

Shanna L. Donica

1401 S. College Ave., Levelland, Texas | 806.716.2930 | sdonica@southplainscollege.edu

Work Experience

Adjunct Instructor

**South Plains College • Levelland, Texas
January 2021 – Present**

Courses Taught

- Financial Accounting (ACCT 2301): This course is an introduction to the fundamental concepts of financial accounting as prescribed by U.S. generally accepted accounting principles (GAAP) as applied to transactions and events that affect business organizations. Students will examine the procedures and systems to accumulate, analyze, measure, and record financial transactions. Students will use recorded financial information to prepare a balance sheet, income statement, statement of cash flows, and statement of shareholders' equity to communicate the business entity's results of operations and financial position to users of financial information who are external to the company. Students will study the nature of assets, liabilities, and owners' equity while learning to use reported financial information for purposes of making decisions about the company. Students will be exposed to International Financial Reporting Standards (IFRS). (Spring 2022)
- Managerial Accounting (ACCT 2302): This course is an introduction to the fundamental concepts of managerial accounting appropriate for all organizations. Students will study information from the entity's accounting system relevant to decisions made by internal managers, as distinguished from information relevant to users who are external to the company. The emphasis is on the identification and assignment of product costs, operational budgeting and planning, cost control, and management decision making. Topics include product costing methodologies, cost behavior, operational and capital budgeting, and performance evaluation. (Spring 2022)
- Principles of Management (BMGT 1327): This course covers concepts, terminology, principles, theories and issues in the field of management. (Spring 2021)

Director of Institutional Effectiveness & Assessment

**South Plains College • Levelland, Texas
January 2013-Present**

Responsibilities

- Build department from the ground up beginning in January 2013.
- Work directly for the Vice President of Academic Affairs.
- Work with faculty in instructional areas on student learning outcomes assessment.
- Work with staff members of Support Services areas to assess operational processes.
- Manage the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) accreditation report writing and completion both decennial and fifth year interim reports.
- Data collection and analysis of student learning, survey and other demographic data pertaining to Institutional Effectiveness
- Contribute to the institutional strategic planning process and yearly supporting data, including

- data collection and reporting on key performance indicators.
- Manage all assessment documentation in Taskstream by Watermark software.
- Assess departmental objectives and outcomes.
- Submit budget for approval and manage departmental budget annually.
- Chair the Institutional Effectiveness Committee.
- Co-chair the ESP@SPC and Retention Committee, ESP@SPC is our Quality Enhancement Plan.

Accomplishments

- Built department from inception of Director position in 2013.
- Work independently as the only Institutional Effectiveness and Assessment staff member.
- Successfully coordinated SACSCOC site visit in October 2013 for a seven member team.
- Work with faculty successfully both in groups and individually to meet assessment documentation deadlines.
- Improved Ruffalo Noel Levitz Student Satisfaction Inventory sample size from 120 student to 540 students between the fall 2013 and fall 2015 administration. Diversified location of student respondents from 2015 to 2017 to better represent our offsite centers.
- Created program assessment rubric for the evaluation of assessment data for instructional areas and programs.
- Host assessment review days to review assessment data and recommend improvements to strengthen data where indicated by other faculty members.
- Created and update Fact Book annually for the past five years.

Adjunct Instructor – Principles of Management Spring 2021

South Plains College • Levelland, Texas

January 2021- May 2021

- Used Blackboard to enhance course delivery
- Lectured in person once weekly
- Used Cengage MindTap for assignments and exams

Associate Director of Assessment

Rawls College of Business, Texas Tech University • Lubbock, Texas

October 2010-December 2012

Senior Analyst, Program Assessment

Rawls College of Business, Texas Tech University • Lubbock, Texas

October 2005-September 2010

Responsibilities

- Managing and analyzing data and developing reports to support administrative decisions and SACSCOC and AACSB accreditation processes.
- Provided input in administrative decisions regarding curriculum.
- Ran the annual faculty merit evaluation quantification and summary.
- Evaluation of faculty qualifications for AACSB.
- Drafting the AACSB Accreditation Report for the Rawls College of Business with administrators.
- Substantial contributions to the Texas Tech SACSCOC accreditation processes on behalf of the 17 degree programs in the Rawls College of Business Administration.

Accomplishments

- Promoted from senior analyst, program assessment to Associate Director of Assessment.
- My responsibilities in the assessment and administrative processes extended beyond data analysis at the time of my promotion.
- Co-wrote the AACSCB accreditation report draft in 2012 and participated in the site visit in January 2013.
- Contributed information used to make administrative decisions on assessment and curriculum changes.
- Received my Master of Science Business Administration with an emphasis in Business Statistics while working full-time for Rawls College of Business.
- Performed longitudinal data collection across the MBA and BBA programs of matched data for students in the sample.
- Gained the ability to make sense of data analysis results so that meaningful, well-justified data driven administrative decisions could be made.

Part-time Instructor BA3305 (Organization Management), Spring, 2010

Rawls College of Business, Texas Tech University • Lubbock, Texas

January 2010-May2010

Administrative Assistant

City of Lubbock, Facilities Management • Lubbock, Texas

July 2001-September 2005

Responsibilities

- Prepared and monitored a \$2.5 million annual budget
- Prepared and entered payroll data biweekly.
- Tracked accrual and use of compensatory time.

Accomplishments

- Developed an Environmental Management System which detailed practices and procedures to ensure our department operated on an environmentally friendly basis.
- My presentation skills were also developed during my tenure at the City of Lubbock with presentations of monthly safety meetings.

Office Manager

A&H Supply Co. • Levelland, Texas • May 1995-January 2001

Responsibilities

- Managed all the bookkeeping activities for the company.
- Entered and ran payroll biweekly.

Accomplishments

- Negotiated settlement of customer billing disputes and collected on delinquent accounts.
- Progressed from being the administrative assistant to the Office manager with progressively increasing responsibility.

Consulting: Research and Statistical Analysis

Doctoral dissertation (Personal Financial Planning) March 2011 to November 2011

Honors

Member Golden Key International Honour Society

Member Beta Gamma Sigma

Certifications, Memberships, and Training

- Proficient in Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Microsoft SharePoint
- Data Mining Certificate • Rawls College of Business/SAS Institute • December 2008
- Six Sigma Yellow Belt • August 2008
- SAS Programming Courses
- Course work in Advanced Statistics, Regression Analysis, Multivariate Analysis and Non-Parametric Statistics
- SPSS, SAS and SAS Enterprise guide

Education

Certificate in Personal Financial Planning • December 2017

Kansas State University, Manhattan, Kansas

Master of Science Business Administration, Business Statistics • December 2009

Texas Tech University, Lubbock, Texas

Master of Business Administration, Management • November 2005

Wayland Baptist University, Lubbock, Texas

Bachelor of Business Administration, General Business • May 2001

Lubbock Christian University, Lubbock, Texas

Associates of Science, Business Administration, • May 1999

South Plains College, Levelland, Texas

Committee Service

- Chair Institutional Effectiveness Committee 2014- Present
- Co-chair – ESP@SPC and Retention Committee August 2014 – May 2019
- Co-chair – Retention Committee August 2020 – Present
- Member Administrative Council January 2022 – Present
- Chair – SACSCOC Steering Team
- Co-chair – Quality Enhancement Plan Steering Team

Invited Talks, Lectures, and Presentations

Co-Presenter: West Texas Assessment Conference, October 10, 2017

Topic: ESP@SPC - A Quality Enhancement Plan Progress Report

Co-Presenter: West Texas Assessment Conference, October 10, 2017

Topic: Monitoring Institutional Effectiveness at South Plains College

Presenter: West Texas Assessment Conference, October 17, 2016
Topic: Beyond SACSCOC: Why Assessment is Important

Invited lecturer: BA 5395 November 2, 2011
Topic: Assessment of Student Learning - Practical Applications

Invited speaker: TTU Assessment Network October 20, 2011
Topic: Assessment Methods used by Rawls College of Business, Texas Tech University