

# André J. Richburg, M.S. Ed.

## PROFESSIONAL SUMMARY

Ambitious enrollment leader committed to achieving growth and diversity for institutions through expanded recruitment channels, innovative marketing and personalized prospective student and family experiences. Recognized for team management, collaborating across campus and using data to make decisions.

Admissions Skills	Leadership Skills	Corresponding Skills
Strategic planning for enrollment management	Leadership in NACAC, PACAC and NJACAC	Academic advisement
Underserved student targeting and programming	Management of teams of up to 45 staff members	Career readiness programming
Lead generation	Current with local, regional and national higher education trends	Adaptable
Data mining and analytics	National presenter	Team player
Digital and printing marketing; social media	Timely sense of humor	
Budget management	Vision-centered and mission-driven	

## PROFESSIONAL EXPERIENCE

**Carnegie Dartlet**, Westford, MA

**Senior Strategist**, August 2019-January 2020

Innovator in higher education marketing, offering groundbreaking services in the areas of research, strategy, creative, digital, lead generation and team building.

- Engaged with colleges and universities to provide data-driven marketing and enrollment strategies by creating detailed action plans to stay on track with outreach to prospective and accepted students
- Helped colleges and universities understand how to become more data savvy and use information like Nielsen Ratings to better target prospective students
- Worked across campus with key stakeholders to help define each institutions' personality and story that would connect with prospective families
- Co-facilitated on campus trainings related to Carnegie Dartlet's specialty of archotyping, which is meant to tell a college's/university's story (aka, Reputation Strategy) in order to market themselves in a more unique fashion
- Compiled data and reviewed demographic analytics to provide succinct communication and marketing recommendations to clients; conducted visit audit and provided feedback relative to improving campus visit experience for prospective students and families

**Northampton Community College**, Bethlehem, PA

**Executive Director, Enrollment Management**, August 2017-April 2019

Community college with 4 locations throughout Pennsylvania's Lehigh Valley serving approximately 10,000 credit-bearing students offering associate's degrees as well short-term job training certifications. Only community college in PA to offer residence life, accommodating up to 600 students.

- Led the operations of Admissions, Financial Aid, Records/Registration and Enrollment Services across 3 locations
- Oversaw approximately 45 staff members and a budget of \$1.2 million
- Responsible for the recruitment and enrollment of disparate prospective students with differing needs including: high school, transfer, international, non-traditional, adult learner, online learner, visiting, veteran, dual enrollment and re-admit; Devised budget-sensitive system to highly personalize interactions
- Created signature programs to create more access and visibility to the college including, first spring Open House, dual enrollment matriculation celebration and orchestration of drawing stop out students to return to the College for degree completion
- Developed territory strategic plans and trained Admissions team on territory management resulting in increased and more meaningful student interaction
- Innovated marketing and communications through developing targeted outreach with use of Hubspot, adding text messaging as an engagement channel and instituting Key Performance Indicators
- Implemented financial aid literacy workshops for faculty and staff
- Led a retention committee to better understand why students withdraw
- Assisted with the planning of orientation to incorporate Guided Pathways theme, a proven retention initiative, and also assisted with the creation of a comprehensive orientation website, which included FAQs, a sample agenda and steps to take before attending

**George Washington University, Washington, DC**

**Advisory board member, July 2017-June 2019**

Highly selective, 4-year liberal arts university rooted deeply in the country's history providing top quality research-based education. Recruited to act as a senior advisor for GWU's admissions department.

- Audited recruitment and admissions standards
- Devised strategy to keep selectivity while aggressively diversifying student body
- Participated in helping GWU to create signature and personalized experiences for visiting students and their families
- Devised specific and tangible plan for GWU to engage with, manage and enroll transfer students

**Atlantic Cape Community College, Mays Landing, NJ**

**Dean of Enrollment Management and College Relations, January 2014-July 2017**

**Director of Admissions and College Recruitment, August 2013-January 2014**

Community college with 3 locations serving approximately 5,000 credit-bearing students offering associate's degrees as well short-term job training certifications. Fulfill educational and community needs for citizens of the greater Atlantic City area.

- Oversaw the strategy and operations of Admissions, Financial Aid, Testing, and Marketing; managed 31 staff members and a budget of \$2.6 million
- Implemented high school early intervention programming, conceptualized to mitigate the number of entering students requiring developmental course work
- Developed a comprehensive 3-year enrollment management plan, laying out recruitment and marketing strategies and tactics to guide the division
- Increased the quality and number of recruitment channels through re-establishing Memorandum of Understanding for the Department of Defense to support active military, creating and organizing a Veteran's Gratitude and Resource fair, devising College and Career Readiness initiatives with area high schools and providing short-term job training opportunities to displaced Atlantic City casino workers

- Served as Primary Designated School Official (PDSO) for international student admission
- Other responsibilities included: Co-Chair of Diversity & Equity Committee for Board of Trustees; oversight of program review of Title IV compliance and chair of Enrollment Management Student Success Cross Functional Committee

**Centenary College (now University), Hackettstown, NJ**

**Director of Transfer and Graduate Enrollment**, December 2011-January 2013

Private, 4-year liberal arts college in Northwestern New Jersey with learning centers and an Equestrian facility fostering a close-knit community for traditional learners as well as professional studies.

- Supervised 7 professional and support staff; oversaw hiring, training and annual appraisal process for each position; Balanced and maintained an annual marketing and operations budget of approximately \$500,000/year
- Along with partnering with 3<sup>rd</sup> party vendors, implemented strategic and targeted marketing goals to bolster transfer and graduate enrollment; established separate recruitment events to differentiate marketing strategies for each population
- Created student contract for NJ STARS II scholarship program for eligibility maintenance for transfer students
- Established tracking of transfer student retention in concert with Director of Institutional Advancement
- Chaired the Community College Outreach Committee for partnerships between traditional and adult transfer students

**Brookdale Community College, Lincroft, NJ**

**Assistant Director of Recruitment Services**, August 2007-December 2011

**Adjunct Academic Counselor**, May, 2008-December 2011

Community college serving the needs of nearly 15,000 credit-bearing students throughout 7 locations in Monmouth County, NJ offering associate's degrees and providing educational and lifelong learning options.

- Supervised 3 Admissions Representatives and oversaw training of support and part-time staff
- Prepared/analyzed application and enrollment flow component of daily enrollment reports
- Managed and maintained prospect system including data entry, production of addresses for mailing and appropriate reports
- Coordinated fall and spring campus-wide Open Houses
- Assisted in the scheduling and production of correspondence to prospective students, applicants, first time registrants and secondary school counselors
- Evaluated transcripts and credits for incoming transfer students and supported student in the outgoing transfer process to senior institutions
- Represented Brookdale at Monmouth County high schools, college fairs and community events
- Administered Basic Skills Placement Exam (ACCUPLACER) in Monmouth County high schools and advised students on pursuing various programs of study and career options based on exam results
- Instructed First Year Seminar course

**Monmouth University, West Long Branch, NJ**

**Assistant Director of Undergraduate Admission**, November 2004-August 2007

Mid-sized, private 4-year university located along the New Jersey coastline, focusing on principles of intellectually challenging coursework, immersive experiences and preparation for life after Monmouth.

- Supervised University Ambassador Program, comprised of 40 students
- Created and implemented International Student Resource website, admission procedures, targeted marketing efforts and greater merit-based scholarship awards

- Managed recruitment territories in Northern New Jersey
- Formulated higher discount rate in to order attract students from low socioeconomic communities
- Reviewed first year and transfer student applications
- Advised part-time and non-matriculated students
- Served in a daily rotation to lead college information sessions for prospective students and their families

#### **Caldwell College (now University), Caldwell, NJ**

##### **Undergraduate Admissions Counselor, October 2003-November 2004**

Private, Catholic 4-year college located in Northern New Jersey promoting intellectual, spiritual and aesthetic growth to a diverse array of cultures and backgrounds.

- Reviewed applications for first year students
- Supervised 15 student workers
- Participated in college fairs and visits throughout New Jersey
- Conducted tours of campus for prospective students and their families
- Presented and facilitated various workshops at open houses and other on campus events

## **EDUCATION**

Monmouth University, May 2008

**M.S. Ed., Master of Education** (school counseling)

William Paterson University, December 2001

**B.S., Business Administration** (Management)

## **PROFESSIONAL ORGANIZATIONS AND ENGAGEMENT**

- **Pennsylvania Association for College Admission Counseling** (PACAC), Executive Committee Member, Conference Planning, Conference Presenter
- **New Jersey Association for College Admission Counseling** (NJACAC), Executive Board Member, President, Fiscal Oversight, Inclusion, Access and Success Co-Chair, Communications Chair, Conference Planning, Conference Presenter
- **National Association for College Admission Counseling** (NACAC), National Assembly Delegate, Faculty Advisor and Mentor, Conference Presenter
- **National Education Association** (NEA), Emerging Leaders Academy
- **College Board**, Enrollment Leadership Academy, CSS/Financial Assistance Assembly Council
- **ACT**, New Jersey State Council Representative, Pennsylvania State Council Representative
- **Atlantic City Weekly Award**, Top 40 Under 40

## **DATA SYSTEMS EXPERIENCE**

CAMS, CARS, Colleague, Cvent, Datatel, HubSpot, ImageNow, Microsoft Office, OnBase, Talisma