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Dear Amy,

Please accept this letter as a statement of interest for a member for the MPSEOC Executive Board. The mission of your institution and the local culture combine to create a unique set of expectations, and I believe that my personal and professional background, as well as my academic experience make me singularly qualified for this position. Dawson Community College (DCC) has a tradition of providing its students with a quality educational experience, which aligns with my belief in a collegiate mission to provide comprehensive opportunities and programs that enrich lives. The key to providing quality teaching and learning is the commitment and dedication of the administration, faculty and staff, and I would be honored to join your leadership team.

My expertise is in leading enrollment management teams, which I have done for the past half a decade. During my career in higher education, my philosophy has always been based on doing what is the best for our students! As such, I have worked in various capacities to be innovative and bring new ideas on our campus and our surrounding communities. I have had the opportunity to represent my current institution at state, national and international meetings with elected and appointed officials in matters of education, accreditation and policy, grant writing, and fund-raising amongst others. Some of these examples include: bringing a new program, Dual Enrollment, to help our high school students with starting their college career; bringing short-term courses and expanding our online offering to offer ten week and six-week class sessions; creating and offering evening classes at surrounding communities by hiring our dual enrollment partners as adjunct faculty.

All of the above projects have been accomplished as a result of thorough data analysis. During my career in enrollment, it has been my responsibility to collect and analyze enrollment data and present my findings in detailed reports for key campus and other constituents. I am an organized critical thinker with the ability to look at data and see the larger picture it presents. In addition, I am a skilled communicator and am able to speak with varied populations in obtaining data. I am confident in my abilities to perform the duties of institutional research with DCC. In past positions I have demonstrated that I am able to complete complex research projects from the process of gathering information to the presentation of findings.

At the present, I serve as the Director of Enrollment Management and Chief Enrollment Officer at DCC reporting directly to the President. As the first person to serve in this position, I have had to create all the processes and systems, as well as the whole Enrollment Management Department at Dawson Community College. The department that a few years ago started with one employee, today has four full-time employees, 5 student ambassadors and 2 student employees all serving under one mission. I strongly believe that this increase was made possible

due to using a systematic process of continuous unit assessment with the goal of striving to improve and increase enrollment.

In my current role, I work closely with the Offices of the Registrar, Marketing, Academics, Housing and IT. With the help of each department, I have become well versed in conducting research, analyzing data, managing databases, creating reports as well as preparing reports in a detailed and scientific manner. Additionally, I have gained the ability to integrate superior organization and communication skills across all levels of research, allowing me to excel in both independent and team-oriented environments.

In closing, I believe that becoming a board member of MPSEOC provides a unique opportunity for me to provide academic leadership for a college that celebrates its vital connections to its local community while reaching out to serve more students nationally and internationally. At the same time, I will be an effective advocate for academic and career technical affairs to the local community that plays a vital role in the health of the community college. Finally, I've proven to be an effective public advocate with foundations, federal agencies, and state governments in supporting higher education, and I am eager to bring these talents to your institution as well. For these reasons, I believe my experience makes me an ideal candidate for your position. Enclosed, please find my resume and references. I look forward to meeting with you to further discuss my qualifications.

Warm regards,

Suela Y. Cela

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