

Brandon Vinson, Ed.D

EDUCATION

Doctor of Education in Educational Leadership and Management
Capella University, Minneapolis, MN.

Masters of Arts in Psychology/Organizational Leadership
Chicago School of Professional Psychology, Chicago, IL.

Bachelor of Arts in Psychology and Sociology
Southern Illinois University, Carbondale, IL.

CHIEF ENROLLMENT MANAGEMENT OFFICER

- Driven professional with over fifteen years of experience in Enrollment Management, with specialties in enrollment, student finance, student affairs, and retention.
- Responsible for campus administration in Illinois, New York, New Jersey, Maryland, and Pennsylvania, ensuring compliance with all Federal/State laws and regulations.
- Created and successfully managed both need and merit-based awarding for institutions when charged with meeting new/transfer student enrollment goals in conjunction with retention benchmarks as well.
- Crafted several policy and procedure manuals to steer towards standardization, compliance, and posterity.
- Experienced at partnering with community colleges to increase the number of articulation agreements and improve the transferability of courses by establishing relationships with key transfer representatives.
- Managed all aspects of admissions, including performance evaluations, process documentation, hiring, training, prospective student communication, application processing, lead generation, and CRM optimization.
- Successfully led the offices of Financial Aid, Student Accounts (Bursar), Admissions, Registrar, and College Marketing.
- Effectively integrated enrollment services with student and academic success initiatives (orientation, retention, campus housing, placement testing, financial aid, and scholarships).
- Solely created the financial-leveraging model for several schools through tactical data mining, which aided in the development of the successful business practices used to lead our recruitment/retention efforts.
- Established dynamic financial literacy programs that further supported my institution's recruitment, retention, and alumni engagement efforts. Additionally, these efforts positively impacted each school's Cohort Default Rates (CDR).
- Highly experienced in interacting with the Department of Education and other federal/state-based entities regarding higher education and served on several various national and regional boards within higher education.

WORK EXPERIENCE

BOWIE STATE UNIVERSITY

07/20-Present

Assistant Vice President of Enrollment Management/Director of Admissions/Head Coach (Esports)

Key Objectives:

The Assistant Vice President for Enrollment Management directs the Undergraduate and Graduate Admissions Office. Additionally, the AVP also oversees the Financial Aid and Registrar's Office in support of the educational and co-curricular needs of the students at Bowie State University. The Assistant Vice President for Enrollment supports the Vice President in developing and executing well-planned strategies and tactics to shape the institution's enrollment goals. This will be accomplished by promoting the University in regional, state, national, and international markets; recruiting and admitting new students; enrolling, registering, providing aid, retaining students; and providing efficient and service-oriented processes to guide students through the enrollment pathway from recruitment to commencement.

Accomplishments

- Experienced two consecutive years of record-breaking enrollment for New, Transfer, and Graduate students, all while facing the constraints of the COVID-19 pandemic.
- Increased graduate enrollment by 3% for the 21/22 academic year.
- Automated the graduate admission process.
- Created the divisions Strategic Enrollment Management (SEM) plan.
- Crafted the inaugural One-Stop Service Center for the university.
- Introduced the institution's first 100% AI chatbot explicitly designed for the division of enrollment management.
- Improved customer service for the division by onboarding an off-site call center to manage all the inbound calls for all the offices under the division (admissions, financial aid, registrar, new student experience, and transfer student services).
- Launched our institution's first fully virtual campus tour and pre-orientation platform, resulting in a 230% increase in visits and 35% increase in orientation participation.
- Established BSU's eSports team, resulting in over 50k in scholarship winnings within three months.

WEST CHESTER UNIVERSITY

01/2019-12/2019

Assistant Vice President of Financial Aid

Key Objectives

Assumed leadership in formulating and administering a broad range of policies and procedures to advance the University's goals. This role collaborates with senior administrators on all matters related to financial aid to include high profile, national financial aid issues, proactively educate senior leadership on current and evolving financial aid regulations and institutional policies. As

AVP, I am charged with assessing the impact of funding policies, proposals, and legislation on WCU students and recommends actions to utilize aid resources best; prepares and manages the Financial Aid Office's annual operating and scholarship budgets; leveraging federal, state, private, and institutional funds to ensure fiscally sound program administration and the best utilization of funds to meet enrollment goals. Responsible for compliance with federal and state regulations and an understanding of donor scholarship requirements and commitments with the WCU Foundation.

Accomplishments

- Constructed a new fiscal policy to support initial enrollment, retention, and revenue
- Created a policy and procedures manual that serves as a guideline for training and compliance
- Through collaborations with institutional partners, created WCU's inaugural Transfer and Graduate Scholarship Models
- Oversaw the new student scholarship/grant model that supported WCU's largest overall class, which saw increases in both undergraduate and graduate student enrollment
- Administered the realignment of the student-facing services between the Financial Aid, Bursar, and Registrar to create a one-stop service area
- Authored the departmental mission and vision statements to align the department with the broader institutional strategic plan

UNIVERSITY OF BALTIMORE

09/2017-01/2019

Executive Director of Financial Aid

Key Objectives

Provide expertise in financial aid management, applications, communication, and fiscal oversight. Responsible for accurate, efficient, and timely delivery of an annually increasing amount of student aid from all federal, state, and institutional sources. Directly oversee all aspects of compliance with established federal, state, and local regulations, as well as internal policies and procedures while maintaining the confidentiality of all data. Additionally, I aid in the analysis, planning, and implementation of new processes and information systems to better meet the needs of both internal and external partners.

Accomplishments

- Oversaw the merger of the Offices of Financial Aid, Bursar/Student Accounts, and the Registrar to become the Offices of Record and Financial Services.
- Authored a fiscal policy that equally supported retention and revenue, while also supporting new-student enrollment.
- Created the scholarship/grant model for the University, which includes developing the inaugural scholarship methodology to support enrollment and retention for graduate students.

- Balanced the institutional scholarship budget in addition to creating the current methodology that directs foundation scholarship awarding.
- Successfully revamped our campus-based federal awarding process to strategically assist new students in conjunction with supporting our retention efforts.

STAR CAREER ACADEMY

04/2016-12/2016(closure)

Vice President of Financial Services

Key Objectives:

Lead the strategic direction of the Financial Aid and Bursars teams to ensure prospective students and enrolled students obtain precise information and exemplary student service. Additionally, I had financial oversight and responsibility for all Title IV, third-party, and cash payments for all Star schools, expected to instill a sense of team responsibility, team leadership, and ultimately improve the student experience with the division through quality customer service, team performance and follow up. Another critical component of this role was to continually develop the management team, ensuring the progressive development of the school leaders at each site.

Accomplishments

- Oversaw the completion of seven audits within my first two months with multiple possible findings being successfully reduced to comments.
- Pioneered the student finance policies and procedures manual.
- Successfully shortened the enrollment process to aid both FA and Admissions.

ROOSEVELT UNIVERSITY

09/2015-04/2016

Director of Financial Aid

Key Objectives:

Oversee all the Financial Aid operations for both the Chicago and Schaumburg campuses, while ensuring all Federal, State, and Institutional standards/regulations are upheld. Serve as the chief administrator of the institutional scholarship/discount program, which exceeded \$100 million of both institutional and endowed funds.

Accomplishments

- Successfully led the department through a concurrent Federal Program Review, annual A-133 compliance audit, and HLC Reaccreditation
- Decreased file processing time by more than 25%
- Increased the student satisfaction percentage by 15 points to a new departmental high favorability score of 74%
- Personally recognized for two consecutive months in the president's monthly address for the aforementioned demonstration of leadership and collaboration during the audit process,

while also serving as the **Interim Director of Admissions** in conjunction with my duties as the Director of Financial Aid.

LIM COLLEGE

06/2012-06/2015

Senior Director of Student Financial Services

Key Objectives

Serve as the department chair for the Office of Student Financial Services (SFS), which includes both the Office of Financial Aid and the Office of Student Accounts/Bursar. Improve customer service within the department, while also streamlining the workflow for team members to make processes both more efficient and effective.

Accomplishments:

- Chair of the Enrollment Management Committee (SFS, Admissions, Student Life, Marketing, Registrar)
- Partnered with Academic Affairs and Academic Advising to increase retention by 15%
- Increased aid processing turnaround time by 35%
- Assured that 85% of all funds were paid to our student's accounts by the end of the 6th week of the respective term
- Improved the departments' customer service standards and decreased student/family-related escalations by 74%
- Restructured the graduate aid department to shorten the aid packaging process and improve our overall customer dynamic to coincide with the exponential growth of the program
- Created a student-based leadership program centered on financial literacy
- Lowered our institutional A/R balance by 17%
- Reduce the aid refund process within five business days, along with adding the ability to process refunds through direct deposit for students and/or parents
- Created the Colleges first outside contractor agreement, which has served to expand our work-study program to include additional literacy programs with outside partners (America Reads) that benefits our FISAP reporting requirements
- Developed an internal auditor position within the financial aid team to ensure compliance with all Federal and State aid regulations
- Established the current financial literacy curriculum being utilized in our First-Year Experience (FYE) courses
- Asked to host a session on "Improving Customer Service" at the annual NYSFAAA conference
- Lowered our three-year default rate by almost three percentage points to fall under 6%
- Successfully managed the departmental budget not to allow the division to go over the annual allotment for the first time in the five years
- Served as co-chair of the Institutional Digital Review Board
- Oversaw a self-study team for the regional accreditation review board

HAROLD WASHINGTON COLLEGE

01/2011-03/2012

Director of Financial Aid

Key Objectives:

I oversaw the governance of the largest financial aid office under the City Colleges of Chicago. Hire and manage a team through a 48% increase in student loan borrowing, as well as ensure all areas of compliance were achieved both efficiently effectively through training and optimizing our technical resources.

Accomplishments:

- Developed the current Policies and Procedures manual for the institution
- Created the Financial Literacy Program for the college where students are educated on responsible borrowing, credit card management, scholarship searches, etc.
- Responsible for creating a default management program for my campus to help lessen our students being sent to collections
- Established an early incentive initiative to influence students to register early for the Fall term, which in turn saw an increase of 32% over the prior Fall start
- Created an internal auditing system to ensure that federal and state compliance requirements were met that was eventually adopted by the district office and rolled out to the other colleges under the CCC umbrella
- Responsible for ensuring 100% compliance and zero citations for both state and VA audits.

NOTED SYSTEMS

PowerFails	Slate
TargetX	Ellucian Suite
Salesforce	CampusNexus
Microsoft Dynamics/Power BI	COD/CPS/FAA/NSLDS
Peoplesoft	CampusVue

SPECIALTIES

Team Building	Audit Review
Compliance	Donor Relations
Strategic Planning	Professional Leadership
Enrollment Management	Institutional Scholarship Management
Title IX Coordinator	Admissions
Student Affairs	Retention
Marketing	Change Management