

Justin M. Tierney

HIGHLIGHTS

- Over seven years of experience in admissions and recruiting in higher education, including the past 13 months recruiting transfer and high school students at EIU. Recruited for a diverse range of prospect populations: students seeking certificates in Allied Health and mechanical trades, traditional high school students, transfer students, professionals seeking Master's degrees, and adult learners.
- One year as the chief enrollment strategist for transfer admissions at Millikin University, including supervising a transfer admissions counselor and a data processing clerk. Conducted significant amounts of data analysis to drive recruitment strategy. In this role, I oversaw the transfer registration process and collaborated with Office of Student Development in the execution of transfer orientation.
- Highly-skilled communicator, with over 10 years of experience as a writer and editor, in addition to interpersonal skills enhanced by a career in Admissions. Obtained Master's degree in Communication in May 2013.

EXPERIENCE

Admissions Counselor for Central Illinois, Transfer Admissions Counselor September 2016 - Present

Eastern Illinois University, Charleston, Illinois

- Initially came to EIU in September 2016 as a Transfer Admissions Counselor for 10 community colleges in Central Illinois. Due to a staff departure in January 2017, also served the Central Illinois territory for high school students while recruiting transfer students. In June 2017, transitioned to recruiting exclusively high school students from Central Illinois for EIU.
- Served on a committee tasked with reviewing EIU's admissions standards, where primary role was researching IPEDS data and competitors' admission criteria. Data provided by this research was used to support the committee's recommendation for modifying EIU's standard admission criteria.
- Serve on an Admissions Communication Committee, which oversees the development and implementation of a formalized communication plan and oversees various other outreach projects throughout the recruitment cycle.

Director of Transfer Admission

June 2015 - September 2016

Millikin University, Decatur, Illinois

- Managed the application process for all prospective transfer students, including making admissions decisions, assigning merit scholarships, and working collaboratively with the Registrar's office in the transcript evaluation process.
- Primary architect of all transfer enrollment strategy, including oversight of marketing campaigns, communication plans, and selecting and attending targeted visits to community colleges in Illinois, Missouri and Indiana.
- Served as a faculty advisor to Millikin's Transfer Student Organization.
- Advocated for more transfer-friendly academic policies through analysis of program sequences and course articulation.

Education:

Illinois State University Normal, Illinois

May 2013

M.S. in Communication

**Cumulative Graduate GPA:
3.62**

Elmhurst College Elmhurst, Illinois

January 2009

B.A. in Interdisciplinary
Communication Studies,
focused in Public Relations and
Advertising. Minor in English.

**Cumulative Undergraduate
GPA: 3.75**

Lincoln College

January 2007

Lincoln, Illinois

A.A. in General Studies

Awards & Honors:

Journalism Awards

- *First Place*
Sports Column, IPA 2009
- *Second Place*
Sports Feature, IPA 2009
- *Third Place*
Sports Feature, Illinois AP 2009
- *First Place*
General Excellence, ICPA 2008
- *First Place*
Sports News, ICPA 2008
- *Second Place*
In-Depth News, ICPA 2008
- *First Place*
Sports Feature, ICPA 2007
- *Second Place*
Sports Game Story, ICPA 2007
- *Second Place*
Sports Page Design, ICPA 2007

(over)

Director of Transfer Admission at Millikin University (continued)

- Working knowledge of community college advising practices and policies, achieved through strong relationships with a network of community college advisors. Also familiar with Phi Theta Kappa and the Illinois Articulation Initiative.
- Direct supervision of one transfer admissions counselor, one data entry/processing staff member, and student workers.

High School Admissions Representative

June 2014 - May 2015

Midwest Technical Institute, East Peoria, Illinois

- Solely responsible for managing the enrollment process of all high school student inquiries. This process included managing all direct communication with prospective students, including phone calls, text messages and e-mails. Also oversaw all campus visits from high school student inquiries.
- Assisted with admissions strategy, along with two High School Presenters, with a primary objective of maximizing lead generation during high school visits.

Senior Admissions Counselor and Communications Coordinator

June 2010 - April 2013, March 2014 - June 2014

Lincoln College, Lincoln, Illinois

- In Admissions Counselor role, oversaw substantial growth in non-residential student population over a three-year span, expanding from 42 to 63 from 2010-13.
- Small, intimate environment of Lincoln College resulted in gaining knowledge in various aspects of higher education, including advising, academic programs and policies, retention, FERPA standards, orientation, event planning, placement testing procedures, financial aid, and student activities.
- In role as Communications Coordinator, served as primary contact for all marketing campaigns at campuses in Lincoln and Normal, Illinois. Responsibilities in Communications Coordinator role also included writing press releases, writing profiles of donors/alums for alumni newsletter, conducting media interviews, serving as a member of a crisis communication team, carefully managing a \$90,000 budget, and working with graphic artists to design effective print advertisements.
- Primary writer of all Admissions Office e-mail and social media campaigns.
- Traveled to over 90 high schools in Illinois to recruit students and develop relationships with high school guidance officers and other school administrators.

Admissions Counselor

April 2013 - March 2014

Concordia University — Miller Park Way Center, West Milwaukee, WI

- Responsible for guiding adult students through the admissions process at Concordia University Wisconsin's largest adult learning center.
- Evaluated applications and made enrollment recommendations for graduate students seeking enrollment in two programs: Master's of Business Administration and Master's of Organizational Leadership Administration.
- Conducted academic advising and registration for all incoming students.
- Created new admissions procedures and processes to best ensure student success, such as adding mandatory entrance assessments and creating a section on academic civility in orientation sessions for new students.

Journalism Awards (cont.)

- *Third Place*
Sports News Story, ICPA 2007

Academic Awards

- Selected to give student address at Elmhurst College's January 2009 commencement.
- Dean's List in all seven semesters as an undergraduate student.
- Sole recipient of Lincoln College's American Legion Award for Citizenship and Patriotism, May 2006.
- First recipient of Lincoln College's Broadcast Award, May 2007.

Relevant Coursework

- Seminar in Leadership Communication
- Seminar in Mass Communication
- Seminar in Public Relations
- Seminar in Communication Theory
- Seminar in Rhetorical Theory
- Intercultural Communication
- Visual Communication
- Public Speaking
- Seminar in Persuasive Communication
- Graduate Pro-Seminar
- Research and Methods
- Principles of Marketing

Software Abilities

Proficient in:

- Microsoft Office Suite
- Adobe InDesign
- Hobson's
- Jenzabar
- CampusVue
- Banner
- Quark Express
- SPSS
- Internet Explorer
- Mozilla Firefox