

# DON KARTE

City, ST 55555

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## VICE PRESIDENT - ENROLLMENT MANAGEMENT

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Highly accomplished and versatile education executive with extensive experience in senior management of private colleges. Progress complimented by continuous track record of driving and sustaining growth, retention, and expansion, while reducing financial aid expenditures for these institutions.

Known as collegial and effective leader who leverages expertise in state-of-the-art marketing, brand management, and fund raising for private education to meet bottom-line goals.

### CAREER HIGHLIGHTS

PRIVATE COLLEGE:	Increased and sustained enrollment 60%.
PRIVATE COLLEGE :	Retained record number of fall-to-spring enrollees.
	Increased number of new students 17.5%.
PRIVATE SCHOOL:	Increased donors 14% and gifts 16% during global economic downturn.

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### KEY COMPETENCIES

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- Vision and Strategy
- Policy Administration
- Quality Standards
- Market Expansion
- Recruitment / Retention
- Program Development
- Enrollment Technology
- Professional Presentations
- Relationship Building
- Benchmarking
- Predictive Modeling
- Capital Campaigns
- Alumni / Donor Management
- Strategic / Tactical Planning
- Process Improvement
- Direct Mail Marketing
- Operations Management
- Development / Fund Raising

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### EDUCATION

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PRIVATE COLLEGE

**Master of Arts in Management**, City, ST

**Bachelor of Arts in Communications / Media Management**, City, ST

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### PROFESSIONAL EXPERIENCE

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PRIVATE SCHOOL, City, ST

Year to Present

#### Executive Director of the Foundation

Secured and improved annual and planned support for operations of internationally renown and highly specialized children's K-12 school and hospital.

- **Fund Raising:** Increased number of donors 14% and gifts 16% during global recession that threatened existence of many non-profits.
- **Operations:** Benchmarked Foundation and ensured efficiency with detailed operations plan.
- **Database Management:** Positioned Foundation for healthier economic times by building relationship with donors identified through analysis of donor database.
- **Marketing:** Refined and freshened public relations and marketing efforts while maintaining costs.

Private College, City, ST

Year to Year

#### Vice President for Enrollment Management

Improved admissions and retention significantly at private Presbyterian college with 1,000 students in only 2 years by focusing on program standardization and internal and external partnerships.

- **Admissions / Retention:** Increased student admissions 17.5% and attained record spring retention by leading recruitment and financial aid and systematizing retention. Raised matriculation of scholarship candidates 25% by focusing on quality of college experience rather than price issues. Helped maintain new student and retention numbers by adding value when college raised tuition more than 10% in 1 year.

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 PROFESSIONAL EXPERIENCE
 

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**Vice President for Enrollment Management *continued***

- **Tuition Revenue:** Increased net tuition revenue with more highly focused aid packaging and by aligning financial aid office more closely with recruitment efforts. Boosted applications over 15% and cut financial aid by refining message and delivery.
- **Marketing / Expansion:** Attracted and matriculated more than 30 students, Fall Year to present, by participating in State trade mission and beginning relationships with 3 Korean universities. Resolved major budget challenge by reducing number of print publications in favor of fewer, higher quality pieces and electronic communication.

PRIVATE COLLEGE, City, ST

Year to Year

**Vice President for Admission, Year to Year; Dean of Admission, Year to Year;****Director of Admission, Year to Year**

Turned around 5-year history of enrollment decline and led strong and consistent increase for private United Church of Christ college of 2,500 students.

- **Enrollment Growth of 60%:** Reversed decline by adding non-traditional campus and master's programs admissions during next 4 years through consultation and follow-up.
- **Quality:** Raised academic profile of first-year students through improved marketing strategies such as Forecast + and Web-based communication. Increased graduation rate 9% by creating, promoting, and adopting 4-year graduation guarantee program.
- **Market Expansion:** Opened new markets in State, State, and State where populations were expanding but private colleges were absent. Initiated summer on-campus experience for New Americans to raise college-going expectations for immigrant children, Year. Effort was widely recognized and duplicated at several colleges in Midwest.
- **Financial Management:** Held tuition discount rate to less than 45%. Created and administered \$650,000 annual budget for Office of Admission, staff of 12.
- **Strategic Planning:** Contributed to developing strategy for capital campaigns as well as collegewide strategic plans and budgets with President and other cabinet members. Served as member of President's Cabinet, which included reporting to Board of Trustees and interacting effectively with other college vice presidents and deans. Created new Enrollment and Marketing Committee of Board of Trustees, working with President and Chairman of Board.

**ADDITIONAL EXPERIENCE**

**Director of Admissions** – Private College, City, ST • **Regional Director** – Private College, City, ST, Rocky Mountain Office • **Admission Counselor** – Community College, City, ST

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 AFFILIATIONS & ADDITIONAL LEADERSHIP
 

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**Leadership Roles and Presentations:**

- **President-Elect** – City Rotary, City, ST, Year
- **Finance Committee Chair** (Year to Year) / **Member** (Year to Year) - City Public Schools Board of Education, City, ST
- **Dean** - Kamp Kasper, City, ST, United Church of Christ fine arts camp for middle / high school students, Year to Year
- **Past Moderator**, First United Church of Christ, City, ST, Year
- **Motivational Speaker** – City, ST, Public Schools, State Conference of the United Church of Christ, and State Jaycees, Year to Year

**Memberships:**

- **Association of Fundraising Professionals**, Year to Present
- **Masonic Temple and Shrine Clown Unit**, City, ST, Year to Present
- **NAACP**, Northern Lights Branch, City, ST, Year to Year
- **City Estate Planning Council**, City, ST, Year to Year