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Executive Leadership | QLess Appointment Management System Implementation

Enrollment Management Division | East Texas A&M University

As **Digital Communications Specialist and Project Lead**, I directed the cross-functional implementation, optimization, and continuous improvement of the QLess Appointment Management System across the Enrollment Management Division, supporting **Admissions, Financial Aid, the Registrar's Office, Veterans & Military Services, Scholarships, and student-facing service centers**. Working directly with Enrollment Management leadership, Brandon served as the primary liaison between departmental stakeholders, front-line staff, executive leadership, and the QLess vendor to improve the student service experience through strategic planning, operational analysis, process improvement, communications, and technology implementation.

Executive Leadership & Strategic Project Management

- Led division-wide implementation meetings with directors, managers, and department leaders to identify operational challenges, establish priorities, and align system functionality with Enrollment Management goals.
- Facilitated executive discussions that encouraged cross-department collaboration while documenting action items, accountability, project milestones, and implementation progress.
- Developed implementation roadmaps and coordinated communication between multiple departments to ensure consistent adoption of the new appointment management system.

Cross-Functional Collaboration

Partnered with leadership across:

- Admissions
- Financial Aid
- Registrar's Office
- Veterans & Military Services
- Scholarships
- Enrollment Operations
- Student Service Centers
- Dallas Campus
- QLess Vendor Support

Built consensus among stakeholders while balancing the unique operational requirements of each department.

Operational Process Improvement

Analyzed student service workflows and identified opportunities to improve operational efficiency by:

- Resolving inaccurate wait-time messaging affecting student expectations.
- Improving student check-in workflows to reduce confusion and incorrect department selections.
- Enhancing front desk procedures through standardized qualifying questions and service routing.
- Improving student queue management for both in-person and mobile check-ins.
- Streamlining appointment scheduling and staff availability management.
- Developing solutions for high-volume enrollment periods.

Technology Implementation & Vendor Management

Served as the primary liaison with QLess technical support by:

- Investigating and resolving CWID visibility issues.
- Correcting staff station assignment errors.
- Submitting enhancement requests to improve student check-out functionality.
- Coordinating requested software improvements with vendor representatives.
- Monitoring system performance and identifying opportunities for future enhancements.

Change Management

Successfully guided multiple departments through organizational change by:

- Leading implementation meetings.
- Communicating system updates and procedural changes.
- Managing stakeholder expectations during rollout.
- Providing ongoing implementation support.
- Gathering user feedback and incorporating recommendations into future improvements.
- Encouraging adoption of new technology across Enrollment Management.

Training & Staff Development

Directed user adoption by:

- Coordinating additional system training resources.
- Requesting official training documentation from the vendor.
- Developing standardized operational procedures.
- Improving staff understanding of station management and appointment workflows.
- Establishing best practices for front desk operations.

Communications Leadership

Developed and implemented communication strategies that:

- Improved internal communication among Enrollment Management departments.
- Created standardized student-facing procedures.
- Increased awareness of alternative service locations, including the Dallas Campus.
- Coordinated marketing efforts supporting new kiosk installations, QR code access, and walk-in appointment options.
- Ensured consistent messaging regarding appointment scheduling and student services.

Student Experience & Service Excellence

Championed a student-centered approach by:

- Identifying barriers within the appointment process.
- Reducing student confusion during check-in.
- Improving service accessibility.
- Supporting de-escalation procedures for frustrated students.
- Expanding appointment access across multiple campus locations.
- Improving overall customer service throughout Enrollment Management.

Project Outcomes

Through strategic leadership and collaboration, Brandon successfully:

- Coordinated division-wide implementation of the QLess Appointment Management System.
- Improved operational workflows across multiple Enrollment Management departments.
- Resolved critical technical issues affecting staff efficiency.
- Enhanced appointment scheduling processes.
- Strengthened communication between departments and vendor support.
- Increased student service efficiency through process improvements and technology enhancements.
- Led continuous improvement initiatives that enhanced the overall student experience while supporting Enrollment Management's operational objectives.

Executive Leadership Competencies Demonstrated

- Executive Project Leadership
- Cross-Functional Leadership
- Digital Transformation
- Organizational Change Management
- Strategic Planning
- Stakeholder Engagement
- Process Improvement
- Business Process Analysis
- Operations Management
- Technology Implementation
- Vendor Relationship Management
- Training & Development
- Customer Experience Strategy
- Student Success Initiatives
- Higher Education Administration
- Risk Assessment & Problem Solving
- Continuous Improvement
- Executive Communications
- Program Management
- Team Leadership