

March 23, 2023

Ms. Elizabeth Pierre  
Chair of the Board of Supervisors  
University of Louisiana System

Dear Chair



educating leaders of tomorrow who will compete in the global economy and be ambassadors to the SLU brand.

**Enrollment Declines:** The enrollment cliff is here, and every university recruits the same students. The marketplace demands a university understand its mission, vision, path, and clientele. To have a competitive edge means doing due diligence to understand the competition and learn from their successes and failures. Knowing the ethos means we understand campus culture and our strengths, weaknesses, opportunities, threats, priorities, and traditions.

A president must require a shifting mindset concerning enrollment. Traditionally, enrollment was a cost center but now is seen as an investment incubator with quantifiable returns. With increased competition, universities must look at alternate enrollment pathways that increase accessibility to posts secondary credentials and increases institutional revenue. As an accomplished enrollment strategist, I can help the university stabilize and grow enrollment while creating lifelong learning pathways for all -- students, alums, and the surrounding community. My experience in enrollment and developing alternate credential pathways help support the Louisiana Board of Regents' goal of "60% of working adults holding a degree or credential of value by the year 2030."

Additionally, a critical lens must be on increasing retention and closing the equity gap. At the University of Utah and Kent State University, I led the university's initiative to close that gap among underserved populations while increasing overall retention efforts. An institution can only change recruitment, retention, and graduation rates if faculty are involved intimately in this work. Faculty and students are at the core of our institution, and there is power in their collective voices. Diversity of thought and honest, transparent conversation can change campus culture, support enrollment, and move SLU to the next level of success.

**Access and Affordability:** Access to a state university should depend more on a student's ability, preparation, and enthusiasm than their family's income or circumstances. One of the

**Diversity and Inclusion:** A bold and unwavering commitment to diversity, equity, inclusion, and accessibility is vital to achieving our institutional goals. This commitment includes building a culture of acceptance and inclusion by prioritizing, investing, and developing talent across the staff, faculty, and administrative ranks. At LSU, the University of Utah, and Kent State, I partnered with the chief diversity officer to attract underrepresented students to campus, develop programs and wraparound support services to help them succeed. Over five years at the University of Utah, the number of underrepresented students increased by more than 53% due to partnership and collaboration between the two offices. At Kent State University and the University of Florida, I developed a similar partnership and saw applications and admits of students of color increase by over 34% and 25%, respectively. As I think of the changing demographics in our state, region, and nation, strategies focused on underrepresented populations are critical to the success of the institution but also to providing a rich learning environment for students.

**Telling the Story:**

and an appreciation for the challenges it will face moving forward. By working with various constituencies across campus communities, states, and the nation, I have learned the value of engaging with a wide range of stakeholders. If allowed to serve the SLU community, I will work closely with all campus community members, including business and education leaders, to advance the institution's goals together.

SLU has made significant accomplishments and has excellent aspirations leading to great opportunities. I have the breadth and depth of experience and vision required to propel SLU forward. As a two-time SLU alum, it would be an honor for me to serve as the 15th president of Southeastern Louisiana University. I am ready to "

# Mary Genco Parker, EdD

## Overview

---

**Higher education leader** with 31 years of experience in positions of progressive responsibility. Proven leader and well-versed in all areas of strategic enrollment management. Experienced in leading and developing teams to achieve elevated levels of productivity while delivering excellence. Impressive record

- Created a marketing strategy that won a Circle of Excellence award from the Council for Advancement and Support of Education (CASE)
- Member of the chief information officer's executive committee on data governance
- Created efficiencies in all enrollment areas by automating business processes to create a better student experience
- Developed a one-stop student service model including admissions, financial aid, registrar, and student accounts
- Initiated a university-wide task force to develop a 5-year comprehensive enrollment plan
- Serve on university committees, including the Intercollegiate Athletics Committee and the University of Florida Advancement Deans and Directors Development Council
- Serve as the articulation officer for the Florida Board of Governors
- Served on the executive team that assessed and overhauled the university's orientation program
- Partnered with the Honors College to manage all program recruitment and admissions
- Chaired the university's task force on campus tours, which led to the approval of a new welcome center

**Vice President of Enrollment Management**  
Kent State University, Kent, OH

**2019–2021**

- Served on President's Cabinet and Provost's Academic Leadership Team
- Developed partnerships with academic deans on all eight campuses to coordinate university recruitment and retention strategies
- Functioned as chief enrollment officer, coordinating enrollment planning and policy for the university
- Supervised the Office of Admissions, Financial Aid and Scholarships, Registrar, One Stop, and Enrollment Operations and Reporting
- Served as m

- Worked with vice president of information technology and chief information officer to change campus culture to support a more data-informed decision-making process.
- Coordinated with chief information officer on development of a data governance structure for the university that resulted in a data dictionary to support accurate use of data across the campus
- Wrote the scholarship proposal for the emergency fund during COVID-19, which raised over \$1 million to support over 7,000 students
- Served as a member of the University Reopening Steering Committee, which was responsible for all decisions regarding the reopening of Kent State University during COVID-19

### **Associate Vice President of Enrollment Management**

**2011–2019**

University of Utah, Salt Lake City, Utah

- Functioned as chief enrollment officer, coordinating enrollment planning and policy for the university
- Implemented and executed strategic enrollment management plan throughout campus to coordinate student recruitment and retention
- Served as key member of the Provost Leadership Team, working on strategies to support Utah in becoming an Association of American Universities member
- Responsible for all NCAA and PAC12 compliance with all Division 1 sports as related to admissions, registrar, and financial aid
- Engaged in continuously reflective, analytically rigorous, and technically sophisticated dialogues with senior leadership about enrollment realities and possibilities
- Routinely analyzed data to shape strategic directions and make appropriate adjustments to an integrated and strategic enrollment effort that clearly identified and defined historical university enrollment patterns and forecasted trends in new student markets
- Led a task force that created a new scholarship process, enabling the university to leverage its institutional budget more effectively across campus
- Regularly assessed effectiveness of recruitment activities and financial aid programs and made appropriate adjustments to lead an effort that was continuously proactive and responsive to market forces and university needs
- Developed key summer strategies aiding in retention efforts and increased net tuition revenue for the campus
- Introduced and implemented a data warehouse strategy with the chief information officer to support enrollment management
- Cultivated a data-rich environment to establish and expand enrollment strategies
- Developed and implemented “Access U,” a transfer pathway program between the University of Utah and S



**Executive Director of Undergraduate Admissions & Student Aid**  
**Director of Student Aid and Scholarships**  
Louisiana State University,

**2007–2011**  
**2004–2007**

- Oversaw and managed administration for all state scholarship programs totaling approximately \$45 million
- Oversaw and administered the Title IV federal aid programs totaling \$140 million
- Oversaw and managed the university's scholarship programs and budget of \$27 million
- Created and implemented a uniform application for all 1st-year students and continuing scholarships
- Developed campus-wide policy for awarding scholarships as related to recruitment and retention efforts
- Established university-wide scholarship award letter
- Developed outreach plan for the community outside of LSU allowing us to provide guidance to students and their parents regarding college choice and financing their education
- Developed partnerships with 100 .674 0 n 0 Tca .1va.1vdeude0.3(a) 7.3(8(i)-4)-4.W11(c)-i( [ 9(a)-0)8(i)-4.6(deu

**Interim Director of Admissions & Financial Aid**  
**Director of Financial Aid**  
**Assistant Director of Financial Aid**  
Southeastern Louisiana University, Hammond, LA

**1992–1999**

-