

JOHN MORGANELLI

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EDUCATION

Lehigh University

- **Master of Education**

2016

Villanova University

- **Bachelor of Arts**

2006

PUBLICATIONS

Growing Ivy: How to Crack the Code on Elite College Admissions

2021

“This book offers a wellspring of knowledge and is one of the best I have read dealing with the college-admissions process. In Growing Ivy, (John Morganelli) seeks to level the playing field for all of the well-rounded and brilliant students ...who face stiff competition getting into an Ivy League or Ivy-like school ...” - Foreword by: Robert Abdullah, Princeton University

PROFESSIONAL EXPERIENCE

Ivy League Consulting, LLC.

2018-Present

Premier college consulting company featuring multiple former Ivy League administrators and Ivy League graduates. Featured in expert articles on college admissions by: CBS, FOX, NBC, Star Tribune, Market Watch, and the Boston Herald.

Cornell University, Ithaca, NY

Cornell University is a privately endowed research university and a partner of the State University of New York. Cornell is a federal land-grant institution in New York State and a member of the Ivy League. Cornell is home to approximately 14,000 undergraduate and 5,000 graduate students.

- **Assistant Dean and Director of Admissions; College of Arts & Sciences**

2016-2018

- Report to the Dean of the College of Arts and Sciences. Responsible for overseeing and directing all undergraduate admissions activities of the college. As the Director of Admissions lead, supervise, and perform evaluations for eight Ph.D. level Admission Deans and 25 external admissions application readers. Manage faculty engagement in the application review process. Responsible for developing and overseeing strategic and tactical plans that enable the college to identify, recruit, select, yield and enroll top students. Manage the selection process for approximately 20,000 applicants to the College. Represent the College of Arts & Sciences at Ivy Plus Conferences and to interested constituents.

SELECTED ACHIEVEMENTS

- Completely restructured the office of admissions in the College of Arts and Sciences, including re-evaluating positions and hiring new staff
- Implemented electronic application review
- Developed a new marketing communication sequence designed to increase yield
- Re-developed selection policies and procedures to ensure decisions align with institutional goals
- Developed application reviewer training manual

Lehigh University, Bethlehem, PA

Lehigh University is a premier residential research university, ranked in the top tier of national research universities each year. Lehigh is a coeducational, nondenominational, private university that offers a distinct academic environment of undergraduate and graduate students from across the globe. Lehigh is home to approximately 5,000 undergraduate and 2,000 graduate students.

- **Senior Associate Director of Admissions**

2012-2016

- Report to the Vice Provost for Enrollment Management. As a senior level manager, lead, supervise and perform evaluations for as many as 18 staff members ranging in experience from non-exempt data entry operators to the Director of Diversity Recruitment. Responsible for analyzing admissions data, setting offer targets, determining class composition goals and developing yield probability algorithms to manage the approximately 12,000 applicants to the University. Direct all aspects of the undergraduate transfer admission operation.

SELECTED ACHIEVEMENTS

- Developed and directed the cross-training merger between admissions and financial aid – responsibilities included position description development and oversight of manpower distribution and technical applications
- Collaborated with senior level administrators to create a new “Enrollment Services Center” utilized to process data for the admissions, financial aid, graduate enrollment, summer, and distance education programs. Responsible for assigning positions and helping to develop a new organizational chart
- Managed several disciplinary issues including drafting probationary letters and developing conditions and accountabilities
- Served as one of six high level faculty and administrators on the search committee for the new Dean of the College of Business and Economics
- Invited to the University of Pennsylvania to review, evaluate and discuss their new “Committee-Based Evaluation” model – Participants came from various selective institutions including: MIT, Northeastern, Swarthmore, Haverford and Bryn Mawr
- Attended the PACAC and NACAC Deans and Directors Management Institutes

Moravian College, Bethlehem, PA

Moravian College is an independent, coeducational liberal arts college with an enrollment of 1,600 undergraduate students. Moravian College stands as America’s sixth-oldest institution.

- **Assistant Director → Sr. Assistant → Associate Director**

2007-2012

- Report to the Vice President for Enrollment Management. Responsible for final review of all of the approximately 2,000 applications for admission to the College. Development and management of \$50,000.00 outside vendor budget. Responsible for proper allocation of funds of \$400,000.00 admissions budget. Significant experience working with the Director of Financial Aid to strategically distribute limited need-based aid to enroll institutionally desirable students.

SELECTED ACHIEVEMENTS

- Managed and distributed \$250,000 in financial aid to students on the waiting list in order to meet enrollment target

- Collaborated with the Vice President for Academic Affairs to develop a summer bridge program for students in need of additional academic support
- Implemented an “information channel” called “SHARE” to better prepare for students with special academic needs
- Oversaw the development and implementation of a detailed strategies and actions plan intended to engage prospects with the Moravian Community

PROFESSIONAL AFFILIATIONS / CIVIC ENGAGEMENT / ENTREPRENEURSHIP

2021 Cofounder “My Key Lehigh Valley, LLC”

2018 Founder and President “Ivy League Consulting, LLC” (www.ivyleagueconsultant.com)

2018 Lehigh Valley Community Foundation Board of Directors

2017 Cofounder and President “Morganelli Properties, LLC” (www.morganelliproperties.com)

2016 St. Anne’s Catholic School Marketing and Enrollment Advisory Committee

2015 NACAC Enrollment Management Institute

2014 PACAC Enrollment Management Institute

2014 PACAC Enrollment Management Institute Presenter