

From: Presidents Office <presidents-office@cca.edu>
Date: Tue May 09 2017 13:38:30 GMT-0700 (Pacific Daylight Time)
Subject: [Staff-I] Enrollment Leadership

Dear CCA community,

After 34 years of extraordinary leadership at CCA, Senior VP for Enrollment Management Sheri McKenzie will be retiring in June.

Sheri began at CCA(C) in 1983 as director of financial aid, working in a small office that was once on the back porch of Macky Hall. Over the years she rose through the ranks to become director of admissions (1990), associate VP for enrollment services (1999), and VP for enrollment (2001) to her present position as senior VP for enrollment management (2015).

It's difficult to summarize Sheri's many achievements at CCA, but here are a few highlights:

- Overall enrollment has more than doubled since 1990.
- International enrollment increased from a handful of students to comprise 35 percent of the student body.
- CCA's student body became more diverse through her efforts, which included dedicated outreach to underserved populations and the creation of diversity scholarships.
- The scholarship program greatly expanded in her time at CCA; today 73 percent of CCA students receive some kind of financial aid.
- Oversight of enrollment marketing efforts, including production of numerous catalogues, viewbooks, videos, and other materials, as well as guiding four redesigns of cca.edu.
- Successful student recruitment for 17 new programs that have launched since 1985.
- Mentorship of several staff members who have gone on to director and VP positions at other colleges.

Sheri's departure is surely a loss for CCA, but I know you will join me in thanking her for her dedication and in wishing her all the best in this new phase of her life. We are planning a farewell event sometime in June; details to come.

Future Leadership in Enrollment Services

Sheri informed me of her intention to retire a few months ago, which gave us an opportunity to evaluate the enrollment needs and priorities of the college going forward. We wanted to identify what would be required of the next VP, conduct an assessment of the Enrollment Services Office, and review the national landscape for new leadership. We engaged preeminent national firm Witt/Kieffer to conduct this study.

After a thorough evaluation that included input from staff, faculty, and external professionals, I am delighted to announce the promotion of Associate Vice President for Enrollment Dr. Scott Cline to the position of VP for enrollment.

Scott is highly skilled and experienced in the areas that were identified in the study as most important: knowledge of enrollment management and financial aid strategy, economic modeling, analytical ability, and a deep understanding of data-informed decision making.

In his seven years at CCA, initially as associate director of financial aid, Scott has demonstrated a capacity for collaboration and building partnerships with students, staff, and faculty. This, along with his knowledge of the college's history and culture, will be invaluable in setting and meeting enrollment goals during the campus unification process.

Scott earned his EdD in educational leadership and administration from San Francisco State University and his MA and BA degrees from Chapman University. He recently served as

president of the California Association of Student Financial Aid Administrators.

Please join me in congratulating Scott. I look forward to working closely with him in the coming years.

Sincerely,
Steve Beal

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