

JOHN F. MCGREAL

ENROLLMENT MANAGEMENT AND PASSIONATE LEADER

CONTACT

EDUCATION

Masters of Arts in Education:
Higher Education Administration
University Of Alabama
Tuscaloosa, AL (2019)

Bachelors of Arts: Social Sciences
University of St Francis
Joliet, IL (2011)

PROFESSIONAL CONFERENCES

NACAC (2018, 2019)
MIDWest Conference
(2014, 2016, 2018)

NACAC Leadership Development
Institutes (2018, 2019, 2020)
WACAC (2015, 2017, 2019)

PROFESSIONAL SKILLS

Attention to Detail
Assessment of Programs
Collaboration
Communication
Consensus Builder
Critical Thinking
Dynamic Leadership
Evaluation
Higher Education
Intentionality
Local Recruitment
Professional Development
Professional Management
Public Speaking
Regional Recruitment
Relationship Building
Research
Staff Motivation
Strategy Development
Team Building
Trained Improviser

EXPERIENCE

REGIONAL ADMISSIONS RECRUITER MANAGER

The University of Alabama, Tuscaloosa, AL

June 2015—Present

- Direct the recruitment efforts of 10 recruiters and territories spanning 20 states.
- Create a cohesive and collaborative environment for a team of regional staff members
- Fostered 11.4% growth throughout the Midwest region since June 2015.
- Set clear expectations and goals for my staff in their territories
- Implement continuous training during monthly conference calls and individual meetings
- Develop centralized email and print campaigns to promote UA to prospective students
- Edit print materials created by Strategic Communications
- Write new sections of marketing materials for wide publication
- Manage the overall budget for team central's recruitment activities
- Strategize with the Leadership Team on recruitment practices
- Created a new position to better and more effectively recruit the Chicagoland market
- Created and moderated the Scholarships and Financial aid webchats from 2015 to 2019 which drew in 350 students on average for each event annually
- Designed and Implemented the 'Chatting with Legends' yield webseries in 2019
- 'Chatting with Legends' Webseries drew roughly 120 students over three nights and provided prospective students the chance to hear from and ask questions of current UA student leaders
- Developed and implemented a plan to utilize social media to enhance recruitment
- Plan summer training for a staff of 80+ regional and campus based recruiters
- Chair and serve on search committees for new recruiters and managers, successfully hiring four recruiters and two managers
- Hire and train multiple new recruiters with varying levels of industry experience
- Serve on the Senior Leadership team for the Admissions Office developing overall strategy
- Recruit the Wisconsin/Northern Illinois (2015-2019) and Wisconsin (2019-present) territories
- Continued service as a *Regional Admissions Recruiter* for the university
- Analogous title: Associate Director of Admissions — Recruitment

REGIONAL ADMISSIONS RECRUITER

The University of Alabama, Tuscaloosa, AL

May 2013—Present

- Recruit the Wisconsin Territory (2019-Present)
- Developed a new recruitment territory in Wisconsin and Northern Illinois (2015-2019)
- Set territory record for enrolled students; cultivating 300% growth since 2013.
- Attend various recruitment events including college fairs, high school visits, and panels
- Facilitate one-on-one meetings with students, counselor briefings, and student receptions
- Counsel students and families through the admissions and financial aid process
- Develop relationships with school and independent counselors
- Collaborate with the Central Recruitment team on projects and strategies
- Cultivate a list of current students from my territory to help in recruitment; including the use of their personal stories and experiences to relay the value of attending the university.
- Wrote and edited recruitment and professional development publications; including Student Viewbooks and the Regional Recruiter Manual

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EXPERIENCE

ADMISSIONS COUNSELOR

Rockford University, Rockford, IL

Sept 2011—May 2013

- Recruited students in Northwestern Illinois, Wisconsin, and the Western United States
- Created 40% growth in 2012, and 13% growth in 2013
- Represented Rockford University at college fairs and high schools within territory
- Counseled students and families through the admissions and financial aid process
- Designed and implemented an unique campus visit experience for students and families
- Mentored and managed the student ambassadors and greeting center staff members
- Managed student staff budget for ambassadors and greeting center.
- Created a unique ambassador experience that focused on developing soft skills
- Served as the student affairs liaison for the admissions office
- Curated and Maintained a personal database of information on current applicants

PROFESSIONAL ORGANIZATIONS

Wisconsin Association for College Admissions Counselors (Member: 2013-Present)

President, WACAC (2018-2021)

- Manage an annual budget of \$75,000; implemented the first true budgeting process
- Evaluate the membership benefits of WACAC
- Develop new membership benefits through the creation of an Ad Hoc Committee
- Efficiently lead meetings of the Executive Board, Board of Directors, and Membership
- Development and implementation of a three year strategic plan (active dates: 2019-2022)
- Guide committee chairs in aligning their practices with the strategic plan.

Chair, Government Relations Committee (2016-2019)

- Organize the Day on the Hill advocacy efforts in the state of Wisconsin
- Arrange and facilitate the affiliates Day of Advocacy efforts in Washington, DC
- Communicate routinely with local, state, and federal lawmakers on higher education priorities

Multiple Roles, Conference Planning Committee (2015-current)

- Sponsoring Business Partner Committee (MIDWest 2020)
- Speakers Chair (WACAC 2019)
- Programming Chair (MIDWest 2018, WACAC 2017)
- Raffle Chair (WACAC 2015)

College Goal Wisconsin (2018-Present)

Board Member (2018-Present)

- Work to advertise the financial aid workshops in Wisconsin offered by College Goal WI
- Oversaw the recruitment of volunteers for the workshops.

PROFESSIONAL PRESENTATIONS

- Re-imagining the Post-Secondary Night (WACAC 2019)
- Fuel Your Career: Professional Organization Involvement (WACAC 2019)
- [Re]Built to Last: Territory Building (MIDWest 2018)
- Become the Batman and Superman of the College Search Process: Developing Partnerships Between School Counselors and Admission Counselors (WACAC 2017)
- 3 or 30: The Middle Management Journey (WACAC 2017)
- Out of State, Not Out of Mind: Cracking Non-Resident Recruitment (WACAC 2015)
- YOUiversity: Discover Your College 'Fit' (Various) 4
- Blueprint: Building a Successful College Application (Various)
- You Are College Bound: Planning Your High School Years for College Success (Various)

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RESEARCH AREAS AND OVERVIEW

FIRST GENERATION RECRUITMENT AND RETENTION PRACTICES

University of Alabama (Summer 2019)

With shifting demographics provided to us by the WICHE data, it is apparent that the recruitment and retention of first generation college students at all levels is going to be a vital focus area for enrollment managers over the next 10 years. This primary assessment project was designed to evaluate the value of recruitment and retention efforts at the University of Alabama within this population of students. Through our research we discovered success in personalized visit options for first generation student recruitment and identified multiple retention efforts that provided concrete support for the retention of this population of students.

INJECTING CHICKERING'S SEVEN VECTORS OF STUDENT DEVELOPMENT IN THE ADMISSIONS RECRUITMENT PROCESS

University of Alabama (Summer 2019)

Arthur Chickering published the 'Seven Vectors of Student Development' as the cornerstone of student development theory in 1969. Through examining qualitative data, it became apparent that the seven vectors could be applied to the student recruitment process at all levels of enrollment, including traditional, transfer, adult, and graduate populations. A concrete understanding and 'injection' of the seven vectors combined with generational research could provide enrollment managers and admissions officers a clear path to building relationships and counseling students throughout the enrollment funnel. This research focused on specific opportunities for student development in the admissions process.

EMBRACING THE TEST OPTIONAL MOVEMENT IN THE COLLEGE ADMISSIONS PROCESSES

University of Alabama (Fall 2017)

Admissions entrance exams have dominated the entry requirements for college admissions at all levels for decades. However, there is a movement for colleges and universities to move away from the SAT and ACT as necessary requirements for admission. This secondary research works to illustrate the rationale and implications of test optional admissions policies. It also worked to uncover the bias that exists within these examinations that exist on racial, gender, and socioeconomic basis. This research also looked at the implications and unintended consequences of test optional policies.

TECHNOLOGY

Adobe Acrobat Suite - Argos - Banner - Concur - Excel Pivot Tables - Microsoft Office Suite - PowerCampus CRM - Power BI Reporting - Prezi - Screencast - Slack for Communication - SPSS - Sharepoint - Social Media - Talisma CRM - Campus Nexus CRM - Technolutions Slate CRM

PERSONALITY TRAITS

Collaborative - Conscientious - Data Driven - Dedicated - Dependable - Engaging - Extrovert - Hard Worker - Innovative - Involved - Leader - Open Minded - Passionate - Reader - Runner - Relationship Builder

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University of Wisconsin – Green Bay
2420 Nicolet Drive
Green Bay, WI 54311

Ms. Jennifer Jones and Members of the Search Committee,

I am writing to you to be considered for the position of Director of Admissions at The University of Wisconsin-Green Bay. I am an ideal candidate because of my numerous leadership roles, Master's Degree in Higher Education Administration, and nine years of experience in the field. With a strong background in territory building, data analytics, and dynamic leadership, I am poised to lead the department to new levels of success.

Throughout my career, I have demonstrated an ability to grow enrollment. Over the past five years at The University of Alabama, I have fostered 11.4% increase in enrollment throughout the greater Midwest. Prior to this, I built a new territory for the university in which I generated 300% growth. This success has been achieved as a result of my data driven approach, focus on targeted marketing, and my ability to connect with school counselors, community leaders, students, and families. I have transformed these relationships into partnerships that continue to pay dividends for the institution.

During my time in admissions, I have had the opportunity to assume diverse leadership roles. In 2015, I was appointed to the position of Regional Admissions Recruiter Manager for the Midwest at UA. This role has allowed me to refine my management skills and direct the recruitment efforts of ten professionals, with varying years of experience, across 20 different states. Under my direction, the team has exceeded its overall enrollment goals three of the last four years. Beyond this, both the team and five individual territories have had produced record enrollments. Other leadership experiences I have had include spearheading the creation of UA's Regional Admissions Recruiter Manual, which details the day to day tasks, operations, and procedures for regionals; organization and implementation of our annual summer training for roughly 80 staff members; reviewing and co-creating the communication plans for the office of admissions; and serving in the Presidential Cycle for the Wisconsin Association for College Admission Counseling. These leadership opportunities have refined my effective communication, time management, and goal setting skills while driving me forward in my career.

My leadership style has been described as 'hands in' and effective by team members. I make it known to my team that I am available to assist them, while still acknowledging their ability and necessity to work autonomously. I foster a culture of open communication with my staff through one-on-one conversations, group email discussions, and team meetings highlighting specific training topics. As a direct result of these policies, my team feels comfortable approaching me as well as other team members, creating a dynamic atmosphere of collaboration and learning. Overall, my goal is to make sure my team is inspired so they can perform at their best and feel comfortable within their role.

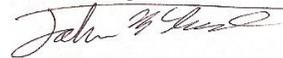
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It is important for UW-Green Bay to partner closely with school counselors, the public school system, and community-based organizations to ensure the Green Bay community knows that our institution is not only a resource, but their university. In addition to these partnerships, we need to collaborate with partners across campus in order to showcase everything the institution has to offer. It takes a campus to recruit a diverse and academically prepared class of students. The landscape of higher education and enrollment management is shifting dramatically as we see increasing competition, decreasing high school populations, demographic changes, and the erosion of NACAC's Code of Ethics. Admissions and Enrollment offices have to be able to adapt, collaborate, and reduce barriers for prospective students as they seek higher education. The Green Bay One-Stop-Shop is an important part of the recruitment and retention of all students, especially diverse and first generation populations, because it reduces barriers and anxiety for them to access the support they need to discover their right fit institution.

Enrollment Management and Admissions is a calling for me. I see it as my way to contribute to society - providing students guidance at a critical juncture in their lives. As the Director of Admissions, I would work to propel UW-Green Bay forward establishing strategic direction through setting achievable goals that meet the needs of the university. I would ensure a supportive environment, where staff could share ideas openly and learn from each other. We would work collaboratively as a team - utilizing data analytics to recruit effectively to reach and exceed our goals. The admissions staff would continue to build the institutions brand – inspiring students to invest in their future through a Phoenix education.

The accompanying resumea will provide you with additional details regarding my background and qualifications. I am excited about the prospect of working for The University of Wisconsin-Green Bay. I look forward to hearing back from you to discuss my qualifications in greater detail. Thank you for your time and consideration.

Sincerely,



John F. M^CGreal