ELLIOT RAMSEY

DIRECTOR OF ENROLLMENT

CONTACT

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Portland, OR

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SKILLS

- Enrollment Management
- CRM
- Data Analysis
- Financial Aid Strategy
- Budget Management
- Enrollment Forecasting
- Microsoft Office Suite
- Customer Service
- Problem-Solving
- Integrity

EDUCATION

Bachelor of Arts

06/2014

Southern Oregon University

Ashland, OR

English

SUMMARY

Director of enrollment with 12 years in college admissions across Oregon and Washington. Leads enrollment management for a 2,400-student college, grew the new-student class from 480 to 560 and runs the recruitment budget, CRM and financial aid strategy with the CFO.

EXPERIENCE

Director of Enrollment 01/2022 - Present

Rose City College Portland, OR

Private four-year college with 2,400 students.

- Lead first-year and transfer enrollment management, growing the new-student class from **480** to 560 in 4 years.
- Manage a $1.2M recruitment budget and a team of 11 counselors, operations staff and a CRM manager.
- Set financial aid strategy with the CFO, holding the discount rate at 52% while raising yield from 21% to 26%.
- Build enrollment forecasts and data analysis by territory and major, landing fall census within 2% of target each year.

Associate Director of Admissions 07/2018 - 12/2021

Cascade Pacific University Tacoma, WA

Private university with 4,500 students.

- Directed transfer and adult recruitment, raising transfer starts 34% through agreements with 8 community colleges.
- Moved the office from spreadsheets to a CRM, migrating 60,000 records and launching 25 communication flows.
- Supervised 4 counselors and the visit program, hosting 3,000 campus visitors a year.

Admissions Counselor 08/2014 - 06/2018

Siskiyou College Ashland, OR

Small liberal arts college.

- Recruited across Southern Oregon and Northern California, beating the deposit goal by 12% in 2017.
- Counseled families on aid and scholarships with consistent customer service through the yield season.
- Read 600 applications per cycle and wrote committee summaries for borderline files.