

BROOKE MAGALLANES

EDUCATION

Master of Science in College Student Personnel

Arkansas Tech University
Graduated in May 2016

Bachelor of Arts in Studio Art, Minor in Speech

University of Arkansas - Fort Smith
Graduated in May 2014

SKILLS

Excellent communicator, known for positive and enthusiastic personality

Committed to diversity, equity, and inclusion

Great leadership and management skills due to strong attention to detail and effective decision making

Proven record of successful student mentoring and educating

Inspires trust and respect in students, coworkers, and supervisors

Thinks in a systematic, organized manner and has the flexibility to adapt to the needs of the moment

Self-starter mentality with the ability to successfully balance multiple projects and objectives

PROFESSIONAL EXPERIENCE

Recruitment Communication and Events Manager for Office of Undergraduate Admissions

University of Arkansas at Little Rock
August 2019 – Present

- Planned and coordinated 24 student recruitment events and 6 counselor events, including ArkACRAO Articulation Workshop in 2021.
- Report, track, and assess recruitment efforts and event activities.
- Use the CRM, develop, implement, and maintain strategic recruitment campaigns for prospective students, parents, and counselors to increase University enrollment.
- Partner with colleges and auxiliary units to develop strategic and creative content for various platforms (website, emails, publications, invitations, text messages, etc...) to increase enrollment funnel progression and student retention.
- Utilize software systems such as Banner, CRM Recruit, Talisma (CRM), Workday, Wordpress, ImageNow, National Student Clearinghouse, Google Workspace, Stripo, Canva, Sparkpost, QLess, and Windstream Ignite.
- Implemented Trojan Connect, a prospective student social platform, in 2020, and currently working to implement Slate.
- Participate in upper-level admission policy and procedure development, review, and implementation.
- Supervise event coordinator to develop, implement, and assess recruitment events.
- Supervise customer service staff and student employees to monitor and ensure quality customer service through phone, email, and face-to-face interaction.
- Create and maintain an internal Google Site to make onboarding simpler and keep staff up-to-date with announcements and changes.
- Collaborate with other campus departments and offices regarding admission, recruitment activities, and recruitment communication.
- Marketed and planned six special application nights on- and off-campus, waiving the application fee and accepting documents to make admission decisions and award merit scholarships.

PUBLISHED & EDUCATIONAL WORKS

Viewbooks and Visitors Guides
2019-2022 – UA Little Rock
Admissions

“College Readiness 101” workshop
– UA Little Rock’s College of
Engineering and Information
Technology’s Summer Camps,
2017- 2018

“Your Pathway to Success” article
– UA Little Rock’s 2018 Visitors
Guide

“Leading Lions Stand Out: Building
an Authentic Personal Brand”
workshop – UAFS’s Leading Lions
Conference, Spring 2017

“Personal Branding: Create Your
Own Ending to ‘I Am...’” workshop
– ATU’S Women’s Leadership
Conference, Spring 2016

Active listening workshop – ATU’s
First Year Experience
Living-Learning Community
Programming, Spring 2016

“Student-Advisor Relationship”
bibliography – UAFS Critical
Listening Course, Fall 2013

“Black Greek Life Organizations:
Subculture of Fraternity & Sorority
Life” essay – UAFS Culture &
Communication Course, Fall 2012

Panhellenic Recruitment
Counselor Training Program
workshop – Association of
Fraternal Values & Leadership
Conference,
Spring 2012

Communication Needs of
Students from Fraternity & Sorority
Life Advisors essay – AFA January
Newsletter, Spring 2012

Assistant Director of Recruitment - Special Initiatives, Transfers for Office of Undergraduate Admissions

University of Arkansas at Little Rock

August 2018 – August 2019

- Developed and maintained good relationships with nearly 1,000 students and 28 staff representatives at six community colleges in central Arkansas by visiting campuses and communicating through email, phone, and text.
- Increased the Summer 2019 enrollment for this territory by 4.55% compared to Summer 2018.
- Developed and coordinated Transfer Friday, the first transfers-only campus tour program at UA Little Rock.
- Identified barriers to transferring to UA Little Rock and worked with Financial Aid, Academic Advising, and the academic colleges to streamline the onboarding process.
- Partnered with the academic colleges and admissions recruiters to coordinate UA Little Rock representatives attending the Spring 2019 transfer fairs.
- Processed documents and reviewed new admissions applications.
- Communicated important information about the transfer process to admissions recruiters, community college representatives, and students.
- Reported and tracked recruitment activities to determine trends in interest and enrollment for future recruitment efforts.
- Provided assistance with the UA Little Rock application process for admissions, financial aid, and the BOSS student database system to prospective students and visitors.
- Effectively used software and electronic databases, including Banner, National Student Clearinghouse, Talisma CRM, CRM Recruit, ImageNow, presentations, spreadsheets, and word processing.
- Represented the Office of Admissions during campus events, such as Discover, Experience, Explore, Trojan Transformation, and Counselors Luncheon.
- Managed Office of Admissions social media accounts.
- Wrote program proposals for a partnership with UA-PTC as well as a National Student Transfer Week on campus.
- Attended conferences for ArkACRAO in 2017-2018 and NISTS in 2019.

Recruitment Counselor for Office of Undergraduate Admissions

University of Arkansas at Little Rock

August 2016 – August 2018

- Maintained positive working relationships with 72 Arkansas high school counselors and 9 community college representatives.
- Developed learning objectives and assessment methods for the ambassador training program.
- Hosted over 50 campus tours to prospective students and their families, including a presentation about UA Little Rock.
- Edited materials content for Office of Admissions publications.
- Wrote more than 30 communications emails that were sent by the recruitment team through Talisma, including ACT information, scholarship deadlines, and event dates.
- Facilitated two training workshops to the admissions recruiters on the

LEADERSHIP & VOLUNTEER EXPERIENCE

Member of ArkACRAO - Arkansas Association of Collegiate Registrars and Admissions Officers and SACRAO - Southern Association of Collegiate Registrars and Admissions Officers, 2016-2022

UA Little Rock Staff Senator and Communications Chair, 2019-2021

Member of UA Little Rock's Office of Admissions' Publications Committee, 2018

Member of ATU's College Student Personnel Association and NASPA - National Association of Student Personnel Administrators, 2015-2016

Member of UAFS's Studio Art Coalition, 2013-2014

Gamma Phi Beta Panhellenic VP, Community Outreach Chair of Greek Programming Board, and Greek Life Student Worker, 2013

President of UAFS's College Panhellenic Council, 2012

UAFS Panhellenic Recruitment Counselor, 2010-2012

VP of Recruitment for UAFS's College Panhellenic Council and Member of UAFS's College Panhellenic Extension Committee, 2011

VP of Records for UAFS's College Panhellenic Council and Cub Camp Counselor, 2010

Member of UAFS's Gamma Phi Beta, 2009-2014

- topics of social media outreach and following up with contacts after events.
- Had more than 2,400 interactions with students about UA Little Rock during my 210 recruitment activities from September 2016-May 2018.
- Increased the number of applicants from Greene County from four in 2016 and three in 2017 to 14 in 2018.
- Increased the number of enrolled Tennessee students from one (fall 2016) to six students (fall 2017).
- Completed SafeZone training, which provides education on creating a safe environment for students in the LGBTQ community.

First-Year Experience Instructor

Arkansas Tech University

August 2015 – May 2016

- Taught 78 college freshmen important study and life skills, as well as how to utilize campus resources to support a successful college experience in CSP 1013: Principles of College Success during the fall semester.
- Educated 14 college freshmen about attitudes of resilience and growth mindset in TECH 1001: Orientation to the University.
- Utilized student development theory and counseling knowledge to assess the needs of students in order to engage a diverse group during activities, lectures, and mentoring on topics such as learning skills, careers and majors, and communication and relationships.
- Prepared students for academic advising meetings by reviewing degree plans, course catalogs, key terms and concepts, available courses for the upcoming semester, creating options for schedules, and tips for a successful meeting.
- Developed and implemented lessons that provided students with an understanding of their personal strengths, weaknesses, and goals in order to research options for compatible careers.
- Created assessment surveys and data analysis reports for Spring 2016 educational workshops as well as the midterm and end of semester course surveys.
- Composed letters of recommendation for students applying for scholarships.
- In the students' Fall 2015 end of course evaluations, 92% agreed that performance as an instructor was excellent.

Practicum Student in Greek Life Office

Arkansas Tech University

January 2016 – May 2016

- Developed a research instrument in the form of a longitudinal survey to assess the impact of Greek membership and leadership at Arkansas Tech University on the skills employers have identified as vital to career success.
- Present the research project to a group of faculty, staff, and students, which included an overview of the research guiding the project, the development of the instrument, and personal suggestions for its future application to programming in Greek Life as well as Campus Life.
- Led a social media seminar focused on effectively using social media, brand development for student groups, and creating a marketing plan.

CONFERENCES ATTENDED

ArkACROA Articulation Workshop,
2016-2017 and 2022

NISTS - National Institute for the
Study of Transfer Students
Conference, 2019

ArkACRAO Conference, 2017-2018

SACAC Drive-in Workshop,
2017-2018

ATU'S Women's Leadership
Conference, 2016

AFLV - Association of Fraternal
Leadership & Values Conference,
2010-2012

VOLUNTEER EXPERIENCE

Alumni Volunteer for UAFS
Rebranding Listening Tour, 2020

EIT MathCounts Volunteer at UA
Little Rock, 2017

BEST Robotics Competition Judge
at UA Little Rock, 2016

ATU Panhellenic Recruitment
Volunteer, 2015

Mentor at Girls, Inc. of Fort Smith,
Arkansas, 2009-2014

Volunteer - UAFS's Lion
Community Outreach, 2009 and
2013

Small Part Speaker - UAFS's
Tunnel of Oppression, 2012

Practicum Student in Residence Life Office

Arkansas Tech University

August 2015 – December 2015

- Created a programming proposal for 120 residents participating in the First-Year Experience Living Learning Community (LLC) in collaboration with Residence Life, College Student Personnel, and the LLC Hall Staff, which focused on life skills, leadership development, and community service opportunities.
- Developed and implemented an assessment survey for residents and incorporated feedback and suggestions into the programming proposal.
- Collaborated with the Tutoring Center, Career Center, and Leadership and Services to implement educational programs.