

Matthew J. Miller

EMPLOYMENT

Bridgewater State University, Bridgewater, MA

- Director, Center for Student Engagement (July 2020 – Present)
- Associate Director, Student Involvement and Leadership (July 2014 – July 2020)
- Assistant Director of Programming, Student Involvement and Leadership (August 2004 – June 2014)

EXPERIENCE

Inclusion and Belonging

- Working with Career Services, Academic Achievement Center, and Student Success to create the Transformative Advising Summit. This initiative employs Life Design and Appreciative Advising.
- Oversaw the implementation of CampusGroups (2021) and CampusLabs Engage (2008) and served as the primary manager of the platforms as student engagement tools.
- Implemented and managed the university's mobile app on the ReadyEducation CampusApp platform, onboarded 50+ departments, and achieved over 90% student usage.
- Collaborated with staff and students to enhance inclusivity by installing a lactation pod, expanding free menstrual product access, updating student union signage, and launching affinity month campaigns.
- Co-facilitated a monthly male student success dinner program including collaboration with over 20 male faculty and administrators who served as mentors for over 100 student participants.
- Transformed a longstanding Homecoming Pageant tradition to be inclusive of all gender identities, modernizing the event to reflect campus values of equity and belonging.

Management & Assessment

- Directly supervise five full-time professional staff members overseeing functional areas such as student union operations, new student transitions, student organizations and traditions, and student pathways.
- Facilitate regular team meetings to promote collaboration, streamline operations, and improve student experience, resulting in more effective use of staffing resources and improved program outcomes.
- Collaborate with staff to develop annual goals and professional development plans; conduct ongoing check-ins and performance reviews.
- Oversee fiscal processes, vendor and performer contracts, and purchasing in coordination with Procurement Department; manage 150+ department and student accounts totaling \$2M.
- Developed reporting tools to assess student engagement from the CampusGroups platform and ReadyEducation mobile app including web analytics, membership data and event attendance.
- Chaired and co-chaired department self-studies using CAS Standards for Campus Activities, Fraternity and Sorority Life, and Orientation.

Strategic Planning

- Led the creation of a 5-year departmental strategic plan aligned with university and divisional goals across seven functional areas.
- Used SWOT analysis and long-term planning sessions, involving all department staff, to shape strategic priorities, guide departmental growth, and ensure staff buy-in.
- Developed a leadership framework and three-year action plan rooted in the Social Change Model, integrating NACA and NACE competencies and outcomes.
- Redesigned the volunteer experience for 300+ volunteers at the National Association for Campus Activities; managed 50+ goals and supervised four team members.

Enhanced Communication

- Designed outreach strategies to connect with students who are less engaged, using data to inform communication efforts.
- Transitioned over 11,000 members of the “Family Hub” to CampusGroups, improving communication, event registration, and fostering a stronger sense of inclusion and community for families of students.
- Oversaw the utilization of the CampusApp platform to assist university efforts on contact tracing during the COVID-19 pandemic.

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- Created reporting workflows to ensure student concerns in digital spaces were addressed quickly and consistently, improving response time and alignment with university policy.

Leadership Development

- Gallup-Certified Strengths Coach. Regularly facilitate CliftonStrengths training for student leaders, staff members, academic classes and other university constituents.
- Administered the 2017 Leadership Institute program for 40+ students in a hybrid format, including matching students with coaches, supervising an intern, managing course content, and supporting participants.
- Facilitated a men's leadership retreat for 50 students as a part of an eight-member faculty and staff planning team in 2012, 2014 and 2016.

Campus Activities

- Advise the Student Government Association and supported a comprehensive revision of their governing documents.
- Oversee the new club recognition process, streamlining proposals to reduce barriers, clarify requirements, and support long-term organizational success.
- Conducted a comprehensive review and rewrite of student organization policies and procedures resulting in the publication of a new Student Organization Handbook.
- Advised the Program Council; a student program board of approximately 50 students, including a sixteen-member executive board averaging 80 events per year.
- Facilitated collaboration among student leaders, launching campus-wide initiatives like Dear World, BSU Votes, and #THISISBSU centered on social justice and inclusion.
- Led a coalition for Homecoming and Family Day events. Worked with the University President to redesign the program for better interaction among alumni, students, and families.
- Managed the distribution of \$50,000 from the Bridgewater Involvement Grant to organizations and academic departments for two years. Grant committee included students, faculty and staff.

Co-curricular Programming

- Organized a variety of university traditions and major programs including annual student leadership awards, spring traditions programs, Commencement Ball, and semesterly opening and kick-off weeks. Continually looked for opportunities to innovate and adjust programs to meet the needs of our current students while creating milestone events for students to look forward to during their college career.
- Chaired a committee of students and staff to redesign the university's mascot, Bristaco. Included conducting surveys of students, faculty, staff and alumni to encourage broad support for the new design.
- Spearheaded the development of a campus-wide weekend initiative aimed at transforming the culture around weekend events resulting in at least one student-led event each weekend.

Committee Work and Professional Development

- Served as host for a meeting among student engagement focused staff at the Massachusetts state universities.
- Facilitated a year-long process to develop of Student Leader Competencies published by the National Association for Campus Activities.
- Served as chair of a 3-day regional conference for over 1200 school and business delegates.
- Served as chair of Orientation Core Committee. Committee included representatives from Admissions, Academic Achievement Center, Registrar, Transfer Services and International Student Services.
- Served on the following University and division committees: Gardner Institute First-Year Foundations of Excellence, Enterprise Risk Management, University Artificial Intelligence Committee, Campus Climate Survey, University Spirit Committee, Opening Committee, Student Affairs Professional Development Committee, Student Affairs Assessment Committee, Title IX & EO Review Board, Community Standards Administrative Review Committee.

EDUCATION

Master of Science. Northeastern University, Boston, MA.

Applied Educational Psychology specializing in College Student Development and Counseling.

Matthew J. Miller

Bachelor of Arts. Drew University, Madison, NJ.
Major in Economics. Minor in Mathematics.

VOLUNTEER EXPERIENCE

National Association for Campus Activities

- Trustee of the NACA Foundation (May 2024 – Present)
- Education Advisory Group Chair (May 2022 – April 2024)
- Education Advisory Group Member (May 2017-April 2022)
- National Volunteer Development Coordinator (May 2014-April 2016)
- Northeast Region Conference Program Chairperson (June 2012-December 2013)

SELECTED PRESENTATIONS, PUBLICATIONS & RECOGNITION

The Student Voice: Engagement Preferences, Expectations, and Student Success – Co-Presenter at 2025 NASPA Annual Conference – March 17, 2025.

Martha D. Jones Award – Bridgewater State University Alumni Association. Presented for Enriching the Lives of BSU Students. November 2024.

Removing Communication Silos to Improve Student Outcomes Webinar – Co-Presenter with ReadyEducation on the use of digital engagement platforms at Bridgewater State University – June 8, 2023.

NACA Competencies for Student Leaders – Member of writing team – Published September 2022.

NACA Competencies for Campus Activities Professionals – Member of writing team – Published September 2018

Making the Most of Your Strengths and Talents - Presented at LGBTQ Mentoring Dinner, Bridgewater State University. March 2018.

Using Your Strengths to Build Stronger Partnerships - StrengthsQuest - Presented to Wheaton College Division of Student Affairs Leadership Team. August 2017.

Gallup Wellbeing Model - Presented to Orientation Leaders (March 2016) and Resident Assistant Staff (January 2016), Bridgewater State University.

Changing Traditions: How Bridgewater State University Made Its Homecoming Pageant More Inclusive – Co-author, NACA Campus Activities Programming Magazine, January/February 2016.

Donald L McCullough Award Recipient 2015 – National Association for Campus Activities, Northeast Region. This is the NACA Northeast Region's highest honor.