

Education

DOCTOR OF PHILOSOPHY, PUBLIC POLICY | Fayetteville, Arkansas

August 2022

University of Arkansas (4.0 GPA)

- Community development specialization track
- Committee: Rogelio Garcia Contreras, Ph.D., William Schreckhise, Ph.D., and Margaret Reid, Ph.D. (Chair)
- Capstone Project: “Access to Quality and Affordable Health Care for the Marshallese Population in Northwest Arkansas,” an interpretive policy analysis
- Dissertation: “Reconciling Conflicting Institutional Logics: Community Reinvestment Officers at the Intersection of Public Policy and Market Forces” (Forthcoming on ProQuest, <https://orcid.org/0000-0001-7161-2862>)

MASTER OF ARTS, POLITICAL SCIENCE | Fort Collins, Colorado

May 2010

Colorado State University (3.9 GPA)

- Graduate Teaching Assistantship (2008-2010)
- *Interdisciplinary Certificate in Sustainable Development*
- Thesis: “Building Local Confidence: The Socioeconomic Tasks of Peacekeeping Operations”

BACHELOR OF ARTS, POLITICAL SCIENCE | Boulder, Colorado

May 2006

University of Colorado (3.7 GPA)

- *Phi Beta Kappa Honor Society and Dean’s List Honor Roll*

Professional Experience

DIRECTOR FOR NWA INDUSTRY & COMMUNITY ENGAGEMENT | Fayetteville, AR

Feb. 2021-Present

Office of Industry and Community Engagement, University of Arkansas

- Serve as key liaison and social connector for Northwest Arkansas businesses, non-governmental organizations, and other community leaders as they navigate campus engagement opportunities and support services
- Work collaboratively across campus units and academic departments, and support faculty on industry and community engagement strategies and unit goals for industry outreach
- Support faculty commercialization activities, such as market discovery and customer interviews during National Science Foundation (NSF) I-Corps; Provide coaching on communications and potential leads for discovery
- Support industry engagement for Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) applications
- Connect university faculty nation-wide for economic development grant opportunities such as NSF Engines; wrote grant as Principal Investigator for NSF Convergence Accelerator, “Data-driven Agriculture to Bridge Small Farms to Regional Food Supply Chains”; Led dissemination core for NIH POCTRN grant for Integrative Health Technology Development Center
- Develop tracking and report metrics for corporate and community engagement

DIRECTOR FOR CORPORATE & COMMUNITY OUTREACH | Fayetteville, AR

Jan. 2020- Jan. 2021

Sam M. Walton College of Business, University of Arkansas

- Coordinated and communicated across college leadership, academic departments, and student success providers to understand internal needs and support corporate engagement strategies and relationships
- Created holistic major giving proposals for key corporate partners and served as primary point of contact
- Managed Retail Advisory Board and grew membership from nine Center for Retailing Excellence conversions to 18 top tier Consumer Packaged Goods companies in Northwest Arkansas within one year of launch
- Innovated and co-launched Sam M. Walton College of Business Sales Competition and retail major re-design
- Managed project to map corporate affiliations and utilized Tableau to visualize relationships
- Led college’s participation in campus-wide engagement effort to purchase an engagement software (*PeopleGrove*)

DIRECTOR FOR CORPORATE RELATIONS & OUTREACH | Fayetteville, AR **Nov. 2015-Dec. 2019**
Walton Career Services, Sam M. Walton College of Business, University of Arkansas

- Managed employer outreach strategy to develop new and maintain existing relationships for the college
- Grew Walton Career Services sponsorships from \$13,500 annually in 2014 to \$80,500 annually by 2020
- Partnered with central career services to launch University of Arkansas Employer Partners Program and managed production of first annual stewardship reports in summer 2020
- Led comprehensive *Hire Walton* branding campaign and oversaw employer recruitment
- Advised graduate business students on internship and job placement and managed professional development

ASSISTANT MBA DIRECTOR | Fayetteville, AR **Sep. 2014-Nov. 2015**
MBA Programs Office, Sam M. Walton College of Business, University of Arkansas

- Assisted the faculty MBA director on the strategic direction of the MBA programs (full-time MBA and Executive MBA), including curriculum changes and design and implementation of new programs
- Supported the development of an Executive MBA global immersion project-based course to India and China
- Conducted market research for program initiatives, including the health care track for the EMBA
- Managed relationships with MBA Alumni Advisory Board, Faculty MBA Committee, corporate mentors, joint-degree initiative steering committees, other campus units, and other key stakeholders
- Co-managed outreach on industry project-based course and MBA Experiential Week with non-profit organizations

FACULTY-LED STUDY ABROAD PROGRAM COORDINATOR | Fayetteville, AR **Aug. 2012-Sep. 2014**
Office of Study Abroad & International Exchange, University of Arkansas

- Coordinated and managed 36 faculty-led study abroad programs in conjunction with faculty leaders and international education partners, including administrative support and program development
- Study abroad advisor for faculty-led programs participants (approx. 400 students)
- Managed student registration & billing and created courses in *PeopleSoft* for all international programs
- Spearheaded program evaluation re-design and launched electronic reporting through *Qualtrics* software
- Conducted site evaluation visits to community development programs in Belize (2013) and India (2014)

REGIONAL REPRESENTATIVE | Tambacounda, Senegal **Sep. 2011-Jul. 2012**
International Foundation for Education and Self-Help (IFESH)

- K-12 teacher trainer and evaluator at *Centre Régional de Formation des Personnels de l'Éducation*
- Prepared *U.S. Agency for International Development (USAID)* monitoring & evaluation reports on programs
- Provided curriculum support and resources for teachers, business leaders, and entrepreneurs including workshops, classroom visits, and business English in weekly community class

POLITICAL SCIENCE INSTRUCTOR | Fort Collins, CO **Aug. 2010-Jul. 2014**
Department of Political Science, Front Range Community College

- Taught American, comparative government, and political science on-campus (2010) and online (2011-2014)
- Developed standardized American government core course for the statewide community college network

U.S. EMBASSY PUBLIC DIPLOMACY INTERN | Abuja, Nigeria **May-Aug. 2010**
Bureau of African Affairs, U.S. Department of State

- Drafted reports for public release; reviewed international exchange applications and grant proposals
- Lead speaker on *EducationUSA*'s annual educational exchange country tour
- Organized webinars and cross-country speaker tours with U.S. policy experts and conducted outreach with non-governmental organizations, the private sector, media, local leaders, and other stakeholders

PUBLIC AFFAIRS INTERN | Washington, D.C. **May-Aug. 2009**
Bureau of Democracy, Human Rights, and Labor, U.S. Department of State

- Conducted outreach and roundtables with non-governmental organizations, Congress, media, and private sector
- Wrote, edited, and coordinated clearances on press releases and reviewed grant proposals
- Assisted in the coordination and execution of *the Human Rights Foreign Service Officer Training Conference*

Publications

Adkins, M.M. (2022). Reconciling conflicting institutional logics: Community reinvestment officers at the intersection of public policy and market forces (29323269) [Doctoral Dissertation, University of Arkansas]. Proquest pending publication: <https://orcid.org/0000-0001-7161-2862>

McKee, M.L. (2010). Building local confidence: The socioeconomic tasks of peacekeeping operations (38184) [Master of Arts Thesis, Colorado State University]. Mountain Scholar. <http://hdl.handle.net/10217/38184>

Presentations

Adkins, M.M. and Howard, M. (Interviewees) and Contreras, R.G., Hare, J.L., & Wood, L. (Hosts). (2022, July 20). Creating triple bottom lines with the P4 consultancy project. [Audio podcast episode]. In *Points of Departure: Conversations on Finding Local Solutions to Global Problems*. <https://www.kuaf.com/points-of-departure-season-1/2022-07-20/creating-triple-bottom-lines-with-the-p4-consultancy-project>

Adkins, M.M. (Interviewee) and Cox, S. (Host). (2021, April 21). University of Arkansas Workforce Development (No. 66) [Audio podcast episode]. In *Chamber Voice of Business Podcast*. Soundcloud. <https://soundcloud.com/rlacc/chamber-voice-podcast-ep-66-university-of-arkansas-workforce-development>

Thomas, J.Y., Joys, K., Wilson, F., Mosely, J., Sprawls S.B., & Meidenbauer, C. (Panelists). (2021, June 16). Experiential learning and B impact teams panel. [Panel discussion]. Moderated by M.M.Adkins. B Academics Teaching Roundtable. Virtual event. <https://bacademics.org/events/2021-b-academics-teaching-roundtable%e2%80%8b/>

Yunus, M. & Williams, D. (Panelists). (2021, January 22). *Conversation with Dr. Muhammad Yunus and Mr. Darrin Williams: Lessons learned on microfinance and social business from around the world*. [Panel discussion]. Moderated by M.M. Adkins, J.L. Hare, and R.G. Contreras. Arkansas Global Changemakers Conversation Series. Virtual event. <https://globalchangemakers.uark.edu/2021/02/09/lessons-learned-on-microfinance-and-social-business-from-around-the-world-a-conversation-with-dr-muhammad-yunus-and-mr-darrin-williams-january-22-2021/>

Certifications

Microsoft Excel Level 1 (Basic) and Level 2 (Advanced) Certified, University of Arkansas Global Campus
Tableau Level 1 (Basic) Certified, University of Arkansas Global Campus

Community Engagement & Service

- Taskforce Member, Arkansas World Trade Center *MADE in USA Initiative* **2022-Present**
- Faculty Advisory Board, *Arkansas Global Changemakers* **2022-Present**
- Artificial Intelligence/Machine Learning (AI/ML) Fuel Accelerator Mentor **2022-Present**
- Member, University of Arkansas *Chancellor's Gap & Commercialization Fund Committee* **2022-Present**
- Internship Advisory Committee, *LatinX on the Rise* **2022-Present**
- Co-Founder and Leadership Committee, *Arkansas Impact Investing* **2021-Present**
- Co-faculty leader, Arkansas Global Changemakers MBA study abroad course to Indonesia **2020-Present**
- Co-founder and advisor, *People, Planet and Profit Project (P⁴—a B Corps impact accelerator)* **2019-Present**
- *Big Brothers Big Sisters*, “Big Couple” **2016-2021**
- Inaugural advisor and founder, *Net Impact* UA student undergraduate chapter **2016-2018**
- *Restore Humanity* “Winetopia” Volunteer Coordinator **2014-2018**
- Member, *Animal Services Advisory Board* to the Fayetteville City Council **2012-2014**
- Member, inaugural University of Arkansas *Service Learning Committee* **2014**
- “President’s Volunteer Service Award.” *Corporation for National & Community Service* **2012**
- *Colorado African Organization* ESL instructor and *AmeriCorps* Health Literacy volunteer **2010-2011**