

COREY M. WRINN

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Summary:

- Proficient in data analytics, data visualization, research design and execution
- Experience with executive presentations, strategic planning, assessment, and marketing
- Ten years' experience in institutional research and planning; seven years consulting
- Master of Public Administration degree and Advanced Certificate in Finance

Professional Experience:

Choate Rosemary Hall, Wallingford, CT 2015-present

Director of Institutional Research

- Data research leader and in-house consultant for premier boarding school
- Built the office from the ground-up by introducing key performance indicators to campus leadership while regularly sharing research results with Board of Trustees
- Identified new domestic markets for recruitment based on statistical analysis of applicant demographics and local economies – resulting in a 14% increase of applications
- Supported targeted marketing efforts by crafting messaging based on regional research such as surveys, focus groups, and peer feedback – growing digital impressions
- Constructed predictive model for Admission to recognize applicants' likelihood to enroll to support their decision-making process – becoming more selective with a higher yield
- Designed interactive dashboard that tracks inquiries and applications daily for Summer Programs, allowing staff to change offerings on the fly and follow-up with “incomplete families” – resulting in largest completed application pool in five years
- Established longitudinal study to track students' perceptions, expectations, and fulfillment of Choate experience through New Student Survey, Senior Survey, and alumni touchpoints – laying the groundwork for strategic plan focus areas in 2020

Iona College, New Rochelle, NY 2013-2015

Assistant Director, Office of Institutional Effectiveness and Planning

- Piloted institutional assessment plan across campus focusing on all 27 non-academic units that resulted in a three-year survey and research cycle, improving student access and student outcomes (GPA) by 10%
- Designed retention model that identified which students needed remedial courses and individualized counseling, ensuring a retention rate above 80%
- Supported and guided six teams made up of staff, administration, and faculty in support of the strategic plan; including Retention, Learning Communities and Marketing, using 10 years of data to craft policy updates and new student programming
- Comprehensive research project concerning “institutional identity” that included student, faculty, and staff focus groups in addition to surveys resulting in a campus-wide *open house* presentation and panel talk
- Multiple marketing analyses for new programs which included environmental scans, external data analyses, and presentations to Provost and Deans

Fairfield University, Fairfield, CT 2009-2013

Assistant Director/Coordinator of Enrollment Research and Data Analysis, Office of Institutional Research, 2012-2013

- Created student enrollment and student retention probability models using regression techniques, allowing Undergraduate Admissions to improve yield and Student Affairs offices to counsel 120 students in order to prevent attrition

- Designed, conducted, and analyzed the Admitted Student Survey, The Sophomore Survey, and the Withdrawn Student Survey to gauge student experiences and track satisfaction; shared with VPs on a regular basis and used in retention modeling
- Community Associate in *First Year Experience* program for class of twenty new students
Research Associate, Office of Institutional Research, 2009-2012
- Designed and conducted multiple student surveys using KeySurvey software: in order to improve relations with the student body for Public Safety, gather competitor information for Undergraduate Admissions, and brand awareness for the School of Engineering
- Facilitated the research for additional graduate programs based on labor market and admissions data, and also internally-designed market studies resulting in launch of two new programs

CT Department of Economic and Community Development, Hartford, CT 2008-2009
Strategy & Policy Intern/Consultant

Town of Glastonbury, Glastonbury, CT 2007-2008
Special Assistant to the Town Manager

Consulting Experience: **Harvest Development Group**, Middletown, CT, 2016-present
Senior Consultant: Capital Campaign feasibility studies and Community Health Assessment
Association of Independent School Admission Professionals, Madison, CT, 2017-present
Institutional Research Manager for AISAP: Best-of-industry trending and custom client research
Farrell & Farrell Consulting Services, Colchester, CT, 2012-2016
Mapping and Research Consultant: Market demand and demographics for corporate realignment; External market surveys and analysis for potential degree programs at local college

Professional Associations: Association of Institutional Research (AIR), *Conference Proposal Reviewer & Presenter*
Northeast Association of Institutional Research (NEAIR), *Peer Research Reviewer*
Organized inaugural Independent School Institutional Research Conference, 2019
UConn Center for Career Development's Husky Mentor Network

Technological Skillsets: Data visualization and dashboard creation through PowerBI and Tableau;
Coding and data analysis in SPSS and Microsoft Excel;
Experience with SQL Server and Power Query (M);
Research design through Qualtrics, SurveyMonkey, and KeySurvey

Education: **Cornell University**, 2017
Certificate in Project Leadership
Fairfield University, 2013
Certificate of Advanced Study in Finance
University of Connecticut, 2009
Master of Public Administration
Graduate Certificate in Public/Nonprofit Management
University of Connecticut, 2007
Bachelor of Arts in Political Science & Urban Studies