

## Consultant

Our practice at AACRAO Consulting is to thoughtfully select consultants who have direct experience and expertise that match the needs of your project. For this project we propose that AACRAO Senior Consultant Jody Gordon serve as your consultant. She has considerable expertise and experience in Strategic Enrollment Management. Her particular expertise and experience is highlighted below and detailed in her resume in Appendix A.



**Jody Gordon**

Jody Gordon currently serves as a Senior Consultant for the American Association of Collegiate Registrars and Admissions Officers, a non-profit organization in the U.S. who is a leader in strategic enrolment management and admissions and registrarial services. Previously Ms. Gordon served as the Vice President, Students and Enrolment Management, at the University of the Fraser Valley (UFV), Abbotsford, B.C., Canada and prior to this she held the position of Associate Vice President, Students at Kwantlen Polytechnic University (KPU), Surrey, B.C., Canada. Ms. Gordon has worked in post-secondary since 1992, beginning her career at Simon Fraser University before joining KPU in 1998 and UFV in 2012. She has held progressively responsible positions as an Academic Advisor, Associate Director of Advising and Enrolment Services, Registrar and Chief Student Affairs Officer. Ms. Gordon was the lead on the development of the first ever institution-wide Strategic Enrolment Management Plan at UFV (found at <http://www.ufv.ca/media/assets/senate/SEM-2014-Plan-FINAL---Approved-by-the-Board-Sept-4,-2014.pdf>).

In addition to Ms. Gordon's administrator roles, she has taught first-year criminology students.



Her broad experience in the classroom, in enrolment services, and in student affairs has allowed her to lead universities in developing such retention initiatives as an Early Alert Referral system, Academic Boost camps for at risk students, a behavioural intervention team, peer-to-peer tutoring and mentoring and sexualized violence policy and prevention/education awareness programming.

Ms. Gordon completed a First Class Honours Bachelor of Arts degree in 1992 and a Master of Arts degree in 1996 from Simon Fraser University. She was selected as the recipient of the 2009 Strategic Enrolment Management Award of Excellence in the Canadian Institutions category, an award cosponsored by AACRAO and Education Systems Inc. Ms. Gordon presents regularly at higher education conferences across North America and has published articles on such topics as enrolment management, student success initiatives, the mobile transfer student and leadership in higher education.

