

# Resume Richard Blomgren

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## EDUCATION

- M.F.A. Pennsylvania State University - State College, Pennsylvania
- B.F.A. Stephens College - Columbia, Missouri
- A.A. Fullerton College - Fullerton, California

## EXPERIENCE

**Warren Wilson College, Asheville, NC** – January 1996 to Present – Multiple Positions

**Vice President of Advancement, Admission, and Marketing**, July 2009 to Present

*\*Served as dean of admission and interim vice president of advancement July 2009 to July 2010*

- Newly created position combining dean of admission & director of marketing, with the vice president for advancement.
- Lead an advancement staff of 11, admission staff of 7, and a marketing staff of 3.
- Responsible for all advancement, alumni, development, recruitment, admission, marketing, and communication strategies and activities for the College.
- Represent the College to alumni, friends, parents, prospective students, and foundations in order to enhance the College's resources, reputation, and relationships.
- Work with the President and Board of Trustees on major fundraising efforts.
- Manage a small personal portfolio for relationship building, cultivation, solicitation, and stewardship.

**Dean of Admission and Director of Marketing**, January 1996 to July 2010

*\*Director of marketing duties added in the Fall of 2004 to dean of admission position.*

- Responsible for the recruitment and admission of students to this private liberal arts work college.
- Oversaw publication design, direct mail flow, web design, advertising, recruitment video production, and database management.
- Led an admission staff of five admission counselors, two office staff, and 10 student crew workers.
- Managed three marketing staff: web director, media relations director, and communications director.
- Reported directly to the president and served as a senior administrator of the College, especially in issues of enrollment, retention, and marketing.
- Worked closely with the vice president for business on financial aid strategies.
- Traveled nationally and internationally for recruitment purposes: Japan, Korea, Singapore, Malaysia, Taiwan, Hong Kong and Puerto Rico.
- Instituted a comprehensive trend and historical data analysis of enrollment patterns at the College.
- Oversaw an enrollment increase from 500 students in 1996 to over 900 in 2011. Applications doubled from 470 to 1,300 as well as an increase in the academic profile of enrolling students during that same period.

**Stephens College, Columbia, MO** – 1981 to 1987 and 1989 to 1996 – Multiple Positions

**Director of Admission**, May 1994 - January 1996

- Orchestrated a comprehensive national recruitment effort for this private women's college.
- Oversaw tele-counseling program, direct mail campaigns, print and electronic advertising, database management, three annual preview day events, and a national honors scholarship competition.
- Conducted market research and historical analysis using EMAS® software.
- Collaborated with publications office on design of print campaigns.
- Shared responsibility with the alumnae programs office for a national volunteer recruitment effort.
- Worked closely with the vice president for finance and business on financial aid strategies.
- Led staff of five admission officers, five support staff members, and 16 student workers.
- Traveled nationally to represent the College.
- In first year, increased inquiries and applications over previous year.

**Chair, Theatre Department/Performing Arts**, August 1985 to May 1987 and August 1989 to May 1994

*\*Approved for tenure in the spring of 1995*

- Served as academic and artistic leader of combined areas of theatre, dance, and music.

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- Led 15 faculty and six staff members.
- Responsible for on-campus performance seasons and three simultaneous summer programs.
- Hired eight guest artists each year.
- Facilitated student placement in graduate school and professional work.
- Worked extensively with admission office on recruitment of students.
- Increased enrollment in department from 45 to 85 students over a six-year period.
- Worked with development office on scholarship fund-raising and grant maintenance.
- Introduced new programs such as a children's theatre company, an all-encompassing performance season, and a pilot summer theatre for graduates at Marriott's Tan-Tar-A Resort.
- Served as promotion director, responsible for public relations and graphic design of print/electronic advertising concurrent with chair position.
- Worked with development office on alumnae cultivation.

## **Director, Stephens/Perry-Mansfield, Steamboat Springs, CO, August 1983 to August 1987**

- Hired and administered a faculty and staff of 30 for a six-week summer program with an emphasis on dance, theatre, music and camping experiences.
- Responsible for marketing and national recruitment of junior high, high school, and college students
- Produced brochures, posters, and print ads.
- Organized and represented program on national recruitment tours in a year-long, halftime position concurrent as a faculty member in the Theatre Department.
- Fundraised for program.

## **Technical Director, Theatre Department, August 1981 to 1983**

- Faculty position responsible for all technical operations of the Playhouse Theatre.
- Courses taught included Stagecraft, Theatre Management, Lighting Design, and a senior capstone course.
- Served as consultant to the architect and contractor for the construction of the Macklanburg Playhouse.

## **American Heartland Theatre, Kansas City, MO**

### **General Manager/Marketing Director, May 1987 to August 1989**

- Responsible for total operation of year-round equity regional theatre, producing eight plays, each running five to eight weeks. Owned by Hallmark Cards' and located in Hallmark's Crown Center Complex, a 450-seat theatre housing a rehearsal hall, costume shop, lobby, bar and offices with a full-time staff of 25.
- Negotiated contracts with guest designers, directors and performers, and worked with artistic director on script selection and casting.
- Served as marketing director, overseeing public relations, group sales, telemarketing, and advertising efforts.

## **ADDITIONAL POSITIONS**

*\*Some positions concurrent at Stephens College, approved for tenure Spring 1995. See addendum page 5*

Director, School of the Arts, Stephens College, Columbia, MO (1993 to 1996)

Co-Director of Development, Stephens College (nine months)

Technical Director, Utah Shakespearean Festival, Cedar City, UT – Summers 1981 to 1983

General Manager, Marriott's Mainstage Theatre, Tan-Tar-A Resort, Lake of the Ozarks, MO (concurrent with Chair of Theatre)

Technical Director, Okoboji Summer Theatre, Spirit Lake, IA – Summers 1977 to 1979

Technical Director, Fullerton Civic Light Opera, Fullerton, CA – part time 1973 to 1976

Stage Manager/Technician, John Wayne Theatre, Knott's Berry Farm, Buena Park, CA - part time 1973 to 1976

Technician, Greek Theatre, Anaheim, CA – summers 1971, 1972

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## PRESENTATIONS

- "Demographic Shifts, Societal Changes, and A New Enrollment Reality... or Reality Bites Again"* 23<sup>rd</sup> National Small College Enrollment Conference, St. Augustine, FL, July 2011
- "Reality Bites, Really"* Lebanon Valley College, Trustee Retreat, Philadelphia, PA, May 2011
- "Reality Bites - What Trustees Need to Know"* AGB's National Conference on Trusteeship, Orlando FL, March 2010
- "Branded"* WNC chapter of the Association of Fundraising Professionals Asheville, NC, May 2008
- "More Soap and Suds: College Marketing"* 19th National Small College Enrollment Conference Richmond, VA, July 2007
- "Beer & Laundry Detergent: College Marketing"* 18th National Small College Enrollment Conference Louisville, KY, July 2006

## CONSULTING

The Washington Center for Internships – Winter 2002 and 2006. Conducted an audit and worked with the leadership and staff on a variety of recruitment strategies. Produced a published report containing focused recommendations.

## COMMUNITY BOARD MEMBERSHIPS/COMMITTEES

Vice-Chair and Chair, Pack Place Performing Arts Board of Directors aka: Wortham Theatre, Asheville, NC  
Communications Chair, First United Church of Christ, Asheville, NC  
Chair, Kansas City Theatre Association (co-founder), Kansas City, MO  
President, Park Hill Improvement Association, Columbia, MO  
Chair, Missouri State Theatre Association (organization of college theatre departments)  
College Prep Counselor, Project Steam (after-school youth program volunteer), Asheville, NC  
Marketing/Recruitment Task Force, North Carolina Outward Bound (board appointed task force)  
Member, Mayor's Task Force on the Arts, Columbia, MO

## COLLEGE COMMITTEES/ACTIVITIES (sample)

Chair, VP for Advancement Search Committee, Warren Wilson College  
Member, Presidential Search Committee, Warren Wilson College  
Chair Big Marketing Committee, Warren Wilson College (multiple years)  
Diversity Task Force, Warren Wilson College (multiple years)  
Women's Studies Task Force, Stephens College  
Admission Committee, Stephens College (multiple years)  
Honors Convocation Coordinator, Stephens College (multiple years)  
Chair, Outstanding Alumnae Award Committee, Stephens College (multiple years)  
Historic Senior Hall Building Committee, Stephens College (served as technical consultant)  
Playhouse Building Committee, Stephens College (served as technical consultant)

## REPRESENTATIONAL THEATRICAL PRODUCTION WORK

*A Christmas Carol* Director – Playhouse Theatre, Stephens College, Columbia, MO  
*Oil City Musical* Set and Costume Designer – American Heartland Theatre, Kansas City, MO  
*Dance Concert* Lighting Designer – Playhouse Theatre, Stephens College, Columbia, MO  
*Rashomon* Set Designer – Asolo Theatre (Children's Theatre Tour), Sarasota, FL  
*Lincoln and Mary* Lighting Designer – Warehouse Theatre, Stephens College, Columbia, MO  
*A Cherry Orchard* Lighting Designer – Pavilion Theatre, Penn State, State College, PA  
Over 60 productions as technical director at Utah Shakespearean Festival, Stephens College, Okoboji Summer Theatre, Fullerton Civic Light Opera, and Pennsylvania State University.

## ADDITIONAL COURSE WORK

The Fund Raising School of Center on Philanthropy at Indiana University  
Developing Major Gifts, June 2011  
Principles & Techniques of Fundraising, July 2011  
Managing the Capital Campaign, August 2011

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## REFERENCES

Dr. Douglas Orr, Jr. (President Emeritus of Warren Wilson College)  
297 Pinnacle Drive  
Black Mountain, NC  
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Cathy Kramer  
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Nikki Krawitz (Former V.P. Finance of Stephens College)  
Vice President for Finance & Administration  
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Columbia, MO  
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Brett Prentiss (Stephens College Faculty - retired)  
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Stephens College  
Columbia, MO  
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Electronic Portfolio: <http://www.warren-wilson.edu/~rickb/portfolio/>

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## ADDENDUM

### TIMELINE OF POSITIONS

- 1981 Stephens Theatre Technical Director (1 FTE faculty)
- 1982 Stephens Theatre Technical Director (1 FTE faculty)
- 1983 Stephens Theatre Promotion Director (.5 FTE faculty) concurrent with Director of Perry Mansfield (.5 FTE administrator)
- 1984 Stephens Theatre Promotion Director (.5 FTE faculty) concurrent with Director of Perry Mansfield (.5 FTE administrator)
- 1985 Stephens Theatre Chair & Promotion Director (1 FTE faculty) concurrent with Director – Perry Mansfield (.5 FTE administrator)
- 1986 Stephens Theatre Chair & Promotion Director (1 FTE faculty) concurrent with Director – Perry Mansfield (.5 FTE administrator)
- 1987 American Heartland Theatre – General Manager
- 1988 American Heartland Theatre – General Manager
- 1989 Stephens Theatre Chair & Promotion Director (1 FTE faculty)
- 1990 Stephens Theatre Chair & Promotion Director (1 FTE faculty)
- 1991 Stephens Theatre Chair & Promotion Director (1 FTE faculty)
- 1992 Stephens Theatre Chair & Promotion Director (1 FTE faculty)
- 1993 Stephens Theatre Chair & Promotion Director (1 FTE faculty) concurrent with School of the Arts Director (approved by president for tenure 1995)
- 1994 Stephens Director of Admission (1 FTE) concurrent with School of the Arts Director
- 1995 Stephens Director of Admission (1 FTE)
- 1996 Warren Wilson College Dean of Admission
- 2004 Warren Wilson College Dean of Admission and Director of Marketing
- 2009 Warren Wilson College Interim Vice President for Advancement concurrent with Dean of Admission
- 2010 Warren Wilson College Vice President for Advancement, Admission, and Marketing (new position)

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## ADDENDUM

**Warren Wilson College**  
Asheville, North Carolina  
warren-wilson.edu



### Profile

- A private work college (one of six nationally), located on 1,100 acres in the Blue Ridge Mountains – a beautiful setting popular with artists, musicians, and outdoor enthusiasts.
- The College draws nationally with strong enrollments from Maine to Florida.
- 2010 enrollment approximately 900 (Upon my arrival the FTE of the college was in the low 500's.)
- Liberal arts with nationally-recognized programs in Environmental Science, Outdoor Leadership, and English; one graduate program offered in Creative Writing.
- Positioned as a unique option in higher education with a Triad educational philosophy of academics, work, and service learning. Singularly positioned among undergraduate colleges as a community of invested faculty, staff, and students working together in the classroom, workplace, and the greater community with special attention to environmental stewardship and cross cultural experiences.
- The College is highly ranked and has been featured in numerous publications such as the *Fiske Guide to Colleges*, *Princeton Review Best 373 Colleges*, *Sierra Cool Colleges*, and the *Making A Difference College Guide*, *New York Times*, CNN, and *USA Today*.

**Stephens College**  
Columbia, Missouri  
stephens.edu



### Profile

- A private, comprehensive women's college located in a strong academic fueled community, home to the University of Missouri flagship campus and several other private liberal arts colleges.
- The College draws students nationally with strong enrollments from California, Texas, and most Midwestern states.
- From 1990 to 1995 the enrollment was approximately 800.
- Marketed as a national single sex college with large enrollments in Theatre, Communications, Dance, Fashion, English, Education and Equestrian Science with a commitment to women's education and leadership opportunities with additional emphasis in the arts of studying with practicing professionals and guest artists.
- Stephens is ranked No. 2 for "Best College Theatre" and as a "Best Value" according to *The Princeton Review*.