

**Skill Summary:** Since August 2020, I have been serving as the Associate Director of Recruitment in the Office of Admissions at Montana State University. With over ten years of experience in university admissions practices and a deep understanding of higher education, I have an established skill-set in both written and interpersonal communication. I have been recognized for my work recruiting prospective students from across the country and have been an active member of the Office of Admissions' recruitment practices that have resulted in an increase in Montana State University's enrollment by 31.4% over the last 13 years. I am experienced in managing various student groups, coordinating campus-wide faculty and staff recruitment efforts, hosting large-scale on campus recruitment events, along with the writing, editing, and revising various mediums of mass communication efforts directed towards innumerable audiences.

## **Education**

**Montana State University, Bozeman MT**

**Graduated Fall 2008**

**Major: Liberal Studies with a concentration in Global and Multi-Cultural Education**

**Minor: Native American Studies**

## **Professional Experience**

**Associate Director of Recruitment**

**August 2020 – Present**

**Office of Admissions - Montana State University**

### **Responsibilities:**

- Active member of MSU Strategic Enrollment Management Committee that works collaboratively to meet aggressive enrollment goals while managing campus housing, financial aid, scholarships, and university budgets. Group members include: Admissions, Housing, Financial Aid, Registrar, and Student Success.
- Coordinate and implement a strategic plan of recruitment events across the United States and Montana utilizing analytics from Campus Management Radius CRM, Ellucian Banner, EAB/Royall Enrollment IQ, and university enrollment data.
  - Executed more than 350 virtual high school visits, 40 virtual college fairs, and 33 informational webinars for the Webinar Wednesday series in the 2020-2021 recruitment year.
- Supervise Admissions Counselor staff in all daily duties, including planning virtual and in-person recruitment efforts, generating content for the Office of Admissions' outreach calendar, hiring, training, and annual evaluations.
- Assist with the creation, editing and final production of recruitment publications which include viewbook, college fair pieces, three sequenced pieces covering academic programs, student life, and post-graduate opportunities, scholarship flyers, visit postcards and other miscellaneous promotional pieces.
- Develop and manage an extensive communication plan pertaining to recruitment cycle, including various print materials and wide-ranging email plans for students, parents, and counselors.
- Member of MSU Council of American Programs (CAIP) that collaborates with administrators, faculty, and staff to support recruitment and retention initiatives promoting American Indian and Alaskan Native student success.
- Instructor of HLD 494 (Spring Semester 2021), a leadership course of 65 new and returning MSU AdvoCats

**Assistant Director of New Student Programs**

**September 2017 – August 2020**

**Office of Admissions - Montana State University**

### **Responsibilities:**

- Orchestrated MSU Fridays, MSU's large-scale campus preview days, for several hundred prospective students and their families five times year.
- Worked collaborately with entities across campus to coordinate, schedule, and oversee MSU's summer and spring New Student Orientation programs for more than 3,000 incoming students
- Executed welcome speeches to groups of up to 2,000 people
- Supervised the TeleCat student group for 10 student employees
- Instructor of HDCO 460 (Spring Semesters 2018, 2019, and 2020), the leadership course of 40-50 new and returning Orientation Leaders
- Headed the annual Faculty Phone-a-Thon recruitment effort by coordinating more than 20 faculty members

**Admissions Counselor  
Office of Admissions  
Montana State University**

**December 2010 – September 2017**

**Responsibilities:**

- Executed high quantity new student recruitment efforts for a diverse group of prospective students including, but not limited to, meeting individually with campus visitors, attending national college fairs, and presenting at high school visits both in-state and out-of-state.
- Organized and scheduled detailed travel schedules to nearly 100 high schools across multiple states and Montana counties each year
- Supervised the TeleCat and Student Blogger student groups
- Oversaw the Office of Admissions social media accounts
- Headed the annual Faculty Phone-a-Thon recruitment effort

**Administrative Assistant II  
Office of Admissions  
Montana State University**

**July 2008 – December 2010**

**Responsibilities:**

- Generated new student recruitment mailings
- Recorded a high quantity of data entry containing prospective student information
- Prepared information packets for daily campus visitors
- Executed daily office duties, including greeting daily visitors, responding to e-mails, and answering general admissions phone calls

**Professional Organization Memberships**

- National Association for College Admission Counseling (NACAC)
- Pacific Northwest Association for College Admission Counseling (PNACAC)
- Rocky Mountain Association for College Admission Counseling (RMACAC)
- Western Association for College Admissions Counseling (WACAC)
- Montana Post-Secondary Educational Opportunities Council (MPSEOC)

**Conferences Attended:**

- NODA 2019
- NACAC 2016, 2017, 2021, 2022, 2023
- SuperACAC 2015
- PNACAC 2014, 2022, 2023
- MPSEOC Summer Conference(s) 2010 – 2016, 2021-2023

**References:**

Mike Ouert: Director of Admissions  
(406) 994-6661  
[mrouert@montana.edu](mailto:mrouert@montana.edu)

Brenda Truman: Assistant Dean – Jake Jobs College of Business and Entrepreneurship  
(406)994-4840  
[bstruman@montana.edu](mailto:bstruman@montana.edu)

Emily Edwards: Interim Director – University Studies/Academic Advising Center  
(406)994-3517  
[edwards@montana.edu](mailto:edwards@montana.edu)