

BRAD MAKI

Winston-Salem, NC • btmaki@yahoo.com • 989.280.0804

EDUCATION

Doctor of Education (Candidate) – Educational Leadership Central Michigan University , Mt. Pleasant, MI	expected May 2025
Master of Arts – Higher, Adult, and Lifelong Education Michigan State University , East Lansing, MI Specialization: Organization, Administration, and Governance	2006
Bachelor of Arts – Music University of Michigan , Flint, MI	2015
Bachelor of Arts – Broadcast & Cinematic Arts, Minor: Marketing Central Michigan University , Mt. Pleasant, MI	1999

EXPERIENCE

University Registrar Office of the University Registrar – Wake Forest University , Winston-Salem, NC	2024 – present
<ul style="list-style-type: none">• Direct and coordinate all operational facets of the University Registrar's Office including student registration and records, class scheduling, graduation clearance, athletic eligibility, enrollment verification, grade submission, certification and awarding of degrees, transcripts and diplomas, and federal reporting and compliance.• Establish and implement department goals, objectives, policies, and operating procedures; monitor and evaluate department effectiveness.• Design, establish, and maintain an organizational structure to effectively accomplish the university's goals and objectives and promote an inclusive and equitable work environment.• Forecast staffing requirements and recruit, employ, train, supervise, and evaluate staff. Supervise the senior leadership team.• Collaborate with named registrars in the six schools and colleges to configure the student information system, align policies and procedures, and provide feedback to university administration on all registrar-related matters.• Plan and develop strategies for maintenance and upgrading of the university's academic information infrastructure, including systems for academic records and archives, degree auditing, catalog, and the student information system. Evaluate new technologies and recommend implementation.• Provide oversight for the monitoring of student progress toward degree completion, the integrity and accuracy of student academic record-keeping and transcript production, and the integrity in compliance with university policies.• Implement new academic rules and policies and assure accuracy and confidentiality of student records.• Assure compliance of university educational record use, dissemination, and privacy of student information with university policies and legal requirements, including the Family Educational Rights and Privacy Act and other applicable laws and regulations and compliance with regulatory agencies.• Monitor and verify student enrollment data essential for official internal and external reporting related to academic and student records, including the National Student Clearinghouse, auditors, and accrediting agencies.• Recommend and participate in the development and implementation of university policies and procedures regarding student registration, records, class schedules, transfer credit, learning spaces, study abroad, and graduation requirements. Serve on university planning and policy-making committees.• Promote and maintain effective relationships with faculty, deans, staff, and academic and administrative partners across the campus and other institutions, collaborating on issues relating to curriculum, student records, university policies, and other areas of the registrar's responsibilities.• Provide data reporting and analysis to support academic and administrative decisions and facilitate communication and relationships between administrative and academic units.• Provide academic data to support the curricular, academic, and accreditation review procedures of academic units as well as university SACSCOC accreditation reaffirmation, enrollment strategies, and other institutional effectiveness initiatives.• Represent the university to various institutional divisions as well as externally to government agencies, funding agencies, students, parents, and the general public.• Plan and execute the annual university commencement ceremony.	

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Senior Associate Registrar

2018 – 2024

Office of the Registrar – University of Michigan, Ann Arbor, MI

- Managed staff of 16 employees and their immediate supervisors in the departments of Records and Enrollment; Transcripts, Certification, and Diploma; Student Services; and Tuition and Fees. Managed budget, staffing, and all personnel matters. Supervised, planned, and directed policies and procedures related to student services, led special projects, collaborated with institutional and external partners, and implemented innovative and technical solutions.
- Supported the 19 schools and colleges at the University of Michigan, working collaboratively with faculty and staff from Michigan's Center for Academic Innovation and Information and Technology Services divisions.
- Served as a member of the Office of the Registrar's senior management team.
- Provided oversight to Wolverine Services for the delivery of exceptional and innovative front-line Registrar and Financial Aid student services. Partnered with Office of Enrollment Management (OEM) and financial aid leadership in visioning, goal setting, and execution of the delivery of basic financial aid services.
- Led and participated in short-term and long-term projects intended to enhance and improve processes used throughout the Office of the Registrar, the Office of Enrollment Management, and the University to serve students, faculty, staff, alumni, and government agencies. Successes included transfer credit automation processes, a unified dual degree process, implementation of pandemic grading schemas, providing free electronic diplomas for all graduates, initiatives to ensure equity in student registration appointments, and institution of a new enrollment status for students completing degree requirements without registering for classes.
- Created an online FERPA class that is now used across the university for onboarding new employees and for annual training for faculty and staff accessing student records.
- Oversaw the Tuition and Fees unit. This included oversight for the maintenance of the University tuition and fees database, associated internal and external audits, and tuition and course fee assessment questions and problems.
- Identified and communicated relevant and important information, issues, clarifications, updates, and changes within and external to the Office of the Registrar. Assisted in the interpretation of academic regulations and ensured that proper University academic record policies and procedures were understood and followed by all constituents.
- Partnered with Information and Technology Services to resolve student information system issues related to help desk incidents, systems upgrades, enhancements and troubleshooting.
- Served as liaison for commencement exceptions and retroactive withdrawals between the Office of the Registrar and schools and colleges. Served as liaison for Honors Convocation activities between the Office of the Registrar, schools and colleges, the Office of University and Development Events, and the Office of the Provost.
- Directed and coordinated processes related to the creation, maintenance, and archiving of student academic records. Coordinated practices required to maintain the security of academic record information.

Director of Graduate Admissions

2005 – 2018

Office of Graduate Programs – University of Michigan, Flint, MI

- Managed daily operations of centralized admissions and recruitment for 37 programs by developing and managing workflow for online admissions and review process, creating policies and procedures, directing team of full- and part-time staff members, and overseeing \$350,000 budget to implement recruitment plan, resulting in tripling enrollment over 10 years.
- Supervised team of six admissions professionals, front-line data processors and administrative assistants, and technical support staff to execute unit plans; responsible for managing the hiring process and making personnel decisions, coaching staff to reach their potential, and providing a robust performance planning and evaluation process, resulting in helping staff develop skills and career development opportunities resulting in improved staff retention.
- Collaborated with university faculty, senior leadership, and departments to reduce barriers to completing and reviewing applications as the subject-matter expert on graduate admissions, recruitment, policy, and post-baccalaureate educational trends, while coaching faculty through administrative issues to service and meet the needs of more than 1400 students.
- Developed workflows and processes using technology to streamline procedures and communication, reduce applicant review time, and improve efficiencies including automating processes.
- Developed and implemented all admissions goals and strategies for graduate programs in collaboration with deans and department faculty by establishing enrollment goals, identifying target populations, developing messaging and branding, and creating marketing, recruitment and communication plans, exceeding enrollment goals.
- Developed and managed \$400,000 Graduate Student Research Assistantship (GSRA) program budget to provide research opportunities for 80 students to impact enrollment, retention, and graduation rates of graduate students.

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Marketing Communications Specialist

2002 – 2005

Office of Graduate Programs – University of Michigan, Flint, MI

- Implemented CRM (EMAS) from the ground up by developing and implementing comprehensive communications plan with prospects, applicants, admits, and enrolled students, which is enhanced annually with new communication technology.
- Created the department's first comprehensive recruitment and marketing plan, developed processes to collect contact information of inquiries and prospects and track all incoming and outgoing communication, led the production of brochures, web pages, and advertisements, and coordinated open houses, leading to promotion as Director.

Senior Promotion Producer

1999 – 2002

WNEM-TV, Saginaw, MI

- Wrote, produced and edited TV news promotional spots by developing personas for on-camera talent while attending daily news and production team meetings to create relevant and engaging concepts.
- Received two Michigan Emmy awards for television writing and producing.

CAMPUS LEADERSHIP AND MEMBERSHIP

Wake Forest University

- Academic Program Administrative Committee 2024 – Present
- Committee on Academic Planning 2024 – Present
- Committee on Information Technology 2024 – Present
- Committee on Liberal Arts Core Curriculum 2024 – Present
- Commencement Planning Committee – co-lead 2024 – Present
- Enrollment Projections Committee 2024 – Present
- Learning Spaces Committee 2024 – Present
- SACSCOC Compliance Group 2024 – Present
- SIS Steering Committee 2024 – Present

University of Michigan

- Alternative Credentials Planning Group 2023 – 2024
- Sex and Gender Data Reporting Work Group – co-lead 2023 – 2024
- Academic Policies Impacting Well-being Work Team 2021 – 2024
- University Fee Committee 2019 – 2024
- Atlas Advisory and Development Team 2018 – 2024
- Student Records, Curriculum, & Academic Advising (SRCAA) Advisory Group 2018 – 2024
- Transfer Credit Project Improvement Team – co-lead 2018 – 2024
- Horace H. Rackham School of Graduate Studies Executive Board – Interim Member 2007 – 2008

PROFESSIONAL DEVELOPMENT

- **The Positive Leader: Deep Change & Organizational Transformation** 2023
– University of Michigan Ross School of Business
- **Advanced Leadership Program** – University of Michigan Learning & Professional Development 2016 – 2017
- **Intercultural Development Training** – University of Michigan-Flint 2015
- **Foundations of Supervision** – University of Michigan Human Resource Development 2004 – 2005

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PROFESSIONAL AFFILIATIONS

- **AACRAO** 2019 – present
 - Presentation: FERPA—The Game 2.0 (scheduled for 2025)
 - Presentation: FERPA—The Game (2024)
 - Presentation: We Survived a Cyberattack! (2024)
- **Adult Learner Workgroup, State of Michigan** 2019 – 2024
- **Higher Education User Group (HEUG)** 2020 – 2024
 - Campus Academic & Records Support (CARS) Advisory Group (2023 – present)
- **Michigan Association of Collegiate Registrars and Admission Officers (MACRAO)** 2012 – 2024
 - Secretary of the Board (term 2022-2024)
 - Chair, Registrars Practices Committee (2021)
 - Multiple annual conference presentations (2019-2024)
- **Postsecondary Electronic Standards Council (PESC)** 2022 – 2024
- **National Association of Graduate Admissions Professionals (NAGAP)** 2005 – 2019
 - Three annual conference presentations (2005, 2017, 2018)
 - Membership Committee, 2014 – 2016

TECHNICAL SKILLS AND SYSTEMS

- **Workday Student**, Oracle **PeopleSoft Campus Solutions** and Ellucian **Banner** (student information systems)
- **FreshDesk** and **TeamDynamix** (ticketing systems)
- **Ocelot** (chatbot and live chat)
- Education Systems **EMAS** (CRM tool)
- **Docufree** and **Perceptive Content (ImageNow)** (document imaging systems)
- **Drupal** (website CMS)
- **WebFocus** (reporting tool)
- Microsoft **Excel**, **Access**, **PowerPoint**, **Word**
- Google Suite (**Docs**, **Sheets**, **Slides**, **Forms**)

COMMUNITY SERVICE AND INVOLVEMENT

Blessed Trinity Church, Frankenmuth, MI

- Choir Member, Cantor, Accompanist, Liturgy Commission; 2000 – Present

Cub Scout Pack 3275, Frankenmuth, MI

- Assistant Dean Leader, 2011 – 2016

Frankenmuth Community Players, Frankenmuth, MI

- Actor, musician, volunteer; 2013 – 2024

Frankenmuth High School Music Boosters, Frankenmuth, MI

- President, 2021 – 2023
- Member, 2019 – present

Frankenmuth Parks & Recreation, Frankenmuth, MI

- Assistant Baseball Coach, 2014 – 2018
- Assistant Basketball Coach, 2015 – 2017

Scouts BSA Troop 55, Frankenmuth, MI

- Advancement Chair, 2017 – 2022