

BRIAN D. HERCLIFF - PROFFER

313 N Cedar St, Apt 524, Lansing, Michigan 48912
810-407-3102 | bdhproffer@gmail.com | bdhproffer.com | @bdhproffer

EDUCATION

Master of Arts in Educational Leadership, Higher Education-Student Affairs | 2014
Eastern Michigan University, Ypsilanti, Michigan

Bachelor of Arts in Honors Communication-Mass Media | 2007
University of Michigan-Flint, Flint, Michigan

EXPERIENCE

Director of Member Belonging | ACPA-College Student Educators International | Washington D.C. | 2022-Present

- Maintain and create avenues to routinely articulate the value of membership
- Liaison with and manage initiatives with other associations and organizations
- Propose, implement and assess member loyalty initiatives
- Primary liaison for the Awards Committee and support the planning and implementing of the association awards
- Monitor and manage the process for recognition of member memorial, retirement and anniversary resolutions
- Propose, implement and assess volunteer leader appreciation
- Be the primary liaison for 4 professional level-based development institutes in planning and implementing in-person and virtual programs
- Lead the public policy, advocacy and statement work focusing on the local, state, and federal levels.
- Lead the check-in/member care work focusing on supporting association members through significant campus or regional events and situations.
- Manage general non-event specific accommodation and access requests
- Assisted with the set up and roll out of a new member portal, Member365

Assistant Director of Student Life for Registered Student Organizations and Late-Night Programming Student Affairs and Services | Michigan State University | East Lansing, Michigan | 2020-2022

- Created, maintained and oversaw foundational resources for over 1100 student organizations
- Supervised 1 Administrative Assistant
- Supervised 1 Graduate Assistant
- Supervised 2 Practicum Students
- Coordinated 2 student organization resource fairs annually
- Collaborated with Associated Students of Michigan State University Registered Student Organization Consultants to provide resources and trainings to student organization leaders including the DEI Toolkit
- Facilitated the roll out of the new student organization platform, Campus Labs Engage, rebranded to Involve@State
- Created an annual conference for RSOs with the outcomes of training and community building
- Collaboratively created a temporary formal conduct process for student organizations
- Managed the temporary accountability and conduct process for RSOs
- Utilized the Advocate system for the RSO temporary conduct process
- Utilized the Ability Training Compliance system to monitor RSO Advisor compliance training
- Comprehensively rewrote the Registered Student Organization Handbook for the first time in over 15 years
- Created and wrote an RSO Advisor's Handbook
- Collaboratively streamlined and restructured the RSO financial processes
- Restructured RSO processes for creating new organizations and registration of returning organizations
- Created comprehensive resources website for RSOs on the topics of events planning, finances, and campus resources
- Created and facilitated a curriculum of workshops and trainings for RSOs
- Created and facilitated a curriculum of workshops and trainings for student leaders
- Initiated the RSO Learning Outcomes Assessment Initiative
- Managed weekly communications with student organizations
- Created and managed weekly communications with advisors
- Created and managed social media platforms and weekly all-campus engagement newsletter
- Managed the RSO Resources website

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- Collaborated on key divisional and university committees including: (* = Chair)
 - Neighborhood Student Success Collaborative LGBTQ Student Success Small Group
 - Neighborhood Student Success Collaborative APIDA Student Success Committee*
 - APIDA Heritage Month 2022 Inaugural Committee
 - Student Life and Engagement Values Drafting Committee
 - High Impact Experiences Committee
 - My Spartan Story Advisory and Validation Committee
 - LGBT Resource Center CAS Review Committee
 - Fraternity and Sorority Life CAS Review Committee
 - Second Year Group Housing Exemption Committee
 - Student Emails Committee
 - Multiple COVID Response and Strategic Planning Teams and Sub-Committees
 - Multiple LAPT (Look Ahead Planning Teams) for operational functions*
 - Multiple Hiring Committees*

Interim Manager

University Activities Office | Michigan State University | East Lansing, Michigan | Fall Semester 2019

- Coordinated and co-facilitated a 2-week intensive training for the Director Board
- Managed all finances for the \$650,000 budget
- Maintained all marketing deadlines and content
- Facilitated all contracts
- Hired, trained and supervised 5-8 student receptionists
- Advised 2 Graduate Student and 11 Undergraduate student Directors
- Coordinated the MSU Winter Arts & Crafts Show and the MSU Spring Arts & Crafts Show Fundraisers with an average annual gross income of \$143,000

Assistant Manager

University Activities Office | Michigan State University | East Lansing, Michigan | 2014-2020

- Co-advised and trained a board of 11 undergraduate student directors to host over 200 events per academic year
- Directly advised 3 undergraduate student directors to host over 25 events per academic year
- Advised 1 graduate assistant per academic year
- Coordinated the MSU Winter Arts & Crafts Show and the MSU Spring Arts & Crafts Show Fundraisers with an average annual gross income of \$143,000
- Maintained financial records for multiple budgets with an average annual sum total of \$225,000
- Facilitated multiple contracts each year
- Hired, trained and supervised 5-8 student receptionists
- Collaboratively reapproached training and co-wrote a comprehensive training curriculum
- Maintained web and social media content
- Produced graphics utilizing Adobe Creative Cloud
- Collaborated on several department and divisional committees including:
 - The Residence Education and Housing Services 5-Year Review Committee
 - The Residential and Hospitality Services Diversity, Equity and Inclusion Advisory Council
 - My Spartan Story Advisory and Validation Committee

Student Engagement Specialist

Success Center | Marygrove College | Detroit, Michigan | 2014

- Maintained and enhanced resources for 20 student organizations and 4 fraternity and sorority organizations
- Coordinated the Fall New Student Orientation Program and Transfer Student Orientation Program
- Created a Mid-Year Transfer Orientation Program
- Coordinated L.E.A.D. Marygrove Conversations, the Leadership Training Program and the Marygrove Diversity Program
- Managed contracts and an annual student activities budget of \$25,000

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- Coordinated the Continuing Education Program consisting of 100+ courses and 75+ faculty
- Supervised 1 administrative staff member

Coordinator of Student Involvement, Leadership and Greek Affairs

Office of Student Involvement, Leadership and Greek Affairs | Marygrove College | Detroit, Michigan | 2013-14

- Created and implemented resources for all student organizations and fraternity and sorority organizations
- Initiated the Fall New Student Orientation Program and Transfer Student Orientation Program
- Designed the L.E.A.D. Marygrove Conversations, the Leadership Training Program and the Diversity Program
- Created and launched the Marygrove Student Government Association
- Managed contracts and an annual student activities budget of \$25,000

Graduate Student Intern

Academic Resource Center | Concordia University | Ann Arbor, Michigan | 2013

- Supervised the College Reading & Learning Association certification and application process for the ARC
- Researched and benchmarked training models at CRLA-certified Learning Assistance Programs (LAPs)
- Coordinated, planned and facilitated training and development offerings for ARC undergraduate student staff
- Certification application submitted in August of 2013 and granted Level 1 Certification by the CRLA in July of 2014

Student Activities Coordinator

Office of Student Life | University of Michigan-Flint | Flint, Michigan | 2008-12

- Advised and supported 5 Major Student Organizations and 98 Voluntary Student Organizations
- Managed the Student Organization Center
- Supervised an annual average of 8 student employees
- Created and implemented multiple leadership programs and student activities
- Managed contracts and an annual budget of \$85,000
- Maintained multiple web and social media platforms

Student Services Associate

Office of Student Life | University of Michigan-Flint | Flint, Michigan | 2007-08

- Advised and supported 4 Major Student Organizations and 47 Voluntary Student Organizations
- Managed the Student Organization Center
- Created the Student Life Handbook for Student Organizations
- Supervised an average of 5 student employees

Special Events Assistant

Office of Special Events | University of Michigan-Flint | Flint, Michigan | 2007

- Coordinated logistics for 3 major alumni development events
- Supported logistics planning for the Critical Issues Forum Series
- Provided onsite support for all alumni development events

CONSULTING

- **Ethnic Studies, Edmentum (May 2023 - Present).** Consulted on the new social justice and diversity, equity and inclusion curriculum.
- **University Activities Board, Michigan State University (April 2023 - May 2023).** Consulted on planning and logistics for the 2023 MSU Spring Arts & Crafts Show.

PRESENTATIONS

Refereed Presentations-Inter/National/Regional

- Assalone, Amanda et al. (2019 March). On Belonging: Narratives of Transracial Adoptees in Higher Education. Panel at the Annual Convention of ACPA: College Student Educators International. Boston, Massachusetts.

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- Proffer, Brian D. (2018 February). ACPA18 Pecha Kucha: #IGotYouMyPretty18. Presentation at the Annual Convention of ACPA: College Student Educators International. Houston, Texas.
- Proffer, Brian D. (2017, March). The Business End of Student Involvement. Presentation at the Annual Convention of ACPA: College Student Educators International. Columbus, Ohio.
- Proffer, Brian D. (2016 October). #ATTI80: Around the Theory in 80 Days. Presentation at the ACPA-Michigan Annual Conference. Detroit, Michigan.
- Proffer, Brian D. (2016 February). NACA 2016 Pecha Kucha: The Secret. Presentation at the Annual Conference of the National Association of Campus Activities. Louisville, Kentucky.
- Proffer, Brian D. (2015 October). The More You Know: Learning and Understanding Institutional Guidelines Regarding Social Media. Presentation at the Michigan College Personnel Association Annual Conference. East Lansing, Michigan.
- Proffer, Brian D. (2015, March). Keep Rolling In Spite of the Agendas: Best Practices to Ensure Development Within Offices With Prevailing Office Politics or Personal Agendas. Presentation at the Annual Convention of ACPA: College Student Educators International. Tampa, Florida.
- Broughton, Elizabeth and Proffer, Brian D. (2014, October). Social Media and Technology. Roundtable at the Michigan College Personnel Association Annual Conference. Kalamazoo, Michigan.
- Proffer, Brian D. (2011, February). Use What You've Got: Recruitment on Commuter Campuses and Beyond. Presentation at the University of Michigan-Flint Annual Student Leadership Conference. Flint, Michigan.
- Proffer, Brian D. (2008, February). Understanding Dr. Stephan Covey's *7 Habits of Highly Effective People*. Presentation at the University of Michigan-Flint Annual Student Leadership Conference. Flint, Michigan.

Non-Refereed Presentations

- Hercliff-Proffer, Brian D. (2023 February). Resumes and Interviewing. Presentation at the Kappa Sigma Great Lakes Multi-District Conclave. Cleveland, Ohio.
- Hercliff-Proffer, Brian D. (2022 October). Behavioral Interviewing Skills. Presentation at the Kappa Sigma MiBAM. Mt. Pleasant, Michigan.
- Hercliff-Proffer, Brian D. (2022 April). Resumes and Behavioral Interviewing Skills. Presentation at the Kappa Sigma Great Lakes Multi-District Conclave. Pittsburgh, Pennsylvania.
- Hercliff-Proffer, Brian D. (2020 February). Resumes, Interviewing and Professional Branding. Presentation at the Kappa Sigma Michigan District MiBAM. Online-Zoom.
- Hercliff-Proffer, Brian D. (2019 February). Networking 101: Open Ended Questions & Active Listening. Presentation at the Kappa Sigma Great Lakes Multi-District Conclave. Columbus, Ohio.
- Hercliff-Proffer, Brian D. (2018, November). It's All About the Lens: Identity Awareness While Programming. Workshop with Midwest Asian American Students Union Leadership Conference. East Lansing, Michigan.
- Proffer, Brian D. (2018 February). Resumes, Interviewing and Professional Branding. Presentation at the Kappa Sigma Great Lakes Multi-District Conclave. Ann Arbor, Michigan.
- Proffer, Brian D. (2017, June). Social Media and Pre-College Practices. Workshop with MYLead2017. East Lansing, Michigan.
- Proffer, Brian D. (2017 February). Professional Communications and Social Media. Presentation at the Kappa Sigma Great Lakes Multi-District Conclave. Cleveland, Ohio.
- Proffer, Brian D. (2016 September - 2017 April). REAL TALK. Leadership Workshop Series of 12 Presentations at Michigan State University. East Lansing, Michigan.
- Proffer, Brian D. (2016 August). it's the SMALL things. Presentation at the Western Michigan University and Kalamazoo Valley Community College Leadership and Involvement Conference. Kalamazoo, Michigan.
- Proffer, Brian D. (2015 February). Building You Up: Self-Authorship on Social Media. Presentation to the Eastern Michigan University B.E.S.T. Program. Ypsilanti, Michigan.
- Proffer, Brian D. (2015 September). Responsibility and Accountability in Fraternity and Sorority Life & the Kappa Sigma Fraternity. Presentation at the Michigan Kappa Sigma International Fraternity District Kickoff. East Lansing, Michigan.
- Proffer, Brian D. (2015, March). Public Relations and Social Media for Chapters. Presentation at the Michigan Kappa Sigma International Fraternity District Conclave. East Lansing, Michigan.

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- Proffer, Brian D. (2013, September). Social Media and Professional Standards. Presentation at the Student Success Conference at Jackson College. Jackson, Michigan.

Invited Panels, Workshops & Facilitations

- Victors in Grad School (2022). University of Michigan-Flint Graduate Programs, Podcast Guest, <https://blogs.umflint.edu/graduateprograms/>.
- Queer Resource Center of the Claremont Colleges and the Asian Pacific American Mentoring Program (2022 April). LGBTQIA+ APIDA Professionals Panel, Panelists. Online-Zoom.
- Student Affairs Now (2022 March). It's my first conference...now what?, Panelist. <https://studentaffairsnow.com/>.
- Student Affairs Now (2021 October). Celebrating our listeners, Panelist. <https://studentaffairsnow.com/>.
- Higher Ed Digital Community Builders Conversation Series (2021 March). Managing the mid-semester without Spring Break, Panelist. Online-Facebook Live.
- Michigan State University, Honors College Leadership Conference (2021 February). Distinctly You: What does it mean to brand yourself?, Presenter. Online-Zoom.
- Michigan State University, Fraternity and Sorority Life Virtual Retreat (2021 January). VR and IRL: How can you find a balance?, Facilitator. Online-Zoom.
- University of Michigan Fraternity & Sorority Life Office (2021 January). Michigan Greek Leadership Institute President's Weekend, Small Group Facilitator. Online-Zoom.
- Michigan State University, MSU Dialogues (2020 March). MSU Dialogues: Xenophobia, sinophobia, and racism targeted at people of Asian descent, Co-Facilitator. Online-Zoom.
- University of Michigan Fraternity & Sorority Life Office (2020 January). Michigan Greek Leadership Institute President's Weekend, Small Group Facilitator. Brooklyn, Michigan.
- Michigan State University Office of Student Life (2019 May). Leadershape, Cluster Facilitator. Kalamazoo, Michigan.
- University of Michigan Fraternity & Sorority Life Office (2019 January). Michigan Greek Leadership Institute President's Weekend, Small Group Facilitator. Brooklyn, Michigan.
- University of Michigan Fraternity & Sorority Life Office (2018 January). Michigan Greek Leadership Institute President's Weekend, Small Group Facilitator. Brooklyn, Michigan.
- East Lansing Library (2017 September). "Lion" Panel: Transracial Adoption and the Impacts and Experiences, Panelist. East Lansing, Michigan.
- Association of College Unions International (2017 July). I-LEAD Program, Small Group Facilitator. Manhattan, Kansas.
- Michigan State University Student Life (2017 January). Communication and Johari's Window, Presenter. East Lansing, Michigan.
- HigherEdLive (2016 June). Current Trends and Issues in Student Activities, Guest. higherlivedlive.com.
- Student Affairs Collective Podcast Series (2015 August). The Student Affairs Spectacular Podcast Episode #72: Brian Proffer on His Story and Thoughts on Current Events, Guest. studentaffairscollective.org.
- HigherEd Social Podcast (2015 December). Brian Proffer & The Commercial Break, Guest, higheredsocial.com.
- Saginaw District Public Schools Teen Advisory Council (2015 June). Event Planning, Team Building and Communication, Facilitator. Saginaw, Michigan.
- University of Nebraska-Lincoln Higher Education-Student Affairs Professional Development Program (2015 March). Student Affairs: Best Practices for Interviewing Panel, Panelist. Lincoln, Nebraska.
- HigherEdLive (2014 May). HigherEdWeb Michigan Recap, Panelist. higherlivedlive.com.
- Saginaw District Public Schools Teen Advisory Council (2013 August). Structuring and Running Student Organizations, Facilitator. Saginaw, Michigan.
- MCPA NextGen (2012 November). Student Affairs Panel, Panelist. Detroit, Michigan.

PUBLICATIONS

Print

- Proffer, Brian D. (2023). Our Pillar of Service. M. Wilson (Ed.), Kappa Sigma Fraternity Caduceus, Kappa Sigma Fraternity.

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- Proffer, Brian D. (2015). All Identities Come With Privilege and Barriers. S. Eddington (Ed.), Men in Student Affairs: Stories from 13 Student Affairs Professionals (35-39), United State of America: Student Affairs Collective.

Online

- Proffer, Brian D. (2022). MSU APIDA Heritage Month is driven by decades of advocacy. H. Mochida (Ed.), MSUToday, Michigan State University.

COURSES TAUGHT

- Special Topics-Social Media (EDLD590), Eastern Michigan University: Winter 2016

AFFILIATIONS

- American Society of Association Executives | 2022-Present
- ACPA: College Student Educators International | 2011-Present
 - ACPA at 100: Planning Team Member | 2021-2022
 - Coalition for Sexuality and Gender Identities of ACPA: Vice-Chair for Networking | 2022
 - Coalition for Sexuality and Gender Identities of ACPA: Vice-Chair for Praxis and Professional Development | 2021-2022
 - Coalition for Sexuality and Gender Identities of ACPA: Director of Marketing and Design | 2019-2021
 - ACPA19 Annual Convention Steering Team Member: Member Engagement and Marketing Chair | 2017-19
 - ACPA18 Annual Convention Team Member: Social Media Coordinator | 2017-18
 - ACPA17 Annual Convention Team Member: Strategic Marketing Committee Member | 2016-17
 - Annual Convention Attendee | 2014-22
- Kappa Sigma International Fraternity | 2005-Present
 - Assistant District Grand Master | 2017-Present
 - Alumni Advisor | 2010-Present
 - Diversity Equity and Inclusion Commission Deputy Commissioner | 2020-Present
 - Copy Editor of the Kappa Sigma Caduceus | 2022-Present
 - Co-Chair of the Kappa Sigma Great Lakes Conclave | 2018, 2022, 2024
 - Brotherhood is Inclusive Task Force Member | 2020
 - District Grand Master | 2012-2017
 - Assistant Alumni Advisor | 2007-2010
- Michigan State University Asian Pacific American Studies | 2021-2022
 - Core Faculty and Staff | 2021-2022
- Michigan State University Employee Pride & Inclusion Coalition | 2019-2022
 - Internal Collective Team Member | 2020-2022
 - "Fun Team" Committee Member | 2019-2020
- Michigan State University Asian Pacific Islander Desi American/Asian Faculty and Staff Association | 2018-2022
 - Leadership Team, Communications Coordinator | 2019-2022
- Eastern Michigan University Higher Education Student Affairs Alumni Association | 2016-2022
 - President | 2020-2022
 - Vice President | 2018-2020
 - Historian | 2016-2018
- Association of College Union International | 2013-2020
 - I-LEAD Small Group Facilitator | 2017
- National Association of Student Personnel Administrators | 2012-2014
 - Socioeconomic and Class Issues in Higher Education Knowledge Community: Founding Member and Social Media Coordinator | 2013
- Michigan College Personnel Association (ACPA-Michigan) | 2008-2022
 - ACPA-Michigan Leadership Team:
 - Communication Coordinator | 2019-2021
 - ACPAMI Annual DEI Drive-In Team:
 - Communication Chair | 2018-2019

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- o ACPAMI Annual Conference Team:
 - Communication Chair | 2019-Present
 - Program Co-Chair | 2015
 - Registration Chair/Co-Chair | 2013, 2014
- o Conference Attendee | 2008-2010, 2012-2016, 2019
- National Association of Campus Activities | 2007-12, 2014-2020

HONORS, AWARDS AND CERTIFICATES

- Distinguished Service Commendation | Kappa Sigma International Fraternity | 2021, 2022
- Outstanding Assistant District Grand Master Award | Kappa Sigma International Fraternity | 2019, 2021, 2022
- Virtual Gallup Successful Strengths Coaching Course | Gallup | 2021
- Outstanding Alumni Advisor Award | Kappa Sigma International Fraternity | 2019, 2021
- Bronze Apple Award | Michigan State University Office of Fraternity and Sorority Life | 2020
- MSU Faculty/Staff Dialogues Certificate | Michigan State University | 2019
- Celebrate State Outstanding Service Award | Michigan State University Residential and Hospitality Services | 2018
- Outstanding District Grand Master Award | Kappa Sigma International Fraternity | 2017
- Outstanding New Professional Award | ACPA-College Student Educators International Commission for Student Involvement | 2016
- Excellence in Service to Students Award | Marygrove College National Honor Society of Leadership and Success | 2014
- University Fellow Scholarship | Eastern Michigan University | 2013
- Dr. Mary Jo Staff Appreciation Award | University of Michigan-Flint | 2012
- Honorary Membership | University of Michigan-Flint Order of Omega, Chi-Omicron Chapter | 2012