



**GREAT FALLS
COLLEGE**
MONTANA STATE
UNIVERSITY

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Dear MPSEOC Board of Directors,

I am honored to nominate Laramie Smovir for a position on the MPSEOC Board of Directors. Not only does Laramie display operational excellence in her daily work, she regularly displays a philosophy of problem-solving, teamwork, and respect and would be a fantastic addition to the Board.

Laramie has been an Enrollment Specialist for Great Falls College MSU since 2017. Most people on campus know Laramie because her role means she needs to know the ins and outs of academic programs and faculty, student services, resources, and policies. Not only does Laramie know the programs and people on our campus, she is an expert at conveying the excellence we offer. A good admissions representative needs to have some level of salesmanship. A great admissions rep knows how to balance that “sale” with next-level service; they anticipate the needs of their audience and offer customized information and resources. Laramie offers that service in spades; she is a human manifestation of the Amazon recommendation algorithm. What do I mean by that? She very quickly establishes rapport with a person because she is friendly and relatable. She filters information about their interests and offers nearly instant options for consideration. People get a highly customized experience when they are with Laramie and they walk away feeling satisfied and cared for. Additionally, she strongly believes in the value of all educational options in Montana and helps counsel students toward “right fit”, even if that means they don’t choose Great Falls College. Her knowledge of and passion for Montana institutions, especially two-year options, is another strength.

Laramie understands she cannot do that work in a vacuum. It is why her attitude of problem-solving and teamwork lend so nicely to her ability to serve students. Laramie collaborates and, although has strong opinions and is not afraid to share them, she respectfully engages others in the think-tank. Laramie also understands that everyone is approaching education from different levels and she understands the varied circumstances that motivate people to pursue college. Her appreciation for that continuum allows her to be compassionate, patient, and respectful.

Another strength? No shortage of creativity. It is really a natural extension of her enthusiasm and she willingly shares both. She uses creativity to improve—processes, morale among her colleagues, and her own life. During the past very challenging year, she was one who worked to creatively connect people in our office—organizing virtual and distanced events to commemorate special occasions and holidays. These efforts have made us all feel happier and cared for; the same way Laramie makes our students feel.

It is the trademark problem-solving, teamwork, creativity and care that would make her an excellent addition to the Board and a tireless advocate for MPSEOC’s mission. I strongly support her nomination.

Shannon Marr
Director, Recruitment & Enrollment

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Great Falls College MSU provides high quality educational experiences supporting

student success and meeting the needs of our community.