

Dr. Katie Machovsky

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Summary of Qualifications

Collaborative marketing professional with more than 15 years of public higher education experience including strategic program development, higher education marketing and communication, alumni relations, board management, fundraising, volunteer engagement, stewardship, personnel administration, budget management, and prospect identification.

Leadership

As a leader at the University of Iowa College of Nursing, I provide strategic vision and creative direction, develop and implement marketing and communication strategies for multiple constituencies, lead alumni engagement programs, partner with the College's director of development on donor marketing materials, collaborate with campus external relations professionals on alumni engagement opportunities, and manage a fiscal budget.

At Northwest Missouri State University, I provided guidance and experience in writing, editing, marketing and communication, created content, and offered support for the Office of University Advancement, collaborated with academic leaders about marketing their programs, and managed social media platforms.

At Missouri University of Science and Technology, I managed 58 alumni chapters and more than 100 alumni events annually, created content for email, direct mail, and the Missouri S&T Magazine, and served as the campus liaison for the Diversity and Alumni Chapter committees for the Miner Alumni Association Board of Directors.

Education

EdD: Educational Leadership & Policy Analysis University of Missouri, Columbia, MO	2022
Master of Science: Higher Education Leadership Northwest Missouri State University, Maryville, MO	2016
Bachelor of Arts: English University of South Dakota, Vermillion, SD	2008

Work Experience

Executive Director, Communication, Alumni, and External Relations University of Iowa College of Nursing June 2021 – Present

- Oversee implementation of a strategic communication and marketing plan
- Assess and report on progress towards external relations and marketing goals
- Align communication and external relations with the College's strategic initiatives
- Oversee brand integration throughout marketing and communication materials
- Manage communication with media
- Provide collegiate information for fundraising communication materials
- Review and approve College recruitment and marketing materials
- Strategize targeted messages to various constituencies
- Identify and promote accomplishments and activities of College
- Develop and manage relationships with university colleagues, alumni, and donors
- Represent the college on committees and Campaign Advisory Board

- Serve as a member of the College's Diversity Committee
- Serve as college liaison to the University of Iowa Center for Advancement
- Manage the College's alumni award program
- Oversee external relations activities related to governmental relations
- Plan and participate in engagement activities and events
- Manage fiscal budget for the communication, alumni, events, and external relations team
- Approve financial transactions and purchasing
- Hire, train, evaluate, supervise, and mentor staff
- Strategize modes of promoting programs, events, messaging, recruiting

Accomplishments

- Implemented Family Weekend event resulting in more than 200 attendees including alumni, donors, students, families, faculty, and staff
- Executed Impact on Iowa document for legislators and donors to highlight the impact the College, faculty, staff, students, and alumni have on the state
- Led the team in the redesign of the Alumni Magazine and Newsletters
- Created new recruitment marketing materials for Bachelor of Science, Master of Science, Doctor of Nursing Practice, and Doctor of Philosophy programs
- Developed relationships with faculty emeriti and retired staff group

Senior Marketing Specialist Northwest Missouri State University Maryville, MO July 2018 – June 2021

- Developed communication strategy for student recruitment
- Wrote and edited content for university and admission website
- Partnered with Office of Diversity and Inclusion to increase awareness and develop marketing strategies
- Researched admissions-based marketing and communication trends
- Collaborated with EAB enrollment management firm on marketing materials and best practices
- Utilized Salesforce as a communication tool
- Led university social media
- Maintained publication budget
- Created, coordinated, and conducted outbound communication plans through email, direct mail, and texting
- Segmented prospective student audience and implemented communication plan for each segment
- Reviewed, updated and applied computer-based analytic systems to aid in prospective student recruitment
- Served as an editorial assistant for the Northwest Alumni Magazine
- Led marketing specialist team

Accomplishments

- Assisted in increasing enrollment three percent in academic year 2020-2021
- Assisted in increasing enrollment nearly four percent in academic year 2019-2020
- Assisted in increasing enrollment five percent in academic year 2018-2019
- Implemented project management program for marketing team
- Increased followers on Facebook, Instagram, and Twitter
- Spearheaded incoming student Facebook groups
- Developed parent communication plan
- Launched texting platform to aid in student recruitment
- Increased quantity of communication to prospective students and families

- Created content and assisted in the design of the newly created University Advancement website
- Reviewed University Advancement annual giving solicitation materials
- Transformed admission-focused marketing brochures
- Implemented integrated communication calendar
- Executed new digital vlogging series
- Created new marketing materials and avenues for student recruitment which aided in increased applicants and matriculation, resulting in record-breaking enrollment
 - Admission Magazine
 - Parent Brochure
 - Financing Your Education guide
 - Student and alumni email campaigns
 - Parent communication plan
 - Facebook live and Zoom sessions
 - Diversity and inclusion communication plan
 - Video communication plan

Web Content Specialist
Northwest Missouri State University
Maryville, MO
September 2014 – July 2018

- Communicated marketing needs to department and school chairs and directors
- Maintained, edited, and wrote compelling content for university website
- Wrote and edited content for admission website
- Supported assistant director of admissions with writing marketing materials to include virtual tour script, virtual viewbook, emails, and direct mail content
- Assisted communication manager in writing news releases
- Wrote articles for the Northwest Alumni Magazine
- Served as an editorial assistant for the Northwest Alumni Magazine
- Managed social media team and platforms

Accomplishments

- Implemented and collaborated with campus videographer on bi-weekly marketing projects
- Assisted in the redesign of admission website
- Redesigned and created content for each academic major
- Implemented student testimonials on website by academic major

Scholarship/Outreach Specialist
Northwest Missouri State University
Maryville, MO
April 2013 – September 2014

- Maintained, edited, and wrote content for financial aid website
- Edited and provided content for admissions marketing materials
- Edited and provided content for Summer Orientation Advisement and Registration brochure
- Communicated with department chairs and the Office of University Advancement about updates to department scholarships
- Revised online scholarship applications
- Assisted in planning and implementing Distinguished Scholar's Day
- Counseled students and families on the types of financial aid and mapped out financial options
- Monitored, billed, and awarded private scholarships
- Attended and presented at financial aid nights
- Processed and managed purchase requisitions
- Coordinated institutional scholarship programs

Manager, External Alumni Relations
Missouri University of Science and Technology, Miner Alumni Association
Rolla, MO

October 2010 – April 2013

- Edited and provided content for Missouri S&T Magazine
- Assisted in the organization and implementation of Alumni of Influence, major donor event
- Created, wrote, and edited alumni marketing materials
- Managed and edited alumni association website
- Assisted in re-design of Missouri S&T Magazine
- Planned and implemented University chancellor events
- Maintained 58 domestic and international alumni chapters
- Organized and implemented more than 48 alumni events each March
- Assisted in creation of Miner Alumni Association strategic plan
- Assisted in coordinating of Homecoming and Golden Alumni reunions
- Managed annual alumni awards banquet
- Communicated external alumni progress with alumni association and executive boards
- Maintained projected budget
- Collaborated alumni association efforts with those of the University

Accomplishments

- Increased online communication to reach more constituents
- Executed a new communication and marketing plan for alumni events
- Implemented event calendar for alumni relations
- Increased alumni engagement events
- Increased number of alumni chapter events
- Implemented online registration

Annual Fund and Prospect Research Assistant
Dakota State University
Madison, SD
July 2008 – July 2010

- Wrote and edited annual fund section of alumni magazine
- Created, wrote, and edited direct mail solicitations
- Produced and organized fulfillment and thank you letters
- Designed donor appreciation awards
- Assisted in the planning and organization of alumni events
- Established follow-up procedures for prospects and donors
- Researched prospective donors
- Trained student callers and supervisors
- Spearheaded weekly supervisor meetings
- Communicated annual giving progress to foundation staff and Board of Directors
- Solicited faculty and staff

Accomplishments

- Increased average gift and quantity of donors
 - Set record for dollars raised through annual giving program
 - Increased fulfillment rate of annual giving program
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