

Colleen Thoman

Professional Summary

Higher education professional with executive experience in leading and implementing undergraduate and graduate recruitment strategies to achieve new enrollment targets for a multi-campus university. Established 15+ years in higher education with an in depth knowledge of enrollment management, partnership development, student advising, strategic planning, budget management and advocating for students. Strong senior leadership experience with proven success in leading, mentoring, motivating and developing a highly productive team.

Core Competencies

- Strategic Planning
- Partnership Development
- Budget Management
- Problem Solving
- People Development
- Process Improvement
- Executive Leadership
- Change Management
- Data Analysis

Experience

Davenport University • Grand Rapids, MI

Nov. 2007 - Current

A private, non-profit, multi-campus university

Executive Director of Admissions • Feb. 2017 - Present

High School, Adult, Graduate, Transfer, Military and International • May 2020 - Current

Adult, Graduate, Transfer, Military and International • Feb. 2017 - May 2020

- Led an admissions team of up to thirty-two admissions professionals including admission representatives, partnership managers and directors
- Created, implemented and leveraged admissions organizational and operational structure for optimal performance
- Established and maintained partnerships with professional associations, businesses, government agencies, community colleges and high schools
- Designed and executed all facets of undergrad and graduate enrollment recruitment
- Strategically created, led and implemented strategies to achieve growth in new enrollment targets for all audiences including increase in application conversion and decreases in new student drops
- Assisted in major university initiatives including opening Davenport University's new Detroit Campus for Winter Semester, 2019
- Partnered and created alignment with marketing, campus leaders, and academics to optimize recruitment efforts
- Led new program proposals, implementations and recruitment efforts
- Projected enrollment budgets based on historical data and upcoming trends
- Leveraged CRM System (Salesforce) to drive effective lead and application management
- Established internal and external measurements to track progress and success of execution and ROI
- Effectively leveraged operation and enrollment financial budget
- Analyzed major internal and external trends within higher education and admission
- Assisted in recruitment efforts of NCAA Division II athletes

Director of Admissions • Various Campuses • December 2007- February 2017

Adult and Graduate Students • All Campuses • April 2016 - February 2017

Adult and Graduate Students • All Satellite Campuses • May 2011 - April 2016

High School, Adult and Graduate • Central Region • December 2007- May 2011

- Hired, developed and managed an admissions team of ten admission representatives and two assistant directors
- Coordinated and conducted training for job specific functions and admissions representatives including the advising of students.
- Coordinated and planned onsite and offsite recruiting events for transfer, adult and graduate students
- Assisted in growing the State of Michigan partnership to 600+ students
- Assisted in the development and implementation of new admissions standards
- Led admissions implementation of Salesforce as the new customer relationship management (CRM) system
- Achieved year end enrollment targets up to 1800 new nontraditional and graduate students

Assistant Director of Admissions • Central Region • June 2007- December 2007

- Assisted in the development and implementation of strategies to achieve new student enrollment goals
- Coordinated and conducted training for job specific functions of admissions representatives

Admission Representative • Lansing, MI • November 2006 - June 2007

- Assisted new students through the application and admissions process
- Researched and identified financial aid and other payment options including scholarships for students

Macdonald Broadcasting Company • Lansing, MI

Feb. 2006 - Nov. 2006

Broadcasting Company of MIKE FM 101.7 WHZZ and WILS 1320 AM

Account Executive

- Successfully presented and sold marketing solutions to locally owned and operated businesses

Concord International • Troy, MI

Jan. 2005 - Feb.2006

Automotive supplier to General Motors, Nissan and Ford

Program Manager

- Prepared sales presentations and cost effective solutions for automotive manufacturers
- Supervised engineers, suppliers and manufacturing plants to launch new programs
- Leveraged negotiation and communication skills to manage client's expectations and budgets

Education

Leadership Academy

Davenport University, 2017

Master of Business Administration

Davenport University, 2014

Bachelor of Arts: Communication

Michigan State University, 2004