

Justin R. Barlow

EDUCATION

Boston College, Chestnut Hill, MA. 2002-2004

M.A. in Higher Education Administration, GPA: 3.927

- **Graduate Assistant.** Selected as a fully-funded graduate assistant in the Lynch School.

University of West Georgia, Carrollton, GA. 1996-2000

B.S. in Economics and B.S. Ed in Secondary Education, Magna Cum Laude. GPA: 3.98

- **Accelerated Honors Program.** Received two degrees in four years (151 credit hours).
- **Presidential Scholar.** UWG's largest scholarship (given to 5-6 incoming freshmen annually).
- **Academic Day Scholar.** Selected as 1 of 35 "top students" enrolled in a Georgia university.
- **International Banking & Finance Study Abroad:** London & New York Market Study
- **Outstanding Honors Student.** Awarded to the top honors students of each class (1998-2000).

EXPERIENCE

Director of Admissions 2011 - Present

Associate Director of Admissions 2009 – 2011

University of West Georgia Carrollton, GA

- **Management of UWG Admissions Office:** Oversee the total recruitment and document processing efforts of the University of West Georgia Office of Admissions and its 20 full-time employees.
 - Supervises, assesses, and provides direct feedback to 5 Professional Staff Members including 2 Associate Directors (Recruitment and Operations).
 - Manages office budget of over 1 million dollars.
- **Campus Leadership:** Collaborate with academic and non-academic departments across campus including serving as a collaborative leader of the university's yield efforts.
 - Developed choreographed communication flows to ease and increase enrollment with departments across campus including Housing and Residence Life, Orientation, Advising, and Financial Aid.
 - Partnered with academic departments for outbound calling efforts and specific outbound marketing messages.
- **Policy Guidance:** Provide institutional and office guidance based on current state residency and admission policies, while also providing daily guidance for employee implementation.

Accomplishments:

- Developed and staffed outbound call-center
- Implemented customer relationship management system that included email, print, and telephone communication for four market segments and entry terms beginning in the 7th grade
- Hosted the largest Preview Day in university history and generated a 13% increase in student attendance at Preview Days from the 09/10 academic year to the 11/12 academic year
- Generated a near 8% growth in new undergraduate students from 09/10 academic year to the 11/12 academic year

Associate Director of Admissions

2007 – 2009

Armstrong Atlantic State University

Savannah, GA

Management of Armstrong Admissions Process: Shortened freshman acceptance process from seven to two days while admitting 50% more qualified applicants year-to-year and increasing total freshman enrollment by over 10%.

- **Admissions Process Management:** Acted as the sole grantor of freshman admission.
 - Supervised a staff of three full-time staff members.
 - Reengineered admissions processing and document management.

Academy Program Specialist

2004 – 2007

Advanced Academy, University of West Georgia

Carrollton, GA

Marketing and Student Recruitment: Doubled student count of program for highly gifted high school students from 49 students to 98 students over first two years of employment.

- **Student Recruitment:** Recruited students via large speaking engagements at national and local meetings as well as smaller locally scheduled events.
 - Developed new recruitment strategies, publicity material, and web design.
 - Interviewed prospective students and provided exemplary customer service.
- **Advisement and Mentoring:** Lived in the Academy residence hall, taking part in activities designed to increase retention and student satisfaction.

Admissions Counselor

2003 – 2004

Boston University Academy, Boston University

Boston, MA

- **Administrative Support:** Managed the selection and acceptance of gifted high school student including the awarding of scholarship dollars and management of financial aid.
- **Student Selection Based on Academic Talent:** Completed interviews with perspective high school students and reviewed applicant responses in order to provide input on admission decisions of highly gifted students.

Secondary Placement Coordinator

2002 – 2004

Lynch School of Education Practicum Office, Boston College

Boston, MA

- **Teacher Recruitment:** Generated teacher interest and acted as a liaison with Boston area schools to increase communication and student teacher placements.

Academy Residential Coordinator

2000 – 2002

Advanced Academy, University of West Georgia

Carrollton, GA

- **Operated Honors Residential Facility:** Supervised and trained a staff of 13 full-time and student staff while maintaining a facility housing over 150 students.
- **Advisement and Mentoring:** Worked directly with highly gifted high school students who were living on a college campus.

COMPUTER SKILLS

- BANNER (Higher Education Student Management System)
- Microsoft Productivity Suite (Word, Access, Excel, PowerPoint)
- EMAS Recruitment Pro

SELECTED PUBLICATIONS & PRESENTATIONS

- **Plugging Our Leaky Funnel: Increasing Applicant Yield at UWG**, *Justin Barlow and Michael Richardson* Georgia Association of College Registrar and Admission Officers Conference, Young Harris, GA. Oral Presentation (2011).
- **Lights! Camera! Action! Using Video in Recruitment at UWG**, *Amy Shoemaker, Justin Barlow, Steven Broome*, Georgia Association of College Registrar and Admission Officers Conference, Young Harris, GA. Oral Presentation (2011).
- **From Hayrides to Double-Decker Busses: Improving the Campus Tour Experience at UWG**, *Justin R Barlow and Ketty Ballard*, Georgia Association of College Registrar and Admission Officers Conference, Young Harris, GA. Oral Presentation (2011).
- **Accelerative Models: Early Entrance to College**, *Justin R. Barlow*, National Gifted Association Workshop, Charlotte, NC. Oral Presentation (2006).
- **Early Entrance to College**, *Justin R. Barlow*, Georgia Science Teacher's Association, Columbus, GA. Oral Presentation (2006).
- Barlow, J. R. (2005) Advanced Academy of Georgia. European Council for High Ability News, 19, p. 15. Published Paper.
- **What Are You Watching?**, *Justin R. Barlow*, Trish Causey, and Brian Kabat, Southeastern Association of Housing Officers, Nashville, TN. Oral Presentation (2002).
- Barlow, J. R. (2002) Success with Active Student Involvement. Residence Life Programming: News You Can Use, Spring 2002. Published Paper.

- **Building Community: The Future . . . And Beyond!**, *Justin R. Barlow* and Barb Dyer, SACSA Conference, Orlando, FL. Oral Presentation (2001).
- **Forecasting the Atlanta Hawks**, *Justin R. Barlow* and Dr. Michael Raper, National Collegiate Honors Conference, Washington, D.C. Poster Presentation (2000).
- **Identifying Perceptions**, *Justin R. Barlow*, National Collegiate Honors Conference, Chicago, Il. Oral Presentation (1998).
- Barlow, J. R. (1997) Observing Perceptions In Rappaccini's Daughter. Updrafts: A Freshman Writing Journal, 4. Published Paper.