

MAURA GATCH

EDUCATION

MASTER OF SCIENCE: ORGANIZATIONAL MANAGEMENT
Chadron State College, Chadron NE

BACHELOR OF ARTS DEGREE
Chadron State College, Chadron NE

ASSOCIATE OF SCIENCE
Sacramento City College, Sacramento CA

EXPERIENCE

VICE CHANCELLOR OF ENROLLMENT MANAGEMENT

Montana State University Northern / Havre MT / 2020 – present

Provide leadership for the enrollment management division to advance enrollment management strategies designed to support the institution's mission, vision and enrollment goals and sit on the Chancellor's Executive team. Manages and directs the offices of Admission and Recruitment, Student Support Services, Retention Efforts, Perkins grant and Pathways to CTE, Career Center and Industry Relations, Accessibility Services, Marketing, Social Media and Communications for prospective and current students, and collaborates with Academic Affairs to provide leadership to tutoring and advising.

Chair of the Institutional Accreditation and Assessment Committee, responsible for ensuring campus accreditation and one primary writer for MSUN's Year 6 and Year 7 report to NWCCU. Also, was the primary writer for the successful Student Support Services grant in 2020 for a 5-year cycle. In addition, one of the main writers for the Strategic Plan for MSU-Northern through the next 10 years.

- Executed a Strategic Enrollment Plan that lead to a
 - 12% increase in headcount and 6.7% increase in FTE for Spring 2023 over previous Spring
 - 8% increase in headcount and a 2.3% increase in FTE for the Fall of 2022
- Oversaw an increase in First-Time Full-Time Retention to the highest level it has been in the Fall of 2021
- Oversaw an increase in New to Campus Students to the highest number since 2017 in the Fall of 2021
- Oversaw an increase in Overall Campus Retention of 3% over a 4-year average and an increase in First-Time Full-Time Retention of 6% over a 4-year average in Fall of 2020
- Campus Implementation Lead for 4-campus implementation of EAB Navigate, Campus Management Radius and Anthology Reach
- Implemented new scholarship software and philosophy to increase scholarship access and reach to a larger population of students

EXECUTIVE DIRECTOR OF ENROLLMENT MANAGEMENT

Montana State University Northern / Havre MT / 2019 – 2020

Oversaw Admission and Recruitment, Student Support Services, Campus Retention Efforts Career Center and Industry Relations, Accessibility Services, Social Media and Communications for prospective and current students, and collaborates with Academic Affairs to provide leadership to tutoring and advising.

- Oversaw an increase in enrollment in Fall of 2019 and Spring of 2020
- Introduced new and strategic recruitment strategies including Industry Partner recruitment events, Merit Scholarship program and Territory Management recruitment efforts
- Program Director for Student Support Services Department of Education grant
- Gathered and analyzed data to design, support and reevaluate recruitment and retention strategies as needed.

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EXPERIENCE - CONTINUED

DIRECTOR OF STUDENT SUPPORT SERVICES

Montana State University Northern / Havre MT / 2018 – 2019

Designed, coordinated, and supervised all project components, including those that support student persistence, academic success, and degree completion. The Provided Leadership for retention efforts on campus including developing and introducing an Early Alert and Proactive Intervention plan to assist at risk students. Coordinated and collaborated with other entities on campus to ensure that participants receive the support they need to succeed.

- Oversaw participant and program assessment, monitoring and implementation of services and activities.
- Ensure the SSS Program is in full compliance with the Higher Education Opportunity Act and all other applicable federal regulations.
- Provided leadership and collaborated with MSUN departments to develop and implement policies to improve student retention.

DIRECTOR OF ADMISSIONS AND RECRUITING

Montana State University Northern / Havre MT / 2016-2018

Provided overall leadership in advancing recruitment and admission strategies designed to allow MSU-Northern to meet its enrollment goals. Oversaw the Admissions/Recruiting Department by managing the development and implementation of goals, objectives, policies, and priorities for each assigned area.

- Coordinated processes and activities that ensure prospective students receive timely and exemplary service during the recruiting and admissions processes.
- Served as the primary administrator (working collaboratively with MSU-Bozeman) of the Hobsons Radius Contact Resource Management software.
- Received the Hobsons Radius Education Advances Award for successful implementation of the new CRM
- Oversaw new student enrollment growth of 3% to date for Fall 2017 and an increase in applications of 9% to date for Fall 2017
- Core Member of the marketing committee, helping to plan a marketing calendar and schedule for the university, created a new branding guide for the university, developed and implemented an updated website
- Core Member of the Recruitment and Retention committee, developing a pilot program to identify at risk students and improve retention rates

ADMISSION SPECIALIST

Montana State University Northern / Havre MT / 2016

- Developed, organized and implemented on campus events for recruiting new students including College Experience Day and Health Professions Day
- Project Lead for Hobsons Radius including integration with SCT Banner and Axiom
- Organized and coordinated off campus recruiting events ranging from high school visits to month long MSUN recruitment trips
- Made a statewide presentation about MSUN to high school counselors at the MPSEOC Counselor Update
- Communicate and assist prospective students through the application and admission process at MSUN
- Worked in conjunction with Director of Admissions to create, design and implement recruiting communication plans for prospective students, including email design and communication schedule.

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EXPERIENCE - CONTINUED

VIRTUAL SCHOOL COORDINATOR AND VOLLEYBALL COACH

Lead Deadwood High School / Lead SD / 2014-2015

- Mentored and assisted students with their academic choices in a district that had 70% free and reduced lunch rate.
- Coordinated enrollment into the online class sections for students and monitored their progress to fulfill the district's graduation requirement.

DIRECTOR OF SALES AND MARKETING

Cadillac Jacks Gaming Resort / Deadwood SD / 2013-2014

- Created and fostered brand consistently through all marketing mediums including print, advertising and promotional artwork
- Built and developed business and sales through new and updated marketing strategies and campaigns.
- Saw a 150% growth over previous year to date in sales
- Managed all aspects of the sales cycle with prospects: relationship development, sales presentations, proposal generation and contract negotiations for business that yields the highest occupancy and average rate attainable based on hotel business plans.
- Developed and implemented a strategic sales and marketing plan of action in target market segments in conjunction with Corporate Director of Sales & Marketing and General Manager.

ASSISTANT CUSTOMER SERVICE MANAGER

Bank of the West / Dickinson ND / 2012-2013

HPER INSTRUCTOR AND HEAD VOLLEYBALL COACH

Dickinson State University / Dickinson ND / 2011-2012

- Taught classes in the Health and Physical Education Department including First Aid and CPR, Red Cross swimming and additional exercise science classes
- Responsible for all aspects of coaching including managing separate budgets for operating, travel and scholarships, recruiting as well as creating, organizing and running numerous fundraising programs and events

ASSISTANT VOLLEYBALL COACH

Chadron State College / Chadron NE / 2006-2010

- Responsible for assisting in all aspects of a nationally competitive NCAA Division II Volleyball Program.
- Assisted in preparing daily practice plans, running practice drills as well as formulating team strategy, and skill development of all players. Including creating a computerized practice plan template

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KEY SKILLS

Strategic Enrollment Planning

Program Implementation

Brand Development and Marketing

Grant Writing

Data Analytics

Writing & Editing

Team Leadership

Budgeting and Planning

Communication

CAMPUS INVOLVEMENT

Strategic Plan Executive Team- Chair

Accreditation and Assessment: Co-Chair

Budget Advisory Committee

Marketing Committee-Chair

Stadium Planning Committee

Recruitment and Retention Committee Chair

TECHNOLOGY EXPERTISE

Axiom

SCT Banner

Microsoft Dynamics: Anthology Reach

Degree Works

Radius by Campus Management

EAB Navigate

Salesforce

Adobe Suite

Microsoft Office Suite