

Unification Theological Seminary: Steven Boyd named to UniQuest US Advisory Board

Thomas Ward
August 5, 2021



Steven Boyd, Dean of Enrollment Management and Student at Unification Theological Services, was recently appointed to the US Advisory Board of [UniQuest](#), a leading higher education service provider specializing in international enrollment management. UniQuest is headquartered in the UK and partners with colleges and universities in the United States, the United Kingdom, Australia, New Zealand, and Europe that seek to attract qualified international students to their campuses.

The US Advisory Board is comprised of top experts in international student recruitment, admissions, and enrollment management from public and private higher education institutions in the United States, as well as dedicated professionals in the fields of international student and scholar services, international credential evaluation, international marketing, and strategic partnership management. Members of the Advisory Board include executives at the American Consortium of Universities, the University of Maryland, the University of Louisville, the University of Iowa, and NAFSA - the world's leading organization in international education and exchange. Complete details of the nine-member Advisory Board can be found [here](#).

Advisory Board members are chosen based on their expertise and accomplishments in the field of International Education to assist UniQuest in the development of innovative services that meet the needs of both client institutions and partners in the sector. Dean Boyd has been an Admissions and Enrollment Management leader for two decades. He held major leadership roles in this area at the University of Bridgeport and at the University of New Haven prior to joining UTS. He also served as the President of the American International Recruitment Council. Dean Boyd's work has taken him to Asia, Latin America, Africa, Europe, and across the United States. Speaking about his recent appointment to UniQuest, Dean Boyd said that he felt that his participation there will allow him to renew past friendships and make new ones, shares his many past experiences with fellow professionals, and likewise learn from colleagues of ways to continue to enhance enrollment management and student services at UTS.

Meet Our US Advisory Board



UniQuest's mission is to transform the way in which colleges and universities engage, support, and ultimately enroll students. Our US Advisory Board is made up of Higher Education leaders whose commitment, expertise, and accomplishments in the field of International Education help steer the development of our services and student journey insights to ensure we're always innovating in the right areas to make the greatest impact for our partners and the sector.



Shabeer Amirali, Director of Graduate Admissions and Enrollment Management, University of Louisville

Shabeer Amirali currently serves as the Director of Graduate Admissions and Enrollment Management at the University of Louisville. Previously, he was the Director of Marketing, Recruitment, Student Success and Partnerships of the Graduate School Bradley University. With 20 plus years of higher education & commercial marketing experience, Shabeer developed student retention strategies, including developing, implementing, and maintaining current student communication and social media strategy.

He advises students on admissions, immigration, academics, and ESL programs. Shabeer developed innovative strategies {"3C" - Connect, Communicate and Collaborate and ConneCtIonS} for increasing the recruitment of prospective students in graduate programs from inquiry to graduation. Shabeer also taught international business & marketing courses and other professional courses at the University.

Shabeer serves in various non-profit organizations. He is currently working with NAFSA as Trainer Corp Dean of Credential Evaluations and Member Engagement Committee Member, NACADA, and AACARO committees. Shabeer's research has been published in Springer, Nova Publications, other commercial and research journals, and in the proceedings of various international conferences. Shabeer has won multiple awards. One special mention, which is very close to his heart — Peoria 40 under 40 Leadership Award for community engagement.



Steven Boyd, Dean of Enrollment Management & Student Life, Unification Theological Seminary

Steven Boyd is the Dean of Enrollment Management & Student Life and a Lecturer in Management at Unification Theological Seminary in New York City. He is also an Affiliate with Gateway International Group, providing insight in International Student Recruitment and Admissions. Steven began a career in higher education at the University of Bridgeport in 2001 where he was Director of Graduate Admissions, Assistant Director of the English Language Institute, and Director of International Admissions. He later served at the University of New Haven as Executive Director of Graduate and International Admissions.

Mr. Boyd's expertise lies in data-driven strategic international recruitment and market development employing student-centered recruitment initiatives. He is Past President of the American International Recruitment Council (AIRC) and was a member of the AIRC Board of Directors from 2017-2020. He has been actively involved in NAFSA, AIEA, International ACAC, EAIE, IIE, NACUBO, EnglishUSA, IC3, EducationUSA Forum, and ICEF, as a presenter on strategic recruitment and market development in the MENA region, Latin America, and Asia.



Dr. David L. Di Maria, Senior International Officer and Associate Vice Provost for International Education, University of Maryland, Baltimore County (UMBC)

Dr. David L. Di Maria is currently Senior International Officer and Associate Vice Provost for International Education at the University of Maryland, Baltimore County (UMBC). Prior to UMBC, he served as Associate Provost for International Programs at Montana State University and Director of International Programs and Services at Kent State University. He has also held various elected leadership positions with major professional associations, including President of the American International Recruitment Council and Chair of NAFSA's International Education Leadership Knowledge Community.

Dr. Di Maria studied abroad in Estonia and taught abroad in Russia. He earned a doctorate in education from the University of Minnesota, where his research focused on campus services for international students.



Michelle Kowalsky-Goodfellow, Executive Director of Undergraduate Admissions, Western New England University

Michelle Kowalsky-Goodfellow is currently the Executive Director of Undergraduate Admissions at Western New England University. She has been at Western New England University for 16 years where she has served as an Assistant Director of Admission, Coordinator of Transfer and International Admissions, Associate Director of Admissions, Director of International Admissions for 7 years and most recently in her current role since July of 2019. Prior to starting at WNE, Michelle worked at a small school in NC as an Admissions Counselor where she was also in charge of international recruitment.

Michelle has served as the Chair of Study Massachusetts, a state-based consortium that promotes internationalization in the state; the NAFSA Region XI International Enrollment Management representative; a NAFSA Trainer Corp member, Dean of Curriculum, and Lead Trainer; a member of the Hotcourses Advisory Board; Board Member for the New England Transfer Association; and on the New England Association for College Admissions Counseling professional development committee and annual planning committee. Michelle has an M.Ed from Springfield College and her bachelor's degree from Catawba College.



Kevin Kucera, Vice President for Enrollment Management, Eastern Michigan University

During the last fifteen years of a higher education career spanning forty years, Mr. Kucera has successfully designed and implemented strategic enrollment plans for two Mid-American Conference (MAC) universities. Kucera is currently serving as Vice President for Enrollment Management at Eastern Michigan University (2011-present) and previously served as Associate Vice President for Enrollment Management at the University of Toledo (2006-2011). Under Kucera's leadership, the University of Toledo experienced record gains in freshmen classes and student diversity.

Eastern Michigan University has also achieved the largest freshmen classes in history under Kucera's leadership. In addition, EMU graduation rates have seen a significant increase along with substantial enrollment increases in fully online degree programs. Kucera has significant expertise in financial aid leveraging, work process mapping, and leveraging technology for use in customizing marketing and communication messages.

Kucera has extensive international travel experience in China and the Middle East, while brokering agreements for joint colleges and other recruitment related strategies.



Joann Ng Hartmann, Senior Director for International Enrollment Management — International Student and Scholar Services and Volunteer Engagement, NAFSA

Joann Ng Hartmann, MS, is the Senior Director for International Enrollment Management — International Student and Scholar Services and Volunteer Engagement at NAFSA: Association of International Educators. In her capacity, Joann provides strategic leadership, development and implementation of professional development opportunities, publications and programs and she has oversight for maintaining effective regulatory practice relationships with federal agencies that regulate mobility and enrollment of international students and scholars.

Joann has over 25 years' experience in international education. Prior to NAFSA, Joann was at The University of Tennessee, Knoxville directing and managing the student and scholar services unit, including institutional compliance, orientation, student/scholar advising and programming as well as providing international recruitment strategy and support. Joann was an active volunteer leader for NAFSA serving in various regional and national capacities. She has written training curriculum, presented workshops and sessions at many national and international conferences. She holds an MS in communication from the University of Louisiana, Lafayette.



Dr. Downing A. Thomas, Former Associate Provost and Dean of International Programs, University of Iowa

Downing A. Thomas served as Associate Provost and Dean of International

Programs at the University of Iowa from 2008 through 2019. He has also served as Associate Dean of International Programs and Chair of the Department of French and Italian. In 2005, Thomas was named Chevalier dans l'Ordre des Palmes académiques (Knight in the Order of Academic Palms) by the French government. In 2007, Thomas was elected President of the Association of Departments of Foreign Language. In 2013, he was awarded an honorary professorship at Hebei Normal University in China.

Thomas has delivered invited lectures at University of Virginia, NYU, University of California-Berkeley, and Stanford University, among others. He has published articles and presented numerous lectures focused on aspects of international education, including strategic internationalization in higher education. A recent publication is entitled "Mapping the Scope and Impact of International Partnerships," *IENetworker* (Fall, 2018): 13-14.



Emily Tse, Director of Evaluations, International Education Research Foundation (IERF)

Emily Tse is the Director of Evaluations at International Education Research Foundation (IERF), a non-profit agency founded as the first credentials evaluation service in the U.S. She received her Bachelor of Arts in Classical Studies from the University of Pennsylvania and her Master of Philosophy, also in Classics, from Cambridge University. Active in the field for over 20 years, Emily has presented at conferences at the regional, national, and international level, as well as contributed to publications such as IERF's Country Index series, NAGAP's Perspectives, TAICEP TALK, and NAFSA's IEM Spotlight.

Emily currently serves on TAICEP's Digital Student Data Taskforce and was co-chair of their 2021 Digital Docs Provider Fair. She also sits on AACRAO's International Education Standards Council (IESC). Among its responsibilities, the IESC oversees and approves the placement recommendations found on the AACRAO EDGE database. In 2008, she received the Pioneer Research Grant for her comparative study on credentials evaluation in four countries. In 2019, she was given NAFSA's Award for Outstanding Contribution to International Enrollment Management (IEM).



David B. Woodward, President, American Consortium of Universities

David is Founder of DAVID WOODWARD & ASSOCIATES LLC (DW), President of the American Consortium of Universities, a Principal of Yunity LLC, and the Senior Advisor for Strategic Outreach for INTERLINK International Institutes. He has previously served as Special Assistant for International Relations for Seattle Pacific University, Senior Advisor for American University of Sharjah Enterprises LLC, and President & CEO of Associates in Cultural Exchange (1998 to 2016). David has led multi-site organizations nationally, marketing and outreach internationally, corporate board and organizational development, and setting up strategic relationships worldwide. He has coordinated the formation of several key international marketing consortia, and collaborative initiatives across professional disciplines. In addition, David has initiated the development of various business startups and educational projects involving small businesses, universities, corporations, and government agencies within the U.S. and in peer regions of the world.

David was born in Iran where he spent his early youth and developed a fascination for languages and cultures of the world becoming fluent in Persian, French and Arabic. David holds a Master of Education in Higher Education with a specialization in Teaching English as a Second Language, a Master of Arts in Near Eastern Languages and Civilization, a Bachelor of Arts in Linguistics, and a Bachelor of Arts in History from the University of Washington. Over his teaching and administrative career David has presented extensively in forums and conferences on international education, cross-cultural communication, language education, international program administration, and Middle East civilization. A NAFSA member since 1987, David most recently served as the IEM KC Sponsored Program Liaison.

Publication: Managing a Successful International Admissions Office: NAFSA's Guide to International Admissions (contributing author), Mar 1, 2017.

Chat with our experts

Get in touch with our team to learn how we can help streamline and improve your student conversion. We look forward to speaking with you soon!

t: 1-800-257-6052

e: info@uniquet.global

 LinkedIn

 Twitter

Name *

Email *

Institution

Phone

Message

Submit



The
PIEoneer
Awards
2019

Public/private partnership of the year finalist

pioneerawards.com

Make the Most of Your International Admissions Pipeline



Specialists in International Enrollment Management

We believe **international student enrollment** is driven by personal interactions, so we partner with colleges and universities to personally engage and convert prospective students at scale. Acting as an extension of your Enrollment Management team, we apply the **insights**, an **expert team**, and the platform to deliver proactive and personal support for every international student – maximizing conversion at every step from inquiry to enrollment. **Contact us** today to learn how we can help you meet your international student enrollment goals.

- 1 More applications from the students you want
- 2 Increased yield from admit to enroll
- 3 Strategic nurturing of your long-term prospects
- 4 Meaningful data to inform future international enrollment strategy

See how we work together

“UniQuest provides outstanding skill and expertise in managing communication messaging to our international prospect and applicant pool. UniQuest has developed strong lead scoring

modeling, combined with targeted multi-channel communications to significantly improve our prospect to applicant rate, as well as our overall yield rate. They have excellent strategic communication channels including; phone, web chat, live chat, e-mail, instant messaging, and Skype. These tools help deliver dynamic content based information. The UniQuest staff has become part of our enrollment management team!"

Kevin Kucera, Vice President & Chief Enrollment Officer, Eastern Michigan University

See international student conversion insights on the blog



Guest perspective: International education and public policy shaped by HEIs



10 steps for hosting a digital international student recruitment event that converts



Pillars of a High-Performing International Student Yield Operation



Make Travel More Effective in 2020

Meet the UQ leadership team





Rachel Fletcher

CEO & Co-founder



Natalie Letcher

Chair & Co-founder



Megan Prettyman

VP for Partner Success, North America



Peter Lynch

Commercial Director



James Sheppard

Global Operations Director



Jennifer Parsons

Product and Partnerships Director

Chat with our experts

Get in touch with our team to learn how we can help streamline and improve your student conversion. We look forward to speaking with you soon!

t: 1-800-257-6052

e: info@uniquet.global

 LinkedIn

Name *

Email *

Institution

Phone

Message



The
PIEoneer
Awards
2019

Public/private partnership of the year finalist

pieoneerawards.com