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HIGHER EDUCATION EXECUTIVE LEADER

Strategic Growth Driver

Effective Program Manager

Relationship Builder & Connector

Trusted Team Leader

Transformational higher education leader recognized for developing and launching mission-critical programs and cross-organizational initiatives that drive growth and sustainability. Team advocate who fosters diverse and inclusive groups of long-term, high-performing professionals. Relationship-driven connector who establishes partnerships internally, community-wide, and beyond to advance the organization's mission and opportunities. *Key skills include:*

- ✓ Strategic Planning & Execution
- ✓ Program Management
- ✓ Delivery on Growth Goals
- ✓ Community Partnerships
- ✓ Financial Sustainability
- ✓ Cross-Functional Collaboration
- ✓ Diversity & Inclusion
- ✓ \$1M Grant & Budget Management
- ✓ Data-Driven Decisions

CAREER HIGHLIGHTS

FROSTBURG STATE UNIVERSITY | Frostburg, MD

2020 - Present

Associate Director of Admissions | September 2020 - Present

Recruited to grow traditional student enrollment **overseeing a 2-person staff** driving new student recruitment/admissions. Lead relationship management with hundreds of high schools and student referral partners. Enhance student visit experience and campus visit program. Partner with University IT to implement digital content management system.

THE UNIVERSITY OF SAINT FRANCIS | Fort Wayne, IN

2008 - 2020

Dean of Student Services and Chief Retention Officer | March 2020 - September 2020

Executive Director and Chief Retention Officer | July 2019 - September 2020

Appointed to newly created, **dual leadership roles** in July of 2019 focused on cross-organizational collaboration and reach after university restructure. Oversee areas including **Career Center, Academic Support, First Year Advising, Service Learning, Tutoring, Accessibility, and the Library**. Also **drive university-wide retention growth efforts to stabilize revenue**. Lead 13-person team, own \$1.4M budget, and report to the VP of Academic Affairs as a member of the division's **executive leadership team**.

As Executive Director/Dean of Student Services:

- **Established new department** by merging previously disparate teams into **new organizational structure** to provide cohesive experience across the student lifecycle and to leverage shared resources and reduce redundancies.
- **Developed plan and began launch** of First Year Advising program to increase first year student success and retention.
- **Drove digital transformation** departmentwide in first 9 months to modernize workflows, digitize records, and enable real-time collaboration and project management through Microsoft SharePoint, Asana, and other tools.
- **Initiated virtual tutoring program** and online scheduling capabilities to increase student accessibility to services.
- Reorganized and merged Career Center, Experiential Learning, and Service-Learning teams **managing 100+ strategic partnerships** and **thousands of employer/non-profit relationships statewide**.
- Developed regional partnerships to **expand university's influence and reach** by joining or collaborating with high-profile community/economic development organizations.
- **Achieved 100% staff retention**, even during period of high turnover university-wide by recruiting and developing engaged, dedicated, and high-performing teams.

As Chief Retention Officer:

- Appointed to spearhead **first-ever comprehensive strategic plan to increase student retention** YOY; assembled and **Chair cross-functional committee** with 2 focus areas (data analytics/reporting and project management).

Performance Snapshot

Established New
Department

Achieved 100% Staff
Retention

Catapulted Student
Retention Growth 4% gain
in Year 1

- Set KPI's, benchmarks, and dashboards to monitor retention; share reports with senior leaders to proactively identify and mitigate barriers to retention.
- **Catapulted student retention growth by 4% in Y1 and turned around previous year's sharp decline** by analyzing data and best practices and by developing proposals for senior leadership approval.
- Currently developing **AI-powered predictive analytics model** in partnership with Director of Institutional Research to analyze and implement retention-focused initiatives based on trends.
- Developed and implemented emergency retention plan to retain student enrollment during Covid-19 pandemic.

University-wide Committee Membership:

- Serve on the **Diversity & Inclusion Committee**, Academic Affairs Counsel, and task forces including the **Covid-19 Response Task Force** focused to guide matters related to student retention and risk mitigation during the pandemic.

Director of Career Outreach Center, Employer Relations | October 2013 - July 2019

Transitioned to build-out employer relations efforts, formalize student internship program, and manage compliance and reporting for \$1M, 3-year grant provided to fund the expanded department. Hired and led a career services staff member.

- Identified need for and secured approval to **develop the first comprehensive, university-wide internship program by Y1**; initiative enabled robust reporting, tracking, and internship site/student reviewing capabilities.
 - Collaborated cross-functionally to gain buy-in from all faculty, schools, and programs across campus.
 - Standardized and implemented university-wide orientation and internship search assistance for students.
 - **Grew program to include 300+ interns across 40 programs annually.**
 - Shared newly tracked internship data with the Northeast Indiana Regional Partnership, an economic development organization, to deepen relationships with community leaders.
- Spearheaded **first on-campus career fair in 10+ years** and grew to become sold-out event attracting **60+ employers**.
- **Redeveloped career fair strategy** to hold school-specific employer engagement programs to **yield better/more targeted outcomes for employers** and increased participation from students.
- Diversified speakers to include minority business leaders for alumni, student, business networking event that attracts 250 attendees including the city mayor and other community leaders.
- **Expanded alumni/student mentoring program** by launching university-wide **virtual program** reaching alumni across the world; grew student participants by **150%+ by Y2** and overdelivering on **annual engagement goals by 3X**.
 - Integrated virtual program into School of Business courses and programs due to success after launch.
- **Developed innovative, interactive [Career Pathways Tool](#)** tying programs with jobs based on alumni placement data; partnered with Alumni Relations and data analytics team to create the tool.
- Overhauled alumni career placement data collection to elevate "First Destination" reporting and analysis for metrics that are reported to the National Institute of Education.
 - **Invited to speak at the University of Indianapolis** to share best practices for data collection and reporting.
 - **Improved career outcomes for recent graduates by 3% YOY** through more robust data analysis and proactive intervention.

[Performance Snapshot](#)
Developed 1st University-wide Internship Program
Launched Virtual Mentor Program
Created Interactive [Career Pathways Tool](#)

Assistant Director of Admissions | February 2008 - October 2013

Adult Admissions Counselor / Transfer Coordinator | February 2008 - October 2013

Recruited to grow adult student enrollment before earning a **promotion to Assistant Director overseeing a 7-person staff** driving new student recruitment/admissions **across 6 territories in 4 states**. Led relationship management with hundreds of high schools as well as corporate and non-profit student referral partners.

- **Re-aligned staff territories** to better establish and leverage relationships with target high schools and to expand reach into new markets such as Chicago and Southern MI.

- **Achieved 9.9% enrollment growth** over tenure and **hit record enrollment numbers** in 2010, 2011, and 2013.
- **Reduced new enrollee attrition by up to 50%** (from up to 10% to just 5%) by implementing strategic communication campaigns and summer events to engage incoming students earlier.
 - Achieved record Spring Semester enrollment 3 years in a row after launching targeted communications.
- **Outperformed peer institutions** in transfer student enrollment through effective acquisition strategies.
- **Drove employer engagement efforts** to create partnerships with organizations to upskill their workforces through training or tuition benefits.
- **Developed partnerships with area workforce development centers** and unemployment offices to reach adults interested in returning to school.
- Served on 10-person campus-wide task force that **launched the university's first online program**.

Performance Snapshot

Achieved 9.9%
Enrollment Growth
Reduced New Enrollee
Attrition by up to 50%

AEROTEK – ALLEGIS GROUP | Fort Wayne, IN
Recruiter

2007 – 2008

Joined the Fort Wayne office for this nationwide recruitment and staffing firm to build a network of candidates for primarily engineering positions for industries such as automotive, medical device, and manufacturing.

- Grew pipeline of qualified engineering candidates by establishing relationships/partnerships with local universities for new graduates and the Northeast Indiana Works/WorkOne career center for candidates facing layoffs.
- **Ideated and launched new commercial division**, establishing an additional revenue stream and market opportunity that delivered 20+ new placements per month.
- **Outperformed peers and over-delivered on monthly revenue goals** during tenure.

ST. JOSEPH PAPER & PACKAGING | Fort Wayne, IN
Office Manager

2003 – 2007

Initially joined as an assistant performing office administration, inside sales, deliveries, and warehouse inventory before **earning a promotion to Office Manager**. Oversaw office assistant while reporting to the site director.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration (MBA)

UNIVERSITY OF SAINT FRANCIS | FORT WAYNE, IN

Bachelor of Business Administration (BBA) in Management

UNIVERSITY OF SAINT FRANCIS | FORT WAYNE, IN

CERTIFICATIONS

Title IX Investigator, Certificate | ASSOCIATION OF TITLE IX ADMINISTRATORS

Strong Interest Inventory, Certified Practitioner | CPP, INC.

Conflict Handling Styles Certification | TKI

PROFESSIONAL AFFILIATIONS & MEMBERSHIPS

National Association of Colleges & Employers (NACE)

Indiana Association for College Admission Counseling (INACAC)

National Association for College Admission Counseling (NACAC)

Society for Human Resource Management (SHRM)

Council for Advancement & Support of Education (CASE)