

# K. BRANDON STOKES

Wendell, North Carolina | 252-315-6985

## Highlights

**10+ years higher education experience** in multiple areas of campus (athletics, fundraising, student affairs, enrollment, academics, analytics)

### SAS Certified Data Scientist

Experience with **evaluating academic programs** using Gray Associates' Program Evaluation System

Strong familiarity with enrollment optimization strategies both as an **enrollment leader and consultant**

Natural speaker, strong written communicator, and **empathetic listener**

**Consensus builder** through strong relationships

**Build trust among faculty by prioritizing student success**

Humble, teachable, **owns mistakes and learns from them**

**Well-connected in higher ed industry** through conference presentations and consulting

## Education and Certifications

### SAS® Academy for Data Science | 2018

SAS Certified Data Scientist Using SAS 9  
SAS Certified Analytics Professional Using SAS 9  
SAS Certified Big Data Professional Using SAS 9  
SAS Certified Predictive Modeler Using SAS Enterprise Miner 14

### NC State University | 2017

ST 511, Experimental Statistics in Biological Sciences I  
ST 512, Experimental Statistics in Biological Sciences II

### Meredith College | 2017

MAT 220, Linear Algebra

### NC State University | 2011

Master of Education in Higher Education Administration  
Specialization: Student Affairs

### NC State University | 2009

Bachelor of Science in Sport Management

## Higher Education Experience

July 2014 - present

### Director of Retention and Student Success | Meredith College | Raleigh, NC

- Created the Office of Retention and Student Success (2014) and have overseen an increase in the College's retention rates from the low 70s to mid 80s and graduation rates from upper 40s to mid 60s, setting records not seen since the 1990s.
- Utilizing experience as an academic adviser and now as an enrollment leader, gained trust of faculty and buy-in from academic departments on several student success initiatives such as transition from in-person placement testing to online, overhaul of freshman advising and registration process, and adoption of an innovative academic standing policy. Recently laid groundwork for a potential change to course withdrawal policy.
- Develop proactive and reactive retention strategies, including, but not limited to, survey administration, financial aid management, intervention and case management, tracking and data management, policy-shaping, predictive analytics/machine learning, collaboration among faculty, staff, and administrators, and more.
- Served as campus administrator of retention software programs until we decided to build our own. Helped build homegrown notes/referrals system, risk assessment models, case management practice, and system for tracking student data/behaviors and predicting individual student retention. Supplemented predictions using SAS Enterprise Miner to assist in the college's budget planning process.
- Member of Enrollment Leadership Council, Provost's Council, and Administrative Management Council (led by the president)
- Serve in countless additional roles including First Year Experience instructor (since 2011), adviser for the Class of 2016, search committees, strategic planning task force, administrator of The Meredith Promise Scholarship, Staff Affairs Committee, internal program evaluator, Academic Appeals Committee, and many more.

September 2019 - present

**Consultant** | Dutcher, LLC | Wendell, NC

- Work with clients as a team of trusted advisors, drawing on deep and diverse experiences in higher education to help colleges and universities assess issues and opportunities intelligently and move forward strategically
- Currently (2020 - present) helping a private university in Ohio restructure their merit and need award matrices in order to increase net-tuition revenue while also maintaining strong headcount.
- Serve as the resident retention and student success expert for a team consisting of current and former presidents and vice presidents (among others)

September 2012 - June 2014

**Assistant Director, Academic Advising** | Meredith College | Raleigh, NC

- Advised students of all academic abilities and led workshops on academic and life planning, including major selection/declaration, academic difficulty, goal-setting, four-year planning, time management, study skills, resume and cover letter building, and more
- Led and coordinated the selection, advisee assignment, training, and evaluation of freshman faculty advisers
- Oversaw planning, implementation, and evaluation of the campus-wide summer enrollment events for all incoming freshmen
- Coordinated the Early Warning system for students in academic distress, responding to referrals from faculty and staff and personally following up with students to determine the best route going forward
- Working closely with deans and department heads, directed the transition of placement testing for new students from in-person and on-campus to remote and online, saving valuable time for faculty and staff and improving the student experience at their summer advising and registration event

July 2010 - September 2012

**Meredith Fund Program Coordinator** | Meredith College | Raleigh, NC

- Oversaw the student Phonathon, consisting of up to three dozen student callers and supervisors, and continuously surpassed annual fundraising goals
- Developed an internal assessment model that was used for both aggregate planning and assessment as well as individual performance evaluations and goal-setting
- Led both the renovation of the call center and the development of an internal, budget-neutral software program used to manage calls responses, funds raised, and provide data sets for assessment

January 2009 - July 2010

**Graduate Assistant for Game Operations** | NC State University Athletics | Raleigh, NC

## Articles and Presentations

(Tentative) July 2021 | National Small College Enrollment Conference | Presentation

**Is It Time for a Retention Audit?**

November 2019 | National Symposium on Student Retention | Pre-Conference Workshop

**How One Google Sheet Can Save (the Retention Director's) World**

October 2019 | Meredith.edu | <https://www.meredith.edu/news/meredith-celebrates-student-success>

**Meredith Celebrates Student Success**

April 2019 | LinkedIn | <https://www.linkedin.com/pulse/three-ways-stretch-your-retention-analytics-budgets-further-stokes/>

**Three Ways to Stretch Your Retention and Analytics Budget Further**

November 2018 | National Symposium on Student Retention | Roundtable Discussion

**Exploring the Effects of Academic Policies on Student Behavior**

May 2018 | Meredith.edu | <https://www.meredith.edu/admissions-blog/how-to-assess-your-fit-for-a-college>

**How to Assess Your "Fit" for a College**

January 2018 | University Business

<https://universitybusiness.com/what-college-freshman-retention-rates-miss-when-measuring-student-success/>

**What College Freshman Retention Rates Miss When Measuring Student Success**