

Deon Bergeron has served over ten years in higher education, most recently as the Associate Vice President of Enrollment Services at the University of New Orleans. His roles have included admissions counselor, coordinator of special cohorts, assistant director of admissions, senior director of enrollment services, and associate vice president of enrollment services. He's built a career at regional public and urban research institutions, beginning at the University of Louisiana at Lafayette. He's managed the office of admissions, a one-stop-shop, financial aid, scholarships, and veterans affairs. Throughout his career, he's also managed several CRM and SIS implementations, communication and recruitment plan overhauls, complex budgets, retention initiatives, and several record enrollment classes. With UNO, Dr. Bergeron served on the SACSCOC 10-year review response team, UNO Leadership Council, Institutional Effectiveness Committee, and Workday Student implementation lead. He holds a B.A. in American History and Government, a Master's degree in Business, and an Ed.D. in educational leadership.

Dr. Bergeron and his wife, Jami, live in New Orleans, LA with their daughter, Clementine, and three rescue dogs, Petey, Archie, and Lola.

Deon Bergeron, Ed. D.

EDUCATION

University of Louisiana at Lafayette

May 2019 - **Doctor of Education in Educational Leadership**

Dissertation: A Phenomenological Study of Enrollment Management Strategies and Effects on Out-of-State Student Athletes at Small, Private Liberal Arts Colleges in the Midwest

William Penn University -Oskaloosa, IA

May 2013 - **Master of Business Administration**

May 2011 - **Bachelor of Arts: American History & Government**

PROFESSIONAL EXPERIENCE

Associate Vice President of Enrollment Services – University of New Orleans

May 2023 – February 2025

- Set undergraduate admit record from 2005 in Fall 2024, using fewer resources and staff than the prior year, while implementing new SIS and overhauling the CRM admit process.
- Gained 10% in new undergraduate enrollment in year-over-year 2023 to 2024.
- Up 12% in undergraduate applications and 33% in admitted students.

Interim Associate Vice President of Enrollment Services – University of New Orleans

October 2021 – May 2023

- Lead comprehensive student enrollment management program that involved the overall supervision of the Offices of Recruitment & Admissions, Student Financial Assistance, Scholarships, Orientation, and Military & Veterans' Services.
- Facilitate overall budgets for the Division of Enrollment Management for salaries, operation, as well as the disbursement of all local, state, and federal financial aid and scholarship funds; provide leadership to 25 full-time staff, including three direct reports at the director level, two graduate assistants, and up to 10 student assistants.
- Co-operate with the Louisiana Board of Regents and the University of Louisiana System.
- Serve as Chief Enrollment Officer and advise the President on all matters relative to the student enrollment life cycle; oversee all aspects of the University's student enrollment; develop and implement university strategic enrollment plans both short and long term; analyze and interpret strategic enrollment data; provide strategic oversight, in partnership with the Division of Marketing and Communications, for the University's marketing and outreach efforts.
- Serve as a University liaison with local school districts, businesses, and community partners for the establishment of feeder recruitment programs and for strategic enrollment initiatives; engage in communication with off campus constituencies including high schools, state and local agencies, area community/technical colleges, community-based organizations, and other educational partners to promote a positive and consistent message for the University; promote and oversee the development and maintenance of appropriate enrollment data sources in support of enrollment initiatives; oversee appropriate enrollment compliance as it applies to various state, federal, NCAA, and SEVIS regulations; provide reports and/or presentations to various boards and committees, facilitate relationships with various campus constituencies, including alumni, faculty, staff, and students.

Key Accomplishments:

- Broke 20-year-old undergraduate admitted student record at UNO in summer 2024 by 6.5 percentage points.
- Increased first-time applications 30% and admitted students 7% in 2022 enrollment cycle.
- Built the UNO strategic communications plan for fall 2022, 2023, and 2024 through each stage of the admissions funnel, financial aid, student type, and a parent portal in conjunction with 3rd party vendors, each college, and UNO marketing. This includes direct mail, email, live and recorded video content, in-person presentations, live chat, and texting.
- Managed and awarded over \$8 million in scholarships and \$2 million in HEERF III Cares funding in fiscal year 2022 and 2023.
- Established new dual enrollment partnerships, from scheduling UNO courses to enrolling and advising a cohort of over 850 dual enrollment students.
- Implemented virtual English and math placement exams in support of the transition to test-optional admissions policies while adhering to Louisiana Board of Regents requirements.
- Worked collaboratively with the Board of Regents, UL System, Office of Institutional Research, Advising, Financial Aid, and Student Affairs to transition to test-optional admission standards and GPA-based scholarship awarding through the COVID-19 pandemic.
- Recruitment, admissions, and student lead in the Workday Student SIS implementation February 2021- April 2024.
- Managed a budget of over \$2 million and staff of over 25, including Director of Enrollment Events, Assistant Director of Admissions Processing, Director of Financial Aid, Director of Technology, and Veterans Affairs offices.

Senior Director of Enrollment Services - University of New Orleans

March 2020 – October 2021

- Administered a comprehensive admissions program that is focused on the recruitment, admission, and enrollment of prospective freshmen, transfer, and re-entry students; managed all aspects of the office in relation to personnel which included hiring, supervising, and evaluating staff.
- Managed annual budgets for Undergraduate Admissions and Recruitment functions; oversaw credential services as it related to the initial acceptance and processing of applications for admission; supervised the credential processing and evaluation of all non-degree, undergraduate and graduate students, including international students, oversaw recruiting for freshmen, transfer, and re-entry students in target areas and directed the annual strategic plan that coordinated these efforts which included the oversight for travel, preparation of enrollment marketing materials and ongoing follow-up activities for prospective students.
- Planned, supervised, and executed communications strategies for all phases of the undergraduate admission and recruitment process; provided leadership and overall supervision to a staff of 12 professional/unclassified, one graduate assistant, and 3 student assistants; interpreted and implemented admission and enrollment policies in accordance to directives established by the Board of Regents, the Board of Supervisors for the University of Louisiana System, SACS, and NCAA guidelines.
- Provided oversight to recruitment and enrollment programs for prospective students (which serves over 10,000 student/guest visitors each year through outreach and campus tour programs; created presentations and communicated with internal and external sources as it related to admissions/recruitment functions and programs; served as primary admission contact for the recruitment, admission processing, and compliance of NCAA eligibility requirements.

Key Accomplishments:

- Recruited the largest freshman class at the University of New Orleans in over a decade, amidst a global pandemic. Completely transitioned admissions and recruitment staff, operations, and marketing to a fully virtual model during this time.
- Collaborated with the university registrar, associate director of orientation, associate director of recruiting and director of financial aid.

- Re-created entire communications plan, CRM, live and recorded video, live chat, texting, and email campaigns.

Assistant Director of Admissions - University of Louisiana at Lafayette

July 2018 - March 2020

- Recruited prospective students by serving as a university representative at a variety of campus recruitment events and programs. Respond to email and phone correspondence with students, guardians, and staff.
- Trained and managed a team of admissions counselors, coordination, and processing of admission for over 10,000 first-time freshman applicants.
- Created training manuals for all Banner and Recruit systems admissions users.
- Processed daily, weekly, and term reports on prospective students, ensuring timely communication and admissions process of applicants. Daily operation of Banner ERP and electronic processing of documents.

Coordinator of Special Cohorts - University of Louisiana at Lafayette

June 2014 - July 2018

- Part of admissions and recruitment team for three of five of the largest freshman classes ever enrolled at the University of Louisiana at Lafayette.
- Led admissions processing strategy for Banner implementation.
- Served as liaison between the Office of Admissions and athletics department, created reports and generated new strategies to ease application process for prospective student athletes.
- Responsible for admission processing for half of UL Lafayette's freshman class, roughly 5,000 applications.

Marketing Coordinator -Cunningham Inc. - Oskaloosa, IA

January 2011 - May 2013

- Website and web content creation, branding, and local advertising.
- Marketing campaign development and implementation.
- Social media outlet development and maintenance.

Graduate Assistant - Men's Basketball -William Penn University - Oskaloosa, IA

January 2011 - May 2013

- Provided assistance to the coaching staff for men's basketball with activities and essential daily work associated with the program and student athletes including, but not limited to:
- Recruitment, on-the-floor coaching, video work, opponent scouting, academic monitoring, NAIA compliance, social media, travel, community involvement, organization, advertisement and operation of team and individual basketball camps.

SKILLS

Enrollment Management, Marketing, Recruiting, Banner ERP, Workday Student, Admissions Processing, Coaching, Research, Salesforce TargetX

Peoplesoft, Public Relations, Social Media, Customer Service, Microsoft Office Suite, NCAA Compliance, Data Management

LEADERSHIP

SACSCOC 10-year review response team

University of New Orleans Leadership Council

University of New Orleans Institutional Effectiveness Committee

Workday Student - Student implementation lead (2021-24)

Banner Student Project implementation team (2015-16) - Recruit implementation team (2018 -2019)

LACRAO - Government Liaison Board Member