

# R. LIZZIE WAHAB



With 18+ years in higher education leadership, **R. Lizzie Wahab specializes in Student Success and Fiscal Sustainability** in Institutions of Higher Learning. Wahab has served her universities as an administrator, marketer, negotiator, academic, and student. As a vice-president, she transformed quiet, enrollment teams into powerhouses in their local market, regionally, and internationally. As a market development expert, she has implemented winning campaigns for rebranding branch

and main regional campuses and flagships in New England and the Mid-Atlantic. As a negotiator, Wahab has gone toe-to-toe with stakeholders and with representatives of multinational companies to secure the best agreements for her institutions. As an academic, she has been adept in presenting the results of her organizational research at conferences in her discipline. And, finally, as a student, she is augmenting her quantitative research background with the qualitative skills necessary to tackle systemic problems and find solutions in her vocation.

Since 2020, Wahab served as the Vice President for Enrollment Management and Student Success at the State University of New York, Plattsburgh & other SUNY campuses. Prior to that, she has held leadership roles in enrollment management, marketing, financial aid, academic services and international programs at The University of Maine, The Sage Colleges, The University of New Haven, Immaculata University, among other. She earned a master's degree in biomedical sciences at the State University of New York at Buffalo, and worked as a research scientist at Bristol-Myers Squibb Research Institute before transitioning to academic administration. She recently completed her doctorate in organizational leadership at

Vanderbilt University, with a thesis focusing on demography as linked to organizational fiscal health during challenging times.



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

*Higher Education Executive | Strategic Enrollment Management, Student Success Leader | Global Education & International Branch Campus Developer*

### EDUCATION

#### **Edd: Leadership & Learning in Organizations**

*Vanderbilt University, Peabody College (Nashville, TN)*

#### **MS Nutritional Sciences: Dept. of Pharmacology & Toxicology**

*State University of New York, Buffalo (Buffalo, NY)*

#### **AB: Biological Sciences**

*Wesleyan College (Macon, GA)*

### PROFESSIONAL EXPERIENCE

**Executive System Leadership: VPESSE Consultancy** (*during data collection & Thesis writing @ Vanderbilt University*) 2023 -Present

- Oversight of Enrollment, Student Financial Services @ Nyack College & Alliance Theological Seminary
- Oversight of Enrollment Management @ Mitchell College
- Oversight of Marketing and Demographic Donor Engagement @ Jewish Philanthropies in NYC

#### **Vice President & Chief Enrollment & Student Affairs Officer**

*State University of New York (SUNY) @ Plattsburgh/Queensbury &*

*SUNY Adirondack /Consulting Advisor to President @ selective SUNY campuses | 2020-2023*

- Developed a comprehensive Three-Year Strategic Enrollment Management and Student progress Plan in collaboration with Provost and faculty senate members.

- Revitalized enrollment for SUNY Plattsburgh & Queensbury, increasing enrollment significantly through enrollment marketing campaigns, application fee waiver campaigns and off-site program expansion of continuing studies student and community college partnerships.
- Developed a comprehensive Three-Year Strategic Enrollment Management and Student progress Plan in collaboration with Provost and faculty senate.
- Advised system leadership on NCAA directives for Athletics during the Pandemic & Chancellors on Mental Health Initiatives and creating cohort model academic advising groups to effect retention and completion.
- Launched effective collaborations with County wide Behavioral Health programs to assist students during the pandemic to retain with support
- Secured grant funding for student success programs to advance retention and completion, a launched university-wide assessments.

### **Vice President, Enrollment Management & Marketing**

*@University of Maine Orono & University of Maine @ Machias | 2017-2020*

- Launched Flagship Match Program and Free Application weeks, boosting in-state enrollment by 9% and generating 15% growth in first year and transfer students + significant growth in net tuition revenue NTR).
- Managed 189 unionized staff members with distinction
- Elected to lead collaborations with Faculty Senate & the STAR Hispanic and Tribal Student's Enrollment Programs
- Directed all Enrollment Marketing, student -centered recruitment campaigns, yielding 17,000 Acceptances (highest in a decade).

- Chaired the System-wide Chief Enrollment Officer's Board which awarded access to revamp Visual & Performing Arts Scholarships for new all STEM student's system-wide, to realize the UMaine Chancellor Vision to R2 status.

### **Vice President, Enrollment & Marketing**

*Russell Sage College (Troy, & Albany campus NY) | 2017-2018*

- Reversed multi-year enrollment declines, stabilizing credit ratings and securing "Stable" outlook from Moody's.
- Partnered with regional leaders to expand refugee resettlement education programs to grow in state students and launched affordability campaigns that grew student matriculation.
- Reversed declining enrollment history to over 58% FTE increase in 1st year FTE. Increased recruitment & retention in Nursing from 20 students per cohort to 3 cohorts of 35 students.
- Implemented Financial Aid Leveraging including the demography at hand, to lower debt burden by decreasing the gap for continuing and students near completion and decreasing the discount rate from 65% to 50% for new entry students.

### **Global Partnerships & Branch Campus Development**

#### **AVP, Enrollment Management & International Program Development**

*University of New Haven (CT) | 2013-2017*

- Negotiated international branch campus contracts (Middle East/Asia), securing approx. \$70M+ in institutional/private /public industry partnerships (P3)
- Catalyzed enrollment growth (295% over 4 years), achieving the largest first-year class in university history.

- Negotiator, Architect and Developer of UNH Branch Campus in Doha in collaboration of with Gas & Petroleum industry.
- MoU Developer with Saxon University, Netherlands for delivering Criminal Justice courses and Training to Netherland Students through Faculty Exchange and accelerated course delivery.
- Manager of Interior Design, Art and Humanities courses to women in the Kingdom City Educational facility at KSA
- Facilitated Branch Campus program in KSA through revenue generation of high net NTR annually per student for accelerated 3-year Art & Design program.

### **Early Career Leadership**

#### **Director of Enrollment Operations and Services**

#### **School of Continuing Studies & Nursing & Corporate Partnerships**

*Immaculata University (PA) | 2010-2013*

- Expanded nursing cohorts by 208%, serving the BSN & MSN communities in PA, DE, NJ through partnership with Catholic Hospitals and Care Network.
- Advanced University 's budget generating substantial NTR in three years via hospital partnerships and positioned the institution and community hospitals to compete for Magnet status through academic delivery of accelerated & 7 weeks long Nursing Courses across the Tri-State region.
- Developed and implemented the first Accelerated Academic/Industry Program Development Strategic Plan and Billboard Marketing campaigns.

#### **Senior Consultant, ISTEP Education LLC /**

**Forensic Communications of Gainesville | 2006-Present**

- Designed enrollment strategies for 20+ institutions, including Ivy League summer programs for international students and developed in-house global recruitment systems.
- Implemented advanced interactive CRM platforms (Slate, Hobson's, target X) to boost retention by 15–25% at partner universities through leveraging and training inhouse talent and financial aid matrix that was tailored to the institution's demography.

### **Associate Dean, Admissions and Financial Aid**

*William Peace University (NC) | 1999-2006*

- Quadrupled cohort learner adult student enrollment through Research Triangle Park corporate partnerships and implementing academic delivery of courses off-site, sustaining the Colleges cash at hand significantly.
- Advanced Undergraduate enrollment from 199 FTE to 515 FTE from 2000-2005
- Advocated for state-level educational equity initiatives through promoting vouchers for all eligible students

### **SELECT ACHIEVEMENTS**

- Assisted 5 private faith-based colleges from accreditation noncompliance and significantly helped financial sustainability through Enrollment Management and reducing debt-burden through proactive Financial Aid Planning and Awarding and decreasing discount rate.
- Through collaboration with faculty developed strategies for pipeline growth to majors and departments in the Humanities to prevent Liberal Arts institutions' elimination of core majors. Resulting growth and positioning of the institutions with techniques that make students complete a liberal arts major with technical

qualifications for data analysis, technical writing, and advanced facility for communication and presentations as core competencies.

- **EdTech Innovation:** Launched multilingual CRM portals at 5 major regional universities and 7 private colleges across the eastern seaboard suited to utilize data-driven enrollment and financial aid tools to streamline in office efficiencies and prioritize student outcomes. Established & managed over 30+ international academic partnerships nationally and abroad (Europe China, MENA,).
- **Revenue Growth:** Delivered over significant NTR increases to annual budgets at 6 institutions through data-driven financial aid strategies and reimbursement from partnerships through enrollment management, academic program delivery and access to Health-Related courses for local workforce development.

## INVITED PRESENTATIONS

- “Leveraging Financial Aid for Student Success” | Ellucian Conference (2024)
- Considering a knowledge-based Economy “Hybrid Education Frameworks for MENA Regions/ Branch Campuses” | IREG Forum (2017, 2019)
- How to Implement measurable “Data-Driven Retention Strategies” | ACT Enrollment Summit (2014)