

Robert L. Baird

Senior Vice President

As senior vice president, Rob Baird has conducted more than 300 institutional assessments in the past decade, assisting institutions to uncover opportunities to improve recruitment, marketing, retention, and strategic enrollment planning. His areas of expertise include strategic enrollment management, recruitment, marketing, retention, financial aid, and the use of predictive modeling in all aspects of enrollment management.

Mr. Baird first joined RNL in 2000 as a consultant and worked in this capacity for several years. Currently, Mr. Baird leads our team of seasoned experts who conduct the RNL Campus Opportunity Analysis on college and university campuses year-round.

Through his expertise in analyzing campus opportunities, he has helped multiple institutions increase enrollment, net revenue, retention, and brand recognition.

Previous campus experience

Mr. Baird served for 15 years in a variety of on-campus enrollment management roles at Coe College (IA). While at Coe, he was instrumental in bringing the college's selective enrollment to an all-time high while stabilizing financial aid expenditures and discount rates.

Awards and education

During his career in higher education, Mr. Baird has been a member of several state and national organizations. He has also received a distinguished service award from the Iowa Association of College Admission Counselors.

Mr. Baird is a graduate of Coe College.