

Kimberly Reilly

Candidate BIO

Kim considers herself a transformational leader with over twenty-five years of experience working in a number of different leadership roles within Enrollment Management. For Kim, Enrollment Management is a campus wide collaboration, and she works to develop partnerships and relationships not only with her direct team but throughout the campus. Her skills lie in envisioning initiatives and successfully leading, motivating and encouraging a team of individuals to accomplish a common vision and achieve goals.

Kim specializes in Strategic Enrollment Planning (SEP), a data intensive process that engages the entire campus and aligns the institutions enrollment opportunities with its environment. Her achievements at each of her previous institutions have provided robust campus partnerships, development of a professional, effective enrollment team, targeted communication initiatives, successful enrollment programming, goal-based scholarship and financial aid leveraging, technology implementation leadership, and strategic, data-driven recruitment efforts leading to increased enrollment and student success.

Throughout her career, Kim has been responsible for providing executive leadership, operational effectiveness and organization to the division of enrollment management. Always striving to provide an exceptional student experience has led Kim to identify operational efficiencies that have supported her teams exceeding enrollment goals, reduction of bad debt and increased retention rates.

Kim received both her bachelor's and master's degrees from Virginia Commonwealth University and is currently completing her Doctorate in Education with the University of New England.