

## LONG V. HUYNH

### PROFESSIONAL EXPERIENCE

#### **Chief Enrollment Officer, 10/2022-present**

##### METROPOLITAN STATE UNIVERSITY OF DENVER

- Serve as a senior member of the President Cabinet and provide the management of core enrollment systems and lateral influence on University strategy, structures, and resources.
- Develop and implement key enrollment initiatives and provide a forward-thinking vision to assist colleges and schools with all enrollment efforts.
- Responsible for ensuring that the budget, planning, and operational functions and services of the Office of Admissions & Outreach, Office of the Registrar, Office of Financial Aid & Scholarships, Office of Orientation, Transfer, & Re-Engagement, Testing Services, and Enrollment Systems and Operations work in concert to support University mission.
- Work closely with Academic Affairs and Students Affairs to facilitate student recruitment, retention, and graduation success initiatives.
- Establish and maintain strong working relationships with school districts, community colleges, community organizations, and scholarship foundations.

#### **Associate Vice President, Marketing and Strategic Growth, 10/2019-10/2022**

##### PARK UNIVERSITY

- Provided leadership in developing and executing Park University's strategic enrollment plan, as well as implementing a comprehensive and integrated marketing and recruitment plan in support of enrollment goals.
- Served as chief marketing officer with direct oversight of both digital and branding marketing units.
- Worked extensively with president's cabinet, deans, department chairs, and distance learning leadership to identify and prioritize strategic academic expansion opportunities.
- Provided strategic, innovative leadership in designing and implementing access to education and workforce and business development initiatives.
- Developed short- and long-term strategic plans in optimizing Customer Relations Management system capabilities and effectiveness.
- Provided leadership in data analytics and methodologies, enrollment dashboards and reports, and CRM.
- Managed and approved departmental expenses, including budgeting and expense reviewing, to ensure proper and prudent use of university funds.

**Associate Dean, 10/2016-10/2019**

**KANSAS STATE UNIVERSITY**

*K-State Global Campus*

- Overseen enrollment management, market research, marketing, recruitment, retention, student success and advising, military services, faculty services, business and workforce development, and alumni and external relations.
- Served as a member of the senior leadership team and other committees within K-State Global Campus and Kansas State University and on local, state, regional and national committees.
- Worked closely with university administrators, deans, and external constituents to strategically place K-State Global Campus in a position to respond to the needs of distance and non-traditional students.
- Actively monitored and provided recommendations for unit budgets, as well as participated in quarterly budget review and in the development of the annual K-State Global Campus budget.
- Built and maintained strong, collaborative relationships with leadership across the university to develop and implement short- and long-term enrollment plans that meet the university overall enrollment goals.
- Aligned market research, marketing strategy and implementation, and recruiting efforts to provide a cohesive, seamless, collaborative effort for student recruitment.
- Monitored local, regional, national, and global marketplace for new opportunities and marketing avenues.
- Cultivated ongoing communications with other constituents, educational institutions, and businesses that promote the development and use of distance education programs.
- Reviewed and approved press releases and other public statements.
- Overseen the development and implementation of services for distance education and military students and retention efforts.
- Pursued program development opportunities that serve the needs of non-traditional, military, and international students as well as workforce development.

**Director, Graduate and Professional Education Programs & Services, 02/2014-10/2016**

**CALIFORNIA STATE UNIVERSITY, NORTHRIDGE**

*Tseng College: Graduate, International, and Midcareer Education*

- Responsible for keeping up to date on trends in graduate and advanced professional education worldwide and ensuring CSUN remains in the innovative forefront through the development and delivery of advanced professional education programs.
- Overseen the recruitment, business development, program management, and administrative support teams that manage the overall enrollment, student services, retention, and other student related issues/activities.
- Responsible for ensuring the service excellence and financial success of over 25 programs – credit, non-credit, certificate, workshop, and corporate and customized training.
- Developed and managed essential internal and external working relationships and partnerships with the business community, educational institutions, and public agencies/organizations to promote training and current programs.

- Directed recruitment, business development, and marketing teams in developing an effective marketing and recruitment plan for each program and promoting all programs to the community; as well as managing the website and marketing materials contents.
- Developed and managed, in collaboration with finance department, department annual budget as well as set revenue goals and tuition fees for all programs.
- Assigned faculty teaching in the Master of Public Administration and Bachelor of Arts in public sector management programs.
- Reviewed and approved instructional contract requests for all faculty teaching in the programs.
- Participated in curriculum integration and online program/course design and production meetings.
- Facilitated and managed off-campus cohorts' locations, contracts, invoices, and payments.

**Executive Director, Graduate Services and Administration, 2006-2013**

ACADEMY of ART UNIVERSITY, San Francisco, CA

*Graduate School*

- Successfully managed student services department and all administrative functions of the Graduate School which included graduate enrollment management, academic advisement, records management, admissions portfolio management, budget planning, curriculum development, staff training programs development and implementation, graduate academic policies development, business analysis, and recruitment and retention initiatives.
- Overseen a team of 35 staff that was fully responsible for over 6000 graduate students' enrollment, advisement, records management, and retention.
- Worked closely with the chief academic officer, executive vice president of educational services, executive vice president of enrollment, and academic department directors to ensure quality education and services provided to all graduate students.
- Developed and monitored programmatic procedures and activities related to graduate students including student representative process, internship process, alumni communications, orientation, graduation, and addressing graduate student concerns and needs.
- Served as a key resource to faculty, staff, and graduate students.
- Responsible for the development and implementation of new master's programs, as well as new programs' requirements and policies, and recruitment and retention planning.
- Created student advising guide and website to communicate all academic requirements of each program.
- Reviewed, approved, and implemented graduate curriculum changes and updates, managed all graduate course offerings every semester, and ensured quality instruction in each graduate studio class.
- Served as a key member of the executive curriculum committee, graduate programs oversight committee; institutional review board; PeopleSoft integration and Salesforce implementation management team, Fulbright program committee, retention committee, and university orientation and commencement committee.

**Assistant Director, International MBA Programs, 2005-2006**

CALIFORNIA STATE UNIVERSITY, HAYWARD

*College of Business & Economics, International MBA Programs*

- Assisted international programs directors in the day-to-day operations.
- Participated in modifying and implementing program plans and goals for international students along with three academic directors.
- Organized and supervised the processing of all international MBA students' admissions, registrations, and graduations.
- Coordinated and maintained complex international MBA programs and students' records.
- Acted as department's operational liaison between enrollment services, center for international education, graduate programs, division of continuing and international education and international MBA programs' partners.
- Coordinated all orientations and other student-related events.
- Participated in the annual college of business & economics graduate open house.
- Recruited international students for the programs in Moscow, Singapore, Hong Kong, and Austria.
- Advised students on curriculum and graduation requirements.
- Supervised and trained all office assistants, student assistants, and oversea coordinators.
- Responsible for office budget planning.

**TEACHING EXPERIENCE**

**Adjunct Faculty, 2021-2022**

PARK UNIVERSITY

*College of Management*

- Strategic Marketing
- Consumer Behavior
- Organizational Behavior and Leadership
- Leadership in Organizations

**Adjunct Professor, 2005-2006**

CALIFORNIA STATE UNIVERSITY, HAYWARD

*Department of Marketing & Entrepreneurship*

- Business Communication
- Integrated Marketing/Strategic Marketing

**Lecturer, 2004-2006**

EMBRY-RIDDLE AERONAUTICAL UNIVERSITY

*Worldwide Campus*

- Theories of Sales & Marketing
- Principle of Marketing
- International Business
- Organizational Leadership

## EDUCATION

**Institute for Management and Leadership in Education**, 06/2023  
HARVARD UNIVERSITY

**Professional Certificate**, *Data Science for Executives*, 07/2021  
COLUMBIA UNIVERSITY

**Doctorate of Business Administration**, *International Business*, 08/2014  
CALIFORNIA UNIVERSITY of TECHNOLOGY

**Master of Business Administration**, *Management*, 09/2004  
CALIFORNIA STATE UNIVERSITY (HAYWARD)

**Bachelor of Science**, Business Administration, *Marketing*, 09/2003  
CALIFORNIA STATE UNIVERSITY, (HAYWARD)

## UNIVERSITY SERVICE

- 2024-present. Co-Chair, Strategic Enrollment Management (SEM 2030) Taskforce. Metropolitan State University of Denver.
- 2024-present. Co-Chair, Student Information System Implementation Team. Metropolitan State University of Denver.
- 2023-present. Member, Student Success Launch Initiative. Metropolitan State University of Denver.
- 2022-present. Member, President's Cabinet. Metropolitan State University of Denver.
- 2022-present. Member, Senior Executive Team. Metropolitan State University of Denver.
- 2021-2022. Member, Enterprise Risk Management Committee. Park University.
- 2021-2022. Member, Strategic Communication Advisory Committee. Park University.
- 2020-2022. Member, Board of Education Curriculum and Instruction Committee. Blue Valley School District. Johnson County, KS.
- 2019-2022. Member, University Senior Leadership Team. Park University.
- 2019-2022. Member, Workforce Development Committee. Park University.
- 2019-2022. Member, Data Governance Committee, Park University.
- 2018-2019. Member, President's Commission on Multicultural Affairs. Kansas State University.
- 2017-2019. Member, Contractual Market-Based Education Implementation Team. Kansas State University.
- 2017-2018. Member, Enrollment Management Consultant Selection Committee. Kansas State University.
- 2016-2019. Member, K-State Global Campus Cabinet. Kansas State University.
- 2016-2019. Member, K-State Global Campus Advisory Council. Kansas State University.
- 2016-2019. Chair, Strategic Enrollment Management Steering Committee. Global Campus. Kansas State University.
- 2016-2018. Chair, Program Development and Marketing Committee. Global Campus. Kansas State University.

- 2016-2019. Member, College International Advisory Council. Kansas State University.
- 2015-2016. Member, Student Appeal Committee. Tseng College. California State University, Northridge.
- 2014-2016. Senior Team Member, Tseng College Dean's Council. California State University, Northridge.
- 2014-2016. Member, Graduate Student Recruitment and Outreach Planning. Research and Graduate Studies. California State University, Northridge.
- 2014-2015. Contributor, California State University of Extended and Continuing Education Economic Impact Report. California State University.
- 2012-2013. Contributor, WASC Institutional Reaccreditation Report. Academy of Art University.
- 2012-2013. Member, Salesforce Implementation Management Team. Academy of Art University.
- 2009-2013. Member, Executive Curriculum Committee. Academy of Art University.
- 2009-2013. Member, Fulbright Program Committee. Academy of Art University.
- 2009-2013. Member, Institutional Review Board. Academy of Art University.
- 2007-2010. Member, PeopleSoft Integration Management Team. Academy of Art University.
- 2006-2013. Chair, Graduate Student Representatives. Academy of Art University.
- 2006-2013. Member, Graduate Programs Oversight Committee. Academy of Art University.
- 2006-2013. Member, Graduation Commencement Committee. Academy of Art University.
- 2006-2013. Member, New Student Orientation Planning Committee. Academy of Art University.
- 2005-2006. Member, University Graduation Commencement Committee. California State University, Hayward.

## **AWARDS & PROFESSIONAL AFFILIATIONS**

- Recipient. "40 under 40" Award. California State University (Hayward). 2017.
- Member, Board of Director, Alumni Association, California State University (Hayward), 2007-2015.
- Member, National Association of Student Personnel Administrators. 2022-present.
- Member, American College Personnel Association. 2022-present.
- Member, American Association of Collegiate Registrars and Admissions Officers. 2022-present.
- Member and Alternate Institutional Representative, University Professional and Continue Education Association, 2014-2019.
- Member, Diversity and Inclusion Committee, University Professional and Continue Education Association, 2018-2019.
- Vice Chair at-large, University Professional and Continue Education Association, Community and Economic Engagement Network, 2018-2019.
- Vice Chair at-large, University Professional and Continue Education Association, Marketing, Enrollment, and Student Services Network, 2018-2020.
- Co-Author. Rubrics for the Hallmark of Excellent in Professional and Continuing Education. University Professional and Continue Education Association. 2018.

- Chair, General Session Speakers Selection Committee, and Member, Planning Committee, University Professional and Continue Education Association, Central Regional Conference, 2017.
- Member, WITCHE Cooperative for Educational Technologies.
- Member, Online Learning Consortium (OLC).
- Member and Institutional Representative, Association for Continuing Higher Education, 2014-2019.
- Member, Awards Selection Committee, Association for Continuing Higher Education, 2016-2019.
- Member, Board of Director, and Institutional Representative, National Universities Degrees Consortium, 2016-2019.
- Member, North American Association of Summer Sessions, 2016-2019.