

## **W. George Longbottom**

242 Woodlawn Avenue | Collingswood, NJ 08108 | (856) 266-7044 | [glongbottom@gmail.com](mailto:glongbottom@gmail.com)

### **EMPLOYMENT**

#### **Temple University**

##### **Associate Director, Fox School of Business Graduate Programs**

**March 2022-Present**

- Manage and advise 180-200 full-time and part-time MBA students yearly
- Transform and maintain MBA Program Canvas pages that ensure student's access to relevant program materials
- Display interest in student's professional development by facilitating connections between their goals and their coursework
- Collect data and author reports on student enrollment and retention trends through graduation
- Lead in all aspects of new student orientation planning and organize all activities related to new MBA students
- Collaborate with Academic Directors to develop surveys to monitor student satisfaction and address concerns regarding retention

##### **Academic Advisor II, Academic Resource Center (ARC)**

**April 2020-March 2022**

- Demonstrated continual interest in non-degree and Global program student's academic and professional goals to facilitate course selections
- Organized yearly curriculum and professional development training for ARC academic advisors
- Forged and delivered pre-arrival webinars and orientation sessions to incoming and returning Global Programs students
- Evaluated international transcripts to determine course eligibilities
- Ensured F-1 visa compliance of all Global Programs students

##### **Pathways Program Specialist, Temple University TCALC**

**January 2019 – March 2020**

##### **Access Temple Coordinator, Temple University TCALC**

**January 2016 – January 2019**

- Managed and advised a yearly cohort of 80-100 conditionally admitted undergraduate and graduate international students
- Conducted research in the field of pathway programs to identify changing trends to maintain market relevancy
- Developed academic schedules and updated curricula of English language courses for conditionally admitted students
- Hired and trained former Diamond Peer Tutors to lead language support sessions and tutoring
- Advised conditionally admitted international students on their timeline towards matriculation
- Monitored student academic standing in the program, identified at-risk students, and implemented success plans
- Forged and led workshops on new student orientation, university admissions requirements, undergraduate and graduate admissions essay writing

### **PAST EMPLOYMENT**

#### **Camden County College**

##### **Adjunct Instructor of Spanish & ESL**

**May 2010 – December 2016; Fall 2021**

- Developed and conducted ESL lessons for different proficiency levels in the four areas of language learning: reading, writing, listening, and speaking
- Developed and conducted Spanish lesson for beginner students in the four areas of language learning: reading, writing, listening, and speaking
- Employed educational technologies to enhance the student-learning experience, such as Prezi and Socrative

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### **Part-time, Temporary Academic Advisor**

**May 2012 – January 2013**

- Reviewed transcripts to identify remaining curricular requirements for graduation and transfer purposes
- Interpreted basic skills placement test scores for course placement
- Advised in the selection of appropriate courses for graduation and transfer.
- Assisted incoming and returning students in creating their scheduled
- Trained prospective transfer students to navigate njtransfer.org

### **Rowan College of Burlington County**

#### **Senior Adjunct Instructor of Spanish and ESL**

**May 2011 – August 2018; Spring 2020**

- Developed ESL lessons for different proficiency levels in the four skills: reading, writing, listening, and speaking
- Employed technologies to enhance the student-learning experience, such as Prezi and Socrative
- Facilitated in-class, small group activities that emphasized oral production and critical thinking.
- Developed and implemented curriculum for non-credit beginner and intermediate Spanish courses that emphasized oral communication

## **VOLUNTEER EXPERIENCE**

### **PennTESOL-East (PTE)**

#### **President**

**January-December 2019**

#### **Conference Site Coordinator (Lead)**

**January 2016-December 2018**

- Supervised board members when planning regional conferences
- Managed the PTE budget regarding conference site costs, food costs, and plenary reimbursement
- Led board members in outreach and securing plenary speakers, which included the former PA Secretary of Education
- Secured and managed monetary sponsorships for conferences
- Collaborated with the PTE webmaster to ensure a user-friendly experience with the PTE website

## **EDUCATION**

### **MEd in Higher Education**

**August 2023**

College of Education and Human Development, Temple University

### **PhD in Spanish (Applied Linguistics)**

**May 2019**

Spanish & Portuguese Dept., Temple University

### **MA in Spanish (Applied Linguistics)**

**January 2011**

Spanish & Portuguese Dept., Temple University

### **BA in Spanish (Linguistics), *cum laude***

**May 2008**

Spanish & Portuguese Dept., Rutgers University

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### **CONFERENCE PRESENTATIONS**

Communicating across Cultures: How Intercultural Communication Competence Promotes International Student Adjustment and Acculturation. NASPA Annual Conference. March 19-23, 2022. Baltimore, MD. Selected for Sponsorship.

Advising across Cultures: Communication Competence that Promotes International Student Readiness. NACADA Region 2 Conference. March 7-9, 2022. Norfolk, VA.

Fostering Intercultural Collaboration: Using Scaffolding to Improve International Student Advising. NACADA Annual Conference. October 6-9, 2021. Cincinnati, OH. Selected for sponsorship.