

BRAD BAERTSCH
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PHOENIX, ARIZONA

EDUCATION

Bachelor of Science Kinesiology
Arizona State University – 2003

Non-Degree Graduate Coursework

PROFESSIONAL EXPERIENCE

**05/22 – Current
Full Time Senior Director, First Year Domestic and International Admission and Recruitment
Admissions Services, Arizona State University**

- Serve as a member of the Admission Services Senior Management team responsible for setting unit priorities and goals.
- Serve as lead contact for Vice President and Deputy Vice President for Enrollment Management.
- Contribute analysis and updates of enrollment summary for university President and Provost monthly meetings.
- Work with senior university leadership at the dean and vice president level regarding enrollment and special initiatives.
- Coordinate highly effective partnership with Financial Aid and Scholarship Services to meet enrollment goals
- Effectively communicate with academic partners, student services, and early outreach for enrollment strategy and policies.
- Direct and implement all population student recruitment strategy across multiple campus locations and learning modalities.
- Manage recruitment leadership team composed of multiple director and assistant/associate director reports.
- Manage campus visits and events team responsible for daily campus tours and large-scale recruitment events.
- Implement innovative solutions in application processing and admission policies to improve enrollment experience.
- Key stakeholder in recruitment planning and execution of communications for domestic and international recruitment.
- Consult and guide launches of new universal learning experiences beyond traditional university educational models.
- Develop strategies for enrollment pipeline development through college readiness initiatives at university and state level.
- Create strategic and adaptable organizational structures regarding employee recruitment, retention and advancement.
- Assigned to manage transfer and graduate recruitment team portfolio for recruitment and enrollment strategies

**06/15 – 05/22
Full Time Director, First Year Admission and Recruitment
Admissions Services, Arizona State University**

- Serve as a member of the Admission Services Senior Management team responsible for setting unit priorities and goals.
- Direct and implement all domestic and international first year new student recruitment strategies across all locations.
- Execute comprehensive and dynamic resident and non-resident recruitment initiatives with over \$1million budget.
- Communicate and consult with all academic colleges to develop recruitment plans to reach annual enrollment targets.
- Partner with Financial Aid and Scholarship Services to develop aid strategies to meet first year enrollment goals.
- Consult and guide university partners and community based groups focused on readiness and access initiatives.
- Build and design recruitment and admission communication plan for lead generation through enrolled stages.
- Redesign communication flow which embeds financial aid and specific academic information for a cohesive storyline.
- Approve and create concepts for freshmen enrollment using multi-channel communications with dynamic content.
- Utilize data and predictive models to identify historical trends to project and forecast potential enrollment.
- Oversee and participate in team hiring, training, and development focusing professional growth and exceptional service.
- Represent Admission Services needs and serve as project stakeholder for information systems development projects.
- Integral role in testing and development of Salesforce, self-reported application and other student enrollment projects.
- Direct Campus Visits Team to create vibrant, inclusive and informational on and off campus recruitment events.
- Manage key relationships with high school administrators and locally and nationally.
- Collaborate with University of Arizona and Northern Arizona University for coordinated recruitment programs.

**07/14 – 06/15
Full Time Associate Director, First Year Recruitment
Admissions Services, Arizona State University**

- Serve as member of Admissions Services First Year Leadership and Management team
- Supervise, hire, onboard and train recruitment staff of 25 based at 4 campus locations and regionally across the nation.
- Design and implement key performance indicators, goals and objectives pertaining to recruitment and enrollment.
- Coordinate and establish prospective student customer service protocols and best practices for high volume university.
- Increase first year applications 25% and record enrollment of 10,700 freshmen without change to profile for fall 2014.
- Manage complex Student Search Purchase strategy and budget for special populations, ability segments and territories.
- Evaluate and implement marketing and communication efforts to targeted academic and geographic segments.
- Create dynamic solutions to increase application completion rates with admissions staff personalized outreach.
- Cross collaborates with Alumni Association, Foundation and Athletics for integrated recruitment strategies.
- Effectively communicate and represent Admissions Services with University Academic Units.
- Assemble enrollment reports analyzing recruitment efforts and trends shared with senior university leadership.
- Build and maintain relationships with key university constituents and admissions product vendors.
- Chair Phoenix Spring RMACAC College Fair hosted by ASU attended by 130 colleges and universities.

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05/10 – 07/14
Full Time

Assistant Director, First Year Recruitment
Admissions Services, Arizona State University

- Supervise, manage, and hire first year recruitment team of 25 based on campus and regionally.
- Manage complex Student Search Purchase strategy and budget for special populations, ability segments and territories.
- Analyze admission funnel data with Customer Relationship Management (CRM) systems and Data Warehouse.
- Successful implementation of two Customer Relationship Management (CRM) systems: Talisma and Sales Force.
- Provide strategic direction for recruitment and marketing plans for multiple student segments and territories.
- Set recruitment initiatives for National Merit Scholar, Gates and other national scholar student segments.
- Coordinate recruitment tactics for university Financial Aid programs targeted to low income resident families.
- Cross collaborate with university Financial Aid and Scholarship Services to review Financial Aid packaging tactics.
- Implement large scale staffing system to enhance customer service experience in high volume environment.
- Carry out 50 annual large-scale on and off Campus recruitment and yield events for prospective students and families.
- Plan and budget innovative Campus Guidance Counselor Programs to enhance university relations and perceptions.
- Coordinate and plan staff training and development modules for consistent messaging.
- Integral leadership role in project management of ASU California Center for Presidents and Provost Office

11/05 – 05/10
Full Time

Regional Admissions Coordinator – Northern California
Admissions Services, Arizona State University

- Establish and develop Northern California Regional Recruitment Office.
- Develop data analysis metrics and quantitative research for California Regional Team.
- Manage recruitment in Pacific Northwest, inclusive of Seattle and Portland metropolitan areas.
- Initiate and cultivate outstanding relationships with students, parents, and high school administrators.
- Create innovative strategies to recruit and enroll new students from assigned territories and markets.
- Increase university visibility in emerging and target markets.
- Assess programs and provide recommendations for improvement.
- Evaluate competitor behavior and provide regular analysis of recruitment strategy.

PORTFOLIO OF CURRENT PROJECTS

04/23 - Current

ASU California Center

<https://newsroom.asu.edu/press-release/asu-expands-fashion-program-through-asu-fidm>

Serve in a variety of capacities, including managing and directing the recruitment and enrollment team focused on the California Center and the transition of the Fashion academic programs and students from FIDM in downtown Los Angeles to ASU. Additionally manage the team that supports and transitioned the successful Fashion Clubs programs developed as a recruitment strategy. Serve on workgroups related to the branding and marketing of the California Center with the affiliated colleges.

04/23 - Current

California College of ASU

<https://californiacollege.asu.edu/>

Assist and consult with the enrollment team managing the transition of Columbia College of Hollywood to ASU - and operates as an independent, non-profit affiliate of the university.

01/22 - Current

Arizona FAFSA Coalition

Participate on a statewide committee on improving FAFSA completion rates through programming and outreach campaigns in the state of Arizona that continually ranks nearly last in this area. This work became increasingly important with the 24-25 academic year FAFSA Changes in a state that operates with the highest student to counselor ratio in the U.S.. Additionally, participated as a session presenter on FAFSA changes to statewide partners on changes and how to assist students in completing their FAFSA, and coordinated annual FAFSA workshops and conferences on the topic.

03/20 - Current

Personalized Admission Project

<https://decisioncenter.asu.edu/projects/personalizedadmissions>

Lead university efforts on a program that reviews transcripts and academic data of Arizona high school students and offers admission to students prior to submitting an application for admission. This project grew from a partnership with Phoenix Union School District in 2021 to over 30 school districts in the 4th year of the program, with the goal of enrolling more admissible students, particularly from historically underrepresented communities to the university.

03/20 - Current

Kaplan International Pathways

Member of the university leadership team that works on partnership efforts to increase international student enrollment. This involves coordination on twice yearly JSB meeting, multiple Agent Familiarization Visit programs and other programming needs of the partner. Additionally serve as a student escalation/resolution expert working closely with Financial Aid, University Housing partners and New Student Programs.

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- 03/20 - Current** **University Covid-19 Response and Student Resolutions**
<https://www.asu.edu/about/spring-2021>
- Serve in a variety of capacities to resolve incoming student issues related to Covid-19 to keep university on track to meet enrollment goals. Being an empathetic listener to challenging circumstances to provide customized resolutions and guidance throughout the university community. Additionally, pivoting all recruitment strategies, communications and recruitment events in under 72 hours.
- 01/19 - Current** **ASU Hawaii**
- Work alongside ASU Foundation and other university partners on collaborative and creative partnerships that align with institutional commitment to environmental and cultural sustainability and scholarship/sponsorship funding. Serve as co-host of Hawaii Student and Family Welcome Event, sponsored by Hawaiian Airlines and Send Off program.
- 03/19 - Current** **New Student Orientation Redesign and Enrollment Initiatives**
<https://eoss.asu.edu/orientation>
- Research, planning, internal communication to launch new student enrollment experience for Fall 2021. Converting all aspects of close to 200 in person programs to a 100% digital experience. Continuing to work closely with New Student Programs on all aspects of the New Student Orientation Experience and the university advising community.
- 03/19 - Current** **ASU Local**
<https://asulocal.asu.edu/>
- Project launch, recruitment strategies, communication plan and overall success
- Work with ASU Local, EdPlus and Enrollment Services to develop recruitment strategies for innovative program in Los Angeles in underserved communities. Identifying and mapping out the process for students applying to the program with a high level of cross collaboration across university partners in a first of its kind project.
- 01/19 - Current** **Future Law Scholars**
- Project launch, recruitment strategies, communication plan
- Rapidly develop and implement a program in partnership with Sandra Day O'Connor College of Law for incoming first year students to become connected with current law students and participate in existing programming at the law school. The ultimate goal of the program is to offer an experience beyond pre-law advising, exposure to various legal professions, and develop a pipeline for the law school for a select scholar group and other advanced legal degrees.
- 10/17 - Current** **Sunny Chatbot**
<https://yourfuture.asu.edu/sunny>
- Project launch, development of communication plan and overall success
- Developed integration of AI Chabot-drive text messaging platform to guide students through the enrollment process. Implemented and designed a comprehensive communication plan directed at targeted audiences to increase enrollment and retention of first year class. This project has been instrumental in assisting students in completing necessary next steps in the admission and financial aid process, in addition to completing events. Served as co-presented with the vendor at their request regarding the impact of our messaging and best practices at national and regional conferences. Continued as part of the work group as the university transitioned to a self built chatbot to serve incoming and current students.
- 01/17 - Current** **First Year Communication Redesign – Sun Devil Story**
- Project launch and programmatic elements currently in progress.
- Serve as the key stakeholder for all first year communications from lead generation strategy through enrollment. Redesign the flow and content of all communication including email, mail and text that prospective students and families receive from the university from sophomore through enrollment at ASU. This includes embedding financial aid, academic college, orientation, and a variety of other campus partner's dynamic content for personalized content. All communications have a high level of dynamic content so the message is personalized to the prospective student needs versus blanket and form style communications that lack a customized experience. Additionally, this has included building an extensive parent communication plan that mirrors information that a student receives.
- 01/17 - Current** **Kamehameha Schools & ASU Partnership**
- Key relationship manager for a partnership cohort scholarship program with Kamehameha Schools that provides 10-15 students with a substantial financial aid package, and provides mentorship and advising to the cohort during their time at ASU. Additionally meet with school leadership during annual meetings to provide enrollment updates on student success, financial aid data, and other partnership opportunities. Annually host a "friends"-giving during the fall term for community building and connection.
- 01/17-Current** **ASU Prep Digital and Immersion Partnership**
- Relationship manager with academic and senior leadership to provide student programming and enrollment pathways to the university. Regularly host monthly professional development activities, counselor and student visit programs, in addition to curriculum support.

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- 09/15 - Current** **Tri University Partnership**
<https://collegereadyaz.com/tri-universities/>
One of three founding directors that developed a strategic admission partnership with the two other Arizona public universities to collaborate on joint admission programming for students, families and school partners. This annual programming involves traveling the state of Arizona to better serve students and counselors sharing information about degree attainment, college readiness, financial aid and state/university promise programs.
- 09/15 - Current** **ASU Entrepreneurship + Innovation Fellows**
<https://entrepreneurship.asu.edu/ei-fellows>
Project launch and programmatic elements currently in progress.
An exclusive group of entrepreneurs and innovators that are selected to a cohort that receive personalized support and mentorship to launch their creative ideas. Students typically have started a business and are looking to advance a venture, have an early-stage idea, or an interest in innovation and want to be connected to a network.
- 09/14 - Current** **ASU Next Generation Service Corps – Public Service Academy**
<https://psa.asu.edu/next-generation-service-corps>
Project Responsibilities: Recruitment, Marketing and Enrollment
A four year cohort where students complete a series of internship and leadership experiences. Students complete their major tracks as well as academic courses that develop foundations in leadership, ethics, social entrepreneurship and community development. This experience results in students receiving a certificate in Cross-Sector Leadership. Annual enrollment goals of 150 students. Recruitment support in developing Salesforce integration to better communicate and manage the selection and awarding process.
- 09/14 - Current** **Barrett, the Honors College**
<https://psa.asu.edu/next-generation-service-corps>
Project Responsibilities: Recruitment, Marketing and Enrollment
Serve in a key consulting role to help guide and direct the recruitment effort of the university's honors college across all 4 campus locations. Key accomplishments include developing a comprehensive communication and recruitment strategy and on boarding the college into Salesforce to develop a more robust and contemporary recruitment experience. A new admission notification experience and better integration of the honors college experience in the campus visit experience.
- 01/14 – Current** **Implementation and development of Salesforce**
<https://www.salesforce.org/stories/arizona-state-university/>
Project Responsibilities: Recruitment, Marketing, Communication, College Strategies
Work with the Admission Services Information Systems team to ensure CRM is being used effectively and meeting the recruitment, enrollment and communication needs of Admissions Team, College Recruitment Teams, and Enrollment Services Communications. Responsible for onboarding recruitment partners at the university, the discovery, implementation and training when new projects and partners are identified.
- 09/12 - Current** **Flinn Scholar Recruitment**
Project Responsibilities: Recruitment, Marketing and Enrollment
The Flinn Scholarship Program provides an unparalleled package for undergraduate study at an Arizona public university for 20 of Arizona's highest-achieving high school seniors each year. The majority of Flinn Scholars have enrolled at ASU (10 or more) each year, including record years of 15 and 16 scholars under my direction.

PORTFOLIO PROJECTS COMPLETED

- 10/16 – 08/20** **Discovery Fellows**
<https://students.asu.edu/discovery-fellows/oos>
Project launch and programmatic elements currently in progress.
Develop programs to increase student recruitment and improve retention. Nearly 400 selected students are awarded up to \$5,000 after the start of their sophomore year to complete a passion project such as study abroad, public art, or launching a product or idea. Managing the application, communication and awarding process.
- 10/17 – 11/19** **Innovation Scholar Challenge with Amazon Web Services Educate**
<https://asunow.asu.edu/20181107-ai-scholars-create-voice-activated-tech-global-good>
Project launch, communication and recruitment
Build communication and recruitment strategy to enroll 600 students in partnership program where students received an Echo Dot to build Alexa skills and participate in a hackathon. Winning teams earned a trip to Seattle to visit Amazon Headquarters, meet with business and technical leaders and a \$5,000 scholarship. AWS Educate matched all student's scholarships as a result of the project.

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10/17 – 09/18

Implementation of Common Application

Project launch and programmatic elements currently in progress.

Assist with implementation and serve as stakeholder in joining the Common App. The timeline for implementation was accelerated 3 months and successfully launched mid-year for fall 2018 class. Additional student communication were developed for fast deployment, due to additional steps that would need to be completed in order for application completion.

10/16 – 10/18 Roadtrip Nation & Share Your Road

Project launch and programming elements for Future West

<https://roadtripnation.com/roadtrip/arizona-innovation>

Completed work for documentary featuring current university students who travel throughout Arizona to learn and help define the meaning of innovation and was aired nationally on PBS.

06/16 – 10/17

Implementation of Self-Reported Application

Project launch and programmatic elements currently in progress.

Serve as a lead coordinator on the functional and technical teams to implement a new application and evaluation process using self-reported transcript and grades for fall 2017 application. The project to date, has resulted in three times as many admitted students. Continue to prioritize modifications to enhance the student experience and user interface and experience.

Summary of Enrollment Achievements

Fall 2023

ASU Enrollment Achievements

<https://news.asu.edu/20230814-sun-devil-life-asu-projects-record-enrollment-fall-2023>

Fall 2022

ASU Enrollment Achievements

<https://news.asu.edu/20220815-university-news-asu-sets-record-fall-2022-enrollment>

Fall 2021

ASU Enrollment Achievements

<https://news.asu.edu/20210817-sun-devil-life-record-number-students-ready-launch-fall-2021>

Fall 2020

ASU Enrollment Achievements

<https://asunow.asu.edu/20200820-sun-devil-life-asu-begins-fall-semester-record-enrollment>

Fall 2019

ASU Enrollment Achievements

<https://asunow.asu.edu/201908221-sun-devil-life-asu-first-day-largest-diverse-first-year-class>

Fall 2018

ASU Enrollment Achievements

<https://asunow.asu.edu/20180815-sun-devil-life-asu-student-body-bigger-and-brighter-fall-classes-begin>

Fall 2017

ASU Enrollment Achievements

<https://asunow.asu.edu/20170815-asu-news-asu-welcomes-record-number-arizona-freshman>

SUPPLEMENTAL PROFESSIONAL EXPERIENCE

08/13-Current

**Graduate Level Coursework
Arizona State University**

- Public Affairs Economics
- Public Affairs
- Organizational Behavior
- Defining the Digital Audience

09/13-07/14

**Enrollment Leadership Academy Cohort
The College Board**

- Year-long program focused on leadership skills, enrollment management issues, and development.
- Participate in monthly national and regional meetings to discuss current trends in enrollment management.
- Further understanding in Admissions, Financial Aid, Data Driven Decisions, and College Readiness.
- Learn about operational differences among cohort participants including selective private and public universities.
- Participate and engage with the College Board Leadership at regional and national levels.

02/07–9/08

Contract

Information and Data Analyst

Office of Resource Development, The Asia Foundation

- Manage maintain fundraising database for donors and key constituents
- Generate and design data reports detailing donor history, interests, and event participation.
- Process philanthropic gifts, pledges and payments, and other gift types according to best business practices.
- Implement and employ best practices for information management and data reliability.
- Monitor database integrity, software health, and provide lists for communication and events.
- Conduct basic prospect research as needed, providing research services and generating constituent profiles.
- Construct queries and reports to meet the needs of fundraising officers and to analyze the effectiveness of fundraising.
- Supervise and train new database users.

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06/06-09/06
Contract **Program Assistant, Luce Scholars Program**
The Asia Foundation

- Coordinate international orientation program for scholars embarking to 17 Asian Countries
- Assist with programming in New York City and San Francisco for internal and external scholar promotion events.
- Obtain all documents needed for visa attainment and approval for international scholars
- Communicate with international offices and consulate offices regarding visa procedures and student placements.
- Troubleshoot and find solutions to any issues upon scholar arrival in host city or country.

08/03 – 11/05
Full Time **Senior Admissions Counselor**
Office of Admissions, Montana Tech of The University of Montana

- Structured, implemented, and evaluated campus visitation programs for prospective students.
- Managed recruitment territory in the Pacific Northwest and Western United States.
- Coordinated, managed, and supervised registration and orientation programs for new students.
- Developed and cultivated effective working relationships with university faculty and administrators.
- Proposed and implemented creative design concepts recruitment marketing publications.
- Managed publication design and ensured adherence for new brand and marketing initiatives.
- Successfully coordinated national recruitment strategy.
- Effectively worked with diverse populations and campus communities.
- Advised volunteer paraprofessional student ambassador program.

PROFESSIONAL AFFILIATIONS

01/10 – Current	Member, National Association for College Admissions Counseling
01/10 – Current	Member, Rocky Mountain Association for College Admissions Counseling <ul style="list-style-type: none">• Phoenix Roadmap – Planning Committee (2016-2017)• Chair Phoenix Spring RMACAC College Fair (2015-2016)• Annual Conference Planning Committee (2016)
01/07 – Current	Member, Western Association for College Admissions Counseling <ul style="list-style-type: none">• Share, Learn, Connect - Planning Committee (2008-2010) – Professional Development Programs• Share Learn, Connect – Planning Committee (2015) – Professional Development Programs
10/03 – Current	Member, Pacific Northwest Association for College Admissions Counseling (PNACAC)
11/05 – 07/15	Regional Admissions Counselors of California
05/05 – 11/05	Vice President, Staff Senate, Montana Tech of The University of Montana
02/05 – 11/05	Advisory Board Member, Bookstore, Montana Tech of The University of Montana
08/03 – 11/05	Member, Montana Post Secondary Education Opportunities Council (MPSEOC)

AWARDS/HONORS

- 2008 E. Walker Admission Counselor Award – Western Association for College Admission Counseling
- 2015 High Five Award for Outstanding Contribution – Rocky Mountain Association for College Admission Counseling
- 2019 Champions Award – First Year Success Center; Arizona State University

SPECIALIZED SKILLS

- Student Information Systems – PeopleSoft, BANNER
- Recruitment CRM Knowledge and Implementation – Salesforce, Talisma, RecruitmentPlus
- Student Search Software – College Board EPS & SSS, ACT EOSS
- Predictive Modeling – Othot, NCCRU, Marketview
- Project Management with Admissions Vendors – Hobsons, AdmitHub, College Board, ACT, Raiseme, many others.
- Fundraising and Development Applications - Raiser's Edge
- Microsoft Office Applications, Internet, Adobe, PageMaker, BlackBoard, Social Media Platforms
- Manage multiple high skill tasks with composure and effective time-management skills
- Excellent oral, written, and interpersonal communication skills

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PRESENTATIONS/PANELS

- November 2020 American Marketing Association with Salesforce.org: "Physically Distanced, Personally Connected"
- May 2019 RMACAC, PNACAC, WACAC Joint Conference with AdmitHub: "Using AI to Influence Enrollment"
- July 2018 Association of International Certified Professional Accountants: "Cutting through the Clutter to Reach Students"
- February 2016 The College Board Western Regional Forum: "New Assessments and Student Search for Recruitment"
- May 2015 RMACAC, PNACAC, WACAC Joint Conference: "A League of Extraordinary Recruiters"
- May 2015 RMACAC, PNACAC, WACAC Joint Conference: "Understanding Your Market: Who Are These Students"
- September 2014 NACAC Conference: "Middle Management in University Admissions: Our Role- Our Experiences"
- June 2014 WACAC Conference: "High School Visits that Go Rogue"
- June 2014 WACAC Conference: Special Interest Group Moderator for Professionals with 1-3 Years of Experience.
- May 2014 IACAC Conference: "We're All in it Together – Dynamic High School & University Relationships"
- January 2014 The College Board Western Regional Forum: "Knowing you Territory – Making Data Driven Decisions"
- May 2013 WACAC Conference: "Recruiting with Rivals "
- May 2012 RMACAC, PNACAC, WACAC Joint Conference: "High School Visits – Dinosaur or Phoenix"
- May 2011 WACAC Conference: "One time this Alum...Building an Effective Alumni Recruitment Program"
- May 2010 WACAC Conference: "Western Undergraduate Exchange & Reciprocity Rumors"
- September 2009 UC Berkeley College Advising Course: "College & High School Relations " –
- Numerous High School College Night Presentations on College Search Process