**L. Carlos Jiménez**

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**Skills Summary**

**Project Management and Planning**

* Collaborated with Peak Education team and Salesforce consultant to successfully implement Salesforce Customer Relationship Management Platform
* Lead admission team through the successful RFP and implementation process for a new Customer Relations Management Software system – Technolutions Slate
* Co-Lead File Review Process for nearly 17,000 Freshmen applications and nearly 3,000 Transfer applications
* Collaborated with the Associate Deans of Colorado State University’s 8 colleges to coordinate university wide recruitment efforts
* Developed comprehensive annual recruitment plan with measurable goals and benchmarks to understand effectiveness and to clearly communicate goals and objectives internally to Office of Admission Staff and to campus stakeholders
* Collaborate closely with the Director of Financial Aid to ensure we are compliant with policies and that we meet budgetary goals

**Marketing and Communication**

* Developed a multichannel communication plan that connected with various stakeholders (students, parents, program alumni, donors and community members)
* Developed and created new organizational webpage
* Developed and Implemented comprehensive marketing and communication plan for the Colorado College Office of Admission resulting in a 21% net increase in applications in 4 years.
* Experience in developing print materials, webpages, e-communications and virtual tours
* Collaborated with the various offices on campus including ITS, student affairs and communications to improve communications around the new student orientation experience
* Collaborated with the Colorado College Office of Financial Aid on the development of a communication plan to educate and encourage completion of Financial Aid applications
* Lead organizational rebranding effort to create a new logo and developed brand style guide for Peak Education

**Supervision, Goal Setting and Evaluation**

* Implemented progressive evaluation and goal setting practices in a nonprofit context using an Organization & Key Results (OKR) framework
* Developed accurate job descriptions, a promotion progression plan as well as core competencies for all positions within the Office of Admission
* Established new professional standards for recruitment staff, setting and achieving SMART goals as well as integrating data into their recruitment activities through the development of an annual recruitment plan
* Co-Chaired retreats around Tom Rath’s Strengths Finder, Components of High Performing Teams
* Supervisory experience with direct reports of 3 to18 full time staff members

**Human Resources**

* Developed progressive and employee centered Human Resources policies
* Revised and updated organizational employee handbook
* Development of onboarding and training plan for new staff
* Facilitate core human resources functions including open enrollment for benefits, managing organization 403(b) retirement plan, managing payroll
* Development of ongoing training “Lunch & Learn” professional development series for staff
* Developed, maintained and created job descriptions for all organizational positions

**Utilization of Data to Inform Business Practice**

* Integrated national standards for data reporting to gauge organizational effectiveness in creating college access opportunities for students
* Utilized geographic data trends to build more efficient College Board Search name purchases as well as develop tier ratings for college markets leading to a 50% increase in conversion rates
* Responsible for developing, meeting and reporting about admission related outcome goals
* Utilized data modeling to establish scholarship levels that maximized net tuition revenue

**Advising and Retention**

* Collaborated with the Center for Academic and Student Achievement (CASA) to pilot student success retention program
* Assisted with the development of transfer and matriculation activities, including provision of counseling around transfer credits, and transfer admission application review
* Development of a comprehensive college success program in a nonprofit-college access context supporting Peak Education’s 88% on time completion rate

**College Access**

* Lead and collaborate with staff in the development of a 10-year college access and completion program
* Develop relationships and Memorandums of Understanding with colleges/universities, businesses and school districts that support Peak Education Scholar efforts to increase access
* Served as co-head of the College Access implementation committee to increase college access in the Pikes Peak region leading to the creation of the Stroud Scholars program
* Coordinated Questbridge outreach and recruitment plan leading to nearly 1,500 applicants annually to the college from underrepresented backgrounds
* Worked closely with campus colleagues to implement new scholarship partnership agreements with outside organizations, including Denver School of Science and Technology and statewide Student Support Services Programs at Colorado State University
* Served on Colorado State University’s Alliance School Advisory committee (advisory committee for creating college going culture at 10 target Colorado Schools)
* Served on First Generation Scholarship Selection Committee (Colorado State University)

**Educational Consulting**

* Provide advising and consulting to school districts on postsecondary policy, planning and implementation of systems to increase high school graduation and college attendance rates
* Provide advising and consulting services to corporations and non-profit organizations on college admission, scholarship, and college counseling processes to assist with product and business plan development
* Provide advising and consulting services around Diversity Equity and Inclusion best practices
* Assist individual families with educational planning and applying to college and for scholarships

**Advancement & Fundraising**

* Planned, coordinated and executed Peak Education’s annual fundraising program
* Built relationships with donors, foundation representatives and alumni
* Lead & facilitate grant writing planning process including writing grants, grant reporting and stewardship of grants received
* Conduct research on individual donors and foundation prospects
* Directed stewardship and fulfillment activities for donors, foundations and corporations
* Built a fundraising coalition that provided over $1 million over two years in organizational development seed money

**Budget Development and Management**

* Developed and executed organizational financial policy
* Developed and manage $946,000 organizational budget for Peak Education
* Developed and managed $1.5 Million Office of Admission operating budget at Colorado College
* Developed and managed $520,000 recruitment budget for Colorado State University – Fort Collins

**Non-Profit Board and Committee Leadership**

* Manage and support Peak Education & Pikes Peak Education Foundation Board of Directors activities and processes
* Joseph Henry Edmondson Foundation Board Member
* Pikes Peak Community College State Appointed Advisory Board Member
* Atlas Preparatory School Founding Board Member and current board chair
* Teach for America Colorado Statewide Advisory Board Member
* Rocky Mountain Association for College Admission Counseling (RMACAC) - President
* National Association For College Admission Counseling (NACAC): Chair of Hispanic/Latino Special Interest Group and National Membership Committee

**Territory Management**

* Increased efficiency of travel to core markets by establishing data-based assignments for national territories
* Served as the lead territory manager for primary recruitment markets in Atlanta, Chicago, Connecticut, Denver, Los Angeles, Miami, New Mexico, New York, and Utah

**Campus Committee Service**

* Served on various college wide Colorado College committees including the college’s extended leadership team, a presidential strategic committee on improving retention rates, the strategic planning committee for the Bemis School of Art in conjunction with the CC-Fine Arts Center Alliance, The Collaborative for Community Engagement and an Advancement committee working toward improving faculty/staff giving rates
* Served as Office of Admissions representative at Colorado State University to the Transition Coordinating Committee (Committee looking at coordinating campus wide retention efforts), Living Learning Communities Committee (Committee developing standards for all living learning communities on campus) and served on a special retention committee exploring how to close the graduation gap between white and students of color on campus

Education

Colorado College: Bachelor of Arts: History and Political Science

University of Colorado at Colorado Springs: Master of Arts in Counseling and Human Services: Students Affairs and Higher Education

University of Southern California: Education Doctorate in Organizational Leadership and Change – Expected Winter 2023

Experience

Peak Education

Chief Executive Officer April 2020-Present

Chief Operating Officer & August 2019-March 2020

Director of College Counseling

Colorado College

Co-Director Stroud Scholars Pilot Program January 2018-June 2020

Director of Admission – Outreach and Recruitment July 2014- August 2019

Admission Counselor / Assistant Director July 2004- November 2010

**Colorado State University**

Senior Associate Director of Admission February 2014- July 2014

Associate Director for Freshmen Initiatives December 2010-February 2014

**COMPUTER PROFICIENCIES**

* MS Office: Excel, Outlook, Power Point, Word
* Google: Slides, Documents, Surveys, Sheets
* Mailchimp
* Qualtrics
* Customer Relationship Management Software: Slate, Power FAIDS, Salesforce
* Also Knowledgeable in: Banner