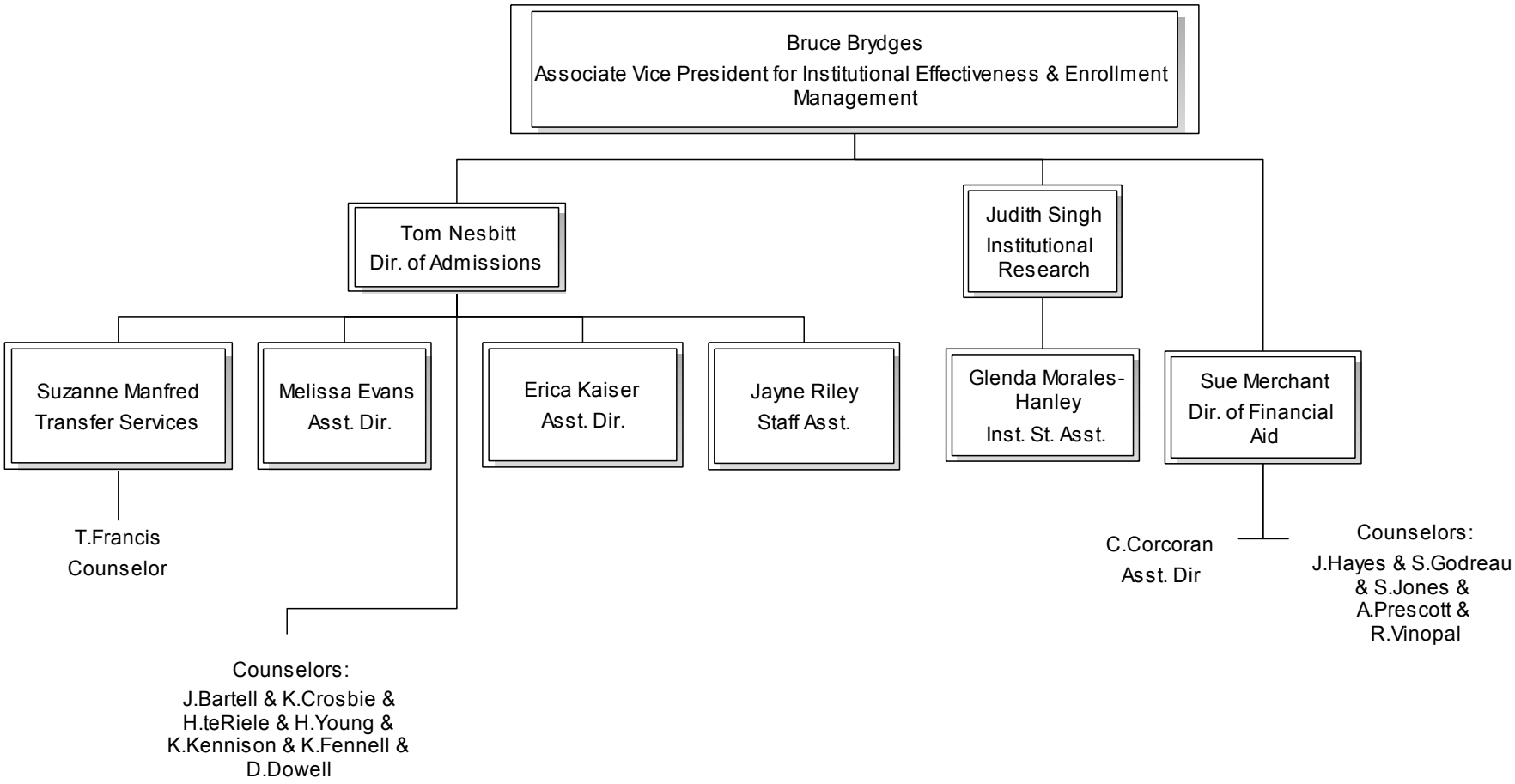Vice President for Enrollment Management & Institutional Effectiveness