

Carla Christine Goodwin

(347) 551-0813 | Carla.Goodwin930@gmail.com | <https://www.linkedin.com/in/carla-goodwin/>

EDUCATION

M.A., Higher Education and Student Development | George Mason University, August 2021

Member of Phi Kappa Phi since December 2020

B.A., Psychology & African American Studies | Georgetown University, May 2018

ADMISSIONS AND ENROLLMENT EXPERIENCE

Senior Assistant Director *George Mason University Office of Admissions*

October 2022- Present

Assistant Director

June 2021- October 2022

Admissions Counselor

August 2018- June 2021

- Supervise 3 full time Admissions Counselors, 8 student wage positions, and 65 volunteer tour guides
- Recruit, counsel, and make application decisions for prospective students to help enroll an increasingly growing, diverse class
- Manage a recruitment territory, including California, Colorado, Michigan, and northern Virginia by conducting high school visits, attending college fairs, and building relationships with counselors and families
- Similar to the responsibilities for managing a recruitment territory, serve as a liaison to two high schools for the Direct Admissions program participating in visits, events, and panels as well as answering student and counselor inquiries
- Oversee the entirety of the visit experience by planning and managing on-campus and virtual visit operations including information sessions, tours, and special requests requiring collaboration with university stakeholders and external vendor contract management (i.e. EAB, Capture)
- Collaborate with University Advancement and Alumni Relations to plan and execute hybrid alumni-prospective student events for the purpose of increasing brand recognition, student interest, and fundraising efforts
- Based on requests, direct and delegate staff coverage for high school speaker engagements and college fairs
- Collaborate with university life staff to develop and facilitate a three-part DEI training for students and full-time staff
- Advocate for recruitment needs to the Integrated Enrollment Marketing team for the development and editing of print and digital communication plans, admission web pages, and other marketing tools
- Serve on the FirstGen NextGen Scholarship committee to distribute \$120k in funding

Co- Advisor *George Mason Ambassadors*

June 2021- Present

- Consistently recruit a diverse group of about 65 student volunteer tour guides representing different backgrounds, majors, interests, and geographic regions
- Foster relationships with internal university stakeholders to develop, train, and provide updated documentation of policies and procedures to ensure optimal tour quality
- Primary liaison between the Recruitment and Admissions Events teams to determine logistics and sufficiently prepare student tour guides for event execution with up to 4,000 attendees
- Execute an in-person and virtual class shadow program to showcase to admitted students the social and academic Mason experience
- Utilizing knowledge of the available unit budget, make decisions on how to best allocate funds for apparel, training, visit and event supplies, and student wages
- Manage data tracking for the pilot Ambassador program scholarship given to participants based on meeting set requirements after collaborating with senior leadership to develop the scholarship through the re-allocation of funds to drive ambassador recruitment, retention, and increased reliability

Graduate Assistant *George Mason Early Identification Program*

March 2020- August 2020

- Provided administrative and logistic support to Mason's college access program for first-generation high school students
- Hired and trained 10 senior transition specialists and instructional assistants on the college application process and personal statement writing to work with 200 rising high school seniors during three weeks of programming

INDEPENDENT COUNSELING EXPERIENCE

Learning Coach *Novastar Prep*

March 2021- April 2024

- Worked individually with a caseload of 10 students and families to advise them through the college application process, which includes but is not limited to course selection advising, college list building, personal statement and supplemental essay assistance, and application feedback
- Assisted with the administration of practice SAT and ACT exams and manual grading of answer sheets
- Facilitated and hosted webinars advising students and families on current trends, practices, policies, and landscape of college admissions

ADDITIONAL EXPERIENCE

Adjunct Faculty Instructor *George Mason University*

January 2021- Present

- HNRS 110: Principles of Research and Inquiry
- UNIV 333: Peer Leadership- Mason Ambassadors
- Early Identification Program Summer Academy Research and Discovery Seminar

Program Coordinator *Georgetown University School of Continuing Studies*

May 2018- August 2018

- Built community among students through creation and execution of weekly programming such as experiential learning trips, networking socials, and professional and academic development opportunities
- Created, distributed, and managed print and digital communications to update students and faculty on events, courses, etc.
- Tracked and managed student enrollment and course registration through weekly reports pulled from the CRM
- Responded to email and phone inquiries from parents, students, faculty, and other staff

ACKNOWLEDGEMENTS AND AWARDS

PCACAC 2022 Counselor of the Year

PCACAC Leadership Education Certificate

2022-2023

PROFESSIONAL ORGANIZATION MEMBERSHIPS

NACAC: National Association for College Admission Counseling (NACAC)

PCACAC: Potomac and Chesapeake Association for College Admission Counseling (PCACAC)

Executive Board Member: Communications Committee Chair; Producer of The Anchor Exchange podcast

CIVSA: Collegiate Information and Visitor Services Association

CONFERENCE PRESENTATIONS

PCACAC 58th Annual Conference *Cambridge, MD*

April 2023

- Student Worker Pipeline: To Admissions, to Each Other, and to their Careers
- Co-Presenters: Kelly Cardew (GMU), Dan Zawacki and Aidevo Longe (Towson)

PCACAC 57th Annual Conference *Harrisonburg, VA*

April 2022

- The PCACAC P(c)odcast: The Poddibilities Are Endless
- Co-Presenter: Kristen Carter (Rochambeau, the French International School)

SKILLS

Ellucian Banner, Media Editing Software, Microsoft Office, MicroStrategy, Salesforce, TargetX