



Executive Director of Undergraduate Admissions

Leadership Profile

Winter 2025/2026



WittKieffer

Executive Summary

Binghamton University, one of four research universities in the State University of New York System, seeks a bold, strategic, and collaborative leader to serve as its next Executive Director of Undergraduate Admissions (Executive Director). A vibrant R1 public research university consistently ranked among the top 75 universities in the nation by *U.S. News & World Report* and recently named by *Forbes* as one of the “New Public Ivies,” Binghamton offers an exceptional academic environment and a strong reputation for value and student success.

In Fall 2025, Binghamton enrolled more than 14,500 undergraduate students and over 4,000 graduate students, drawing from a diverse applicant pool of 74,000. The university continues to attract a geographically varied student body, with significant representation from across New York State and beyond, and welcomed 550 new international students last fall. As Binghamton seeks to expand its reach nationally and internationally, the Executive Director will play a pivotal role in shaping enrollment strategies that strengthen the university’s competitive position and advance its mission of access and excellence.

Reporting to the Vice Provost for Enrollment Management, the Executive Director will lead a dynamic admissions team and oversee all aspects of undergraduate recruitment and selection. This individual will develop and execute innovative, data-informed strategies to grow enrollment and diversify geographic markets, while maintaining Binghamton’s reputation for academic rigor and student success. The role requires a charismatic and forward-facing leader who can serve as a visible ambassador for the university, build strong partnerships across campus and with external stakeholders, and inspire and empower a large, talented team.

Ideal candidates will bring a minimum of seven years of progressive leadership experience in undergraduate admissions or enrollment management, a proven record of strategic planning and execution, and exceptional communication and interpersonal skills. Experience at a large, complex, and highly selective institution is preferred. The successful candidate will be a decisive, innovative, and collaborative leader with the ability to thrive in a fast-paced environment, navigate complex challenges, and advance Binghamton’s commitment to inclusive excellence.

For an innovative leader eager to drive transformative change, this role offers a rare opportunity to shape the future and accelerate the next chapter of growth for one of the nation’s premier public universities.

To submit a nomination or express personal interest in this position, please see *Procedure for Candidacy* at the end of this document.

Role of the Executive Director of Undergraduate Admissions

Reporting directly to the Vice Provost for Enrollment Management, the Executive Director of Undergraduate Admissions provides strategic leadership for all aspects of undergraduate recruitment and selection. This individual will lead a dynamic admissions team and play a pivotal role in shaping the university's enrollment strategy to meet institutional goals. The Executive Director will develop and execute innovative, data-informed recruitment plans that expand Binghamton's geographic reach, strengthen its national brand, and advance its mission of access and excellence.

As a key member of the enrollment management leadership team, the Executive Director will collaborate closely with partners across campus, including Financial Aid, Communications and Marketing, Athletics, Academic Affairs, Student Affairs, and others, to ensure alignment of strategies and optimize enrollment outcomes. The role requires a forward-facing leader who can serve as a visible ambassador for Binghamton University, engaging prospective students, families, counselors, and community organizations while building strong internal and external partnerships.

Responsibilities

Strategic Enrollment Leadership

- Develop and implement comprehensive recruitment strategies aligned with institutional priorities, including expanding out-of-state and international markets.
- Monitor national trends and leverage data analytics to maintain Binghamton's competitive edge in a rapidly evolving admissions landscape.
- Ensure admissions practices are inclusive, equitable, and compliant with all applicable regulations.

Team Leadership and Development

- Lead and mentor a large admissions team, fostering a culture of collaboration, accountability, and professional growth.
- Oversee hiring, training, and performance management to ensure operational excellence and staff engagement.

Operational Oversight

- Direct the evaluation and selection process for undergraduate applicants, ensuring accuracy, fairness, and efficiency.
- Manage admissions systems, CRM platforms, and data analytics to support decision-making and reporting.

Campus and External Engagement

- Serve as a visible ambassador for Binghamton University, representing the institution to prospective students, families, and key external partners.
- Collaborate with marketing and communications to develop compelling campaigns that highlight Binghamton's value proposition.
- Build strategic partnerships with high schools, community-based organizations, and national networks to strengthen recruitment pipelines.

Opportunities and Expectations for Leadership

The Executive Director of Undergraduate Admissions will play a pivotal role in shaping Binghamton University's enrollment strategy at a time of growth and increasing competitiveness. This position offers the opportunity to lead a dynamic admissions team and implement innovative, data-driven approaches that expand the university's reach, strengthen its national profile, and advance its mission of access and academic excellence. The Executive Director is expected to serve as a visible ambassador for Binghamton, foster strong campus and external partnerships, and inspire a high-performing team to deliver exceptional results. Success in this role will require strategic vision, operational expertise, and a commitment to equity and student success.

The Executive Director will also be expected to:

Expand Geographic Reach and Market Presence

The Executive Director will lead efforts to grow Binghamton's presence beyond its traditional recruitment areas, targeting new domestic and international markets to attract a broader and more diverse applicant pool. This includes developing tailored strategies to engage prospective students in emerging markets and leveraging data analytics to identify high-potential opportunities. By diversifying its geographic footprint, the university can strengthen its national brand and reduce reliance on existing markets.

Advance Access and Equity Initiatives

The Executive Director will advance Binghamton's longstanding commitment to serving a diverse and inclusive community by ensuring admissions strategies and practices promote equity and opportunity. This includes fostering partnerships and initiatives that remove barriers for all students, aligning efforts with institutional priorities to maintain academic excellence while supporting broad access.

Strengthen Brand Positioning and Value Proposition

The Executive Director will collaborate with the university marketing and communications teams to enhance Binghamton's national profile and communicate its reputation as a top-value public university. This includes crafting compelling messaging for prospective students and families, addressing cost concerns, and differentiating Binghamton in a competitive admissions landscape.

Foster a High-Performing, Collaborative Admissions Team

Managing and motivating a large team of 50+ professionals is essential. The Executive Director will cultivate a culture of accountability, innovation, and professional growth, empowering staff to deliver exceptional results while maintaining a work-life balance. Strong leadership will ensure operational excellence and position the team to adapt quickly to changing enrollment trends and institutional priorities.

Drive Data-Informed Decision Making and Operational Excellence

The Executive Director will leverage data analytics and CRM systems to guide recruitment strategies, monitor performance, and ensure admissions practices are efficient, equitable, and compliant. Leveraging predictive modeling and market intelligence, the Executive Director will strategically allocate resources to sustain Binghamton's competitive advantage in attracting and enrolling a diverse, high-achieving student body.



Professional Qualifications and Personal Qualities

The next Executive Director of Undergraduate Admissions will be a strategic and collaborative leader with a proven record of driving enrollment growth and diversity through innovative, data-informed strategies. This individual will bring deep experience in admissions or enrollment management, strong technological and analytical skills, and the ability to leverage data to maintain a competitive edge. They must inspire and empower a high-performing team, serve as a visible and influential ambassador for the university, and forge strong, collaborative partnerships across campus and with external stakeholders.

Ideal candidates will thrive in a fast-paced environment, demonstrate exceptional communication and interpersonal skills, and navigate complex challenges with integrity and empathy. A commitment to inclusive excellence and student-centered service is essential, along with the ability to lead decisively, foster collaboration, and advance Binghamton's mission of access and academic excellence.

Education

- Bachelor's degree is required.
- Master's degree preferred in education, business, marketing, or a related field.

Required Experience

- Minimum of seven to ten years of progressively responsible experience in undergraduate admissions or enrollment management.
- Proven success in developing and executing strategic enrollment plans.
- Experience managing large, complex teams and fostering a culture of collaboration and accountability.
- Familiarity with CRM platforms, admissions systems, and data analytics to support operational excellence.

Skills & Competencies

- Strong leadership and team management skills with the ability to foster a collaborative and positive work environment.
- Strategic thinker with strong analytical and technological acumen.
- Exceptional communication and interpersonal skills with the ability to engage in diverse constituencies.
- Ability to navigate complex challenges with integrity and empathy.
- Demonstrated commitment to inclusive excellence and student success.

Preferred Qualifications

- Experience working in a large, complex, and selective institution.
- Knowledge of public university settings, including union environments.
- Active engagement in professional admissions or enrollment associations.



About Enrollment at Binghamton University

As one of the nation's elite public universities, Binghamton attracts students from all 50 states and 100 countries. The university set a new record for enrollment with over 18,000 students enrolling at Binghamton for Fall 2024. The university has experienced consistent growth in enrollment over the past five years.

Fall 2025 data

- Undergraduate students: 14,500+
- Graduate students: 4,000+
- Total applications: 65,900+
- First-year enrolled: 3,199+
- Transfers enrolled: 850+
- High school GPA mid-50%: 93-98/3.7-3.9
- Transfer GPA mid-50%: 3.3- 3.8
- SAT score (mid-50%) * 1300-1450
- ACT score (mid-50%): * 29-33
- Transfer-student retention rate: 90%
- Academic offerings: 130+

**(ACT/SAT based on applicants who chose to submit scores)*



More enrollment data can be found [here](#).

Admissions

Binghamton enrolls students for fall and spring terms. The university has a holistic admissions process that considers the various skills, abilities, and achievements of each applicant with the goal of identifying and admitting students who can succeed at Binghamton. Binghamton supports SUNY's test-optional policy, so submitting SAT/ACT scores is not mandatory. Test scores, if submitted, are always considered in context and as supplemental information.

For the first-year class entering in fall 2025, Binghamton drew 61,188 applications, admitted 22,832, and enrolled 3,199. The transfer class enrolling in 2025 drew 4,728 applications; 2,906 were admitted, and 853 enrolled. Binghamton has an average first-year retention rate of 90%.

International Admissions

With more than 2,500 international students from over 100 different countries, Binghamton University is rich in diverse cultures and perspectives. Binghamton has won eight U.S. national awards for internationalizing the campus and its coursework.

Tuition & Financial Aid

Binghamton University is ranked #1 Best Value Public College in New York and #4 Best Value Public University in the Nation based on Academic Quality & Access to Aid by *U.S. News and World Report*. As a public university subsidized by New York State, the university maintains reasonable undergraduate and graduate tuition rates. The total estimated cost of attendance for undergraduate in-state students is \$30,044, for out-of-state students is \$51,944, and for international students is \$54,818. The total estimated cost of attendance for graduate students varies by program. Binghamton University's annual in-state tuition for an MA or MS program costs \$11,310, which is 58% less than the average graduate tuition at a private university.

Binghamton has a range of resources that help students finance their education. The University offers graduate assistantships, general and field-specific fellowships, scholarships, travel grants, as well as federal work study, loans, and part-time employment.

In the 2025-26 academic year, the university disbursed more than 122 million in financial aid to 11,159 students. 67% of all first-year, full-time undergraduate students received grant or scholarship aid. Binghamton also awarded more than 7.5 million in merit-based scholarships to newly admitted undergraduate students.



About Binghamton University

Overview

Since its founding in 1946, Binghamton University has built a national reputation for academic quality, innovative research and scholarship, and educational value. The university's excellence is founded on a stellar undergraduate education, complemented by cutting-edge graduate programs, a rapidly expanding research enterprise, and a commitment to civic engagement within the community and state.

Consistently ranked among the top 75 universities by *US News & World Report*, Binghamton - one of four research universities in the SUNY system - stands out as one of the most selective and public institutions in the nation. Binghamton received a staggering 53,000 applications for the fall 2025 semester, welcoming approximately 3,000 new students to the Class of 2029.

The university offers a diverse array of undergraduate and graduate degrees across six dynamic schools and colleges: [Harpur College of Arts and Sciences](#), the [College of Community and Public Affairs](#), the [Decker School of Nursing](#), the [School of Management](#), the [Thomas J. Watson College of Engineering and Applied Science](#), and the [School of Pharmacy and Pharmaceutical Sciences](#).

Binghamton's 18,000 students are ambitious, driven, and highly successful. More than 14,000 undergraduates boast an average SAT score of 1400. With a freshman retention rate of 91% and graduation rates of 77% in four years and 83% in five, Binghamton consistently outperforms national averages. Graduate programs are equally impressive, enrolling about 4,000 students across more than 90 graduate programs. In 2022, the university was awarded 257 doctoral degrees alone. Beyond their talent, students share a desire to shape the future through technology, insight, intellectual exploration, and community service.

The university's diverse campus community contributes to its success. Students come from all corners of the United States and 50 nations around the globe, representing an array of life experiences, from first-generation college students to international students. The campus is home to 8% out-of-state students, 3% international students, and 19% from underrepresented groups.

Binghamton is in a period of remarkable growth. Since 2012, undergraduate enrollment has increased by 17%, and graduate enrollment has increased by 37%. With significant faculty expansion supported by a SUNY-wide hiring initiative, Binghamton has added 20 new faculty members in key research areas and plans to hire an additional 36. Binghamton currently boasts a Nobel Prize-winning faculty member and recipients of prestigious Guggenheim, Fulbright, and the National Academies awards. In 2023-24, Binghamton University had \$66.9 million in research expenditures (a five-year increase of 38%), and it is home to four federally funded research centers.

Looking ahead, Binghamton is set to construct a state-of-the-art \$60 million lecture hall and classroom building, slated for completion by fall 2026. The university's financial health is robust, with a 33% increase in legislative appropriations reflecting strong support from elected officials in Albany.

Binghamton's economic development partnerships with the community and state are strong, and the university's New Energy New York project was awarded more than \$113 million to establish a hub for battery technology innovation in upstate New York. The U.S. Economic Development Administration authorized \$63.7 million, and New York state added \$50 million for the NENY project. Binghamton's educational outreach and service initiatives continue to support local communities. With a growing regional presence, highlighted by the new Health Sciences Campus in Johnson City, N.Y., the university is well-prepared to build on its role as a leader in higher education.

Binghamton University is poised for a bright future, continuing its trajectory of excellence and innovation. The institution's future was guided by a strategic plan - the [Road Map to Premier](#). A new strategic plan is under construction with President Anne D'Alleva, who joined Binghamton University in November 2025.

Vision

Binghamton as an institution is dedicated to higher education, one that combines an international reputation for graduate education, research, scholarship, and creative endeavor with the best undergraduate programs available at any public university.

Mission

Binghamton University is committed to collaborative transdisciplinary research, inspirational artistic endeavors, and high-impact educational experiences within an environment that advances diversity, equity, and inclusion; international perspectives; and community engagement.

Values

Our campus values are described through three words - Unity, Identity, and Excellence.

- **Unity** -- We are an inclusive community made up of people from diverse backgrounds who come together to learn, discover, and serve. We have developed a common bond - the Binghamton bond - that will be ours for a lifetime.
- **Identity** -- We are an academically selective community that shares ideas across departments, disciplines, and borders. We encourage faculty, students, and staff to ask unexpected questions, foster open dialogue, and develop innovative solutions to important problems.
- **Excellence** -- We cannot be all things to all people. However, we pursue our goals with determination, striving for intellectual and personal growth, especially in the face of adversity.



Leadership

Krista Medionte-Phillips, Vice Provost for Enrollment Management

Krista Medionte-Phillips is the Vice Provost for Enrollment Management at Binghamton University. As Vice Provost, Krista oversees the university's offices of Admissions, Financial Aid, Student Accounts, and Enrollment Analytics. In this role, she leads a comprehensive and integrated approach to enrollment, emphasizing data-informed decision-making, cross-functional collaboration, and a student-centered philosophy.

With a career in enrollment management that began in 2007, Krista served most recently as the Director of Admissions at Binghamton, leading her team with transformative initiatives that enhanced recruitment, strengthened student support, and advanced the university's commitment to access and success.

Deeply committed to helping students find the right institutional fit, Krista champions practices that promote opportunity for all. She is known for fostering a collaborative team environment and building strategic partnerships across campus to ensure a cohesive and impactful enrollment experience.

Donald Hall, Executive Vice President for Academic Affairs and Provost

Donald E. Hall became Binghamton University's Executive Vice President for Academic Affairs and Provost in 2022.

As Binghamton's chief academic officer, Hall administers all academic programs and is responsible for the University's budget. He also provides leadership for undergraduate and graduate student recruitment and admissions, curriculum and academic program development at all levels, faculty recruitment and retention, and international programs.

Before coming to Binghamton University, Hall was Dean of the Faculty of Arts, Sciences, and Engineering at the University of Rochester and held a previous position as Dean of Arts and Sciences at Lehigh University. Over the course of his career, he served as the Jackson Distinguished Professor of English and Chair of the Department of English (and previously Chair of the Department of Foreign Languages) at West Virginia University. Previously, he served as Professor of English and Chair of the Department of English at California State University, Northridge, where he taught for 13 years. He is a recipient of the University Distinguished Teaching Award at CSUN and was a visiting professor at the National University of Rwanda, Lansdowne Distinguished Visiting Scholar at the University of Victoria (Canada), Fulbright Distinguished Chair in Cultural Studies at Karl Franzens University in Graz, Austria, and Fulbright Specialist at the University of Helsinki. From 2013-2017, he served on the Executive Council of the Modern Language Association (MLA) and has also served on numerous panels and committees for the MLA. In 2012, he served as national president of the association of departments of English.

Although he is a full-time administrator, Hall continues to lecture worldwide on the value of a liberal arts education and the need to nurture global competencies in students and foster interdisciplinary dialogue in and beyond the classroom.



About Binghamton and Vestal, New York

Binghamton University's main campus is located in the Town of Vestal, just one mile beyond the Binghamton city limits in the Southern Tier of Upstate New York. Binghamton, Endicott, and Johnson City - along with Vestal and a few other suburban towns and villages - make up Greater Binghamton, offering a sophisticated cultural life, lively spectator sports, and accessible outdoor recreation. Major employers include United Health Services, Endicott Interconnect Technologies, Lourdes Hospital, IBM, Lockheed Martin Systems Integration, BAE Systems Controls, Maines Paper and Food Service, Universal Instruments, and the university itself, one of the largest employers in Greater Binghamton.

Several theaters, a professional opera company, philharmonic orchestras, the Roberson Museum, and the Kopernik Observatory are well supported by the community. The Visions Veterans Memorial Arena, home to the Binghamton Black Bears hockey team in the Federal Prospects Hockey League, also hosts well-attended rock, country, and pop concerts. The Binghamton Rumble Ponies (a double-A affiliate of the NY Mets) play baseball in a downtown stadium. The area also offers restaurants, shopping centers, and many urban and wooded parks and picnic areas, as well as a rail-to-trail path.

Binghamton is located at the crossroads of I-81, I-88, and NY Rte. 17/I-86, within easy reach of major metropolitan areas. Binghamton is 50 miles (75 minutes) from Ithaca, 72 miles (80 minutes) from Syracuse, 140 miles (two hours) from Albany, and about 200 miles (three and a half hours) from both New York and Philadelphia. The Greater Binghamton airport offers non-stop commercial flights through Delta Airlines.



Procedure for Candidacy

All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a CV or resume and a letter of interest addressing the themes in this profile.

WittKieffer is assisting Binghamton University in this search. For fullest consideration, candidate materials should be received by **January 26, 2026**.

Application materials should be submitted using WittKieffer's [candidate portal](#).

Nominations and inquiries can be directed to:

Christy Pratt, Ashlee Musser, and Roxana Woudstra

Binghamton_ExecDirAdmissions@wittkieffer.com

The anticipated salary range is \$150,000-\$175,000, with individual compensation determined within this range. Binghamton University also offers a comprehensive benefits package.

Equal Opportunity/Affirmative Action Employer

The State University of New York is an Equal Opportunity/Affirmative Action Employer. As required by Title IX and its implementing regulations, Binghamton University does not discriminate on the basis of sex in the educational programs and activities that it operates. This requirement extends to employment and admission. Inquiries about sex discrimination may be directed to the University Title IX Coordinator or directly to the Office of Civil Rights (OCR). Contact information for the Title IX Coordinator and OCR, as well as the University's complete Non-Discrimination Notice, may be found [here](#).

It is the policy of Binghamton University to provide for and promote equal opportunity employment, compensation, and other terms and conditions of employment without discrimination on the basis of sex, age, race, color, religion, disability, national origin, gender identity or expression, sexual orientation, veteran or military service member status, marital status, domestic violence victim status, genetic predisposition or carrier status, or arrest and/or criminal conviction record unless based upon a bona fide occupational qualification or other exception.

For more information visit the Office of Diversity, Equity, and Inclusion website at <https://www.binghamton.edu/diversity-equity-inclusion/index.html>