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# Terrance Harris

## OBJECTIVE

My desire is to utilize my analytical and personal relationship skills to help strengthen the institution and your needs surrounding strategic enrollment management.

## EXPERIENCE

### Director of Admissions and Operations, Cal Poly San Luis Obispo

San Luis Obispo, CA — 2014-present

#### Responsibilities

- Manage staff of admissions advisors, data management specialists, communications specialists, and the assistant director for international admissions and recruitment
- Responsible for maintaining data integrity for our applicants and admitted students
- Facilitate working relationships with university partners to ensure business practices and processes are as efficient as possible
- Manage our athletic admissions process
- Utilize data to inform strategic enrollment strategy
- Member of Strategic Enrollment Management committee
- Manage all campus communication to applicants and newly admitted students
- Continuation of duties described below

#### Accomplishments

- Successfully managed implementation of new application system
- Successfully managed upgrade of PeopleSoft Student administration system
- Increased applications from 40,000 in 2011 to 65,000 in 2018
- Increased average GPA of applicants from 3.8 in 2011 to 4.12 in 2018
- Increased average SAT of Applicants from 1226 in 2011 to 1407 in 2018
- Increased non-resident percent of new enrolled students from 10.5% in 2011 to 17% in 2018

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## Associate Director of Admissions, Cal Poly San Luis Obispo

San Luis Obispo, CA — 2011-2014

### Responsibilities

- Facilitate admissions process for the most selective campus in the California State University System
- Supervise staff of admissions advisors
- Responsible for processing of over 65,000 undergraduate applications
- Review of admissions appeals
- Manage the use of our waitlist to meet enrollment targets
- Facilitate marketing and communications efforts for over 100,000 prospects using our CRM
- Coordinate the campus visit experience
- Manage University Ambassador student volunteers who serve over 35,000 campus visitors annually
- Host yield events to help maximize the enrollment of our target markets

### Accomplishments

- Successfully increased productivity in first admissions cycle
- Successfully navigated restructuring of our international admission process

## Admissions Officer, Cal Poly San Luis Obispo

San Luis Obispo, CA — 2004-2011

### Responsibilities

- Recruit prospective Cal Poly students
- Create and coordinate target specific recruitment plans
- Serve as a public relations official for the university
- Coordinate campus visit experience
- Assist with the coordination of partners program-a target specific enrollment program
- Manage University Ambassador student volunteers

### Accomplishments

- Named 2008 CASE|ASAP Most Outstanding Adviser at CASE|ASAP national conference
- Recipient of several CASE|ASAP district and national awards
- Selected as 2008 San Luis Obispo County Top 20 under 40

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## Varsity Basketball Coach, Mission Prep

San Luis Obispo, CA — 2006-Present

### Responsibilities

- Manage team of 12-15 players and coaching staff of 5
- Coordinate team travel
- Create daily practice plans
- Create and execute game plans
- Work with school personnel to ensure alignment of program goals with overall mission of the school
- Communicate with parents regarding program needs and expectations
- Mentor young athletes

### Accomplishments

- 2012 CIF Division 5 coach of the year
- I have lead my team to the playoffs for 12 straight years with 4 CIF finals appearances

## Management Trainee, Enterprise Rent-A-Car

San Diego, CA — 2003-2004

### Responsibilities

- Reconcile cash
- Account for all inventory at the close of business
- Create marketing plans aimed at enhancing client relationships
- Meet with current clients to ensure customer satisfaction
- Daily sales

### Accomplishments

- Completed skills test to be eligible for assistant managers position

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# Terrance Harris

## EDUCATION

### Cal Poly San Luis Obispo

San Luis Obispo, CA — 2005-2006

M.A. Educational Leadership and Administration  
Graduated with honors

### Cal Poly San Luis Obispo

San Luis Obispo, CA — 1999-2003

B.S. Psychology  
Concentration in management

## Qualifications

- I am a goal oriented leader with a track record of success in my leadership roles
- I have successfully redesigned a workflow for our international admissions process
- I am a coach and leader who understands maximizing the potential of each employee and managing relationships
- I am a part of a team that successfully uses data and technology to maximize communication and resources
- I am a motivated professional who handles pressure with poise
- I am a data driven analytical leader who embraces technology and the use of data to drive decisions