

# SHANNON MARR

## HIGHER EDUCATION PROFESSIONAL

### SKILL & QUALIFICATION HIGHLIGHTS

- 20+ years in 4 year and 2 year college marketing, recruiting and program management
- Effective with various student populations
- Positively regarded for collaborating with multiple partners
- Impeccable organizational and multi-tasking skills
- Exemplary communicator in written and spoken format
- Dedicated, self-motivated, and able to multi-task and work independently
- Proven success at interpreting policy and procedures to frame for a variety of audiences

### EDUCATION

B.A. Communication Studies,  
Emphasis: Organizational  
Communications  
THE UNIVERSITY OF  
MONTANA, 1996

*studies toward M.Ed.*  
Educational Leadership  
THE UNIVERSITY OF  
MONTANA, 1996-1998  
*15 earned credit hours*

### CONTACT INFORMATION

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### RELEVANT WORK EXPERIENCE

#### **DIRECTOR, RECRUITMENT & ENROLLMENT**

Great Falls College Montana State University  
2019-Present

- Lead recruitment and enrollment management strategies for Great Falls College to include:
  - Overseeing and directing the work of the admissions and enrollment department.
  - Using data-driven models to segment applicant populations, maximize yields and enable forward-looking enrollment projections.
  - Planning and coordinating recruitment activities including outreach and publications
  - Utilizing technology aimed at growing student inquiries, applications and enrollment
  - Managing orientation and registration programming and events
  - Responsibly directing recruitment and enrollment budgets

#### **MONTANA CAREER PATHWAYS PROGRAM COORDINATOR**

Great Falls College Montana State University  
2016-2019

- Research, develop, and write competitive grant applications
- Proficiently interpret data and policy to create promotional and marketing materials for pathways and dual enrollment
- Actively maintain diverse working relationships and strategic alliances on campus, in the community, and throughout the state
- Plan and implement events, information sessions, and programs for high school administrators, counselors, teachers, and students
- Provide admissions, records, and dual enrollment support

#### **COUNSELOR TOUR COORDINATOR**

Montana Counselor Tour  
2006-2015

- Created and grew tour program to serve over 500 national and international high school and independent counselors visiting Montana
- Built consensus among enrollment offices on four college campuses to showcase unique educational opportunities
- Managed all facets of week-long event to include contract negotiation, promotion, registration, database and budget

### ADDITIONAL RELEVANT WORK HISTORY

#### **EXECUTIVE DIRECTOR**

MT Post Secondary Educational Opportunities Council  
2002-2006

#### **ORIENTATION DIRECTOR, VISIT COORDINATOR & ADMISSIONS REPRESENTATIVE**

The University of Montana  
1996-2001