

Dee McDonald, Ph.D.

PROFESSIONAL EXPERIENCE

Crown College (Saint Bonifacius, MN)

June 2022 to June 2025

VP of Enrollment & Marketing

July 2023 to June 2025

- Same as VP of Enrollment Management, plus new duties.
- Grew enrollment revenue from \$21 million to \$25 million in 2.5 years (3 enrollment cycles).
- Total enrollment expanded by 22%, cresting to 568 on-campus students for the first time in more than a decade, and the largest overall enrollment in school history (1,849 students).
- Finetuned lead generation, sales processes, and overall student journey from inquiry to enrollment.
 - Started Online/Graduate Admissions Task Force cross-departmentally with IT, Registrar, Admissions, Marketing, Advising, Financial Aid, Billing and Chief Online Learning Officer to identify, address, and implement new processes across all online/graduate deliveries to increase enrollment and prospective student experience.
- Member of President's Cabinet & President's Council

VP of Enrollment Management

June 2022 – July 2023

- Reported directly to the president and peers with the VPs of Academic Affairs, College Relations, Student Development, in addition to Chief Operations Officer, Chief of Staff & College Communication, and Chief Online Learning Officer.
- Direct reports included Director of Traditional Admissions, Executive Director of Online & Graduate Admission, Director of Financial Aid, and Director of System Applications & Data Services.
- Total enrollment expanded by 9%, increasing traditional on-campus enrollment by more than 100 students within 2 years since arriving, from 462 to 568.
- Member of President's Cabinet & President's Council
- *Promoted by the President to oversee additional area (marketing) with internal transitions and shifting roles through organizational growth and departmental achievement.*

Southeastern University (Lakeland, FL)

Executive Director of Graduate & Adult Enrollment

Nov 2017 - May 2022

- Increased number of new students annually by more than 200% by the end of tenure.
- Responsible for direct oversight of graduate enrollment and strategic planning, totaling 24 programs, 20 master's and 4 doctoral – launching 5 new programs and nearly doubling graduate school size.
- Worked directly with Deans, Program Directors, Enrollment Counselors, Financial Aid Counselors, Registrar, Marketing, digital marketing, enrollment campaigns, and many others to deliver a quality product at a competitive price.
- Member of New Curve Team, Academic Planning Committee, ATS Accreditation Committee, and Enrollment Executive Leadership Team.
- Fall 2021 graduate enrollment doubled to over 500 new graduate students. Served as Co-Chair for implementation committee unplugging from Online Program Management company in Fall 2020.
- *Pursued for this position by VP at Southeastern based on previous performance and expertise in building team culture, system efficiencies, and strong cross-departmental relationships that led to organizational success.*

North Central University (Minneapolis, MN)

Chief Enrollment Officer

Feb 2016 - Nov 2017

- Responsible for direct oversight of Admissions, Financial Aid, Marketing, and MultiCultural/Community Outreach.
- Responsible for \$1.4M Enrollment Budget and \$7.5M Institutional Financial Aid Budget. Member of University President's Cabinet, University Strategic Planning Committee, Retention Council, Financial Aid Appeals Committee, Chair of Day One Clearance Committee, and Chair of Registration Committee.
- Responsible for lowering New Student Discount Rate 9% from Fall 2015 to Fall 2016 and increasing revenue per student more than \$1,000 in that same span.
- Fostered strategic relationships with denomination officials, important high schools (both administration and guidance counselors), local organizations, specific geographic regions, and prospective students and their families to improve the brand awareness, enrollment, and strategic planning of the University.
- *Pursued for position based on previous performance, leadership skillset, and ability to build strong, successful teams.*

Olivet Nazarene University (Bourbonnais, IL)

Aug 2006 – Jan 2016

Family Advocate & Enrollment Advisor

Aug 2013 - Feb 2016

- Worked directly with students and families from commitment to ensure matriculation. Essentially a one-stop shop – i.e. Financial Aid, Registration, Housing, Documentation, et al. Dealt directly with families on Financial Aid, Class Planning, Student Accounts, Major Decision, and Retention.
- Personally responsible for discount rate management and scholarship allocation.
 - Responsible for lowering the freshman discount rate more than 1% and increasing revenue per students more than \$1,000 in Fall 2016.
- Responsible for 356 total matriculated students for fall 2014 and 2015 – top performing advocate both of those years.
- *Promoted to this position by Dean of Undergraduate Enrollment based on performance.*

Senior Admissions Counselor

Aug 2012 - Aug 2013

- Assisted the Dean of Undergraduate Enrollment with enrollment goals and recruiting students.
- Maintained regular contact with prospective students, while mentoring other admissions counselors on best practice enrollment methodology and teaching best practice for success in their role.
- Responsible for 107 matriculated students for Fall 2013.
- *Promoted to this position by Dean of Undergraduate Enrollment based on performance.*

Admissions Counselor

Aug 2006 - Aug 2012

- Worked with prospective students while traveling to marketing and enrollment events for the University.
- Collaborated with prospective students for acceptance, denial, gathering of enrollment qualifications materials, and finalizing enrollment.
- Met with students and families on personal campus visits and helped develop positive first impressions.
- Traveled to college fairs, high schools, church events, and summer camps, to develop deep, meaningful relationships with students, parents, pastors, and influencers.
- Responsible for 587 total matriculated students from Fall 2007 to Fall 2012.

EDUCATION

Southeastern University (Lakeland, FL)	
Ph.D. in Organizational Leadership	May 2019 – April 2023
Olivet Nazarene University (Bourbonnais, IL)	
Master of Business Administration	Aug 2009 - May 2011
Olivet Nazarene University (Bourbonnais, IL)	
Bachelor of Social Science Education (Cum Laude)	Aug 2001 - Dec 2005

ACADEMIC VITAE

Crown College (Saint Bonifacius, MN)

<u>Adjunct Professor – School of Professional Studies</u>	2024-2025
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2023-24

Master of Arts in Sports Coaching & Administration

- SCA5242: Athletic Recruiting

Master of Arts in Sports Coaching & Administration

- SCA5242: Athletic Recruiting

2024-25

Master of Arts in Organizational Leadership

- ORG5512: Organizational Behavior

Master of Business Administration

- ORG5512: Organizational Behavior

Master of Arts in Sports Coaching & Administration

- SCA5242: Athletic Recruiting

Master of Business Administration

- MA6212: Operations Management

RELATED EXPERIENCES

<u>NACCAP</u> (Huntington, IN)	Aug 2024 to June 2025
• Board of Directors	
<u>JOY Church of the Nazarene</u> (Waconia, MN)	Sept 2023 to June 2025
• Pastor – Micro-Church/Church Plant	

Carver County Library Board (Chaska, MN)

- Board Member – Elected by MN State Representative, Jim Nash

Nov 2023 to June 2025

Prairie Lakes District Church of the Nazarene (Fergus Falls, MN) Aug 2023 to Current

- Licensed Minister & Ordination Track

PUBLICATIONS

McDonald, D. E. (2023). A Quantitative Study of Authentic Leadership, Authentic Followership, and Organizational Commitment within Christian Higher Education. [Doctoral dissertation, Southeastern University]. FireScholars.
<https://firescholars.seu.edu/org-lead/16>