

Dominick J. White, M.A. (757)478-4693 dominick.white28@gmail.com

A passionate admissions professional who believes in the power of higher education and its positive impacts on students, families, and communities.

Skilled in: Admissions Data Analysis, Strategic Recruitment & Enrollment Planning, Slate Technolutions (CRM), Territory Management, Yield Analysis, Communication Management, Project Management, Professional Mentorship, Conflict Management, and Admissions Event Planning

Clifton Strengths: Positivity – Woo – Communication – Self-Assurance – Arranger

MBTI: ENFJ

Professional Experience

Virginia Commonwealth University - Office of Admissions, Strategic Enrollment Management

A moderately selective, large public urban research university with a total enrollment of 31,100 students (24,000 undergraduate). The Office of Admissions enrolls approximately 4,600 freshmen & 1,800 transfer students per year.

Associate Director of Undergraduate Admissions, January 2021 - Present

Associate Director of Recruitment, July 2019 - January 2021

Supervision of Admissions Staff & Campus Leadership Roles

- Directly and indirectly supervise a team of 14 professional admissions staff, 5 student employees, and approximately 30 student admissions ambassadors
- Serves as the office of admissions liaison for two academic units
- Represents the office of admissions senior leadership team during division wide and campus wide meetings

Strategic Recruitment Management & Application Evaluation

- Oversee out-of-state recruitment initiatives for the office of admissions.
- Oversee the office of admissions territory management model and process
- Create reports to monitor recruitment, application and enrollment activities
- Assist with the development of admissions publications
- Review, evaluate, and render decisions for; freshmen, transfer, and readmission applicants
- Recruitment for the university at special events in-state and out-of-state
- Counsel applicants, prospective students and parents concerning admissions requirements, procedures and programs offered by the university

Admissions Event & Visit Program Oversight

- Oversee the development, coordination, and implementation of all admissions virtual visit events
- Oversee the VCU Welcome Center along with all daily and group tour visits. The VCU office of admissions visit program hosts approximately 20,000 guests per year on campus
- Oversee the development, coordination, and implementation of all admissions events. The office of admissions hosts approximately 32 events per year with approximately 20,000 guests across all events

Special Project Highlights

- Led the creation of a Virtual Daily Visit Program consisting of information sessions, student panels, academic & student services programming, and live admissions staff chat sessions amid Covid-19
- Implementation of Virtual Preview week (yield) and Open House week (recruitment) with third party vendor (RNL)
- Manage the review process for applicants with student conduct violations
- Implemented a strategic plan for recruitment territories to more easily identify top markets for recruitment efforts
- Implemented the use of electronic check-in for all Office of Admissions recruitment events
- Created a campus tour pre-show and restructured campus tour dismissal to enhance the VCU Visit Program
- Proposed and developed a Junior Day program to be added as an additional undergraduate recruitment event
- Procurement of branded apparel for the Office of Admissions and worked with approved off-campus vendors
- Partners with the Director of Marketing & Communication for Strategic Enrollment Management to oversee social media for the Office of Admissions
- Oversee the office of Admissions Parent Communication Plan

Professional Experience

UNC Charlotte - Office of Undergraduate Admissions, Enrollment Management

A moderately selective, large public research university with a total enrollment of 29,700 students (24,000 undergraduate).

The Undergraduate Admissions Office enrolls approximately 3,600 freshmen & 4,000 transfer students per year as of 2019.

Assistant Director of Admissions, February 2017 - July 2019

Event Management & Constituent Communication Plan Management

- Coordinated 4 Admitted Students Day events per year with approximately 500 - 1,400 guests per event
- Conducted benchmarking research and analyzed data to propose structural changes to Admitted Students Days
- Coordinated 3 events per year for high school counselors with approximately 50 - 250 guests per event
- Created content for 2 newsletters per year and manage communication plan for high school counselors
- Managed multiple budgets for admissions events totaling approximately \$85,000
- Managed communication and coordinated 2 events preparing spring-admitted freshmen for transition
- Co-ordinated 4 Open House events per year with approximately 2,000 guests per event
- Co-ordinated 2 Out-of-State Student Receptions per year with approximately 150 guests per event

Territory Management, Recruitment & Application Evaluation

- Managed and communicated with assigned territory within North Carolina along with 8 states
- Analyzed historical data and application data to create strategic recruitment plans
- Recruited for the University at admissions events, fairs, transfer events, private high school visits, and college panels
- Advised freshmen, transfer and international students on admission criteria via email, phone, and walk-in visits
- Conducted admissions presentations for daily campus tours, group visits, and Open House events
- Rendered admissions decisions for freshman and transfer applicants

Leadership, Mentorship & Special Project Highlights

- Developed freshmen decision training documents for the Undergraduate Admissions Training Program
- One of a three-member team responsible for training/onboarding Admissions Counselors and Assistant Directors
- Audit admissions decisions made by Admissions Counselors and Assistant Directors during onboarding
- Evaluated yield data to create yield prediction reports by academic college as directed by the Director of Admissions
- Development of the Undergraduate Admissions Annual Report submitted to the Associate Provost for Enrollment
- Mentor to new Admissions Counselors
- Task management of Admissions Counselors & Admin Support assigned to assist with Admitted Students Days
- Developed and implemented long-range strategic plans to improve capacity and quality of Admitted Students Days
- Analyzed enrollment and event data to create a yield analysis report on Admitted Students Days events
- One of a four-member team tasked with the initial implementation of the AdmitHub system
- Served as a committee chair in the review of applications for UNC Charlotte's highly selective merit-based scholarship

Admissions Counselor, September 2014 - February 2017

Recruitment & Application Evaluation

- Advised freshmen, transfer, and international students on admission criteria via email, phone, and walk-ins
- Conducted admissions presentations for daily campus tours and group visits
- Analyzed historical data and application data to create strategic recruitment plans
- Rendered admissions decisions for freshman and transfer students
- Recruited for the University at admissions events, college fairs, transfer events, and private high school visits

Special Project Highlights

- Independently developed and hosted 2 events to assist spring-admitted freshmen students in their transition
- Independently developed and implemented a formal communication plan advising spring-admitted freshmen
- Reviewed applications for UNC Charlotte's highly selective merit-based scholarship awarded to freshmen students
- Mentored new Admissions Counselors
- Redesigned the admissions information session using data and feedback from surveys and focus groups
- Co-ordinated 4 Open House events per year with approximately 2,000 guests per event
- Co-ordinated 2 Out-of-State Student Receptions per year with approximately 150 guests per event

Admissions Visit Assistant, May 2014 - September 2014

Summer Visit Program Management

- Supervised a group of approximately 30 volunteer student tour guides
- Served as the main contact for all prospective undergraduate student visits
- Managed budget for tour guide program
- Organized 7-10 University visit experiences per week, serving 48-100 guests per visit
- Analyzed data to predict peak periods within the campus visit season

Special Project Highlights

- Recruited for the University at high school visits and college fairs and Conducted Admissions presentations

Education

Virginia Commonwealth University | Richmond, VA

Doctor of Education in Leadership: Higher Education Leadership | 4.0 GPA | Expected May 2023

University of North Carolina at Greensboro | Greensboro, NC

Master of Arts in Health & Human Services: Peace and Conflict Studies - Education | 3.73 GPA | May 2018

University of North Carolina at Charlotte | Charlotte, NC

Bachelor of Arts in Communication Studies: Public Relations | May 2014

Professional & Community Affiliations

National Association for College Admission Counseling (NACAC):

- Member – 2015 - Present

ACCEPT: Admissions Community Cultivating Equity & Peace Today

- Member – 2018-Present

Potomac & Chesapeake Association for College Admission Counseling (PCACAC)

- Member – 2019-Present

Southern Association for College Admission Counseling (SACAC):

- Member – 2015-2019
- Dry Run Workshop Faculty Member (Mentor) – 2019, 2018

Carolinas Association of Collegiate Registrars & Admissions Officers (CACRAO):

- Nominating Committee, Chair – 2018; Vice Chair – 2017 | NC Educational Opportunity Committee, Co-Chair – 2018; Member – 2019, 2017, 2016 | NC School Counselor Conference Committee – 2019, 2018 | Local Arrangements Committee, Member – 2015

Professional Presentations

Living Large: How Large Schools Recruit and Review Applicants

- SACAC Dry Run Conference – 2018

Elevating your Elevator Pitch: Crafting Presentations for All Occasions

- SACAC Dry Run Conference – 2019

Conductors of the Transfer Train: Guiding Students during Transition

- SACAC Dry Run Conference – 2019