



**Curriculum Vita
August 2025**

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EDUCATION

University of Central Arkansas, Conway, AR
PhD Leadership Studies
May 2025:

Saint Leo University, Saint Leo, FL
Master of Business Administration
May 2011

Saint Leo University, Saint Leo, FL
Bachelor of Arts, Double Major in History and International Studies
May 2006

TEACHING EXPERIENCE

2010 – 2016, Adjunct Instructor, Saint Leo University, College of Arts and Science

- Course Title: Democracy in Troubling Times
- Course Title: Race and Ethnicity in America
- Course Title: Building a Multiracial Society

2016-2020, Adjunct Instructor, University of the Ozarks, College of Business

- Course Title: Organizational Development

PROFESSIONAL EXPERIENCE

University of Missouri-St. Louis, St. Louis, MO

Vice Chancellor for Strategic Enrollment

July 2021- Present

- Serve as the chief enrollment officer with principal responsibility for developing and executing a comprehensive strategic enrollment management plan focused on recruitment, retention, and degree completion.
- Lead and chair the cross-divisional joint committee to ensure long-term sustainability through enrollment and retention growth.
- Develop strategic enrollment initiatives for the University, including a comprehensive recruitment plan, revised financial aid awarding strategy, and technology-supported admission operations.
- Oversee enrollment activities and operations related to Admissions, Student Success, Financial Aid, Registrar, Marketing, and Athletics.
- Manage institutional financial aid and leveraging strategies to achieve enrollment projections and goals.
- Develop and administer the budget for the operations under my supervision; direct the forecast and allocation of funds needed for staffing, technology, and other major expenditures.
- Facilitate the training and development of an effective and efficient enrollment operation charged with fulfilling the University's strategic enrollment goal and mission.

University of the Ozarks, Clarksville, AR

Vice President of Marketing and Enrollment

October 2016- July 2021

- Establish and implement strategic enrollment initiatives for the University including a comprehensive recruitment plan, revised financial aid awarding strategy, and technology supported admission operations.
- 48% increase in enrollment over the last four enrollment cycles and a 6% reduction in discount—leading to an increased net tuition revenue, slight increase in academic quality, and an increase in students from diverse populations.
- 38% increase in student diversity and 238% increase in international student enrollment.
- Lead a cross sectional and interdepartmental task force for creative and responsive enrollment management.
- Oversee activities and operations related to Financial Aid, Athletics, Student Affairs, Student Success, and Marketing.
- Assist in the development and administration of the budget for the operations under my supervision; direct the forecast and allocation of funds needed for staffing, technology, and other major expenditures.
- Direct and manage major scholarship gifts, endowment aid, and institutional aid in an effort promote persistence, retention, and positive graduation outcomes.

Saint Leo University, Saint Leo, FL Assistant Vice President of Enrollment January 2015- October 2016

- Demonstrated experience in the development and implementation of marketing and recruitment strategies including the use of data analytics, enrollment technology, and strategic planning to meet and exceed enrollment goals and objectives.
- Experience leading an enrollment management division committed to diverse and multi-cultural recruitment and retention.
- Effectively managed institutional financial aid and leveraging strategies to achieve enrollment projections and goals.
- Established the use of technology within marketing, communication, and admissions operations to increase application conversion and yield.
- Utilized best practices in search optimization and lead acquisition to increase likelihood to apply in primary, secondary, and tertiary markets.
- Demonstrated effective leadership in enrollment management which resulted in improved staff performance, increased enrollment outcomes, lower tuition discount rate, and higher tuition revenue.

Florida Polytechnic University, Lakeland, FL Director of Admissions and Enrollment Services March 2014- January 2015

- Responsible for managing the Office of Admission and Enrollment Services.
- Manage data analytics for strategic planning, as well as internal and external reporting.
- Assisted in planning and implementing marketing, advertising, promotional initiatives, and new technology solutions for use in recruitment.
- Develop and managed the execution of the strategic plan for the Office of Admission and Enrollment Services.
- Oversaw all workflow processes related to undergraduate, graduate, and international admissions.
- Collaborate with other university personnel regarding degree program development and their marketability.
- Co-chair of the strategic enrollment planning committee.

Saint Leo University, Saint Leo, FL Director of Undergraduate Admissions August 2009 – March 2014

- Responsible for managing domestic and international student recruitment for the Office of Undergraduate Admissions-University Campus.
- Oversaw the development of enrollment goals and projections for local, national, and international markets.
- Developed strategic marketing plans to effectively target prospective students.
- Developed strategic plans to break into new domestic and international markets.
- Managed the decision modeling, awarding strategies, and financial aid leveraging for undergraduate admissions.
- Oversaw the awarding process for merit and need-based aid; liaison to the Office of Financial Aid.

RESEARCH GRANTS AND AWARDS

- 2024 – Workforce Development and Career Advancement Center, State of Missouri, \$1.3 million
- 2021 – *TRIO* Student Support Services Grant, U.S. Department of Education, \$300,000 per year for 5 years (\$1.5 million total)
- 2025 – College Reconnect Initiative Grant, Missouri Department of Higher Education & Workforce Development (MDHEWD), \$20,000