

RYAN R. MARLIN

Education

Arizona State University	Master's in Education Major: Higher and Adult Education Administration	Tempe, AZ
Georgia Southern University	Bachelor of Science in Health Science Major: Sport Management Minor: Business	Statesboro, GA
Golden West College	Associates of Arts	Huntington Beach, CA

Enrollment & Student Affairs Experience

Sam Houston State University – Strategic Enrollment Innovation

Associate Vice President – Admissions, Recruitment, Orientation and Visitor Experience 12/23 to Current

University of North Texas – Office of Admissions

Interim Associate Vice President 10/19 to 7/20
Senior Director Recruitment 04/19 to 11/23

- Responsible for all Admissions function including Recruitment, K-12 Outreach and Processing
- Monitor all Admissions budgets, oversee hiring process for positions
- Develop enrollment strategy and ensure execution for the Denton and Frisco locations, totaling over 41K students
- Facilitates and organizes the attainment of information and support from numerous sources such as third-party vendors or consultants, college partners, and other institutions to ensure efficiencies and timeliness of objectives
- Oversee and coordinate staff: 2 Directors, 7 Assistant Directors with total staff of 65 and over 50 student workers
- Create and provide reports to President, Vice President, Provost, Deans and other essential collaborators
- Enrollment Achievements: UNT record for freshmen 5 years straight Fall 23'+7k, Fall 22' +6k, Fall 21'20'19 over 5k freshmen and third highest transfer class (Fall '20), largest master's class 4 straight years (Fall 23',22', '21 & '20), record enrollment 5 straight years (Fall '19 +39k, Fall '20 +41k, Fall '21 +42k, Fall 22'+44, Fall 23' +46k)
- Reach HSI and MSI at UNT due to restructure of admissions standards and outreach efforts to targeted segments
- Implemented use of new CRM (Salesforce) for recruitment team, integrating prospect scoring and territorial management to guide and inform recruitment decisions
- Uses enrollment data to inform decision making and planning targeted strategic recruitment priorities for team
- Redesigned undergraduate recruitment from Freshmen and Transfer teams to one recruitment team model changing office culture to be unified in all undergraduate efforts to support prospective student needs
- Guided change in admission to include GPA as option for entrance, incorporated new model of individual review
- Provided direction during COVID-19 response for staff working conditions and on/off campus working model
- Led movement to extend deadlines within Admissions and Student Financial Aid as well as obtaining new SFA model to award scholarship from GPA without test score and increase for transfer student awarding Fall/Spring
- Changed the structure of events both on campus Pre-COVID 19 and virtually during pandemic

Arizona State University – New College of Interdisciplinary Arts and Sciences, Glendale, AZ

Director of Recruitment 11/17 to 4/19

Arizona State University - College of Health Solutions, Phoenix, AZ

Director Student Services 09/17 to 11/17

Associate Director Student Services & Recruitment 04/15 to 9/17

Assistant Director Student Services & Recruitment 09/13 to 3/15

- Develop reports for Provost, Dean, and Faculty Directors updating new enrollment and recruitment activities
- Provide leadership and supervision in planning, organizing, and directing new student enrollment and retention activities for the college and its departments
- Increased freshmen enrollment by 33% (296/395 enrolled, +99) and transfer by 10% (296/327, +31 fall '18)
- Increased new graduate student enrollment by over 38% (Fall '16, 154/213 enrolled, +59)
- Increased Barrett Honors College undergraduate enrolled students 5% (Fall '16, 236/247)
- Increased 2016-2017 admissions yield rates across all undergraduate cycle categories; application to enrolled 3%, completed to enrolled 4%, admitted to enrolled 4%
- Supervise team of thirteen academic advisors, 3 fulltime recruitment staff and 5 student workers in day to day operations of academic services office to provide a wide range of enrollment and retention services
- Work with Retention Coordinator to develop programing to retain freshmen, transfer and continuing students

RYAN R. MARLIN

- Created freshmen group advising sessions to increase both fall to spring and spring to fall retention
- Develop visit and event experience for prospective, applicant and admitted students and their families both on and off campus totaling in 2016-2017 recruitment cycle 274 on-campus visits and events (1,485 prospective students attended) and 126 off campus events (2,762 prospective students attended)
- Coordinate, develop and oversee call and marketing communication campaigns for prospective and current students using various electronic media channels and customer relations management needs in CRM
 - i. Totaling 31 email campaigns averaging a 99.89% received rate and a 45.25% unique opened rate
- Undergraduate Recruitment Cycle Yield averages Applied to Enrolled 25.2% (5,310/1,340) Admit to Enroll 40.9% (3,274/1,340)
- Ensure use of technology in our CRM (Salesforce) and marketing communication are student centered and responsive to the needs of our students and partners both in and outside of the university
- Responsible for overseeing the maintenance of content and information on various College websites for prospective and current students
- Assist in development, maintenance, and implementation of college policies and procedures regarding its recruiting and other academic support efforts
- With senior administrators, makes determinations for budget development and strategic planning with regards to the colleges academic support efforts and oversee recruitment budget expenditures
- Conduct and assist with the development of long and short-range recruitment, advising, and retention goals for the college
- Represent the college and serve on various college and university committees
- Resolves problems and issues affecting the college and directs measures to improve the effectiveness and efficiency of recruitment, retention and other academic support efforts
- Work with ASU Athletics in recruitment and admissions processes to comply with NCAA regulations
- Develop and oversee ASU online services for extended education initiatives in the College of Health Solutions
- Establish direction of academic advising for ASU online, School of Nutrition and Health Promotion academic services (growth of new students from 200 to 835 undergraduates' enrolled in less than two years)
- Assist in the development of orientation programs to provide new students and their families with information, resources, tools and tips to help facilitate new student transition into the university
- Assist in the development of online orientation programming for transfer students from community colleges and other four-year universities to insure a smooth transition into the College of Health Solutions
- Assist in orientation presentations to new students and their families including welcome messaging and new university parent programming presentations
- Establish partnerships with medical professional institutions to promote opportunities for ASU graduates
- Collaborate with faculty and staff to assure relevant issues are addressed in a timely manner
- Teach sections of ASU/CHS 101, a freshman seminar course introducing students to services and traditions to improve the freshmen experience and retention efforts

Arizona State University, Tempe, AZ

Assistant Director, Transfer Admissions – Undergraduate Admissions

12/11 to 9/13

- Supervise, lead, train and monitor operational and strategic activities for team of eight transfer specialists
- Oversee admission of undergraduate transfer, online and concurrent enrolled students
- Develop recruitment strategies by Geo-Market to maximize campus locations and needs of existing programs
- Assist in providing leadership and supervision for the Office of Undergraduate Admissions for new student recruitment and processing of undergraduate applications for admissions
- Develop, implement, and conduct comprehensive recruitment and placement of student participants in the Maricopa Community College District - ASU Pathway Program (MAPP) to promote a seamless transfer process
- Assist on pathway programs development team including Maricopa Arizona State University Pathway Program (MAPP), Transfer Agreement Guarantee (TAG) for all rural Arizona community colleges, Guaranteed Program for Admission (GPA) for California, Illinois and Washington transfers, Partnerships at Arizona Western College (ASU@Yuma), Partnership at Eastern Arizona College (ASU@TheGilaValley)
- Track, analyze, and interpret data to determine recruitment outcomes and effectiveness
- Support multiple campus college based new student enrollment targets, and provide the tactical coordination of implementing the goals and objectives set by the university administration for all campus locations
- Develop and conduct presentations, workshops and seminars to potential transfer students and partner institutions for program use and implementation
- Develop in person new transfer orientation program on four ASU campuses as well as Glendale Community College, Arizona Western College, and Eastern Arizona College
- Assist in development of online orientation for both online and ground campus students
- Collaborate with fellow managers, internal and external, to achieve enrollment objectives
- Develop relationships and maintain partnerships with educational institutions and the community to provide a wide range of services, increased degree offerings and transfer options to support transfer students' degree completion

RYAN R. MARLIN

- Prepare and coordinate administrative reports, by providing both the analyses and interpretative recommendations for the development long range plans
- Work in collaboration with Marketing Communications to develop campaign strategies and materials throughout the recruitment cycle for the promotion of ASU transfer initiatives and recruitment purposes
- Develop recruitment strategies to maximize event attendance for transfer and international admission teams at 129 college fairs in Arizona, California, Colorado, Illinois and Washington
- Provide training to transfer admissions specialists in the area of relationship development and management
- Provide guidance in use of CRM (Talisma) to enhance our student centered response to student inquiries
- Point person for all escalated situations both student as well as staffing personal (this may include complex student situations from the President, Provost, and other administrative units)
- Act as liaison with the community, students, faculty, and staff in facilitating programs and events
- Fall 2013 Yield Rate 40.4% Applied to Enrolled (14,156/5,725) Admitted to Enrolled 59.8% (9,569/5,725)
- Spring 2013 Yield Rate 38.9% Applied to Enrolled (5,330/2,078) Admitted to Enrolled 62.6% (3,318/2,078)

Arizona State University, Glendale, AZ

Transfer Admissions Coordinator – Mary Lou Fulton Teachers College

07/11 to 12/11

- Provide customer service to transfer students by communicating through in-person, email, and phone communications what Teachers College offers and the application process to prospective students
- Compile reports and records related to transfer admissions data specific to Teachers College through dashboard
- Maintain documentation of communications with prospective students
- Present information to large and small groups of prospective students
- Supervise academic advisor's efforts in relation to recruitment of new students

Arizona State University, Glendale, AZ

Transfer Admissions Specialist – Undergraduate Admissions, West campus

07/10 to 07/11

- Recruit and enroll transfer students from assigned markets in Maricopa and Pima Community Colleges
- Support campus and college based new student enrollment by implementing recruitment strategies
- Assist campus based programs such as TRiO and Native American organizations to provide awareness of university admissions procedures to students of multi-generational and cultural backgrounds
- Identify recruitment opportunities and arrange for West campus college/schools to have a presence at Estrella Mountain and Glendale Community Colleges in order to target market
- Developed new cohort of 50 students into accounting at West campus for WP Carey School of Business through our Maricopa Arizona State University Pathway Program (MAPP), cohort grew to over 100 students in a year

New Mexico State University, Las Cruces, NM

Mentor Coordinator - Regional Alliance for Science, Engineering and Mathematics

07/02 to 07/03

- Identify, recruit and admit students to participate in the RASEM mentoring program
- Assist in coordinating learning experience projects for K-12 students
- Represent the National Science Foundation and RASEM at colleges and universities in New Mexico and southwest Texas
- Research and publish mentoring guide and RASEM history reports

University of Kentucky, Lexington, KY

Admissions Officer – Office of Admissions

06/01 to 07/02

- Admit freshmen, transfer, re-admit, and non-degree seeking students into the university
- Recruit new students to the University of Kentucky
- Communicate admissions cycle with all branches of the university

Eastern Kentucky University, Richmond, KY

Athletic Academic Advisor - Student Athlete Academic Success Center

08/99 to 05/00

- Counsel student-athletes on course schedule, life skills, major and career choices
- Report to coaches and athletic director the academic progress of ECU student athletes
- Represent ECU Student Athlete Academic Center during recruiting visits

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Teaching Experience & Certification

Fowler Elementary School District, Phoenix, AZ

Western Valley Elementary School – Second Grade Teacher

07/08 to 05/10

- Teach to the Arizona standards and curriculum to second grade public elementary school students
- Supervision of classroom students and paraprofessionals

El Paso Independent School District, El Paso, TX

Crosby Elementary School – First & Second Grade Teacher

08/03 to 06/08

- Teach the Texas Essential Knowledge and Skills Curriculum to first and second grade public elementary school students
- Supervision of classroom students and paraprofessionals

Texas State Teacher Certification

- **Physical Education Grades EC-12** **11/2019 – 6/2025**
- **Generalist Grades 4-8** **11/2019 – 6/2025**
- **Generalist Grades EC-4** **11/2019 – 6/2025**
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Computer Skills

Microsoft Office Products and Other Software

- Outlook, Calendar, Word, Excel, PowerPoint, Prezi, Blackboard, Google Drive, Zoom

Student Tracking Communication Technology and Customer Relationship Management

- Salesforce, Mongoose, AdmitHub, Qless, Talisma, Recruitment Plus, PeopleSoft, My-Reports, Dashboards; Transfer Pathway, Enrollment, Retention, Admissions, Academic Advising Notes, DARS, Analytics

Recognition & Awards

- **2016 Team Builder Award** - Arizona State University, College of Health Solutions
- **2017 Leadership Award** - Arizona State University, College of Health Solutions
- **2021 Institutional Effectiveness Celebrity Award** - University of North Texas, Office of Admissions

Ministry Service

Desert Springs Community Church, Goodyear, AZ	Worship Drummer	9/14 to 12/14
CCV Stars, Surprise campus, AZ	Assistant Coach Youth Soccer	2/15 to 5/15
CCV Stars, Surprise campus, AZ	Head Coach Youth Soccer	8/15 to 12/17
CCV Kids Ministry, Surprise campus, AZ	Service Coach	8/16 to 4/19