

PROFESSIONAL PROFILE

- Educator with over 20 years of experience designing and implementing curricular and co-curricular initiatives
- Collaborative leader with experience in strategic planning, team and talent development, and budget management
- Strategic project manager skilled at identifying needs and coaching groups through the development of strategic solutions
- Intentional facilitator with a unique ability to simplify complex concepts, ensuring increased understanding and application
- Innovative critical thinker who creates operational systems allowing programs to move beyond activity metrics and prove organizational value and impact

LEADERSHIP EXPERIENCE

Clemson University Center for Career & Professional Development

Clemson, South Carolina

Senior Associate Director, Career Readiness & Strategic Solutions

2024-Present

Associate Director of Analytics and Initiatives

2020-2024

- Supervised, hired, and trained two assistant directors and a skip-level graduate assistant, who manage off-campus internship courses for 600+ students annually and deliver targeted, campus-wide programming
- Established new assistant director position and guided the implementation of the university's first internship preparation program aiming to minimize barriers to internships for first-generation and low-income students
- Coached direct reports to identify and achieve professional development goals, resulting in the advancement of multiple team members
- Initiated and designed multiple staff-centered professional development initiatives leading to co-creating a comprehensive, developmental professional development program
- Led the implementation of a campus-wide competency initiative, including designing learning materials for students and faculty
- Redesigned faculty and staff competency integration pathways, yielding new and enhanced partnerships with graduate student faculty, the student employment program, and other student-facing campus partners
- Managed the implementation and maintenance of uConnect by establishing the project timeline, overseeing staff training and consulting for representatives from each Center team
- Directed the implementation of The Competency Summit, with 120+ Clemson faculty and staff and 93% of attendees stating they identified next steps for competency integration
- Directed the Center's assessment strategy and ensured alignment with Division and University goals and metrics
- Guided the production of all surveys and reports, the Annual Report, and tailored reports for campus partners and the Board of Trustees
- Researched and proposed a redesign of the implementation of the First Destination Survey, leading to the formation of a campus-wide task force, a streamlined survey instrument, a collaborative distribution model, and advanced analytics reporting
- Implemented cost-efficient and innovative technology solutions for data management and stakeholder engagement that streamlined Center processes
- Served as consultant for various public and private institutions, including Texas A&M University-Kingsville with 97% of participants stating they were extremely likely or somewhat likely to implement the strategies shared
- Collaborated with representatives across five institutions to plan and implement the Competency Symposium by securing speakers, promoting the event, and assisting with transferring the event and all accrued funds to the National Association of Colleges and Employers (NACE)

Southern Association of Colleges and Employers (SoACE)

Indianapolis, Indiana

SoACE Board of Directors, Director of Finance

2024-2026

- Partnered with association management firm to oversee association finances
- Chaired the Finance Committee, presenting financial updates and ensuring compliance with association fiscal guidelines

Tracy Austin

Southern Association of Colleges and Employers (SoACE) *CONTINUED*

- Contributed to strategic planning and advised the President on key decisions as a member of the Executive Committee through monthly meetings and additional consultations as needed
- Led the finance segment of Board meetings, providing insight into the status of key budget allocation lines
- Analyzed monthly budget statements and produced year-to-date comparison reports with target progress indicators
- Oversaw the budget request process for the development and approval of the association's annual and conference budgets
- Presented the annual finance report to association membership at the annual business meeting
- Championed the strategic goals of three Directors, serving as a thought partner to secure buy-in and accelerate high-priority initiatives in their respective areas
- Led Board members in a strategic planning session to promote alignment with association mission and financial security

SoACE Assessment and Data Analytics Knowledge Group

2020–2023

- Past Chair, 2023, Chair, 2022, Assistant Chair, 2021, Program Coordinator, 2020
- Led targeted professional development programming through conducting needs assessment surveys and focus groups, and by providing regular webinars and membership consultations

Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)

Atlanta, Georgia

Student Affairs Evaluator, Fifth-Year Interim Review Committee

2025

QEP Lead Evaluator, On-Site Reaffirmation Committee

2023, 2024

Student Services Evaluator, On-Site Reaffirmation Committee

2024

National Association of Colleges and Employers (NACE)

Bethlehem, Pennsylvania

NACE Career Readiness Task Force

2022–2023

- Researched emerging trends and needs for implementing career readiness initiatives by analyzing and synthesizing four years of QEP Executive Summaries, contributing to *NACE Strategic Approaches to Integrating Career Readiness Competencies*

NACE Management Leadership Institute

Class of 2023

Anderson University

Anderson, South Carolina

Associate Director, Center for Career Development & QEP Director

2018–2020

- Directed the implementation of a career-readiness focused Quality Enhancement Plan, including building internal and external partnerships and evaluating student learning objectives
- Supervised and trained two full-time staff and a team of peer mentors
- Developed targeted career readiness curriculum units, including modules for first-year experience and student orientation courses, and classroom workshops
- Trained and supported faculty and staff Academic Liaisons from each college to promote competency development through discipline-specific events, with 100% reporting they felt confident and prepared
- Coached undergraduate and graduate students and alumni in customized, competency-based individual and group sessions, conducting 84% of individual sessions
- Presented program updates to stakeholders, including university-wide faculty & staff meetings, Board of Trustees Committee Meetings, Board of Visitors Meetings, and new student orientation sessions
- Managed the development, distribution, data validation, and summary reporting of the First Destination Survey and regular reports that inform CCD programming
- Directed the implementation and launch of Handshake, including training all stakeholders, promoting the program to students and recruiters, and establishing connections with other University technology platforms

Tracy Austin

Crescent High School

Iva, South Carolina

Director of Guidance, Counselor, Global Career Development Facilitator

2007–2018

- Directed a comprehensive and developmental school counseling program for 750+ students across four grade levels, including providing career, academic, and personal/social counseling to individuals and groups
- Supervised school counseling staff and developed a data-informed strategic plan
- Acted as the Local Educational Agency representative on inter-disciplinary teams for students with special needs, ensuring compliance and resources for both the student and the school
- Redesigned the signature event for seniors, increasing engagement from 40% to over 80%, with state level representatives using my framework to train school counselors across South Carolina
- Directed annual award ceremonies, student and parent workshops, professional development training sessions, and presentations to the Board of Trustees
- Revised school and district honors program requirements in accordance with new assessment and grading scale guidelines
- Co-created and co-taught graduate-level course through Winthrop University, *Reaching Your Full Potential through Personal Growth*
- Tracked and reported on-time graduation rates, diploma verifications, scholarship eligibility, and other state requirements
- Oversaw all aspects of the application process for national, state, and local scholarships and fellowships

PRESENTATIONS FOR SOUTHERN ASSOCIATION OF COLLEGES AND EMPLOYERS (SOACE)

Employer-Led Professional Development: Reimagining Staff Training Through Partnerships, Co-presenter, Breakout Session, 2025 Annual Conference.

How Sales Experience Promotes the NACE Core Competencies, Co-presenter, Roundtable Session, 2024 Annual Conference.

Assessment and Data Analytics Knowledge Group Meeting Co-facilitator, 2023, 2022, 2021 Annual Conference.

Developing a High-Value Assessment Strategy with Low Tech Tools, Roundtable Session, 2022 Annual Conference.

Articulating the Competencies in Interviews: Fuel your students to success with this step-by-step approach, Breakout Session, 2022 Annual Conference.

Introduction to Data Dashboards, Moderator, 2022 Assessment and Data Analytics Knowledge Group Webinar.

Designing Program Assessment and Evaluation, 2022 LEAD Session.

ADDITIONAL PRESENTATIONS

Intentional Storytelling, 2025 Employer Relations Exchange Meet-Up.

Building a Professional Development Program for Career Center Staff, Co-presenter, 2025 Career Everywhere Podcast.

Preparing for Life After TAMUK: Connecting Learning to Career Readiness, Keynote Session, 2025 Texas A&M University-Kingsville High Impact Practices in Higher Education Conference.

Elevate Readiness: Connecting Learning to Life After Clemson, Clemson Student Affairs Leaders Spring 2025 Meeting.

Preparing for Life After Clemson, Keynote Session, 2023 Competency Summit.

About CCPD: Competencies and Assessment, 2022 CCPD Corporate Partner Training Camp.

Pillar 2B: The Role of the Co-curriculum in Competency Development, Panel moderator, 2021 Competency Symposium.

EARLY CAREER EXPERIENCE

- McCants Middle School, *English Language Arts & English I Honors Teacher*, 2004–2007
- Belton Middle School, *English Language Arts and Honors Teacher*, 2003–2004

EDUCATION

- Clemson University, *Educational Leadership, Ph.D.*, Graduate Student
- Clemson University, *Master of Education: Counselor Education*, 2008
- Anderson University, *Bachelor of Arts: Secondary English Education*, 2003