

## Leadership Advisory in ENROLLMENT MANAGEMENT

### **ENROLLMENT MANAGEMENT, NOW MORE THAN EVER, NEEDS HIGHLY EFFECTIVE LEADERS.**

Throughout our 56-year history, WittKieffer has successfully guided thousands of organizations – including countless colleges and universities – through complex leadership challenges. This includes supporting enrollment leaders with their most pressing issues through our dedicated team of advisors with proven, real-world expertise. With the completion of more than 170 assignments in the last five years alone, WittKieffer is the leading firm assessing and shaping the future of enrollment talent.

Major trends are shaping the future of enrollment leadership, ranging from financial headwinds, debate over the value of a college degree, and the anticipated enrollment cliff. We monitor these trends and how enrollment professionals are addressing them, from leveraging data analytics and artificial intelligence to creatively adapting marketing and recruitment efforts.

Our skilled, highly experienced advisors come from decades of leadership experience on campus. Included among them is **Kasey Urquidez, EdD**, who leverages more than three decades of visionary leadership in enrollment management and student success to her role as Senior Advisor. Solution areas important to enrollment management include:

- New leader transition
- Leadership development
- Succession planning
- Board and senior team education
- Leadership advising, including guidance on topics critical to enrollment management leaders such as:
  - o strategic enrollment planning
  - o organizational and team assessment and development
  - o connecting with important stakeholders on and off campus
  - o crisis management
  - o effective use of data and financial information
  - o culture development
  - o team building and alignment.

**LEARN MORE** about our Leadership Advisory in education.

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**CONNECT  
WITH US**

*Cathy Dove, Ed.D.*

Principal, Leadership Advisory

Reach out to Cathy at [cdove@wittkieffer.com](mailto:cdove@wittkieffer.com) to start a conversation!