

Jose L. Cantu, PhD

Professional Summary

Dynamic and experienced senior level higher education professional providing effective, innovative, and results-oriented leadership. Highly relational individual who fosters and maintains collaborative, engaged, and transparent relationships by connecting resources that support the access and opportunities to allow faculty, staff, and students achieve their full potential. Proven, well-developed business acumen and ability to devise strategic plans, lead SACS accreditation efforts, and develop programs to positively impact student population growth, expense control, and quality of services. Respected leader with a penchant for relating effectively with colleagues and building solid relationships.

Areas of Expertise

- Community Partnerships
- Data Analysis
- Strategic Planning
- Policy Development
- Process Improvement
- Student Success Planning
- Branding/Marketing
- Business Development
- Training and Development
- Mentoring
- Support and Leadership
- Relationship Management

Education

Doctorate of Philosophy, Leadership Studies, *Our Lady of the Lake University, San Antonio, TX*
Dissertation: A Study of Chief Enrollment Officer's Personality Styles and the Impact to Student Enrollment

M.S., Training and Development, *University of Houston, Houston, TX*

B.S., Information Systems Technology, *University of Houston, Houston, TX*

Professional Experience

New Reach Media, San Antonio, TX

Vice President for Strategic Partnerships, August 2018-Present

Cultivate partnerships with colleges and universities across the U.S. to improve new student enrollment, retention, and graduation rates. Build relationships with media and market shareholders; design and facilitate training for client leaders and teams.

- ♦ Launched enrollment podcasts for client higher education institutions
- ♦ Develop and implement customized enrollment and financial dashboards to enhance prospective student engagement

Schreiner University, Kerrville, TX

Vice President for Enrollment Services, January 2014-August 2018

Provided vision, leadership, and management for all aspects of the university's student enrollment and campus wide initiatives. Developed external community relations, marketing, and increased publicity for the campus. Built synergy between administration and campus community to support the engagement and implementation of cultural programs, educational opportunities, SACS accreditation, enrollment strategies, and strategic plan. Worked collaboratively with the executive cabinet on day-to-day campus operations, ensuring improvements that strengthened productivity, quality, and customer satisfaction. Reported to the Schreiner University President and served as a member of the executive cabinet.

- ♦ Strategically drove and increased enrollment through supportive marketing and engagement strategies
 - o Increased total enrollment by 30% between 2012-2018, leading Schreiner to become the fastest-growing private university in Texas for 2016
 - Freshman: Fall 2012 (273); Fall 2018 (359)- 31% increase in enrollment
 - Transfer: Fall 2012 (67); Fall 2018 (202)- 201% increase in enrollment
 - o Focused on a progressive plan to support the increase of first year retention from 65% to 70% between 2012 – 2018
 - o Created marketing campaigns blending print, social media, billboard, and email advertising to boost brand recognition and application yields.
 - o Designed new financial aid model; leveraged awards for new students and created additional scholarship pathways for current students
 - o Established degree partnership programs with community college districts through articulation agreements and development of 2+2 plans
 - o Oversaw all department initiatives, including recruitment, branding, student retention, and financial aid administration
 - o Instrumental in the development of international partnerships with South Korea, Mexico, and Colombia
- ♦ Created, spearheaded, and implemented new market opportunities to grow enrollment by utilizing market planning and analysis, market segmentation, and workforce demands
 - o Spearheaded and launched online RN to BSN program, boosting enrollment 10% and producing \$1.1M of net revenue
 - Developed and spearheaded admission operations, student catalog development, recruitment and partnerships, academic advising, online engagement with academic coaches, and collaborated with President/Provost for course development
 - o Created and established three successful First Year Campus programs (Brownsville, Mission, and El Paso, TX) allowing freshman to study in their local communities for their first year, increasing Freshman enrollment by 14%
 - Aligned academic courses to support 1st year endeavors providing a focused personalized graduation track for each student
 - Executed a 4 year financial package to keep students on track to graduation
 - o Restructured the Graduate programs by strategically lowering tuition cost and working closely with School of Professional Studies to shift face to face program to full online programs
 - Centralized all graduate recruitment and operational systems to focus on a more efficient level of communication and customer service
 - o Established the Transfer Pathway program with Alamo Colleges District to support 2+2 plans, reverse transfer, and direct transfer equivalency program

- o Drove seven new co-curricular activities for enrollment growth, leading to a 10% enrollment
- o Increased partnerships across the state by developing relationships with superintendents, high school counselors, community college leaders, health care professionals, business executives, influential political figures, prominent community members, and non-profit organizations
- o Refined and updated Living and Learning Communities to support recruitment and create a more focused effort in retaining students within each program leading to an 80% Freshman retention
- o Liaison to the Athletic Department and worked closely with the Athletic Director to support enrollment endeavors
- ◆ Developed, supported, and nurtured a strong culture of shared governance with faculty, staff, and students
 - o Implemented and spearheaded cross-campus policies, procedures, and regulations
 - o Cultivated partnerships within the campus community to bridge communication and execute better efforts in student recruitment and student success
 - o Created and supported focused committees: Diversity Committee, Enrollment Management Committee, Enrollment Projections Workgroup, Enrollment Processing Team, and Planning Stewardship Committee
 - o Spearheaded Hispanic Serving Institution (HSI) cultural awareness efforts by launching cultural awareness programs, developing student organizations, and creating faculty/staff workgroups
 - o Provided support and leadership with various stake holders for the re-accreditation site visit by the Southern Association of Colleges and Schools Commission on Colleges
- ◆ In collaboration with the executive cabinet, developed the campus wide budget of \$60M
 - o Oversaw a \$1.5M division budget

Schreiner University, Kerrville, TX

Associate Vice President for Enrollment Services, July 2012-January 2014

Oversaw work of 20 team members dedicated to Admissions, Financial Aid, and Campus Visits programs. Served as Change Agent for updated University culture emphasizing positive group thinking, teamwork, and decision empowerment. Enhanced marketing to promote branding and name recognition.

- ◆ Grew enrollment by 9% for Fall 2013, ushering in the largest Freshman class in University history
- ◆ Integrated student services into enrollment management, to support retention and increased graduation rates
- ◆ Restructured enrollment operational processes to have a concise, paperless system supporting all students' progress
- ◆ Implemented new CRM system to enhance student communication and marketing efforts

Schreiner University, Kerrville, TX

Adjunct Professor for Economics, Spring 2016

Econ1301: Introduction to Economics

University of Houston-Downtown (UHD,) Houston, TX

Director of Admissions and Recruitment, November 2006-June 2012

Directed strategies for enrolling and retaining qualified students. Led a team of 30 full-time and 25 part-time employees and accounted for \$1.7M operating budget for salaries, expenses, recruitment, orientation, and customer service. Drove restructuring of Admissions from two to seven units to reach and serve the targeted student population. Streamlined entire enrollment operation processes by integrating technology in establishing a full paperless system with a more fluid admission and transfer credit process.

- ♦ Increased overall student enrollment from Fall 2006 (11,449) to Fall 2012 (13,916) by 22.5% over six years via engagement and outreach strategies, increased customer service, and established successful internal and external collaborations and partnerships
 - Increased new Freshman enrollment from Fall 2006 (980) through Fall 2012 (1,416) by 44.5% and new Transfer enrollment from Fall 2006 (1,884) through Fall 2012 (2,238) by 18.7%
- ♦ Drove implementation of a CRM to enhance the communication and marketing efforts

University of Houston, Houston, TX

Associate Director of Admissions-Transfer Center, January 2001-November 2006

Created the University of Houston's Transfer Center in January 2001; presented the Transfer Center model at conferences across the U.S. Forged lasting partnerships with community colleges around the state via presentations, networking, and a series of concentrated lunches with prospective partners. Led all Office of Admissions Transfer Center initiatives, including transfer recruitment and evaluation, branding, articulations agreements, and implementation of PeopleSoft for admission and transfer credit.

- ♦ Increased new transfer student enrollment 17.6% over six years
- ♦ Drove automation of transfer credit and articulation agreements from legacy system to PeopleSoft
- ♦ Instituted multiple recruitment programs with community colleges to boost transfer recruitment

Also with University of Houston

Assistant Director of Admissions-Freshman Admissions

Coordinator of Freshman Admissions

Freshman Admissions Counselor

Professional Affiliations

American Association of Collegiate Registrars and Admissions Officers

College Board (Delegate)

- Admission Middle Management Institute Certificate (2001)
- Enrollment Leadership Academy (2012)

Council of Independent Colleges

- US/Mexico Presidential Higher Education Summit (2017)

Educational Testing Service Scholarship Reader (ETS)

Institute for the Study of Transfer Students

- Presenter (2004 and 2005)

Junior/Community College Student Personnel Association

- Co-Chair, State Conference (2001)
- Presenter, State Conference (2002 and 2005)

NAFSA: Association of International Educators

National Academic Advising Association

National Association for College Admission Counseling

National Association of Graduate Admissions Professionals
Texas Association for College Admission Counseling
- Presenter, State Conference (2005)
- State Conference Golf Tournament Committee Chair (2005)
Texas Association of Collegiate Registrars and Admissions Officers
Texas Higher Education Coordinating Board
- Apply Texas Application Committee (2007 – 2009)

Honors

Boss of the Year (University of Houston- Downtown)	2011
Houston Business Journal: People on the Move	2011
Schreiner University Outstanding Leadership Award	2013
Schreiner University Outstanding Leadership Award	2014

Community Activities

Boerne Boys and Girls Club Board of Trustees (2012 – 2016)
- Chair 2015 - 2016
Dragon Boat Races
- Co-Established University of Houston- Downtown Team (2008 – 2012)
Family and Literacy Board (Kerrville, TX) (2013 – 2015)
Houston Hispanic Forum
- Board of Director, 2009 – 2012
- Board President, 2011 - 2012
Leadership Kerr County (2014 – 2015)
MS 150 Cycling
- Team Trinity Team (2006 – 2010)
- Established University of Houston- Downtown Team (2011 – 2012)
Project GRAD Higher Education Advisory Board (2010 – 2012)