

Lisa Shumard-Shelton

PROFESSIONAL EXPERIENCE

Director of New Student Admissions, Lake Land College, 2011-present

Primary responsibilities

- Oversee for the development and implementation of all activities relative to the recruitment and admission of traditional, adult or non-traditional, and international students.
- Develop and implement strategic marketing plans focused on the enrollment of the student populations listed above.
- Assist with the development of recruitment and marketing materials to include but not limited to brochures, flyers, emails, texting, web pages and social media. Coordinate the college's "Request More Info" Web site.
- Manage \$30,000 budget related to recruiting, in addition to assisting in a \$36,000 international travel budget and a \$22,800 in-district travel budget.
- Supervise the Director of International Studies, two Admissions Representatives, and the Director of Community Outreach. Staff increased from two full-time positions four full-time positions in a two year period.

Traditional student initiatives

- Coordinate recruitment and articulation activities with high schools and college/career fairs that result in enrolling approximately 40 percent of the LLC's district's graduating class each year.
- Chair the College and Career Day event, which is run annually for 1,200 in-district high school students. Event includes a 50 representative college fair sanctioned by the Illinois College Admission Counseling Association.
- Oversee Laker Visit Days, which are held five times per year. This event hosts around 400 students and parents to learn about Lake Land College's services. Event requires collaboration with departments across campus to demonstrate available resources to attendees.
- Coordinate with Counseling Services to assist as needed in college's orientations.

International student initiatives

- Serve as the Principal Designated School Official for the admission of international students, oversee orientation of international students, including information about F-1 Visa and immigration issues, local community information, and Lake Land College information.
- Assist current Lake Land College international students by working with Intensive English Language program instructors, the International Student Club, Global Friends Program, International Education Week, and cultural immersion activities.

Non-traditional or adult student initiatives

- Oversee the college's representation of "re-entry summits" at nearly 20 Department of Correction's sites. These are summits for inmates that are six months from release. Our mission is to educate about higher education opportunities available.
- Organize college's Explore Lake Land College event, which targets potential adult students, educating them on the admissions process, paying for college, orientation, and the transition into successful college student and graduate.
- Assist in community outreach programs, including college representation at One Stop Community Christmas, Special Olympics, and the American Heart Association Heartwalk.

Adjunct Instructor for Fitness Aerobics, Lake Land College Social Science and Education Division, 2009-present

Adjunct Instructor for Intro to Speech, Lake Land College Humanities Division, 2014-present

- Prepare and deliver lectures, presentations, and lessons that focus on the fundamental principles and methods of communication.
- Create quizzes and projects, assess and evaluate student learning, and assign student course grades.

Media Specialist, Lake Land College, 2006 to 2011

- Managed the writing and distributing of materials internally and to media, such as news releases, brochures, flyers, and web pages. Created the original social media presence for the college, maintained accounts.
- Developed and maintain excellent communication and relationships with reporters of local and national newspapers, television and radio stations. Contributed to an increase in media coverage for the college.
- Collaborated with the Director to organize and conduct special events and public relations and marketing campaigns.

Reporter, *Indiana AgriNews*, 2001 to 2006

- Edited content for 20,000-paid-circulation weekly owned by Miller Media Group, which serves those interested in the agricultural industry. Research and write five stories a week, coordinating longer-range stories with executive editor.
- Expected to follow AP style, meet daily and weekly deadlines and produce 15-20 photos per month to supplement and develop articles.

Contributor/Freelance Writer, *Intake Weekly*, 2004 to 2005, *Carmel Magazine* and *Fishers/Geist Magazine*, 2005 to 2006

- Corresponded for Gannett Co. weekly published by *The Indianapolis Star*. Publications focused on the news, lifestyle and entertainment issues important to 25-34 year old Indianapolis residents and is distributed at over 1,000 locations around the city.

SKILLS AND KNOWLEDGE

Lake Land College Strategic Initiatives

- Laker Louie: Introduce and Integrate Laker Mascot Into Events, 2015. Awarded \$10,000 in 2015 and was appropriated \$5,000 for 2016 and 2017.
- Walking Billboards: Building Branding Awareness through T-shirts, 2015. Awarded \$15,000 over 3 years as part of an outreach campaign and coordinated recruiting effort
- Department of Corrections Re-Entry Summits Recruitment Plan, 2015. Wrote plan requesting funds to travel to all DOC re-entry summits at locations for which the college serves students (currently that is approximately 7,500 students in about 20 sites).
- Adult Week, 2016. Wrote plan which resulted in \$1,000 in funds earmarked for this this event.

Service

- College and Career Day Committee Chair, 2011-present. For this large-scale college event, the chair directs and assists in creation of programming for 1,200 high school students who attend the half day program. The Chair also organizes an Illinois Association of College Admission Counseling Regional College fair.
- Health CareeRX Club Committee, 2015-present; Chair 2016-present. This group is a partnership between Southern Illinois University-Carbondale School of Medicine, Eastern Illinois University, Lake Land College, Sarah Bush Lincoln Health Systems, Carle and other organizations to introduce health related careers to high school students.
- Strategic Planning Committee, 2015-present. Appointed to this group by the college's Vice President for Student Services, assist in gathering feedback from people and organizations the college serves. This feedback, along with data, is used to create a plan to guide college into the future in teaching and learning.
- Datatel/Ellucian Colleague Recruit Customer Relations Software Implementation, 2015-present, lead college in creating print, electronic, and Web publications.
- Marketing and Recruitment Taskforce, 2009-2014; Chair 2011-2014.
- Serviced in the past on various other committees, including Wayfinding, Employee Communication Task Force, and Marketing Users Group.

Professional Organizations

Illinois Association of College Admission Counseling, 2011-present; National Council of Marketing and Public Relations member, 2006 to 2011; Public Relations Council of America member, 2009 to 2011; Society of Professional Journalists, 2000-2006

Presentations

Lake Land College Leadership Workshop presenter, 2014 - present; Trained facilitator for The Pacific Institute and PX2 program which is a motivational leadership training session for organizational employees and students, 2009 to 2011; Lake Land College Social Marketing Conference; 2009

Awards and Honors

Strasburg Volunteer of the Year, 2013; Lake Land College Shine Award (employee recognition), 2010; Regional National Council for Marketing and Public Relations award, 2007, 2008, and 2009; National Council for Marketing and Public Relations award, 2008; Region 5 Society of Professional Journalist award, 2007; Collaborator on special section for the Indiana State Fair, which won an international award from the Association of Fairs and Expositions, 2005; Eastern Illinois University Carol Manhart Scholarship winner, 2000; EIU's Bock Persuasive Speaking Contest finalist, 1999; EIU Smith-Merritt Persuasive Speech Contest winner, 1998; EIU Pink Panther Dance Team, 1997-2000 – continue to support this group through the years by returning multiple times to judge tryouts and take part in alumni events

Community Involvement

Marketing coordinator for the village of Strasburg, 2007-present; Miss Strasburg pageant director, 2014-present; Strasburg Lions Club, 2015-present - co-host charity event called "Strasburg Strongman" that has raised nearly \$7,000 in 5 years; Volunteer for Shelby County Fair Queen Pageant, 2014-present; Strasburg "Gnome News" (village newsletter) writer and editor, 2011-present; Host parent to Lake Land College International Student, 2009-2011

EDUCATION

Master of Arts in Communication and Leadership Studies

Gonzaga University, 2010

- *Thesis: Social Media Handbook: Colleges and Businesses Guide to Best Practices in Communication.*

Bachelor of Arts and Humanities

Major: Speech Communication, Minor: English

Eastern Illinois University, 2000

- Certified to teach secondary education students in Speech Communication and English
- Concentrations in interpersonal communication, organizational communication and radio/television/film
- Student taught at Martinsville High School, 2000