

James B. Massey Jr.

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OBJECTIVE **To serve as a national leader within the field of higher education committed to providing access to higher education for members of all communities.**

EDUCATION University of Maryland, College Park, MD
M.A. Education Policy & Leadership
May, 2006

Rutgers University, New Brunswick, NJ
B.A. Journalism and Mass Media
B.A. Africana Studies
May, 2003

EXPERIENCE

University of Maryland, Office of Undergraduate Admissions (3/2019 – present)
Director of Undergraduate Admissions

- Oversee the admission process for freshman, transfer and international admission
- Oversee the special program review and invitation process for all university freshman invitation programs
- Oversee the full and partial merit scholarship process including a budget of \$15M+ in merit scholarship opportunities
- Oversee the domestic, regional and international recruitment efforts for UMD
- Serve on State of Maryland and USM Committees
- Serve on Dean of Undergraduate Students Advisory Committee
- Serve as BIG Liaison for Admission Practices, Policy and Protocol
- Serve as Coalition Institutional Representative
- UMD Campus Residency Committee Member
- UMD Campus Undocumented Student Work Group Committee Member
- UMD System Implementation Committee Member
- Responsible for supervision of 25+ professional staff members including Associate Directors, Assistant Directors, Sr. Coordinators, Coordinators, Admission Counselors, and Graduate Assistants

University of Maryland, Office of Undergraduate Admissions (10/10-4/2019)
Sr. Associate Director of Undergraduate Admissions/Associate Director of Freshman Admission

- Managed the admission process for prospective freshman applicants
- Produced freshman classes with an enrollment range of 3,950-4,300 students from an applicant pool of 26,000-28,000+ applicants within any given admission cycle
- Produced an annual Honors College freshman class with an enrollment of 1,000 students from an applicant pool of 10,500+ admitted students
- Managed the review and invitation process for all freshman-oriented living/learning programs which collectively comprise 50% of the total freshman enrolled class annually
- Managed a \$12M+ merit scholarship budget including the review and awarding process for the university's most prestigious full tuition merit award offered to approximately 230 students from an initial screened pool of 1,000 nominees
- Participated in key roles during all campus recruitment events including highlighting the admission process, merit scholarship selection process and various other public speaking engagements on behalf of the university as necessary

- Expanded international recruitment efforts including planning and traveling as state delegate accompanying the Governor of Maryland, Martin J. O'Malley and the President of the University of Maryland, Dr. Wallace Loh (December, 2011)
- Coordinated and assisted with the selection efforts of selected university abroad programs for freshman students— Destination London/Rome and Terrapin Take-Off
- Responsible for supervising a full professional staff including two (2) Assistant Directors, one (1) Coordinator, six (6) Admission Counselors and one (1) Graduate Assistant
- Created an office wide Mentoring Program for new professionals to encourage retention efforts and professional development
- Served as a direct point of contact for Orientation Office, Office of Student Financial Aid and the Office of Extended Studies

University of Maryland, Office of Undergraduate Admissions (7/08-10/10)

Assistant Director, National Recruitment, Merit Scholarships and Special Programs

- Assisted with the development of the Honors College and its transition from the Honors Program
- Reorganized and streamlined the national recruitment strategy from undergraduates for the university
- Assisted with data research, modeling and yield projections
- Assisted with the digitalization of the review process for special programs
- Reorganized and enhanced the review of the university's full scholarship program and interview days
- Restructured the collection and analysis of recruitment data
- Enhanced the number of territories and national reach of the institution by creating new recruitment models including planning and executing consortium travel with other selective public institutions
- Assisted with the rise of the university's standing as a *Kiplinger's Best Value Institution*

University of Maryland, Office of Undergraduate Admissions (3/06-7/08)

Coordinator, Merit Scholarships and Special Programs

- Organized and managed the review processes for all living/learning programs including the University Honors Program, College Park Scholars, Civicus, Global Communities, Markets & Society and Jimenez Porter Writer's House (Total Enrollment Equals 50% of Total Freshman Class)
- Managed the merit scholarship review process including the awarding of the full scholarship opportunity at the university for both freshman and transfer students
- Served as a liaison to the University System of Maryland including representing the university at system wide annual meetings and serving as an official member of the state-wide admissions work group
- Supervised two (2) admission counselors that worked closely with the special program and merit scholarship review processes
- Served on several campus wide committees including the Campus Recruitment Committee along with representatives from all academic colleges at the university

University of Maryland, Office of Undergraduate Admissions (9/04-3/06)

Admission Counselor, Transfer/Reenrollment Area

- Organized travel recruitment schedule for transfer admissions
- Developed a positive working relationship with the community colleges within the University of Maryland System
- Evaluated applications closely for transfer students
- Cultivated new partnerships with out-of-state community colleges
- Increased accessibility of the flagship institution to the community college representatives
- Supervised graduate assistant and student worker
- Created new office hours specifically geared towards focused advising relative for transfer students
- Served on the following committees: 2005 Transfer Academic Excellence Scholarship Committee, Honors Review Committee, Visit Maryland Day Committee, and the Academically Talented Program Committee
- Revamped *Maryland Monthly*, an electronic newsletter received by the community colleges within the University of Maryland System
- Reviewed admission decisions of colleagues for accuracy and compliance to Maryland Higher Education Commission standards
- Fostered a positive and productive working environment for colleagues

University of Maryland, Office of Undergraduate Admissions (7/03-8/04)

Research Associate, Research & Marketing Area

- Served on the 2003-2004 Admissions Review Board
- Supervised and restructured Shared Connections/Telecounseling Project including marketing outreach efforts
- Recruited, interviewed, selected staff of 28 undergraduate students
- Supervised staff of 28 undergraduate students and one graduate assistant
- Managed large database system of confirmed students
- Responsible for completion of all confirmation reports for undergraduate admissions
- Actively engaged in researching national markets that Maryland invests crucial funding for recruitment of new students
- Required to complete additional administrative duties as needed

Rutgers University Ronald E. McNair Program (5/03-7/03)

Academic Advisor/Summer Research Coordinator

- Assisted students with scheduling of their summer course loads
- Assisted students with the development of research projects
- Conducted informal lecture on the history of higher education
- Required to complete higher level administrative duties

RESEARCH/ACADEMIC EXPERIENCE

Contributor/Foreword, *If I Knew Then What I Know Now* (2011)

- Contributed the foreword at the request of the author, Cynthia Hammond Davis, M.S.W
- Contributed to several chapters within the book relating to the college admission process

University of Maryland, College Park (2006-2007)

Instructor, UNIV Course for the College of Agriculture and Natural Resources

- Served as an instructor for the university's introduction to college life freshman seminar course
- Included the First Year Book, *Ravaging Tide*, as an integral part of the course
- Hosted an interactive final project that allowed students to make decisions relating to how they would have addressed the aftermath of Katrina

Montgomery County Annual Scholarship Conference (2006-present)

Presenter, *Scholarships and Success: Securing Your Future*

- Annual presenter at the scholarship conference/symposium
- Serve as a panelists for key discussions concerning merit awards at colleges and universities

College of Mathematics and Natural Science, University of Maryland College Park (2006-present)

Presenter, *College, You and Your Future*

- Annual presenter for summer research program
- Share college admission information with rising sophomores and juniors from local high schools within Prince George's and Montgomery County High Schools through a creative and interactive annual presentation to summer bridge participants
- Track student progress through the admission process during their respective admission cycles

American Education Research Association 2005 Annual Meeting: Montreal, Canada (4/05)

Presenter, *African American Students & A Tale of Three Cities: College Access & Choice*

- Presented paper based on original research on Maryland African-American Students from Prince George's County, Montgomery County and Baltimore City relating to college access & choice
- Received welcomed critique from faculty members from University of Michigan
- Encouraged by faculty to move forward with publication of research

University of Maryland, Department of Educational Policy & Leadership (9/03-12/04)

Research Associate, Dr. Laura Perna

- Conducted preliminary research with Dr. Perna involving access to higher education for communities of color for the Association of Governing Board's (AGB) national headquarters in Washington, D.C.
- Aided in the preliminary development of research for the Washington Metropolitan Scholarship to be awarded by AGB
- Organized original data for presentation to board members of AGB

COMPUTER SKILLS

Efficient in:

- Automated Database Systems
- Student Information Systems
- Data Imaging Systems
- Microsoft Office Suite
- SPSS/Brio Statistical Analysis

PROFESSIONAL MEMBERSHIPS

Member, American Association of College Registrars and Admission Officers

Member, American Education Research Association

Member, National Association for College Admission Counseling

Member, Potomac and Chesapeake Association for College Admission Counseling

PROFESSIONAL DEVELOPMENT

Executive Board Member, Potomac and Chesapeake Association for College Admission Counseling (8/08-present)

- Current Chair, Special Interest Groups (SIGs)
- Former Chair, College Fair/College Night Committee

National Association for College Admission Counseling (2006-present)

- Annual conference attendee
- Frequent Presenter
- Attended various skill building workshops
- Volunteer for several committees

National Conference on Race and Ethnicity (NCORE)

- Conference attendee
- Conference volunteer

COMMUNITY SERVICE/ACTIVITIES

Past Chairman & Current Board Member, Pi Upsilon Lambda Charitable Foundation, Prince George's County, MD

Member, Alpha Phi Alpha Fraternity, Inc.

Member, New Samaritan Baptist Church, Washington, D.C.

Member, Rutgers African-American Alumni Association

Member, University of Maryland Alumni Association

References Available Upon Request