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Professional Experience

University of Nebraska at Omaha

2015- present

Associate Vice Chancellor for Enrollment Management

Enrollment Leadership

- Provide leadership for undergraduate admissions, financial aid, registrar, business intelligence system and experience management areas
- Collaborate with Student and Academic Affairs areas to ensure enrollment goals to be met and provide leadership in areas of Enrollment Management
- Collaboration with University Communication to develop and execute new marketing strategies
- Collaborate with Human Resources to introduce the concept of Experience Management during new employees' onboarding process
- Regularly present to the faculty senate regarding issues of enrollment planning, student quality, and financial aid modeling strategies
- Work with faculty, coaches and other campus constituents to ensure best recruitment and representation of the institution.
- Work with IT toward the improvement of technology for enrollment needs, including communication management, customer relations management, financial aid and overall monitoring.
- Collaboration with community colleges and community organizations to strengthen partnerships with the institution

Significant Enrollment and Operational Accomplishments (In collaboration with a variety of campus partners)

- Consecutive years of record enrollment and recruitment, including first-year, transfer and underrepresented minorities
- Implementation of SalesForce to improve relationship management throughout the recruitment process, including predictive modeling and enhanced communication
- Established a tuition deposit strategy to identify students commitment to enroll and better forecast recruitment goals
- Enhancement of financial aid strategies to optimize net tuition revenue and increase enrollment
- Admission and decision process improved so students would hear back from the institution, in most cases, within twenty four hours
- Inclusion of international recruitment within the Enrollment Management umbrella to optimize recruitment and enrollment from international students
- Implementation of yield events to enhance experience of admitted students and increase yield and recruitment outcomes
- Enhancement of scheduling system to increase efficiency and effectiveness of classroom utilization across campus

Vice President for Enrollment Management

Enrollment Leadership

- Provide leadership for undergraduate and graduate admissions, financial aid and retention
- Build overall financial aid strategy and budget for all new and continuing students
- Member of the President's Administrative Team
- Regularly report enrollment and net revenue levels to the Board of Regents
- Report to the President offering information and judgment on issues regarding recruitment, enrollment, retention, strategic marketing, and net tuition revenue for undergraduate and graduate areas
- Collaborate with the President and cabinet members in the annual development and analysis of university goals and initiatives
- Collaborate with Human Resources to introduce the concept of Experience Management during new employees' onboarding process
- Collaborate with all university vice presidents on matters regarding institutional health and trajectory
- Regularly present to the faculty senate regarding issues of enrollment planning, student quality, and financial aid modeling strategies
- Collaborate with the President and cabinet regarding the development of the annual university budget
- Closely collaborate with the Vice President for Student Affairs regarding student retention strategies
- Collaborate with the Office of Marketing & Communication regarding the development of print and electronic marketing and recruitment campaigns
- Collaborate with enrollment and financial aid consultant to ensure timely and effective recruitment, admission and financial aid strategies (Hardwick~Day and Associates, Bloomington, MN)
- Collaborate with enrollment consultant to ensure timely and effective recruitment strategies through predictive modeling and qualification of leads (Ruffalo Cody, Cedar Rapids, IA)
- Work with faculty, coaches and other campus constituents to ensure best recruitment and representation of the institution.
- Work with IT toward the improvement of technology for enrollment needs, including communication management, customer relations management, financial aid and overall monitoring.

Significant Enrollment and Operational Accomplishments (In collaboration with a variety of campus partners)

- Established the Enrollment Management Committee (EMC) in the fall 2013 to bring together constituents from enrollment, academic affairs, student and residence life, marketing and athletics.
- Implemented a new pricing strategy to improve enrollment in Iowa and surrounding states.
- Implemented best practices in search methods and increased inquiry pool by 132% from fall 2012 to fall 2014
- Implemented new Presidential Scholarship that yielded 60% (typical yield 35%) within the high achieving student population.
- Established or continued the development of new markets in Puerto Rico, Arizona, Colorado and California.
- Developed a plan to increase diversity in the Latino and African American markets

- Began the process to automatize the communication flow for the first time/ first year cohort.
- Implemented a new process for predictive modeling and qualification from inquiries to enrolled.
- Began the process to collaborate across campus toward the improvement of retention processes.
- Implemented new 2+2 programs for transfer students from several area community colleges.

Monmouth College, IL

2010- 2012

Vice President for Enrollment Management

Enrollment and Admissions Leadership

- Provided leadership for admission, financial aid and retention.
- Lead the admissions team for a period of two years with daily operations.
- Redesigned academic merit scholarship program, including high achievement Presidential Scholarship.
- Member of the President’s Administrative Team
- Regularly report enrollment and net revenue levels to the Board of Regents
- Report to the President offering information and judgment on issues regarding recruitment, enrollment, retention, strategic marketing, and net tuition revenue
- Build overall financial aid strategy and budget for all new and continuing students
- Contributed to the acquisition of a Customer Relationship Management platform (Recruiter) to be implemented
- Introduced the concept of enrollment management to the campus community.
- Assisted with the development of experience management across campus.
- Effectively worked with academic departments and programs across campus.
- Developed new strategies and positions for recruitment and retention.

Concordia College, MN

2005- 2010

Vice President for Enrollment

Operational Accomplishments and Duties

- Developed and executed a comprehensive and strategic enrollment management plan.
- Provided leadership to admissions, financial aid and retention offices.
- Worked closely with departments across campus in shaping institutional marketing and retention efforts.
- Achieved record enrollments while increasing net tuition revenue.
- Successfully increased retention rate from 79% to 84% by establishing the office of Student Success and Retention.
- Ongoing development of an experience management versus customer service culture.
- Effectively worked with academic departments and programs to increase recruitment and retention of specific markets.
- Developed and delivered a “Inquiry Seminar” course, a first year class required for every incoming student.

Clarke College, IA

2000- 2005

Executive Director and Vice President for Enrollment Management

Duties, Responsibilities and Accomplishments

- Responsible for full operations in enrollment management

- Successfully increased freshmen class size by 40%, from 147 to 205
- Effectively took application pool to record numbers.
- Established an effective professional development plan to increase staff retention.
- Developed recruitment goals for each staff member and individual territories.
- Worked successfully with faculty and staff to engage the campus community in recruitment events.

Clarke College, IA 1999- 2000
Assistant Director of Admissions, International Coordinator

Duties

- Developed and executed plan for recruitment of international students.
- Recruited in Asia, Puerto Rico, Latin America and the Caribbean.

Iowa State University, IA 1997- 1999
Senior Admission Counselor, International Admissions

Duties

- Responsible for a full range of admission duties including domestic and international recruitment.
- Conducted daily enrollment sessions and public receptions
- Recruited in Asia, Puerto Rico, Latin America and the Caribbean

Education

University of Nebraska Medical Center Ph.D., Medical Science Education, Enrollment Management	2018-present
Capella University, Minneapolis, MN M.Ed., Higher Education Administration, Enrollment Management	2008
Iowa State University, Ames, Iowa B.S., Chemistry	1994
University of Puerto Rico, Cayey, Puerto Rico	1989

Professional Memberships & Activities

- College Board 2011-present
 - SAT Advisory Board Member
- National Association for College Admission Counseling (NACAC), 1999- present
 - Chair of National Membership Committee, 2007-2009
 - Faculty to Management Experience in College Admissions, Guiding your Way into Inclusion and other professional development workshops
 - Graduate of the NACAC Admissions Middle Management Institute, fall 2001
 - Member of the Presidents' Grant Council, 2003-2005
 - Legislative Conference Participant, 2004, 2005
- Iowa Association for College Admissions Counseling 1997- 2005
 - President-elect 2014
 - President 2004
 - President-elect 2003
 - Nominee for Admissions' Professional of the Year, 2004
 - Executive Board Member 2000- 2005
 - Member of Human Relation Committee 1998-2000
 - Chief Assembly Delegate 2000-2003
- National Association for Foreign Student Advisors (NAFSA) 1998- present

- Presenter at national conference on international recruitment 1999- 2003
- Member of the ADSEC (admission section)
- Phi Beta Sigma Fraternity Inc. 1991- present
 - Kappa Gamma Chapter President, 1992-1994

Selected Presentations

- Presenter at Institute of Management Accountants- *Inclusion and Diversity in the Workplace*
- Presenter at NACAC- *Supporting First Generation Students* (presentation with high school counselors and RNL researchers)
- Presenter at College Board Forum on the transition from secondary to post-secondary education(presentation with high school counselors and RNL researchers)
- Presenter at JUNTOS (Together for a Better Education) –Financial Planning for Latino Families
- Presenter at College Board Forum- *So You Want to Be a Vice President?*
- Faculty at GWI (Guiding Your Way Into Inclusion), with presentation on strategic enrollment planning, use of data in enrollment and Mentoring.
- Faculty for Middle Management Institute (MMI) at NACAC-*Growing in Enrollment Management & The use of data and technology in enrollment*
- Faculty for Management Experience in College Admission (MECA)- *Technology Matters, the use of data and technology to drive decisions in enrollment management*
- Presenter at National Small Colleges Enrollment Conference- *Technology in Enrollment Management*
- Faculty at National Association of Foreign Student Advisors (NAFSA)- *Building an International Office*
- Presenter at Autopista recruitment tour- *The “Non-negotiable” of recruiting in Puerto Rico*

Professional Consultations

- Luther Seminary, Minneapolis, MN 2009
 - Admissions Office operational assessment
 - Implementation of new staffing structure and best practices in recruitment.
- Williston Community College, Williston, ND 2010
 - Strategic enrollment management planning
 - Admissions offices operational assessment
 - Publication development-Viewbook

Community and Personal

- Ted X-UNO speaker: The Power of Motivation
- Board Member for Kids Can Organization
- Member of the Black Men Coalition, Dubuque, IA
- Mentor at Centro Cultural, Morehead, MN
- Volunteer as Spanish translator for school districts, Dubuque, IA, Monmouth, IL and Fargo-Morehead Area

Special Honors & Recognitions

- GOMAB Award, presented by Phi Beta Sigma Fraternity (Kappa Gamma Chapter) during the 20 year anniversary
- Top Sales Person Award during the Dale Carnegie Sales Workshop
- Caribbean Counselors Association award for dedication to the advancement of education in Puerto Rico