

# ALLISON A. CARTER

aagranik@mtu.edu | 906.281.2635

1207 Birch Street | Houghton, MI 49931

---

## professional summary

Self-motivated admissions professional with seventeen years of diverse experience in domestic undergraduate admissions management, marketing, and recruitment. Highly detail oriented with the ability to manage—and juggle—multiple projects with competing priorities while considering strategic objectives in the name of solving problems ranging from communicating to fickle teens and overbearing parents to resolving complex managerial and departmental issues.

## career highlights

- Led a twelve-member recruitment team to enroll highly-motivated, smart, adventurous undergraduate domestic students—some points of pride:
  - Incoming classes enrolled with higher ACT and GPA averages for three consecutive years—setting a University record for the highest-ever average incoming ACT of 27.0 in Fall 2014
  - Applications from female students increased every year for the past five years, specifically in STEM fields—Fall 2014 enrollment in the College of Engineering tied for an all-time high at 22%
  - Continually generate record-breaking numbers of undergraduate applications despite the downturn of graduating high school seniors in key markets
  - Enrolled a record-breaking percentage of female students in the incoming class of Fall 2015—28% compared to 19% in 2005.
- Implemented EMAS Pro CRM specifically to manage segmented communications and provide robust communications through student-to-student telecounseling initiatives
- Integrated managed and targeted communication plans for the School of Forest Resources and Environmental Science, Computer Science (female enrollment), Mechanical Engineering (female and multicultural enrollment), Civil and Environmental Engineering, School of Business and Economics, Engineering Fundamentals, the Honors Institute, and ALEKS math placement assessment
- Created the Women's Leadership Institute as a way to engage high-achieving prospective female students interested in developing and strengthening their leadership and communication skills
- Created and implemented robust recruitment programming including Open House, Preview Day, regional Michigan Tech Nights and Evenings of Excellence, Transfer Visit Day, Women in Computer Science Visit Day, and Impact Scholarship Competition
- Served as Department Project Manager during construction of a new admissions office and welcome center which opened in October 2014—coordinated user input during the design process, participated in the final color/material selections for interior finishes, responded to construction questions that impacted the department, and coordinated final move in
- Received the *Outstanding Supervisor Award* through Michigan Tech's Making a Difference Staff Awards in December 2009

## admissions expertise

- Facilitate meeting undergraduate domestic enrollment and University strategic goals through the generation of big-picture ideas for recruitment programming, marketing campaigns, and communications
- Assess perception study data to incorporate findings into revised communications including print, electronic, and web communications from student search through enrollment messaging
- Manage an annual operating budget of \$1.3M, as well as supplemental discretionary accounts for specific recruitment initiatives
- Manage an experienced staff of 15, including nine regionally-based admissions managers

## marketing and communications expertise

- As co-interim director of University Marketing and Communications (UMC)
  - Provided critical leadership, mentorship, and collaborative guidance while the department was without direct leadership

- Explored ways to improve UMC organizational structure, staffing, and project management, including facilitating department transition retreats and implementing suggestions provided by Mindpower to successfully lead a staff of 25 through a “mini reorg”
- Create dynamic and engaging messaging for cross-platform recruitment communications, including publications, letters, emails, web text, social media posts, video scripts/talking points, and focus group interview questions
- Serve as project manager for academic units on the development of communications—beginning with an assessment of needs, writing and creating communications (publications, letters, emails, landing pages, and video scripts), and assessing outcomes
- Brainstorm with UMC web team on admissions website and related pages, including writing web text for site and landing pages
- Develop segmented communication plans for prospective undergraduate students and various academic departments
- Develop and deliver dynamic non-traditional presentations highlighting the value of a Michigan Tech education for key recruitment presentations and counselor information sessions
- Serve as lead contact with the Mindpower team on development of key undergraduate recruitment publications
- Design a targeted female recruitment campaign and manage all communication components including the creation of print and email communications, campus outreach, and regional programming
- Encourage staff collaboration and brainstorming to foster creative recruitment, programming, and marketing strategies
- Serve as page manager for the undergraduate admissions page and incoming class group
- Contribute ideas for recruitment video and photo shoots, including writing scripts, talking points, and interview questions for video productions
- Mentor student keynote speakers selected to present at high-visibility recruitment programs
- Facilitate focus group sessions and/or the creation of goals to generate meaningful feedback on admissions communications and publications

## technical expertise

- Collaborate with IT staff on the MyMichiganTech recruitment portal, including developing dynamic data-based communications via checklist items, writing and updating checklist-item text, and crafting strategically-appropriate messages
- In collaboration with IT staff, serve as the “University Portal Expert” on the development of a MyMichiganTech portal for current students, including recommendations for checklist items, writing dynamic checklist text, and creating a message-submission process for campus constituents
- Write data queries within EMAS Pro for communication plan management and recruitment analysis
- Serve as technology liaison for the Admissions Office regarding all IT-related projects and data systems

## presentations

- Carter, A., Sokol, K. (November 2014, May 2014). *Sizzling Subjects and Tantalizing Text: Writing Emails and Letters People Will Read*, Michigan Tech Professional Development Day
- Carter, A., Connors, R. (May 2014). *The Crazy and The Smart: how to share the Michigan Tech experience with prospective undergraduate students*, Michigan Tech Professional Development Day
- Carter, A. (August 2011). *Keynote address*, Michigan Association of Collegiate Registrars and Admissions Officers New Professionals Workshop
- Carter, A., Lehman, J. (July 2010). *The Three C's of a Successful Communication Plan: Creative, Collaborative, and Cross-Campus*, Noel-Levitz National Conference on Student Recruitment, Marketing and Retention
- Carter, A. (June 2009). *Avoiding the Phrase “Our Telecounselor Said What?”* EMAS Pro National Conference
- Tremblay, C., Lehman, J., Carter, A. (October 2007). *“Sure, I'd be happy to do that...” and Other Unbelievable Responses from Faculty: Engaging Academic Units in the Recruitment Process*, AACRAO-Strategic Enrollment Management Conference

## publications

- Tremblay, C., Lehman, J., Carter, A. (February 27, 2008). *Engaging Faculty in Undergraduate Recruitment: Perspectives, Suggestions and Tips*, AACRAO-SEM Newsletter

## committees

- Directors of Admission of the State Universities of Michigan (DASUM)
- Professional Development Committee, member and two-time chair
- Incident Command Team, Planning Section Chief
- University hiring search committees, member and chair
- Student Staff Training, member

## certifications

- National Incident Management System IS-00100.a: Introduction to the Incident Command System
- National Incident Management System IS-00200.a: ICS for Single Resources and Initial Action Incidents
- National Incident Management System IS-00300: Intermediate ICS for Expanding Incidents

## education

Michigan Technological University | Bachelor's Degree | Magna Cum Laude | November 1995

## employment history

Michigan Technological University | Houghton, MI

- Director of Admissions August 2006-Present
- Co-Interim Director, University Marketing and Communications September 2013-August 2014
- Interim Director of Admissions September 2005-August 2006
- Assistant Director of Admissions July 2004-September 2005
- Regional Admissions Manager (Southwest Lower Michigan) August 2002-May 2004
- Campus Visit Coordinator July 2001-June 2002
- Regional Admissions Manager (Wisconsin/Midwest) August 1998-May 2001

## other formative work experience

Minocqua Flea Market | Minocqua, WI

- Owner/Operator Summers 1998-2001  
Managed vendors, sold concessions (even taught myself how to make Danish pastries), and had my own booth where I sold irresistible items I'd secured at garage sales and auctions to resell at a profit. Ask me about "Wallace the Magic Worm" sometime.

Ross Accounting | Minocqua, WI

- Office Manager January 1998-July 1998  
Prepared client payroll and federal and state payroll tax deposits, handled account reconciliation, processed individual and corporate tax returns, and performed general managerial duties. I'm a whiz with a business calculator—if there was a competition, I'd enter.

Norwis Sports Distributors, Inc. | Minocqua, WI

- Vice President/Office Manager Birth-October 1996  
Okay, so perhaps "birth" is a bit of an exaggeration, but I was on my mom's desk at one-day old. This was the family business I grew up in. Over the years I progressed from packaging jig hooks and bobber stops to supervising order processing staff, managing accounts receivable, overseeing data entry and inventory, training employees, coordinating catalog layouts and production, overseeing daily office operations, and just about everything else that needed to be done to successfully operate our wholesale sporting goods distribution business.