

MATTHEW HOUSLEY

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LinkedIn: <https://us.linkedin.com/in/matthew-housley>

JOB SPECIFIC SKILLS

- Experienced in Slate CRM
- Experienced in Banner Data Systems
- Proficient in Microsoft Office Suite
- Experienced in Raisers Edge Data System

EDUCATION

Slippery Rock University of Pennsylvania – Bachelor of Science

May 2018

Communications: Public Relations – Magna Cum Laude

Ball State University- M.P.A.

May 2024

Masters in Public Administration

Certificate in Education Communication

RELATED WORK EXPERIENCE

Property Management Program Recruiter

November 2021- Present

Ball State University- Muncie, IN

- Serve as primary contact for all prospective students and families interested in Property Management (PM)
- Meet one-on-one with prospective students and families
- Establish and maintain relationships with prospective students and families
- Develop recruitment strategies with the Miller College of Business Undergraduate Programs Office
- Utilize recruitment strategies to generate greater interest and enrollment in the PM Program
- Represent the PM Program at a variety of Admissions and Recruitment Events
- Lead information sessions to groups upward of 50 guests
- Established a Transfer Singular Articulation Pathway for Ivy Tech graduates
- Represent the PM Program Indiana Apartment Association Conference Events
- Established and maintain contact with Indiana and National DECA Associations
- Collaborate with our Department and Marketing & Communications on branding the PM Program
- Assist in the planning and execution of two PM Program Networking Events
- Manage two social media accounts for the PM Program
- Assist Property Management Association throughout the academic year
- Created and manage the internal Department Newsletter
- Served on the First Year Experience – Summer Bridge Planning Committee

Assistant Director of Admissions for Diversity

July 2018 – November 2021

Ball State University – Muncie, IN

- Serve as a primary contact to prospective students and families navigating the college admissions process
- Review and make significant admission decisions on prospective student applications
- Manage an extensive travel territory in the Chicagoland area making up of five counties, over 50 high schools and dozens of college fairs each Fall and Spring
- Establish and maintain relationships with underrepresented prospective students through consistent and intentional interactions and serve as an advocate on their behalf
- Serve as an admissions liaison for 21st Century Scholar students (Indiana's college scholarship program)
- Serve as the admissions liaison for the Multicultural Center and Retention and Graduation Office and the Miller College of Business

- Deliver admission presentations to groups upward of 70 guests
- Served on the Enrollment Planning and Management Division's 2019 Strategic Planning Committee
- Serve on the 2021-2022 First Year Experience Strategic Planning Committee
- Communicate and coordinate with campus partners including deans, faculty and staff for various admissions events
- Plan and execute two diversity campus preview days totaling over 200 prospective students
- Planned and executed a three session one-week academic intensive residential program for over 120 prospective students in the Summer of 2019
- Coordinate the hiring, training and supervision of seven student employees
- Plan and execute a virtual information series for first generation students and their families reaching over 50 students
- Active NACAC Member - Recipient of NACAC Professional Development Grant, attend affiliate conferences yearly, the National Guiding the Way to Inclusion Conference yearly and National Conference in 2019

Campus Pride Guide

January 2016 – May 2018

Slippery Rock University of Pennsylvania – Slippery Rock, PA

- Worked closely with admissions staff members in SRU's Office of Undergraduate Admissions
- Gave tours to a variety of university constituents such as prospective students, transfer students, alumni and faculty and staff candidates
- Became a brand advocate for Slippery Rock University
- Coordinated an overnight admissions program for prospective minority students
- Gained experience interacting with a very diverse population of university constituents

Student Assistant, Office of Alumni Engagement

January 2014 – May 2018

Slippery Rock University of Pennsylvania – Slippery Rock, PA

- Worked closely with the Director and Assistant Director of Alumni Engagement
- Assisted in the planning and execution of two distinguished awards banquets held by the university, both with over 100 attendees
- Three years' experience with large scale planning of Alumni Reunion Weekend/Homecoming Weekend gathering over 300 attendees
- Completed numerous written materials ranging from personal bios, to event programs and flyers
- Thorough experience working with a very diverse population of university alumni and guests

Public Relations Intern

May 2017 – September 2017

Akron Area YMCA Association – Akron, OH

- Worked directly under the Director of Marketing for the Akron Area YMCA Association. This includes six membership branches, two program branches, two camps and eight childcare centers
- Designed and implemented strategic business plan objectives
- Developed press materials and presentations for media representatives
- Created and edited articles, advertising copy, event materials and site specific publications for internal and external audiences
- Collaborated with production team to coordinate advertisements, publications and both functional and promotional collateral
- Raised brand awareness through consistent marketing efforts of the YMCA Association