

Dr. Christina Hinkson

Professional Experience

Eastfield College (2017-present)

Associate Dean, Career Technologies

Houston Community College (2013-present)

Adjunct Professor, Business

- Teach various management, human resources, marketing, leadership, ethics, organizational theory, customer service, supervision courses

Women's Business Education Alliance (2011-2014)

Director, WBC

- Planned speaking engagements, organized conferences and programs, and taught various business related trainings to business owners, start-ups, and nascent women entrepreneurs.
- Responsible for the day-to-day operation of the program and all record-keeping, program management, fiscal control, supervision of staff, and program compliance requirements for the WBC.

Executive Director/ Manager/Marketing Recruiter, Lone Star College System (2005-2011)

- Provide leadership for aspects of non-credit/credit workforce technical programs and professional career programs, dual credit
- Teach management, business, marketing courses at Lone Star College
- Provide marketing efforts such as social media platforms, digital marketing, brochures, fliers, billboards and creating marketing campaigns
- Recruit and train staff and faculty
- Conduct marketing research on demographics of customers
- Provide leadership in recruitment, advisement, and registration of CE students.
- Provide leadership in job placement for workforce students.
- Provide leadership in advertising programs to the community to increase awareness, increase partnerships and increase enrollments.
- Oversee small business development courses for entrepreneurs and continuing education students, such as business planning, marketing, financials and obtaining grants
- Oversee equipment purchases for labs, classrooms, and facility maintenance
- Analyze, review, and evaluate market segments, enrollment data, demographics, and major trends in business and community to ensure program viability for entire system.
- Develop and facilitate partnerships with academic deans, business, industry, consortiums, and community groups consistent with the strategic plans and mission of the college.
- Assists in gathering and providing information and analysis on workforce needs as reported by employers and civic organizations, effectiveness data, community demographics and needs, strategic planning, benchmarking, program evaluation, student retention and enrollment data, etc.
- Assists in the identification of workforce trends and economic development that describe the current state and make recommendations for data-based decision making.
- Assist in the development and implementation of survey methods to assess community needs for workforce training programs.

- Engage in continuous environmental scanning drawing conclusions as to impact of local, regional, state and national trends on workforce and future business and industry needs.
- Interface with community employer groups and system committees relating to workforce development research and planning.
- .Provides leadership in recruitment, advisement, and registration of CE students.
- Provides leadership in job placement for workforce students.
- Provides leadership in advertising programs to the community to increase awareness, increase partnerships and increase enrollments.

Educational History

Doctorate in Leadership, May 2010
Sam Houston State University Huntsville, Tx

Master of Business Administration, May 2003
Texas Woman's University Denton, TX

Bachelor of Science, May 2000
University of Houston Houston, TX

Skills/ Training

- Attended Program Planner Training Fall 2010
- Proficient in all Microsoft Applications, such as Word, Excel, Outlook, Power Point, and Internet Explorer
- Extensive presentation skills
- Adjunct Faculty Training Academy