

Adam W. Rubin

Portland, ME 04103 | 207-409-6430 | awr1203@gmail.com | www.linkedin.com/in/adamwrubin

SUMMARY

Experienced international education leader with 25+ years developing innovative programs, guiding and implementing strategic plans, and successfully managing projects and teams worldwide. Extensive background in international projects and operations, and international program development and assessment. Cross-cultural specialist with superior intercultural communication skills and experience training and mentoring staff, providing academic, personal, and emergency support, advising students, and connecting people around the world in order to achieve successful project outcomes. Trusted senior leader who can help educational institutions and international organizations improve and expand program portfolios, increase student enrollments, develop partnerships, strengthen health and safety protocols, and provide superior academic and cultural support to students from diverse backgrounds.

SKILLS & PROFICIENCIES

Strategic Development | International Partnerships | Program Development and Evaluation
Cross-Cultural Communication | Global Staff Leadership and Development | Student Recruitment and Enrollment Management | Budget Development and Management | International Risk Assessment and Management | Student Advising | Diversity and Inclusion | Public Presentation | Support-Minded Approach

EDUCATION

M.A. East Asian Studies, 1995, Stanford University, Stanford, CA

B.A. Economics, 1991, Whitman College, Walla Walla, WA
cum laude, Phi Beta Kappa

PROFESSIONAL EXPERIENCE

THE COLLEGE OF GLOBAL STUDIES, ARCADIA UNIVERSITY, Glenside, PA 1/2019 – 9/2020
Arcadia University is recognized nationally as a leader in U.S. study abroad. The College of Global Studies provides students with more than 100 international academic program options.

Director, Institutional Relations and Enrollment Management

Provided senior leadership to the teams responsible for expanding U.S. college and university partnerships, increasing student applications and enrollments, and providing superior academic and personal advising for students from diverse academic and personal backgrounds.

- Used strategic planning and analysis to make data-informed decisions designed to streamline inquiry management process, improve application conversion and retention, and increase overall enrollments; increased inquiries 130% in first year.
- Created and implemented new regional team structure to help increase institutional partnerships and student enrollments; led to increase in schools using Arcadia programs and the development of regional strategic plans for targeted student recruitment and institutional relationship management.
- Led development of virtual engagement and recruitment strategy to help Arcadia expand institutional partnerships and recruit students during COVID-19 pandemic; served on Crisis Response Team and Diversity and Inclusion working group.
- Actively managed 16 direct reports and collaborated with team on new and improved admissions processes and student advising and pre-departure support services that helped generate an increase in completed applications, improved overall retention, addressed key diversity and inclusion issues, and utilized a new “appreciative advising” approach to improve personal and academic advising.

AWR INTERNATIONAL, Portland, ME

6/2016 – Present

AWR International leverages experience and connections on six continents and 40+ countries to help clients cultivate relationships, develop new international programs and projects, and strengthen their global operations and presence.

Founder and Principal

Founder and principal of international education and business consulting organization.

- Provide strategic consulting support to domestic and foreign universities, high schools, and organizations; expertise in academic and experiential program development and evaluation, operations, program management, risk management, institutional relations, cross-cultural communication, and market research.
- Successfully helped develop a new high school program division for a program provider, a U.S. campus network for an international organization, and an improved health and safety orientation and a new risk management position for a U.S. college.

ROAD SCHOLAR, Boston, MA

7/2017 – 1/2018

Road Scholar (Elderhostel) is the leading provider of educational travel programs and learning adventures for members of the lifelong learning community and families.

Associate Vice President, International Programs

Directed the development, management, and evaluation of international programs in 150+ countries for the leading non-profit adult educational travel organization.

- Developed new educational travel programs and worked with global team on program quality and customer service improvements; strengthened team communication, and helped drive increased program enrollments (+15%) in key locations through collaboration with marketing and analytics teams.
- Supervised domestic and international professional staff and led weekly global program quality review meetings that helped team achieve and exceed annual NPS targets (90/100).

COUNCIL ON INTERNATIONAL EDUCATIONAL EXCHANGE (CIEE), Portland, ME 11/1995 – 5/2016

CIEE is the leading U.S. international educational exchange organization, providing opportunities for U.S. students to study abroad on academic programs and participate in global internships and research on six continents and for foreign students to study and participate in work exchange programs in the U.S.

Executive Director, Program Development and Evaluation (2014 – 2016)

Directed global program development and evaluation for the leading provider of academic year, semester, and short-term academic programs for U.S. college and university students.

- Spearheaded development of innovative academic and experiential program models and successful reconfiguration and expansion of summer program portfolio (100%+ increase in enrollments); led development of Global Institute/Open Campus model, strategic STEM program initiative, and new First-Year Student program model and supported integration of custom faculty-led programs into global study center infrastructure
- Collaborated with CEO and senior management team on strategic development initiatives and directed quality assessment process for more than 250 programs in 40+ countries;

Senior Program Director, Africa, Asia Pacific, and Middle East (2012 – 2014)

Directed CIEE Study Abroad program operations in 17 countries across Africa, Asia Pacific, and Middle East.

- Successfully managed globally-based team of 20+ direct reports and annual departmental budgets exceeding \$25M.
- Developed new offices and programs in Israel, the UAE, Australia, China, and Taiwan.

Program Director, Africa, Middle East, and Eastern Europe (2006 – 2012)

Managed diverse portfolio of academic centers in 14 countries in Africa, Middle East, and Eastern Europe.

- Oversaw development of new centers in Botswana, Ghana, Morocco, Sweden, South Africa, Tanzania, and Turkey; helped increase student enrollments in region by 400%.
- Successfully negotiated and managed institutional agreements with foreign universities and service providers and directed annual budgets in excess of \$20M.

Director, Campus Relations (2004 – 2006)

Led team responsible for developing and managing relationships with 200+ new and existing U.S. college and university member institutions.

- Achieved strategic updates to institutional membership program, significant membership growth (25%+), and improvements and operational efficiencies to program promotion and student recruitment processes.
- Exceeded annual sales (application) and created and directed campaigns for lead generation and conversion; facilitated successful advisor site visits to multiple CIEE global locations in order to help increase partner support for programs and increase student enrollments.

External Relations Officer, Asia Pacific (2003 – 2004)

Managed relationships with key group of U.S. colleges and universities through visits, ongoing communication, presentations, and international site visit facilitation and helped increase applications and enrollments for programs throughout Asia Pacific region.

- Led Asia Pacific program promotion and recruitment efforts and facilitated advisor and faculty site visits to Vietnam, Cambodia, China, and Japan to strengthen institutional partnerships

Resident Director, CIEE Study Center, Tokyo, Japan (1995 – 2003)

Served as on-site director of international exchange program for U.S. university students in Tokyo, Japan

- Successfully managed all administrative and academic aspects of the center and provided 24/7 academic and personal support to U.S. students; led enrollment growth of 250% during 8-year tenure
- Negotiated agreements between CIEE and Japanese partner universities; hired program faculty and taught CIEE core course; led on-site risk management efforts and provided superior support to students, faculty, host families, and community partners

WHITMAN COLLEGE, Walla Walla, WA

8/1992 – 6/1994

Whitman College is a top liberal arts college, consistently ranked as one of the best small colleges in the U.S. and known for its overall value, strong academic programs, and the quality and accessibility of its professors.

Resident Director (1992 – 1994)

Supervised co-educational residence hall and 9 house Interest House system.

- Trained and supervised staff members, organized educational programs, and provided personal and academic advising for a diverse group of domestic and international undergraduate students.

Assistant Director, Student Activities (1993 – 1994)

Organized major campus events and mentored student organization leaders

- Led development and successful implementation of major campus events, including Student Activities Fair and Visitors' Day, and assisted student organizations with management and program planning

JAPAN MINISTRY OF EDUCATION, Aiko, JAPAN

8/1991 – 8/1992

Selected as Ministry of Education-sponsored English teacher for Japan Exchange and Teaching (JET) Program

English Teacher, JET Program, Aiko High School

Taught engaging English classes at a public high school in rural Japan, collaborated with Japanese teachers on curriculum development, and organized after-school English club and cultural events.

PUBLICATIONS, WORKSHOPS, & CONFERENCE PRESENTATIONS

"International and Multicultural Living," Conference Presentation: Northwest Association of College and University Housing Organizations (NWACUHO), Banff, Canada. April 1994.

Feeding a Hungry World: Focus on Rice in Asia and the Pacific, Contributing Author, Stanford Project on International and Cross-cultural Education (SPICE). May 1995.

"Thoughts on School Violence." Newspaper Article, Nikkeiren Shimbun, Tokyo, Japan. June 1996.

International Communication Series, Co-Coordinator and Presenter, Tokyo, Japan. Spring 1997.

"The Impact of the Exchange Experience on Students and Host Culture Participants," Conference Presentation: Council on International Educational Exchange Annual Conference, Boston, MA. November 1998.

"Culturally-Specific Pre-Departure/On-Site Orientation Programs for Study Abroad Students," Panel Presentation, NAFSA Region VIII Conference. November 1999.

"Kiso Eigo 1". Narration for monthly educational radio program, NHK Broadcasting, Japan. 1999-2000.

"The Problem of Academic Transparency in Asian Universities". Conference Presentation: Council on International Educational Exchange Annual Conference, Montreal, Canada. November 2000.

Rubin, Adam, Hayasaka Makoto, and Takayama Yoshiki. Eikaiwa no Kihon. (Effective English Communication), Takahashi Shoten Publishing, Tokyo. May 2002.

NAFSA Advocacy Day, Participant, Washington, DC. May 2006.

"Studying Abroad in Sub-Saharan Africa," Panel Presentation, NAFSA Montreal Conference. May 2007.

"Challenges in African Program Development," Panel Presentation, NAFSA Washington DC Conference. May 2008.

"Study Abroad in the Middle East: Challenges and Opportunities," Panel Presentation, NAFSA Washington DC Conference. May 2008

Study Abroad Administrators Security Overseas Seminar, OSAC, Washington DC. May 2008.

"Safety in Education Abroad: What we know. What we think we know. How we plan to find out," Panel Presentation, CIEE Annual Conference, Nashville, TN. November 2008.

"Arabic Abroad 101: Challenges and Opportunities with Arabic Instruction for Americans Studying in the Arab World," Conference Workshop Co-Coordinator and Presenter, CIEE Annual Conference, Istanbul, Turkey. November 2009.

"You Can't Handle the Truth: The Challenge of Screening Students for Study Abroad," Panel Presentation, CIEE Annual Conference, Istanbul, Turkey. November 2009.

"Unexpected Aspects of the Experience of a Student Fatality," Co-Presenter, Forum on Education Abroad Standards of Good Practice Institute: Beyond the Basics of Health, Safety and Security," Charlotte, NC. March 2010.

"Dealing with the Death of a Student Abroad," Forum on Education Abroad, Standards of Good Practice Institute: Beyond the Basics of Health, Safety and Security, Evanston, IL. May 2011.

"Accommodation and Response: What You Need to Know About Pre-Existing Mental Health Conditions and Psychotropic Medications," NAFSA Region XI Conference, Manchester, NH. November 2011.

"Health, Safety, and Risk Management in Education Abroad." CEP Workshop Lead Trainer, NAFSA Annual Conference, Houston, TX. May 2012.

"Mental Health Issues Abroad: Screening, Management, and Response." CIEE Annual Conference, Shanghai, China. November 2012.

"Health, Safety, and Risk Management in Education Abroad," CEP Workshop Trainer, NAFSA Annual Conference, St. Louis, MO. May 2013.

"Water, Water Everywhere." (Water-related health, safety, and security issues on study abroad programs) NAFSA Annual Conference, St. Louis, MO. May 2013.

"Social Impact and Community Engagement: Experiences from Turkey." EAIE Annual Conference, Istanbul, Turkey. September 2013.

"Findings from the Education Abroad Risk Management State of the Field Survey." Co-Presenter, NAFSA Annual Conference, San Diego, CA. May 2014.

"Health, Safety, and Risk Management for Education Abroad." CEP Workshop Trainer, NAFSA Annual Conference, San Diego, CA. May 2014

"Sounds Cool, but How Do you Know? Program Development and Risk Tolerance," Co-Presenter, Forum on Education Abroad Annual Conference, New Orleans, LA. May 2015.

"To Go or Not to Go: Program Development, Risk Tolerance, and Liability Considerations in Education Abroad," Co-Presenter, NAFSA Annual Conference, Boston, MA. May 2015.

"Assessing How We Use the Fifth Edition Standards," Co-Presenter, Forum on Education Abroad Annual Conference, Atlanta, GA. April 2016.

"Risk Management Challenges in Non-Traditional Locations," Blog Entry, Lodestone Safety International, www.lodestonesafety.com. January 2017.

"From High School to College to Real World: Education Abroad and the Surprising Path of Generation Z," Session Chair, Forum on Education Abroad Annual Conference, Seattle, WA. March 2017.

Leading Short-Term Education Abroad Programs: Know the Standards. Contributing author to short-term program planning guide, Forum on Education Abroad Standards Committee. April 2017.

"Developing a Risk Tolerance Matrix for Education Abroad," Session Chair, NAFSA Annual Conference, Los Angeles, CA. May 2017.

"Student Safety is Top Priority", Interview for Terra Dotta. June 2017.

"International Education 2020: Do We Need a Bigger Boat, a Different Boat, or Something Else?" Forum Focus E-Magazine, Forum on Education Abroad. May 2018.

"Co-curricular Learning in Education Abroad: What Is the Impact? Co-Presenter, NAFSA Annual Conference, St. Louis, MO. May 2020. (Cancelled due to COVID-19 Pandemic)

"Pondering the Post-Pandemic Study Abroad Landscape" LinkedIn Article. September 2020.

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

Intercultural Development Program, CIEE, 2015

AFFILIATIONS & COMMUNITY INVOLVEMENT

Forum on Education Abroad

- Annual Conference Committee (2020-2021), Standards Committee (2015-2018), Incident Database Committee (2009-2012), Forum Standards Institute Conference Committee (2009-2011)

NAFSA: Association of International Educators

- Health and Safety Subcommittee (2009-2014), Trainer Corps (2009-2018)

World Affairs Council of Maine

- Board of Directors (2007-2016), Education Committee (2014-2017), Program Committee (2007-2014), Global Connections International Affairs Series (2007-2015)

Alumni Admissions Representative, Whitman College, 2015-Present

Volunteer, Portland Public Schools, 2017-Present

Youth Soccer Coach, Portland Area Youth Soccer Association (PAYSA), 2007-Present

Project Mentor (Learning Partner), Middlebury Institute of International Studies (MIIS), 2018-2020

Languages

English (Native), Japanese (Advanced), French (Beginning)