

Amy Kathleen Clines, Ed.D.

Education

University of Georgia – Athens, GA

May 2019

Doctorate of Education: Student Affairs Leadership

Dissertation: *The continuation of college choice: A phenomenological study of the 4-year to 4-year collegiate transfer experience.*

Faculty Advisor: Darris R. Means, Ph.D., Assistant Professor

Georgia Southern University – Statesboro, GA

May 2010

Master of Education: Higher Education Administration

Regis College – Weston, MA

May 1998

Bachelor of Arts, *cum laude*: Business Management

University Teaching Experience

University of Georgia - Athens, GA

2016

Teaching Assistant, Department of Counseling and Human Services

ECHD 7000 Master's Research

Spring 2016

ECHD 7840 Internship in College Student Affairs

Summer 2016

Publications

Means, D. R., & Clines, A. K. (2017, July 05). [Review of the book *The power of integrated learning: Higher education for success in life, work, and society*, by W. M. Sullivan]. *Teachers College Record*, ID Number 22080. <http://www.tcrecord.org>

Higher Education Administration Experience

University System of Georgia eCampus – Carrollton, GA

2023 – Present

Director of Marketing and Enrollment

Provides strategic and creative marketing and communications leadership focused on growing and supporting cutting-edge online programs across multiple University System of Georgia (USG) institutions as well as strengthening and promoting the USG eCampus family of brands within the system. Leads the development, execution, and assessment of a comprehensive marketing strategy encompassing paid advertising placements, communications, social media, graphic design, recruitment, and the organization's external web presence with a primary focus on new and external audiences. Supervises and leads a team of eight professionals, including graphic designers, web designers, recruiters, and a communications manager. Oversees all marketing, branding, digital media, and recruitment activities, including setting unit priorities, ensuring execution of a comprehensive and cohesive branding strategy, establishing procedures, and evaluating and documenting all efforts of the unit. Researches and executes opportunities for media buys to enhance visibility of programs, particularly to potential students not currently enrolled in a USG institution. Engages in hands-on, highly creative development of all public-facing materials. Plans, implements, produces, and oversees the development of print, web, multimedia, and video projects to effectively promote new enrollments and student engagement in eCore and eMajor courses. Guides graphics, communications, and web team members in the development, design, and copywriting of all collateral materials, social media, email campaigns, and other digital media content, providing final approval on all creative materials and assets. Collaborates with Deans, other Directors, institutional and system level stakeholders to develop targeted marketing strategies in support of collaborative online programs, institutional-specific online programs, and special system-wide projects. Serves as a key member of the dean's strategic planning team. Partners with the eCampus Student Services team to set and monitor inquiry, prospect, and new student goals in support of overall enrollment growth. Conducts regular outreach to existing students as an active member of the eCampus Student Success Team, including regular team call cycles and instructor-identified at-risk students for a specifically assigned course load. Maximizes fiscal opportunities to promote programs, assessing and reporting ROI on marketing and recruitment efforts. Oversees USG eCampus marketing budget, including strategic allotment of funds among various program and institutional-specific campaigns, budgetary consultation and communication with stakeholders, execution of media placements, and ongoing collaboration with USG eCampus Fiscal Affairs.

Georgia Southern University – Statesboro, GA

2020 – 2023

Director of Undergraduate Admissions

Provided innovative leadership in designing the University's enrollment strategies and makes sophisticated use of high-quality, data-driven, evidence-based enrollment decisions, utilizing best practices in admission and enrollment management, while inspiring others on campus to work collaboratively in achieving enrollment goals.

Promoted opportunities, as well as bringing forth recommendations for new recruitment ideas, marketing strategies, and academic programs which match the University's mission, resources, and market demand. Supervised six direct reports while providing leadership to a team of 47 professional staff and over 35 student employees across three campuses and includes the areas of: freshmen recruitment, transfer and special population recruitment, operations and application processing, visitation and events, admissions marketing and communications, new student scholarships, and new student and family programs including orientation. Developed strategic, data-driven new student admissions recruitment, marketing, and enrollment strategies and goals with the Associate Vice President and Vice President for Enrollment Management. Successfully transitioned the Admissions Office to remote work and virtual recruitment practices for five months, while securing the first of two consecutive years of record new student enrollment in university history. Presented and analyzed data regarding new student admissions to assess status toward goals, areas of concern, and relevant trends, and use of that data to direct recruitment initiatives mid-cycle and for future planning. Managed a 3.4 million dollar budget that spans personnel, foundation, and general operations. Served as a campus resource for recruitment, admissions, orientation, and enrollment, establishing relationships with key partners in all areas. Lead the Admissions staff including hiring, training, coaching, and providing developmental learning opportunities. Ensured compliance with federal, state, and University regulations concerning student admissions. Assessed and assisted in developing needed technologies to increase service to students and efficiencies in processes. Executed effective budget management and oversees fiscal operations by establishing cost controls and spending plans for multiple large budgets. Communicated with prospective students, family members and supporters, community partners, and others to assist in the college search process and lead to enrollment at the university.

College of Coastal Georgia – Brunswick, GA

2017 - 2020

Assistant Vice President for Recruitment and Admissions

Provided vision, leadership, and strategic direction to the area of Recruitment and Admissions in support of the College's enrollment goals for both the Brunswick campus and the Camden Center. Produced a comprehensive, data-informed strategic recruitment plan that optimized local, regional, and national admissions and recruitment practices. Expanded recruitment and admissions strategies to target special and diverse populations. Established measurable processes and procedures for Admissions ensuring cohesive communication between departments, efficient and timely processing of applications, and customized notification to students. Selected and implemented a customer relationship management (CRM) solution. Served on the scholarship selection committee. Developed and executed an innovative marketing plan with strategies targeted at coverage and expansion in new and existing markets. Designed, implemented, and managed data reporting to provide analytics to drive departmental decisions. Assisted in the development and monitoring of a strategic enrollment management plan that measures periodic and ongoing progress with specific enrollment goals. Promoted collaboration and transparent communication of admissions and enrollment goals, activities, and progress to faculty, staff, and the broader campus community. Actively promoted involvement and participation of faculty and support staff in enrollment programs. Provided leadership and effective management for the Office of Admissions by hiring, training, supervising, and evaluating eight professional staff, one of whom was regionally based. Ensured fiscal resources were allocated effectively to achieve objectives. Reviewed expenses, prepared periodic reports, and developed annual budget recommendations spanning four budget accounts in excess of \$600,000.

Columbus State University – Columbus, GA

2012 - 2017

Director of Undergraduate Recruitment

Executed strategic search, comprehensive communication plan, and targeted recruitment activities that led to consecutive years of highest institutional enrollment with largest one-year growth of 10% in first-year applications. Restructured the Office of Undergraduate Recruitment through evaluation and realignment of policies and procedures pertaining to travel, marketing, campus visitation programs, daily operations, and overall strategic plan for future recruitment and enrollment goals. Lead a team of seven professional staff including two Assistant Directors and five recruiters, two of which were regional based. Established, conducted, and provided assessment training and planning for enrollment management departments Managed both state and foundation funded budgets of over \$300,000. Served as Chair of the Enrollment Services Communications Committee, inclusive of representatives from the Offices of the Bursar, Residence Life and New Student Orientation. Represented enrollment management on Academic Admissions Policy, Complete College Georgia Council, and Honors College Committees. Established partnerships with various campus-based constituents for collaborative outreach and recruitment efforts. Procured all recruitment publications for travel, on-campus, and community-wide distribution. Researched, selected, and implemented a CRM system.

Georgia Institute of Technology – Atlanta & Savannah, GA**2006 – 2012*****Senior Assistant Director of Admission, 2008 – 2012***

Established new domestic recruitment territory in key growth areas of the Mid-Atlantic and California. Participated in application review for over 14,000 applicants. Supervised professional staff and student volunteers working with Women's Recruitment. Launched a regionally based Recruiter position for the Mid-Atlantic area and provided supervision of staff. Managed budgets for minority recruitment cohort and travel. Coordinated large-scale, on-campus events for Freshmen and Transfer students. Responsible for web content and various other media and publications that targeted four specific cohorts of prospective students. Represented Enrollment Services on several task force committees charged with policy review. Managed procedure for transitioning Savannah students. Performed international application review and I-20 documentation verification, as well as admission counselor duties including presenting daily information sessions and assisting campus visitors. Participated in various on and off campus programs throughout the year.

Assistant Director of Admission, 2006-2008

Established Admission Office on the Savannah campus. Created and implemented a strategic recruitment plan. Managed budgets for student search, travel, marketing, and general recruitment. Supervised professional staff, student workers, and volunteers. Solicited and reviewed RFI's for local housing options and medical providers. Provided reports for Administrators. Served on the ABET accreditation review team. Launched satellite office at local partner-university. Contributed to the creation of the Engineering Alliance program. Worked with Student Services to identify and address retention issues. Collaborated with Development to establish new scholarships and helped identify recipients for existing ones. Facilitated five articulation agreements. Administered new student orientation. Reviewed freshmen and transfer applications in assigned territory. Planned and executed annual large-scale events, bi-monthly open houses, and weekly information sessions. Routinely worked on Atlanta campus.

University of Georgia – Athens & Tifton, GA**2004 – 2006*****South Georgia Recruitment Coordinator/ Assistant Director of Admissions***

Managed a recruitment territory in South Georgia and Florida. Planned and executed regional information sessions, guidance counselor workshops, receptions and other related programs and events. Evaluated applications for admission and scholarships. Represented the university through presentations and information booths at regional conferences and meetings, including SACAC, 100 Black Men Organization, PLU workshops, FFA and 4-H. Collaborated with Academic Programs to participate in open houses, Wednesday Workshops, orientations, graduation receptions and other events at the Tifton campus. Strengthened presence in community through membership in local civic organizations.

St. Norbert College – De Pere, WI**2002 – 2004*****Assistant Director of Admission***

Facilitated the Music Scholarship Audition Weekend. Assisted in the search and selection of Diversity Leadership Award Recipients. Sustained visibility and built awareness of institution in assigned territory of Western Wisconsin. Reviewed applicant credentials and provided recommendations for admission decisions and merit-based scholarships. Planned and implemented Spring Bus Trip program. Represented the department at on-campus events and through committee participation. Acted as liaison for international students by reviewing applications and evaluating exchange program applicants. Provided support and guidance to students and families during application review and financial aid award distribution. Selected, trained, and supervised student workers. Advised and mentored First Year Experience program (FYE).

University of Wisconsin Oshkosh – Oshkosh, WI**2001 – 2002*****Admissions Counselor***

Co-coordinated on-campus Open House programs. Arranged faculty/departmental involvement at MajorFest. Acted as liaison for international students, reviewed applications, awarded partial tuition fee waivers, evaluated exchange program applicants, and learned procedure for using SEVIS. Co-coordinated the Admission Office's involvement in the freshmen registration program, including mailings, registration, scheduling, and session planning. Represented the University at regional and national college fairs throughout the state. Met with prospective students and guests on campus. Engaged in everyday recruitment efforts as well as occasional telethons, email campaigns, chat room discussions, and on-campus group presentations. Recruited, hired, trained, and supervised tour guides, updated tour route and maintained model room. Assisted in search and selection of Titan Gold Core members.

Regis College – Weston, MA**1999 – 2001*****Regional Recruiter (Midwest)/Admission Counselor***

Planned and implemented on-campus events such as open houses, overnight visitations, and receptions. Selected and supervised members of Tower Society, a student ambassador group working with the office.

Facilitated training of new employees. Designed a College Awareness Workshop Program for high school students and guidance counselors to utilize during high school visits. Coordinated the Alumnae in Admissions Program. Established and implemented recruitment strategy for assigned territory of Western Massachusetts, Connecticut, the Midwest Region, and the West Coast. Developed and maintained relationships with high schools, community colleges, guidance counselors, students, and parents. Conducted interviews, phone calls, and participated in non-recruitment panels. Reviewed applicant credentials and recommended decisions.

Conference Presentations

Georgia Association of Collegiate Registrars and Admission Officers (GACRAO)

- 2022** Savannah, GA: “Rollin' into Leadership: Tips for Charting the Course!”
- 2021** LaGrange, GA: “Get Involved with GACRAO” & “GACRAO Listening Session”
- 2019** Young Harris, GA: “The Continuation of College Choice: A Phenomenological Study of the 4-year to 4-year Collegiate Transfer Experience.”
- 2018** Savannah, GA: “Adulthood in College” & “Who Wants to be an Admissions Director?”
- 2017** Athens, GA: “Keep it Classy: Finding Professional Balance”
- 2016** Savannah, GA: "Collaboration Central: Enrollment Services and Student Affairs"
- 2015** Athens, GA: "Fantasy Admissions"
- 2014** Savannah, GA: “Surviving Major Office Change”
- 2013** Young Harris, GA: “RETP as a Recruitment Tool”
- 2007** Savannah, GA: “Transfer Admission & Recruitment”

Georgia School Counselor Association (GSCA)

- 2006** Savannah, GA: “Financial Aid 101”

Pacific North/Rocky Mountain/Western Association for College Admission Counseling

- 2012** Reno, NV: “Head South: Demographic and Cultural Changes in the South and Educational Opportunities for Your Students”

Southern Association for College Admission Counseling (SACAC)

- 2019** Atlanta, GA: “SACAC First-time Attendees” & “SACAC Membership & Service”
- 2018** New Orleans, LA: “SACAC First-time Attendees” & “SACAC Membership & Service”
- 2016** Miami, FL: "Collaboration Central: Enrollment Services and Student Affairs"
- 2015** Birmingham, AL: “Fantasy Admissions”
- 2005** Nashville, TN: “The College Visit”

Southern Association of Collegiate Registrar and Admission Officers (SACRAO)

- 2016** Oklahoma City, OK: "Small School Recruitment Strategies" & "The Professional Life of an Admissions Counselor"
- 2015** Mobile, AL: “Jubilant Journeys! Recruitment Travel Planning Best Practices”
- 2014** Raleigh, NC: “Surviving Major Office Change”

University System of Georgia – Dual Enrollment Summit

- 2019** Macon, GA: “The Coastal Way: Recruiting Dual Enrollment Students”

University System of Georgia – State College Enrollment Summit

- 2019** Atlanta, GA: “Big Data on a Little Campus: What We Learned from Examining 10 Years of Data”
- 2018** Atlanta, GA: "Around the Table: A Collaborative Approach to Admissions and Enrollment at a State College” & “Planning to Succeed: Managing the Strategic Enrollment Planning Process at a State College”

Conference Planning and Committees

American College Personnel Association (ACPA)

- 2019** Boston, MA: *Program Reviewer*, AOFYE Proposals
- 2018** Houston, TX: *Program Reviewer*, AOFYE Proposals
- 2017** Columbus, OH: *Co-Lead*, Orientation/New Attendee Experience Special Projects Team
Program Reviewer, AOFYE Proposals
- 2016** Montreal, Canada: *Program Reviewer*, Admissions, Orientation, and First-Year Experience Proposals (AOFYE)

American Association of Educational Research (AERA)

- 2019** Division J (College Access) Annual Conference Session Proposal Reviewer

Georgia Association of Collegiate Registrars and Admissions Officers (GACRAO)

- 2023** LaGrange, GA: *Immediate Past-President* (2024 Site Selection, Governance & Nominating Chair, GISEM Coordinator).
- 2022** Savannah, GA: *President* (Keynote Speaker selection, GISEM session coordinator)
- 2021** LaGrange, GA: *President-elect* (Conference Chair)

- 2015** Athens, GA: *Secretary* (Membership, Minutes)
2014 Savannah, GA: *Local Arrangements Chair* (Onsite logistics)

Southern Association for College Admission Counseling

- 2019** Atlanta, GA: *Co-Chair*, Membership (Coordinated offerings for first-time attendees and membership)
2018 New Orleans, LA: *Co-Chair*, Membership (Coordinated offerings for first-time attendees and membership)
2016 Raleigh, NC: *Faculty*, Dry Run (New college admissions professionals training)
2008 Savannah, GA: *Co-Chair*, Drive-in Workshop (Regional mini conference for School Counselors)

Southern Association of Collegiate Registrar and Admissions Officers (SACRAO)

- 2017** St. Petersburg, FL: *Chair*, Admissions, School Relations, Financial Aid, International and Graduate Program Sessions

University System of Georgia Regents Advisory Councils

- 2023** Virtual: *Chair*, RAC-Records and Admissions (USG liaison, meeting schedule and facilitation)
2022 Macon, GA: *Vice Chair*, RAC-Records and Admissions (Program and facilitation)
2021 Virtual: *Secretary*, RAC-Records and Admissions (Agenda and minutes)
2019 Macon, GA: *Member*, *Conference Committee*, RAC-Dual Enrollment Summit

Invited Talks

- 2021** Virtual: Student Bridge DIS2021, Digital Impact Summit, "Understanding the Heart of Successful Campus Visits: Why Some Virtual Tours Just Don't Cut It"
2014 Atlanta, GA: Hobson's Roadshow, "Creating an Effective Communication Plan"

Professional Organization Membership, Offices, and Recognition

American College Personnel Association (ACPA)

- Admissions, Orientation, and First Year Experience (AOFYE)
Directorate Board, Lead, AOFYE/NRC Grant, **2018-2019**
Directorate Board, Co-Lead, Next Gen **2016-2018**

Association for the Study of Higher Education (ASHE)

- Graduate Student Policy Seminar, UGA Graduate Student Representative, **2016**

Georgia Association of Collegiate Registrars and Admission Officers (GACRAO)

- Executive Committee Member, **2021-Present** and **2013-2017**

President, **2021-2022**

President-elect, **2020-2021**

Program Committee, **2016-2017**

Member at Large I, Corporate Partners, **2015-2016**

Secretary, **2014-2015**

Local Arrangements Chair, **2013-2014**

GACRAO Institute of Strategic Enrollment Management (GISEM)

GISEM Coordinator, **2021-2023**

Graduate, **2015**; Faculty, **2016**

National Association of College Admission Counseling (NACAC)

Delegate, **2018-2020**

Phi Theta Kappa (PTK), *Honorary Member*, Georgia Chapter

Southern Association for College Admission Counseling (SACAC)

Executive Board, Member Relations Co-Chair, **2018-2020**

Dry Run Faculty, **2015**

Drive-In Workshop Co-coordinator, **2008**

State Initiatives Co-chair, **2007-2009**

Southern Association of Collegiate Registrars and Admission Officers (SACRAO)

Program Committee Member, **2013-2016**

Admissions, School Relations, Financial Aid and International, **2015-2016**

Professional Development, **2014-2015**

Member Relations Committee Member, **2014-2015**

University System of Georgia Service

2017-2023 *Member, University System of Georgia Regents Advisory Councils (RAC) Dual Enrollment*

2019, Summit Planning Committee Member

Enrollment Management

2019-2020, Secretary

Learning Support

Records and Admissions

2023, Chair

2022, Vice Chair

2021, Secretary

2023, University System of Georgia Transfer Improvement Initiative

Organization, Structure, Policy, and Procedures Subgroup, Institutional Representative

Georgia Southern University Service

2022-2023 *Member, Armstrong Campus Task Force Subcommittee, Enrollment Operations*

Member, Armstrong Campus Task Force Subcommittee, Physical Environment

2021-1013 *Member, SACSCOC Reaffirmation Compliance Team, Education Requirements*

2020-2023 *Member, Banner Calendar Committee*

Member, Data Governance Committee

Member, Enrollment Squad

Member, Presidential Waiver Appeals Committee

2020-2022 *Member, University Strategic Planning Committee*

College of Coastal Georgia Service

2018-2020 *Member, Scholastic, and Academic Standing Committee*

Member, International Education Advisory Committee

2018-2019 *Chair, Enrollment Management & Financial Aid Team (Comprehensive Administrative Review-CAR)*

2017-2018 *Co-chair, Purpose, Price, and Promotion Subcommittee (Strategic Enrollment Plan-SEP)*

2017-2020 *Member, Tuition Classification and Residency Committee*

Member, Data Management Committee

Member, Enrollment Committee

Columbus State University Service

2014-2017 *Chair, Campus Recruitment Allies*

Representative-Enrollment Management, Complete College Georgia Council

Chair, Enrollment Management Communication Planning Committee

2013-2017 *Ex-Officio Member, Honors Education Committee*

2012-2014 *Ex-Officio Member, Admissions Policy Committee*

Certifications

2015 Registered Enrollment Professional (REP), The Georgia Association of Collegiate Registrars and Admissions Officers Instituted of Strategic Enrollment Management (GISEM)

2010 Fundamentals of Good Leadership, Georgia Institute of Technology

Leadership Programs

2020-2023 *Leadership Development Institute, Georgia Southern University*

2019-2020 *Training U Leadership Program, College of Coastal Georgia*

2019 *GACRAO Enrollment Managers (GEM), The Georgia Association of Collegiate Registrars and Admissions Officers (GACRAO)*

2015-2016 *SAIL Program, Southern Association for College Admission Counseling (SACAC)*

2013-2015 *GACRAO Institute of Strategic Enrollment Management (GISEM)*