

BRENNAN A. REEVES

EXPERIENCE

Montana State University

Director, International Student and Scholar Services: November 2020 - present

- Responsible for the development, implementation, and leadership of international recruitment, admissions, and international student support strategies and staff.
- Instrumental in the process of advancing and finalizing large-scale, third-party provider contract to help reach institutional international enrollment goals.
- Lead the prioritization and implementation of new recruitment programs to accommodate for changing enrollment, immigration, geopolitical trends.
- Serve as Primary Designated School Official and Responsible Officer overseeing compliance with federal immigration regulations.
- Designed tiered and weighted advising model to aid immigration advisors in identifying and supporting students according to academic history, individual needs, and staff capacity.
- Implemented new software to mitigate previously existing immigration compliance risk for students and the University.
- Collaborate across campus to ensure appropriate academic program access, facilitate student support, and provide guidance to departmental leadership, faculty, and staff.
- Serve on University Graduate Council, Associate/Assistant Deans Council, Strategic Enrollment Management Committee, and Diversity, Equity, and Inclusion Council.
- Manage several budgets spanning student fees, operational funds, recruitment and marketing, professional development and training, and travel funds.

Auburn Global

Student Services Director: November 2018 – November 2020

- Led Student Services team of 17 advisors, accommodations staff, and events coordinator to provide customized service to all students within the Auburn Global program.
- Collaborated daily with executive level university partners in campus safety, medical clinic, academic advising, student affairs, and departmental academic faculty to lead the design and implementation of new orientation programs, safety response processes, academic support services, student organization development, and departmental student support programs.
- Led Auburn Global accommodations team overseeing 650 off-campus beds, vendor relations, health insurance, biweekly cleaning service, maintenance procedures, semesterly turn process, laundry service, and student dining plans.

Managed operational budgets, profit and loss statements, and produced multi-year budget plans.

Exceeded annual team goals in student program completion and student satisfaction. Implemented new Student of Concern evaluation protocol and standing committee to systematically support at risk students experiencing academic performance issues, poor class attendance, mental health concerns, and other issues that international students face.

Recruited and trained 5 new staff members.

Initiated and implemented new onboarding manual and process to ensure adequate, successful knowledge and skill development for Student Services personnel.

Served on Auburn University International Advisory Board with leaders from across campus to help foster inter-departmental cohesion, collaborative student programming, and to address campus wide international student concerns.

FPP EDU Media

US Regional Director: January 2015 – November 2018

- Led the design and organization of international high school recruitment tours, large scale fairs, webinars, virtual fairs, email campaigns, and social media marketing for recruitment events in 17 countries spanning 5 continents.
- Consulted with universities across 26 states providing guidance on recruitment strategy to maximize results based on individual university budgets, characteristics, potential, and goals.
- Responsible for more than \$550,000 in annual revenue. Exceeded increasing revenue targets each semester.
- Attended and presented at various conferences on topics ranging from recruitment strategy to international admissions processes.
- Utilized the Salesforce CRM to manage a database of clients and produce marketing material relevant to each potential client depending on their progress in a pipeline.

The University of Alabama at Birmingham

International Admissions Counselor: August 2013 – January 2015

- Responsible for admissions processing of all graduate and undergraduate international student applicants.
- Evaluated academic transcripts to produce GPA calculations for admissions decisions.
- Utilized Banner and related internal software to manage admissions documents.
- Processed and verified financial documents to ensure that applicants demonstrated the requisite financial ability for initial immigration documentation.
- Served as a Designated School Official to aid in the management of immigration procedures and issuance of documents for international students.
- Attended student recruitment tours throughout the world that resulted in a 28% increase in international student enrollment.
- Aided in the adjustment of existing admissions procedures and formulation of new admissions procedures.
- Coordinated weekly “Coffee Hour” for international students on campus to provide a time for networking and complimentary lunch.

The University of Alabama at Birmingham

Graduate Research Assistant: January 2012 – August 2013

- Produced a detailed report identifying the processes and organizational structure of Federal administrative law decisions to enable a comprehensive understanding for faculty advisors.
- Compiled and classified a dataset of more than 800 administrative law decisions and completed a comprehensive analysis to code over 20 variables that covered cases spanning a period of 30 years.
- Developed a Microsoft Access database to organize and enable accurate analysis of survey results for a university scholarship program.
- Enhanced departmental responsiveness to staff, student, and program needs by performing a variety of administrative tasks.

United States Coast Guard

Boatswain’s Mate 2nd Class: 2005-2009 a

Directing crews of four to five people, and responsible for overall mission safety and success, served as Search and Rescue, and Law Enforcement Missions leader.

Managed daily operations of station. Served as liaison between senior management and crew, recommended and prioritized tasks to ensure that goals were met, trained crew members, and developed duty schedules.

Led a designated team in the organization, marketing, and design of the first and second Safety Day Expos with regional news media, armed forces, police, fire, emergency, and local university personnel.

Managed and maintained unit’s electronic charting system and budget. Adjusted previous system of oversight to ensure that program goals and annual inspections were successfully met and passed.

Served as Master Helmsman and Crewman on U.S. Coast Cutter Polar Star for Operation Deep Freeze 2005-2006 to McMurdo Station in Antarctica

EDUCATION

The University of Alabama at Birmingham

Master of Public Administration, Public Management and Planning Specialization: 2013

The University of Alabama at Birmingham

Bachelor of Arts in International Studies: 2011

Minor in Political Science

REFERENCES

Available upon request