

Nechell T. Bonds

EDUCATION

Master Degree in Educational Technology; *Grand Valley State University; Allendale, MI*

Bachelor of Science Degree in International Business; *Ferris State University; Big Rapids, MI*

PROFESSIONAL EXPERIENCE

Director of Admissions; *Missouri State University; Springfield, MO*

03/15 – Present

- Provide vision, leadership, marketing strategy, reporting, forecasting and predictive analytics to meet institutional goals for a diverse undergraduate student body with a high potential for graduation and success.
- Serve as a member of the President's Executive Enrollment Management Committee, an institutional-wide enrollment strategy planning and policy development group.
- Supervise and coach a staff of thirty-five professional full-time and part-time staff with responsibilities related to administering undergraduate admission policy, recruitment strategy, campus visits, application processing, telecounseling, transfer credit evaluation, enrollment analytics and CRM.
- Collaborate with Editorial and Design Services team to develop print, digital and social media content for undergraduate marketing and communication campaigns.
- Work collaboratively with the Directors of Financial Aid, Career Services, Scholarships, Veterans Services, Residence Life and Housing, New Student and Parent programs, and the Office of the Registrar to implement the university's long-range plan.
- Oversee the Ellucian (Banner) Student Module, Liaison UniCas online admission application, Spectrum EMP, Cisco telecommunications system, web portals, third-party and self-service technologies utilized for undergraduate recruitment and enrollment.
- Manage three operational budgets in adherence to fiscal policies, while maintaining a strong focus on aligning spending with measureable outcomes.
- Perform ongoing analysis of statistical trends and institutional data necessary to optimize financial aid awarding and the leveraging of institutional resources to recruit and retain students.
- Administer the undergraduate admission policy and serve as chair to the Admission Review Committee tasked to evaluate both academic and non-cognitive measures for success and persistence.
- Chair the Undergraduate Recruitment Committee and coordinate with academic and administrative units across campus (including Deans, Associate Deans, Department Heads, Division of Diversity and Inclusion, Academic Outreach, Office of International Services, and Graduate College) to track key enrollment indicators.
- Work collaboratively with Athletics by adhering to National Collegiate Athletic Association (NCAA) and Missouri Valley Conference (MVC) rules as communicated by the Associate Director of Athletics and Compliance.
- Represent the Office of Admissions and the Enrollment Management unit of the Division of Student Affairs by serving on various university committees.
- Support the office of University Communications by responding to journalist request as an expert source for admission and recruitment related information.

Director of Admissions; *Old Dominion University; Norfolk, VA*

09/10 – 7/12

- Reported to the Associate Vice President for Enrollment Management and developed a team of nineteen professional full-time and part-time staff in the implementation of the undergraduate recruitment plan, and campus wide initiatives designed to fulfill the University's enrollment goals.
- Served as the budget unit head with fiscal responsibilities for managing budgets consisting of two institutional budgets, one discretionary budget and three million dollar institutional scholarship budget.
- Oversaw undergraduate recruitment, admission and transfer credit evaluation processes.
- Served as chair to the Scholarship Awards & Continuance Committees responsible for awarding and monitoring satisfactory academic progress and continued eligibility for new and returning students.
- Managed prospective student and applicant data, as well as oversaw integrity standards for admission policy, processing and document imaging processes.

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Director of Admissions; *Old Dominion University; Norfolk, VA –cont.*

09/10 – 7/12

- Managed Ellucian (Banner) solutions, Hobsons Connect & ApplyYourself, Cisco telecommunications system and self-service technologies utilized for undergraduate admission.
- Collaborated with Marketing and Communications to design materials for recruitment.

Director of Transition & Enrollment Services; *Valencia College; Orlando, FL*

6/06 – 6/08

- Reported to the Associate Vice President for Transition Services and provided leadership, supervision and training for a Transition and Enrollment Services staff of twenty-five full and part-time staff located across three full service campuses.
- Developed an annual strategic plan designed to support institutional enrollment goals.
- Developed statistical reports for evaluating penetration and yield within targeted market segments.
- Engaged with student clubs and organizations to represent Valencia at community events and on-campus visitation programs.
- Oversaw two campus enrollment call centers running CISCO telecommunications platform, supporting customer service for Academic Advising, Admissions Office, Student Financial Aid, Student Affairs and Bursar's Office
- Managed Ellucian (Banner) solutions for prospective communication and recruitment.
- Collaborated with Marketing and Media Relations in the development of new marketing materials and served on the Institution's Marketing Advisory Board.
- Oversaw programming to support articulation agreements and transfer relations with 4-year colleges & universities, including Direct Connect to UCF.
- Served as the budget unit manager for two institutional budgets and a Perkins grant budget; as well as aligned departmental fiscal spending with the institution's enrollment plan.
- Served on the Vice President for Student Affairs' leadership team and contributed to the development of student engagement partnerships and student retention initiatives.

Associate Director of Admissions; *Grand Valley State University; Allendale, MI*

1/01-4/04

- Provided leadership and supervision to a professional staff of five Associate Directors for international, minority, graduate, regional and transfer recruitment, two Assistant Directors of Admissions, four Admissions Counselors, two clerical staff and fourteen student tour guides.
- Implemented recruitment strategies for achieving the University's enrollment goals in the area of undergraduate, graduate and international enrollment.
- Managed projects related to campus visitation programs, student ambassador program, dual enrollment, telecounseling, alumni recruitment and freshman orientation.
- Utilized enrollment statistical data to evaluate recruitment territories and develop target market analysis and enrollment plans.
- Coordinated the implementation of document imaging system and oversaw the transition to paperless processing.
- Interpreted and reported institutional data to educational research repositories such as Princeton Review, Collegeboard, ACT, IPEDS, Peterson's and Hobsons.
- Designed and maintained the Admissions Office web site, monthly electronic newsletters and coordinated email-marketing campaigns.
- Completed all probationary and annual staff performance evaluations in a timely manner, and made recommendations/decisions on employee compensation actions.
- Chaired the Admission Review Committee with the Associate Dean for Academic Resources in determining admissibility for athletes, special admission considerations and students with disabilities.
- Coordinated university Academic Bridge Program with the Dean of Multicultural Affairs.

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Admissions Counselor; *Grand Valley State University; Allendale, MI*

12/97-1/01

- Interviewed prospective students and their families for admission purposes.
- Effectively managed recruitment territory and exceeded enrollment goals.
- Fostered relationships with high school counselors and members of the local community.
- Coordinated admission activities with the King-Chavez-Parks program and the Office of Multicultural Affairs.
- Represented the university at regional college fair programs, high school visits, and college planning programs.
- Created and maintained the Admissions Office website for college planning information.
- Supervised a student staff of ten telecounselors and two telecounseling supervisors.

TECHNOLOGY EXPERIENCE:

Liaison: UniCas, WebAdmit and Spectrum Enrollment Manager Platform (EMP)

Microsoft: Word, Access, Excel, PowerPoint, Publisher, Office 365

Hobsons: Knowledge Base, ApplyYourself, Connect

Adobe: Design Suite; Photo Elements

Ellucian: Banner & Banner Document Management System

PROFESSIONAL ORGANIZATIONS:

American Association of Collegiate Registrars and Admissions Officers (AACRAO)

National Association for College Admission Counseling (NACAC)

Missouri Association for College Admissions Counseling (MOACAC)

Ruffalo Noel Levitz, Advisory Board Member

OTHER PROFESSIONAL EXPERIENCES:

School Principal; *Saint Mark Orlando - Alpha Learning Academy; Orlando, FL*

07/12 – 03/15

- Supervised curriculum instruction for K-5 with a focus on rigorous academic study, student achievement and continuous improvement for all students.

REFERENCES

Available upon request