

# MATTHEW M. RUST

317-274-3595 | mmrust@iupui.edu

## EDUCATION & LICENSURE

- 2021-Present **Doctor of Philosophy, Higher Education** (in progress)  
Indiana University Bloomington
- 2022 **Data Analytics Certificate**  
Google Career Certificates (via Coursera)
- 2011 **North Carolina State Bar, License 43176** (inactive)
- 2007-2011 **Juris Doctor, *cum laude***  
North Carolina Central University School of Law (Durham, NC)
- 2003-2005 **Master of Science, College Student Personnel**  
Miami University (Oxford, OH)
- 1999-2003 **Bachelor of Arts, Political Science and Philosophy/Religion**  
Butler University (Indianapolis, IN)

## EMPLOYMENT HISTORY

- 2022-Present **Assistant Dean of University College**  
*Division of Undergraduate Education, IUPUI (Indianapolis)*  
Lead campus-wide initiatives to incubate and scale innovations in student success. Provide strategic leadership and oversight for all programs and services carried out by the 90 staff members in University College, including new student orientation; Bepko Learning Center; TRIO Programs (Upward Bound and Student Support Services); Diversity, Enrichment, and Achievement Program (DEAP); the 21st Century Scholars Program (state aid program); Scholar Support Programs (for independent youth, the Nina Mason Pulliam Legacy Scholars); Office of Academic and Career Development, Office of Student Employment, Center for Transfer and Adult Students; and Life-Health Sciences Internship Program. Provide ongoing professional development for directors of each program and directly supervise three Senior Executive Directors overseeing Student Transitions and Success, Educational Equity Programs, and Campus Career and Advising Services, respectively. Oversee annual base budget for portfolio (\$5.8 million in FY 2023) as well as grant and revenue accounts. Pursue funding opportunities to support ongoing innovation in student success education.
- 2014-2022 **Sr. Exec. Director of Campus Career & Advising Services** (Director, 2014-2018)  
*Division of Undergraduate Education, IUPUI (Indianapolis)*  
Serve as campus coordinator for academic advising and career services initiatives, fostering collaboration among decentralized student services units. Chair the Campus Advising Council and serve as ex officio leader for the Jaguar Academic Advising Association (JACADA) and the IUPUI Career Services Council. Provide direct leadership for five academic advising and career education units in University College (serving 4,500 students), including 50 full-time staff. Oversee

annual base budget for portfolio (\$3.6 million in FY 2022) as well as grant and revenue accounts. Facilitate training and professional development for academic advisors and career services professionals, including peer-review based promotional structures. Coordinate implementation and ongoing enhancements of technologies that support the work of academic advising and career services (IU-developed advising tools and vended systems including Symplicity, Handshake, and EAB Navigate). Serve as lead campus representative to IU-wide committees related to academic advising and career services. Lead campus-wide assessment of learning, process, and delivery outcomes for academic advising and career services ([advising.iupui.edu/outcomes](http://advising.iupui.edu/outcomes); [career.iupui.edu/outcomes](http://career.iupui.edu/outcomes)). Responsibilities added to portfolio in Senior Executive Director role include: Office of Academic and Career Development, Office of Student Employment, Center for Transfer and Adult Students (managing partnerships with Ivy Tech Community College and IU Online), and Life-Health Sciences Internship Program.

- 2012-2014      **Director of Student Affairs**  
*School of Science, IUPUI (Indianapolis)*  
 Coordinated academic advising and new student orientation for school's 1,900 undergraduates. Assessed advising outcomes and met with departments to make data-driven decisions. Developed coaching program and workshops for probation students; supervised graduate and undergraduate student coaches. Supervised the Director of Women in Science and Residence-Based Learning Communities. Published electronic newsletter for undergraduate Science and Pre-Science students. Developed Science Honors Program and advised Honors Program students. Taught summer bridge section of SCI-I 120, a first year seminar. Assessed student learning and satisfaction with SCI-I 120 course; provided instructors with individual feedback reports; facilitated idea-sharing among instructors; recruited and trained new instructors.
- 2010-2012      **Assistant Director for Assessment, Academic Adviser, Lecturer**  
 2008-2010      **Assistant Director for Recruitment, Academic Adviser, Lecturer**  
 2005-2008      **Academic Adviser, Lecturer**  
*First Year College, North Carolina State University (Raleigh)*  
 Oversaw development, administration, and analysis on multiple instruments assessing student learning outcomes, student success, and student satisfaction. Facilitated visitation events for prospective students and their families. Developed print and electronic communications to recruit and yield a class of 600-660 new First Year College students (12-15% of the university's first-year class). Supervised a computer support professional. Provided developmental academic and career advising for a caseload of first-year and continuing students (advising included: goals identification and monitoring, major and career exploration, explaining academic policies, and course selection). Taught USC 101/102: Intro to University Education, a first-year seminar and career exploration course for exploratory major students (topics: diversity, adjusting to college, academic integrity, time management, study skills, teamwork, personality and career inventories, job satisfaction values, spirituality and vocation, transferable skills, majors, minors, study abroad, resume and cover letter writing, informational interviewing, and internships).

2003–2005     **Graduate First Year Adviser**  
*Residence Life and New Student Programs, Miami University (Oxford, OH)*  
Managed hall budget and administered the daily operations of a residence hall of 150 first-year and upper-class students. Served as primary academic adviser for 40 first-year students. Trained, supervised, and evaluated a staff of four Resident Assistants. Advised hall council and adjudicated student conduct cases.

## TEACHING

*Indiana University–Purdue University Indianapolis (IUPUI)*  
2016–Present   **Employment Law (OLS 36800)**  
2015–2018     **First Year Seminar, Bridge format (UCOL–U 110)**  
2015            **Human Resource Management (OLS 38300)**  
2012–2014     **Windows on Science, Bridge format (SCI–I 120)**

*North Carolina State University*  
2005–2012     **Introduction to University Education I and II (USC 101, 102)**  
2006–2007     **College Student Development (ECD 220R)**

*Miami University*  
2004            **Career Development and the College Student (EDL 100)**

## PUBLICATIONS

Burelison, A. H., Rust, M. M., Chaille, M. E., Huff, A. F., Crist, M., & Klosterman, G. (2021). Help us, help students: supporting advisors during COVID-19. *Journal of the Student Personnel Association at Indiana University*, 98–107. <https://scholarworks.iupui.edu/handle/1805/25947>

Thorington Springer, J., Hatcher, J., Rust, M. M., & Powell, A. (2019). Enhancing the quality of high impact practices through taxonomies. *Assessment Update* 31(2). <https://onlinelibrary.wiley.com/doi/10.1002/au.30167>

Benedict, B., & Rust, M. M. (2016). Internship Courses: high-impact practice taxonomy. <https://scholarworks.iupui.edu/handle/1805/21506>

Rust, M. M. (2016). Advanced legal issues and the master advisor. In T. J. Grites, M. A. Miller, & J. G. Voller (Eds.), *Beyond foundations: developing as a master academic advisor* (pp. 137–157). San Francisco: Jossey-Bass.

Rust, M. M. (2015). Legal issues in academic advising. In P. Folsom, J. Joslin & F. L. Yoder (Eds.), *The new advisor guidebook: mastering the art of academic advising* (pp. 159–176). San Francisco: Jossey-Bass.

Rust, M. M. (2014). FERPA and its implications for academic advising practice. *NACADA Clearinghouse of Academic Advising Resources*. <https://nacada.ksu.edu/Resources/Clearinghouse/View-Articles/FERPA-overview.aspx>

Rust, M. M. (2011). The utility of liberal education: concepts and arguments for use in academic advising. *NACADA Journal* 31(1), 5–13. [Selected as common reading for the March 2012 NACADA Region 2 conference in Annapolis, MD]

## CONFERENCE PRESENTATIONS

Rust, M. M. & Willey, A. E. (2022, November). *Defining and institutionalizing proactive advising: insights from a national survey*. Research paper accepted for presentation at the annual conference of the Association for the Study of Higher Education, Las Vegas, NV.

O'Bryan, C., Jesse, M. A., Rust, M. M., & Wham, F. C. (2022, October). *A Tale of Three Institutions: Learner Data to Real Impact*. Concurrent session accepted for presentation at the EDUCAUSE annual conference, Denver, CO.

Rust, M. M. (2022, March). *Proactive advising and coaching: a proven strategy for student success*. Roundtable discussion presented at the annual conference of the Association of Deans and Directors of University Colleges and Undergraduate Studies, Indianapolis, IN.

Hundley, S. P., Rust, M. M., Graunke, S. (2022, March). *Assessment: from program reviews to learning outcomes*. Preconference session presented at the annual conference of the Association of Deans and Directors of University Colleges and Undergraduate Studies, Indianapolis, IN.

Thomas, A., Rust, M. M., Whitmer, J. (2022, February). *Student engagement metrics*. Panel discussion presented at the Unizin Learning Analytics Community of Practice, virtual.

Carter, K., Howard, B., Rust, M. M., & Willey, A. E. (2021, November). *Towards a better system of advising: proactive, coaching-based, and continuously improving*. Concurrent session presented at the annual meeting of the Association of Public and Land-grant Universities, virtual.

Fields, T. A. & Rust, M. M. (2021, May). *Who negotiates and why: insights from an alumni survey*. Concurrent session presented at annual conference of the Career Development Professionals of Indiana, virtual.

Trimble, J. K., Fields, T. A., & Rust, M. M. (2021, May). *Two Tip Tuesdays: transitioning training techniques*. Concurrent session presented at the seventh annual IU EDGE conference, virtual.

Spencer, L., Butcher, C., & Rust, M. M. (2020, October). *5 ways to improve student engagement and success*. Concurrent session presented at the EDUCAUSE annual conference, virtual.

Unruh, K., Lindau, N., and Rust, M. M. (2020, September). *Empowering advisors with early intervention tools*. Session presented at Google Cloud's inaugural Student Success Week, virtual.

Rust, M. M. (2020, May). *Advising-related learning: Does it matter for student satisfaction or success?* Concurrent session presented at the fifth annual IU EDGE Conference, virtual.

Rust, M. M. (2019, October). *Specialized and non-specialized advising*. Concurrent session presented at the Reinvention Collaborative's University Vice Provost Fall Network Meeting and Advising Colloquium, Davis, CA.

Maidi, A., Zapata, C., Patel, M., Vernon, L., Kinney, M., & Rust, M. M. (2019, October). *Be the good: advisors as agents of change*. Concurrent session presented at the annual conference of the National Academic Advising Association, Louisville, KY.

O'Brien, T., Renner, J., Rust, M. M., & King, D. J. (2019, October). *Fostering champions: advancing advisors to retain talent*. Concurrent session presented at the annual conference of the National Academic Advising Association, Louisville, KY.

Rust, M. M. (2019, May). *Assessing impact through alumni career surveys*. Concurrent session presented at the IUPUI Research Academy, Indianapolis, IN.

Rust, M. M. (2019, April). *Proactive, data-driven advising strategies*. Roundtable discussion presented at the annual conference of the Association of Deans and Directors of University Colleges and Undergraduate Studies, Wesley Chapel, FL.

Rust, M. M., O'Brien, T., Woodlee, K., Renner, J., King, D. J., & Masterson, L. (2018, October). *Movin' on up: promoting advisors on a decentralized campus*. Concurrent session presented at the annual conference of the National Academic Advising Association, Phoenix, AZ.

Brown, L. & Rust, M. M. (2018, March). *Developing students as civic-minded graduates: integrating community engagement with career exploration*. Concurrent session presented at the annual meeting Of NASPA: Student Affairs Administrators in Higher Education, Philadelphia, PA.

Hatcher, J., Thorington Springer, J. & Rust, M. M. (2018, January). *Creating and using taxonomies to support faculty/staff implementation of high impact practices*. Concurrent session presented at the annual meeting of the Association of American Colleges & Universities, Washington, DC.

Burton, S. L. & Rust, M. M. (2017, October). *Legal update for academic advisors: how current laws & regulations affect your role* [Title IX, SaVE Act, DACA, Travel Ban, FLSA]. Concurrent session presented at the annual conference of the National Academic Advising Association, St. Louis, MO.

Rust, M. M. (2017, March). *Creative and effective assessment: the 4ST matrix*. Best practice session presented at the annual meeting of the Association of Deans and Directors of University Colleges and Undergraduate Studies, Isle of Palms, SC.

Boston, J. and Rust, M. M. (2016, April). *Connecting online resources: making internships accessible through technology*. Presented at the spring conference of Career Development Professionals of Indiana, Marion, IN.

Rust, M. M. (2016, March). *Implementation of a data analytics tool*. Concurrent session presented at the annual meeting of the Association of Deans and Directors of University Colleges and Undergraduate Studies, New Orleans, LA.

Rust, M. M., O'Malley, T. J., King, D. J., Eckerty, J. M., Jeschke, M. A., & Okoro, I. O. (2015, October). *Campus-wide assessment of advising outcomes*. Concurrent session presented at the annual conference of the National Academic Advising Association, Las Vegas, NV. [Selected as a commission-sponsored session by the Assessment of Advising Commission]

Pistilli, M., Rust, M. M., & Pistilli, K. (2015, October). *Analytics and you: partners in student success*. Panel session presented at the annual conference of the National Academic Advising Association, Las Vegas, NV.

Rust, M. M. (2015, May). *Academic planning competencies for career services professionals*. Concurrent session presented at the first annual IU EDGE conference, Indianapolis, IN.

Rust, M. M., Troxel, W. G., Burton, S. L., & Joslin, J. (2015, April). *Writing for NACADA*. Concurrent session presented at the National Academic Advising Association Region V Conference, Indianapolis, IN.

Rust, M. M. (2015, March). *Integrating academic advising and career planning*. Concurrent session presented at the annual meeting of the Association of Deans and Directors of University Colleges and Undergraduate Studies, San Diego, CA.

Rust, M. M. (2014, October). *Conducting a legal audit of academic advising practices*. Preconference workshop presented at the annual conference of the National Academic Advising Association, Minneapolis, MN.

Lively, K. E., Rust, M. M., O'Malley, T. J., Fitzgerald, Z. Y., & Helman, A. J. (2014, October). *Campus-wide advising outcomes: development, implementation, and assessment*. Concurrent session presented at the annual conference of the National Academic Advising Association, Minneapolis, MN.

Lively, K. E., Rust, M. M., Masseria, A. A., Fitzgerald, Z. Y., O'Malley, T.J. & Helman, A. J. (2014, May). *Campus-wide advising outcomes: development, implementation, and assessment*. Concurrent session presented at the All-IU Advising Conference, Indianapolis, IN.

Steele, G., Rust, M. M., & Matteson, D. (2014, March). *Writing for NACADA*. Concurrent session presented at the National Academic Advising Association Region V Conference, Madison, WI.

Rust, M. M. (2013, October). *Privacy law and academic advising: understanding FERPA and its recent clarifications*. Concurrent session presented at the annual conference of the National Academic Advising Association, Salt Lake City, UT.

Rust, M. M. & Cartmell, K. E. (2012, October). *Three assessment methods to improve major decision-making*. Concurrent session presented at the annual conference of the National Academic Advising Association, Nashville, TN. [Selected as a commission-sponsored session by the Undecided/Exploratory Student Commission]

Rust, M. M. (2012, October). *Privacy law and academic advising: understanding FERPA and its recent clarifications*. Concurrent session presented at the annual conference of the National Academic Advising Association, Nashville, TN. [Session received "a significant majority of the votes out of over 350 sessions" as the presentation attendees found most valuable to them as advisors (Rhonda Baker, NACADA Executive Office). Session was invited back for the 2013 conference.]

Rust, M. M. (2012, February). *Gendered differences in advising-related learning outcomes*. Concurrent research session presented at the Annual Conference on The First-Year Experience, San Antonio, TX.

Rust, M. M. (2010, October). *Selling liberal education to students*. Concurrent session presented at the annual conference of the National Academic Advising Association, Orlando, FL.

Rust, M. M. (2009, April). *Deciding to be undecided: achieving academic excellence through exploration*. Concurrent session presented at the annual conference of the Southern Association for College Admission Counseling, Raleigh, NC.

Rust, M. M. & Gustke, N. L. (2009, February). *Incorporating service-learning into a linked first-year orientation course*. Poster session presented at the annual conference on the First-Year Experience, Orlando, FL.

Rust, M. M. & Hauschild, K. B. (2008, November). *Deciding to be undecided: the role of exploration in achieving academic excellence*. Presented at Partners in Access and Success: Connecting K-12 and College for Student Success, Raleigh, NC.

Rust, M. M. (2008, October). *Utilizing the lens of spirituality in a career exploration course*. Poster session presented at the annual conference of the National Academic Advising Association, Chicago, IL.

Rust, M. M. & McLean, C. F. (2007, November). *First Year College at NC State University: a comprehensive program for undecided students that fosters a successful transition to college*. Presented at A Call to Action: Connecting K-12 and College for Student Success, Raleigh, NC.

## GRANTS & CONTRACTS

JP Morgan Chase, 2020-2025 (\$525,250). New Skills Ready Network: Indianapolis Site (Principal Investigator, with Jay Gladden and Kristy Sheeler).

Association of Public and Land Grant Universities, 2020-2021 (\$27,000). Proactive Advising at Metropolitan Universities (Principal Investigator, with Beth Willey, University of Louisville).

Citizens Energy, 2019-2021 (\$30,000). Citizens Energy Sophomore Internship Program (Principal Investigator, with Kristin Bird and Katie Boynton).

Lumina Foundation, 2019 (\$10,000). All Learning Counts Planning Grant (with P.I. Jay Gladden, Cathy Buyarski, Kristin Bird, and Josh Moore).

MDWise Inc., 2019 (\$73,920). Career Development Course for Medicaid Recipients (Principal Investigator).

IUPUI Welcoming Campus Innovation Fund, 2018-2019 (\$13,000). Welcoming Pre-Majors into IUPUI's Academic Community (with P.I. Amy Maida, P.I. Carlos Zapata, Lygia Vernon, Mayuri Patel, and Maureen Kinney).

Duke Energy Foundation, 2017-2019 (\$50,000). Duke Energy STEM Internship Program (Principal Investigator, with Cathy Buyarski, Terri Talbert-Hatch, Jennifer Williams, Brian Benedict, and Jorge Lopez).

IUPUI Welcoming Campus Innovation Fund, 2017-2018 (\$10,000). Reducing Social Class Barriers to Career Development Success (with P.I. Brandi Gilbert).

Lilly Endowment Inc., 2014-2019 (\$100,000). IU EDGE: Career Education Modules and Professional Development Conferences (with P.I. Stephen Hundley and Rebecca Torstrick).

## CONSULTATIONS & SPEAKING ENGAGEMENTS

Workshop Facilitator, Bridgewater College (Bridgewater, VA). (2022, August). *Advising at Bridgewater: a transformation workshop*. Day-long workshop facilitated for 18 faculty champions of advising with a focus on appreciative, coaching-based, and proactive advising approaches and strategies.

**Technical Advisor, Northeastern University Center for Inclusive Computing (virtual).** (2022, April). Consulting provided on RFP development for grant focused on diversifying computing pipelines via partnerships between 2- and 4-year institutions.

**Speaker, Sonoma State University (virtual).** (2018, December). *FERPA in academic advising: building confidence and compliance.* Virtual professional development session.

**Co-Presenter, Innovative Educators (virtual).** Burton, S. L. & Rust, M. M. (2018, February). *Legal update for academic advisors: How current laws & regulations affect your role* [Title IX, SaVE Act, DACA, Travel Ban, FLSA]. Webinar presented to national audience.

**Speaker and Consultant, Georgia College and State University (Milledgeville, GA).** (2016, September). *Confidentiality: legal, ethical and best practice concerns in a redesigned office space.* Observations and training session for academic advisors. Consulted with administrators on confidentiality concerns in a recently remodeled, open advising space; produced 22-page report with observations, concerns, and 13 recommendations.

**Speaker and Consultant, California State University Dominguez Hills (Dominguez Hills, CA).** (2016, May). *Resolving legal, ethical, and best practice concerns in a shared advising notes system.* Keynote address given at the 2016 Advising Summit, Carson, CA. Consulted on development of new guidelines for shared advising notes system.

**Speaker, DePaul University College of Liberal Arts and Social Sciences (Chicago, IL).** (2014, March). *Liberal arts and career preparation in the 21<sup>st</sup> Century.* Professional development session presented to the advisors, faculty, chairs, and administrators of the College.

## SERVICE TO UNIVERSITY

|              | <i>IUPUI &amp; Indiana University (System)</i>                                         |
|--------------|----------------------------------------------------------------------------------------|
| 2021-Present | IU Learning Data Guild (system-wide learning analytics thought leadership)             |
| 2018-Present | All-IU Career Services Council (renamed IU Career Alliance, 2022)                      |
| 2017-Present | IU University IT/Academic Owners (system-wide student success technologies)            |
| 2017-Present | Leading Informatics for Tomorrow (LiFT) Scholars Program Advisory Council              |
| 2017-Present | Exec. Vice Chancellor/Chief Academic Officer's Strategic Information Council           |
| 2015-Present | Academic and Faculty Affairs Leadership Council (renamed Forum Council, 2018)          |
| 2014-Present | Ex Officio, Executive Board, Career Services Council                                   |
| 2014-Present | Ex Officio, Steering Committee, Jaguar Academic Advising Association                   |
| 2014-Present | IU Directors of Advising                                                               |
| 2012-Present | Chair (2015-Present), Campus Advising Council                                          |
| 2021-2022    | Executive Vice Chancellor Five Year Administrative Review Committee                    |
| 2017-2022    | IU Fort Wayne Transition Team                                                          |
| 2014-2020    | Chair, Symplicity (Career Services Technology) Advisory Committee                      |
| 2017-2019    | 21 <sup>st</sup> Century Scholars Advisory Council, IN Commission for Higher Education |
| 2016-2017    | Task Force on Reimagining Support for Faculty Development at IUPUI                     |
| 2015-2019    | Co-Chair, IU Career EDGE Conference for Career and Advising Professionals              |
| 2015-2017    | Task Force to Explore a Comprehensive Student Record                                   |
| 2015         | Co-Champion, Internship and Experiential Learning Task Force                           |
| 2014-2017    | Co-Lead (2016-17), IU Career EDGE Module Development Team                              |
| 2014-2017    | Council on Retention and Graduation                                                    |
| 2013-2017    | Program Review and Assessment Committee                                                |
| 2013-2015    | Financial Wellness Council                                                             |
| 2012-2014    | Secretary (2013-14), School of Science Diversity Council                               |

2010-2012 North Carolina State University  
 First Year College Diversity Committee  
 2010-2012 Co-Chair (2011-12), University Constitution Day Committee  
 2006-2012 University Classroom Environment (Technology) Committee  
 2005-2012 Chair (2010-12), First Year College Assessment Committee  
 2008-2010 University Recruiters Roundtable

## SERVICE TO PROFESSION

2019-Present *The Association of Public and Land-grant Universities*  
 Co-Chair, Proactive Advising Sub-Committee, Powered by Publics Initiative  
  
 2019-Present *The Reinvention Collaborative*  
 Academic Advising Assessment Community of Practice  
 2014-2015 White Paper Contributor, "Ethical Use of Student Data in Analytics"  
  
 2017-Present *Journal of Academic Advising*  
 Advisory Board  
  
 2020 *National Academic Advising Association (NACADA)*  
 Manuscript Reviewer, inaugural issue of *NACADA Review*  
 2013-2019 Editorial Board of the peer-reviewed *NACADA Journal*  
 2012 Content Review Panel, Peer Advising and Mentoring Monograph

## SERVICE TO COMMUNITY

2022-Present *EmployIndy: the Workforce Investment Board for Marion County*  
 Board of Directors  
  
 2021-Present *Indiana Chamber of Commerce*  
 Governing Board, Institute for Workforce Excellence  
 2016-2020 Treasurer (2017-2020), Indiana INTERNnet Board of Directors  
  
 2016-2018 *Indiana Department of Child Services*  
 Licensed Foster Parent

## HONORS

2019 Outstanding Campus Program for IUPUI's *Reducing Social Class Barriers to Career Development Success*, NASPA Socioeconomic and Class Issues in Higher Education Knowledge Community (with Brandi Gilbert)  
 2017 Tonja Eagan Award for Outstanding Service to Mentoring, IUPUI  
 2012 Most Valuable Session presented at the annual conference of the National Academic Advising Association  
 2007, 09, 10 Dean's List, NC Central University School of Law  
 2007 Outstanding Partner Award, University Housing, NC State University  
 2007 Outstanding New Advisor Certificate of Merit, National Academic Advising Association  
 2007 Provost's Award for Excellence, NC State University  
 2005 Pride of the Wolfpack Award, NC State University