

Drew Griffin

Professional Summary

Senior enrollment and admissions leader with more than 20 years of experience across public, private, and Jesuit institutions. Longstanding leader within NACAC and its regional affiliates, with extensive service in governance, conference planning, leadership development, and professional recognition. Brings a national perspective on admissions ethics, access, enrollment strategy, and CRM governance, with a demonstrated commitment to advancing the college admission profession through service, collaboration, and principled leadership.

Education

Doctor of Philosophy in Education (ABD)

Higher Education Administration - University of Missouri-St. Louis

Master of Science in Education

Higher Education/Student Affairs - Indiana University

Bachelor of Science in Mass Communication

Public Relations - Southeast Missouri State University

Professional Experience

Director of Admissions Operations & Technology

Rockhurst University | November 2023-present

- Lead admissions operations and CRM governance as campus Slate Captain
- Provide enrollment funnel analysis, forecasting, and reporting to campus leadership
- Collaborate with regional high school counselors and national access organizations on recruitment and aid strategies
- Support student access and success initiatives through partnerships with KC Scholars and the Hispanic Development Fund

Enrollment + Marketing Consultant

MediaCross | November 2022-November 2023

- Advised colleges and universities on enrollment strategy, outreach, & communications
- Collaborated with strategy and creative teams to develop ethical, student-centered recruitment solutions
- Co-hosted *Higher Ed Matters* podcast, contributing to national conversations on admissions and enrollment trends

Director of Strategic Partnerships

Enrollment Builders | March 2021-November 2022

- Led partnership development with institutions nationwide
- Presented enrollment campaign outcomes and strategic insights to institutional leadership teams
- Contributed to organizational thought leadership related to enrollment sustainability and best practices

Assistant Vice Provost for Admissions & Financial Aid

University of Central Missouri | August 2018-October 2020

- Provided executive leadership for admissions and financial aid operations
- Supervised 26 professional staff and managed a \$2.2M operational budget
- Led CRM communication strategy and leveraged institutional aid to support enrollment and access goals
- Cultivated partnerships with schools and community-based organizations

Director of Admissions

University of Missouri-St. Louis | June 2014-August 2018

- Led admissions operations and supervised 22 staff members
- Oversaw CRM implementation and admissions communication strategy
- Chaired Recruitment Subcommittee for the Enrollment Management Committee
- Partnered with financial aid to align recruitment, retention, and scholarship strategy

Leadership in College Admission (National & Regional)

National Association for College Admission Counseling (NACAC)

- President's Council (2010–2013)
- 2010 National Conference Planning Committee (St. Louis NACAC)
- Rising Star Award Committee – Chair (2011–2012)
- Leadership Development Institute Participant (2010, 2011)
- Legislative Advocacy on Capitol Hill (2009-2013)

Missouri Association for College Admission Counseling (MOACAC)

- Executive Board Member (2003–2014), including Presidential Cycle
- Secretary/Membership Chair
- NACAC College Fair Committee Co-Chair
- NACAC College Delegate
- Spring Conference Planning Committee Chair
- Legislative Advocacy at the State Capitol (2007-2014)

Great Plains Association for College Admission Counseling (GPACAC)

- Conference Attendee (2024, 2026)
- GPACAC Mentor (2026)

Teaching, Service & Recognition

- Manresa (Rockhurst 101) Instructor, Rockhurst University (Fall 2024)
- FYE Instructor, University of Missouri-St. Louis (Fall 2013, Fall 2014, Fall 2015)
- EM Committee & Student Success Workgroup, Rockhurst University
- AJCU Mini-Slate Summit Presenter (2026)
- Midwest Slate User Group Conference Host (2026)
- MOACAC President's Service Recognition Award Recipient (2019)
- "Big Idea" Award, University of Missouri-St. Louis (2017)
- ACT Enrollment Management Certification
- Slate Fundamentals Certification