

Marsha Bella Zulick

Education

Northwestern State University, Natchitoches, LA., August 1970–Bachelor of Arts

Major – Sociology, Minor – Psychology

Experience

Executive Director – NSU Central Louisiana Programs (1994-present)

- Provide vision and entrepreneurial leadership for educational initiatives in CENLA.
- Planning, marketing, managing, and evaluating all of the University's educational programs and activities in Alexandria.
- Work closely the The Learning Center for Rapides Parish Administration, NSU Vice President/Provost for Academic Affairs, Dean, Department Heads, and Faculty in determining needs and opportunities for educational programs for Central Louisiana.
- Forge linkages with the Community, Governmental Agencies, Business and Industry, NSU Alumni, Natchitoches and other satellite campus offices to establish program-related partnerships and cooperative relationships.
- Direct and oversee Alexandria Campus Services-Academic, Admissions, Registration, Instructional Support, Evaluation of Instruction, Enrollment Management, Student Services, Fiscal Affairs, Staff and Faculty Management.
- University Services Activities-Academic Affairs Council, Strategic Planning and Budgeting Council, Enrollment Management Council, Retention Committee, Chaired Gender Equity Committee for NCAA Athletic Certification.
- Central Louisiana Service Affiliations – Central Louisiana Chamber of Commerce, Professional Women's Network, Rapides Parish School District Advisory Committee, Learning Center for Rapides Parish Instructional Advisory Council.

Director of Admissions and Recruiting – NSU Natchitoches Campus (1989-1994)

- Plan, coordinate and implement recruiting activities including secondary school visits, area information meetings, NSU campus tours, summer camps, Junior and Senior Day visits.
- Design and coordinate data base management, direct-mail, outdoor advertising, and other media campaigns for recruiting including television, radio and print.
- Partnered with the Director of Financial Aid in the Scholarships including work service.

Admissions/External Affairs Assistant – Louisiana School for Math, Science and the Arts (1982 – 1989)

- Selected as one of the eight founding staff members to The Louisiana School for math, Science and the Arts. Assisted in the implementation of the initial design and mission of the State's unique high school selective admissions program for high achieving and/or talented 11th and 12th grade students.
- Assist in the coordination and implementation of outreach, recruiting, public relations and student selection.
- Assist in the collection and evaluation of student records and information for the Interview/Audition and final selection of students.

Other Employment:

- Research Assistant-Northwestern State University, National Teacher Exam Study (1981 – 1982)
- Self Employed – Medicine Shoppe Pharmacy (1980 – 1981)
- Teacher and Social Worker/In-School Suspension - St. Mary Parish Schools (1978 – 1980)
- Teacher – Morgan City Junior High, St. Mary Parish Schools (1974 – 1976)
- Quachita Multi Purpose Community Action Agency – Monroe (1970 – 1973)