

MARIANNE BUDZISZEWSKI

September 13, 2008

Human Resource Department
Radford University
East Main Street
Radford, VA 24142

Dear Human Resource Manager:

I am interested in applying for the position of Vice Provost for Enrollment Planning and Management at Radford University, currently posted in the Chronicle of Higher Education. If you are seeking an individual who has extensive experience in enrollment management with consistently high levels of performance in a variety of progressively responsible and challenging assignments, then I believe I am an ideal candidate.

I consider myself goal-oriented with a strong desire to succeed. I take pride in working hard toward superior results and enjoy challenges and demands. To provide you with a brief overview of my qualifications, I have listed some of the strengths and value I can bring to Radford University:

- **Resourceful and well-organized;** in-depth knowledge and familiarity with current student recruitment and enrollment research; strong experience in developing and implementing comprehensive enrollment/retention plans; management with outstanding results
- **Insightful and articulate;** adept at group dynamics and motivating staff to achieve both university and departmental goals;
- **Strong sense of responsibility;** solid professional standards; excellent track record of dependability; ability to handle and manage multiple projects without compromise on production and productivity
- **Problem solver;** ability to handle problems with composure and provide adequate solutions

Currently, I am exploring opportunities where I could bring a high level of energy and success to an organization while seeking new possibilities for my career as well. I am excited at the opportunity that exists at Radford University where I could utilize my broad-based experience in enrollment management to foster a living-learning environment that focuses on student success. I believe my expertise and collaborative nature would be an asset to a university looking for effective leadership and direction.

If you are seeking leadership from someone with my qualifications, experience, and track record, I would welcome a personal interview. I appreciate your taking the time to review my credentials.

Sincerely,

Marianne Budziszewski

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VICE PRESIDENT FOR ENROLLMENT MANAGEMENT

RECRUITMENT AND RETENTION

Highly motivated and energetic professional, offering many years of wide-ranging experience in higher education administration at private schools and colleges; adept in the creation and implementation of college recruitment and student retention initiatives, with proven leadership experience in a university setting. Possess an extensive background and proven record of accomplishment as an enrollment management professional, with a complete understanding of today's higher education marketplace. Possess admirable skills in written and verbal communications, time management, organization, and departmental operations, with a reputation for being able to interact easily with colleagues and subordinates of diverse backgrounds, cultures, and professional levels.

- ✓ Ability to create short- and long-term enrollment/retention strategies to attain specific enrollment goals and to develop strategies to maximize net revenue through the use of financial aid leveraging and other recruitment technologies
- ✓ Outstanding organizational, analytical, and personal skills, with deep understanding of traditional and non-traditional student populations

AREAS OF EXPERTISE

- Strategic Enrollment Marketing
- Undergraduate / Graduate Student Recruitment
- Project Management / Organizational Skills
- Management & Leadership
- Student Retention /Services
- Collaborative Relationship Building
- Analytical Skills
- Customer Relations
- Technical Skills

EDUCATION

MASTER OF SCIENCE IN COMMUNICATION AND INFORMATION SYSTEMS

1999

BACHELOR OF ARTS IN COMMUNICATION

1995

ROBERT MORRIS UNIVERSITY-PITTSBURGH, PA

CAREER HIGHLIGHTS

- ◆ *Grew new full-time undergraduate enrollment by 14.5% from 855 to 979*
- ◆ *Increased total graduate credits by 21% from 5,971 to 7,222*
- ◆ *Raised the resident student population by 22%, from 976 to 1,220*
- ◆ *Improved freshman class average SAT score by 56 points, from 967 to 1,023*
- ◆ *Improved freshman-to-sophomore retention rate from 71% to 74%*

PROFESSIONAL EXPERIENCE

ROBERT MORRIS UNIVERSITY ■ MOON TOWNSHIP, PA

CHIEF ENROLLMENT AND RETENTION OFFICER

2007-PRESENT

- Lead the University's effort in enrollment management
- Ensure the enrollment goals of the University are met, while maintaining fiscal efficiency
- Instigate broad student service programs for the University; establish collaborative partnerships with University deans and other officials focusing on institutional efforts to enhance student retention and graduation rates
- Expand and enhance all enrollment print collateral, promotion resources, and marketing/advertising plans in collaboration with the Public Relations and Marketing Office
- Oversee and evaluate the development of the professional admissions personnel

ACCOMPLISHMENTS:

Improved freshmen applications by 30% and admissions by 24% over last year

Implemented a marketing plan for expanding recruiting territory beyond the 5-county primary market

Developed and implemented comprehensive retention plan for the campus

Led customer service training for front-line employees; provided marketing leadership for the University website re-design

ASSOCIATE VICE PRESIDENT FOR ACADEMIC AND ENROLLMENT SERVICES

2005-2007

ACCOMPLISHMENTS:

Increased the quantity of traditional freshman applications by 13.3% from 2,913 in 2006 to 3,300 in 2007; the full-time transfer student class by 13% from 278 in 2006 to 315 in 2007; and the number of credit hours in graduate enrollment by 4%, from 7,673 in 2004 to 7,965 in 2006

Achieved record-high enrollment for graduate programs in fall 2005 (1,124 headcount)

Increased freshman-to-sophomore retention rate by 1.56 percentage points, from 76.87% in 2004 to 78.43% in 2005

DEAN OF ENROLLMENT MANAGEMENT

2001-2005

- Directed the recruitment, admission, and marketing efforts of all graduate and traditional undergraduate students
- Performed market analysis to develop and implement recruitment and outreach programs for local and regional markets
- Developed enrollment recruiting materials as well as communication plans through print and electronic media for segmented target markets
- Analyzed and tracked enrollment market trends; developed and provided oversight for merit scholarship program
- Served as a member of the Board of Trustees Marketing Committee for the University and as member of Deans' Council

ACCOMPLISHMENTS:

Increased the fall full-time freshmen class by 29.6% from 523 to 678

Grew the number of freshman applications received from major market areas by 45% and number of freshman applications received from secondary market areas by 10%

Improved the SAT average for incoming freshman class by 47 points and the admission selectivity by 6%; 70% offered admission in 2001 and 64% offered admission in 2004

Increased campus visits by 49% from 842 visits to 1,258 visits; grew graduate school enrollment by 30%

**ASSISTANT TO THE VICE PRESIDENT FOR ACADEMIC AFFAIRS
DIRECTOR OF ACADEMIC SERVICES**

1999-2001

- Acted as primary administrative staff for the Provost and Sr. Vice-President for Academic and Student Affairs
- Assisted in managing daily operations of the division; led and supervised the Registrar's Office, the Department of Student Retention Services, and Tutoring, and Disabled Student Services in developing programs to improve student retention

ACCOMPLISHMENTS:

Reorganized and programmed various processes in the Registrar's Office; assisted in the execution of online registration at the University

Controlled and directed the development of a pilot program in "Supplemental Instruction" employed by the Tutoring Center; developed an action plan for students on academic probation and deferment

EARLIER CAREER

ROBERT MORRIS UNIVERSITY ■ MOON TOWNSHIP, PA

- **DIRECTOR OF ENROLLMENT SYSTEMS-COORDINATOR OF ENROLLMENT SYSTEMS/ RECORDS**

MEDIAN SCHOOL FOR ALLIED HEALTH CAREERS ■ PITTSBURGH, PA

- **DIRECTOR OF ADMISSIONS**
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PROFESSIONAL AFFILIATIONS

American Association of Collegiate Registrars and Admissions Officers (AACRAO)

National Association for Graduate Admissions Professionals (NAGAP)

American Marketing Association (AMA)

Pennsylvania Association for College Admission Counseling (PACAC)

Pittsburgh Council on Higher Education (PCHE)

National Association for College Admission Counseling (NACAC)

Airport Area Chamber of Commerce

National Academic Advising Association (NACADA)