Kyle Schmidt

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Work Experience

Lane Community College
Eugene, Oregon

WEB TEAM LEAD - MARKETING & COMMUNICATIONS
Jul. 2018–Present

- Manage all aspects of the college website and coordinate the work of the college web team.
- Manage email campaigns, using both EAB Navigate & TargetX, including all domestic prospective student campaigns and registration push campaigns. Provide systems administrative support as needed.
- Serve as the administrator for college digital signage (Korbyt). Create templates, manage content, and set signage procedures.
- Review, evaluate, and bring software and content into compliance with WCAG 2.1 A/AA accessibility standards.
- Oversee the college map (Concept3D), including managing end-user training, data, and the vendor relationship.
- Coordinate with outside marketing agencies to improve campaign performance tracking, launch landing pages concurrently with campaigns, and monitor social media.
- Help ensure compliance with brand guidelines across college web properties including the catalog, library, and athletics websites.
- Develop content and strategy for organic social media.
- Created and reviewed RFPs & responses, including drafting the RFPs for a website redesign and a new CRM platform with integrated admissions application.
- Developed retention telemarketing campaigns and supporting call tracking systems.
- Originated a project to rework program pages, including template development, copywriting, and keyword research, resulting in considerable increases in organic search traffic the following year: 47.4% for Accounting, 37% for Computer Programming, and 20% for Dance.
- Designed and drafted a retention email campaign, and coordinated integration with Banner. The campaign generated thousands of clicks annually.
- Assisted with emergency communications, including as a member of the Spring 2020 COVID-19 response team.
- Administered our CRM Platform, Keap. Performed end of term maintenance, evaluated campaign effectiveness, and provided end-user support. Successfully migrated to TargetX, a CRM and admissions application built on Salesforce.
- Led a redesign of the college's website, including a migration from Drupal 7 to 9 and a reduction of several thousand webpages. Duties included managing the vendor relationship, assigning & prioritizing work, drafting & redeveloping content, and communicating with campus on progress and roll-out plans.

WEB DEVELOPER - INFORMATION & ACADEMIC TECHNOLOGY
Jul. 2011–Jul. 2018

- Modernized the Banner 8 self-service and admissions applications through the addition of custom CSS and JS.
- Developed a lightweight data dashboard as part of early attempts to improve campus access to data.
- Rapidly developed a D3 & Python radar chart web application as part of a successful grant application.
- Helped the college select, purchase, and implement its first Customer Relations Management (CRM) platform. Developed the initial communications plans, wrote campaign copy, and coordinated Banner (ERP) integration.
- Performed LAMP stack development, performed security testing, and applied updates to systems as needed.
- Won the 2015 League for Innovation award as part of a group which developed an instructional technology knowledge base.
- Oversaw the implementation of the college's first digital map, using Concept3D. Developed virtual tours within the map platform.
- From 2012–2015, served as co-coordinator of a student staffed, in-house graphic design and digital media center. The center grew to be so successful that it was expanded, and a new position was created to supervise its work.
- Successfully completed Aspiring Leaders, Lane's internal leadership development program as a member of the 2013-2014 cohort.
- Led the migration of the college's 17,000 page Dreamweaver/Contribute website to a 4500 page, Drupal 7 site. Selected the CMS; developed infrastructure for page migration, eliminating the need for a site-wide content freeze; created mobile and tablet website designs; completed front and back-end development; determined server architecture; and performed both usability and functional testing. This work led to winning the May 2013 Classified Employee of the Month.

Montgomery County Public Schools *Montgomery County, Maryland*

High School Computer Science Teacher *Sep. 2005–Jun. 2011*

- Taught programming courses (Python and C++), web design, Microsoft Office certification, and CCNA and A+ certification preparation courses as a Cisco Networking Academy site.
- Developed a PHP based web application to collect and assist in grading student programming assignments.
- Created a PHP based online textbook web application, then used it to write and host my own free textbook for my course.
- Administered an internal web server.
- Developed Bash and Perl scripts for use by the Novell systems administrator.
- Created and supervised a teaching helpdesk, where students would respond to employee tickets to promote learning and decrease IT response times.

Campus Service

2025– PRESENT WCAG Task Force Serve as chair of the group responsible for bringing the college into compliance with the updated Title II ADA regulations (WCAG 2.1 A/AA). Coordinate training, messaging, auditing, and remediation efforts.

2024– PRESENT Infrastructure Council Participate in drafting and revising college policy related to facilities and technology.

2023– PRESENT Enrollment Work Group Currently serving as a member of a joint task force on growing enrollment at the college. Develop retention communications plans, coordinate digital experience between student software platforms, and provide input on enrollment management.

2023– PRESENT Fraudulent Application Task Force Participated in a group attempting to prevent, discover, and remediate financial aid or other fraud. Implemented several bot prevention measures within the admissions application before proposing the addition of an application deposit, which considerably reduced fraud at no cost to students.

2023–2025 Recruitment & Admissions Processes Steering Committee Participate in CRM and retention communications governance. Develop, manage, and review communications campaigns, determine applicant portal experience, and manage platform licensing and user access. Process mapped admissions processes, finding efficiency and student experience improvements.

2023–2025 Lane Forward Fund Set criteria and evaluated applications for an internal grant process focused on innovation at the institution.

2019–2025 College Policy & Procedure Custodian Maintain the college online policy & procedure system. Perform updates to the system, ensure internal consistency, and provide advice and guidance on changing or updating policies and procedures.

2023–2024 Aspiring Leaders Task Force In preparation for the relaunch of the President's employee leadership program, worked to set program scope, outline program curriculum, and ensure faculty inclusion.

2024–2025 Schafer Innovation Award Committee Evaluated applications and determined award amounts for an LCC Foundation financial award.

2022–2024 Classified/LCCEF Bargaining Team Served as one of three principle negotiators in classified unit bargaining. Incorporated dozens of MOAs, wrote or rewrote several articles of the contract, and amicably concluded bargaining through multiple mediation sessions.

2018–2023 College Council Served as one of two representatives to College Council from the classified employee group. Reviewed, made recommendations on, and approved new or revised college policies. Served as chair from Fall, 2020 through Spring, 2023, developing work plans in conjunction with college leadership, reporting to the Board of Education, and helping to facilitate effective governance at the college.

2017–2021 Student Affairs Council Reviewed and drafted Student Affairs related policies for the college. From Fall, 2018 to Fall, 2020, served as council chair, developing annual council work plans and conducting council business. Successfully led the review of every assigned council policy, and introduced several needed new college policies.

2020–2021 Strategic Planning Steering Committee Reviewed survey and focus group results and helped to draft the college's five-year strategic plan.

2019–2020 Guided Pathways Student Communication & Engagement Team Worked with a cross-functional team to analyze and improve campus student communications as part of broader efforts implementing Guided Pathways.

2018–2020 Governance Redevelopment and Implementation Teams Worked with representatives of management, students, and the campus bargaining groups to draft, recommend, and implement substantial governance system changes.

2017–2020	**WELCOME DAY PLANNING TEAM** Helped develop and implement the college's new student welcome event. Developed a registration and check-in system, drafted copy for the email reminder campaign, reviewed video scripts, reviewed and approved event collateral, staffed the event, and assisted with setup and teardown.
2018–2019	**CLASSIFIED/LCCEF CONSTITUTION COMMITTEE** Chaired the classified union committee responsible for comprehensively reviewing and revising a 20-year-old union constitution. Successfully passed 19 amendments, bringing the constitution into compliance with affiliate standards.
2013–2018	**TECHNOLOGY COUNCIL** Served as an at-large member reviewing and creating technology related college policies. Developed the college's student and employee communications policies, a process which included research, drafting policy, consulting counsel, and negotiating policy with bargaining unit representation.
2015–2017	**ACHIEVING THE DREAM DATA TEAM** Worked to improve the college's ability to work with data, as part of best practices recommended by Achieving the Dream. Reviewed and sent a weekly data visualization communication to campus. Developed data visualization tools for campus use.
2014–2015	**STRATEGIC ENROLLMENT MANAGEMENT TEAM** Worked with a team of admissions, marketing, and student affairs staff to help the college draft its first ever Strategic Enrollment Management Plan.

Education

Western Governors University

MASTER OF BUSINESS ADMINISTRATION *2015-2017*

- Completed a capstone project on improving the new student onboarding process in order to improve retention and completion outcomes.

Gettysburg College

BACHELOR OF ARTS. COMPUTER SCIENCE AND PSYCHOLOGY, DOUBLE MAJOR *2001-2005*

- Conducted research using fMRIs to study brain activation changes in a grapheme-color synaesthete, resulting in a poster presentation at Society for Neuroscience.

Technical Skills

Proficiency

- Almabase Alumni
- Basecamp
- Bash
- ClickUp
- Concept3D
- Drupal 7 & 9/10
- Excel
- Git
- Google Workspace
- HTML
- JavaScript
- Keap
- Korbyt signage
- Linux (Ubuntu, Fedora)
- PHP
- Powerpoint
- Python
- SCSS/CSS
- WCAG 2.1 A/AA
- Word

Experienced

- Apache
- Banner WebTailor
- Brightedge SEO
- Google Analytics
- LaTeX
- MailChimp
- MySQL
- nginx
- TargetX/Salesforce
- Varnish
- Wordpress

Familiar

- 25 Live Events
- Adobe Suite
- CampusLabs Engage
- Django
- EAB Navigate
- Handshake
- Lightcast Career Coach
- Softdocs development

Certificates

- CompTIA A+
- Network+
- Security+