

# Kathryn Ramirez

Tyler, TX | kathrynaramirez@gmail.com

## Professional Summary:

- 15+ years of experience in secondary and higher education enrollment management including competencies in admissions, financial aid, scholarship, visit experience, recruitment and retention.
- Manage and oversee an admission and recruitment team with year over year record breaking enrollment growth in undergraduate, graduate and pharmacy enrollment
- Organized a new early enrollment initiative with Academic Affairs to engage enrollment for increased yield
- Increased on campus visits by an overall 41% along with record breaking attendance for recruitment events
- Knowledge and experience in developing, implementing and leading the growth of enrollment while increasing retention. Including extensive experience with Customer Relationship Management software.
- Mentored, motivated and managed admission staff with weekly, monthly and long term goals.
- Successfully trained and developed team for constant growth and positive engagement with perspective and current families.
- Experience with international students, SEVIS and F1 compliance as a PDSO and working alongside SEVP.
- Overall passion for the prospective student and enrollment management.

**Assistant Vice President University Recruitment and Admissions**  
**Executive Director of University Recruitment and Undergraduate Admissions**  
**Director of Recruitment and College Readiness/Associate Director of Admissions/**  
**Assistant Director of Admissions/Welcome Center Coordinator/Admissions Counselor | 2017- Present**  
The University of Texas at Tyler, Tyler, TX

- Oversee both Undergraduate, Graduate, Pharmacy recruitment, admissions and enrollment
- Manage strategic initiatives and plans for increased applications and enrollment
- Strategic recruitment, admission and enrollment forecasting, planning, analysis
- Manage and oversee a College Readiness program of 40+ East Texas ISD partnerships
- Manage and oversee Pharmacy recruitment, admission and enrollment strategies
- Manage all outbound recruitment, travel to high schools, community colleges, and admission processing
- Manage CRM processes, engagement and communication plans
- Implemented new CRM - Slate
- Manage Peoplesoft data reports and queries for enrollment analysis
- Collaborate with Academic Affairs, Community Engagement, Advancement, Student Affairs, Student Engagement, Residence Life, Financial Aid regarding prospects to enrollment
- Collaborate with key external stakeholders including school counselors, community college advisors, community members
- Implemented virtual tours during pandemic in twenty four hours and converted over 1,000+ visitors online

## **Director of Admissions | 2014-2016**

The Brook Hill School, Bullard, Texas

- Responsible for the Admissions process for The Brook Hill School (Day/Boarding PreK4-12<sup>th</sup>). Director over tours, admissions committee, acceptance and enrollment management, reenrollment and retention, reporting to the Director of Advancement and Headmaster for Board meetings, collaborate with Director of Marketing, oversee and manage admissions team with effective strategy for growth and productivity
- Accelerated growth with an increase in enrollment by 25% in 12 months and secured over 50% of student re-enrollment within 24 hours.
- Primary Designated School Official for Student Exchange Visitor Program (SEVIS): issue initial I20s, maintain active status student records, process transfers both to and from the school, terminations and reporting to SEVP Field Representative. Developed and implemented an international I20 process and flow chart as well as organized and facilitated quarterly meetings amongst Designated School Officials with productive training sessions.
- Coordinated and executed all admissions events with successful attendance and yield while collaborating with the Director of Parent and Alumni Relations to implement new family engagements and activities.
- Analyzed enrollment data and forecasted a long term plan for enrollment growth and retention.

- Mentored, motivated and managed admissions staff with weekly, monthly and long term goals. Successfully trained and developed the team for constant growth and positive engagement amongst prospective and current families.
- Responsible for word of mouth marketing. Created and established a Parent Ambassador Program and Student Representative Team.
- Developed a financial aid policy and supervised the Financial Aid Coordinator. Provided recommendations to the Financial Aid Committee.

#### **Director of Admissions/Director of International Programs/Registrar | 2010 - 2014**

Horizon Christian Academy, San Diego, California

- Responsible for the Admissions Policies and Procedures for Horizon Christian Academy (Preschool-12<sup>th</sup> grade). Including but not limited to: welcome families/students, tours, admissions meetings, admissions open house events, operate marketing materials and public marketing events, telephones, email and mail correspondence, RenWeb data entry
- Launch, coordinate and manage the International Program for the Junior High and High School to include SEVIS processing, working with agencies, homestay placement services, guardians, ELL coordinators and faculty and staff. Issue I20 and process the student in the school database. Coordinated short term learning tours from Beijing, China yearly
- Facilitate report card, transcript processing and communication to Universities. Maintain Cumulative records for each student file including disciplinary records
- Organize meetings and oversee the agenda and minutes for each meeting with appropriate parties (Counseling Dept., Leadership and Office Management)
- Collaborate with peers to further develop the school programs in the area of homeschool and special needs students which include Private School Satellite Program and Power Learning Program

#### **Financial Aid Coordinator |2013-2014**

#### **Registrar |2010-2012**

Horizon University/Horizon College San Diego, San Diego, California

- Processed student federal financial aid; Pell Grants, Subsidized and Unsubsidized Loans
- Processed student Veteran GI Bill funding
- Maintained cumulative records for student files, data entry in school database, transcript and report card processing

---

#### **EDUCATION**

- Calvary Chapel Bible College, CA |Theology and Ministry
- Lamar University, TX | BAAS
- The University of Texas at Tyler, TX | MS HRD

---

#### **ACHIEVEMENTS**

- College Board Enrollment Leadership Academy (2023-2024)
- TACRAO High School Relations Committee (2023-Current)
- Collegiate Information and Visitor Services Member Relations Committee (2021-2022)
- Executive Leadership Fellow Program (The University of Texas at Tyler, 2020)
- Strategic Planning Committee (The University of Texas at Tyler, 2017)
- Primary Designated School Officer with SEVIS (Homeland Security Division for processing I20 Visa) (2010-2016)
- Accreditation Committee with Horizon Christian Academy (2013-2014) Accredited with ACSI and WASC
- Certified with the Department of Education for Financial Aid (2011-2014)
- Accreditation Committee with Horizon College San Diego (2010-2012) Accredited with ABHE
- Trained and Certified with Weber and Associates for Financial Aid (2011-2014)