

Brandon Vinson Ed.D

OBJECTIVE

I am a driven professional with over fifteen years of experience in enrollment management, specializing in enrollment, student finance, student affairs, and retention. Additionally, I have successfully led the offices of Financial Aid, Student Accounts (Bursar), Admissions, Registrar, College Marketing, Housing, Private Scholarships and Grants, and One-Stop. In my roles, I have effectively integrated enrollment services with student and academic success initiatives (orientation, retention, campus housing, placement testing, financial aid, and scholarships).

VOLUNTEER EXPERIENCE

Board Member-Ascenders Education Advocates

EXPERIENCE

Associate Vice Chancellor of Enrollment Management Services

Winston-Salem State University, Winston-Salem, NC 10/22-Present

Key Objectives:

The Associate Vice Chancellor leads Enrollment Management Services in the execution of university strategic planning objectives, including each unit articulating a mission statement and Program Level Outcomes, as well as assessing progress toward these outcomes annually. Create and execute, including evaluation and analysis with campus stakeholders, a data-informed institutional Strategic Enrollment Management Plan that shapes strategic enrollment goals, including targets for diversity and academic profiles that produces a diverse, intellectually stimulating campus community.

Accomplishments:

- Increased new student enrollment by 3.6%, transfer by 9.2%, and graduate by 27.2%
- Increased undergraduate retention by 3%
- Implemented the scholarship model that increased awards by 1050%
- Increased applications and admittance by 18% for the Fall 23 class
- Implemented a new CRM (Slate)

Associate Vice President of Enrollment Management and Student Affairs/Head Coach (Esports)

Bowie State University, Bowie, MD. 07/20-09/22

Key Objectives:

The Associate Vice President for Enrollment Management directs the Undergraduate and Graduate Admissions Office. Additionally, the AVP oversees the Financial Aid and Registrar's Office in support of the educational and co-curricular needs of the students at Bowie State University. The Associate Vice President for Enrollment supports the Vice President in developing and executing well-planned strategies and tactics to shape the institution's enrollment goals. This will be accomplished by promoting the University in regional, state, national, and international markets; recruiting and admitting new students; enrolling, registering, providing aid, retain students; and providing efficient and service-oriented processes to guide students through the enrollment pathway from recruitment to commencement.

With the merger of enrollment management and student affairs, the AVP now has oversight of the offices of Private Scholarships and Grants, Enrollment Services (one-stop), and Housing/Residence Life.

Accomplishments:

- Experienced three consecutive years of record-breaking enrollment for New, Transfer, and Graduate students, all while facing the constraints of the COVID-19 pandemic.
- Increased graduate enrollment by 3% for the 21/22 academic year.
- Automated the graduate admission process.
- Created the division's Strategic Enrollment Management (SEM) plan.
- Increased the entering grade point average by 23% (2.6 to 3.2).
- Established the inaugural One-Stop Service Center for the university.
- Implementing my new policies increased our applications by 38% and admittance by 115% for the 22/23 academic year.
- Introduced the institution's first 100% AI chatbot explicitly designed for the division of enrollment management.
- Improved customer service for the division by onboarding an off-site call center to manage all the inbound calls for all the offices under the division (admissions, financial aid, registrar, new student experience, and transfer student services).
- Launched our institution's first fully virtual campus tour and pre-orientation platform, resulting in a 230% increase in visits and a 35%

increase in orientation participation.

- Established BSU's eSports team, resulting in over 50k in scholarship winnings within three months.
- Increased fall-spring retention in the residence halls by 13% and fall-fall by 9%.

Assistant Vice President of Financial Aid

1/2019-12/2019

West Chester University, West Chester, PA

Key Objectives:

Assumed leadership in formulating and administering a broad range of policies and procedures to advance the University's goals. This role collaborates with senior administrators on all matters related to financial aid, including high-profile national financial aid issues, and proactively educates senior leadership on current and evolving financial aid regulations and institutional policies. The AVP is charged with assessing the impact of funding policies, proposals, and legislation on WCU students and recommends actions to utilize aid resources best; prepares and manages the Financial Aid Office's annual operating and scholarship budgets; leveraging federal, state, private, and institutional funds to ensure fiscally sound program administration and the best utilization of funds to meet enrollment goals.

Accomplishments:

- Constructed a new fiscal policy to support initial enrollment, retention, and revenue
- Created a policy and procedures manual that serves as a guideline for training and compliance
- Through collaborations with institutional partners, created WCU's inaugural Transfer and Graduate Scholarship Models
- Oversaw the new student scholarship/grant model that supported WCU's largest overall class, which saw increases in both undergraduate and graduate student enrollment
- Administered the realignment of the student-facing services between the Financial Aid, Bursar, and Registrar to create a one-stop service area

Executive Director of Financial Aid

9/2017-12/2018

University of Baltimore, Baltimore, MD

Key Objectives:

Provide expertise in financial aid management, applications, communication, and fiscal oversight. Responsible for accurate, efficient, and timely delivery of an annually increasing amount of student aid from all federal, state, and institutional sources. Directly oversee all aspects of compliance with established federal, state, and local regulations, as well as internal policies and procedures, while maintaining the confidentiality of all data. Additionally, I aid in the analysis, planning, and implementation of new processes and information systems to better meet the needs of both internal and external partners.

Accomplishments:

- Led the merger of the Offices of Financial Aid, Bursar/Student Accounts, and the Registrar to become the Offices of Record and Financial Services.
- Authored a fiscal policy that equally supported retention and revenue while also supporting new-student enrollment.
- Authored the scholarship/grant model for the University, which included developing the inaugural scholarship methodology to support enrollment and retention for graduate students.
- Established the institutional scholarship budget in addition to creating the current methodology that directs foundation scholarship awarding.
- Successfully revamped our campus-based federal awarding process to strategically assist new students in conjunction with supporting our retention efforts.

Vice President of Financial Services 4/2016-12/2016 (closure)

Star Career Academy, Cherry Hill, NJ

Key Objectives:

Lead the strategic direction of the Financial Aid and Bursars teams to ensure prospective students and enrolled students obtain precise information and exemplary student service. Additionally, I had financial oversight and responsibility for all Title IV, third-party, and cash payments for all Star schools, expected to instill a sense of team responsibility, team leadership, and ultimately improve the student experience with the division through quality customer service, team performance, and follow-up.

Accomplishments

- Oversaw the completion of seven audits within my first two months, with multiple possible findings being successfully reduced to comments.
- Pioneered the student finance policies and procedures manual.
- Successfully shortened the enrollment process to aid both FA and Admissions.

Director of Financial Aid. 9/2015 - 4/2016

Roosevelt University, Chicago, IL

Key Objectives:

Oversee all the Financial Aid operations for the Chicago and Schaumburg campuses while ensuring that all Federal, State, and Institutional standards/regulations are upheld. Served as the chief administrator of the institutional scholarship/discount program, which exceeded \$100 million of both institutional and endowed funds.

Accomplishments:

- Successfully led the department through a concurrent Federal Program Review, annual A-133 compliance audit, and HLC Reaccreditation
- Decreased file processing time by more than 25%
- Increased the student satisfaction percentage by 15 points to a new departmental high favorability score of 74%
- Personally recognized for two consecutive months in the president's monthly address for the aforementioned demonstration of leadership and collaboration while also serving as the Interim Director of Admissions

Senior Director of Student Financial Services 6/2012-6/2015

LIM College, New York, NY

Key Objectives:

Serve as the department chair for the Office of Student Financial Services (SFS), which includes both the Office of Financial Aid and the Office of Student Accounts/Bursar. Improve customer service within the department while streamlining the workflow for team members to make processes more

efficient and effective.

Accomplishments:

- Serves as the inaugural Chair of the Enrollment Management Committee (SFS, Admissions, Student Life, Marketing, Registrar)
- Partnered with Academic Affairs and Academic Advising to increase retention by 15%
- Assured that 85% of all funds were paid to our student's accounts by the end of the 6th week of the respective term
- Improved the departments' customer service standards and decreased student/family-related escalations by 74%
- Lowered our institutional A/R balance by 17% through the policies I implemented
- Developed an internal auditor position within the financial aid team to ensure compliance with all Federal and State aid regulations
- Established the current financial literacy curriculum being utilized in our First-Year Experience (FYE) courses
- Hosted a session on "Improving Customer Service" at the annual NYSFAAA conference
- Lowered our three-year default rate by almost three percentage points to fall under 6%
- Led the self-study team for the regional accreditation review board

Director of Financial Aid. 1/2011 - 3/2012

Harold Washington College, Chicago, IL

Key Objectives:

The director oversaw the governance of the largest financial aid office under the City Colleges of Chicago. Hire and manage a team through a 48% increase in student loan borrowing, as well as ensure all areas of compliance were achieved efficiently and effectively through training and optimizing our technical resources.

Accomplishments:

- Developed the current Policies and Procedures manual for the institution

- Created the Financial Literacy Program for the college
- Responsible for creating a default management program to decrease the number of students sent to collections
- Established an early incentive initiative to influence students to register early for the Fall term, which saw an increase of 32% YOY
- Created an internal auditing system to ensure that federal and state compliance requirements were met that was eventually adopted by the district office and rolled out to the other colleges under the CCC umbrella
- Noted 100% compliance and zero citations for both state and VA audits that were overseen during my tenure.

EDUCATION

Doctor of Education in Educational Leadership and Management

Capella University, Minneapolis, MN.

Master of Arts in Psychology/Organizational Leadership

Chicago School of Professional Psychology, Chicago, IL.

Bachelor of Arts in Psychology and Sociology

Southern Illinois University, Carbondale, IL.

2023 EAB Future Presidents Intensive

SPECIALTIES

- Team Building
- Audit Review
- Compliance
- Donor Relations
- Strategic Planning Professional Leadership
- Enrollment Management
- Institutional Scholarship Management
- Title IX
- Admissions
- Student Affairs
- Retention
- Marketing
- Change Management