

R. L I Z Z I E W A H A B



PROFESSIONALEXPERIENCEwithnotableachievements

- ❖ Following success on UMaine's Tuition Match Initiative, I led the pilot initiative in 2021 with interim Chancellor Stanley and the Chief Enrollment Officers at SUNY. Leading 3 SUNY system colleges under shared services to financial stability championing Affordability (<https://www.suny.edu/suny-news/press-releases/10-22/10-25-22/>)
- ❖ Led the University of Maine and its regional partner the University of Maine at Machias and to critical financial sustainability through innovative and inclusive outreach and increased stakeholder engagement: advancement, alumni and enrollment to attract and retain record number of qualified students (<https://www.maine.edu/early-college/early-college-report/enrollment/>).
- ❖ Elevated large systems of Higher Education of the New England Region through development and implementation of Early College Initiatives, standardizing of Unified Accreditation, (i.e., developing the of The Flagship Match 2018-2021 and reducing discount rate, 9-16% (<https://www.southcoasttoday.com/story/news/state/2017/04/21/umaine-luring-out-state-students/21329267007/>) generating \$11M additional contribution to Budgets of Maine System AY 2017-2020.
- ❖ Increased Revenue, led The Sage Colleges in overturning multi-years decline in enrollment, reversing Moody's credit ratings to *stable* (https://www.moodys.com/research/Moodys-revises-The-Sage-Colleges-NYs-outlook-to-stable-affirms--PR_905750312).

PROFESSIONAL TIMELINE

Vanderbilt University, Nashville TN Ed.D. Post doc Fellowship 2024-2025

- Leadership and Learning in Organization principal integration with Heritage & Health Care partner Organization in New York, Atlanta and Israel: Evaluation, Analytics and Development of Strategic Plans for Advancement and Engagement toward new demographic of prospective donors and Women's Development communities.
- Prospect management, messaging potential investors, stakeholders, blended finance mechanisms and partnership opportunities to support implementation of the adapted business models.
- Develop advocacy tools including technical briefs for each solution, including governance and implementation models to mobilize partnerships and financing.
- Applied rigorous assessment criteria to ensure proposals advanced organizational mission, demonstrated measurable impact potential, and supported long-term financial sustainability. Full Board Approval given for implementation in 2025

Consulting Vice President

Office of Grants, Enrollment Financial Services Strategic Advisor on Enrollment & Development to President, Board Chair: Nyack College & Alliance Theological Seminary, Nyack NY 2022-2024

- Develop advocacy tools including technical briefs for each solution, including governance and implementation models to mobilize partnerships and financing.
- College Liaison with MSCHE Accreditation Council, written brief to MSCHE
- Principal fundraiser for Student Scholarships. Awarded 10M from Christian Alliance Missionary2022

Vice President, Enrollment Management, Student Affairs & Student Success: SUNY Plattsburgh, Potsdam, Clinton County CC & Queensbury Branch campus SUNY Shared Services VPES and Consultant to Interim Chancellor of State University of New York 2020-2022 (On-site) 2023 off-site (from Vanderbilt)

- Senior Enrolment & Student Affairs Officer for oversight of all strategic and innovative growth solutions. Aligning Budgets to reduce a \$7M gap via engaging institution wide collaboration. Oversight & responsible for all aspects of a comprehensive student life program and developed plans collaboratively with senior administrators, student leaders, faculty, and staff to create a campus environment that contributes positively to the overall student experience. Leading to fostering student learning in all dimensions of student life and has a strong commitment to diversity and a student-centered work philosophy.
- As VP ESS I oversaw the enrollment management of diverse program options within its baccalaureate degree programs, minors, graduate programs, including student academic support, resources and services, such as the Academic Advising HUB and Career Advising Center, Office of International Education, and Living and Learning Residential HUBs, Tutoring-Learning Center as well as Athletics, Greek Life, Health and Wellness Centers. Additionally, served in a dotted line supervisory position for the Executive Directors of the Student Union, Inc. and Associated Students, Inc. separately incorporated 501-c3 auxiliary organizations.
- Stabilized revenue by implementing revenue generating Turbo certifications for Middle managers in Albany and Upstate Region @ CLL SUNY

Adirondack. Increased enrollment for the entire College from 3900(HC2019) to HC4869 year over year Fall 2023 • Drove Federal Grant Success: Instrumental in securing 3 prestigious SAMHSA (Substance Abuse and Mental Health Services Administration) grants, demonstrating expertise in complex federal compliance, strategic alignment, and high-stakes proposal evaluation. Ensured Strategic & Fiscal Alignment of 3 institutions

- Executive Advisor/Consultant to Chancellor Jim Malatras - Mental Health/ESS & Kellogg Foundation Grant for Multi-Cultural Advisement center; Executive Advisor for Enrollment to Deputy Chancellor SUNY Enrollment and Student Success.

Vice President, Enrollment Management & Marketing
The University of Maine at Orono & The University of Maine at Machias with
UMS regional partners Orono, Machias, Farmington 2017-2020

- Senior administrator responsible for providing executive guidance, direction, and policy formation and plans for the Enrollment Management and Marketing Division. Reporting to the Senior Provost & President, the VP Emm represents the Division at the President's Cabinet, with primary leadership role for enrollment management & enrollment marketing services.
- Developed a comprehensive enrollment management plan that supports overall institutional strategic goals and leads to an integrated recruitment and admissions effort for all 8 institutions in the UMS System. Developed process, in framing long-term strategic vision and short-term objectives for assessments and Revenue growth strategies. Provided oversight and ensured that necessary action plans and deliverables are completed with efficacy and accuracy. Prepared and reported to the Board & Stakeholder presentations to UMS and Legislative Sectors.
- Expanded the recognition of UMaine as New England's Flagship destination, powered by the Billboard value of The Flagship Match Program. Leverage UMS's cost-saving affordability index to advocate for government/development and advancement as UMS representative to NECHE for Enrollment management.
- Instituted a mentor system and cross-training for Admissions and Advancement opportunities. OEM teams oversaw processing and decision making for 17,000 applications, the largest in a decade. The team also recruited and retained +9% increase in In-state applications from Maine and a 13% increase in Transfer students, garnering 5,400 applications from the 15,000 test takers.
- Collaborated with Chancellor Malloy & UMS System leaders towards a State and National Marketing Campaign Highlighting Tuition Match Programs and leveraged Alumni and Parents in recruitment to Maine & UMS system institutions. Oversee the activity of enrollment management staff to create a culture of strong collaboration, across divisions, especially with the University Communication and Marketing Officer, Academic Affairs and within the enrollment management team.

Vice President: The Sage Colleges,
Troy, Albany NY 2018

Change agent for fiscal turn around through new collaborative NTR generation, and development of 3 years strategic plan closely tied to financial metrics.

- Developed high performance teams in Admissions/Financial Aid and implemented Admissions-Alumni collaborations to engage alumni to recruit and retain 375 additional new students at the Albany campus and 123 additional new graduate students at the Malta Campus, partnering with Global Foundries.
 - Development and implementation of special projects and strategic initiatives for Enrollment growth. Harnessed team energy to bring in the largest class, reinstating Moody's credit rating towards "Stable" with additional revenue to empower strategic planning allowing the ability to share data across divisions minimizing inefficiencies through launching CRM to advise, register and matriculate additional 675 new students.
- Implemented Holistic Application review and marketed to a scaled-up audience through a strategic partnership with EAB, Times Union, Albany Mayor's initiative for English as New Language for Refugee Resettlement, resulting in expanded market share. • "Led multi-stakeholder engagements with government ministries, private sector leaders, and EdTech's to secure funding and alignment for women's college graduate employment initiatives.
- Utilize and manage predictive models, data, and metrics to measure and report enrollment forecasts and budget impact as well as annually assesses the return-on-investment for student recruitment and retention initiatives.
- Provide leadership in the ongoing development and analysis of institutions Strategic and Enrollment management plan, retention programs, co-curricular retention programs, and revenue growth performance indicators for online and in person students with an emphasis on progression towards degree completion/graduation.

Associate Vice President, for Academic Program Development & Enrollment
The University of New Haven, New Haven, CT 2013-2017

- Oversee the activity of enrollment management staff to create a culture of strong collaboration, across divisions, especially with the University Communication and Marketing Officer, Academic Affairs and within the enrollment management team.
- Strategic Planning to increase market share of new graduate students regionally and globally.
- Increased student head count to highest level in institution's history, in designated new programs yielding increased net tuition revenue of \$8.9M in AY2013-2017.
- Developed additional curriculum to programs in Qatar, KSA, data integration efforts including sophisticated lead generation strategies with mobile, digital and social media marketing.
- Principal of the Steering Team for negotiated Two international Branch Campus contracts for two university branch campus/operations, in Qatar and Saudi Arabia. Total contract for UNH at \$30M & 35M for 5 years from International Branch Campus Development that was completed in 2024, with KSA's full accreditation.

**Director Nursing Enrollment and CLL Operations and Marketing Services
Immaculata University Wayne, PA 2010-2013**

- Led the *strategic stewardship* and collaborations with Catholic Health Care Networks and Hospital Systems in PA, NJ, DL. Developed memorandums for student Nurse cohorts.
- Development of careful initiatives for budget optimization. Increased FT Nursing Student Cohorts from approx. 200 HC in January 2010 to 1033 in 3 years Forged partnerships and on-site degree programs with 12 corporations in pharmaceutical, finance and the Catholic Health Care Network.
- Development and implementation of special projects and strategic initiatives for Accelerated Course Completion using EdTech implementation for efficiency and resource allocation.

**Wahab Advisors LLC 2005- Present
Educational Consultant, Accreditation Review Liaison**

Development of Admissions and Financial Aid Tech Infrastructure for National & International Program Development Consultant for New Program and Market Analysis: Implementation of Online Recruitment and Retention Initiatives and Assessment Strategies

- AGB Interim: Chief Admissions Officer: Stockton University, NJ 2025
- Development of Ed Tech solutions and Budget Management initiatives (for Universities and Colleges under accreditation review) • Assessment of Recruitment and Retention Processes for NECHE Accreditation -*Mitchell College New London, CT.* 2023- Present • Implemented EdTech processes for enrolment operations at *Franklin Pierce University Graduate Business School*, Manchester NH: Trained in-house admissions officers to manage International Admissions and Student services for the Graduate School 2020-2022
- *Brandeis University, Waltham MA.* Streamlined student advising by deploying Hobson's CRM and Degree Audit, for an increase of cohort retention and graduation 2019-2021
- *Qatar Foundation and University of New Haven Petroleum and Fire Sciences Engineering campus Dean in Doha Qatar (2015-2016)* • *Worcester State University (2006-2007).* Led the university's enrolment management division in interim capacity. • Recruited international clients for partnerships with *Forensic Communication Associates (Gainesville, FL)*, with **University of Florida Speech Science & Communication Division.**
- Directed summer training programs for professionals (2012 – 2015). Increased ROI from pre-college workshops for international students seeking forensic voice identification training.

**Vice President & Dean of Graduate Enrolment Management
Rosemont College, Brynmawr, PA 2006-2009**

- Led Undergraduate & Graduate Admissions and Financial Aid for the College. Collaborated with Provost to build academic partnerships and programs for Women in Engineering and Nursing. In collaboration with Villanova U., developed pipelines for graduate cohorts for 223 additional students at off-campus locations.
- Success in application generation and recognition helped propel the college to hit the Budget required to build a sustainable pipeline for a move to coeducational status.
- Developed & Implemented accelerated Executive MBA program (45 students in 3 cohorts) in central-city Philadelphia and inaugural joint admissions programs (Engineering /Nursing) with Drexel and Villanova University.

**Associate Dean Academic Partnerships & Admissions & Financial Aid
William Peace University Raleigh, NC 1999-2006**

- Developed Teams to strengthen admissions rates for target markets by 60% using innovative financial aid leveraging strategies to meet family and student needs and increased diversity by including adjacent markets and student demographics (e.g., Lumbee People and Latina Communities in the agricultural industry).
- Developed & implemented accelerated degree completion programs at 5 Research Triangle Park Companies (20 students in 5 cohorts per company) guaranteed admissions 4+1 programs (e.g. MBA) with North Carolina State University.
- Reviewed and implemented data-driven assessment system for Undergraduate admissions & financial aid, E.g. Jenzabar to develop improvements in financial aid solutions and financial need and merit aid matrix.

**Associate Director Undergraduate and International Admissions
Wesleyan College Macon, GA 1995 - 1999**

- Developed collaborations and MoUs for student exchange for Methodist Church service-learning partnerships and direct recruitment of students from East Asian countries.
- Wrote Grant Proposals and awarded \$250,000 (16 full-tuition Coca-Cola Scholarships for African American students through The Coca-Cola Foundation) additionally negotiated matching scholarships for on campus housing.

- Generated First Year Class profile with the highest diversity and academic standards in the institution's history. College was subsequently profiled by US News & World.

UB School of Medicine & Bristol-Myers Pharmaceutical Research Institute
Buffalo, NY 1992 – 1995 (Research Fellowship)

Research Associate@ Pharmacology & Toxicology Division

SUNY School of Medicine & Biomedical Sciences 1991-1995(PhD Fellowship)

Pharmaceutical research experience in the areas of cellular biology and toxicology supporting pharmaceutical assessment/analytics.

Compliance and R&D Officer (@50% Effort during Grad school)

RICH Products Corporation, Niagara Falls, NY 1991-1994

Quality Assurance compliance officer. Tested commercial food products and certified outgoing products for distribution centers in the East Coast.

Medical School Deans Office: Alum Gift Officer (Evening Shift)

UB Foundations, University of Buffalo 1991-1995(@50% Effort)

Oversaw Team of 15 callers and applied prospect analysis for a portfolio of medical student Alums with giving records of \$15-17K. Managed International Alums and developed prospect Messaging system. My team generated 200-225 pledges raising close to 130,000 dollars from medical student alums annually.

EDUCATION

Vanderbilt University
 Nashville, TN

Education, Health and Human Development

Thesis: Quantitative / Qualitative Analysis & Assessments of Strategic Adaptive Outreach initiatives, leveraging faith-based Affinity Groups. Framework for developing outcome focused measurable engagements for U.S. Non-Profits during demographic shifts: An empirical case study of Heritage Faith-based Philanthropies with evidence-based fundraising; a study at the intersections of research and policy development for Non-profits.

State University of New York @Buffalo, Buffalo, NY

• MS: Thesis with lab work Department of Toxicology and Pharmacology & Department of Nutrition and Public Health

Thesis: "Fatty acid composition of mother's milk from women consuming fish from the Great Lakes: Correlations between omega-3 fatty acids and concentrations of PCBs and pesticides." Assessments, Evaluation, Quantitative Analysis and replicability study.

Wesleyan College
 Macon, GA

- Ed.D. Leadership & Learning in Organization, Peabody College of

• AB: Biological Sciences

Presidential Scholar 1989-91, Board of Trustees Scholar 1987-89