a virtual environment
- Developed inclusive hiring practices
- Liaised with the Division of Diversity, Equity, and Inclusion

#### Registrar Services Coordinator

University of Iowa, Iowa City, IA

2017-2018

- Lead the Sample Plan Project, integrating cross-functional components into MAUI
- Provided technical and customer service support for the course library
- Project co-lead on commencement technology planning and implementation
- Coordinated compliance with state law and university policies for Post-Secondary Enrollment Options(PSEO)

<b>Admission Counselor</b>	University of Iowa, Iowa City, IA	2015-2017
<ul style="list-style-type: none"> <li>• Advised prospective students on admission requirements and university offerings</li> <li>• Implemented initiatives to update Iowa Community College transfer guides</li> <li>• Supervised and mentored students in the Admission Hosts and Admission Representative programs</li> </ul>		

**SERVICE , ADVOCACY, AND COMMUNITY INVOLVEMENT**

<b>Shared Governance</b>		
<ul style="list-style-type: none"> <li>• Elected to represent over 700 staff members on the University of Iowa Staff Council (UISC)</li> <li>• Served on the UISC Executive Committee and DEI Committee at the University of Iowa</li> <li>• Member of the MSU UCC+ Redesign Team</li> </ul>		
<b>Diversity, Equity, and Inclusion Facilitator</b>		
<ul style="list-style-type: none"> <li>• National Coalition Building Institute (NCBI) facilitator for workshops on Leadership for Equity &amp; Inclusion, Building Effective Relationships Across Group Lines, and Conflict &amp; Controversial Issues workshops</li> <li>• Facilitated workshops on Exploring White Identity for Effective Allyship</li> </ul>		
<b>National and Regional Organizations</b>		
<ul style="list-style-type: none"> <li>• Active member and multiple time presenter at AACRAO, UMACRAO, and MACRAO conferences</li> <li>• UMACRAO Technology &amp; Communications and DEI committees (2020-2022)</li> <li>• AACRAO Curriculum Committee (2025)</li> </ul>		

**ADDITIONAL HIGHER EDUCATION EXPERIENCE**

<b>Assistant Division I Softball Coach</b>	UIC, Chicago, IL	2013-2014
<ul style="list-style-type: none"> <li>• Recruited, trained, and evaluated student-athletes, creating a championship culture</li> </ul>		
<b>Assistant Division I Softball Coach</b>	Indiana University, Bloomington, IN	2011-2013
<ul style="list-style-type: none"> <li>• Increased staff effectiveness through implementing daily coaching meetings to plan practices and discuss team strategy</li> </ul>		
<b>Volunteer Assistant Softball Coach</b>	University of Michigan, Ann Arbor, MI	2008-2011
<ul style="list-style-type: none"> <li>• Developed and managed camps for hundreds of young softball players throughout the year</li> <li>• Member of multiple regional coaching staffs of the year</li> </ul>		
<b>Application Review Specialist</b>	University of Michigan, Ann Arbor, MI	2008
<ul style="list-style-type: none"> <li>• Frequently received additional applications due to accuracy, thoroughness, and efficiency using a holistic approach</li> </ul>		

**SELECT AWARDS AND CERTIFICATIONS**

<ul style="list-style-type: none"> <li>• MACRAO Best of the Best Presentation award, 2024</li> <li>• Building University of Iowa Leadership for Diversity (BUILD) professional development certificate, 2018</li> <li>• UMACRAO Best of the Best Presentation award, 2018</li> <li>• Student Supervisor of the Year nominee, 2017</li> <li>• All-American and National Champion softball athlete at the University of Michigan; four-time Softball Great Lakes Regional Coaching Staff of the Year; seven-time conference champion (five as a coach)</li> </ul>		
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**SKILLS AND COMPETENCIES**

<ul style="list-style-type: none"> <li>• Strategic Planning: Expertise in developing and implementing long-term strategies and aligning unit goals with the university's instructional strategic plan.</li> <li>• Compliance: In-depth knowledge of federal and state policies, including FERPA, and ensuring adherence to academic standards and regulations.</li> <li>• Budget Management: Proven experience in budget preparation, expenditure monitoring, and resource allocation.</li> <li>• Technology Management: Proficient in managing complex student information systems and advocating for system enhancements.</li> <li>• Leadership and Collaboration: Skilled in fostering collaborative environments, advocating for staff needs, and managing relationships with key stakeholders.</li> </ul>		
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