

TRENT ROYAL GILBERT

Higher education enrollment leader with over 20 years experience in the industry; traditional undergraduate enrollment and marketing leadership experience as well as graduate and non-traditional enrollment experience. Former Co-founder and Chief Experience Officer (CXO) of higher education enrollment consulting firm, Render Experiences.

ENROLLMENT MANAGEMENT LEADERSHIP

Birmingham-Southern College

June 2019-Present

Vice President for Enrollment Management

Birmingham, AL

Institutional Leadership

- Responsible for \$21 million overall tuition and fees revenue. Created three-year enrollment plan to meet institutional net direct cost revenue budget; achieved a 20.5% increase in new student net tuition revenue since arrival.
- Manage a division operating budget of \$2.5 million and lead a team of 19 enrollment professionals in the offices of Admissions, Financial Aid, Student Accounts.
- Collaborated on BSC Forward Contingency Plan that resulted in creation of the Distressed Institutions of Higher Learning Revolving Loan Fund Act funded with \$30 million of bridge funding from the state of Alabama and securing \$47 million in pledges to the BSC Foundation. Provided specific leadership on retention of current students, financial impacts, and revenue management.
- Developed new Master of Science program, including involvement in accreditation review, curriculum development, budgeting, marketing, and successful Fall 2023 launch.
- Member of President's Senior Leadership Team, regularly collaborating with team to set and achieve institutional strategic and operational goals.
- Developed plan for disbursement of Higher Education Emergency Relief Fund monies, as part of the CARES Act, and later the American Rescue Plan, to enrolled students.
- Managed calculations of room and board refunds issued to students upon campus shut down in spring of 2020, to balance fairness and institutional fiscal position.
- Commitment to staff retention within division, including reallocation of resources to retain, promote staff while creating leadership opportunities within division.

Strategic Enrollment & Retention

- Lead institution's enrollment efforts by crafting and implementing overall enrollment strategy for the College through thoughtfully designed marketing and data-informed strategic initiatives.
- Created admitted student microsite, that generated engagement with weekly content deployed during yield season. Students that were engaged in site enrolled 12x higher versus those that didn't visit the page and converted at a 33.16% versus 2.57% of non-visitors.
- Design and customize reports to capture and utilize data to monitor projections, forecasts, financial aid leveraging, and share resulting strategy and adjustments as needed with Enrollment Team, Senior Leadership, and Board of Trustees most effectively.
- Increased percentage of new BIPOC first-year student enrollment by 9.7% in a since Fall 2019 and created a strategic plan for increased outreach to local Birmingham-area Community Based Organizations and schools.
- Led a 12% increase in percentage of students receiving the Pell Grant from Fall 2019 to Fall 2023, while also increasing enrollment of first-generation students by 11.1%.
- Oversee awarding of institutional and endowed scholarship funds, budget of \$10 million; redesigned top merit and performing arts scholarship competition program structure to create further demand and increase yield in programs.

- Trained admission staff on financial aid, educating them on the sensitivities of financial aid conversations, as well as the importance of “closing the deal.” Oversee strategic partnerships with various outside agencies that assist in meeting enrollment, financial aid and communication goals of the college.
- Implemented virtual recruitment strategies including virtual high school visits, virtual recruitment events and virtual student outreach during onset and duration of COVID-19 pandemic.
- Conducted successful national searches for Director of Admissions (2020) and Director of Financial Aid (2021).
- Collaborate with Student Development to analyze institutional annual retention data and adjust new student recruitment plan according to trends.

Marketing

- Revised first-year student recruitment communication plan to incorporate messaging to parents as well as a broader range of high school students (incorporating 10th-12th instead of just seniors), utilizing a multi-platform approach to strengthen value proposition.
- Oversaw project to research and produce institutional positioning statement to be used in recruitment efforts.
- Implemented admitted student microsite with weekly content to improve yield rates among admitted students.
- Conceptualized and deployed digital media advertising (Facebook, Instagram, Google, YouTube) strategy to support enrollment efforts.
- Added more “Instagram-worthy” moments on campus tour and outside the admissions office to generate more social media buzz. Secured donations to install 6’ “BSC” letters at entrance to campus— a now highlight of every campus visit.
- Created a targeted social media outreach campaign that utilizes multiple methods of engagement for users on social media platforms such as Instagram, Facebook, TikTok.
- Supported a redesign of the admission section of the main College website to support brand and allow for ease of use.
- Adjusted staffing resources to recruit Associate Director of Admission Marketing to oversee communications, marketing, and social media for enrollment.
- Secured funding to display five digital billboards in the Birmingham Market.
- Launched live video chats covering topics related to admission/enrollment/financial aid process. Last enrollment cycle, these chats averaged 300+ unique viewers with an average view time of 16 minutes per viewer.

Collaboration

- Convey a spirit of collaboration and nurture strong partnerships among senior team, enrollment division, faculty, alumni, development, finance, facilities, and community.
- Worked with Harrison Honors Faculty and Development office to re-engineer honors program offering that led to acquisitions of additional programmatic funding to increase interest in program. Improvements created a 40% yield rate of applicants, an increase of 12 yield points year over year.
- Led effort while working alongside Residence Life Office to rewrite campus residency requirement to implemented three-year housing requirement. Developed process for students to request to waive on-campus housing requirement. Chair the campus “Request to Commute” committee. Achieved goal of less than 5% of entering Fall 2022 class identifying as commuter students.
- Secured institution’s membership in the Coalition for College to recognize and ensure college access, affordability, and success (2020).
- Launched and enrolled inaugural Accelerated Data Science Program, which included initial conceptualization and design of the program all the way through to its marketing campaign, application process, and student enrollment of the new summer minor/certificate program delivered in partnership with Flatiron School.

- Partnered with Finance and Development team to award donor-funded scholarships in accordance with fund levels and gift agreements. Adjusted timeline of process to allow for donor report generation to allow for further donor stewardship. Additionally, worked to collect notes of gratitude from students who receive these donor-funded scholarships.
- Worked with Alumni office to utilized alumni in recruitment process for fair coverage, admission event speakers, etc.
- Hosted virtual state-wide high school counselor workshop covering the following topics: Working Across Generations, Importance of Sleep and Self-Care, and Communicating Across Diversity Differences. Hosted in conjunction with Southern Association of College Admission Counseling organization.
- Partnered with faculty leadership to incorporate greater faculty involvement in the admissions recruitment process; faculty now send targeted emails to admitted students and play a more integral role in the campus visit experience for all of our prospective students.
- Conceptualized and hosted a campus-wide professional development seminar for faculty and staff covering Gen Z students as a collective generation, exploring how to best work/communicate with them, how to best recruit them, and also, how to best work with their parents.
- Continuously work with athletic coaches to best support them in their athletic recruitment efforts, integrating them as a vital component of the overall enrollment plan of the college while simultaneously maintaining NCAA eompliance.
- Serve as ex-officio member of Faculty Admission, Advising and Retention Committee.

Monmouth College

June 2015-June 2019

Vice President for Enrollment Management & Communications
Monmouth, IL

Institutional Leadership

- Responsible for the institution's enrollment, financial aid and communications and marketing operations, providing strategic direction and overseeing day-to-day operations while supervising a team of 31 professionals within the offices of Admission, Financial Aid and Communications and Marketing.
- Raised over \$100,000 from members of the Board of Trustees in first three months at Monmouth; funds used to make significant changes to admission operation and implement new recruitment/market building initiatives.
- Member of President's Senior Staff, providing input to President on key institutional decisions and helping set the strategic direction of the college. Also, used this role to keep stakeholders informed of enrollment news and updates.
- Chief Enrollment Officer and chair of Admission Committee; responsible for setting academic enrollment qualifications and signing off on all admission decisions.
- Served on selection committee and ultimately hired Executive Director of Communications and Marketing and Vice President of Student Affairs, Dean of Students.

Strategic Enrollment & Retention

- Created a strategic plan to increase new student out-of-state enrollment. During first year, increased that enrollment by 66% which comprises 16% of entering domestic students. In Fall 2017 enrolled 23% out of state students and Fall 2018 exceeded benchmark of 26%. Targeted students in Indiana, Missouri, Iowa, Wisconsin, Colorado, Texas, Georgia, and Florida.
- Built and implemented strategic enrollment plan for international students, which saw an increase of 14 students in the Fall 2016 class and a 59% increase per student net tuition revenue from 2015.
- The Fall 2016 entering class achieved a 4.5% increase in headcount from prior year, while maintaining academic profile and realizing a planned 0.5% increase in per student net tuition revenue.
- Principle member of President's "Retention Moon Shot" task force to improve first to second year retention, which focused specifically on students' first 30 days on campus.

- Proposed, funded, and launched endowed scholarship program targeting high achieving students from Chicagoland area.
- Led Admissions CRM selection committee that successfully vetted, selected, and negotiated contract, as well as having led successful CRM implementation and departmental deployment.
- Served as Territory Manager for focused domestic recruitment territory and participate in select international student recruitment travel. Traveled to Vietnam, March 2017.
- Managed departmental budgets for admission, financial aid, communications, and marketing totaling over \$1.6 million.
- Created and regularly ran report portfolio to ensure data indicators support strategic enrollment goals and initiatives.

Marketing

- Led branding research effort that conducted both qualitative and quantitative institution and market research that resulted in institutional-wide branding effort and major overhaul of all enrollment publications and admission website.
- Rolled out institution-wide rebranding campaign that included brand statements, visual identity, and new brand guideline document for campus community to adhere to.
- Analyzed and rewrote prospective student communication plan for domestic freshmen, transfer, and international students. Incorporated print, email, and social media components.
- Acted as College spokesperson to internal and external audiences—including television and print media coverage on topics such as the state budget crisis and a Title IX investigation.
- Increased national exposure and name recognition of Monmouth College through television speaking appearances, quotes in regional and national media, published editorials and presentations at national higher education conferences.
- Implemented admitted student microsite with weekly content to improve yield rates among admitted students.
- Conceptualized and deployed digital media advertising (Facebook, Instagram, Google, YouTube) strategies to support both enrollment and development efforts.
- Created a targeted social media outreach campaign that utilized multiple methods of engagement for users on social media platforms such as Instagram, Facebook, Snapchat and Twitter.
- Led a redesign of the College website to create a more user-friendly design and a narrative that supported brand. Added a Spanish language page to admissions' site to support the growing population of Hispanic constituents interested in more information about the College.
- Produced institutional brand video used by Admission, President's Office, Development and Alumni to visually tell the story of Monmouth College in less than 2 minutes. Utilized this new brand video across multiple platforms and for multiple events, including donor meetings, alumni receptions, admissions information sessions, etc.
- Served on Editorial Board for College Magazine. During tenure, increased annual production from two issues per year to four issues per year.
- Assisted in planning of public launch of capital fundraising campaign. Including case statement document and two public launch events.
- Oversaw the conceptualization, creation and deployment of all materials associated with Lux Institute, a summer program hosted at Monmouth College and funded by the Lilly Endowment for theologically curious high school students.

Collaboration

- Developed and hosted institution's first ever "Counselor Fly-In" event in a relationship-building effort with selected high school counselors in key admission target markets, funded by Board gift.
- Led research project alongside Monmouth faculty to investigate enrollment impact of proposed academic majors.
- Oversaw strategic partnerships with various outside agencies that assist in meeting enrollment, financial aid and communication goals of the college.

- Co-Chaired “The Student Body” committee, a working group of the institution’s strategic planning process. Committee comprised of faculty and staff to create long-term plan for admission and retention.
- Co-Chaired “Criterion One—The Mission” as part of institution’s reaffirmation of accreditation by the Higher Learning Commission.
- Collaborated on a regular basis with Alumni Affairs and Development to represent the college at various alumni/donor engagements in key enrollment markets. Additionally, implemented plan that targets alumni populations to assist in recruitment efforts on behalf of the college.
- Worked with athletic coaches to incorporate athletic recruitment to overall enrollment plan of the college while maintaining NCAA compliance.

Richmont Graduate University

November 2012-May 2015

Vice President of Enrollment Management & Administration

Atlanta, GA & Chattanooga, TN

Institutional Leadership

- Responsible for institution enrollment of three graduate programs and one graduate certificate program on two campuses (Atlanta, GA & Chattanooga, TN).
- Member of President’s Cabinet, providing advice to university leadership about the impact of enrollment on decisions, as well as making day to day operation decisions for the University.
- Supervised the Records Office staff of two professional staff members and four graduate assistants in aspects of the office including registration, adhering to academic policies, transcript generation and other daily tasks.
- Supervised Financial Aid Office staff, striving to effectively maintain fiscally responsible policies and practices.
- Supervised both campus libraries, both facilities & technology teams, and worked with Student Affairs to best improve retention efforts for the University. Set department goals, provide oversight, and represent said departments on the Cabinet level.

Strategic Enrollment & Retention

- Supervised an Admissions team of eight, and a university-wide team of 18.
- Exceeded application numbers by 100% in first 12 months of employment. Following year, increased application numbers an additional 10%, leading to a total increase in applications of 110%. In the first year, this resulted in a netting of a 30% increase in new students. In year two, this resulted in overall university growth.
- Successfully launched Graduate Certificate Program meeting inaugural enrollment and budgeted net tuition revenue goals.
- Oversaw all aspects of the admissions recruitment and application process, including travel management, prospect generation, student relationship management, application processing, enrollment of new and transfer students and subsequently, yield of these students.
- Developed proposals, analyzed data, shaped strategic thinking, and assessed effectiveness of various recruitment and financial aid initiatives.
- Lead the application review process to enroll best-fit new students for each incoming class.
- Responsible for meeting institution net tuition revenue budget of \$3 million.
- Oversaw institutional scholarship application and award process for both new and returning students.
- Managed Admissions and Records departmental budgets.
- Kept staff motivated and enthused while they worked towards meeting their individually set admissions goals.
- Traveled to fairs and conducted classroom visits to recruit students, as well as forged relationships with “influencers” on various undergraduate campuses.

Marketing

- Educated the campus community on the importance of enrollment and the role that they play in the success of enrollment, and ultimately, success of the institution.
- Served as the Marketing Coordinator or “Brand Owner” for all aspects of Richmond Graduate University, including online presence (web and social media), print media, and personal interactions with Richmond.
- Conducted a complete overhaul of university branding and educated community on the importance of brand messaging and ownership. Prior to my arrival, offices were still distributing documents with the former name of the university on them, as an example.
- Presented the keynote address at the National Association of Graduate Admissions Professionals Professional Development Institute, three times.

Collaboration

- Assisted in the development, negotiation, and enrollment management of 3+2 programs with Bryan College and Emmanuel College.
- Served as a representative providing advice and counsel on launch of on-line graduate degree program.
- Supported President in cultivation of donors and organizations who support mission.

ENROLLMENT MANAGEMENT ENTREPRENEURSHIP

Render Experiences

June 2013-October 2019

Co-founder

Atlanta, GA

- Aided in all aspects of the creation of Render Experiences, once a consulting division for the company TargetX. This included legal counsel, financial set-up, website and brand design, and ensuring transition of services to clients.
- Handled business operations for Render Experiences, including monthly payroll, accounts receivable, accounts payable, human resources, and budget on a as needed basis.
- Negotiated acquisition by Ruffalo Noel Levitz.

TargetX

February 2009-November 2012

CXO, Chief eXperience Officer

Atlanta, GA

- Provided enrollment and campus visit consulting services to client base of 200+ colleges and universities across the country. Clients represented a mixture of national universities, top-tier national liberal arts colleges, and second-tier regionals—sampling includes: *Lafayette College, University of Richmond, American University, Centre College, Elon University, Occidental College, Rhodes College, Agnes Scott College, Furman University, Yale University, and Cornell University.*
- Assisted clients on a regular basis in identifying and meeting their specific enrollment goals by utilizing data analysis output; and working to develop strategies that grow number of applications, increase campus visitor volume, improve yield rate, and shape the incoming class based on institutional enrollment goals.
- Worked to identify roadblocks and barriers that prevent institutions from change and worked with clients to develop strategies to overcome these—including campus-wide buy-in, admissions staff hold-out and administrative support.
- Worked with university and college presidents, boards of trustees, and admissions and enrollment leadership at client campuses to implement strategic direction for campus enrollment.
- Presented “*It Takes a Campus...*” creating institutional wide buy-in to support enrollment efforts at many various client campuses; presented to entire campus communities.

- Account Executive for active TargetX consulting clients; overseeing status updates, client deliverables, and project workflow.
- Directly responsible for \$700,000 sales goal annually—including cultivating leads, reaching out to prospects, generating proposals and closing and invoicing all deals.
- Developed and supervised TargetX's consulting divisions' \$500,000 budget, monitoring cash flow and expenditures of staff members.
- Collaborated with corporate marketing department to develop and implement marketing strategies for consulting division that support obtaining annual sales goal. Marketing efforts include web, mail, print, social media, webcasts, and conferences.
- Presented educational sessions and keynote addresses at various industry conferences and events—mainly focusing on current industry trends in higher education; marketing tactics; and latest emerging trends in the field.

ADDITIONAL HIGHER EDUCATION & CONSULTING EXPERIENCE

CampuSpeak/Pi Kappa Phi Fraternity
Speaker/Facilitator, Ladder of Risk Program
 Various College Campuses Nationwide

January 2007-July 2012

- Educated members of universities' Greek communities on FIPG Inc. Risk Management Policies.
- Advised on risk mitigation in the process of event-planning.
- Served as a mentor to college students within the Greek communities at client campuses.

RealFoundations Inc.
Management Consultant
 Dallas, TX

November 2005-January 2009

- Provided consulting services to global corporations within the real estate industry.
- Engaged in \$10 million SAP implementation for nation's largest private homebuilder. Developed the options and lot specific integration plan for conversion from multiple legacy systems to SAP ERP system, ensured data accuracy, managed the consolidation of data, and validated system's operation was consistent with client's requests.
- Team Leader of Data Governance Project for \$87 billion real estate investment company. Developed and executed the project plan, managed project budget, developed a data audit plan for data policies and procedures and built an enterprise data model.
- Facilitated sessions with senior leadership, to focus on process development and problem identification within the asset management team of a multi-national real estate investment firm.
- Assisted with the identifying, prioritizing, and planning of internal client projects.
- Facilitated sessions with senior leadership at a top five publicly traded national public homebuilder to develop and document future state business processes to meet business needs during a downturn in market conditions.
- Served as trainer for Enterprise Resource Planning (ERP) systems in group and one-on-one settings for a variety of end-users.
- ERP system implementation options and purchasing team member. Functions included bidding, vendor maintenance, option pricing and selection and the creation and maintenance of purchase orders.
- Provided system end-user and help desk support, focusing on issue identification and resolution.

Elon University
Associate Director of Admissions
Admissions Counselor
Elon, NC

May 2002-June 2005

- Promoted Elon University to prospective students, families, and high school counselors. The position included conducting individual interviews, telephoning prospective students, participating in college fairs, managing a travel territory, and reviewing applications.
- Successfully managed a territory of South Carolina, Georgia, Alabama, Mississippi, Louisiana, and Tennessee—which included planning all travel, scheduling, and delivering presentations, managing a travel budget, and conducting evaluations yearly of promotional effectiveness.
- Organized and supervised student volunteer groups who provided tours and hospitality during on-campus events such as Open Houses, Scholarship Weekend, and Spring Orientation.
- Selected by Southern Association for College Admission Counseling (SACAC) to present at a regional training workshop for admissions professionals.
- Assisted in planning logistics of Guidance Counselor Fly-in events as well as other admissions events.
- Served as the NCAA Division I Men's Basketball admission committee liaison.

BOARD/ADVISORY ROLES & PROFESSIONAL ORGANIZATION MEMBERSHIPS

Children of Slain Police Officers (COSPO)

October 2019-Present

Board Member

Birmingham, AL

- COSPO provides educational support and other assistance for children of police officers permanently disabled or killed in the line of duty.
- Attend quarterly meetings, fundraisers, and meet with City of Birmingham Police Department leadership to stay abreast of issues within the city.

Coleman Research

July 2020-Present

Subject Matter Expert, Higher Education Enrollment Strategy

- Provide as needed, subject matter expertise, as part of the Coleman Research network of advisors.

National Association of College Admission Counseling

2015-Present

Member

Southern Association of College Admission Counseling

2002-2005 & 2009-Present

Member

Illinois Association of College Admission Counseling

2015-2019

Member

Collegiate Information and Visitors Services Association

2009-2019

Member

HIGHER EDUCATION ENROLLMENT PRESENTATIONS, MEDIA, AND WEBINAR EXPERIENCE

KEYNOTE ADDRESSES

Keynote Address: *2016: A Time to Think Anew & Act Anew*

Presented at: National Association of Graduate Admissions Professionals Winter Professional Development Institute – 2016

Keynote Address: *What is your Drink? What Starbucks Can Teach You about Recruiting and Working with Graduate Students*

Presented at: National Association of Graduate Admissions Professionals Summer Professional Development Institute – 2014

Keynote Address: *When Generations Collide-What Starbucks, Apple & Disney Teach about Recruiting Graduate Students*

Presented at: National Association of Graduate Admissions Professionals Summer Professional Development Institute – 2013

Keynote Address: *Bridging The Generation Gap*

Presented at: American Federation of Teachers; Baltimore Building Representative Retreat – 2012

Keynote Address: *Steps to Being Memorable*

Presented at: National Forum on Recruitment Advancement – 2011

New England Association for College Admission Counseling Students in Admission Forum – 2011

ENROLLMENT PRESENTATIONS

Presentation Title: *How Coalition Schools are Collaborating to Break Down Admissions Barriers for Under-resourced Students*

Presented at: Southern Association for College Admissions Counseling Conference – 2023

Presentation Title: *Boot Scootin' Boogie—What Country Music Says about the Campus Visit*

Presented at: National Conference on Student Recruitment, Marketing, and Retention– 2019

Presentation Title: *Lessons from Disney to Stage a Better Campus Visit Experience*

Presented at: National Conference on Student Recruitment, Marketing, and Retention– 2018

Presentation Title: *Leveraging Data—Driving Insights to Evolve your Enrollment Operation*

Presented at: Illinois Association for College Admissions Counseling Conference – 2018

Presentation Title: *Enrollment Marketing: Wicked Smart Strategies*

Presented at: National Association for College Admissions Counseling Conference – 2017

Presentation Title: *M-I-C (See you real soon Millennials) K-E-Y (Why? Because we like the Homeland now) M-O-U-S-E!*

Presented at: The Carnegie Communications Conference – 2017

Presentation Title: *Creating an Authentic Campus Visit Experience*

Presented at: National Conference on Student Recruitment, Marketing, and Retention– 2016

Presentation Title: *Will You Marry Me?—Prospective Student Engagement On-line and In-person*

Presented at: TargetX Xpert Summit– 2016

Presentation Title: *Reimagining the Experience: 7 Ways to Delight your Future Students*

Presented at: Illinois Association for College Admissions Counseling Conference – 2016

Presentation Title: *From Fantasia to Frozen: Campus Visits that Transcend Generations*

Presented at: The Carnegie Communications Conference – 2016

Presentation Title: *Stories. Yours, Ours and Theirs*

Presented at: Collegiate Information & Visitor Services Association SDI Conference – 2014

Presentation Title: *Distilling the Campus Visit Experience*

Presented at: Southern Association for College Admissions Counseling Conference – 2012

Presentation Title: *Visit Vision—Observations, Trend and Futurecasting on the Campus Visit*

Presented at: Collegiate Information & Visitor Services Association – 2012

Presentation Title: *Campus Visit Programs that Enroll*

Presented at: Southern Association for College Admissions Counseling Conference – 2012

Presentation Title: *Dial “0” for Customer Service*

Presented at: Kentucky Association for College Admissions Counseling Conference - 2012

Pennsylvania Association for College Admissions Counseling Conference – 2012

Presentation Title: *Is Your Campus Visit a Death March*

Presented at: Kentucky Association for College Admissions Counseling

Conference – 2011

Presentation Title: *Admissions Jeopardy – Test Your Industry Knowledge*

Presented at: Kentucky Association for College Admissions Counseling Conference - 2011

National Forum on Recruitment Advancement - 2011

Southern Association for College Admissions Counseling Conference - 2011

Pennsylvania Association for College Admissions Counseling Conference – 2011

Presentation Title: *Managing Student Tour Guides & Office Help*

Presented at: Pennsylvania Association for College Admissions Counseling Conference - 2011

National Association for College Admissions Counseling Conference – 2011

Presentation Title: *The Wesley Brothers Embraced Authenticity – Your Institution Should Too*

Presented at: National Association of Schools & Colleges of the United Methodist Church Presidential Retreat – 2010

Presentation Title: *Your Campus Visit: Paving the Potholes*

Presented at: Southern Association for College Admissions Counseling Conference - 2010

Great Plains Association for College Admissions Counseling Conference – 2010

Presentation Title: *Pecha Kucha – Bringing Japanese Efficiency to Campus Visit Presentations*

Presented at: Kentucky Association for College Admissions Counseling Conference - 2010

Southern Association for College Admissions Counseling Conference - 2010

Great Plain Association for College Admissions Counseling Conference - 2010

New England Association for College Admissions Counseling Conference – 2010

Pennsylvania Association for College Admissions Counseling Conference - 2010

Collegiate Information & Visitors Services Association – 2010

Presentation Title: *The Campus Visit Experience*

Presented at: Penn State University System Fall Enrollment Management Conference – 2009

Presentation Title: *Managing the Campus Visit*

Presented at: Pennsylvania Association for College Admissions Counseling Support Staff Workshop – 2009

Presentation Title: *Customer Service is Marketing*

Presented at: Pennsylvania Association for College Admissions Counseling Support Staff Workshop – 2009

Presentation Title: *Generation X Parents – The Gameshow*

Presented at: Southern Association for College Admissions Counseling Conference – 2009

MEDIA

“Growing a strong Illinois means funding MAP grants”

Peoria Journal Star, Peoria, IL – April 22, 2016

“MAP grant loss derails Monmouth students’ dreams”

Moline Dispatch, Moline, IL – April 21, 2016

“Illinois colleges weigh lost scholarship funding due to state budget crisis”

Chicago Tribune, Chicago, IL – March 31, 2016

“College visits: Asking right questions”

WHBF-TV4 CBS Affiliate, Rock Island, IL – March 29, 2016

“The Campus Visit”

News 25 Today NBC Affiliate, Peoria, IL – February 4, 2016

“Meet & Greet: 9 Tips for attending the Big Apple College Fair”

New York Post, New York, NY – October 21, 2015

WEBINARS

Candid Conversations

April 2023

BSC and Beyond

February 2022

Understanding Your Financial Aid Package

April 2021

I’m Admitted, Now What?

April 2020

BSC Affordability and Scholarships

January 2020

Investing in a Private Education

February 2018

Improve Your Campus Visit This Summer

April 2012

Admissions Wish List for Santa

December 2011

iThink Live! @ NACAC

September 2011

May 1, Schmay 1

May 2011

TargetX Yield-a-Thon

January 2011

At the Movies with Gilbert & Kallay

December 2010

The Campus Visit: Back to Basics

August 2010

Xpert Roundtable: Lessons Learned from 2010

May 2010

Lessons in Storytelling: A Holiday Experience

December 2009

Xpert Roundtable: Admissions Today

November 2009

Your Campus Visit: 5 Fixes for the Fall

August 2009

EDUCATION HISTORY

Georgia Southern University

Statesboro, GA

M.Ed. Higher Education Administration

Elon University

Elon, NC

B.A. Political Science; Minor in Business Administration and Public Administration

President of Epsilon Alpha Chapter, Pi Kappa Phi Fraternity

Participant of Isabella Cannon Leadership Program

Member of New Student Orientation Head Staff

Admissions Intern and Tour Guide