

Johnny A. Robinson



June 22, 2026

Dear Search Committee and the Texas State University community,

I am excited to share my resume, references, and application in consideration for the Assistant Vice President of Student Engagement at Texas State University. I believe this role sits squarely at the intersection of my passion for student success, leadership, and campus engagement. With a deep commitment to fostering transformative experiences and a strong alignment with the mission of the Division of Student Success, I am eager to bring my experience and vision to Texas State. The opportunity to return home to Texas to work collaboratively with a talented and dedicated team makes this position especially meaningful. I look forward to the opportunity to discuss my leadership, strategic perspective, and student-centered approach to advance engagement and success for all Bobcats. I'd like to share some of my experiences that align with this role.

With over twenty years of experience in higher education, I have had the privilege of serving as a leader and advocate for student learning and engagement across various institutions. My work has spanned fraternity and sorority life, student organizations, student activities, student government, leadership development, community service, alternative breaks, off campus programs, civic engagement, freshmen immersion programs, and residence life. Throughout my career, I have consistently demonstrated success as an innovative and inclusive change agent, helping to create new programs, services, and initiatives that foster student growth and enhance retention. For example, at Oklahoma State University, students who engage in at least two involvement opportunities have an 87% retention rate and a 75% six-year graduation rate which is significantly higher than their peers who do not participate in such programs.

As a first-generation college graduate, I am deeply committed to fostering equitable and transformative student experiences. I strongly believe that meaningful student engagement is essential to building a sense of belonging, resilience, and a foundation for holistic student development. Throughout my career, I have contributed to the creation, growth, and enhancement of initiatives that are integral to the student experience. For example, under my leadership at Tarleton State University alongside faculty partners we created a leadership program with the goal of assisting students in building their leadership capacity and enhancing career readiness. This program experienced a 96% persistence rate of students completing the program. I would welcome the opportunity to collaborate with Texas State's dedicated staff and faculty to further the university's mission and support students' development.

As I have shared, assessment, data, and evidence-informed practices are critical to evaluating programs and guiding strategic decision-making. Throughout my career, I have championed a culture of assessment that not only measures outcomes but translates data into a compelling narrative of student success and institutional impact. In my current role, I lead evidence-based initiatives to assess belonging, engagement, and retention to ensure programs measure

effectiveness while informing continuous improvement. Given the opportunity, I look forward to working with the staff at Texas State to align assessment with institutional goals and communicating results in meaningful ways to help “tell our story” to inform future growth.

As a supervisor, I adopt a philosophy of challenge and support. I am known for being both honest and transparent with my direct reports, which has fostered a supportive work environment and contributed to their professional growth. I consistently strive to strike the right balance between mentorship and management, ensuring that all staff members feel both nurtured and challenged. This approach has cultivated lasting mentorship relationships, even with former supervisees who have moved on to other opportunities. Should I be selected for this role, I am eager to inspire, advocate for, and support the professional development of my future team members at Texas State University.

In closing, I am passionate about supporting student development and fostering learning through student engagement experiences. I am confident that the skills and experiences I have gained throughout my career will enable me to contribute meaningfully to the success of students at TXST.

Thank you in advance for consideration of my application. Should you have any additional questions, I welcome the opportunity to speak further.

Sincerely,

A handwritten signature in black ink, appearing to read "Johnny A. Robinson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

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SUMMARY OF SKILLS

- Over twenty years of experience within the higher education in the areas of leadership development, student organizations, student activities, fraternity & sorority life, community service & volunteer, orientation & transition programs, first year immersion, residence life, student conduct, and off campus programs & services.
- Experience in conflict resolution, campus crisis management, risk management, institution re-accreditation, and student development.
- Strong multi-tasking, customer service, student mentoring, mediation skills, and student organization advising.
- Skilled at strategic planning, program development, administration, assessment, and budget planning.
- Gallup StrengthsQuest® Educator. Top 5- Futuristic, Relator, Maximizer, Activator, Deliberative

EDUCATION

Doctor of Education in Higher Education Administration August 2015
THE UNIVERSITY OF NORTH TEXAS, Denton, TX

- Dissertation: The Generational Shift: An Exploration of Leadership Behaviors of Senior Student Affairs Officers through a Generational Lens.

Master of Education in Educational Administration December 2007
TARLETON STATE UNIVERSITY, Stephenville, TX

Bachelor of Science in Exercise & Sports Studies/Minor in History December 2002
TARLETON STATE UNIVERSITY, Stephenville, TX

EXPERIENCE

OKLAHOMA STATE UNIVERSITY- Stillwater, OK January 2019-Present
Oklahoma State University is a public land-grant institution with a student population of over 25,000 students, which includes over 9,000 on campus students and 30 fraternity and sorority housing facilities.

Director of Student Involvement (January 2023-Present)

- Administrative oversight and supervision of cross-functional unit of student involvement & engagement programs of Fraternity/Sorority Life, Student Government Association, Student Organizations, Student Activities, Off Campus Student Programs & Services, Civic Engagement and Student Volunteer Center.
- Provide management, strategic vision, assessment/evaluation, and budgetary oversight for more than 2 million dollars and 25 professional and graduate staff within all functional areas.
- Serve as a team member of Campus Life Leadership Team to provide vision, direction, and oversight in coordination with the Assistant Vice President of Campus Life.
- Serve as a member of the OSU Freedom of Speech/Expressive Activity Response Team to assure student and individual protected speech and supporting policy compliance related to freedom of expression.
- Serve as a member of OSU Care Team to identify needs and provide wholistic support for students in distress or crisis.
- Provide guidance on the administration and allocation of the Student Activity Fee Process annually across 500+ student organizations and more than \$500,000.
- Lead and develop evidence-based assessment initiatives which demonstrate and measure student belonging and engagement which promote student retention and success (87% first-year retention= engaged OSU students).
- Manages and oversees crisis and critical response of all Student Involvement areas.
- Serve as the senior advisor of the Student Government Association.
- Assisted in renovation and remodel of Student Organization Resource Center to provide a collaborative space that supports student engagement.
- Chaired and led the system-wide request for purchase (RFP) bid process to choose and select a new student organization management software to assist with enhancing student engagement.

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Director of Fraternity & Sorority Affairs (January 2019-January 2023)

- Provided strategic vision and management of a fraternity/sorority program with nearly 5,000 organizational members, 30 housing facilities, and almost 50 nationally recognized Greek-letter organizations (92% first-year student retention; 3% community growth).
- Supervised and provided oversight, which includes three professional staff members, one administrative assistant, and three graduate teaching assistants.
- Administration of fraternity and sorority affairs budgetary allocations of over \$600,000.
- Created and developed student organization policies and procedures to support student health, safety, and risk mitigation.
- Oversaw and managed crisis and critical response of fraternity/sorority organization and individual members.
- Worked collaboratively with the office of Student Conduct and student-led judicial boards to assure chapter accountability and adjudication.
- Served as ex-officio member of Greek Neighborhood Association as University liaison for Housing Corporation Presidents, Chapter Advisors, and Housing Directors.
- Worked collaboratively with the OSU Alumni Association, Foundation, Admissions, and Athletics to support events, activities, and donor/alumni engagement.
- Supported Campus Life area and Student Affairs on various university committees and initiatives.

THE UNIVERSITY OF TEXAS AT ARLINGTON- Arlington, TX

October 2012-January 2019

The University of Texas at Arlington is classified as a Hispanic-serving institution and the fifth most racially diverse student population in the nation with an enrollment of 40,000+ students and 6,000 students living on-campus.

Assistant Director Fraternity & Sorority Life (October 2012-January 2019)

- Led and programming and advising initiatives to promote student development and learning amongst 35+ nationally recognized Greek-letter organizations, serving over 1500 students.
- Created and developed Fraternity and Sorority Life strategic plan to assure achievement of department long term goals and sustainability.
- Communicated and work collaboratively with chapter advisors, university officials, faculty, volunteers, housing corporations, and Fraternity/Sorority Headquarter staff to assure safety, compliance, and student development.
- Developed and oversaw assessment initiatives within the department to assure achievement of annual goals and student learning outcomes.
- Directed and led the Chapter Pillars of Excellence annual report program to reinforce community values and promote accountability among member organizations.
- Established and implemented a Risk Management Matrix to guide student advising and event planning, ensuring alignment with policies and fraternity/sorority best practices.
- Managed the chapter accountability process for fraternal and community values including advising and adjudicating through the fraternity & sorority judicial board.

TARLETON STATE UNIVERSITY- Stephenville, TX

January 2006 – October 2012

Tarleton State University is a Master's University as classified by Carnegie with an enrollment of 12,000+ students with almost 4,000 students living on-campus.

Director Student Leadership Programs & Greek Life (August 2008-October 2012)

- Led and supervised a staff of eight which included Administrative Staff, Assistant Director, Graduate Assistants, and Student Directors of a comprehensive student leadership program designed to promote opportunities for involvement, engagement, and leadership development within the programs of fraternity/sorority life, student leadership, freshmen camps (Duck Camp), and community service/volunteer programs.
- Provided administrative oversight and management of budget allocations of over \$300,000.
- Advised fraternity/sorority councils of Interfraternity Council, College Panhellenic Council and Inter-Greek Council of 900 students within sixteen Greek-letter member organizations.
- Creation of Tarleton LEADS certification cohort program to foster leadership development and growth through a comprehensive two-semester leadership curriculum in partnership with College of Business to foster a comprehensive leadership curriculum which supported career readiness.
- Served in leadership role on the university's Quality Enhancement Plan committee in coordination with SACS Re-Accreditation including institutional oversight of Leadership & Service Learning QEP initiatives.

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- Created Tarleton SERVES Volunteer Center to promote volunteer opportunities for students through partnerships with local and abroad agencies which included creation of Alternative Spring Break Initiative and coordination of Tarleton Roundup (one-day community service event) with over 500 volunteers and 100+ project sites.
- Developed in partnership the Leadership Learning Community to support first-year student retention efforts, achieving a (96% retention rate over three years.
- Oversaw first-year experience transition camp (Duck Camp), supporting student acclimation, retention, and success through immersive programming and community-building initiatives.

Senior Residential Coordinator of Residential Living & Learning (July 2007-August 2008)

- Supervised a team of 52 student employees, 3 full-time Residential Coordinators, and 2 Graduate Assistants to deliver high-quality residential experience for nearly 4,000 on campus students.
- Management of Residential Learning budget allocations of more than \$100,000.
- Developed and enforced residential community policies and TSU Student Code of Conduct.
- Designed and executed recruitment and training of Residential Leader student staff and professional staff to assure a safe and positive experience for all residents.
- Managed the facilities to insure the cleanliness and maintenance of eight traditional residence hall buildings and one four-bedroom apartment complex.
- Coordinated and managed on-call schedules for hall directors and graduate assistants while addressing all residential community conduct and crisis related incidents. Responded to all critical incident and crisis situations as needed.
- Investigated and adjudicated all residence hall conduct cases.

Residential Coordinator of Residential Living & Learning (June 2006-July 2007)

Graduate Assistant of Residential Living & Learning (January 2006-June 2006)

- Supervised 12 Resident Advisor staff members for two traditional residence halls with approximately four hundred residents.
- Performed on-call duties and effectively handled conflict management and crisis management for men's residential facilities.
- Performed effective customer service related to residents, parents, and campus partners while supporting the mission and vision of the department, division and institution.
- Managed the administrative aspects of the residential community including but not limited to room changes, maintenance requests, student on-call schedules, resident conflict resolution, mediation situations, and writing and sharing incident reports.
- Advised Men's Hall Council Leadership Team and programming budget allocations.

Graduate Assistant for Division of Student Life (August 2005-January 2006)

- Served as liaison between the University and Tarleton Parent's Association (TPA).
- Provide support and customer service at TPA events throughout the semester.
- Recruitment of new TPA members and management of membership database and creation of newsletter.

SANTO ISD-Santo, TX

August 2003 – July 2005

Teacher and Coach

- Social Studies Teacher (World History, World Government, World Geography).
- Assistant Boys Basketball, Football & Girls Softball Coach.

TEACHING EXPERIENCE

Adjunct Faculty- Oklahoma State University

January 2021-Present

Higher Education & Student Affairs Program

- Serve on Ph.D. dissertation and Master thesis committees to support and guide students.
- Instructor of record on an as-needed basis.

Adjunct Faculty Instructor- UT Arlington

October 2012-May 2013

Educational Leadership & Policy Studies- EDAD 1130 Foundations of Leadership

- Plan and deliver a one-hour credit course focused on the fundamentals of leadership to prepare students to become effective leaders for their professional careers.

UT Arlington First Year Experience- MAVS 1000- First Year Experience Course

August 2014-Dec. 2018

- Engage and acclimate new students through activities and assignments that support their development and successful transition to college life at UT Arlington.

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Adjunct Faculty Instructor- Tarleton State University

Jan. 2009- Oct.2012

College of Business Administration- MGMT 325- Advanced Leadership Applications

- Planned and delivered a three-hour advance course to engage students on contemporary leadership issues, history, and leadership theories.

Division of General Studies- DGS 101- University Seminar- Leadership LLC

August 2009-Oct. 2012

- Created and delivered a one-credit course to help facilitate successful student transition and acclimation to college life at Tarleton State University. The course helped develop effective knowledge and skills including foundational development of leadership skills.

SERVICE TO UNIVERSITY COMMUNITY OKLAHOMA STATE UNIVERSITY

OSU Freedom of Speech/Expressive Activity Response Team	08/20-Present
Division of Student Affairs Shared Services- Finance Task Force	01/25-Present
Chair, Campus Life Assessment & Advancement Committee	08/19-Present
Greek Neighborhood Association of Stillwater	01/19-Present
OSU Mental Health Coalition	11/19-Present
OSU Care Team	01/21-Present
OSU Athletics Tailgate Task Force	06/19-Present
OSU Sexual Violence Prevention Task Force	01/19-Present
OSU Campus Wide Recruitment Committee	01/19-Present
Payne County Substance Abuse & Mental Health Coalition	01/19-Present

UNIVERSITY OF TEXAS AT ARLINGTON

Co-Chair, UT Arlington Student Service Fee Allocation Committee	04/17-08/17
Division of Student Affairs, Risk Management Task Force	01/13-05/13
Division of Student Affairs, Strategic Initiative Committee	01/13-05/14
UT Arlington Behavior Intervention Team	01/14-09/15
Division of Student Affairs, Assessment Team	01/13-01/17
Division of Student Affairs, Homecoming Committee & Step Show	01/13-01/19
Division of Student Affairs, Parent & Family Weekend Committee	06/14-01/19
UT Arlington Student Conduct Hearing Officer	05/14-01/19
UT Arlington Title IX Investigator	08/16-01/19
UT Arlington Emergency Operations Committee	07/14-01/19
Convocation Planning Committee- Assistant Show Director	07/14-01/19
Extended Orientation Committee	11/18-01/19
UT System Bystander Initiative Task Force (UT Arlington)	01/16-01/19

TARLETON STATE UNIVERSITY

Leadership & Service Awards Planning Committee	01/06-10/12
SACS- QEP (Quality Enhancement Plan) Committee	06/09-10/12
Homecoming Committee	08/08-10/12
Staff Council; Co-Chairman Staff Affairs	08/09-08/11
Chair, Leadership Advisory Board	09/08-10/12
Division of Student Life Assessment Committee	09/09-10/12
Office of the President Planning Committee	11/08-08/10
Family Weekend Committee	08/06-08/07

LAMBDA CHI ALPHA FRATERNITY

Education Programs, General Fraternity Facilitation Team	08/13-08/24
Alumni Advisor, Phi-Rho Zeta, Tarleton State University	11/06-08/08
Alumni Advisory Board, Phi-Rho Zeta Tarleton State University	08/15- 10/20
Fraternal Health & Safety Initiative Facilitator- Taking A Stand: Preventing Sexual Misconduct	11/15- 11/18

BOARD APPOINTMENTS

Lambda Chi Alpha, Phi-Rho Zeta Alumni Association	05/26-Present
Parker H. Bainter Foundation	08/25-Present
Big Brothers & Big Sisters of Erath County	08/09-06/11

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PROFESSIONAL DEVELOPMENT ACTIVITIES

Presentations & Facilitation

- Wallace, E; Conboy-Brown, S; Robinson, J and Stout, G (June 2008). *Resilience*. Association of College & University Housing Officers Annual Conference. Orlando, FL.
- Robinson, J. & Strohmeyer, D. (October 2008). *Behavior at Parties. House Bill 2639: Student Organization Risk Management Training*. Tarleton State University.
- Robinson, J. & Barnette, M. (February 2012). *Establishing a Leadership Certification Program*. National Collegiate Leadership Conference. University of Arizona. Tucson, AZ.
- Robinson, J. & Ritchie, A. (February 2012). *Exploring Values*. National Collegiate Leadership Conference. University of Arizona. Tucson, AZ.
- Robinson, J. (October 2012). *Building Engaged Leaders*. Texas Association of Student Personnel Administrators Annual Meeting. San Antonio, TX.
- Robinson, J. & Devine, M. (June 2013). *Effective advising of Interfraternity Council Men: Roundtable*. Association of Fraternity & Sorority Advisors Region IV Summer Drive-In Conference. The University of Texas at Arlington, Arlington, TX.
- Robinson, J. & Tull, A. (March 2014). *Making an alcohol-free event fun*. Lambda Chi Alpha Fraternity Gulf Coast Conclave. University of Louisiana- Lafayette.
- Robinson, J. (June 2014). *A Comprehensive Theoretical Approach to Student Leadership Development: A Study of Leadership Behaviors of First-Year to Senior Students*. NASPA Region III Summer Symposium. Lake Buena Vista, FL.
- Robinson, J. & Albart, M. (October 2014). *Creating a Culture of Evidence: Changing & Telling Your Story through result-driven data*. Texas Association of Student Personnel Administrators Annual Meeting. Arlington, TX.
- Robinson, J. & Mercer, W. (March 2015). *The Changing of the Guard: The generational transition of the Chief Student Affairs Officer*. NASPA Annual Meeting. New Orleans, LA.
- Robinson, J. (October 2015). *CSAOs Boomers & Xers: A Generational Comparison Study*. Texas Association of Student Personnel Administrators Annual Meeting. Corpus Christi, TX.
- Robinson, J. (July 2016). *Higher Education Trends: Roundtable discussion of student learning outcomes in the fraternity and sorority experience*. AFA Lone Star Drive-In Conference. The University of Texas at Austin. Austin, TX.
- Robinson, J. (February 2017). *Resolved to Educate and Eradicate Hazing*. Oklahoma City University. Independent Contractor- Consultation/Facilitation.
- Robinson, J., Fortune, A., & Murphy, J. (March 2017). *Lessons Learned: Confessions of Recent Doctoral Graduates*. NASPA Annual Meeting. San Antonio, TX.
- Robinson, J. (July 2017). *Community Analysis and Fraternity/Sorority Community Assessment & Consultation*. Angelo State University. San Angelo, TX.
- Robinson, J. & Fortune, A. (October 2017). *So....you are ready? Making the transition from Director/Associate Director to AVP*. Texas Association of Student Personnel Administrators Annual Meeting. Richardson, TX.
- Robinson, J. & Fortune, A. (October 2017). *Reflections on Professional Development of AVPs aspiring to the Vice Presidency*. Texas Association of Student Personnel Administrators Annual Meeting. Richardson, TX.
- Robinson, J. & Fortune, A. (March 2018) *I think I'm ready: Professional development reflections of AVPs aspiring to the VPSA*. NASPA Annual Meeting. Philadelphia, PA.

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Robinson, J., Hallenbeck, D., Massey, T. & Beck, M. *Lessons Learned from COVID-19: A Student Affairs Perspective Panel*. Oklahoma State University College of Education & Human Sciences. Stillwater, OK.

Robinson, J. & Domnick, C. (December 2021). *Dean Wormer told you to fix the problem or you're all on Super Secret Double Probation: A comprehensive four year risk prevention education program for your fraternity/sorority community*. Association of Fraternity & Sorority Advisors Annual Meeting: Dallas, TX.

Robinson, J., Mariott, A., Word, R., & Domnick, C. (November 2023). *Student Organization Conduct 360: A model of student learning and collaboration*. Association of Fraternity & Sorority Advisors Annual Meeting: Tampa, FL.

Robinson, J. & Tull, A. *Why values matter in social fraternities*. (April 2024). NASPA Annual Meeting. Seattle, WA.

Mariott, A., Robinson, J., & Bates, J. (November 2025). *From Policy to Practice: Implementing the Stop Campus Hazing Act on College Campuses*. 2025 Safety & Security Summit- Oklahoma State Regents for Higher Education: Edmond, OK.

Publications

Robinson, J. (2013 June) Why assessment? Considerations for the campus-based fraternity/sorority professional. *AFA Essentials*. Retrieved from: www.afa1976.org

Robinson, J. (2015). *The generational shift: An exploration of leadership behaviors of senior student affairs officers through a generational lens*. ProQuest Dissertations Publishing. (10034383).

Robinson, J. (2016 May). Not just a survey: Utilizing a comprehensive assessment plan to drive your strategic plan. *AFA Essentials*.

Robinson, J. (2017). Next Generation Leadership: The changing culture of leadership in the Senior Student Affairs Officer (SSAO) position. *College Student Affairs Journal* 35(2), 70-84.

Robinson, J. & Tull, A. (2022). Leadership Characteristics of Senior Student Affairs Officers: An analysis of Gender, Professional Preparation, and Experiences. *Journal of Educational Leadership in Action* 8(2).

Tull, A., Grace, J., Nelson-Pinkston, C., Robinson, J. & Murphy, A. (2023). Recall and Recognition of Fraternal Values and Person Organization Fit for Member's of Men's College Social Fraternities. *Journal of College & Character*.

Association Involvement

Participant, 2013 SACS/NASPA Mid-Managers Institute, TCU	June 2013
National Association of Student Personnel Administrators (NASPA)	2008-Present
- NASPA Region IV-West Conference Planning Committee - Graduate Symposium Co-Chair	05/21-12/21
NASPA-Texas	
Board of Directors- Membership Coordinator	2014-2015
Association of Fraternity/Sorority Advisors	2008-Present
<i>Outstanding Alcohol/Drug Prevention Program Award- OSU Greek 100</i> <i>Region IV-2011 Cultural Conference Planning Committee</i> <i>Region IV- 2012-13 Management, Marketing & Recruitment Team</i> <i>Region IV- 2014 Drive-In Conference Chair</i>	2023
Texas Association of College & University Student Personnel Administrators	2008-2019
2014 Annual Meeting Planning Committee- Keynote Speaker Chair 2018 Annual Meeting Planning Committee- Educational Programs - Student Affairs On Campus Journal- Editorial Board - Association of College & University Housing Officers-International (ACCUHO-I)	2016-2018 2006-2008