

## ***W. Kent Barnds***

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**OBJECTIVE:** A challenging position in higher education leadership providing opportunities for professional growth, risk, challenge and innovation

**EDUCATION:** *Gettysburg College*—B.A. in political science with minors in history and Spanish  
*Center for Cross-Cultural Studies*, Seville, Spain (fall semester, junior year)  
*Harvard University*, Graduate School of Education, Institute of Educational Management—  
Certificate  
*Regis University*—Certificate in organizational leadership  
*Regis University*—M.S. in management

**STRENGTHS:** Innovation, team-building, creativity, adaptability, analytical reasoning, organization and public speaking

### **PROFESSIONAL EXPERIENCE:**

#### ***Vice President of Admissions and Enrollment***

Augustana College, Rock Island, IL (July 2005 to present)

- Successfully managing and administering an operating budget of nearly \$1 million and an institutional financial aid budget of more than \$25 million
- Motivating, managing, organizing and leading a professional staff of 25
- Executing direct mail and integrated recruitment plan for more than 50,000 inquiries
- Coordinating the review of approximately 3,200 applications annually
- Developing and implementing a multi-year, integrated recruitment plan to address the acceleration of the college admissions process
- Planning and leading two staff planning retreats annually
- Serving as a member of the President's Cabinet and senior leadership team
- Serving as liaison to the Augustana College Board of Trustees for all matters pertaining to Admissions, Financial Aid and Enrollment
- Serving as chair of the Student Center Task Force

#### ***SIGNIFICANT ACHIEVEMENTS:***

- Successfully implemented strategies to increase applicant pool. Achieved largest applicant pool in history for Fall of 2006—(3,292) and second largest for Fall 2007
- Oversaw a strategic decrease in the percentage of accepted applicants (selectivity) by more 9% in one year. Improved selectivity from 84% to 75% for fall of 2006 and from 75% to 73% for fall of 2007
- Responsible for most successful enrollment in the college's history and two largest entering first-year classes
- Implemented strategies to improve yield from 28% to 32% in one year
- Developed a plan to systematically "re-qualify" inquiries to better focus recruitment efforts and manage limited fiscal resources year
- Implemented a multicultural recruitment plan that improved first-year multicultural enrollment from 8% to 10%
- Developed scholarship strategy to improve yield of students with stronger academic qualifications and increase net tuition revenue

***Dean of Admissions and Enrollment Management***

Elizabethtown College, Elizabethtown, PA . (July 2002 to June 2005)

***SIGNIFICANT ACHIEVEMENTS:***

- Lead Office of Admissions, Financial Assistance, Marketing and Media Relations, and Orientation Programs
- Developed and completed an implementation of a plan to increase total enrollment by 12.5% in five-year period from 1,500 to more than 1,850
- Successfully implemented strategies to significantly increase applicant pool (27% for fall of 2001). At the time, achieved largest applicant pool (2,904) in 2004
- Oversaw a strategic decrease in the percentage of accepted applicants (selectivity) by more than 10% in the course of five years. Improved selectivity from 78% to 64%
- Innovated yield efforts and improved overall yield from less than 25% to more than 30% for Fall 2004
- Responsible for most successful first-year enrollment in 10 years and four of the top five largest entering classes
- Achieved a 5% increase in first-year student retention over the course of the three years served as Dean
- Directed and executed a successful recruitment plan to enroll the first cohort to newly introduced college honors program
- Assumed responsibility for the coordination of new student orientation programs
- Integrated the use of the latest technologies into overall recruitment program
- Implemented an office plan emphasizing co-coordination of major projects to stabilize and strengthen long-term efforts
- Developed a bi-monthly staff development program to expose admissions staff to other majors departments and developments across campus
- Created and serve as chair of on-campus Enrollment Management Group (EMG)

***Director of Admissions and Assistant Dean of Enrollment Management***

Elizabethtown College (1997 -2002)

***Associate Director of Admissions***

Elizabethtown College (July 1995-July 1997)

***Assistant Director of Admissions***

Elizabethtown College (June 1994-July 1995)

***Admissions Counselor***

Elizabethtown College (July 1992-June 1994)

## **PROFESSIONAL ACTIVITIES AND LEADERSHIP POSITIONS:**

### **Campus Activities at Augustana College**

Website Evaluation Task Force-Chair (2007 to present), Retention Action Committee (2005 to present), Budget Committee (2005 to present), Student Center Task Force-Chair (2006 to 2007), International Studies Committee (2005 to present), Honors Committee (2005 to present), Athletic Committee (2005 to present), Enrollment Management Committee-Chair (2005 to present)

### **Campus Activities at Elizabethtown College**

Strategic Planning Committee (2003-2005), Marketing Roundtable Committee (1997 to 2005), Web Oversight Committee-Chair (2003 to 2005), Faculty/Staff Campaign Committee (2003-2004), Resources and Planning Committee (1999-2002), Campus Information System Implementation Team (2001), Ad-Hoc Honors Program Development Committee (1999), Middle States Institutional Self Study Steering Team (1998-1999)

### **National Association for College Admission Counseling (NACAC)**

Delegate to National Association (2001-2005), Annual Conference (1996 -2004)

### **Illinois Association for College Admissions Counseling (IACAC)**

Presenter at Western Regional Conference

### **ELCA Enrollment Managers Conference**

Conference Planning Team (2007 to present); "Successfully managing turnover in an admissions office," presenter (January 2007); Executive Committee (2007 to present); Annual conference (2006 to present).

### **Pennsylvania Association for College Admission Counseling (PACAC)**

Conference Planning Committee (1993-1996); Workshop for New Admissions Counselors (Summer 1992); Annual Conference (1993 to 2005); PACAC Minority Concerns Conference (Winter 1995); Government Relations Committee of PACAC-Chair (Summer 2003 to 2005); Government Relations Committee of PACAC-Chair, sub-committee for PA Politics, PACAC Executive Board (Fall 2001 to 2005); NACAC Delegate for PACAC (Fall 2001 to 2005); keynote speaker at PACAC Young Professionals Conference, (August 2000, 2002-2004)

### **Professional Development**

*Summer Institute on Admissions*, Harvard University (2001); *Management Experience in College Admission-Assuming a Leadership Position*, Indianapolis, IN (1998); *Summer Institute on College Entrance, Academic Placement, and Student Financial Assistance*, University of North Carolina at Chapel Hill, (1995); *The 13th Fitzwilliam Experience-Conference of College Admissions Counselors*, Fitzwilliam, NH (1994), *Summer Workshop on College Admissions*, Fairfield University, Fairfield, CT (1992)

### **Public Speaking**

*Preparing for your future in a changing economy: A game plan for freshmen at a Freshman Academy*, Gering Junior High School, Gering, NE and Davenport North High School, Davenport, IA (Fall 2007); "The Future of College Admissions," presented session at regional workshop (Spring 2007); "The Value of Letters of Recommendation," East Leyden HS (Fall 2007); *Junior Parents' Night Presentation* at St. Elizabeth High School, Wilmington, DE (1996-2004), Trinity Pawling School, Pawling, NY (2000), Merion Mercy Academy, Merion, PA (2000-2001), Walkerstown High School, Walkerstown, MD (2001-2002), Saint Margaret-McTirnan, Waterbury, CT (2003); "*Teambuilding in Admissions*," co-presented a workshop on team-building at professional development workshop, PASSCAC

(2001); *Gettysburg College Admissions Senior Seminars*, Gettysburg College, Gettysburg, PA, Addressed student interns regarding the admissions profession (Spring 1993).

### **Published Articles**

“Higher Education Remains a Bargain,” *Denver Post*; “‘Deadliest Catch’ as Inspiration,” *Inside Higher Education*; “Split Division III? Proceed with Caution,” *Inside Higher Education*; “An Open Letter on Transition,” *University Business Magazine* “Big Fish/Small Pond: It’s Not Where You Go...It’s What You Do & Who You Are,” Pureadvice.com, a college counseling website; and “The Inside Scoop: What Are Admissions Counselors Looking For?” *Next Magazine*, Karren Johnson and Kent Barnds.

### **Quotes in the Media**

“This year, Colleges Recruited Students in a ‘Hall of Mirrors’” *The Chronicle of Higher Education*, Eric Hoover and Beckie Supiano; “For Admissions Offices, a Spring of Uncertainty” *The Chronicle of Higher Education*, Beckie Supiano; “Parents need not apply...” *St. Louis Post-Dispatch*, Kavita Kumar; “When Generations Collide” *The Chronicle of Higher Education*, Piper Fogg; “Colleges turn away from private lenders” *The Wall Street Journal*, Rob Tomsho; “Toward a more multicultural campus” *The Lutheran*, Robert Elliot; Scrubbing Bubble: With Colleges Moving Away from Standardized Testing, Will K-12 Follow? *River Cities’ Reader*, Jeff Igantius; “Schools’ ‘Love Notes’ Quietly Say, You’re In,” *Wall Street Journal*, Anne Marie Chacker; “Banning Parents from College Tours,” *Washington Post*, Jay Matthews; “U.S. News Revises Its Method of Rating Colleges,” *Washington Post*, Jay Matthews; “It’s Audience Participation at Elizabethtown College,” *Admissions Marketing Report*, Bill Gregory; “Making the ‘A List’ Could Be Good...Or Not,” *Lancaster Sunday News*, Gail Rippey; “Elizabethtown College in Partnership with Students,” *Lancaster New Era*, David O’Conner; “Local Colleges Retain Rankings,” *Lancaster Online & Lancaster New Era*, Rebecca Ritzel.

### **Recognition**

2007 Young Alumni Achievement for Professional Development, Gettysburg College;  
2005 Loyal and Dedicated Service to Pennsylvania Association for College Admissions Counseling; 1992 Pennsylvania Association for College Admissions Counseling “Promising Young Professionals Award”

### **Personal**

Married seven years to Jennie Barnds with three children, Martha (5), Sophie (2 1/2 months), and Ben (12 weeks), vestry member of Trinity Episcopal Church, Rock Island, Ill, Board of Trustees, Rivermont Collegiate, Bettendorf, IA (K-12 Independent School).