

# **Edward J. Keeley, Ph.D.**

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## **Education**

*DOCTOR OF PHILOSOPHY IN BUSINESS ADMINISTRATION*, Northcentral University, Prescott Valley, AZ

*MASTER OF BUSINESS ADMINISTRATION*, Northern Illinois University, DeKalb, IL

*BACHELOR OF ARTS IN MARKETING*, Lewis University, Romeoville, IL

## **Current Teaching Experience**

***University College Part-time Faculty, Trident University International, Cypress, CA***

Teach Trident University Experience (TUX 101 and TUX 301).

***Senior Adjunct Instructor, Edgewood College, Madison, WI***

Teach Principles of Marketing, Marketing Strategy and graduate-level Strategic Marketing and Research Design & Methodology courses.

## **Prior Teaching Experience**

***Adjunct Assistant Professor, Eastern Kentucky University, Richmond, KY – Management and Marketing***

***Instructor, Northern Illinois University, DeKalb, IL – Marketing***

## **Current Professional Experience**

***Director, Institutional Assessment and Research***

***Edgewood College, Madison, WI***

- Lead institutional research, student learning assessment, accreditation, and strategy development/analysis.
- Provide student satisfaction analysis and strategy suggestions to improve student success.
- Guide best practices in student outcomes assessment.
- Collaboratively created student success dashboard for planning and decision making.
- Developed, administered, and analyzed Campus Climate Survey to inform Diversity/Inclusion initiatives.

## **Prior Professional Experience**

***Executive Director, Institutional Effectiveness and Research***

***Interim Associate Vice President of Enrollment Management***

***Eastern Kentucky University, Richmond, KY***

***Assistant Vice President, Academic Planning and Research***

***Argosy University (system office), Chicago, IL***

***Director, Institutional Research and Assessment***

***DeVry University (system office), Oakbrook Terrace, IL***

***Associate Director, Institutional Research***

***Loyola University of Chicago, IL***