

# Rebecca L. Lothringer

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## Professional Experience

Proven leader with twenty-nine years of various experience in enrollment including direct experience in admissions, recruitment, system implementation, and outreach. Strong efforts in recruitment and admissions led to growth in FTIC and TR enrollments 9.58% and 3.65% respectfully and masters and doctoral enrollments grew 8.91% and 6.44% respectfully over last 5 years. Also achieved shift to majority minority enrollment.

## Education

**1999 - 2003**                      **University of North Texas**                      **Denton, TX**

### **Doctor of Education**

- Higher Education (administration cognate)

**1991 - 1995**                      **East Texas State University**                      **Commerce, TX**

### **Master of Science**

- Interdisciplinary Studies: Counseling and Guidance, Secondary Education and Psychology

**1987 - 1990**                      **East Texas State University**                      **Commerce, TX**

### **Bachelor of Arts**

- Double major: Psychology and Guidance & Counseling

## Teaching Experience

**Fall 2005**    **University of North Texas**                      **Denton, TX**

- Psychology of Learning & Success

**Fall 2006**    **University of North Texas**                      **Denton, TX**

- Psychology of Learning & Success

## Work experience

**July 2016 – Present**    **University of North Texas**                      **Denton, TX**

### **Associate Vice President for Enrollment and University**

#### **Admissions**

- Responsible for overall operation of the Office of Admissions including US Citizen, Permanent Resident and International undergraduate and graduate students, University recruitment, visitor experience, and outreach
- Serve as liaison between Division of Enrollment campus units/departments on topics and initiatives concerning university enrollment
- Oversee budget totaling approximately 4.7 million dollars

- Strategic planning of enrollment efforts required to meet university goals; includes freshmen, transfer and graduate domestic student recruitment and academic screening of over 36,000 applicants annually, visitor experience and tour efforts and university outreach
- Provide strategic leadership of enrollment activities for the regional campus
- Member of Enrollment Assessment Committee, Enrollment Communications Initiatives Committee, Student Payment/Cancellation Workgroup, and National Merit Recruitment & Scholarship committee and others as assigned.
- Analyze data and implement data driven responses to increase effectiveness and efficiency of the Division
- Collaborate, advise and participate in activities concerning enrollment marketing plans, communication and design
- Participate as an active member of the Financial Aid Leveraging committee, meeting with Ruffalo Noel Levitz to plan leveraging activities and assist in scholarship redesign proposals to the VP
- Other responsibilities include: implementation of university policies, coordination of the enrollment functions with campus departments, conducting regular meetings with the academic deans to increase collaboration between academics and enrollment, initiating and supervising new technology projects to aid in the efficiency of the office, coordinating and implementing new initiatives for the Office of Admission, active participation in university enrollment marketing design and review and serving on university committees and, when asked, state and national advisory councils.

**March 2009 – June 2016    University of North Texas                      Denton, TX**

**Executive Director of Admissions**

- Responsible for overall operation of the Office of Admissions including US Citizen, Permanent Resident and International undergraduate students
- Responsible for overall operation of Graduate domestic and international admissions (June 1, 2016 –present)
- Supervision and oversight of the Office of Outreach and their activities including College Work-study Mentorship Grant, community outreach activities and the Multicultural Scholarship awards
- Strategic planning and oversight of Undergraduate domestic recruitment efforts and, as of June 1, 2016, the strategic planning and oversight of Graduate domestic recruitment efforts
- Supervision of and strategic planning for the University Tours/ Ambassador program (Eagle Ambassadors)
- Serve as liaison between the other campus units and departments reporting through the Office of Admissions concerning topics of enrollment
- Supervision of 70 FTEs, including 2 Directors, 4 Associate Directors and 5 Assistant Directors, and student assistant staff
- Oversee budget totaling approximately 4.7 million dollars
- Strategic planning of enrollment efforts required to meet university goals; includes freshmen, transfer and graduate domestic student recruitment

and academic screening of over 36,000 applicants annually, visitor experience and tour efforts and university outreach

- Sitting member of Enrollment Assessment Committee, Enrollment Communications Initiatives Committee, Student Payment/Cancellation Workgroup, and National Merit Recruitment & Scholarship committee
- Other responsibilities include: implementation of university policies, coordination of the admission functions with campus departments, initiating and supervising new technology projects to aid in the efficiency of the office, coordinating and implementing new initiatives for the Office of Admission, active participation in university enrollment marketing design and review and serving on university committees and, when asked, state and national advisory councils.

***July 2004 – March 2009 University of North Texas Denton, TX***

**Associate Director of Admissions – Systems/Business**

**Operations**

- Supervisor of 23 admissions personnel, including 4 Assistant Directors of Admission
- Supervise all business operations within the office: admissions data entry and application processing, visitor reception, transcript evaluation and degree audit processing. (Supervised recruitment processing July 2004 – Jan 2006.)
- Maintain, supervise and improve admission business procedures
- Conduct special admission decisions (non-ranked students, applied science students, falsifications, and applicant cases referred by administration.)
- Complete special projects as assigned by the Director: Institutional Effectiveness report (2005 & 2006, 2007, 2008), SACS preliminary review (2004), application fee budget audit (2005), assisted with staff reclassification requests (2005, 2006, 2007).
- Attend as back-up to the Director, when needed, for the Enrollment Management Committee, direct report meeting, and other meetings as necessary
- Maintain admissions business functions within EIS (PeopleSoft)
- Serve as EIS Security ACE for admissions
- Participate in system upgrade planning, meetings and testing
- Serve as contact between outside offices and Admissions office for special projects
- Serve on various committees including Academic Issues sub-committee of the Enrollment Management Committee, Foundations of Excellence Transitions sub-committee and Organizational Structure sub-committee, EIS Admissions Module committee
- Maintained previous duties assigned while Senior Assistant Director

***Sept. 1998 – July 2004 University of North Texas Denton, TX***

**Senior Assistant Director of Admissions**

- Supervisor of fourteen admissions personnel, including two Assistant Directors of Admission
- Identified as the lead in transfer recruitment efforts
- Responsible for the oversight of the undergraduate processing area operations

- Evaluate academic credentials of freshmen and transfer students in order to determine eligibility of applicants in accordance with official university admissions policies, state guidelines (Texas Education Code), etc., including special admission scenarios such as non-ranked students and evaluation of partial credentials
- Coordinated and implemented concurrent admission activities such as mailings, publications, etc., and serving as contact person on campus for promotion of the program among area community colleges.
- Maintained previous duties assigned while an Assistant Director

**1995 – Sept. 1998      *University of North Texas*      *Denton, TX***

**Assistant Director of Admissions**

- Responsible for reviewing admission files and interviewing prospective students
- State and nation-wide recruitment of new students to the university as well as aggressive recruitment of transfer students
- Assigned to issues involving the transfer student population including recruitment, special programs, equivalency, and articulation
- Coordinator of University Academic Orientations and Late Orientation sessions
- Maintain common course numbering system for UNT and other transfer related projects instigated by the university
- Responsible for determining residency status for students seeking reclassification to Texas residence status for tuition purposes
- Admission presentations to students and parents
- Presentations for and service in professional organizations
- Input in marketing publications
- Serve as co-advisor for Phi Theta Kappa

**1993-1995      *East Texas State University*      *Commerce, TX***

**Coordinator of Recruitment**

- Responsible for coordination of recruitment efforts among School Relations staff and volunteers
- State wide recruitment of new students
- Coordinated awarding of Transfer Scholarships
- Served on University Day committee
- Prepared and completed recruitment reports
- Group presentations in the areas of admissions and financial aid
- Input in marketing publications
- Assisted admission advisors during peak times
- Coordinated special high school and middle school outreach programs on campus, including over night visits, for targeted recruitment populations

**1990-1993** **East Texas State University** **Commerce, TX**

**School Relations/Financial Aid Advisor**

- State wide recruitment of new students for the university
- Presented general Financial Aid and Admissions presentations to new students and their parents
- Advisement and counseling with students concerning educational choices
- State wide recruitment of new students for the university
- Presented general Financial Aid and Admissions presentations to new students and their parents

**Office and  
Computer Skills**

- MS Word, Excel, Power Point
- PeopleSoft Enterprise student system
- Salesforce

**Professional  
memberships &  
accomplishments**

***Texas Association of Collegiate Registrars and Admissions Officers (TACRAO) (1990 – present)***

- Recorder (1992)
- Session Planning Committee member (1993)
- New Member Committee coordinator (1995 – 97)
- Presenter – New Member Orientation (1997)
- High School Relations Committee member (1995 - 2000 (Dallas area) and 2003-04 (Ft. Worth area))
- Presenter – Transfer 2000 – Reaching the Transfer Student (2000)
- Local Arrangement Committee (Dallas)– Publications Chair (2001)
- Presenter – New Admissions Officers/Recruiters (2003)
- Elected Vice President for Admissions (2004 - 2005)
- Facilitator – (2004)
- Facilitator – (2005)
- President-Elect - (2007)
- President (2008)
- Past President (2009)
- Communications Committee Chair (2010-2012)
- Nominations and Elections Committee Chair-elect/Chair (2019-2020)
- Various presentations covering topics concerning new admissions professionals training, trends in student search, transfer student topics, working with helicopter parents, and various admissions topics

***Texas Association of College Admission Counselors (TACAC) (1995 - present)***

- Presenter – High School Scheduling (1996)
- Presenter – Phi Theta Kappa and Universities (2000)
- Presenter - Apply Texas Application (2010)

- Co-Presenter –2013 Social Admissions Report (2013)

***National Association of College Admissions Counselors (NACAC)***

Member ***(2008-present)***

***SACRAO (2004 – present)***

- Moderator - (1998)
- Presenter – Recruitment and Retention of Generation X (1998)
- Presenter – Generation Y (1999)

***AACRAO (2004 – present)***

- Attended Admissions Training (1991)
- Presenter – (1992)
- Moderator (2005)
- Moderator (2009)
- Moderator (2010)
- Nominations and Elections committee (2018-2019)

***National Orientation Directors Association (1996 – 2003)***

- Local Arrangements – Program Chair (1999)

***College Board (2009-2011)***

- Innovations Awards Committee (2009, 2010, 2011)

***Texas Higher Education Coordinating Board***

- Uniform GPA Rules Committee (2009)
- ApplyTexas Advisory Committee (2009-2012 & 2015-2018)
  - Co-chair of advisory committee (2010)
  - Chair (2011-2012)
  - Co-Chair (2016-2019)

***Phi Theta Kappa International Honor Society (1993-2012)***

- Alumni Advisor (1993-2001)
- Awarded Honorary Membership in Phi Theta Kappa (1993)
- Phi Theta Kappa Alumni Texas Regional Coordinator (1994 – 1997)
- Regional Conference – Host institution: University of North Texas (1996)
- Regional Coordinators Award for Outstanding Service (1997)
- Regional Conference – Host institution: University of North Texas (2001)
- Various presentations concerning “How to Transfer to the University of Your Choice”
- Hites Scholarship selection committee (2011-2015)
- UNT awarded Phi Theta Kappa College Honor Roll (2015)

***Good Morning Sangeet City - Radio Talk Show Guest Expert***

- “Kids Corner”- topic: Completing the application process for colleges (Jan 2011)
- “Kids Corner” – topic: Preparing emotionally for the first year of college (May 2011)
- “Kids Corner” – topic: Your College Education and Choose their BEST major for you (Jan 2013)

***Strategic Enrollment Management Workshop sole presenter – 2014***

Texas Southern University

**Publications**

“Community College Presidents: Academic Lineage and Doctoral Degrees Held.” The Catalyst, Summer 2001, 30 (2), 12-15. (co-authored with D. Barry Lumsden)

“Pre- and post-matriculation demographic and academic profiles of undergraduate Hispanic students: A single-institution case study”

Ed.D. Degree Dissertation in Higher Education

University of North Texas; Denton, TX, Summer 2003

**Honors**

University of North Texas Soaring Eagle [1998, 2004, 2005 (2)]

University of North Texas Staff Contribution nominee (1998)

Eagle Super Service Commendation (2004)

Outstanding Employee Award – Office of Admissions (2005)

UNT College of Education Outstanding Alumni (2009)

Star Performer (2016)