

## EDWARD T. CUSTARD

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Educational Consulting Services  
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### SUMMARY

Educational consultant/online communications professional with thirty years in college admissions and counseling; sixteen years in Internet-based proprietary online communications, content design and development/marketing. Founding senior management at firm providing live, interactive, college admission and financial aid advice via the World Wide Web. Author/editor of four major college guides; contributor to award-winning software, websites, and television programs; host of the first regularly-scheduled live online college admission forums. Undergraduate and graduate admissions professional at highly selective academic and performing arts institutions. Extensive public speaking at professional conferences and workshops, secondary schools, and universities; widespread international media exposure.

### EXPERIENCE

#### COLLEGEMASTERS

Chester, New York

#### **Educational Consultant/Principal, 1992 – present**

*(Note: Professional positions held while continuing in my consulting practice follow this entry.)*

- Founding partner at educational consulting firm with offices in New York's Hudson Valley and Colorado Springs, Colorado
- Client: Governor's Committee on Scholastic Achievement. Consultant for college admission curriculum development and training for non-profit mentoring program. Workshops held at Federal Reserve Bank, Bear Stearns, Lehman Brothers, Oppenheimer Fund, public high schools.
- Client: TMP Worldwide. Consultant for higher education marketing division of one of the world's largest recruitment advertising firms—owners of Monster.com, FastWeb.com, and FinAid.org.
- College Summit. Director of College Counseling and pedagogy/technology advisor for D.C. based non-profit focused on increasing college opportunities for low-income students nationwide.
- Consultant to college presidents, admission officers, and secondary school guidance departments
- Lead author, "The Best 331 Colleges" (Random House), the best-selling subjective college guide (1993 through 2000 editions)
- Co-author, "The Complete Book of Catholic Colleges" (Random House)
- College admission expert for "School's Out" on Cablevision's MSG Metro Learning Center, aired on live broadcasts throughout the New York metropolitan area over 150 times during 1997 – 1999
- Client: National Council of Negro Women, East Bronx Section. College visit program.
- College admission consultant/co-author for "Inside The SAT" CD-ROM (Princeton Review), Software Publisher's Association Codie Award Winner for Best Educational Software, 1995
- Script advisor/on-air college admissions expert for "SATV—Student Admissions Television," Cable Ace Award nominee for Best Educational Program, 1994 (TIME/Warner Home Video; sponsored by Random House, Sasson, and the Princeton Review)
- Author, "Counselor-O-Matic" (Random House, The Princeton Review, TIME)
- Bankers Trust Portfolio Scholarship Program selection committee member, 1994 and 1996

## **MONSTER, INC/TMP WORLDWIDE ADVERTISING AND COMMUNICATIONS**

New York, New York

### **Enrollment Solutions Group, Client Consultant/Director of Business Development, 2004 – 2006**

- Consultant for boutique advertising and communications agency focused on college and university marketing services; a subsidiary of Monster, Inc.
- Advise prospective and current clients on services including branding, strategic research, advertising, print collateral, and interactive media (website development, email marketing, search engine optimization, return on online investment)
- Develop, create, and execute marketing campaigns for company business development efforts
- Advise other divisions of company on issues related to the higher education marketplace; conduct and compile research in support of this advisory role

## **PUREADVICE**

New York, New York

### **Co-Founder and Senior Vice President, Educational Services, 1998 – 2001**

- Second member of start-up team/senior management to come on board at award-winning Internet-based college admission and financial aid advising service
- Site concept and development for content and tools on PureAdvice.com (a Wall Street Journal in the Classroom Site of the Day and Lightspan StudyWeb Academic Excellence Award winner)
- Database information architecture and algorithm specifications and development for website college search tools, PureKnowledge Interactive Glossary, and student assessment/profiling tools
- Established and maintained relationships with the College Board for college and university information and statistics database and ScreamingMedia for daily education news feeds for site
- Designed, developed, and implemented online college advising program in conjunction with university faculty and national leaders in the college admission and counseling professions
- Specifications and design supervision for development of proprietary college advisor software graphical user interface in collaboration with outside eCRM vendor eAssist of San Diego, CA
- Developed comprehensive recruitment campaign (conferences, phone, email, direct mail) for online advisors from within the ranks of current professionals in counseling, admission, and financial aid, resulting in over 50 online advisors with nearly 19 years average experience
- Created live online remote training programs and manuals for online advising personnel
- Developed relationships and represented firm as site/content expert with investors and partners
- Identified and recruited professionals in counseling, admission, financial aid, and education-related for-profit companies to join advisory board; developed meeting agendas/liaison for same
- Corporate representative to professional associations and not-for-profit organizations focused on college admission and counseling; developed successful endorsement and collaborative proposals presented to the National Association for College Admission Counseling (NACAC) and the Independent Educational Consultants Association (IECA)

## **THE PRINCETON REVIEW**

New York, New York

### **Director of Admissions Services, 1996 – 1998**

- Senior Editor, "The Best College For You" TIME/Princeton Review newsstand college guide
- Editor/author, "The Complete Book of Colleges" (Random House)
- College admission expert for weekly Cablevision program "Princeton Review Live!," aired throughout the New York metropolitan area.
- Content author for award-winning website features "Counselor-O-Matic" (a USA Today Site Of The Day), "Find-O-Rama," and "Remind-O-Rama" college counseling tools

- College/university liaison for Database/Research Department
- Project advisor for Database/Research Department
- Script advisor/on-screen expert/contributing author for "College Advisor" CD-ROM, Software Publisher's Association Codie Award nominee for Best Educational Software, 1996
- Consultant/script advisor for Channel One in-school television series on college admission

**Director of Online Information Services, 1994 – 1996**

- Forum Manager for Princeton Review sites on AOL, MSN, and eWorld online services
- Content development, production, and maintenance for all Princeton Review online services
- "Admissions Expert" weekly live chat sessions on AOL and eWorld
- "Ask The Admissions Expert" message boards on AOL, MSN, and eWorld
- Author of proposal creating USENET newsgroups soc.college.admissions and soc.college.financial.aid
- HTML (Hypertext Markup Language) coding for original Princeton Review website, review.com

**STATE UNIVERSITY OF NEW YORK AT PURCHASE**

Purchase, New York

**Director of Admissions, 1991 – 1992**

- Instituted the first national recruitment campaign conducted by the admissions office
- Redesigned all admissions literature and refocused all recruitment travel
- Reconfigured inquiry databases and implemented prospective student tracking system
- Enhanced prospective student access to Deans, faculty, and the campus
- Served on the President's Advisory Committee and the Academic Council of Deans
- Served on the Council for the Advancement and Support of Education/USA Today panel of admissions experts, 1991 and 1992

**NEW COLLEGE OF FLORIDA (*formerly New College of the University of South Florida*)**

Sarasota, Florida

*The Honors College Of The State University System Of Florida*

**Director of Admissions, 1989 – 1991**

- Chaired the nation's most selective public college admissions committee
- Developed and implemented the College's first international recruitment campaign
- Developed highly successful, attention-getting Student Search Service direct mail campaign
- Increased enrollment of minority and international students
- Developed and refined proprietary software programs for statistical reporting
- Represented the College on the State University System Admissions and Records Committee
- Served on CASE/USA Today panel of admissions experts, 1990
- Researched and developed the College's first national recruitment efforts

**Associate Director of Admissions, 1987 – 1989**

- Managed all internal admissions office operations, including candidate evaluation
- Awarded merit scholarships and monitored financial aid awards
- Supervised production of all admissions publications and direct mail campaigns
- Developed and implemented admissions application processing system
- Developed and refined office computer processing system and functions
- Served on Provost's Minority Faculty and Staff Recruitment Task Force

**Assistant Director of Admissions, 1985 – 1987**

- Created and developed the New College Alumni/ae Association
- Created, developed, and supervised student and alumni volunteer networks

#### **NEW YORK UNIVERSITY**

New York, New York

**Admissions Counselor, Tisch School of the Arts and Gallatin School, 1980 – 1985**

#### **LADYCLIFF COLLEGE**

Highland Falls, New York

**Admissions Counselor, 1979 – 1980**

#### **NOTEWORTHY PROFESSIONAL ACCOMPLISHMENTS**

- Guest lecturer on highly selective college admission for graduate students in counselor education programs at Long Island University/C.W. Post campus, Old Westbury, NY and Mercy College, Dobbs Ferry, NY
- Director of College Counseling for College Summit, an annual summer program focused on increasing college attendance among low-income students from urban and rural areas throughout the United States; success rate exceeds three times the normal college-bound rate for this demographic cohort
- Quoted on college admission issues on NBC Nightly News, MSNBC, CNBC Business Update, National Public Radio, NHK Japanese Television, the BBC, and in The Wall Street Journal, The New York Times, USA Today, The Washington Post, The Philadelphia Inquirer, The Dallas Morning News, The St. Petersburg Times, The Miami Herald, TIME Online, and Rolling Stone. Thousands of additional appearances or quotes on television, radio, the Internet, and print media throughout the United States and abroad.
- "The Two Rs - Reading and Rating: Opening the Door to Highly Selective College Admission," a 2-3 hour interactive lecture/seminar presented on more than 200 occasions nationally and abroad. Widely acclaimed by students, parents, educators and the media. Broadcast on educational cable television and presented at international, national, and regional educational conferences.
- Conducted the first live remote online/in-class college counseling session, with Apple Computers, Inc., from New York with seniors at Tempe High School, Tempe, Arizona via eWorld, 1995.
- Hosted the first regularly scheduled live college admissions Q&A sessions online; AOL, 1994.
- National Hispanic Institute College Advisory Board member, 1990 – 1992.
- European Council of International Schools conference speaker, The Hague, Netherlands, 1989.

#### **EDUCATION**

##### **MANHATTANVILLE COLLEGE**

Purchase, New York

Bachelor of Arts, 1979 Major: Political Science Minors: Music (Percussion), Theatre

##### **NEW YORK UNIVERSITY *Steinhardt School of Education; The Gallatin School***

New York, New York

Graduate Study, 1980 – 1984 Programs: Higher Education Administration, Music Industry