

CYNTHIA R. STONG, M.S.

Summary of Qualifications

- 18+ years of higher education management experience with enrollment management, sales, recruiting, and operations focus.
- Recognized history of commitment to integrity and ethical standards.

Professional Experience

The Chicago School of Professional Psychology

Chicago, Illinois

7/2018 – 11/2019 (position eliminated)

Senior Director of Admissions

- Developed and maintained enrollment management functions for Online Campus.
- Responsible for meeting enrollment goals and recruiting a qualified class,
 - Fall 2018 start, team achieved 109% of goal and
 - Current year team is at 103% of goal.
- Provided leadership and direct supervision, planning, inspiration, and motivation to the Office of Admission. 30+ counselors and support.
- Responsible for engaging in and mentoring others in best practices to contribute to the team's overall success by fulfilling institutional goals and promote accountability.
- Implemented the university's communication plan including enrollment strategies and manage the Office of Admissions activities to meet enrollment objectives.
- Monitored and managed the Admissions team and individual performance and provide monthly assessments and trainings.
- Served as a campus resource and establish collaborative working relationships with Department Chairs and provide benchmarks, data and yield strategies to ensure goals are achieved.
- Oversaw and managed recruitment events, providing training for staff and faculty, as well as ensuring and assessing each events purposefulness and outcomes.
- Utilized internal and external data and information to develop and adjust the strategy and ensuring data integrity.
- Conducted campus and regionally based assessment reports to monitor enrollment goals.
- Collaborated with the Assistant and/or Associate Directors of Admissions in identifying opportunities for enrollment growth through program development, site development and/or development of delivery methods.
- Served and participate on institutional committees as requested or required.
- Responsible for behavioral competencies related to retention of talent and counselor development in terms of overall contribution to a start and readiness for advancement.
- Assisted in recruitment efforts by attending events, meeting with prospective students, parents, college academic programs, professional organizations, and alumni in support of enrollment.
- Oversaw the selection process and evaluate applications for admission.
- Managed and develop yearly admission budget.
- Established and maintain professional relationships with Academic Program Directors, Financial Aid, Facilities, Student Services, and Registrar toward enhancing the transition experience from applicant to enrolled student.
- Maintained and ensure content of the institutional website is current and flows properly.

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Indiana State University

Terre Haute, Indiana
2013 – July 2018

Online Enrollment Manager

- Developed and executed an overall recruitment enrollment management & communication plan for online baccalaureate students.
- Designed and managed program administration cultivating adult and freshmen online learners from initial inquiry through completion of the first term of enrollment.
- Developed plans and goals to implement strategic recruiting outreach to prospective students including field recruiting and follow up efforts.
- Worked with the registrar's office to ensure seamless registration processes.
- Created and executed marketing promotion activities for recruiting online students.
- Managed all training activities for direct reports - recruiters and academic advisors including department budget.
- Served as a liaison for communication between administration and faculty in regard to procedures and course offerings.
- Built internal communication network with academic departments and marketing.
- Managed daily operations of Indiana State Online which include recruiting new prospective students, follow-up inquiries & leads, and provided initial admissions & academic advising to potential students.
- Attended school, employer and community sponsored education fairs. Make presentations to select civic and professional groups with interest in the degree completion programs.
- Chaired committee to develop and administer alumni, referral and constituent relations management plan for online degrees.
- Responsible for enrollment number increase of 200% since 2013.
- Enrollment numbers increased an average of 27% since 2014.
- Continued enrollment numbers increased in 2017 with a 50% yield into 2018.

Adler University

Chicago, Illinois
2010 - 2013

International/Online Admissions Counselor

- Counseled international, domestic and online students through the admissions process at this private graduate psychology school
- Enrollment and start goals generated potential revenue in excess of \$7.96M in 2012 school year
- School representative for the immigration process regarding prospective International Students
- Compiled new student files and ensures documents are within compliance
- Advised incoming students on first-term classes and offers class substitute options
- Evaluated transcripts and advised students on programs and transfer opportunities
- Acted as intermediary between faculty, student affairs and new students to resolve conflicts
- Chaired program specific events for Admissions
- Scheduled and facilitated on-campus student visits, activities and interviews
- Represented Adler at graduate school fairs, student panels and classroom visits

The Illinois Institute of Art – Chicago
(Division of Education Management Corporation)

Chicago, Illinois
2007 – 2010

Assistant Director of Admissions

- Responsible for selectively prospecting, interviewing, recommending and enrolling individuals into creative career focused programs
- Enrollment and start goals generated potential revenue in excess of \$2.3M in 2008/09 school year

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The Illinois Institute of Art Cont.

- One of two individuals selected to recruit and enroll International Students
- Chair of the National Open House Recruitment Events
- Served as the Admissions Liaison for The Hospitality Management Program
- Training and mentoring of admissions personnel

International Academy of Design and Technology
(Division of Career Education Corporation)

Chicago, Illinois
2002-2007

Manager Student Concierge

- Selected to start up and build student concierge department
- Served as a student advocate regarding student complaints and recommended appropriate procedures for their resolution.
- Increased retention by 3.9% in 2005
- Increased the total number of school club and organizations by 58% in 2006
- Active member in Academic Council, Orientation, Scholarship, Graduation and School Retention Committees and the advisor for the Student Ambassadors

Default Manager

- Responsible for providing student borrowers with information regarding their rights and responsibilities associated with borrowing through various student loan programs
- Reduction of Default Rate by 20% as a result of counseling efforts with the students
- Increased school's audit scores by 30% keeping student information within compliance guidelines
- Developed monthly projection of cohort default rates and reported default information to the corporate office
- Ensured NSLDS enrollment status reporting was submitted accurately on a timely basis
- Selected to enter Student Account and Federal wire transfers in ELMNET

Senior Admissions Representative

- Assisted director in management, mentoring and training of inside and web team
- Achieved average student start rate – 81% for 2002/2003
- Achieved goal overachievement for 2002/2003 starts
- Qualified for High Achievers in 2003

David Green Organization, Inc.

Chicago, Illinois
2000-2002

Manager of Client Services/Administration

- Built and managed all aspects of Client Services and Marketing Call Center for Hotel Rep. Company specializing in site selection services
- Oversaw daily operations including client relationship management for the hotel clients and DGO's direct sales force
- Managed 20+ reports in all aspects of lead generating call center

People Scout, Seaton Corporation

Chicago, Illinois
1996– 2000

Client Services Program Management

- Managed daily operations of recruiting and hiring systems for \$5M worth of Fortune 500 Businesses through state-of-the-art Call Center full cycle from initial contact through offer
- Presented recruiting strategies based on analysis through funnel method, and pipeline recruiting
- Developed extensive sourcing guidelines to best fit client's needs using all media forms
- Created behavioral interviewing questions in order to present top 3% of candidates to client
- Utilized proprietary candidate tracking system
- Daily contact and reporting for People Scout's client national and regional managers
- Received individual companywide Operations Performance Award in 1999 for my work

Teaching Experience

Indiana State University

Terre Haute, Indiana
2018

***Textiles, Apparel & Merchandising –
College of Technology***

- Spring Semester 2018, 1 section – TAM 212 Evaluation of Ready-To-Wear
- Spring Semester 2020, 1 section – TAM 212 (Online) Evaluation of Ready-To-Wear

Education

Indiana State University

M.S. Human Resource Development, Specialization in Higher Education, GPA 3.53

Capella University

M.B.A. (60% complete)

Capella University

B.S. Business Management, GPA 3.90

Certifications

Indiana State University

Supervisor Certification, October 2014

January 21, 2020

Attn: Hiring Committee
University of Wisconsin – Green Bay

RE: Director of Admissions

Dear Hiring Committee:

I am very interested in the Director of Admissions Position as advertised. I most recently worked for The Chicago School of Professional Psychology as Senior Director of Admissions. I am seeking a position with an institution such as University of Wisconsin – Green Bay where I can utilize my experience and skills.

I have over 18 years' experience in Higher Education. My areas of expertise are enrollment/admissions management and leadership, recruitment management and strategies including full cycle, enrollment management, lead generation, development of communication plans, and relationship building. This is all while establishing institutional best practices to meet the strategic plan. I most recently managed a team of 30+ admissions professionals where we achieved our Fall goal at 109%. We also recently set an institutional record in Fall of 2019 with enrollment. In my previous position at **Indiana State University** as the Online Enrollment Manager, I tripled the online student population including freshman with over 200% increase in 4 years. The fall semester of 2018 showed a 50% above plan number and had a 50% yield from inquiry to enrollment status in the projected funnel. The result was record breaking fulfillment of the enrollment targets for the University.

Being that I hold a master's degree in HR Development focused on leadership experience, I can bring valuable skills to teach, motivate, inspire and manage students or employees to be successful professionals. For more information regarding my educational background and work experience, please refer to my attached resume.

I would very much appreciate an interview where I may present my qualifications. You can reach me during the day at 773-319-4889.

Regards,

Cynthia R. Stong, M.S.
Crstong@yahoo.com