



Haven Perry

Executive Director, Admissions and Records

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SUMMARY

Higher education enrollment and registrar executive with 14 years leading admissions, registration, **academic records**, **enrollment services**, and **student lifecycle** operations. Directs student centered strategies that support access, engagement, conversion, retention, completion, onboarding, and equitable service. Serves as Registrar and official custodian of academic records, protecting accuracy, confidentiality, security, accessibility, and appropriate disclosure under FERPA, accreditation standards, and regulatory requirements. Leads managers and professional teams through hiring, coaching, performance management, staff development, and service planning. Oversees budgets, technology resources, policies, cross divisional projects, and operational risk. Uses student information systems, CRM platforms, spreadsheets, Google Suite, KPIs, data analytics, and **Plan Do Study Act** methods to improve workflows and decisions. Builds trusted partnerships with students, faculty, staff, agencies, institutions, and executive leaders.

EXPERIENCE

Associate Vice President, Enrollment Services and Registrar

Great Lakes Community Institute 📅 January 2022 to Present 📍 Madison, WI

Leads admissions, registration, records, transcript, graduation, verification, enrollment technology, and service operations across multiple instructional locations. Serves as Registrar, directs managers and professionals, oversees budgets and technology investments, and partners with executive and academic leaders on data informed improvement.

- Directed **admissions**, registration, records, transcripts, graduation, verification, and enrollment operations across multiple locations.
- Protected **official academic records** through FERPA controls governing accuracy, confidentiality, access, disclosure, and security.
- Coached managers and professionals through hiring, workload planning, performance management, development, and service standards.
- Governed student information system and CRM improvements that strengthened **data quality** and **student communications**.
- Reviewed **enrollment** conversion, registration, service, and completion KPIs with executive and academic leaders.
- Administered operating and technology budgets while sponsoring **Plan Do Study Act** improvement reviews.

Executive Director, Admissions and Records

Lakeside Polytechnic College 📅 July 2018 to December 2021 📍 Green Bay, WI

Directed admissions, assessment, registration, records, verification, graduation certification, appeals, commencement support, and enrollment technology. Managed supervisors and professional teams, presented enrollment trends to senior leaders, and coordinated policy, compliance, workflow, and data quality improvements.

- Led admissions, assessment, **registration**, records, verification, **graduation certification**, appeals, and commencement support.
- Redesigned **onboarding** workflows with academic leaders, improving handoffs across student **enrollment services**.
- Managed supervisors and professionals through performance expectations, coaching, workload planning, and development.
- Directed FERPA, accreditation, **records** security, and registration policy reviews for compliant operations.
- Oversaw **student information** system and CRM priorities, testing, and data quality routines.
- Presented enrollment trends, risks, budget needs, and improvement priorities to senior leadership.

Director, Registrar and Student Records

Capital Valley College 📅 August 2015 to June 2018 📍 Appleton, WI

STRENGTHS

- 👥 **Student centered service**
Reworked onboarding handoffs with campus partners. Quiet details became clearer for students and easier for staff.
- 🔒 **Records stewardship**
Protected confidential academic records through careful access review. Colleagues relied on consistent judgment during sensitive cases.
- ♥ **Data informed decisions**
Reviewed funnel and completion KPIs with leaders. Small patterns often pointed toward practical workflow changes.
- 🎓 **Team development**
Coached managers and professionals through peak cycles. Staff gained confidence, structure, and room to solve problems.
- 🔗 **Cross divisional leadership**
Connected academic, technology, and service teams around shared work. Progress came from steady conversations and clear follow through.

SKILLS

Enrollment Management

Admissions Registrar Operations

Academic Records Registration

Transcript Processing

Graduation Certification

Enrollment Verification FERPA

Accreditation Data Analytics

[KPI Reporting](#) [Strategic Planning](#)

[Budget Management](#)

[Policy Development](#)

LANGUAGES

English

Native

Spanish

Intermediate

MY CAREER

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MONTHS

Managed official records, registration, transcripts, **enrollment verification**, academic standing, graduation certification, and student service. Supervised records professionals and team leads while partnering with technology staff and academic departments on secure workflows, reporting, validation, and degree certification.

- Managed official records, registration, **transcripts**, verification, **academic standing**, and graduation certification.
- Supervised records professionals through peak registration and graduation cycles while protecting **accuracy**.
- Strengthened FERPA procedures for identity verification, authorized access, release, and confidential communication.
- Partnered with technology staff on system enhancements, workflow testing, and record validation.
- Built recurring records and registration reports in **spreadsheets** to identify exceptions.
- Coordinated **commencement** records and degree verification with academic departments before certification.

Assistant Director, Admissions Operations

Northwoods University 📅 June 2012 to July 2015 📍 Eau Claire, WI

Coordinated undergraduate and transfer admissions, application processing, assessment referrals, onboarding, CRM testing, and staff coverage. Supervised admissions support staff, analyzed funnel data, developed training, and resolved complex cases with academic and student service partners.

- Coordinated application processing, admissions operations, assessment referrals, and **onboarding** for transfer students.
- Supervised **admissions** support staff through application peaks, schedules, coaching, and coverage planning.
- Analyzed application and **enrollment** funnel data to refine document collection **workflows**.
- Developed guides and training covering review, communication, data entry, privacy, and escalation.
- Resolved complex admission cases with academic and student service partners using consistent policy interpretation.
- Supported CRM and student system testing, defect documentation, fix validation, and user preparation.

Enrollment Services Coordinator

Fox River College 📅 June 2009 to May 2012 📍 Oshkosh, WI

Processed admissions and registration transactions for new and continuing students while maintaining accurate records and confidential communications. Prepared reports, reconciled system exceptions, answered student questions, and supported cross training across front line enrollment services.

- Processed **admissions** and **registration** transactions for new and continuing students across enrollment cycles.
- Maintained accurate student data and documentation through confidential records practices.
- Answered student questions about application status, registration, documents, and enrollment resources.
- Reconciled application exceptions with student system **records** and escalated policy questions.
- Prepared **enrollment** reports and spreadsheets supporting workload planning and deadline tracking.
- Contributed process documentation and cross training across front line **enrollment services**.

PROJECTS

Enrollment Lifecycle Improvement 📅 2024

Mapped onboarding, registration, records, and completion workflows with campus partners. Used KPI review and Plan Do Study Act cycles to guide service improvements and clearer handoffs.

Academic Records Security Review 📅 2023

Reviewed FERPA controls, identity verification, authorized access, disclosure routines, and staff training for official academic records administration.

LEADERSHIP & AWARDS

- Enrollment Services Leadership Recognition, 2025
- Registrar Operations Excellence Recognition, 2023
- Continuous Improvement Contribution Recognition, 2024

EDUCATION

Master of Science in Educational Leadership

University of Wisconsin Oshkosh 🎓 GPA: 4.0 📅 2012 📍 Oshkosh, WI

Coursework: Enrollment leadership, student development, organizational change, higher education administration

Bachelor of Science in Communication

University of Wisconsin Stevens Point 🎓 GPA: 4.0 📅 2009 📍 Stevens Point, WI

Coursework: Public speaking, organizational communication, interpersonal communication, professional writing

CERTIFICATIONS

- FERPA and Student Records Compliance Training 📅 2026
- Continuous Improvement for Higher Education 📅 2024

TECHNICAL SKILLS

- **Enrollment Systems:** Student information systems, CRM platforms, enrollment technologies
- **Records Administration:** Transcripts, enrollment verification, graduation certification
- **Admissions Operations:** Application processing, academic assessment, CPLE
- **Compliance Standards:** FERPA, accreditation standards, federal regulations
- **Data Analysis:** KPI reporting, data analytics, enrollment funnel analysis
- **Continuous Improvement:** Plan Do Study Act, workflow review, process mapping
- **Productivity Tools:** Google Suite, spreadsheets, Google Sheets
- **Leadership Systems:** Performance management, progressive discipline, staff development
- **Enrollment Planning:** Strategic enrollment planning, retention planning, completion planning
- **Records Security:** Identity verification, authorized access, confidential communication

PROFESSIONAL AFFILIATIONS

- Wisconsin Collegiate Registrars Network, Executive Peer Group
- Regional Enrollment Management Collaborative, Steering Committee Member

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST