

- MARCUS KIDD -

[linkedin.com/in/marcus-kidd/](https://www.linkedin.com/in/marcus-kidd/)

Education

Kansas State University, Manhattan, KS

- PhD, Counseling and Student Development Anticipated: December 2026
- Masters of Science, Counseling and Student Development 2016
Graduate Certificate: Academic Advising
- Bachelor of Arts, Psychology 2014

Student Affairs Experience

Kansas State University, Manhattan, KS

College of Education

Assistant Director of Enrollment Management & Institutional Partnerships 2019 – Present

- Develop and execute comprehensive undergraduate recruitment and yield strategies to increase applications, admits, and enrollment of high school and transfer students
- Lead enrollment management planning in partnership with college leadership, providing data-informed recommendations to guide strategy and decision-making
- Manage and optimize the prospective student pipeline, including CRM communications and engagement strategies reaching 4,500+ students annually
- Leverage data analytics and reporting tools (e.g., PowerBI) to monitor enrollment trends, inform strategy, and communicate performance to senior leadership
- Direct signature visit and recruitment experiences, including daily campus visits and large-scale events, to enhance student engagement and conversion
- Collaborate with central admissions and campus partners to align recruitment, orientation, and transition initiatives across the institution
- Lead and develop a cross-functional team of professional staff and graduate assistants supporting recruitment, retention, and engagement initiatives
- Recruit, train, and oversee 50+ student ambassadors, developing deployment strategies to maximize outreach and impact
- Advance retention initiatives and student success strategies, including advising support and targeted programming for special populations (e.g., Call Me MiSTER)
- Design and implement marketing and communication strategies, including digital campaigns and recruitment messaging for prospective students and families
- Strengthen external partnerships with alumni, schools, and community stakeholders to expand recruitment pipelines and outreach efforts
- Support academic operations and student progression processes, including graduation audits and coordination of advising and onboarding efforts

K-State First

Foundations of College Student Success & Campus Culture Instructor 2017 – Present

- Taught first-year student success courses focused on retention, academic success, and student engagement
- Designed curriculum and mentored students to support transition, persistence, and academic planning

K-State Alumni Association

Assistant Director of Student Programs 2016 – 2019

- Advised the Student Alumni Board, an organization that is comprised of 45 students that facilitates programming for the Alumni Association
- Served as chair of the All-University Homecoming committee and coordinated all aspects of Homecoming that directly engaged more than 13,000 people

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- Organized the Just for Juniors student recruitment program which is a primary recruitment event for high school junior students
- Coordinated Alumni Association training of Orientation and Enrollment Leaders, Wildcat Warm-Up Counselors, and new Admissions Representatives for the university
- Tracked and managed all student program-related budgetary expenses which exceeded \$160,000
- Coordinated the Student Awards nomination and award process that recognizes six high-achieving graduates for their accomplishments during their time as students
- Collaborated with University faculty and staff to plan KSUnite, a capital event working towards increasing competencies of diversity and inclusion for faculty, staff, students, and community members

Delta Sigma Phi

Lead Chapter Advisor 2016 – Present

- Advise and mentor a chapter of 100+ members, supporting leadership development, organizational operations, and member accountability
- Develop and facilitate educational programming on leadership, personal development, and risk management
- Guide executive leadership through strategic planning, conflict resolution, and organizational growth initiatives

Standards Board Advisor 2014 – 2016

- Advise the Sergeant-At-Arms position for the chapter in planning and executing events throughout the year
- Advise the Standards Board committee to ensure that current members uphold organization values
- Collaborate with the Chapter Advisor to create an advising board for undergraduate executive board members
- Co-advise the undergraduate chapter of more than 100 men

Office of Fraternity & Sorority Life

Graduate Assistant – Special Projects 2014 – 2016

- Organized and maintained the department's portion of events hosted by New Student Services that included campus visits with prospective students and chapter facility visits
- Hired, trained, and supervised 20 Greek Ambassador student staff on how to interact with prospective students during personal appointments and regional recruitment events
- Coordinated special events with the Interfraternity Council and Panhellenic Council Directors that included recruitment events like Greek Experience, an event that attracted more than 200 high school students
- Managed website content for the department that included upcoming events and contact information for fraternity and sorority leaders by using the OmniUpdate content management system

Office of Student Activities & Services

Graduate Assistant 2014 – 2015

- Facilitated student organization registration meetings and presentations for the department
- Advised the Student Governing Association Communications Committee, which focused on promoting the organization to more than 20,000 students on campus
- Coordinated the Union Expo & Activities Carnival, an event where more than 200 student organizations set up booths and exhibits for incoming students to learn more information about the different opportunities available at Kansas State University

Professional Experience

AMC Theatres / Carmike Cinemas, Manhattan, KS

Manager (progressively promoted from Operations Manager to Managing Director) 2011 – Present

- Lead large-scale operations and staff development for a high-volume entertainment venue, overseeing teams of 40–75 employees and multiple layers of leadership

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- Direct full-cycle talent management, including hiring, training, performance management, and retention strategies to sustain a high-performing workforce
- Manage financial operations for a multi-million-dollar business unit, including budgeting, expense control, and revenue performance oversight
- Develop and implement operational and staffing strategies to improve efficiency, optimize labor utilization, and enhance overall performance
- Cultivate community and business partnerships to support marketing, promotions, and customer engagement initiatives
- Design and enhance internal training and evaluation systems to improve employee development, leadership readiness, and organizational effectiveness

Affiliations

Kansas State University, Manhattan, KS

Faculty Senate

Secretary	2025 - Present
Senator, Professional Staff Term Caucus	2024 – Present
Secretary, Professional Staff Affairs Committee	
<i>Student Employee of the Year Awards Committee</i> , Committee Member	2018 – 2022
<i>Campaign for Non-Violence</i> , Committee Member	2017 – Present
<i>Office of Honor & Integrity</i> , Honor Council Member	2015 - Present

Volunteer/Community Service

Riley County Joint Corrections Advisory Board	2018 - Present
Manhattan Area Risk Prevention Coalition	2013 - Present

Honors & Awards

Lindemuth Chapter Advisor of the Year , Fraternity & Sorority Life at K-State	2025
Advisor of the Year , Fraternity & Sorority Life at K-State	2018, 2022
CASE ASAP Advisor of the Year	2018
CASE Award Winner (Gold Status) , Student Alumni Board Diversity Recruitment	2018