

Montana Post Secondary Educational Opportunities Council

June 9, 2023

Dear Search Committee,

I understand MPSEOC is looking for A Board Member. With over 18 years' experience in higher education at MSU Billings, I feel I am the ideal candidate for this position and am excited for the opportunity to use my talent and experience for MPSEOC.

I am currently the Associate Director for the New Student Services Office at Montana State University Billings. I oversee the day-to-day operations of the New Student Services office at MSUB along with assisting in mentoring our office's New Student Specialist's. I also spearhead the hiring committees for the New Student Services Office.

I design and currently manage most all the promotional material used for the University's recruiting efforts which include brochures, applications, and housing marketing material. I am also responsible for designing and sending e-mail campaigns to the University's prospect pools. I am proficient using Adobe Creative Suites, including In-Design, Photoshop, and Illustrator, as well as Microsoft Office software. My experience also includes working with Maestro mass emailing software, Radius & EZ Recruit student databases, Banner student database, Mongoose mass texting platform, and OU Campus web content management system. I work closely with the University's mailroom to send out targeted mailings to students and with the University Communications and Marketing office for new student campaigns.

I assist in planning and organizing recruiting events like Preview Days, Orientations, Alumni Socials, Transfer Student Days and much more. I am versed in using virtual meeting and visit platforms such as Conduit, Visit Days, Zoom, Webex and more.

From 1999 - 2004 I was an Advertising Sales Consultant for the Bozeman Daily Chronicle in Bozeman Montana (southwest Montana's largest newspaper). I developed marketing plans for local businesses used in the newspaper and sold advertising space.

I look forward to discussing how my talents can best benefit MPSEOC. Please feel free to contact me at (406) 896-5910. Thank you for your time and consideration.

Sincerely,



Kealy Dowd