

# Kelli M. Barnette

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## Education

**UNIVERSITY OF VIRGINIA—CHARLOTTESVILLE, VA**

**DOCTOR OF EDUCATION IN HIGHER EDUCATION**

Coursework in progress

**WEST VIRGINIA UNIVERSITY—MORGANTOWN, WV (ONLINE)**

**MASTER OF SCIENCE IN INTEGRATED MARKETING COMMUNICATIONS**

Higher Education Area of Emphasis

Completed May 2020

**MARIETTA COLLEGE—MARIETTA, OH**

**BACHELOR OF ARTS IN COMMUNICATION STUDIES**

Minor in Political Science

Certificate in Teaching English as a Foreign Language

Completed May 2012

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## Employment

**SENIOR ASSOCIATE DEAN OF ADMISSION FOR RECRUITMENT**

**UNIVERSITY OF VIRGINIA—CHARLOTTESVILLE, VA**

**AUGUST 2024-PRESENT**

- Create and implement initiatives for student recruitment at UVA
- Developed series of group visit days for low-enrolling Virginia high schools
- Represented UVA at recruitment events in London and Istanbul, supported international recruitment team lead in management of United Kingdom and Turkey
- Collaborate with Commonwealth Partnerships team to develop and implement events geared toward access for Virginia students, particularly those from lower income backgrounds
- Supported development of newly formed Admission Intern program
- Managed team implementation of Guidebook app for yield events
- Serve on committee to design and implement mission, vision and values for Enrollment Unit

**ASSOCIATE DEAN OF ADMISSION FOR GUEST EXPERIENCE AND COMMUNITY DEVELOPMENT**

**UNIVERSITY OF VIRGINIA—CHARLOTTESVILLE, VA**

**AUGUST 2022-AUGUST 2024**

- Analyzed current state of admission guest experience and created strategic plan with focus on excellence in hospitality
- Led Guest Experience team with data-driven strategy
- Organize Days on the Lawn, admitted student events, planned and executed largest in university history (~2400 guests)
- Build relationships with university partners across Grounds, including faculty, staff and administration

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- Oversee recruiting territory and approve share of applications in selective

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admission process

**ASSOCIATE VICE PRESIDENT FOR ENROLLMENT MANAGEMENT AND DIRECTOR  
OF UNDERGRADUATE ADMISSION**

**LENOIR-RHYNE UNIVERSITY—HICKORY, NC**

**AUGUST 2019-MAY 2022**

- Developed data-informed strategy and recruitment plan
- Provide leadership to the team responsible for recruiting and enrolling first-year and transfer students
- Built positive team dynamic with 100% of direct reports indicating overall job satisfaction
- Hire, train and evaluate staff including Associate Director, Assistant Directors, Admission Counselors and Operations Team
- Increased applications from students of color by 22.4% and enrollment by 4.7% year over year (enrollment year 2021 to 2022)
- Grew out-of-state applications by 114.3% and enrollment by 62.3% year over year (enrollment year 2021 to 2022)
- Coordinated with University Marketing team to create and deploy mix of recruitment messages, including print, electronic, website and social media communications
- Wrote copy for email messages to prospective students, parents, and school counselors
- Enhanced parent communication plan to include improved personalization and increased yield touchpoints
- Directed implementation of new customer relationship management (CRM) system, Slate
- Built integration between Slate CRM and Mongoose texting platform
- Developed a social media team and implemented ZeeMee, to best meet students on the platforms where they spend time
- Identified and developed core admission leadership team to assist with goal achievement and team morale
- Navigated immediate successful transition to remote work amidst onset of COVID-19 pandemic
- Facilitated and assisted with scholarship selection process
- Collaborated with Vice President for Enrollment Management, Director of Financial Aid and other administrators on financial aid modeling/leveraging
- Assisted in President's strategic planning process, managing Diversified Undergraduate Recruitment initiative
- Assisted with oversight and planning of new student orientation and registration

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**AFFILIATE CONSULTANT**

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**CREDO HIGHER EDUCATION—WHITSETT, NC**

**AUGUST 2021-DECEMBER 2021**

- Developed relationships with enrollment teams at client institutions to learn about current operations
- Evaluated and audited key areas of enrollment management operations to seek opportunities for growth and improvement
- Developed report of recommendations for clients seeking best practices
- Delivered recommendations to campus stakeholders including college/university president, president's cabinet, etc.

**ASSISTANT VICE PRESIDENT FOR ENROLLMENT MANAGEMENT AND DIRECTOR OF ADMISSION,**

**MARIETTA COLLEGE—MARIETTA, OH**

**MARCH 2019-AUGUST 2019**

- Managed enrollment funnel metrics, suggesting tactics and strategies for optimization
- Reviewed and edited Office of Admission publications, planning sequencing of messages
- Directed marketing initiatives for recruitment efforts, including digital marketing and social media planning
- Reviewed appeals for financial aid and assisted in assessment of requests
- Proposed new ideas and initiatives to reach enrollment goals
- Managed and maintained recruiting territory
- Fostered environment of teamwork and progressive development for Admission staff

**INTERIM VICE PRESIDENT FOR ENROLLMENT MANAGEMENT,**

**MARIETTA COLLEGE—MARIETTA, OH**

**MARCH 2018-MARCH 2019**

- Enrolled largest incoming new student class in over ten years in 2018
  - Reduced employee turnover by ~8%
  - Created data-driven goals for enrollment growth
  - Advanced initiatives transitioning enrollment processes to a data driven approach, created and filled position of Lead Data Analyst
  - Managed academic profile and admission standards in conjunction and consultation with the Academic Affairs Division
  - Collaborated with external colleagues to implement creative ideas in service to the community, such as the Washington State Community College to Marietta College (WSCC2MC) transfer
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pathway

- Collaborated with McDonough Leadership Program to found Women's Inspirational Summer Experience (WISE) to boost enrollment of local female students
- Strengthened team dynamics to empower all levels of Enrollment Management staff by creating culture of shared feedback, delegating responsibility based on strength, and finding opportunities to stimulate growth by assigning stretch projects
- Led strategic planning assessment process alongside others on President's Cabinet
- Represented Enrollment Management to Board of Trustees at events and meetings, creating and sharing reports and updates with the group
- Provided reports and updates on Enrollment Management metrics to College President and others in the campus community
- Recruited and selected new staff members and planned on-boarding agenda and objectives

**SENIOR ASSOCIATE DIRECTOR OF ADMISSION**

**MARIETTA COLLEGE—MARIETTA, OH**

**NOVEMBER 2017-MARCH 2018**

- Served alongside Academic Affairs administrator and Assistant Vice President for Student Enrollment Success on Admission Review Committee
- Directed and implemented office initiatives, such as Yield Season Communication Plan, Travel Summit, etc.

**ASSOCIATE DIRECTOR OF ADMISSION**

**MARIETTA COLLEGE—MARIETTA, OH**

**JUNE 2016-NOVEMBER 2017**

- Coordinated and planned all aspects of on-campus Admission events such as general open houses and scholarship competitions
- Supervised two Admission Counselors with a focus on the campus visit experience

**ASSISTANT DIRECTOR OF ADMISSION**

**MARIETTA COLLEGE—MARIETTA, OH**

**JUNE 2014-JUNE 2016**

- Provided and coordinated ongoing training for Student Ambassadors
  - Hired and oversaw staff of approximately 30 Student Ambassadors
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- Coordinated scheduling for Admission events and other campus recruiting opportunities
  - Provided Admission updates and training materials to athletic coaching staff
  - Presented information at monthly athletic staff meetings
  - Coordinated with Director of Honors program to create profile for Honors-eligible students

**ADMISSION COUNSELOR**

**MARIETTA COLLEGE—MARIETTA, OH**

**JULY 2012-JUNE 2014**

- Identified high interest locations within multi-state recruiting territory and planned detailed two-month travel schedule to those areas
- Recruited prospective students and led them through enrollment procedures by fostering ongoing communication
- Counseled students and their families through financial aid process
- Coordinated and planned annual Mid-Ohio Valley College Night
- Facilitated interviews and candidate searches for hiring of positions within the Office of Admission

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**Memberships**

- National Association for College Admission Counseling (NACAC)
- Collegiate Information and Visitor Services Association (CIVSA)
  - Presented at National Conference in 2016 and 2025
- Potomac and Chesapeake Association for College Admission Counseling (PCACAC)

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**Skills**

- Professional relationship building and sales experience
  - Enthusiastic learner of new systems, including customer relationship management systems (CRMs) and other databases
  - Student-centric and service-oriented mindset
  - Strong leader with dedication to positive team dynamic
  - Proven persistence and desire to work through change
  - Ability and competitive desire to rise to industry challenge and opportunity
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