

# Rebekah C. LaPlante

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## EDUCATION

**M.S. Corporate and Professional Communication**, Radford University, May 2001

**B.S. Communication**, Radford University, May 1999

## RELEVANT EXPERIENCE

### **RADFORD UNIVERSITY, RADFORD, VA**

*SENIOR ASSOCIATE DIRECTOR OF ADMISSIONS*

*2018 - present*

- Serve as a member of the senior leadership team. Assist with Director's duties and represent the office in her absence.
- Supervise Assistant Directors, Regional Assistant Director and Transfer Regional Assistant Director. Provide supervision and guidance to the multiple programming and projects that these individuals coordinate. Provide professional development opportunities to these staff members when available and support their growth with additional responsibilities when desired.
- Serve as member of admissions committee and aid the counselors and assistant directors with the file review process and provide guidance when necessary.
- Develop and oversee the implementation of a recruitment strategy for all Northern Virginia activities. Manage select on-site and all off-site territory managers while working with the counselors to develop their territories and take ownership of specific regions.
- Coordinate and facilitate on-site review for high schools within my territory.
- Manage and participate in short and long-term strategic planning and implementation of recruitment programs and activities
- Oversee campus visit programming; participate on recruitment event planning team. Assist and participate in the development of short and long-term operational and customer service goals and objectives. Stand in for Dean of Admissions during events to welcome families when needed.
- Assist the campus visit coordinator with oversight of our Highlander Guide program and the management of this group of students. Identify opportunities to implement modifications to the program on a continual basis.
- Manage relationships with prospective students, families, high school and transfer counselors with a strong emphasis on building long-term relationships.
- Serve as primary departmental liaison for implementation and support of the Alumni Admissions Volunteer Program.
- Serve on the academic advising committee, which determines future procedures to best advise prospective and current students and collaborate with our office on programming for prospective students.
- Represent the university and undergraduate admissions through professional forums and alumni events addressing all facets of the college search process and specific information regarding admission to Radford University.
- Chair of employee search committees and involved with interviewing and training employees.

**VIRGINIA TECH, BLACKSBURG, VA***ASSOCIATE DIRECTOR OF UNDERGRADUATE ADMISSIONS**2008– 2018*

- Managed daily operations in the Office of Undergraduate Admissions including guest relations, visitor experience, processing and administrative operations.
- Managed and participated in short and long-term strategic planning and implementation of recruitment programs and activities.
- Served as member of the senior leadership team. Assisted with the Director's duties and represented the office in her absence. Served on the application review committee to re-review and evaluate over 27,000 final decisions prior to our notification dates.
- Worked closely with prospective students, parents, school officials and counselors, campus partners and academic departments to achieve unit goals. Developed innovative plans to support university goals of attracting and retaining an academically talented and diverse student population. Frequently traveled to multiple parts of Virginia and out of state territories when applicable to participate in high school visits, college fairs and panels.
- Supervised multiple Customer Service Specialists, Mail Room Supervisor and Data Integrity and New Student Processing Manager. Assisted in all facets of these positions and the duties they entailed, including but not limited to: Managed and assisted on a daily basis the individuals who handled guest relations and campus visitors. Determined when processes needed to be reviewed and updated and worked closely with the individuals in these positions to support department goals. Provided professional development opportunities to these staff members when available and supported their growth with additional responsibilities when desired.
- Directed the migration to our paperless process for the completion and review of our applications for admission. Worked with colleagues from Business Application and Integration Services on a continuous basis as we implemented this process.
- Supervised Assistant Director and Campus Visit Coordinator. Evaluated the needs within our tour guide program which included on average 140 student volunteer guides (Hokie Ambassadors).
- Supervised Assistant Director and Veterans Liaison. Provided support to new initiatives related to our efforts to recruit and be more accessible to veterans.
- Participated in employee search committees and highly involved with interviewing and training new full-time, wage and student employees.
- Coordinated the domicile review process by interpreting and implementing domicile regulations. Trained and assisted other staff members on the code of VA for domicile guidelines. Served as a member of the domicile committee when cases needed to be reevaluated or required further review.
- Managed a large freshman territory, completing the initial review of over 2,400 applications each year. Corresponded with prospective students, parents and counselors from the assigned region and provided clarification and assistance regarding the admissions process for Virginia Tech.
- Served as a member of the admissions review committee to aid the assistant directors with the file review process and provided guidance when necessary.
- Monitored all guest experience and first impression facets of our department.
- Coordinated and facilitated on-site review for local high schools.
- Served as a liaison to the Visitors Center staff members and provided updates and information to them when cross-training and additional information needed to be disseminated.
- Provided support to all special programming including Open Houses, yield events and alumni events. Stood in for the Associate Vice Provost of Enrollment Management and Director of Undergraduate Admissions to welcome families at these events when needed.
- Provided support to Assistant Director in charge of Social Media by generating ideas, providing content and assisting with editing and monitoring multiple social media accounts.

**RADFORD UNIVERSITY, RADFORD, VA***ASSOCIATE DIRECTOR OF ADMISSIONS*

2004-2008

- Oversaw the processing of applications, data entry, transfer evaluations and multiple forms of correspondence for prospective students. Directly supervised application processing staff, database manager, transfer coordinator and graduate assistants.
- Collaborated with the Director of Admissions to set annual office goals and created an overall strategy for recruitment and admissions success.
- Oversaw all campus programs, including fall and spring open houses and yield events. Assisted junior staff members with implementation of each event.
- Traveled to recruit students in various territories. Maintained positive relationships with high school counselors and community college advisors.
- Coordinated the Blue Ridge Mountain Counselors' Tour. Planned and executed all facets of the four-day event which visited eight colleges and universities in the Blue Ridge Region.
- Oversaw Admissions Office publications and served as the liaison to University Relations.
- Served on the academic advising committee, which determined future procedures to best advise prospective and current students.
- Served as a member of the Honors Academy Advisory Committee.
- Conducted training for continuing and new staff members to advise and update application review procedures for new freshman and transfer files.

**ADDITIONAL EXPERIENCE****RADFORD UNIVERSITY, RADFORD, VA***SENIOR ASSISTANT DIRECTOR OF ADMISSIONS*

2003-2004

*ASSISTANT DIRECTOR OF ADMISSIONS*

2001-2003

**PROFESSIONAL MEMBERSHIPS AND LEADERSHIP****NACAC, National Association of College Admission Counseling, 2003-present**

- NACAC Delegate 2016-present
  - Attended the 2016, 2017 and 2018 NACAC conferences as an assembly delegate, representing PCACAC and fulfilled all responsibilities related to this role
  - Presenter at NACAC 2018 Conference in Salt Lake City, UT

**PCACAC, Potomac and Chesapeake Association for College Admission Counseling, 2001-present**

- Created program booklet and served on conference planning committee, 2004-2005
- Member of conference planning committee, 2004, 2005, 2014-present
- Member of professional development committee, 2012 - 2016
  - Assisted with organization and implementation of professional development workshops within the PCACAC region.
- Chair of Professional Development Committee and Delegate 2016 - 2018
  - Serve as voting member of the President's Council
  - Lead the PD Committee in its charge to determine and address the educational needs of those serving students and their families in the transition to postsecondary education
  - Develop and implement professional development opportunities, especially for those who may encounter difficulty in accessing such activities
  - Coordinate the Conference Planning Committee, Summer Institute and the Professional Development Committee as they advance the Association's mission
- Interim Secretary 2018 - present
  - Serve as a voting member of the Executive Committee and President's Council
  - Act as the group coordinator of the Communication Committee and College Fairs Committee
  - Record the minutes of all meetings of the Membership, Executive Committee, and President's Council, as well as any special meetings called by the President for the purposes of conducting PCACAC business