

STEPHEN BORO

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EDUCATION

Master of Science – Digital Innovations in Marketing Dec 2017 exp.

Master of Business Administration May 1993

San Diego State University
(some coursework at CUNY-Baruch)

Bachelor of Arts May 1987

State University of New York at Albany
(some coursework at Hebrew University and Nassau Community College)

EMPLOYMENT

Project Director, Student Relationship Management

Graduate Programs (2014-Present)

Fox School of Business, Temple University

Philadelphia, PA

Responsible for building, maintaining, continual enhancement of Fox CRM system, consisting of communication module, online application and portal, and document management systems. Supports lead generation, recruitment and retention of prospective students for Graduate business programs. Manages system development, testing and implementation. Assists with problem resolution. Evaluates and recommends process and system modifications. Trains staff in use of system. Provides ongoing data analysis and reports that contribute to the goals of attracting, enrolling, retaining and graduating highly qualified students. Create and work effectively with cross-functional teams, including the Graduate School, TU Computer Services and the Student Competency Center.. Develop and implement strategies for using CRM resources, such as inquiry and information request forms, web-delivered content, online application, email communications, reporting tools, event registration, and data import/export functions. Create and deploy case management system for Fox Student Advocacy unit.

Awarded Temple University EXCEL Award, twice. Graduate of Temple University Leadership Academy IV.

Administrative Director

Office of Research, Doctoral Programs, and Strategic Initiatives (2012-2014)

Fox School of Business, Temple University

Philadelphia, PA

Responsible for PhD Programs in Business and Statistics. Manage the student experience from prospect stage through application, yield, enrollment and graduation. Key participant in developing and implementing new Executive DBA program. Act as advocate for students relating to services, programming and curricular changes. Responsible for Doctoral Assurance of Learning implementation for Accreditation. Convene Quality Circles to evaluate program and implement mid-course corrections if need be. Create and compile student feedback surveys. Coordinate on- and off-campus activities to promote engagement among recruits, students, faculty and staff. Convene Doctoral Programs Committee 8 times per year. Manage outbound recruiting and marketing. Responsible for University Fellowship submissions. Responsible for Grant Management Effort Reporting System. Manage Doctoral Programs operating budget and monitor tuition and stipends budget. Oversee administrative staff. Administer access to WRDS databases for students and faculty. Create and implement annual New Student Orientation. Create and implement email and direct- mail marketing campaigns and pieces. Create and deliver online and in-person presentations.

STEPHEN BORO - 2

Senior Associate Director, Graduate Enrollment Management (2008-2012)

Associate Director, Graduate Admissions and Recruitment (2005-2008)

Fox School of Business, Temple University

Philadelphia, PA

Manage staff of 7 employees. Act for Director in her absence. Manage extensive international travel to recruit and interview candidates. Manage application process for over 1300 applicants annually. Work closely with prospects and applicants to advise appropriately and effectively about programs and course offerings. Advise prospects on admission requirements and related issues. Analyze and streamline admissions process. Serve on Admissions Committee. Responsible for accreditation and rankings data reporting. Serve on Fox 360 committee. Functional Lead on university-wide Banner Project, primarily for Recruiting and Admissions. Create and deliver Banner training for Recruiting and Admissions. Promote Fox with employers at a variety of events. Create and/or interpret university policy. Oversee structural re-organization of department into separate Recruitment and Admissions Operations teams. Implemented and manage large-scale online electronic student record database initiative 'Apply Yourself'. Coordinate functions with Computer Services, Bursar, Student Records and Department Chairs. Created and implemented annual marketing plan, including recommendations for media buys, content, and quantity. Wrote ad copy and radio scripts for production. In conjunction with Director, coordinate annual recruiting strategy and multi-channel marketing plan.

Business Developer (2004-2005)

RegOnline

Voorhees, NJ

Open the East Coast office of international event Management Company with goal of increasing share of Higher Education market. Create and implement marketing plan to increase revenues. Advise company president on trends in market. Research and develop integrated strategies for adding business. Attend trade shows and academic conferences, qualify prospects, assist leads with thorough analysis of business process, shepherd new clients through successful event creation and completion. Conduct live and web-based demonstrations.

Project Director (2002-2004)

Student Affairs

Information Technology Consultant (1997-2004)

Career Services

San Diego State University

Direct large-scale special projects for Division of Student Affairs and Career Services reporting directly to Dean of Students. Advise on short- and long-range strategic policy. Act as resource for wide range of issues. Coordinate multiple overlapping projects. Act as liaison between Business Affairs, Academic Affairs, and Student Affairs. Analyze and critique business processes to increase revenue and efficiency. Coordinate departmental technology and marketing plans. Design and present formal workshops to staff, students and community. Train staff in effective use of technology. Manage Career Services Resource Room. Supervise eight student assistants. Assist students in career and academic planning. Project Lead in design of interactive career office software. Produce multimedia tutorials.

Develop and deliver presentations. Evaluate benchmarking results and implement changes.

Recipient of Student Affairs Collaboration Award and Unsung Hero Award.

STEPHEN BORO - 3

Associate (1995-1997)

Success Profiles Consulting
San Diego, CA

Benchmarking and Service Quality consulting firm. Designed methodology for business consulting surveys. Responsible for large international project coordination, systems and data analysis, and presentation preparation. Oversaw web site maintenance and design. Extensive experience in HTML and forms design. Use cutting edge techniques for gathering, tabulating and analyzing data.

Clients included: KPMG Consulting, TaylorMade Golf, Hitachi, Kennedy Space Center, TJMaxx/Marshalls, BellSouth, Hamilton Hallmark, Australian AirExpress, Padre Dam Water District.

Owner/Operator (1993-1999)

Computer Systems Consulting
San Diego, CA

Owned and operated computer training/consulting company. Install, train, and systems analysis on contract basis. Instruct groups in use of complex software. Set-up small business networks. Responsible for out-sourced database services. Diagnose and resuscitate failing systems. Write custom programs for clients. Recommend and implement proposals resulting in thousands of dollars of savings to clients.

Clients included: Harcourt Brace Publishers, Western Association of Colleges and Employers, Leeds & Strauss Developers, Werth Sanitary Supply, ErrorAnalysis Consulting.

Supervisor (1993-1995)

Barnes & Noble Booksellers
Rancho Bernardo, CA

Oversee banking functions and deposits for \$3 million sales volume. Monitor controllable expenses to maintain budget. Positively manage difficult customer service issues. Assist in meeting and exceeding sales plan. Train and develop staff of 20+. Train employees in use of proprietary POS/Inventory computers. Act for Store Manager in his absence. Determine appropriate inventory levels for areas of responsibility. Serve as liaison between sales staff and management. Reconcile daily sales and analyzed figures to calculate profitability.

Produce schedules to insure appropriate staffing. Merchandise store displays creatively to increase sales.

Financial Officer (1993)

Coleman College
La Mesa, CA

Administer \$6 million budget. Supervise staff of seven. Anchor college strategic planning team. Review, recommend, and implement college-wide policies and procedures. Oversee accounting and disbursement of over \$5 million in Federal Grant and Loan aid. Manage accounts receivable to minimize bad debts. Supervise college benefits administration. Coordinate accounting functions with institution's CPA. Report directly to President and Board of Trustees.

STEPHEN BORO - 4

Assistant Director (1987-1991)

Financial Aid/Registrar's Office
Jewish Theological Seminary of America
New York, NY

Award \$2.5 million per year to over 300 students. Ascertain need and ratio of Grant/Loan aid for every applicant. Counsel students and parents extensively about aid issues and financial responsibilities. Exercise professional judgment in adjusting awards. Develop, recommend and implement policies related to financial aid administration. Determine departmental budget requirements. Coordinate disbursements and refunds with Bursar and Registrar. Responsible for all office computer functions. Oversee conversion from paper to computer-based operations. Act for Director in her absence.

PROFESSIONAL AFFILIATIONS

NAGAP-National Association of Graduate Admissions Professionals 2012-Present

DocNET-Doctoral Business Network

Temple University representative 2012-Present

GMAC-Graduate Management Admissions Council 2005-Present

Facilitated "Best Practices" Session at San Francisco Conference June 2006

Facilitated "Best Practices" Session at Boston Conference June 2011

ACIE-American Council for International Education

KAEF-Kosovo American Education Fund Scholarship Finalist Selection Committee 2010

KAEF-National Bank of Serbia Fellowship on-site Interviewer 2006

NASPA-Student Affairs Administrators in Higher Education 1998-2005

NACE-National Association of Colleges and Employers 1998-2004

WACE- Western Association of Colleges and Employers 1998-2004

CSU QC- California State University Quality Circle Benchmarking Committee,

SDSU representative 2001-2004

CATS-Consortium of Academic Technology Staff, California State University 1998-2004

Presented "Student Services on the Web", Long Beach 2003

NYSFAAA-New York State Financial Aid Administrators Association 1987-1991