

**Kathleen B. Davis**  
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**OBJECTIVE**

Obtain the Vice President for Enrollment Management and Student Affairs position at a university that strives for individual and collective greatness

**EXPERIENCE**

**Global Student Recruitment Advisors**

Morristown, NJ

North American Enrollment Advisor

May 2018-Present

Global Student Recruitment Advisors (GSRA) provides universities with innovative solutions to assist in the recruitment of international students. Advisors work remotely and provide the following services:

- Review and/or develop international recruitment and marketing strategies
- Assist in the generation of international leads
- Build communication and media plans that include social media and online marketing
- Assess and/or financial aid strategy and leveraging
- Identify and train agency partners
- Launch regional office(s). Staff, train, and manage regional team members
- Establish pathway programs from international universities to US partners
- Travel to international schools, exhibitions, presentations, and alumni events

**Canisius College**

Buffalo, NY

Vice President for Enrollment Management

June 2014-May 2018

- Developed, articulated, implemented, and evaluated a dynamic, forward looking, thoughtful and comprehensive strategic enrollment management plan to attract domestic and international students (Undergraduate, Online and Graduate)
- Defined goals for graduate and undergraduate enrollment, identified regional, national and international markets for recruitment, and developed targeted plans to achieve goals
- Hired, motivated, trained, supervised and evaluated a dedicated and results-oriented team
- Attracted, enrolled, and retained a diverse, highly accomplished, and multi-faceted student body committed to the values and ideals of the College
- Implemented a data driven and effective integrative marketing and communication plan.
- Provided leadership to the development of enrollment goals based on strategic analysis of student success, program specific and institutional capacity, and market research
- Built strategic partnerships with faculty, deans, athletics, and others on and off campus to advance enrollment efforts and success
- Engaged the campus community by reporting on admission strategies and results, enrollment trends and other key indicators to and for the President, the Board of Trustees, Deans, Faculty and other audiences
- Managed operational budgets and provided data driven enrollment projections as part of College wide planning and budgeting
- Utilized research and information technologies in conducting market analysis and forecasting, as well as identified and developed new markets
- Recommended new academic offerings to leadership based on market demand and prospective student interest
- Supervised admissions liaison to the athletic office and abide by the constitutions, bylaws and interpretations of Conference and NCAA rules and regulations
- Led consolidation of Student Records, Financial Aid and Student Accounts into a one stop shop entitled Student Records and Financial Services. Oversight shared with the VPAA
- Ensured the delivery of quality, student oriented financial aid and enrollment services by developing and implementing efficient, effective, and integrated policies, procedures and systems
- Established and delivered a financial aid packaging strategy to optimize enrollment, academic profile, discount rate and net tuition revenue
- Managed \$49,000,000 financial aid budget
- Implemented Slate CRM. Partnered with IT to link Slate with Banner system.
- Served as secretary to the Enrollment Management Committee of the Canisius College Board of Trustees

**Saint Joseph's College**

Dean of Admission

Standish, ME

Aug. 2011- May 2014

Developed and implemented a comprehensive enrollment management plan

- Managed the enrollment funnel and pipelines for the Early Scholars Program and the 4 Year College: development of the prospect and inquiry pools, conversion, application processing and review, and yield
- Developed and implemented the financial aid process from high level planning to awarding: packaging strategy, awarding, compliance (NCAA, federal, and state)
- Built, lead, supported and mentored a "Best in Class" admission and financial aid team
- Designed and executed effective marketing and communications plans with the support of the Office of Marketing and an external marketing firm (paper, e-mail, internet, social media, etc.)
- Articulated the benefits of a liberal arts core curriculum and highlight the success of our students
- Built strategic partnerships with Faculty, Staff, Athletics, Campus Life, Student Accounts, Advancement, Registrar and Academic Affairs to advance enrollment efforts and to facilitate institutional understanding of enrollment practices
- Ensured that institutional aid is used as a strategic tool to meet enrollment and tuition revenue goals
- Worked closely with the Dean of the College and Academic Affairs to implement a long-term retention plan
- Served as the primary admission liaison to the Student Life Committee of the Saint Joseph's College Board of Trustees
- Reported on admission strategies and results, enrollment trends and other key indicators to the President, the Board of Trustees, the Faculty and other audiences
- Prepared and monitored the admission and financial aid budgets
- Utilized research and information technology to conduct market analysis and forecasting, as well as developing new markets
- Served as a member of the Saint Joseph's College leadership team
- Contributed to the college's efforts to build visibility

**St. John's University**

Director of Graduate Admission

Queens, NY

Sept. 2008-July 2011

- Supervised recruitment and operations team
- Established graduate enrollment goals, in partnership with the VP for Enrollment and CFO, for the College of Arts and Sciences (Queens, Staten Island, Oakdale, Rome), College of Professional Studies (Queens, Staten Island), College of Pharmacy and Health Sciences (Queens), and Tobin College of Business (Rome)
- Created and introduce policies and procedures
- Formed relationships with Deans, faculty and other key members of the university to promote a collaborative admissions effort
- Coordinated, evaluated and executed a multi-media communications plan (e-mail, paper, internet, and social media)
- Developed a Graduate Enrollment Strategy; focusing on domestic & international recruitment
- Coordinated and participated in recruitment activities
- Launched the Alumni Assistance Program
- Implemented an electronic/digitally imaged application system
- Collaborated with the Office of Financial Services and Information Technology to institute an online deposit system

**NYU Tandon School of Engineering (NYU-POLY)**

Associate Dean of Admission

Brooklyn, NY

Aug. 2004-Sept. 2008

Adjunct Professor-Marketing

Sept. 2006-Dec. 2008

- Trained, motivated, and managed the admissions team
- Prepared performance reports and conduct operational reviews
- Developed marketing techniques highlighting University programs
- Organized and streamlined work processes within data processing and recruiting
- Prepared and executed procedures to ensure internal consistency
- Assisted financial aid and student accounts in the development of a packaging strategy
- Analyzed data to plan and implement strategies to recruit new domestic and international students
- Lead the recruitment efforts for the HEOP and General Studies programs
- Coordinated and planned events on and off campus
- Assessed, balanced, and forecasted office budget
- Committee Membership: President's Enrollment Management Counsel, President's Management Network Counsel, and the Web Rebuild Committee

- Clarkson University** Potsdam, NY  
Assistant Director of Admission Aug. 2002- July 2004
- Assisted in the development, implementation, and coordination of a recruitment plan
  - Compiled territory data for reports and analysis
  - Visited high schools and attended college programs within New England
  - Interviewed prospective students, evaluated applications, and offered student recommendations
  - Explained and reviewed financial aid packages with students and their families
  - Established and maintained contacts with alumni, faculty, students, and families
  - Participated in event planning, correspondence, and program implementation
  - Managed the Leadership and Achievement Awards (Book Awards) for recruitment territory
  - Implemented and coordinated the Women's Scholarship Program
  - Represented the University at educational, professional, and community meetings

- Graduate School of Business, Clarkson University** Potsdam, NY  
Graduate Assistant to the Associate Director of the Graduate School of Business Aug. 2001 - May 2002
- Contacted alumni for MBA/MS career opportunities within their organizations
  - Critiqued and evaluated resumes of MBA/MS students for career fair resume book
  - Led information sessions and tours for prospective graduate students
  - Generated a database for various student surveys

- Peerless Insurance** Keene, NH  
Claims Adjuster- Auto/ Liability Unit June 1999 - Aug. 2001
- Completed the Insurance Institute of America Introduction to Claims Course
  - Investigated and evaluated automobile accidents and related injuries
  - Contacted policy holders and claimants to provide them with pertinent claims information
  - Advised policy holders and claimants of steps necessary to enable smooth claims processing

- Academic and Career Planning, Russell Sage College** Troy, NY  
Peer Advisor December 1996 - May 1999
- Organized and promoted a community service fair for students
  - Counseled students in resume and cover letter writing
  - Designed posters, pamphlets, and brochures announcing services
  - Contacted various book stores and education centers to keep career center library up to date

## **EDUCATION**

**Clarkson University** Potsdam, NY  
Master of Business Administration May 2002

**Russell Sage College** Troy, NY  
B.S. in Business Administration May 1999

## **MEMBERSHIP**

American International Recruitment Council, National Association for College Admission Counseling, New England Association for College Admission Counseling, NY State Association for College Admission Counseling, NAFSA: Association for International Educators