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B.H. Baine & Associates
2555 38th Street, NW
Washington, DC 20008

Re: President, Mercer College

The higher education needs of students, parents, and employers have changed dramatically over the past decade. For over ten years, as a higher education senior administrator at Brookdale University and Bergen College, I have embraced change and introduced creative and more flexible curriculums that cater to the needs of the 21st century student. My passion for education and my expertise in analyzing processes and people have contributed to my successes in program development, curriculum redesign, blended, virtual, and experiential learning, and administrative process reengineering. A partial listing of my key accomplishments includes:

Innovation

- Launched Brookdale University's first Master's degree program and introduced novel business administration and human services curriculum and MBA in the first year. On track to incorporate new programs in educational leadership, nursing, and public administration in 2008 and a total of 12 programs over a three-year period.
- Accelerated revenues by millions of dollars for both Brookdale University and Bergen College by utilizing Six Sigma quality methodologies to analyze program ROI, spearhead flexible curriculum delivery formats, expand online and brick and mortar facilities, improve student performance and retention, and create faculty accountability,
- Improved admissions strategy at Brookdale University and recruited students with higher academic success rates by shifting from traditional school success predictors, SAT and high school ranking, to more creative and cognitive based assessments.

Strategic Partnerships

- Instituted Coop and experiential learning opportunities across all Brookdale undergraduate programs.
- Created a unique Capstone program for the Brookdale graduate business school that matched student teams working on business solutions with potential investors.

Change Management

- Preserved a cohesive and collaborative environment during Brookdale University's transition from a not-for-profit to a for-profit institution.
- Realigned curriculums of numerous poor performing programs at Brookdale University and Bergen College and increased enrollment numbers by as much as 300%.

I am excited by the prospect of an opportunity with Mercer College. I would like to meet with you to discuss my qualifications in more detail and look forward to a personal interview.

Sincerely,

Jeremy Hanover, Ph.D.

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Attachment

This client was applying for a leadership position in a college and I used the job posting as my guide to create competency categories to address the critical needs of the position.