

SCOTT COPLEY

Education and Enrollment Administrator

W O R K E X P E R I E N C E

Director of Admissions, Duquesne University School of Nursing (March 2017 - Present)

- Oversee recruitment activities for 19 undergraduate and graduate programs
- Use data to make admission decisions in alignment with institutional goals using Slate CRM
- Work with an online program management company (OPM) to augment recruitment activities for the School
- Lead/mentor four professional staff members
- Design and deliver compelling presentations to promote the School (using Visme, Canva, Google, Power Point and Prezi)
- Develop messaging and participate in marketing meetings related to recruitment and admission
- Serve as advisor to various faculty committees regarding enrollment
- Meet with prospective students and their families
- Evaluate student credentials for admission

Account Executive, Cornerstone Insurance Advisors (April 2016 - November 2016) agency closed

- Delivered sales presentations and discussed insurance options with clients
- Finalized sales and provided customer/policy support

Director of Recruitment, Admission & Data Management, Duquesne University School of Pharmacy (December 2004 - April 2016)

- Recruited qualified applicants and evaluated credentials for the Doctor of Pharmacy program (Pharm.D.)
- Projected enrollment trends and adapted recruitment strategies accordingly using Banner and Recruit CRM
- Developed and delivered presentations for recruitment
- Made data-informed admissions decisions to achieve School and University enrollment goals

Assistant Director of Admissions, Duquesne University (September 2002 - December 2004)

- Represented University at various recruitment events
- Discussed educational and career goals with prospective students
- Managed recruitment territory to reach/exceed University enrollment goals

CONTACT



412-335-9861



scottcopley@outlook.com



copleyportfolio.com

EDUCATION

DOCTOR OF EDUCATION (Ed.D.)
Instructional Technology
Duquesne University, 2023

MASTER OF EDUCATION (M.Ed.)
College Student Personnel
Ohio University, 2020

BACHELOR OF SCIENCE (B.S.)
Public Relations
University of Rio Grande, 1993

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Assistant Director of Admissions, The Kiski School

(May 2001 - September 2002)

- Represented boarding (preparatory) school for boys at national and international events
- Met with prospective students and their parents to discuss the benefits of attending the School
- Coordinated student ambassador/tour guide club

Greek Life Graduate Associate (August 1998 - 2000) and Greek Life Director (May 2000 - May 2001) Ohio University

(August 1998 - May 2001)

- Governed fraternity and sorority activities (3,000 students)
- Advised the Men's Inter-Fraternity and Women's Panhellenic Councils

Manager of Public Relations, Ohio Environmental Protection Agency, S.E. Division

(April 1994 - August 1998)

- Wrote press releases and created collateral materials to promote agency agenda
- Purchased air time and advertising space in various media
- Developed first agency website
- Built relationships with elected officials, community leaders and environmental care professionals to facilitate educational programs and promote grass-roots environmental care efforts
- Wrote and administered grants on behalf of the agency

Admissions Counselor, Defiance College

(June 1993 - April 1994)

- Traveled extensively throughout a defined territory, attending college fairs and making high school visits
- Met with prospective students and their families
- Evaluated student credentials for admission and made admissions decisions

Logistics Specialist, US Army

(July 1985 - July 1989)

- Calculated mission (equipment and personnel) capabilities and created reports for central command
- Ordered equipment to maintain optimum mission capabilities
- Participated in field missions in Europe and the Middle East