

P.O. Box 5286
Bozeman, MT 59717

December 9, 2014

Members of the Registrar Search Committee
c/o Office of Human Resources
PO Box 172520
Montana State University
Bozeman, MT 59717

Dear Search Committee Members:

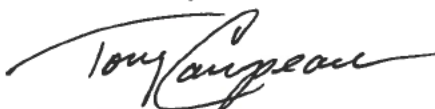
I write in application for the position of Registrar at Montana State University and am pleased to submit the attached resume, references and responses to the posted qualifications.

I offer a directly-applicable proven record of accomplishment. As Director of Enrollment Management at Montana Tech, I excelled in a role with similar demands to that of the Montana State University Registrar. I managed and advanced the offices of the Registrar, Admissions, Financial Aid, Veterans' Affairs, and Graduate Studies Administration. I also served as the student services representative on the Dean's Council as we facilitated an enrollment increase of 25 percent over a six-year period. As Associate Registrar at Montana State University, I have demonstrated the transferability of my leadership, strategic planning, and management skills to the four-campus Montana State University environment.

The Office of the Registrar and Division of Student Success face many opportunities and challenges as we work toward the goals within Montana State University's strategic plan. Our success in meeting those challenges correlates directly to the success of the students we serve. Collectively we shape the daily experiences of our students impacting their retention, timely graduation, and richness of experience. The Division of Student Success and the Office of the Registrar benefit from a talented staff who commit themselves to providing exceptional student service. As Registrar, I would continue that tradition of excellence and find ways to leverage and align these efforts toward the attainment of our collective goals. Additionally, I would continue to lead collaborative endeavors between the four-campus of Montana State University and represent our interests across the state. With a shared commitment to service, collaboration, and openness to change, we can exceed the goals of the strategic plan and advance Montana State University's position of strength in this dynamic environment.

I look forward to the opportunity to discuss your goals for the Office of the Registrar at Montana State University. I am available at your convenience and can be reached at either [REDACTED] Thank you for your consideration.

Sincerely,



Tony Campeau

TONY A. CAMPEAU



OBJECTIVE

To serve Montana State University and its many constituents, particularly the students, as Registrar

RELEVANT WORK EXPERIENCE

Associate Registrar – Montana State University

November 2011 - Present

- Manage 15 staff, with five direct reports.
- Align Office of the Registrar operations with the University Strategic Plan by developing an inventory of job responsibilities within the Registrar's Office, imbedding cross-trained activities with every position, and implementing new goal-setting and assessment protocols.
- Serve as Project Manager for 4-campus implementation of Degreeworks: an academic advising and degree audit software.
- Lead MSU-Bozeman implementation team for Course Leaf: a college catalog content management software.
- Lead MSU-Bozeman implementation team for CiM: curriculum management form and workflow software.
- Serve as Project Manager for MSU-Bozeman implementation of Ad Astra
 - Schedule: a room scheduling software and
 - Analytics: a course section predictive modeling software application.
- Serve on: Assistant Deans Council, Enrollment Management Committee, Classroom Committee, Restructuring Extended University Task Force and the Divisional Steering Committee.
- Lead restructuring of Tuesday/Thursday class-schedule framework to accommodate 84 additional three-credit courses every semester without new or additional physical resources.
- Align *General Curricular Requirements* and *Academic and Registration Policies* as posted in the college catalog with current practice.
- Implement software and administrative protocols related to incoming phone calls.
- Expand use of technology to enforce pre-requisite restrictions in collaboration with academic departments.

Director of Enrollment Management – Montana Tech of The University of Montana

February 2008 – October 2011

- Collaborate with Chief Academic Officer and Deans to set, enable, and enforce academic policy.
- Oversee management of academic records, curriculum, and academic catalog and administration of university scheduling.
- Lead, manage, assess, and improve all university functions associated with the offices of Registrar, Admissions, Graduate School Administration, Veterans Affairs, and Financial Aid.
- Lead transition to Strategic Enrollment Management model for student success, focusing on the integrated delivery of student services and communications via a one-stop-shop.
- Manage 19 professional staff with seven direct reports and an annual budget greater than \$250K.
- Represent Student Affairs on Dean's Council — led by the Vice Chancellor for Academic Affairs.
- Serve on Advancement and Development Team (members include the directors of Alumni, Career Services, Development, Enrollment, Marketing, and the Dean of Students) — led by the Vice Chancellor of Development and Student Services.
- Serve on the committees of Retention, Academic Standards, Student Union and Activities, Web Guidance, Curriculum Review, General Education Review, Strategic Planning, Campus Access, Computer and Telecommunications, Education and Outreach (TRIO), Employee Recognition, Space and Utilization, National Student Awards, and Scholarship.
- Serve as problem solver, advisor, mentor, and advocate for students and their families as they navigate their collegiate experience.

- Soccer Club, Advisor.

Director of Admissions – Montana Tech of The University of Montana

March 2005 – February 2008

- Define and grow the newly created position of Director of Admissions; support the campus' transition toward a new model of Enrollment Management; focus on integrated marketing.
- Perform all of the duties, less grant writing, of Associate Director (see below).
- Serve as Secretary/Writer of Chancellor-appointed vision task-force culminating in *Vision 2025* document (available upon request).
- Supervise 6.75 professional staff.
- Soccer Club, Advisor.

Associate Director of Admissions – Montana Tech of The University of Montana

January 1998 – February 2005

- Develop and implement comprehensive marketing and communication plan.
- Supervise Admissions Office counseling staff: 3.75 professional staff.
- Write, edit, and manage the production of brochures for marketing and recruiting efforts.
- Manage and/or consult on all aspects of a \$250,000 admissions operating budget.
- Oversee identification, cultivation, and management of over 6,000 contacts with prospective students, families, educators, and corporations using Banner and Microsoft Access databases.
- Develop positive relations and coordinate efforts with national and regional professional organizations (MPSEOC, College Board, AACRAO, et al.).
- Represent Montana Tech and its public relations efforts to prospective students, community organizations, media, on-campus constituents, and the general public.
- Write, receive, and manage grant funding for Tour of Nations.
- Perform program evaluation using demographic and market research to develop enrollment strategies.
- Soccer Club, Advisor.

Assistant Director of Admissions – Montana Tech of The University of Montana

June 1995 – January 1998

- Coordinate, schedule, and promote campus workshops and open houses, including Tech Day, Scholars' Luncheon, College/Career Fair, Summer Orientation/Registration.
- Serve as advisor for Montana Tech Prospectors (student ambassador group).
- Coordinate Alumni Admissions Representative Program.
- Manage personal recruitment territory via extensive travel, personal visits, phone calls, e-mail, and postal correspondence.
- Provide counseling to prospective and enrolled students and their families about admission requirements and procedures, program selection and scheduling, academic advising, career advising, job placement information, and financial aid information with an emphasis on individual attention and customer service.
- Coordinate office travel schedule.
- Soccer Club, Advisor

Admissions Counselor – Montana Tech of The University of Montana

November 1994 – June 1995

- Schedule, advertise, and facilitate College Information Night.
- Hire, supervise, and coordinate Montana Tech Tele-counselors.
- Travel extensively to high schools and college fairs to represent Montana Tech.
- Complete surveys/collect pertinent data.
- Write the Admissions Column for the Technocrat (student newspaper).
- Assist in all aspects of Admissions Office functions.
- Meet with prospective students and families to promote Montana Tech.

Recruiter – Division of Technology of Montana Tech of The University of Montana

August 1994 – May 1995

- Schedule high school appointments and visits.
- Travel to high schools and college fairs to recruit students.
- Prepare and give presentations to prospective students, counselors, and parents.
- Maintain contact and follow-up activities with high school students, parents, high school counselors, and teachers.
- Provide counseling to prospective and enrolled students about admission requirements and procedures, tech-prep articulation, program selection and scheduling, academic advising, career advising, job placement information, and financial aid information.
- Oversee the development, design, layout copy, and printing of publications.
- Develop the Phon-a-thon Program of calling prospective and admitted students.
- Manage the organization and implementation of on- and off-campus recruitment programs.

EDUCATION

Master of Science, 2012

Montana Tech

Technical Communication

Thesis: *The College Catalog Genre: A Case for a Modern Definition.*

Bachelor of Arts, with Honors, 1992

University of Montana, Missoula, Montana

Major: Political Science

Minor: Economics

RELATED ACTIVITIES

American Association of Collegiate Registrar's and Admission Officers (AACRAO)

Member: 2000-present

Committee Member: Small Colleges, 2005-2008

Contributing Author:

The College Admissions Officers Guide, AACRAO, 2008

National Conference Attendee: 2000-2014 (except 2009 and 2012)

National Conference Presenter:

So you want to be a Director of Admission, 2007

Managing Staff Development and Training, 2005

Involving Faculty in Electronic Recruiting, 2002.

AACRAO Strategic Enrollment Management (SEM) Conference

Conference Attendee: 2002, 2004, 2006, 2007, 2010, 2012, 2013, 2014.

Montana Association of Collegiate Registrar's and Admissions Officers (MACRAO)

Conference Participant: 2005-2014

Officer:

Immediate Past President, 2011-2013

President, 2009-2011.

Montana Post-Secondary Educational Opportunities Council (MPSEOC)

Conference Participant: 1995-2001

Officer:

Immediate Past President, 1999

President, 1998

Vice-President, 1997

Secretary, 1996.

National Association for College Admission Counseling (NACAC)

Conference Participant: 1996, 1998, 1999, 2000, 2001.