KATIE SHOEMAKE, PMP

gshoemak@ecampus.usg.edu · 678-839-4785

EDUCATION

2015
MBA, Master of Business Administration with a concentration in Management, Richard's College of Business, University of West Georgia, Carrollton, Georgia

2013
BBA, Bachelor of Business Administration with a concentration in Accounting, Richard's College of Business, University of West Georgia, Carrollton, Georgia

CERTIFICATIONS

2019 – PRESENT (Next Renewal – Aug 2025)
PMP**,** Project Management Professional, Issued by the Project Management Institute

2019 – PRESENT (No Expiration)
Tableau Desktop Specialist, Issued by Tableau

PROFESSIONAL EXPERIENCE

Associate Director of Engagement & Analytics, University System of Georgia, eCampus
Associate Director of Engagement & Analytics   *September 2022 - Present*
Educational Program Specialist   *December 2014 – August 2022*

Responsible for the development, direction, and reporting of student engagement strategies, as well as all analytics and research projects for cross-institutional online collaborative programs, including eCore and eMajor. Makes the day-to-day operational decisions for managing, supervising, and leading the eCampus Student Engagement, Analytics, and Academic Tutoring Teams, serving more than 23,000 students across the University System of Georgia.

PROFESSIONAL DEVELOPMENT

- Salesforce Administrator Certification Prep Webinar, Salesforce (2022)
- SCRUM Immersion Course, PMtraining (2022)
- Project Management Foundations Course, PMtraining (2022)
- Staff Search Panel Training, University of West Georgia (2022)
- Cybersecurity Refresher, University of West Georgia (2021)

- Understanding Bias in Data Bootcamp, Percipio (2020)
- Tableau Desktop I & II Advanced Training Course, Tableau (2019)
- Project Management Professional Prep Course, UWG Continuing Education (2019)
- UWG HR Search Committee Training - Searching for Excellence: Understanding the UWG Search Committee Process, University of West Georgia (2018)
- Green Zone Training, University of West Georgia (2017)
- Safe Zone Training, University of West Georgia (2016)
- Annual UWG Compliance Training (Risk Management, Cybersecurity, FERPA, Vehicle Safety, Clery Act, Title IX), University of West Georgia (2015-Present)

SERVICE TO THE UNIVERSITY

HIRING COMMITTEES
- Success Coordinator, Newnan (2022)
- Lead Tutor, eCampus (2021)
- Educational Program Specialist (E&A), eCampus (2021)
- Graduate Assistant (E&A), eCampus (2018)
- Educational Program Specialist (Testing), eCampus (2018)
- STEM Tutor, eCampus (2018)
- Student Assistant (Testing), eCampus (2017)
- Educational Program Specialist (Testing), eCampus (2017)
- Educational Program Specialist (E&A), eCampus (2016)

ADVISORY COMMITTEES
- Gateways to Completion (G2C), eCore Representative (2018 – 2021)
- Staff Advisory Council, eCore Representative (2016 – 2018)

PRESENTATIONS & TRAININGS

STUDENT SUCCESS TEAM TRAININGS
Shoemake, G. (August 2022) "All SST - Salesforce Refresher Training" [Webinar]. Presentation and Training to eCampus Student Success Team Members – University System of Georgia, eCampus

Shoemake, G., Henderson, N., & Fernander, J. (August 2021) "All SST - Student Success Team Refresher Training" [Webinar]. Presentation and Training to eCampus Student Success Team Members – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (August 2019) "SST New Member Training". Presentation and Training to eCampus Student Success Team Members – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (June 2019) "SST New Member Training". Presentation and Training to eCampus Student Success Team Members – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (January 2019) "SST New Member Training". Presentation and Training to eCampus Student Success Team Members – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (August 2018) "SST New Member Training". Presentation and Training to eCampus Student Success Team Members – University System of Georgia, eCampus

Shoemake, G., Henderson, N., & Bennafield, M. (May 2018) "All SST – Day 3 Call Cycle Training". Presentation and Training to eCampus Student Success Team Members – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (January 2018) "SST New Member Training". Presentation and Training to eCampus Student Success Team Members – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (August 2017) "All SST - Student Success Team Training". Presentation and Training to eCampus Student Success Team Members – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (June 2017) "SST New Member Training". Presentation and Training to eCampus Student Success Team Members – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (January 2016) "SST New Member Training". Presentation and Training to eCampus Student Success Team Members – University System of Georgia, eCampus

CONFERENCE AND ANNUAL MEETING PRESENTATIONS
Shoemake, G. (May 2022) "GFA AY 2021 Data Overview – Enrollment, Performance, Demographics, & Course Level Assessments" [Webinar]. Presentation to the Georgia Film Academy Academic Advisory Council – University System of Georgia, eCampus

Shoemake, G. (August 2021) "Making a Connection – The eCampus Approach to Student Outreach & Tutoring" [Webinar]. Presentation at the 2021 USG eCampus Student Success Retreat

Shoemake, G. & Blount, T. (November 2020) "G2C and Student Reinstatement" [Webinar]. Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

Shoemake, G. (November 2020) "Spotlight on Student Success" [Webinar]. Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

Shoemake, G., Henderson, N. & Wilks, M. (September 2019) "Engagement Strategies for Student Success". Presentation at the interactUSG Conference

Shoemake, G. (July 2019) "Student Engagement" [Webinar]. Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

Shoemake, G. (May 2019) "Student Engagement". Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (May 2019) "SEADS & Texting". Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

Shoemake, G. (July 2018) "Student Engagement" [Webinar]. Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

Shoemake, G. & Wilks, M. (June 2017) "Qualtrics and SEADS" [Webinar]. Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

Shoemake, G., Henderson, N. & Wilks, M. (May 2017) "Engagement & Analytics". Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (May 2017) "Proctored Exams". Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (May 2017) "SmarterProctoring & Exams Demo". Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

Shoemake, G., Henderson, N. & Fowler, J. (May 2016) "Engagement & Analytics". Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

Shoemake, G., Fowler, J. (May 2015) "Top 5 from Engagement & Analytics". Presentation at the Annual eCampus Faculty Meeting – University System of Georgia, eCampus

SEADS AND STUDENT ENGAGEMENT FACULTY TRAINING WEBINARS
Shoemake, G. (June 2022) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (March 2022) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (June 2021) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (January 2021) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (August 2020) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (January 2020) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (August 2019) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (June 2019) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (October 2018) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (August 2018) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (January 2018) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (August 2017) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (June 2017) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (March 2017) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (January 2017) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (October 2016) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (August 2016) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (June 2016) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (March 2016) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

Shoemake, G. (January 2016) "Student Success and SEADS" [Webinar]. Presentation to eCampus Faculty – University System of Georgia, eCampus

INSTITUTIONAL ONBOARDING PRESENTATIONS
Shoemake, G. & Miles, B. (March 2021) "RN BSN Collaborative Onboarding - Student Support Services" [Webinar]. Presentation to eMajor Partner Institutions – University System of Georgia, eCampus

Shoemake, G., Miles, B., & Taylor, K. (August 2018) "CSU RN BSN Onboarding - Advising and Student Support", Presentation to CSU Partners – University System of Georgia, eCampus

Shoemake, G. & Miles, B. (September 2016) "SGSC eCore Onboarding – Student Services and Support", Presentation to SGSC Partners – University System of Georgia, eCampus

Shoemake, G. & Henderson, N. (April 2016) "GSOU eCore Onboarding – Student Services and Support", Presentation to GSOU Partners – University System of Georgia, eCampus

Shoemake, G. (October 2015) "EGSC eCore Onboarding – Student Services and Support", Presentation to EGSC Partners – University System of Georgia, eCampus

Shoemake, G. & Fowler, J. (April 2015) "ATLM eCore Onboarding – Student Services and Support", Presentation to ATLM Partners – University System of Georgia, eCampus

Shoemake, G. (March 2015) "GOC eCore Onboarding – Student Services and Support", Presentation to GOC Partners – University System of Georgia, eCampus

Shoemake, G. (February 2015) "CSU eCore Onboarding – Student Services and Support", Presentation to CSU Partners – University System of Georgia, eCampus

Shoemake, G. & Miles, B. (January 2015) "GSW eCore Onboarding – Student Services and Support", Presentation to GSW Partners – University System of Georgia, eCampus