

Shannon Goodman Bio:

Shannon Goodman joined the University of North Texas in 2015 as the founding vice president of the Division of Enrollment. He is responsible for building an enrollment management operation that achieves sustainable enrollment growth while balancing both quality and accessibility.

Under Mr. Goodman's leadership, UNT has experienced enrollment growth of 23 percent and today is the third largest university in Texas with nearly 47,000 students choosing to study at UNT. In addition, UNT's growth is responsible for 52% of all new students in higher education across Texas since 2019. This growth is possible because of a commitment to continuous improvement and effectively using technology for more impactful and efficient business processes and outreach.

Most recently, he led his team in improving the student experience by creating the UNT One Stop to streamline access to the business services students need in order to enroll, pay for and complete their education. He and his team also are responsible for the implementation of various Promise Programs that provide funding for our students in need.

Mr. Goodman has more than 35 years of experience in higher education. Prior to his employment at UNT, he was the associate vice president of enrollment and student services at the University of Nevada-Las Vegas. He joined UNLV in 2008 as executive director for student systems, overseeing the day-to-day management, planning, organizing, and directing of the staff and operations and UNLV's adoption of new information systems for admissions, recruitment, records, advising, financial aid and student accounts. Prior to joining UNLV, Goodman was managing partner for STK Consulting, working with higher education clients adopting new technical solutions including enterprise resource planning software.

He holds an M.S. in Educational Leadership from Northern Arizona University and a B.S. in Advertising, Arizona State University.

Kate Howard Bio:

Currently serving as a Senior Enrollment Advisor for Capture Higher Ed, where she works as the chief enrollment strategist for 20+ Capture partners, Kate Howard has over twenty-two years of experience in enrollment management. Before joining Capture in 2021, Kate served as the Associate Vice President for Enrollment Management at the University of Southern Mississippi managing the Offices of Admissions, Undergraduate Scholarships, Financial Aid, Orientation and Transition Programs, and Enrollment Management Technology. The bulk of Kate's campus-based work has been at mid-sized to large regional, public institutions, including Southern Miss and the University of Memphis; however, in her current role, Kate works with schools of all shapes & sizes to guide them toward their individual enrollment goals. Kate has a Master of Business Administration degree from Belhaven College in Jackson, MS and a Bachelor of Science in Education from the University of Memphis. Additionally, she will complete her Doctor of Education in August of this year, where her research is focused on the effects of students' FAFSA filing patterns on first and second year retention.

Destin Tucker Bio:

With 18 years of experience in enrollment management, Destin currently serves the University of Tennessee at Martin as Director of Admissions and Chair of the Strategic Enrollment Management Council. Destin's enrollment experience includes eight years at UT Martin and ten years at the University of Memphis. Destin has a Master's degree in College Student Personnel from the University of Tennessee at Knoxville and a Bachelor's degree in Business Management from the University of Memphis.

Additionally, she will earn her doctorate from the University of Memphis in 2024 where her research is focused on the retention of first-generation college students.

Esmeralda Valdez Bio:

Esmeralda Valdez is an experienced professional in higher education with over 30 years of experience. She currently holds the position of Executive Director for University Services at the University of Houston. In this role, she is responsible for the strategic directions and management of various campus service departments, including printing and mail services, campus card services, business operations, and performance center operations. Dr. Valdez is an active member of the national NACAS Board of Directors and the NACAS South Board of Directors as the South region representative. She also chairs the NACAS Communication Services Committee. Dr. Valdez has received several awards, including the NACAS 2022 Volunteer of the Year award, the NACAS 2020 David H. Lord Scholarship for Community Services award, and the 2020 NACAS South Regional Mentor award. Dr. Valdez is a Certified Auxiliary Services Professional (CASP) and holds a Master's in Education -Administration and Supervision and a Doctor of Philosophy in Higher Education Leadership and Policy Studies from the University of Houston.