

GINGER REYES REILLY, Ed.D.

EDUCATION

2015 Pepperdine University, Malibu, CA

Degree: Educational Doctorate (Ed.D) Organizational Leadership

Dissertation: "Identified Enrollment Management Practices in the California State University System"

2007 California State University, Northridge, Northridge, CA

Degree: Masters Public Administration (M.P.A.)

Major: Public Administration

1999 California State University, San Marcos, San Marcos, CA

Degree: Bachelor of Science (B.S.)

Major: Biology

PROFESSIONAL EXPERIENCE

Assistant Vice President for Enrollment Management/Director of Admissions & Records

October 2013- current

California State University Channel Islands, Camarillo, CA

Accomplishments

- Provided leadership through organizational change of reporting units from Student Affairs to Academic Affairs
- Assist in consistently achieving an average of 9% annual increase in enrollment target
- Oversee and provide leadership to the areas of Admissions, Recruitment, Records & Registration, and Academic Advising
- Collaborate with Orientation, Student Business Services, Information Technology to help streamline intent to enroll confirmation process (which includes a deposit to the university and registration for orientation)
- Collaborated with Provost Office to write and submit program impaction request to California State University Chancellor's Office
- Lead campus Enrollment Management Coordinating Group
- Assist in implementation of University Facebook Application for enrollment yield
- Designed and implemented a communication plan for recruitment yield
- Streamlined admissions and records business processes to facilitate enrollment

- Provide direction for new marketing materials to assist in branding of university for student recruitment purposes
- Develop & maintain collaborative relationships with campus colleagues to ensure programs and policies related to student access, retention, and success are executed
- Develop campus process for CSU Associate Degree for Transfer applications per Senate Bill 1440
- Work with CSU campuses to assist in the revision of the admission panel for CSU Community College Counselor Conference to meet community college counselor advising needs
- Developed international student enrollment management plan
- Developed process for implementation of California Promise Program, mandated by the CSU Chancellor's Office

Responsibilities

- Provide leadership, guidance, and support to personnel (3 managers and 27 full-time professional staff) within functional areas and manages day-to-day operations of Enrollment Center, Admissions & Recruitment, Records & Registration, and Academic Advising
- Assist in development of strategic and budget planning process for Enrollment Management
- Responsible for fiscal management of \$1.5 million budget representing 3 different areas
- Advises Associate Vice President for Enrollment Management (AVPEM) on all matters pertaining to programs and policies related to student access, retention, and success.
- Assist in development, implementation, and assessment of strategic enrollment and retention plans designed to meet University objectives
- Assist in compiling, analyzing, summarizing, and presenting data to University and community groups
- Collaborate with other campus areas to develop and implement comprehensive communication plan
- Oversee design and implementation of marketing publications, and web strategies for recruitment
- Liaise with local educational and business communities to ensure university access to eligible students
- Responsible for maintenance and development of Hobson's Enrollment Management Technology (EMT) communication tool
- Member of campus wide committees such as: Orientation, Student Resource Center, Academic Planning, Campus Curriculum, & Academic Appeals Board
- Conduct FERPA presentations for campus and student assistant training

Interim Associate Vice President for Student Affairs-Enrollment Services/Director of Admissions, Records, & Student Systems

July 2012- September 2013

California State University Channel Islands, Camarillo, CA

Accomplishments

- Provided enrollment projections for the University that assisted the university in successfully achieving enrollment target
- Assisted in the implementation of automatic evaluation for admission processing
- Collaborated with Academic Advisement to provide training to faculty regarding advisement tools and communication of enrollment deadlines
- Co-author of e-Advisor grant proposal for CSU Chancellor's Office resulting in \$25,000 award for increasing advisement and degree audit for students
- Developed "Dolphin Quest for Academic Success" Day for at-risk students to assist in their transition to university life
- Served on Student Success Partnership committee implanting Student Success Week to increase retention of student body

Responsibilities

- Responsible for proposing and facilitating the development of policies and practices concerning enrollment management
- Work closely with the Vice President for Student Affairs and Provost on issues related to campus enrollment
- Provides leadership for enrollment services staff in developing, implementing, and assessing the effectiveness of policies and practices that support a diverse student population and the enrollment goals of the University
- Oversees the budgets and operations for Admissions, Registration, Records, Recruitment, Student Systems, & Financial Aid
- Supports the development of strategic plans and program planning that include measurable assessments
- Fosters professional development activity for staff
- Participates in campus conversations relative to the formulation and interpretation of policies and practices relative to access, retention, & success
- Oversees workload within Enrollment Services
- Fosters effective communication about enrollment amongst faculty, staff, administrators, and the community at large
- Work with Technology & Communication to proactively research and adopt technological advances that maximize productivity, job satisfaction, & use of resources
- Working with Institutional Research, develop data-driven communication to promote campus conversations and solutions to complex enrollment problems
- Represent Enrollment Services and Division of Student Affairs in the cross-division Student Success Partnership
- Assist with implementation of CSU Chancellor's Office mandated Early Start program
- Collaborate with on campus partners such as Housing, Enrollment Services areas, Academic Advisement, Orientation, & Student Business Services to establish timelines and processing to reach enrollment goals.
- Represent Enrollment Services on Orientation planning committee.

- Co-chair of Student Resource Center Committee which examines the delivery of student services to students
- Member of Division of Student Affairs executive leadership team
- Member of Academic Appeals Board

Assistant Vice President for Student Affairs / Director of Admissions & Records

September 2010- July 2012

California State University Channel Islands, Camarillo, CA

Accomplishments

- Acquired responsibilities of Registrar's office
- Assist the University in continuing to meet and exceed enrollment target
- Assist in development of flash emails for admitted student communication
- Developed and implemented Student Outreach Advisor program resulting in student mentors developing education plans and assisting incoming students with their transition into CI
- Revamped CSU Counselor Conference New Counselor presentation to assist counselors in further understanding CSU Admission requirements. This presentation is now requested statewide.

Responsibilities

- Provide leadership, guidance, and support to personnel (3 managers and 17 full-time professional staff) within functional areas and manages day-to-day operations of Enrollment Center, Admissions & Recruitment, Student Systems, and Records/Registration
- Assist in development of strategic and budget planning process for Enrollment Services
- Advises Associate Vice President for Student Affairs (AVPSA)- Enrollment Services on all matters pertaining to programs and policies related to student access, retention, and success.
- Assist AVPSA with development, implementation, and assessment of strategic enrollment and retention plans designed to meet University objectives
- Assist AVPSA in analyzing, synthesizing, and presenting data to University and community groups
- Develop and implement comprehensive communication plan that facilitates recruitment, enrollment, and retention of a diverse student body
- Oversee design and implementation of marketing, publications, and web strategies
- Liaise with local educational and business communities to ensure university access to eligible students
- In collaboration with Associate Director of Student Systems, provide leadership to planning, development, and implementation of PeopleSoft student administration system
- Serve as admission module lead for PeopleSoft
- Responsible for maintenance and development of Hobson's Enrollment Management Technology communication tool
- Collaborate with on-campus entities such as Academic Affairs, Orientation, Student Life,

Housing, Academic Advisement, Center for International Affairs, and Extended University to develop processing and communication plans to ensure enrollment targets are met

- Member of Academic Appeals Board

Director of Admissions & Recruitment

January 2008- September 2010

California State University Channel Islands, Camarillo, CA

Accomplishments

- Assisted in Oracle PeopleSoft conversion from 8.0 to 8.9
- Fully utilized Hobson's EMT to send communication to admitted students. Utilized tool to provide a self-service environment for applicants in lieu of self-service within PeopleSoft
- Successfully implemented Discover CI, campus preview day, utilizing campus wide collaboration amongst divisions and departments. The event has increased attendance every year.
- Developed recruitment publications used to market the university

Responsibilities

- Oversees university admissions process, development, and implementation
- Develop strategic plan for Admissions & Recruitment area
- Develop and implement policies and business practices to achieve evaluation targets
- Manage processes related to admission evaluation and transcript processing
- Work with Registration & Records, Student Systems, Financial Aid in maintaining campus enrollment
- Lead efforts in the development and evolution of undergraduate and graduate marketing and recruitment plans to achieve university enrollment goals
- Supervise professional growth and development of 9 staff persons
- Work with the Dean of Enrollment Services to develop, implement, and assess campus strategic enrollment management plan
- Develop and maintain relationships with on campus departments such as Academic Programs, Financial Aid, Academic Advisement, Housing & Residential Education, and New Student Orientation to achieve university enrollment targets and ensure proper communication
- Oversee area budget and ensure proper allocation of area resources.
- Assist with admission evaluation of undergraduate and graduate applicants
- Develop and implement communication plan utilizing Hobson's EMT technology
- Serve as Admissions module lead for Oracle (PeopleSoft) Student Database System
- Develop annual reports, summaries, and presentations related to admissions and recruiting
- Interpret and apply Title V California Code of Regulations and California State University Coded Memos and Executive Orders
- Oversee Enrollment Center, Enrollment Services "One-Stop Shop"
- Member of Orientation Committee
- Member of Academic Appeals Board

Associate Director of Admissions & Recruitment

July 2006- December 2007

California State University Channel Islands, Camarillo, CA

Accomplishments

- Utilized admission datamart to develop queries for admission reporting
- Streamlined admission processing to ensure all admission decisions processed prior to the May 1st national commitment deadline
- Served as transition leader when new Director of Admissions & Recruitment was hired

Responsibilities

- Assist Director of Admissions & Recruitment in design development, documentation, and implementation of policies and procedures that facilitate admission and enrollment in university
- Assist Director of Admissions & Recruitment in development of area budget
- Working with Nursing program, implement Nursing admissions process and procedure
- Assist in oversight and implementation of Admissions Appeals Committee
- Serve as PeopleSoft 8.9 Admissions Module Lead and Security Lead
- Work with Information Technology in implementing Admissions Data Mart for PeopleSoft 8.9
- Supervise 8 student services professional personnel in admissions & recruitment
- In conjunction with Director, make recommendations to Enrollment Management Student Success Committee (EMSSC) in enrollment goals
- Assist in design, implementation, and supervision of freshmen, transfer, and graduate student recruitment and admissions planning
- Serve as liaison between CSUCI and other two year and four year college and university personnel
- Assists in facilitating communications, procedures, policies, practices for optimum efficiency and continuous improvement
- Assess work flow and make recommendations to Director and Dean of Enrollment Services in achievement of admission and recruitment goals
- Coordinate and direct admission and recruitment activities, programming events on and off campus
- Oversee implementation of University Open House & Discover CI (yield event)
- Serve as liaison between admissions & recruitment office and campus community
- Assists with and oversee preparation of information and recruitment materials
- Design, implement, and assess recruitment strategies
- Assist in development and execution of university admissions communication plan
- Make recommendations to admissions personnel regarding execution of Hobson's electronic communication tool
- Assist Director in strategic planning and assessment of area activities

Interim Director of Admissions & Recruitment

November 2005- March 2007

California State University Channel Islands, Camarillo, CA

Accomplishments

- Successfully transitioned to Interim Director and continued to lead area in achieving enrollment targets and processing deadlines

Responsibilities

- Design, implement, and supervise operations relative to admissions and recruitment
- Supervise 8 student services professional personnel in admissions & recruitment
- Propose to Dean planning and implementation strategies relative to admissions & recruitment
- Assess and make recommendations to Dean of Enrollment Services regarding enrollment management plan
- Participate in campus wide Enrollment Management Student Success Committee (EMSSC), representing the areas of admissions & recruitment
- Evaluate and develop admissions and recruitment targets and action plans to meet goals of university
- Assist staff with developing and achieving performance targets
- Develop admissions & recruitment area budget
- Develop and implement International Admissions process
- Assist in collaboration with various on campus Academic Affairs and Student Affairs departments in achieving enrollment yield
- Serve as liaison between CSUCI and other two year and four year college and university personnel

Assistant Director of Admissions & Recruitment

May 2005- November 2005

California State University Channel Islands, Camarillo, CA

Responsibilities

- Serve as liaison between CSUCI and other two year and four year college and university personnel
- Assess work flow and make recommendations to Director and Dean of Enrollment Services in achievement of admission and recruitment goals
- Develop recruitment target and action plans to meet goals of university and enrollment management team
- Assess progress towards recruitment goals and make recommendations to Director & Dean of Enrollment Services
- Direct recruitment activities, programming and implementation of on and off campus events
- Develop, coordinate, and implement University Open House & Discover CI (yield event)

- Coordinate with Director of Admissions & Recruitment in establishing admissions practices, timelines, and processes
- Work with other student affairs offices including Financial Aid, Student Life, Housing & Residential Education and Student Development and Academic Affairs Offices to improve student success
- Assist with strategic planning, year-end reporting, and institutional effectiveness reviews

Coordinator of Recruitment

July 2002- May 2005

California State University Channel Islands, Camarillo, CA

Accomplishments

- Assisted University with WASC Accreditation process
- Implemented first campus “Instant Admission Day” for first Freshmen class
- Successfully led the assessment of the recruitment area utilizing the Council for Advancement of Standards (CAS) model.

Responsibilities

- Process and evaluate undergraduate and graduate admission applications
- Assist the Director of Admissions and Records in establishing and implementing admissions office policy and procedures and processing timelines
- Serve on university Enrollment Management Student Success Committee, University Budget committee, and first-year experience committee
- Worked independently to perform generally complex and sensitive operations to design, implement and supervise freshmen and transfer student recruitment planning
- Serve as liaison between Cal State Channel Islands and other two-year and four-year college and university advisors, transfer center coordinators, academic program coordinators and high school counselors
- Maintain files on prospective students and assist them with admissions and application process
- Assist with the development and maintenance of the prospective student website
- Supervise recruitment staff and coordinate staff development program for the recruitment office
- Recognize, evaluate, and resolve complex problems and tasks with little assistance
- Coordinate and direct all recruitment activities, programming, and events on and off campus
- Develop CSUCI’s community college and high school recruitment efforts
- Meet regularly with community college transfer center officers and high school counselors.
- Assist with preparation of information and recruitment materials, including web based materials, and local implementation of CSU Mentor program
- Connect prospective students with departmental advisors and with campus tours
- Coordinate and monitor follow-up personal contacts with applicants
- Analyze, evaluate, and report the effectiveness of recruitment activities

- Visit local community colleges and high schools representing CSU Channel Islands
- Assist with budget preparation and tracking
- Assist with strategic planning and institutional effectiveness reviews
- Supervise high school and community college outreach staff

Outreach and Transfer Services Counselor

March 2001-June 2002

California State University Channel Islands, Camarillo, CA

Accomplishments

- As founding member, recruited first students at CSU Channel Islands
- Assisted in creation of award winning recruitment video (Bronze Telly award)

Responsibilities

- Assist in the development of CSUCI's community college and high school outreach efforts
- Make information on academic programs available to general public
- Coordinate with CSUCI Academic Affairs and CSU Northridge branch campus personnel on strategies for transfer, articulation, financial aid, cohort program, and transfer guarantees
- Provide academic advising to students related to degree completion
- Meet with high school and community college personnel
- Assist prospective students with preparation of information, recruitment materials and the admissions process
- Act as liaison between prospective students and departmental advisors
- Coordinate on campus events and programs
- Analyze, evaluate, and report effectiveness of student recruitment activities
- Coordinate visits and campus programs with area high school and community colleges
- Assist in the development and oversight of campus events such as open house and counselor receptions

Admissions Counselor, Office of Admissions

April 2000- March 2001

California State University San Marcos, San Marcos, CA

Accomplishments

- As a member of the first freshmen class, I relayed my college experience and assisted the university in recruitment of students
- Evaluated and processed largest number of admission files amongst recruitment staff

Responsibilities

- Provide outreach services for high school and community college students
- Coordinate pre-admission advising appointments and follow up visits with prospective students

- Provide instant admission opportunities, admission counseling, and pre-admission advising appointments
- Assist with phone and front counter duties
- Attend outreach/ recruitment events throughout Southern California
- Process and evaluate Graduate, Transfer, and First time- Freshmen Applications for Admissions
- Work closely with Graduate Program offices in regards to Admissions
- Provide academic, financial aid, and personal counseling of a diverse student population
- Conduct on-campus and off-campus verbal and written presentations
- Utilize BANNER software system to handle all aspects of the application processing cycle

Office Manager, GEAR UP Programs

January 2000- March 2000

California State University San Marcos Foundation, San Marcos, CA

Responsibilities

- Provided general clerical support for the GEAR UP office at Grant Middle School
- Maintained student records in database
- Worked closely with budget specialist and supervision of student assistant time sheets
- Served as initial contact for prospective GEAR UP students, parents, and staff of GEAR UP partners
- Developed lesson plans for after school program

Coordinator, Orientation Programs

June 1999- December 1999

California State University San Marcos, San Marcos, CA

Responsibilities

- Oversaw CSU San Marcos Orientation Programs and chaired meetings for Planning Committee
- Coordinated program materials for publication and mailing
- Supervised 20+ student volunteers and 2 student directors
- Designed and developed logos used for publications
- Coordinated speakers and various presenters for portions of Orientation program
- Coordinated room and facility reservations
- Assessed Orientation program and Orientation Team leaders through evaluations and surveys
- Presented Orientation programs to off-campus guests and at conferences
- Maintained files and data on previous Orientations and student volunteers

COMMITTEE, LEADERSHIP, AND MEMBERSHIP

- Advisory member, Multicultural Dream Center (2017- current)
- Member, Graduation Initiatives Strategic Planning Subcommittee: Academic Placement &

Student Support (2017)

- Student Judicial Hearing Officer (including Title IX hearings) (2014- current)
- Member, Campus Assessment, Response, and Evaluation (CARE) Team (2015- current)
- Member, California State University (CSU) Asian American and Pacific Islander Initiative Steering Committee (2015-current)
- Member, California State University (CSU) Request for Proposal (RFP) and Implementation Committee for Cal State Apply (2015-2016)
- Member, Moorpark Community College Transfer Center Advisory Board
- Member, Ventura Community College Transfer Center Advisory Board
- Past Member, California State University African American Outreach Initiative, assisted with design and implementation of CSU Super Sunday Train the Trainers Program & CSU Saturday College Fair
- Chair/Member, Ventura/ Tri- County National College Fair Committee (2002- 2013)
- Member, California Student Opportunity and Access Program (Cal-SOAP) Santa Barbara Board (2003-2010)
- Past Co-chair, Student Success Committee (2016)
- Member, California State University marketing committee for Early Assessment Program (EAP) publications

PROFESSIONAL MEMBERSHIPS

- American Association of Collegiate Registrars and Admissions Officers (AACRAO)
- Pacific Association of Collegiate Registrars and Admissions Officers (PACRAO)
- National Association of College Admissions Counseling (NACAC)
- Western Association of College Admissions Counseling (WACAC)
- National Association of Student Affairs Administrators in Higher Education (NASPA)

AWARDS

- Participant: National Association of Student Personnel Administrators (NASPA) Alice Manicur Symposium (2018)
- Recipient: Mid-Level Student Affairs Professional Award from the National Association of Student Personnel Administrators (NASPA) Region 6 (2013)
- Recipient: Pillar of Excellence, Division of Student Affairs Employee of the Year, CSU Channel Islands (2008)
- Staff Finalist: Maximus Awards (Student Nominated), CSU Channel Islands (2005)
- Nominee San Fernando Valley Business Journal "40 under 40" awards (2004)
- Honoree "Cultivating a Service Attitude" Customer Service Award, CSU Channel Islands Division of Student Affairs (2003)
- Asian Pacific American in Higher Education (APAHE) Leadership Development Program in Higher Education (LDPHE) Graduate (2005)

PRESENTATIONS

- *CSU 101: Introduction to the California State University* CSU High School Counselors

Conference (2011-2017)

- *CSU 201: Advanced Exploration of the CSU Admission Handbook* CSU High School Counselors Conference (2011- 2016)
- *Making the "E's" Easy: Understanding EAP, ELM/EPT, and Early Start* CSU High School Counselors Conference (2015)
- *Collaboratively Creating a Climate of Success for "At Risk" CI Students*; The College Board New England Regional Forum (Boston, MA) (2014)
- *Considering a Doctorate*; Panelist Western Careers in Student Affairs Day (2011)
- *New Counselor Workshop*; California State University Community College Virtual Counselor Conference (2010)
- *New Counselor Workshop*; California State University High School Counselor Conference (2009-2010)
- *How to Utilize Hobson's Enrollment Management Technology (EMT)*; California State University Hobson's Summit (2009)
- *CSU Application FAQs & Tips*; California State University High School Counselor Conference (2008)
- *Recruiter to Director- Advancing within the Profession*; California State University Outreach Professional Development Conference, (2007)
- *Effective Transfer Collaborations*; California State University Outreach Professional Development Conference, (2005-2006)
- *California State University Community Admissions Day*; ACT: Institutional Effectiveness Conference (2003)