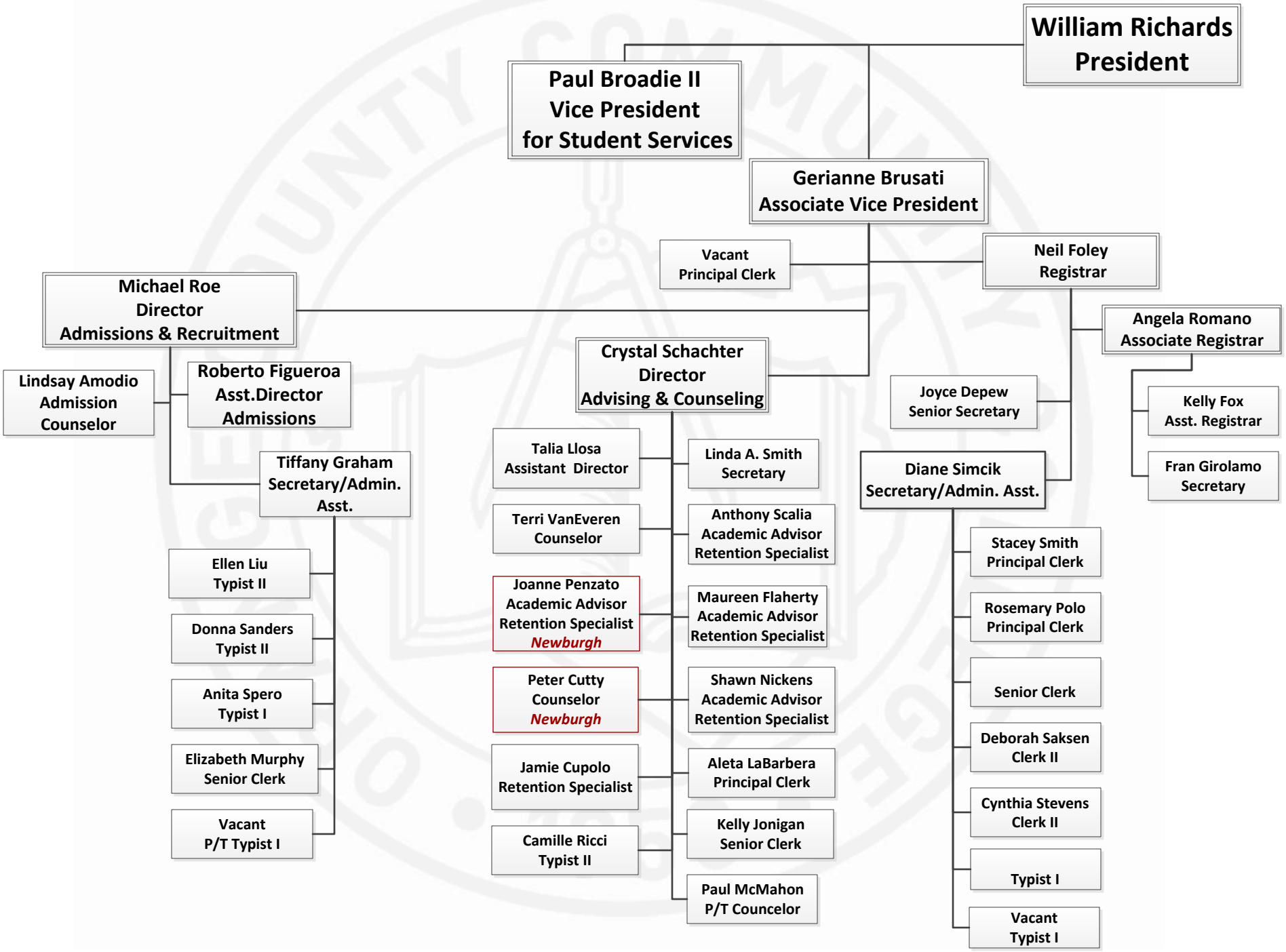Associate Vice President for Enrollment Management