

Haley Cade, B.A. English Creative Writing, 2013

By Sarah K. Miller & Max Chambers

Director of Enrollment Services, Wiley Education Services

“As a Director ... it is imperative that I am articulate and able to adequately communicate what I need and why. I am thankful for footing that was established during my [English] education to assert myself and challenge norms.”



Haley Cade graduated from Western Kentucky University in 2013 with a bachelor’s degree in Creative Writing, double majoring in Art History. Cade is currently the Director of Enrollment Services at [Wiley Education Services](#), a company that partners with colleges and universities to design “exceptional on-campus, online, and hybrid learning experiences for both students and faculty,” according to the company’s website.

As a WKU student, Cade felt most at home in the English department. “The community is one where you can address issues independent of academics or curriculum, and the assistance you receive is directly related to you as a person,” said Cade. She also valued the mentorship and encouragement from her English professors. “I’ve always been impressed by the English department faculty for their willingness to recognize the student as more than a producer of work,” said Cade. “It is to the credit of professors that students are able to emerge from this period of time with degrees and the skills to enter the workforce with their creativity intact.”

After graduating, Cade began her career at [The Learning House, Inc.](#) as an Enrollment Counselor. “Across the five years I worked at The Learning House, I moved from entry level to now leading a team of employees performing various roles to support online students pursuing higher education,” said Cade. She became the Director of Enrollment Services in February 2018 and maintained her position after The Learning House, Inc. was acquired by Wiley Education Services in November 2018.

At Wiley Education Services, Cade oversees several departments specializing in higher education. “On a typical day I am usually dividing my time between the employees on my teams, our partner schools, and my colleagues in other departments,” said Cade. “I also work closely with our partner schools either through in-person visits to college campuses or teleconferencing, where I advocate for educational ‘best practices’ that will better support their student populations and our shared goals.” Cade loves that her job allows her to improve educational experiences for adult learners and students from challenging socioeconomic backgrounds.

Cade feels that her English education prepared her for the workforce. “Our partner institutions vary in size and have different levels of experience in the online environment, so it is extremely valuable to be able to formulate an abstract idea and convey information in a concise manner that is both professional and warm,” said Cade. “My English degree has provided the tools to tailor my responses effectively in a way that fosters a positive work relationship with the client and still allows for progress.” She also finds that her experience reading challenging texts has helped her decipher the contracts and federal regulations that she reviews daily.

In her free time, Cade enjoys spending time with her cats and new puppy, playing musical instruments, and working on home improvement projects. “I’ve always enjoyed challenging work and staying busy, so most of my hobbies involve keeping my mind active and engaged in some sort of problem-solving,” said Cade

Cade encourages current English students to explore the flexibility of their degree. “I would recommend pursuing opportunities that may not seem immediately connected to your formal education,” said Cade. “I work with a number of former English majors that are serving in very different roles in the organization because of skill sets they discovered or cultivated once they started working. Don’t be afraid to try something new just because a bachelor’s in English is not listed in the candidate requirements!”

