

M O R G A N C. B R A M M E R

EXPERIENCE

Director, Recruitment & New Sooner Orientation | University of Oklahoma Admissions & Recruitment, May 2019 - Present

- Direct and lead strategy for undergraduate recruitment, both first time freshman and transfer, lead operations for New Sooner Orientation, as well as manage concurrent enrollment.
- Support and lead a team of 46 full time staff members, 75 student tour guides, 45 Diversity Enrichment Interns, and 20 Honors College Ambassadors, as well as manage a \$2.6 million annual operating budget to ensure the needs of prospective students and their families are served both on and off campus.
 - Worked with Vice President of Enrollment Management and Director National Recruitment to secure funding to grow our regional admission counselor presence in Texas, Florida, Georgia, and California.
- Provide leadership and strategy for continued growth in our first-time freshman class sizes –
 - Fall 2023 | increased total enrolled numbers by 11.2%.
 - Fall 2022 | increased total enrolled numbers by 2.6%.
 - Fall 2021 | increased total enrolled numbers by 3.6%.
- Train and equip the Division of Enrollment Management on the use of our CRM, Slate. Imported key recruitment strategies into weekly emailed reports to stakeholders, maximized functions for key communications/outreaches, and led initiative on Banner data importing daily to Slate.
- Coordinated and co-led efforts alongside VP of University Advancement to secure \$15 million in funding for the renovation of the University's Visitor Center. Project is set to be complete in Spring of 2025.
- Created "Navigating Affordability" – a four-hour workshop designed to train and onboard members of Enrollment Management and University partners on topics related to FAFSA, grants, loans, and other financial pieces necessary to recruit and yield prospective students.
- Coordinate and collaborate with Financial Aid, Money Coaches, and Student Financial Center leadership on the cross training of Admissions staff on FAFSA verification, HERRF funding outreach, and scholarship communications to both prospective and current students.
 - Developed an internal process, with Director of Academic Advancement, in CRM to ensure the efficiency of our Scholarship Review Committee and appeal process.
- In strategic collaboration with our Director of Diversity Enrichment Programs, created/increased:
 - Underrepresented applications by 12% YTD and deposits by 28% YTD through strategic use of current student stories, marketing, and events/moments.
 - Developed "The Circuit," a three-event pipeline creation series for African American high school sophomores, juniors, and seniors.
 - Created affinity committees for every member of Admissions and Recruitment to serve on, research, and create strategy for hyper-personalized recruitment of these populations.
 - Early outreach pipelines with 8th, 9th and 10th graders called "Sooner Starters" that work with the Oklahoma State Regents and ICAP to secure names through virtual events, submitting grades, major exploration assessments, and completing various "to do's" in their You at OU portal.
- To meet the goals of the strategic plan, collaborated with Associate Director of Transfer Recruitment and Director of Financial Aid to create pathways and ensure that Phi Theta Kappa transfer students and Ticket to

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Rose received the benefits of Oklahoma's Promise (full coverage of tuition in the state of Oklahoma with \$60K AGI or less) upon transfer to OU.

- Serve and manage the funding of the Presidential University Housing Review Committee, working to ensure policies are in line with the needs of admitted students who need financial support during their freshman/first year at OU.
 - Served alongside Enrollment Management Administration in 2019 to create a strategic yield process for low SES students, strategically utilizing our Room and Board Work program, and the "Welcome Home" Scholarship, providing coverage for half the cost of housing.
- Continue to partner with Executive Senior Staff focus on staff retention and our growth ladder for Admissions Counselors called "Launch." Worked with HR on policy creation, researched partner school programs and developed a three-tiered system for employees to self-select into and create two projects that will move our mission forward.
 - Officially funded, entry level admissions counselors can work through two tiers with the promise of two salary increases and title changes given successful completion.

Director, Oklahoma Recruitment + Campus Experience | University of Oklahoma Admissions & Recruitment,
Dec. 2017 – May 2019

- Support and lead a team of 25 full time staff members, 70 student tour guides, 45 Diversity Enrichment Interns, and 20 Honors College Ambassadors, as well as manage a \$1.9 million annual operating budget to ensure the needs of prospective students and their families are served both on and off campus.
- Overhauled the strategy utilized by Admissions Counselors and created a month by month, population based, strategic, proactive outreach (PO) and campaign calendar in conjunction with the Director of Communications, the Director of Academic Advancement, and our Diversity Enrichment Programs team. Highlights below.
 - In 2017 – 2018 cycle, in Oklahoma, applications increased by 3% (5,900 to 6,100)
 - In 2019 – 2020 cycle, in Oklahoma, commitments, to date (Mar 2020), increased by 39% (684 to 952)
- Collaborated with Executive Senior Staff and the Financial Aid office in 2018 to help create "Crimson Commitment," a last dollar program for Oklahoma resident students on "Oklahoma's Promise" (OKP). Whereas Oklahoma's Promise, through Oklahoma State Regents, provides free tuition to low-income students, predominantly underrepresented and first-generation students, to go to college in Oklahoma, Crimson Commitment will provide those students with the coverage of up to \$8,200 in average fees. To date, applications have increased by 18%, admits by 35%, and commits by 200%.
- With budgets in mind, in summer 2018, worked to rethink our former fall "Presidential Dinners" events (400+ students and families each) and innovated with our Events team to create new, inviting application push receptions in our feeder areas (Houston, Tulsa, and Dallas) for prospective students and families. We reduced spending by \$75,000 while application percentages increased.
 - Dallas 2018 | 210 attended – 92% applied
 - Tulsa 2018 | 154 attended – 86% applied
 - Houston 2018 | 143 attended – 86% applied
- Merged our Diversity Enrichment Programs (DEP), National Merit and Campus Experience teams to combine their strategies and teams to form the Oklahoma Recruitment + Campus Experience team.

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- Collaborated with Human Resources and Executive Senior Staff to create an opt-in, flexible summer schedule opportunity for our staff in Norman, Tulsa, and across the United States. This reduced summer turnover by 20%.

Director, Campus Experience | University of Oklahoma Admissions & Recruitment, July 2015 – Dec. 2017

- Led a team of three staff and a graduate assistant on the development, promotion, execution, and assessment of over 90 annual recruitment events offered by the Office of Admissions and Recruitment (OAR). Additionally, managed a \$400,000 annual operating budget.
- Overhauled the event ideation and creation process to ensure all events leverage institutional knowledge and data and address specific university enrollment goals. Ensured that each event planning committee is comprised of representatives from each unit within OAR and developed a quick reference guide that lays out the process of planning, marketing, and executing a successful recruitment event.
- Rethought operations and increased attendance at Sooner Saturday, our largest open house for high school juniors and college transfer students. This included partnering with the Communications team for early outreach, a complete website overhaul, and added text message features to enhance registration. Additionally, due to state budget cuts, in 2016, we created the opportunity for sponsorship, on campus and in the Norman community. The additional revenue raised, \$10,000 in 2016 and \$8,000 in 2017, allowed us to improve the quality of the event despite budget cuts.
- Co-led and created the Academic Liaison Team with the Directors of Oklahoma Recruitment and Communications. This team meets regularly with Deans, advisors, and faculty of all 11 colleges to provide prospective student data, training on our CRM, information on upcoming events, and a complete communication timeline that enables the colleges to engage with their prospective students in a matter that fits with the overall admissions and recruitment communication plan.
- Developed a case study for the Gaylord College of Journalism & Mass Communication which displayed how through partnership with OAR the college increased applications by 18% and enrollments by 13% (2016-2017).
- Partnered with academic and non-academic departments across campus to develop several new events and tailored visit experiences. Examples include the creation of college specific "Senior Visit Days" and "Senior Commit Days," "Scholars Day," an event for high-achieving high school seniors, and "The Experience" a high touch event that directly connects non-committed students with the Dean of the academic college they are looking to study within.
 - In Fall 2018's application cycle, of those who attended Scholars Day, 63% have applied. Of those who applied, 73% have been admitted. Additionally, 13% of admitted attendees have committed.
 - The 2016 Experience event had a 75% attendee yield rate. In 2017, that rate increased to 85%.
- Measure the return on investment and success from each event by tracking the monthly individual costs and utilizing feedback through OU's "Fast Feedback" machine. Create and monitor event reports to track event success and identify opportunities to move attendees to the next stage of the admissions funnel.
- Direct all aspects of the campus visit and tour experience. This involves overseeing all elements of over 500 annual daily presentations and campus tours, leading the OAR tour guide staff, and responding to feedback to ensure the daily visit experience is meeting the needs of prospective students. Increased tour guide staff from 30 to 62 to better serve our growing number of prospective students, their families, and visitors.

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- Of the 7,772 prospective students that attended a campus tour in the 2016-2017 academic year, 3,042 were high school seniors. Of those, 2,404 were admitted. Of those, 1,462 enrolled for FA/SU 2017.
- Created a comprehensive annual three-day tour guide training program which connects guides with faculty and staff to deepen their knowledge of the university and its offerings. As a result of this

program, tour guides are better equipped with the breadth and depth of knowledge needed to provide an informative, quality campus tour. 98% of guides passed their written exam on their first attempt.

- Collaborated with OKCPS and organized staff to stand in as test-monitors at John Marshall High School in 2017 during the state's massive budget cuts to K-12 education.

Education Coordinator, Oklahoma Energy Resources Board, December 2014 – June 2015

- Collaborated with Oklahoma teachers, administration, and OERB staff to develop a free K-12 curriculum, designed and led efforts to recruit new teachers and train them on teaching material, and co-authored a K-3rd grade children's book alongside the Director of Education.

Assistant Director | University of Oklahoma Recruitment Services, March 2013 – December 2014

- Managed largest Oklahoma territory and recruited prospective students through visits, calls, and events.
- Increased first-time freshman applications by 20% through research and targeted visits.
- Developed events to further brand the university in the community. Examples include "Sooners at Sno-Cones," an event dedicated to early college awareness in the OKC Metro and "Parent Night," an application seminar for education of parents/guardians on the process and college search, and "Legacy Day," an event for legacies.
- Utilized feedback from the campus tour experience to integrate OU's first online virtual tour experience

Associate | ISN Software Corporation, Dallas, TX June 2012 – February 2013

- Proactively serviced and supported 45,000 ISNetworld contractor clients
- Selected as one of three representatives to recruit new associates at OU and increased applicants by 60%

Education Leadership Consultant | Delta Delta Delta Fraternity, June 2011 – June 2012

- Oversaw chapter operations for 18 collegiate chapters across ten states and met with university administrators, organization representatives, volunteers, and undergraduate members. Delivered over 50 weekly presentations to more than 800 women on topics including recruitment, finances, and public relations.
- Led efforts to further establish two new chapters increasing daily recruitment returns by 80% and trained over 250-chapter officers on expectations which successfully led to 77% decrease in officer turnover.

EDUCATION

University of Oklahoma – Norman, OK.

- Master of Adult and Higher Education – Administration Emphasis: May 2015
- Bachelor of Arts in Human Relations / Double minor in Spanish and Religious Studies: May 2011

Cornell University – Ithaca, NY.

- Measuring & Improving Business Performance Certificate: September 2018 – February 2019

Disney Institute – Lake Buena Vista, FL.

- Quality Service Certificate: February 2018

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AWARDS + HONORS

- Panelist | Better Conversations for Teens: Life Balance through OKC National Memorial | 2023
- Community Care Award | University of Oklahoma Henderson Scholars Program | 2022
- Distinguished Performance Award | University of Oklahoma | 2019
- 30 under 30 – Adult & Higher Education Award | NexGen Under 30 Oklahoma | 2019
- Presenter | GPACAC Annual Conference - “Authentic Recruitment” | 2019
- Namesake Presenter | OU’s Camp Crimson (Orientation) | 2019
- Burge Spirit Award | Great Plains Association of College Admission Counseling | 2018
- Keynote + Valedictorian | OU Leadership Council | 2018
- Keynote | University of Oklahoma Lead Night | 2018
- Presenter | GPACAC Annual Conference – “Bridging the Gap: Academics + Recruitment” | 2018
- CORE Award | OU Enrollment & Student Financial Services | 2015

ENGAGEMENT

- Committee Member | NACAC Admissions Practices Board | 2023 - 2025
- Board Member | Oklahoma Single Parent Scholarship Program | 2021 – Present
- Board Member | YP4Kids – OKC Public Schools Foundation | 2022 – Present
- Class 18 Member | Linking OKC’s Young Adult Leaders LOYAL OKC | September 2023 – Present
- Board Member | Great Plains Association for College Admissions Counseling | 2017 – Present
 - Conference Chair | 2017 – 2018
- Leadership Council | Regional Food Bank of Oklahoma | 2017 – Present
- Member | National Association of College Admissions Counseling | 2015 – Present
- Chair | Second Century Board – Oklahoma Hall of Fame | 2021
 - Vice Chair of Born & Brewed | 2019 + 2020
 - Board Member | 2017 – 2021
- Board Member | Putnam City Schools Foundation | 2017 – 2019
- “Big Sis” + Sponsorship Committee Member | Big Brothers & Big Sisters of Oklahoma | 2016 – 2018
- Leadership Council | University of Oklahoma | 2017
- Advisor | Oklahoma Association of Student Councils | 2016 – 2018
- Member + Volunteer | Friends of the Plaza District | 2016
- National Extension Team Member | Delta Delta Delta Fraternity | 2014 - 2017