

Jonathan Hail

Associate Director, Graduate Enrollment CRM and Systems

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STRENGTHS

- ➡ **Functional translation**
Turned faculty and staff requests into clear Slate requirements, workable options, and decisions users could support.
- 📊 **Data stewardship**
Used SQL checks and reconciliation reports to catch admissions exceptions early, giving teams cleaner records and calmer releases.
- 👥 **Collaborative leadership**
Led working groups of up to 15 people, and peers relied on steady agendas when difficult design choices surfaced.
- 🎓 **Practical training**
Created role based guides and sessions that helped admissions users adopt new workflows without losing service focus.
- ✅ **Release discipline**
Built testing plans, issue records, and readiness messages that made system changes easier for technical and functional teams.

SKILLS

Technolutions Slate CRM SQL

Graduate Admissions

Enrollment Management

System Implementation

CRM Administration

Data Analytics ETL

Ellucian Banner Admissions

Application Forms Queries

Reporting Integrations

Email Campaigns

Access Governance

SUMMARY

Associate director level **graduate enrollment** systems professional with eight years supporting **higher education admissions** operations, **Technolutions Slate CRM**, SQL reporting, system implementation, and cross functional service delivery. Leads functional administration across **application forms**, data structures, workflows, queries, reports, uploads, email campaigns, permissions, integrations, testing, releases, and documentation. Translates faculty, staff, and enrollment needs into practical system designs, clear priorities, and sustainable process improvements. Coordinates database administrators, systems engineers, vendors, and functional teams through upgrades, issue resolution, access decisions, and change adoption. Develops training plans and user guidance that help admissions teams work with confidence. Experience with Ellucian Banner, ETL, web based integrations, needs assessment, analytics, project management, and working groups of up to 15 participants supports reliable graduate enrollment operations and meaningful student service.

EXPERIENCE

Associate Director, Enrollment Systems

Lakeshore Metropolitan University 📅 July 2023 - Present 📍 Madison, WI

Directs graduate enrollment **CRM administration** and cross functional delivery across admissions, academic programs, technical partners, and administrative offices. Owns Slate configuration, governance, release readiness, stakeholder decisions, training, and service quality for complex enrollment operations.

- Directed Slate CRM priorities for graduate applications, workflows, reporting, communications, and data structures.
- Led a 15 person working group that resolved design decisions and gained shared ownership.
- Translated program requests into Slate requirements, practical alternatives, and maintainable implementation plans.
- Used **SQL** to validate fields, **queries**, reports, imports, permissions, and integration data.
- Coordinated **release testing** with engineers and database administrators, improving readiness **communication** and issue follow up.
- Reviewed CRM **access requests** and vendor integration issues, restoring dependable service for enrollment users.

Senior CRM Systems Analyst

Great Plains College 📅 May 2021 - June 2023 📍 Des Moines, IA

Managed Slate configuration and connected student system processes across academic programs, admissions teams, technical partners, and vendors. Combined SQL analysis, ETL coordination, testing, training, and **needs assessment** to improve data quality and user adoption.

- Configured Slate forms, decisions, communications, data quality checks, and reporting for academic programs.
- Connected Slate, **Ellucian Banner**, and external platforms through documented ETL routines and **integrations**.
- Built SQL validation **reports** that surfaced admissions exceptions before records reached downstream systems.
- Planned regression and **user acceptance testing** for CRM changes and student system releases.
- Created role based training sessions and reference guides that gave admissions users practical support.
- Assessed workflow needs and recommended **software improvements** that helped teams adopt process changes.

Admissions Systems Analyst

North Star State University 📅 July 2019 - April 2021 📍 Minneapolis, MN

Supported Slate implementation and enhancement work for undergraduate and graduate admissions, partnering with information technology staff and enrollment users. Maintained applicant data, interfaces, reporting logic, campaign audiences, testing plans, and release follow up

LANGUAGES

English	Native
Spanish	Intermediate

MY CAREER



- Associate Director, Enrollment Systems at Lakeshore Metropolitan University (3.2 Years)
- Senior CRM Systems Analyst at Great Plains College (2.1 Years)
- Admissions Systems Analyst at North Star State University (1.8 Years)
- Admissions Operations Specialist at Prairie Heights University (1.7 Years)

- across concurrent requests.
- Supported Slate implementation work that connected undergraduate and graduate admissions processes.
 - Investigated applicant discrepancies through SQL, field definitions, **uploads**, queries, and **reporting** logic.
 - Coordinated interface testing and data exchanges with information technology staff during release validation.
 - Created process documentation and facilitated **end user training** for new admissions workflows.
 - Validated email campaign audiences through enrollment criteria, data checks, and review with admissions partners.
 - Prioritized enhancement requests through stakeholder review, testing, release follow up, and documented decisions.

Admissions Operations Specialist

Prairie Heights University 📅 October 2017 - June 2019 📍 Cedar Rapids, IA

- Supported **admissions operations** and early Slate implementation efforts, working with counselors, academic staff, and technical support. Gathered requirements, tested applicant scenarios, prepared enrollment reports, documented processes, and tracked issues through resolution.
- Gathered counselor and academic staff requirements for forms, communications, review steps, and reports.
 - Tested application and workflow configurations against representative applicant scenarios before operational release.
 - Prepared recurring enrollment **reports** and data checks used by counselors and admissions leadership.
 - Produced user instructions and delivered small group training for new admissions processes.
 - Escalated system issues with documented **business** impact, ownership, and resolution status.
 - Supported Slate implementation activities while keeping daily admissions service responsive and accurate.

PROJECTS

Graduate Admissions CRM Release Program 📅 2025

Coordinated a release program linking Slate configuration, SQL validation, testing, training materials, access review, and stakeholder communications. Work centered on dependable graduate admissions operations and clear readiness decisions.

Slate and Banner Data Exchange 📅 2023

Documented ETL routines and integration checks connecting Slate with Ellucian Banner and external platforms. Reconciliation reports helped enrollment teams identify exceptions before downstream processing.

LEADERSHIP & AWARDS

- Regional Peer Roundtable Facilitator, Higher Education CRM Community, 2024 to Present
- Volunteer Mentor, Graduate Enrollment Systems Mentoring Circle, 2023 to Present
- Recognized by enrollment peers for practical Slate guidance and clear release communication, 2024

EDUCATION

Master of Science in Information Systems

University of Wisconsin Madison 🎓 GPA: 4.0 📅 2021 📍 Madison, WI

Coursework: Database systems, systems analysis, data analytics, information technology project management

Bachelor of Business Administration in Management Information Systems

University of Iowa 🎓 GPA: 4.0 📅 2017 📍 Iowa City, IA

Coursework: Database management, business process analysis, systems design, management information systems

CERTIFICATIONS

- Technolutions Slate Innovation Festival Professional Development 📅 2025
- SQL for Data Analysis Certificate, University Continuing Education 📅 2022

TECHNICAL SKILLS

- **CRM Platforms:** Technolutions Slate CRM, Ellucian Banner, CRM administration
- **SQL and Databases:** SQL queries, SQL reporting, data validation
- **Admissions Systems:** Graduate admissions, enrollment management, application processing
- **Slate Configuration:** Application forms, data fields, rules
- **Reporting and Analytics:** Queries, reports, analytics
- **Integration and ETL:** ETL routines, data exchanges, third party integrations
- **Testing and Releases:** User acceptance testing, regression testing, release testing
- **Communication Systems:** Email campaigns, audience validation, enrollment criteria
- **Access and Governance:** Access requests, permissions, data governance
- **Training and Documentation:** Training plans, user guides, process documentation
- **Web and Development:** Web integrations, web development fundamentals, interface support
- **Project Delivery:** Project management, needs assessment, change management

PROFESSIONAL AFFILIATIONS

- Higher Education CRM Community, Regional Peer Roundtable Facilitator
- Graduate Enrollment Systems Mentoring Circle, Volunteer Mentor

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST