







Carolyn Noll Sorg

ENROLLMENT LEADER &
EXPERIENCE DESIGNER

-  Cleveland, OH
-  216/392-9889
-  carolyn.noll.sorg@gmail.com
-  carolynnollsorg.com

ABOUT

Thought partner to influential enrollment leaders in strategy development. Interested in the power of human-centered design thinking, research + storytelling to exceed peoples' expectations.

SKILLS

Designing + distilling research
Writing, storytelling + public speaking
Communication design theory + tech (Adobe CC, Figma, Adobe Analytics)

EDUCATION

Master of Fine Arts in Experience Design, (Expected 2024)
Miami University, Ohio

Master of Arts in Higher & Postsecondary Education, 2007
Columbia University, New York

Bachelor of Arts in English, Summa Cum Laude, 2006
Baldwin Wallace University, Ohio

PROFESSIONAL EXPERIENCE

Director, Recruitment & Enrollment Success Management, College Board

Remote, New York, New York

Feb 2021 - Present

Higher ed facing product expert in College Board Search (Search), partnering with chief enrollment officers, Search marketing vendors, and other product users to build better, data-informed top-of-funnel strategies that identify, cultivate, and build affinity with right-fit prospective students. Helps teams optimize Search and reach their goals through content creation, marketing, thought leadership, and one-on-one partnership.

- Own in-depth Search solutions consulting for 112 priority Midwest accounts driving 18% of all Search licensing in 2022 and achieving 124% of personal goal. Maintain a proactive cadence of communication and analyze user goals, historic data, trends, patterns, gaps and opportunities to build larger classes, expand into new markets, increase NTR, lower discount rate, increase selectivity, grow student diversity, and more. Partners include state flagships, R1 universities, selective liberal arts colleges, and aspiring regional institutions.
- Lead multichannel content strategy to engage all Search users, teaching strategies for better prospect management and improving Search licensing behavior. Chair content team of 10 and design, author or facilitate 6-8 webinars/white papers/videos/conference presentations/paid media projects per quarter.
- The face of the product to higher ed, tapped to introduce the market to the new Search subscription model in 2022, owning the scheduling, writing, design, and presentation of launch webinar and all supporting content that followed.
- Proactively manage communication strategy and relationships between College Board and 17 Search marketing vendors (ie: EAB, RNL).
- Go-to for internal communication design that manages up and highlights team wins.
- At the table for product design sprints and go-to-market planning that contemplate future Search product enhancements and communication to Higher Ed about them.

Director, Enrollment Sales, College Board

Remote, Reston, Virginia

Nov 2017 - Feb 2021

Managed, at scale, more than 1,000 user accounts driving 50% of annual Search revenue. Owned thought leadership efforts and ramped up partnership with Growth Marketing to improve visibility of Search.

- Exceeded Search goals annually through delivery of data-informed, proactive outreach campaigns delivered at key inflection points in the recruitment cycle. Ideated with Financial Aid colleagues for alignment of practices & strategies.
- Collaborated cross-functionally to reassure the market about the strength of Search as part of College Board's larger Covid response. Architect of Search webinar series engaging 1,586 individuals representing 816 colleges, universities, and scholarship programs from 2020-2021. The most popular in the series, **Recruiting Gen Z**, drew 300+ and inspired spin-off conference presentations delivered at ACAC and AACRAO regional meetings across the US. Participants in the Covid webinar series licensed 6.5% more students in 2020 vs. 2019 despite inventory challenges.
- Championed launch of Interest in My College. Researched pricing strategy, distilled pilot study outcomes, analyzed competitors. Led communication to higher ed market, trained product experts, and wrote all messaging.
- Owned data collection and research to understand team impact, distilling evidence to make data informed decisions about deployment of team time and resources.

Director of Admission & Deputy Chief Enrollment Officer, Ursuline College

Pepper Pike, Ohio

Jan 2013 - Nov 2017

Led admission staff of 10. To meet goals, increased budget 40%, implemented Slate and led operational tear-down and rebuild of Admissions.

- Designed and executed end-to-end strategic communications plans for high school

students, their parents, and school counselors as well as transfer and adult undergraduate prospects. Optimized impact with Google Analytics, gap analysis and focus groups. Partnered for rebranding and improved website UX. Samples of this work are provided in a virtual portfolio at carolynnollsorg.com.

- Organized media buying and art direction of recruitment collateral. Wrote all copy for web, email, print, advertising, and presentations with attention to personalization, segmentation, differentiation, and celebrating student achievement.
- The voice of undergraduate admissions at Ursuline, from campus and local college nights to interviews with local journalists and radio voiceover.
- Prepared recruitment staff to deploy to schools, college fairs, and college planning events across the region with turnkey messaging, talking points, FAQs, and presentations that distilled Ursuline's brand, outcomes evidence, and faculty / alumni / student success stories into easily consumable messages for external audiences.
- Chaired faculty committee for admission review, presented quarterly at faculty and Board meetings, and advised senior leaders. Earned and maintained the confidence of internal stakeholders by distilling enrollment strategy and data in weekly reports to the community, proactive touch points, and shared planning.
- Defined revenue goals alongside CFO and redefined the leveraging model / scholarship strategy with Financial Aid Director.
- Developed application reading workflow, criteria, and procedures to ensure all applications were reviewed holistically, fairly, and in context.
- Managed \$800K+ operating budget.
- From 2013-2016, doubled applications and improved net tuition revenue 45% while reducing the discount rate 3% and increasing underserved minority enrollment 4.5%. Improved headcount 14% in the same period.

Assistant Director of Admission, The University of Akron

Akron, Ohio May 2009 - Jan 2013

Admission Counselor, Baldwin Wallace University

Berea, Ohio Aug 2007 - May 2009

First-Year Focus Residence Hall Director, Barnard College

New York, New York Aug 2006 - May 2007

THOUGHT LEADERSHIP & SERVICE

Building Your Best Class with New Subscription Plans | College Board Forum, Orlando, FL; 2022

Women for BW, Communications Committee | Berea, OH; 2019-2021

In-House to Power-House: Leveling Up Search with Slate | Slate Stage Webinar; May 2021

Increase Responses and Grow Applications with Simple Adjustments to Your Search Practices | AACRAO SEM, Dallas, TX; 2019

How Simple Adjustments to Search Practices Can Supercharge Recruitment | College Board Forum, Washington D.C.; 2019

Delegate, Counseling and Admission Assembly, College Board; 2016

Mentor, OACAC Summer Institute; 2015

Delegate, NACAC; 2014-16

Executive Board, Ohio Association for College Admission Counseling (OACAC); 2014-16, 2010-12

Host and moderator, TEDx | Museum of Contemporary Arts (MOCA) Cleveland; 2014

Chair, OACAC Summer Institute; 2010-12

Advisor, Alternative Spring Break, St. Jude Children's Research Hospital | Memphis, TN; 2012

IN OTHER WORDS

"You have always answered all my inquiries and served as an incredible resource with incredible efficiency, professionalism and good humor, and I am sure [your manager] recognizes the weight and breadth of the value you bring to a large organization in uncertain times. Bravo to you and their ability to retain you knowing there are many institutions that would pay well to have you on a campus."

- VP Enrollment Management & client,
Florida Polytechnic University, 2020

"Carolyn has created a culture within the Admission area that is positive and energizing. The team she has created, and continues to develop, is outstanding."

"Carolyn is a thoughtful and collaborative decision maker. She works so that others feel included and invested in the process."

-Performance Review, Ursuline, 2016

"Employment at Ursuline College appeared on my horizon in March of 2013 along with a director who was not only brilliant, intelligent and kind, but a huge proponent of higher education and the betterment of one's self. She was the mentor I had waited for my entire life."

- Past direct report, writing in Ursuline's literary magazine about her choice to pursue her BA at age 58, 2018

"I learn so much from you in every single scenario."

"One of my very first favorite people at College Board who is kind, inclusive, intelligent."

"Your creativity and ability to communicate is exceptional."

"I'm appreciative of your ease in front of a group."

"You continue to be a mentor for me."

- Notes from colleagues, College Board,
2022