

Elizabeth (Beth) MacDonald

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Education

Bachelor of Arts Degree in Psychology
University of North Dakota, Grand Forks, ND

May 2016
GPA 3.22/4.00

Professional Experience

Director of Academic Advising

August 2019 - Present

Dakota College at Bottineau, Bottineau, ND

- Train, supervise, and evaluate all academic advising staff
- Update and maintain DCB's academic advising handbook, processes, and procedures along with the advising center budget
- Advise new freshmen and transfer students, students in academic difficulty, and students seeking additional academic advising beyond their assigned advisor
- Collaborate with administrators, faculty, and staff to support student success
- Manage advising software including Starfish and Blumen

Director of Admission and Recruitment

January 2018 - Present

Dakota College at Bottineau, Bottineau, ND

- Develop and follow a strategic recruitment and marketing plan
- Coordinate campus recruiting events including college/career fairs, preview days, etc.
- Organize and facilitate campus visits and tours to prospective and matriculated students
- Demonstrate strong organizational skills when planning and facilitating all new student orientations including instructing UNIV 105 First Year Experience
- Coordinate graduation including collecting graduation applications, issuing diplomas, and planning the commencement ceremony
- Manage student leads for recruitment
- Direct the development and design of all recruiting materials such as view books, athletic brochures, etc.
- Utilize leadership skills when supervising and organizing student ambassador group
- Advise and register all newly admitted students for first semester courses as well as coordinate all registration sessions
- Manage testing standards for all academic placement exams
- Supervise admissions counselor duties as well as student workers

Admissions Counselor/Recruiter

June 2016 – January 2018

Dakota College at Bottineau, Bottineau, ND

- Represent DCB at college fairs and recruiting events to formulate interest in the campus
- Advise students through their admission process from application to registration
- Administer placement exams to incoming and current students
- Display effective communication skills when managing and posting to social media accounts to market DCB
- Provide assistance in admitting prospective students

Campus and Community Involvement

Committee Member, Marketing Committee, DCB, Bottineau, ND

September 2016 – Present

Taskforce/Investigator, Title IX, DCB, Bottineau, ND

October 2017 – Present

Team Member, Behavior Intervention Team, DCB, Bottineau, ND

October 2017 – Present

Committee Member, Retention Committee, DCB, Bottineau, ND

August 2019 – Present

Secretary and Voting Member, Staff Senate, DCB, Bottineau, ND

June 2016 – May 2019

Conferences/Trainings

DACAC Annual Conference (May 2017), NDACRAO Conference (June 2017), Public Affairs Council Annual Retreat (June 2017), ATIXA Title IX Level 1 Investigator Training/Certification (May 2018), RNL Strategic Enrollment Forum (December 2018), ATIXA Title IX Level 3 Investigator Training/Certification (May 2019), NACADA Annual Conference (October 2019)

Memberships

Dakota Association for College Admission Counseling, NDUS Admissions User Group, National Academic Advising Association

Skills and Certifications

Microsoft Office Suite (Excel, PowerPoint, Publisher, Word), CRM Systems, Basic Spanish, Basic Sign Language, Title IX Level 3 Investigator Certification