

HEATHER MARKS (She/Her/Hers)

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PURPOSE

To inspire people to live, work and play in community and ask questions that unlock learning, explore values and build relationships.

IMPACT

I facilitate access to opportunities that connect people to their values.

- Co-founded the first non-religious, PreK-12 independent school in Wyoming using place-based education (anytime, anywhere learning) to connect learners and communities.
- Design comprehensive university counseling programs impacting thousands of families that focus on purpose and reframe the admissions process as transformational vs. transactional.

I build relationships that allow people to connect, programs to scale and impact to multiply.

- Apply my VIA character strengths of love, creativity, honesty, perseverance and curiosity and NERIS Explorer “Entertainer”(ESFP) personality type to build trust, momentum and capacity.
- Build partnerships with universities worldwide, government agencies in Wyoming and community organizations in Chicago that multiply the impact of ideas, expertise and values.

I look for patterns and help people and organizations leverage data to tell stories.

- Optimize data collection, storage, analysis and reporting through technology tools like Blackbaud, MaiaLearning, PowerSchool and GSuite to answer questions and drive innovation.
- Craft compelling cases to help students achieve university admissions, organizations secure a philanthropic gift, teachers implement a new curriculum and scientists influence public policy.

EXPERIENCE

International School Nido de Aguilas, Santiago, Chile

University and School Counselor, 2015 - PRESENT

- Designed comprehensive online, hybrid university counseling program, including innovative courses, trainings and workshops for students, parents, faculty and university partners.
- Track, manage and advocate for 500+ applications submitted to 200+ universities across 10 countries annually through multiple technology platforms and continuous communications.
- Co-create SEL curricular scope and sequence using CASEL competencies of self-awareness, self-management, social awareness, relationship skills, and responsible decision-making.

Fit To Admit, Santiago, Chile

Owner, Independent Educational Consultant (University Admissions), 2011 - PRESENT

- Provide highly personalized, custom university admissions guidance to domestic and international students of all academic abilities.
- Empower families, inspire student confidence and gracefully manage a complex and stressful process to help families make the best fit decisions for university.

Mountain Academy (Formerly Journeys School) of Teton Science Schools, Jackson, WY

Director of College Counseling and Special Projects, 2009-2015

- Designed and delivered comprehensive university counseling program including school-based courses, test prep and application workshops, university visit programs and alumni panels.
- Co-created the first Professional Growth and Renewal Program which provided a framework of accountability and established a systematic approach to enhancing the capacity of each teacher.
- Developed inaugural summer Mountain Innovation Academy STEM course offerings to inspire elementary and middle school aged students to become creative problem solvers.

Teton Science Schools, Jackson, WY

Director of Advancement, 2006-2009

- Provided strategic leadership for all aspects of institutional marketing and communications for educational non-profit serving more than 12,000 annual youth and adult participants.
- Secured \$2.2 million annually in philanthropic support through annual giving, special events and projects, donor relations and stewardship.
- Managed all aspects of the final phase of a \$40 million capital campaign to secure an 880 acre campus and construct 77,000 sq. ft. of educational and research facilities.

Mountain Academy (Formerly Journeys School) of Teton Science Schools, Jackson, WY

School Co-founder, High School Math and Science Faculty, Wilderness Expedition Leader, 2000-2006

- Designed original place-based curriculum and taught multi-age, integrated math and science courses with a strong emphasis on experiential learning, original research and writing.
- Initiated and managed all aspects of the first Student Teacher/Teaching Intern program including establishing university partners and recruiting and mentoring students.
- Planned multi-day wilderness expeditions for high school students in all seasons across the Greater Yellowstone Ecosystem emphasizing leadership, teambuilding and risk management.

Project Exploration, Chicago, IL

Coordinator of Student Programs, 1999-2000

- Connected minority and non-traditional students to authentic work alongside STEM professionals through Sisters for Science, Dinosaur Giants and Junior Paleontologist programs.

Museum of Natural History, University of Michigan, Ann Arbor, MI

Coordinator of Docent Education, 1997-1999

- Trained, supervised, mentored and evaluated 50 undergraduate docents, created docent training manuals and rewrote all K-12 inquiry-based curriculum materials.

Program in Human Biology, Stanford University, Stanford, CA

Course Assistant for the Undergraduate Human Biology Core Sequence 1995-1996

- Lead discussion sections, developed assessment tools and supported academic success for 200 students studying biology, evolution, human development, social/environmental policy.

Stanford Youth Environmental Science Program (now QuestBridge), Stanford, CA

Instructor/Counselor, Summer 1995

- Summer residence program for high-ability, low-income, predominantly minority high school juniors and seniors who are concerned about the environment.

EDUCATION

University of Michigan - MS in Natural Resources and Environment, 2000

Field of Study: Resource Ecology and Management. Thesis: *Native Diversity and Exotic Invasion in Riparian Plant Communities in Grand Teton National Park, WY*

Utah State University - Graduate Program of Teton Science Schools, Jackson, WY, 1997

Coursework in Ecological Field Science, Educational Theory and Educational Leadership. Developed and delivered classroom and field-based curriculum for native and rural public school students.

Stanford University - BA in Human Biology, Conferred with Honors, 1994

Women's swimming team, NCAA Division I Champions (1992), Stanford Program in Paris, Student Advisor for Program in Human Biology.

SERVICE

MaiaLearning International Advisory Board, 2020

Provide formal counselor input to help MaiaLearning develop a longer-term vision of products so that they become even better solutions for students, families, counselors, and schools worldwide.

University of Oregon International Advisory Board, 2020

Advise the International Admission Team how to better recruit, understand and serve international students in the university admission process.

Womentum, Jackson, WY, Mentor, Alumnae Ambassador, Mentee, 2007-2015

Developed skills, confidence and local network as well as fostered professional, civic and personal leadership in an all-female mentoring program.

GROWTH

Project Wayfinder Training, 2019

Deepened understanding of Design Thinking and Purpose Learning and trained to implement the Wayfinder Toolkit in Nido de Aguilas Advisory Program.

Notosh, Design Thinking Workshop, 2019

Engaged in the five phase process of Immersion, Synthesis, Ideation, Prototyping and Feedback to explore school mission, values and portrait of a Nido de Aguilas graduate.

Mindfulness Training, 2016-2020

Deepen personal mindfulness practice and gain skills and experiential training to effectively share mindfulness practices in diverse formats with students, parents and colleagues in our community.

AFFILIATIONS

NOLS Wilderness Medicine, Wilderness First Responder Certification, 2000-2015

International Association for College Admission Counseling, 2015-2021

National Association for College Admission Counseling, 2009-2020

National Association of Independent Schools, 2001-2009

Northwest Association of Independent Schools, 2002-2009

Council for Advancement and Support of Education, 2006-2009

LANGUAGES

English, Basic Spanish and French

TRAVEL

Argentina, Australia, Belgium, Cambodia, Canada, Chile, Costa Rica, France, Germany, Italy, Laos, Mexico, Netherlands, Peru, Scotland, Spain, Thailand, Turkey, United Arab Emirates