

Jennifer Chadwick

jennifer.chadwick@ung.edu

SUMMARY OF QUALIFICATIONS

- Experience leading multiple campus departments
- Over 16 years experience with planning, budgeting and supervising
- Worked with the UNG executive leadership team for over eight years to meet enrollment goals, manage growth and improve retention rates
- Over 13 years experience designing and implementing a comprehensive enrollment plan.
- Extensive experience with Higher Education policies and practices, specifically for the University System of Georgia

EDUCATION

Harvard University, Cambridge, Massachusetts
2012 Summer Institute on College Admissions

Vanderbilt University, Nashville, Tennessee
Peabody Professional Institute for Higher Education Management
2011 Summer Fellow

Georgia State University, Atlanta, Georgia
Doctor of Philosophy (*Not completed*)
Educational Policy and Leadership

Georgia Southern University, Statesboro, Georgia
Master of Public Administration
December 2001

Georgia Southern University, Statesboro, Georgia
Bachelor of Science in Education
December 1996

PROFESSIONAL EXPERIENCE

University of North Georgia

Associate Vice President for Enrollment Management, July 2013-Present

- Provides leadership and coordinates the work of the Offices of Undergraduate Admissions, Cadet Admissions, Registrar, and Financial Aid.
- Provides leadership for planning, budget, supervision and oversight of all recruitment, admission, financial aid, and registration functions
- Provides leadership and collaboration with the university's executive leadership to establish and monitor marketing and retention programs.
- Ensures timely awarding of scholarships and other financial aid; ensures effective packaging, awarding, delivery, and fund management of all student aid programs.
- Provides leadership for designing, overseeing, and evaluating the implementation of a comprehensive enrollment management plan.

- Analyzes and interprets policies and best practices related to enrollment management; ensures compliance with FERPA guidelines and regulations.

University of North Georgia

Director of Undergraduate Admissions, 2013-Present

- Spearhead undergraduate recruitment and enrollment for all university campuses: Dahlonega, Gainesville, Oconee and Cumming
- Implementing territory management on all campuses to manage enrollment
- Continuing to schedule meetings with UNG departments to further consolidate processes: registration, banner enrollment functions, admissions workflow, transitioning from one degree program to another
- Identifying variables that currently and will in the future affect enrollment.
- Developing a comprehensive enrollment plan to ensure that enrollment on all four campuses and for UNG overall
- Identify current prospective student “market share” and “potential market share”
- Increase attendance for recruitment events on the Gainesville, Cumming and Oconee campuses
- Implement an enrollment plan that supports the Complete College Georgia initiative
- Developing a successful recruitment and enrollment plan for UNG the next five years
- Training all admissions staff to recruit for UNG and support both the associate and baccalaureate pathways
- Oversee the awarding of new student scholarships

North Georgia College & State University, 2004–Present

Director of Undergraduate Admissions, 2006-Present

Interim Director of Undergraduate Admissions, 2005–2006

Associate Director of Undergraduate Admissions, 2004-2005

As Director of Undergraduate Admissions:

- Spearhead undergraduate recruitment and enrollment for all university campuses: Dahlonega, Gainesville and Forsyth
- Identify variables that currently and will in the future affect enrollment. Implement strategic plans to ensure that enrollment.
- Raised perception of university from “best kept secret” to “a first choice for prospective students”
- Developed a purposeful recruitment and enrollment plan for the next five years
- Identify current “market share” and “potential market share”
- Travel to scout potential recruitment markets, to present at local, regional and national conference
- Identify centers of influence and train them to assist with the admissions process
- Raised the average SAT for the non-cadet freshman class by 35 points within five years
- Increased the applications from qualified students by 67% in six years
- Increased our visibility nationally which increased our prospective student visitations to campus by 200% since 2006
- Design special visitation events that support enrollment goals: Open House, campus tours, honors dinner, onsite admissions, iPod tours

- Increased the average GPA for the freshman class ranking our university third in the University System of Georgia.
- Improved student retention rates by enrolling a more qualified student
- Empower the admissions staff to think creatively and grow professionally
- Responsible for recruiting and enrolling target populations specific to the university mission
- Design a successful marketing plan for the admissions office which creates sustainability
- Improved and streamlined the application and evaluation process to maximize work flow
- Responsible for adhering to USG admissions and residency guidelines
- Responsible for managing the budget for the admissions office
- Design programs where our office works with high school counselors, assisting students preparing and applying for college
- Developed and implemented a territory management recruitment model that meets the needs of the students and the university
- Advised and counseled prospective students and parents.
- Interview and select new employees to join the admissions team.
- Founding Co-Chair of Study Georgia
- Assisted in beginning the Summer Language Institute

As Associate Director of Undergraduate Admissions:

- Supervised the Undergraduate Admissions Office and the Cadet Admissions Office
- Spearhead undergraduate recruitment for the university
- Train and supervise admissions staff
- Evaluated and worked to streamline the processing of applications
- Work with high school counselors assisting students preparing and applying to North Georgia
- Strengthened and revised the admissions recruitment plan
- Advised and counsel prospective students and parents
- Planed and implemented Open House for prospective students, parents and counselors
- Advisor to the North Georgia Ambassador organization
- Work with other departments to provide leadership opportunities for students on campus
- Aid in the development of admission marketing and publications
- Strengthened the strategic recruitment plan through enrollment management
- Interview and select new employees to join the admissions team

Georgia Homeland Security/Georgia Emergency Management Agency/Office of the Governor, 2002-2004

GEMA's mission is to provide a comprehensive and aggressive all-hazards approach to homeland security initiatives, mitigation, preparedness, response, recovery and special events in order to protect life and property and prevent and/or reduce negative impacts of terrorism and natural disasters in Georgia. The vision is to create a culture of preparedness by fostering partnerships between local, state and federal government, local business and industry, volunteer and faith-based organizations, and the citizens of Georgia.

Public Affairs Officer/Constituent Services Coordinator, 2002-2004

- Responded to constituent issues on behalf of the Governor, congressional staff, legislative staff, GEMA and OHS directors

- Acted on behalf of the Governor, GEMA and OHS directors with other local, state and national governmental and private organizations
- Responsible for briefing the Governor onsite during a disaster before he met with local government officials or the press
- Provided state public information support during actual natural and/or man-made disasters and training drills
- Worked during the legislative session acting as legislative liaison and lobbyist for the agencies
- Aided in the development of the GEMA Web site by site mapping, research and writing new material
- Handled routine public information and media requests including on-camera interviews
- Planned and implemented the annual Severe Weather Awareness Week event
- Coordinated and directed the Governor's Emergency Management Conference, tripling the number of vendors, increasing attendance by 300 to 1,000 and increased funding through corporate sponsors by over 50%
- Wrote news releases, media advisories, talking points and articles for the Emergency Manager
- Served as the public information officer for the GEMA Terrorism Emergency Response and Preparedness Division
- Aided in planning and preparing for the 2004 G-8 Summit
- Worked on-site at the 2004 G-8 Summit with national media as well as local, state and national agencies, including the FBI, Secret Service and NORAD
- Worked on-scene during disasters with the media, government officials and citizens
- Served as public information officer for all state disasters, including Tri-State Crematory, as well as out-of-state disasters including Hurricane Isabel and Hurricane Charley
- Planned and coordinated the Governor's tours of disaster areas
- Served as public information officer for all nuclear power plant drills and exercises

Georgia Southern University, 1997-2011

Assistant Director of Undergraduate Admissions (2000-2001)

Transfer Coordinator of Undergraduate Admissions (1998-2000)

Instructor of GSU 120 (1999-2000)

Undergraduate Admissions Counselor/Traveling Recruiter (1997-1998)

As Assistant Director of Undergraduate Admissions:

- Spearheaded undergraduate recruitment for the University
- Directly supervised the Recruitment, Processing and Transfer Offices
- Coordinated and expanded the undergraduate recruitment program
- Trained and directly supervised an admission staff of twenty-five
- Planned and implemented on and off-campus recruitment events for up to 900 guests - Open House, Receptions, On-Site Admissions, Campus Tours, and Information Sessions
- Developed and aided in the marketing design of recruitment publications: road piece, view book, brochures, postcards, etc
- Assisted in the planning and implementation of a million dollar departmental budget
- Strengthened the strategic recruitment plan
- Interviewed and selected new employees to join the admissions team
- Advised and counseled prospective students, parents, and counselors

As Transfer Coordinator of Undergraduate Admissions:

- Developed and improved the current transfer recruitment program
- Planned and coordinated transfer recruitment activities and travel
- Aided in the development and implementation of off-campus centers
- Supervised and trained the transfer staff
- Evaluated transfer credit and made admission decisions on files
- Coordinated transfer admission orientation process
- Developed transfer recruitment publications
- Aided in the coordination of Open House, Receptions, Campus Tours, and Information Session

As Instructor of GSU 120:

- Designed and taught an introductory course on college success and preparedness for students

As an Undergraduate Admissions Counselor/Traveling Recruiter:

- Traveled and maintained territories in Florida, South Carolina, North Carolina and Northwest and Southwest Georgia
- Scheduled high school visits and attended college fairs to market the university
- Corresponded with high school counselors, parents and prospective students
- Conducted campus tours and information sessions for groups visiting campus
- Assisted in the production of recruitment publications
- Participated in Open House, Receptions and Orientation Sessions

PROFESSIONAL ORGANIZATIONS

National Association for College Admission Counseling

Southern Association for College Admission Counseling

Georgia Association of Collegiate Registrars and Admissions Officers

Georgia Association of International Educators

American Association of Collegiate Registrars and Admissions Officers

NAFSA: Association of International Educators

Study Georgia

Gainesville/Hall County Junior League

Northeast Georgia American Red Cross Board, Current Chair

Presented at local, regional, national and international conferences