

Marshall, Mo. (February 8, 2006)—President Bonnie Humphrey announced Jacqueline Burton as the director of admissions for Missouri Valley College. Since July 2005 Burton was acting as interim director of admissions and retention and career development coordinator. She joined the MVC team in October 2003 where she was admissions and financial aid counselor. Humphrey said that Burton’s experience in the MVC admissions department makes her the perfect candidate for the position.

“Jacqueline has proven to be very successful in her recruitment efforts for Valley,” Humphrey said. “Her knowledge of and her ideas for enrollment management are very much in line with the College’s mission.”

Burton has plenty new ideas and programs she feels will be beneficial in recruiting students to MVC, but her main focus is communication with high school students in the region.

“I want to give my recruitment team the best tools so that they can provide the highest level of customer service,” Burton said. “The key to this is making a connection with prospective students and their families. We want to show them how Missouri Valley could be a perfect fit for them.”

Burton said her office understands the importance of higher education and the idea of a college experience.

“At Valley you will receive more than a degree,” Burton said. “You have a family-oriented atmosphere where the faculty and staff foster your educational experience. There is a vested interest in seeing our prospective students develop and grow in to active members in the Valley family.”

The goal Burton has set for MVC’s student population is 1400, which means increasing the current population by about 150 students. Burton realizes retention is directly related to positive academic and social experiences.

“I want to attract students that want to be at Valley for the extent of their college careers,” Burton said. “We will visit high schools and meet students, parents, and counselors, and find exactly the program that corresponds with their goals.”

Burton received her bachelor’s degree in applied psychology in 1998 and her master’s degree in industrial and organizational psychology in 2000 from the University of Arkansas at Little Rock. She has certifications for Successful Recruiting from Noel Levitz and the National Research Center for College and University Admissions.

In addition to her duties as director of admissions, Burton teaches undergraduate psychology courses at MVC and graduate courses through Lindenwood University. She is a member of the national and St. Louis chapters of the American Society of Training and Development and the national psychology honor society, Psi Chi. She was also a four-year Division I soccer player for UALR.

Burton and her husband Derek, head women’s soccer coach at MVC, have a daughter Fiona, who is two years old.

