

ERICA MILNE

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OBJECTIVE:

To serve on the MPSEOC Board of Directors and represent Montana's Community Colleges.

PROFESSIONAL EXPERIENCE:

2021-

Dawson Community College, Glendive, MT *Director of Enrollment*

- Provide creative and energetic leadership in the development, execution, and ongoing renewal of a student recruitment, admissions, financial aid, residence life and student success programs that embodies the values and goals of DCC and recruits and supports a diverse student body best suited to the College's culture
- Establish strategic direction and priorities for enrollment management. Develop an overall Strategic Enrollment Management Plan in consultation with the Dean of Student Success and based on the College's strategic plan; and annual tactical business plan to present the College to the various audiences who can help to achieve its enrollment goals
- Establish close working relationships with the Dean of Student Success, senior staff and others to engage in conversations about enrollment priorities, shifting demographics, recruitment, financial aid allocation, retention, branding, alumni engagement, College aspirations, and the trade-offs and priorities that inform and shape admissions and retention policies and programs.
- Oversee recruitment, management, professional development, and retention of direct reports and staff in enrollment management. Provide strategic oversight and expertise; develop a strong sense of teamwork, equity, and investment in mission across all functional areas; establish an environment of mentoring and support. Ensure interaction and collaboration with the athletics department, faculty, and administrative units within the College
- Create and implement strategies for the intentional recruitment of international students, working together with the Dean of Student Success and other offices to coordinate specialized support services and integration of international students to the campus community
- Develop and manage the enrollment budget, ensuring that resources are allocated in a way that achieves goals
- Ensure that the College's vision is creatively represented on the admissions and financial aid website and in other digital and social media in collaboration with Marketing support
- Development and utilize existing and emerging technologies to communicate and build relationships with students, families, and secondary school counselors; deploy appropriate technology and other tools and resources within enrollment management.
- Maintain a visible profile and fosters communication both on campus and with external constituents by engaging students, parents, faculty and staff, community agencies, state and local officials, and members of the general public through participation in community organizations, student organizations, and other entities to best serve the students.
- Serve as the Montana Career Pathways (MCP) Coordinator, when DCC is awarded a MCP grant, by representing Dawson Community College in local, state, regional, and national events.

2018-2020

HKT Big Sky Motors, Glendive, MT *Marketing*

- Implement and communicate the company marketing plan
- Develop promotions along with advertising strategies.
- Build brand awareness including product positioning.
- Coordinate marketing projects from commencement to completion.
- Compile automobile manufacture lists that describe the company's offerings.
- Work directly with customers interested in automotive products to advance them toward a satisfied purchase.

2011 – 2018

Montana Brewing Company, Billings, MT. *Food and Beverage Service.*

- Effective daily communications regarding direct food and beverage sales to customers.
- Customer relations, problem-solving, striving towards excellence in satisfaction.
- Responsible for opening and closing specific departments of business days/evenings.
- Managed customer transactions processed through Aloha Computer Systems point of sale.
- Developed events for Hooligans Helps, a community program for families in financial distress.

2013 – Semester Internship

Radio Billings, Billings, MT. *Intern at a local radio station.*

- Assisted in meeting the daily demands with manager and employees
- Learned "Marketron" computer program to manage ad placement and delivery.
- Co-Hosted morning radio show on 98.5 "The Wolf".
- Responded to customer service calls.
- Managed public relations communications regarding community events and fundraisers.
- Assisted with the logistics of indoor/outdoor events.

SUMMER WORK EXPERIENCE

2013, 2014, 2015

Big Bang Fireworks, Fairview, MT. *Owner--Seasonal Sales of Fireworks*

- Market/advertise/inventory, price and sell products in temporary retail stores for seasonal business.

2010, 2011

Double Barrel Steak House & Casino, Fairview, MT. *Food and Beverage Service.*

- Effective daily communications regarding direct food/beverage sales to customers.
- Customer relations problem solving striving towards excellence of service.
- New start up restaurant which required developing and implementing efficient operations to meet customer satisfaction and new public image.

EDUCATION:

2010-2014 Montana State University, Billings, Montana
Bachelor of Arts Communications (Mass)

2006-2010 Fairview High School, Fairview, Montana