

PROFILE

Innovative leader adept at maximizing creative and administrative resources to promote high-quality services, programs, and resources for arts & community organizations. Strong skills for internal and external collaboration and relationship building. Keen attention to detail and adaptable nature for effective task management, communication plans, and event production. Published author & scholar, specializing in men in dance.

AREAS OF EXPERTISE

- Marketing & Communications
- Community Engagement
- Writing & Editing
- Logistics Management
- Data Management
- Supervision
- Program /Event Planning
- Leadership
- Dance & Choreography
- Production Management

EDUCATION

M.A., Community Leadership | May 2018
Emphasis in Arts & Culture
Westminster College
Salt Lake City, UT
Thesis: *No boys allowed: Exploring the stories of the men of Repertory Dance Theatre (RDT) and what led them to pursue dance post puberty*

B.A., Communication | August 2004
Emphasis - Public & Cultural Communication
University of South Florida
Tampa, FL

PROFESSIONAL EXPERIENCE

Associate Vice President for Enrollment Management 11/2024 to Present
Livingstone College | Salisbury, NC

Engage with prospective students early, helping them understand the application process and what to expect during recruitment. Provide tailored advice and guidance based on the individual needs of students, ensuring they feel supported at each stage. Develop strong relationships with parents, guidance counselors, and other key influencers to ensure that prospective students are well-prepared for the recruitment process. Serve as the main point of contact for any inquiries, providing consistent and clear communication.

- **Work collaboratively with other departments** (such as financial aid, student affairs, and student services) to ensure a seamless admissions process.
- Determine **appropriate college admissions fairs** based on location, audience, and the possibility to increase awareness and recruit students that would be interested in a small, private historically Black college.
- **Maintain accurate records of applicants** and assist in the creation of reports and data analysis on admissions trends.
- Plan and oversee campus tours, open house events, and other visit **programs designed to introduce prospective students to the campus**, faculty, and current students.
- Serves as the **Primary Designated School Official (PDSO)** serves as the main point of contact for international students and is responsible for ensuring compliance with federal immigration regulations for F-1 visa status.
- Ensure international students are properly enrolled in SEVIS and that their immigration status is properly maintained according to federal.
- Executes initiatives, goals, and priorities **to manage the processes and integrated and comprehensive institutional enrollment management strategy** for the admission, recruitment, orientation, registration, and enrollment of undergraduate freshman, transfer, international, and readmit students and graduate students.
- Supervises and **oversees the training and development of admissions staff**, including regional recruiters and data processors
- Work closely with the Vice President of Enrollment Management, other vice presidents, department heads, key faculty members in the respective departments, other administrative offices, alumni, and the community to **promote and enhance College enrollment and enrollment management processes**.
- Promote and develop the **use of new and emerging strategies** and technologies to improve the admissions, recruitment, registration, orientation and enrollment processes.

Interim Director of Admissions

7/2023 to 9/2024

Assistant Director for Recruitment

12/2021 to 6/2023

Dance Liaison & Campus Visit Experience Coordinator

7/2018 to 11/2021

Office of Admissions, UNC School of the Arts | Winston-Salem, NC

Acclimate and guide prospective students through the recruitment and application process from initial interest through enrollment. Foster relationships with parents, guidance counselors and campus partners. Serve as the liaison between arts conservatories including recruitment, auditions, and selection of students. Direct visit experience programs such as Campus Tours and Open House.

- **Cultivated strong relationships with Strategic Communications** to properly convey important information to prospective students, families, K-12 schools, and donors.
- **Re-modeled the transfer credit process** to enhance articulation agreements to maximize previous courses taken and timely degree completion.
- Developed and presented **SWAT Analysis to clearly examine current trends** and future possibilities for the arts conservatories in relation to successful enrollment management.
- Oversee all recruitment efforts, including **supervising 6 full-time staff members**, producing major events, planning tours, and developing communication plans for incoming students.
- **Re-envisioned the biannual Admissions Preview Day** to include student performances, department tours, and student take-over of university social media accounts for 1000 potential students and families.
- **Restructured Campus Ambassadors Program** to assist with office operations, provide customized campus tour experiences, and host info sessions, as well as supervise the student employees.
- **Manage budget and expenses** for assigned projects, events, and campus visits.
- **Orchestrate travel logistics** for representation at various fairs and school events, comprised of packing and mailing supplies, ordering promotional materials, developing staffing schedules, arranging flights, hotel, and rental cars, and ensuring office coverage.
- **Host dance auditions for 800 students annually** seeking admission into summer intensives, high school, and college enrollment.
- **Increased application completion of male dancers by 41% and overall dance high school applicants by 23%.**

Sr. Enrollment Counselor

Office of Admissions, Westminster College | Salt Lake City, UT

9/2015 to 7/2018

Planned and executed recruitment events, locally and nationally, to broaden the reach of the College brand within a territory of 21 states and 11 local high schools. Cultivated relationships with alumni, guidance counselors, parents and other stakeholders to build affinity to connect prospective students to the campus community.

- Increased territory yields by 94% within first year of employment and recognized for having the top three feeder high schools for the College.
- Chaired the **Admissions Capacity Building Task Force** to better align job responsibilities with current departmental needs.
- Engaged Development Office to **increase scholarship offerings and support culturally relevant programming.**

Event Production Manager

Stage Ready Productions | Atlanta, GA

10/2010 to 5/2015

Served as the primary contact day-of for entertainment, vendors, and contractors. Identified props, costuming, and necessary stage garnishments to create show aesthetic. Coordinated communication with event staff and clients.

- **Supervised 3-12 production assistants** to ensure backstage flow previously outlined in the run of show.
- Conducted **technical rehearsals with sound, light, and stage assistants** to enhance show quality and professionalism.
- Assisted in **the casting of models, dancers, vocalists, and other talent** for company events and clients.

Choreographer & Dance Teacher

8/2010 to Present

Rob A. Myers Chorography | Various Locations including FL, GA, VT, UT, and NC

Present and produce quality dance and variety entertainment for programming organizations, private parties and school & community functions. Create show choreography for pageants, stage productions and live shows. Provide dance training to burgeoning dancers through private lessons, workshops and master classes. Collaborate with production teams and artists to ensure successful outcomes for clients' needs.

- **Edit music to create mixes** that bring production themes to life based on the dance concept and choreography.
- Determine performance aesthetics, such as **costuming, make-up, hair, and accessories**, for maximum affect.
- Award-winning competitive choreographer in **jazz, musical theater, lyrical, contemporary, Afro-Caribbean, and hip-hop** in junior, teen, and adult categories for small, large, and production groups.
- **Provide artist development**, choreography, and stage production for recording artists.

Youth Artists Performance Camps - Dance Teacher & Stage Manager

6/2012 to 6/2015

Ferst Center for the Arts | Atlanta, GA

Served as guest choreographer for Drama Camp and hired as dance instructor for following years. Provided instruction for Musical Theater & Drama Camps for dance majors and students taking dance electives. Assisted Director in program curriculum creation, including identifying musical numbers, cast selection, and staging.

ADDITIONAL EXPERIENCE

Board of Directors

Royal Expressions School of Dance | Greensboro, NC

Project Board Development Program

United Way of Greater High Point | High Point, NC

Sponsorship Volunteer

American Dance Festival | Durham, NC

Choreographer in Residence

LaNeese Chantal Entertainment | Greensboro, NC

Expect the Great Conference Co-Chair

Utah System of Higher Education | State-Wide, UT

MLK Celebration Event Planning Committee

Westminster College | Salt Lake City, UT

SugarTown Choreographer

Westminster College | Salt Lake City, UT

Spirit Team Coach & Choreographer

Spelman College | Atlanta, GA

Associate Stage Manager

Fabrefaction | Atlanta, GA

Pageant Coordinator & Choreographer

Taliah Waajid Natural Hair, Health, & Beauty Show | Atlanta, GA

HONORS, AWARDS, & RECOGNITIONS

Artist in Residence

North Carolina Dance Festival

Staff Member of the Month | January 2018

Westminster College | Salt Lake City, UT

Presidential Award for Community Engagement

Westminster College | Salt Lake City, UT

Best Choreography Award

Take Center Stage Dance Challenge | Burlington, VT

Numerous awards at local, regional, and national dance competitions in various dance styles.

PROFESSIONAL AFFILIATIONS

Kappa Alpha Psi Fraternity, Inc. 2022-Present	North Carolina Dance Education Organization 2019-Present
Leadership Winston-Salem 2023-2024 Cohort	American Dance Festival – Fete Planning Committee 2019-2020
National Dance Education Organization 2016-Present	Utah Dance Education Organization 2016-2018
United Way of Greater High Point 2018-Current	

REFERENCES

Endalyn T. Outlaw <i>Current Colleague</i> Dean of Dance, UNCSA taylore@uncsa.edu 336-770-3207	Tina Fears <i>Former Supervisor</i> CEO Stage Ready Productions mstina12001@gmail.com 404-213-5437	Nate Jaye <i>UNCSA Alum/Friend</i> Professional Hair Stylist nathanieljones84@gmail.com 336-423-9465
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