

Alphonso Garrett, Jr.

Education

Master of Science in Education
Specialization: **Enrollment Management**

Capella University

Professional Certification in Enrollment Management

Noel-Levitz, Inc.

Bachelor of Science
Major: **Communication**

Old Dominion University

Work Experience

University of Maryland Eastern Shore
Director of Admissions & Recruitment

Princess, Anne, MD

2019 – Present

- Lead all undergraduate new student recruitment and admissions processes including first time freshman, transfer students, and non-degree seeking students
- Develop and implement long-term recruitment plans including goals, metrics, and methods
- Maintain office and staff performance in line with needs of university and in line with best practices
- Engages campus community and key stakeholders in discussions about new student admissions and support
- Serves on Enrollment Management and Student Experience senior leadership team

Virginia Tech
Director of Undergraduate Diversity Recruitment Initiatives

Blacksburg, VA

2017 – 2019

- Advise Assistant Vice Provost on matters regarding admission, access, and recruitment of underrepresented and underserved populations
- Develop strategic recruitment plan targeting under represented and underserved populations
- Create relationships and partnerships with internal and external stakeholders in line with enrollment goals
- Supervise and lead Diversity Recruitment unit within Office of Undergraduate Admissions

Assistant Director of Undergraduate Admissions

2016 – 2017

- Recruit, hire, train and supervise 5 direct reports (Admissions Advisors)
- Coordinate annual calling project for outreach to newly admitted students
- Assist with out of state travel planning
- Manage recruitment territory by building relationships and traveling to high schools and outreach
- Evaluate student credentials for admission and advise students per guidelines, rules, and regulations

2012 – 2016

- Planned and managed diversity recruitment and yield initiatives that attributed to consistent enrollment increases between 2013 – 2016
- Lead diversity recruitment event to all time high of 98% application rate and 80% yield rate
- Coordinated diversity yield program to record high attendance (30% increase) and yield rate (89%)
- Advised Yates Project Ambassadors student outreach and recruitment program
- Managed recruitment territory by building relationships and traveling to high schools and outreach
- Evaluated student credentials for admission and advised students per guidelines, rules, and regulations.

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Virginia Commonwealth University

Richmond, VA

Admissions Counselor, 2010 – 2012

- Managed a recruitment territory by building relationships and traveling to high schools and outreach
- Evaluated student credentials for admission and advised students per guidelines, rules, and regulations
- Increased applications and yield of new students from assigned territory
- Planned e-marketing activities and social media initiatives using Facebook and Hobsons' products

Virginia Wesleyan College

Norfolk, VA

Admissions Counselor, 2008 – 2010

- Managed a recruitment territory by building relationships and traveling to high schools and outreach
- Evaluated student credentials for admission and advised students per guidelines, rules, and regulations
- Served as Admissions Liaison to the Athletics Department and the college's Web Site Task Force
- Created the college's first comprehensive social media recruitment and marketing plan

ECPI College of Technology

Virginia Beach, VA

Student Support Coordinator, 2007 – 2008

- Directly responsible for academic success and retention of over 170 students
- Developed rapport with students and assessed potential issues with regards to online coursework
- Designed student success programs in conjunction with academic and other student services departments

Professional Affiliations and Service

Virginia Association for Collegiate Registrars and Admissions Officials

President, 2018 – 2019

- Provide oversight and leadership to organization
- Oversee communication channels and represent organization to public and AACRAO
- Preside over general meetings

President-Elect, 2017 – 2018

- Plan organization's annual conference
- Serve as principal assistant to the president, and performs duties of president in their absence
- Corporate membership coordinator

Vice President for Admissions and Enrollment Management, 2015 - 2017

- Responsible for coordination of state-wide college fair circuit that serves as the primary source for all colleges and universities that recruit students from Virginia
- Supervise School and College Relations Committee comprised of 10 personnel

Chairman, School and College Relations Committee, 2012 – 2015

- Acted as liaison between VACRAO and high schools within assigned territory
- Coordinated schedule of college fairs and events for assigned week

Potomac and Chesapeake Association for College Admissions Counseling

Member, 2008 - Present

Ann Powell Memorial Mentoring Program Chairman, 2011- 2015

- Responsible for program operation including budget management, professional development, and reporting
- Provided guidance and support to program mentors and mentees

Virginia Latino Higher Education Network

Member, 2015 - Present

- Serve as on-site coordinator and point of contact for Hispanic College Institute
- Coordinate College and Career fair for Hispanic College Institute

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University Affiliations and Service

Virginia Tech, Black Faculty and Staff Caucus, 2012 – 2019
Virginia Tech, Veterans' Caucus, 2016 – 2019
Virginia Tech, University Council, 2014 – 2016

Training and Certifications

AACRAO, Managing the Admissions Office, May 2019
Virginia Tech, Diversity Advocate, 2018
Virginia Tech, Diversity Ally, 2017
Virginia Tech, Undocu Ally, 2017

Selected Presentations

PCACAC Summer Institute, University of Delaware, July 2012
Co Presenter: Ben Toll, Sr. Assistant Director, GWU
Territory Management and Event Planning

SACAC – PCACAC Joint Spring Conference, Arlington, VA, April 2012
Co Presenter: Doug Brady, Associate Director, Radford University
Developing a Career in Admissions

PCACAC Spring Conference, Richmond, VA, April 2014
Co Presenter: Doug Brady, Associate Director, Radford University
Why Wait? The Impact of On-Site Decisions

Virginia College Access Network, Portsmouth, VA, December 2016
Co Presenters: Valerie Gregory, Associate Dean, UVA, Monyette Martin Sr. Assistant Director, James Madison U
D.I.C.E - Coming Together for Diversity Recruitment

VACRAO Annual Conference, Virginia Beach, VA, December 2018
Co Presenters: Isha Bhardwaj, College Partner Success Consultant, Raise.Me, Mary Scott, Advisor, ACCESS
Working Together to Pave the Way for College Success

NACAC Guiding the Way to Inclusion Conference, Ft. Lauderdale, FL, (scheduled) July 2019
Co Presenters: Kayla St. Clair, Sr. Assistant Director, Virginia Tech,
Kimberly Williams, Black Cultural Center Director, Virginia Tech
Managing an Enrollment Management Crisis: How One Institution Responded to a Campus Incident of Bias

Computer Skills

Microsoft Office Suite, Google Suite, PeopleSoft, Blackboard Analytics, Slate, Banner, Hokie Spa, Web Ex, Qualtrics Surveys,
Micro Strategy/Perspective Content, Adobe Acrobat Pro, Social Media (Instagram, Snapchat, Facebook, etc.)