**Anna Rhoads  
Self-evaluation 7/25/2018   
MPA Assistant Director - PNAPP**

The past nine months have been a crash course in graduate admissions, CRM management, digital marketing, web management, financial aid, and academic counseling. I have effectively navigated Evergreen to receive training and assistance when needed, and often self-taught myself the necessary skills to navigate my way through the 2017-2018 admissions cycle.

I quickly learned how to use Radius, our CRM, in less than a month. In December, I began utilizing Radius’ campaign feature to send marketing e-mails to prospective students. I sent over ten campaigns between December and July. Radius is a complicated CRM, but I did not let that intimidate me. I will continue to work with Jo Bernier and Amanda Mobbs to utilize the CRM to its potential.

I successfully recruited 53 (as of 7/20/2018) paid deposit admits for the 2018 MPA PNAPP cohort. So far, I have hosted seven information sessions. I have increased our information session advertising by utilizing outlets such as Thurston Talk, Greener Commons, and Radius. Our average information session attendance has been nine participants per session. I will continue to host monthly information sessions. Along with independently recruiting prospective students, I have worked with the other graduate program assistant directors to represent the three graduate programs at fairs and community events. I enjoy looking for new ways to reach prospective students, whether it be through in-person interactions, phone conversations, social media, or email.

I have taken the initiative to be a lead on several projects. For example, I am the lead on our listserv transition to WordPress E-Newsletter. I learned how to use **t**he WordPress system and trained our staff on how to use it. I also plan to train faculty how to use the platform in September at our MPA retreat. Another project I have taken under my wing has been managing our MPA webpage and working with the Marketing and Web team to make the user experience more fluid. I also took initiative on MPA financial aid awarding, which involved several days of importing financial aid application data, reading applicant essays, and determining aid awards based on merit and financial need provided by the FAFSA.

I leveraged my digital marketing skills to grow our social media channels and engage followers (LinkedIn 240+ new followers, average posts 3/week) (Facebook 30+ new followers, average posts 2/week). I worked with Marketing to build Facebook Ads and generate new leads. I will continue to use our social media platforms as a way to engage with our MPA community and attract new students to the program.

Throughout the past nine months, I have reached outside my comfort zone to gain additional skills and seek professional development opportunities. I have volunteered to sit on a student hiring committee for Evergreen’s sustainability fellowships, facilitate the quarterly graduate program check-in meetings, and actively attend the leadership committee meetings and Evergreen Institutes.

To gain additional experience in higher education admissions, I attended the PNACAC conference in Spokane in May. I attended six sessions and networked with other higher education admissions professionals. I walked away from the conference with valuable information and insight on higher education admissions and academic counseling that I may not have learned otherwise. I also am subscribed to several academic and admissions listservs, newsletters, and LinkedIn groups that I participate in when I have down time. I will continue to seek professional development opportunities at Evergreen and off-campus to continue growing as a professional.