

# William D. Preble

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## EXECUTIVE SUMMARY

A 35-year veteran, devoted to serving the educational industry, while drawing from meaningful experiences as a leader, practitioner, adjunct instructor, and consultant, I am driven by the belief that education is a national priority for our Common Good. As a first-generation college graduate, my education has proved to be a blessing. It is my thankfulness for this blessing, rooted in my Christian faith, that provides my passion for using my talents, equipping, and experiences to strengthen schools, and help open doors, for future students and their personal calling (*Romans 12: 4-6*).

Having held various leadership roles in higher education and K-12 independent schools, I have served as Chief Enrollment Officer, as well as Chief Advancement Officer, and consultant, for a diverse group of institutions across the country. Furthermore, I enjoy, guiding organizations to achieve what they never imagined possible by beginning with a vision, rather than identifying and becoming overwhelmed by all the obstacles that will impede achievement of goals. I help institutions align strategic planning, stabilize and sustain enrollment net revenues, build holistic fund-raising models, steward finite resources, strengthen market position, and embody their mission. Specific expertise also includes product development; coaching; brand equity; college planning; event management; marketing; process efficiency; data standardization, and reporting.

In short, I help schools thrive!

## PROFESSIONAL EXPERIENCE

### GENERIS CONSULTING (2024 - present)

Advancement Strategist

*Partnered with Faith-based K-12 and Higher Education campus leaders to evaluate, craft, and advise on strategic planning, organizational implementation, and evaluation of Advancement and Enrollment Management programs aimed at elevating revenue and reputation within marketplace.*

### MOORE COLLEGE DATA, LLC. (2024 - present)

Senior Strategist and Advisor

*Implementing strategic planning and marketing techniques leading to market and revenue growth for MCD. Took leadership role in market and customer expansion and acquisition.*

### VANDERBILT UNIVERSITY (2012 – present)

Adjunct Instructor, Peabody College of Education and Human Development

*Team taught and evaluated Vanderbilt Master's degree-seeking students in their capstone course on Advanced Enrollment Management utilizing various pedagogies to exercise learning styles and critical analysis of factors influencing enrollment leaders.*

### PREBLE CONSULTING (2011 – Present)

Independent Educational Consultant, *Enrollment Management & College Search Specializations*

*Assess and advise chief enrollment officers on key opportunities to improve: office functionality, personnel and project management, structure, market analysis, measurable outcome, and the institution's return on investment; as well as filling needs for acting director of admission roles.-- Strategic planning alignment; Recruitment planning and program assessment; Staff development and training; Operational efficiency and resource allocation; Brand management; Pipeline development; Financial assistance modeling and leveraging*

### BRENTWOOD ACADEMY (2019 - 2024)

Associate Head of School, Dean of Enrollment Management & External Affairs

*Senior Leadership Team member responsible for all aspects of institutional reputation and revenue growth, focusing on brand equity promotion & protection, while delivering segmented product messaging to all stakeholders in support of mission delivery that constitutes the total student experience. Supervise 25 person division, with 5 offices, and 3 ancillary functions, directly accountable for:*

- Enrollment Management (Grew & stabilized enrollments, influenced student composition, and exceeded revenue goals)
  - Admission & Financial Aid
  - Recruitment, Retention & Re-enrollment
  - Predictive Modeling
  - Summer Camps

- Advancement (Rebuilt and restructured team, grew annual fund, launch capital campaign, and wrote comprehensive plans)
  - Annual Fund
  - Capital Campaign Management
  - Alumni Relations
  - Endowed & Estate Planning
  - Stewardship
- Community Relations (Crafted a vision, redefined parent association, professionalized event planning & delivery)
  - Parent Board
  - Event Management
- Marketing & Communications (Grew the team, expanded services, built new website(s), re-branded, & refined storytelling)
  - Campus Store
  - Website management
  - Brand Equity oversight
  - Internal & External Storytelling (narrative & visual imagery)
  - Social Media
  - Sports Information Management
- College Counseling (Rebuilt & grew team, introduced thematic & comprehensive 5-year model, & pioneered new programs)
  - College Search & Curricular advising
  - College Advisory Board
  - Student & Parent programming (grades 8-12)
  - College data Beta testing

#### FIRE ENGINE RED, INC. (2015 - 2020)

##### Enrollment Consultant

*Lead strategic thinker and evaluator of administrative mission delivery, operational best practices, enrollment planning, staff retreat facilitation, coaching and mentoring, board preparation and reporting, funnel assessment, and communication flow management.*

##### Vice President for Enrollment Strategies & Solutions

*Leadership Team member and senior client outreach strategist for an innovative, 100% virtual/remote, marketing, technology, and data solutions company serving the education market. As a \$10M company, specializing in higher education consulting, especially enrollment solutions, we partner with over 550 clients, and their senior leadership, to provide solutions through five divisions of expertise: Student Search, CRM, Software Products, Big Data, and Creative Services. Supervise by project.*

- Identifies schools and develops partnerships for Student Search offerings.
- Advises from a former Chief Enrollment Officer's point of view.
- Consults with and advises clients on admissions and enrollment-related challenges.
- Helps clients make better-informed decisions at the top of the admissions funnel.
- Drives alignment of clients' marketing and communications efforts.
- Interprets demographic & behavioral data for predictive modeling and action planning.
- Consults clients on pipeline development, strategic alignment, branding, and process efficiency.

#### VANDERBILT UNIVERSITY (2012 – 2015)

##### Executive Director, Division of Enrollment Affairs

*Lead a variety of evaluation projects and centralization efforts for enrollment functions in undergraduate, graduate, and professional program areas to better centralize authority and implement industry standards to aid process efficiency, market position, customer service, and fiscal prudence; while increasing student quality and success, especially in the School of Medicine and Undergraduate areas. Supervised 8 staff.*

- Built and supervised a new Enrollment Services Office for School of Medicine.
- Increased interest, enhanced quality, and improved market "win rate" for School of Medicine.
- Introduced recruitment communications and programming for national top tier advisors.
- Built new "Dashboard Reporting" and "Predictive Modeling" to aid strategic decision-making.
- Streamlined prospect to alumni tracking and reporting "System of Record" plan.
- Designed new undergraduate selection process, with greater process efficiency and preserved holistic assessment.
- Redirected endowed funds for student aid to decrease operational budget strain.
- Conducted peer research and assessment for quality control and administrative improvement.
- Transitioned to paperless environment and launched a real-time, 24-hour, self-service office.
- Advised School of Medicine's adoption of a five-year enrollment growth, quality improvement, and aid spending.

##### Special Projects Officer, Division of Enrollment Affairs

*Conducted qualitative and quantitative research on undergraduate, graduate, and professional enrollment data; trends analysis, and process efficiency for program and candidate evaluation. Developed new processes for admission, recommendations for centralizations efforts across campus, and assisted the Vice President in designing new satellite enrollment management offices across campus. Supervision by project.*

#### OHIO WESLEYAN UNIVERSITY (2008-2011)

Vice President, University Enrollment, Marketing & Communication

*Served the President and Board of Trustees as a senior team leader (and member of the president's senior cabinet) responsible for admissions, financial aid, institution-wide communications (marketing, public relations, and brand management); with indirect responsibility for retention, orientation, and committees. \$1.7M operating, \$2.8M compensation, \$33M aid, & Student Work programs. Supervised 45 staff.*

- Built a financial aid leveraging matrix for a stronger distribution of merit and need dollars.
- Reengineered university registration/orientation START transition program improving yield.
- Implemented two ERP systems enhancing automation, productivity and customer service.
- Authored AP/IB credit granting policy attracting stronger and more prepared students.
- Re-designed merit scholarship programs increasing yield to 40% in first year.
- Led dramatic enrollment turn around with increased enrollment, improved student quality, and greater revenues.
- Facilitated positive impact on campus culture.

#### HANOVER COLLEGE (2005-2009)

Dean of Admission and Financial Assistance

*Served the President and Board of Trustees as a senior team leader (and member of the president's senior cabinet) accountable for all aspects of enrollment. Co-chaired Marketing Team, and the Campus Spirit and Culture Initiative. Steward of over \$33M operating, compensation, capital, and aid budgets. Administered federal, state, and institutional (funded/ unfunded) programs. Supervised 13 staff.*

- Successfully engineered an extensive overhaul of recruitment and aid programs, marketing, & brand management.
- Reversed ten-year negative trends with record results.
- Educated Board of Trustees on plan, progress, and attainment results quarterly.
- Led development, design, and implementation of college website.
- Developed a discount leveraging model built on a balance of accessibility and competitiveness.
- Improved college retention and graduation rates with our Early Alert Team.

#### BUTLER UNIVERSITY (1998 – 2005)

Dean of Admission

*Served as chief admission officer (undergrad, grad, professional, international, transfer) accountable for all strategic and operational aspects of recruitment and selection for undergraduate, graduate and professional programs. Advised the Vice President, Chief Financial Officer, and President of potential market expansion, product/program development, and key stakeholder cultivation. Supervised 35 staff.*

- IUPUI/Butler dual degree engineering program development and launch team co-leader.
- Introduced multi-team web management structure promoting creativity, action, and growth.
- Introduced precipice admission program achieving seven years of growth and goal attainment.
- Implemented nation's first Sequiter/RecruitmentPlus CRM software "bridge" to PeopleSoft.

Director of Admission

*Led the recruitment efforts through management of 17 admission professional staff and the development and implementation of communication streams, programming, and client development.*

#### HANOVER COLLEGE (1990-1998)

Financial Aid - *Interim Director*

Admission - *Associate Director, Assistant Director, Counselor*

## EDUCATION

Ed.D. Higher Education Leadership and Policy, Vanderbilt University, Nashville, TN

Master of Science, Education, Indiana University, Bloomington, IN

Bachelor of Arts, History, Hanover College, Hanover, IN

## BOARD AND COMMITTEE WORK

State Authorization Licensing Coordinator – TN Higher Ed Commission (Vanderbilt)  
Vanderbilt University Course Renumbering Task Force (Vanderbilt)  
Vanderbilt University Academic Calendar Committee (Vanderbilt)  
Woltemade Center for Economics Board of Directors (Ohio Wesleyan)  
College of Business, Board of Visitors Curricular Review (Butler)  
Alumni Board of Directors (Hanover)  
Advisory Council (Hanover)  
National Board of Directors (Center for Youth Ministry Training (CYMT))  
National Strategic Planning Committee, 2019-2021 (CYMT)  
Strategic planning & personnel committee chair (CYMT)

## PROFESSIONAL AFFILIATIONS

The Registry for College and University Presidents  
College Board  
National Presbyterian Colleges Scholarship Selection Committee  
National, Regional, & State Associations for College Admission Counseling  
American Association of Medical Colleges  
Independent Colleges of Indiana, Scholars Committee  
ACT Indiana Council Founding member, Executive Committee  
Great Lakes Colleges Association  
Council on Educational Standards & Accountability, Conference Keynote Speaker (Brentwood Academy)  
CESA member

## CIVIC ASSOCIATIONS

Lipscomb University, guest lecturer  
Main Street Association Board of Directors, Executive Committee (Delaware, OH)  
Leadership Brentwood, TN (sponsored applicant for Fall 2019 class)  
Brentwood United Methodist Church, Member  
Staff Parish Relations Committee (BUMC)  
Usher  
Confirmation Mentor & Friend in Faith  
Word Wagon  
Hike for the Homeless  
Room at the Inn  
Independent College Counseling  
Youth Ministry Seminar on College Search Process, *“God’s Purpose, Your Journey”*; *Making Fit & Faith Part of Your College Search*  
Habitat for Humanity  
Indiana High School Athletic Association Licensed Varsity Basketball Official

## REFERENCES AVAILABLE UPON REQUEST