



UNIVERSITY OF MINNESOTA

Vice President for Strategic Enrollment Management

Leadership Profile

Spring 2026



Executive Summary

The University of Minnesota invites nominations and applications for the inaugural position of Vice President for Strategic Enrollment Management (VPSEM) to shape and advance a systemwide enrollment strategy that strengthens collaboration across the University's distinct campuses—Crookston, Duluth, Morris, Rochester, and Twin Cities—and play a pivotal role in realizing the vision of one university on five campuses.

The University of Minnesota is a comprehensive public research university recognized globally for its academic excellence, world-class faculty, and deep commitment to education, discovery, and public service. With five campuses across the state, the University advances innovation and drives economic vitality, generating an \$11.5 billion annual impact. Its five campuses offer distinctive academic experiences across the state. Crookston provides a small-town, close-knit environment known for experiential learning, mentorship, and leadership in online education. Duluth blends metropolitan amenities with unparalleled access to Lake Superior and is recognized for its strengths in sustainability, natural resources, and freshwater research. Morris offers a public liberal arts experience in a welcoming small community, emphasizing close faculty engagement and outdoor opportunities. Rochester, a growing health-innovation hub, prepares students for health sciences careers through unique partnerships with Mayo Clinic. The Twin Cities campus, enrolling the majority of the system's 72,000 students, is the system's flagship and delivers comprehensive academic breadth as an AAU research university with extensive internship, research, and cultural opportunities in a vibrant urban setting. In Fall 2025, the University enrolled more than 43,000 undergraduates statewide, with each campus contributing its own strengths to the University's mission.

The University has entered a period of renewed alignment and momentum, creating a rare opportunity to help shape a cohesive, future-focused vision that elevates the entire system. Senior leaders and campus partners are committed to strengthening coordination across a historically decentralized enrollment landscape and advancing a roadmap that emphasizes systemwide cohesion, enhanced student pathways, and improved access. The VPSEM will join a leadership team that values collaboration, open communication, and data-informed decision-making, and seeks a partner who can bring clarity, consistency, and shared purpose to enrollment planning.

Reporting jointly to the Executive Vice President & Provost and the Vice President for Strategic Initiatives, the VPSEM will serve as the principal driver of an integrated, forward-looking enrollment enterprise that supports the University's land-grant mission, academic excellence, and long-term vitality. The VPSEM will develop and implement a comprehensive enrollment vision spanning recruitment, admissions, financial aid, and market expansion. In partnership with campus enrollment leaders, this role will align goals, policies, processes, and technologies to strengthen the prospective-student experience, expand market reach, enhance the use of analytics and CRM tools, and support students in finding the right fit across the system.

Equally important, the VPSEM will cultivate the relationships and trust needed to unite diverse campuses around shared outcomes. This leader will spend significant time with each campus, listening deeply, understanding local contexts, and building durable partnerships with faculty, staff, administrators, and governance groups. Through this work, the VPSEM will foster a culture of transparency, collaboration, and mutual accountability while guiding cultural and operational change with clarity and steadiness.

The ideal candidate will be a seasoned, strategic, and relational enrollment leader with experience in large, decentralized, or multi-campus environments; expertise in data, analytics, and enrollment technologies; and a strong commitment to student access, success, and equity. They will demonstrate exceptional communication skills, political and cultural acumen, and the ability to unify diverse stakeholders around a shared vision while respecting local identity and institutional history.

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

Role of the Vice President for Strategic Enrollment Management

The Vice President for Strategic Enrollment Management (VPSEM) will serve as the University of Minnesota's inaugural leader for a coordinated, systemwide enrollment strategy, focusing primarily on undergraduate enrollment while considering all pathways to the University. Reporting jointly to the Executive Vice President & Provost and the Vice President for Strategic Initiatives, the VPSEM will shape and align enrollment priorities across all five campuses—Crookston, Duluth, Morris, Rochester, and Twin Cities. In this highly visible and collaborative role, the VPSEM will unify strategy and execution, advance shared and campus-specific goals, and strengthen the University's land-grant mission by expanding access, opportunity, and the system's economic impact across Minnesota.

As the senior enrollment leader for the system, the VPSEM will work in close partnership with academic leadership, student affairs, marketing and communications, institutional research, and other administrative units to create stronger connective tissue across campuses. The VPSEM will foster a culture of shared governance, transparency, and responsive decision-making, ensuring that campuses are supported in meeting their local goals while also contributing to a unified systemwide enrollment vision. A central charge of this role is to drive clarity around policies, practices, and shared priorities, enabling the University to present a cohesive identity to prospective students and families while honoring the distinctive character of each campus.

Through regular convenings, collaborative planning structures, and data-informed assessments, the VPSEM will help build a cohesive enrollment enterprise that leverages campus strengths and facilitates coordinated action. Each campus enrollment leader will report to the VPSEM through a matrixed structure, with shared straight-line supervision between the VPSEM and the campus's senior executive. Given this complex organizational structure, strong, collaborative relationships with each campus chancellor will be essential to ensure aligned priorities, shared decision-making, and cohesive enrollment strategy across the system. The campus enrollment leaders include:

- Director of Enrollment Management at Crookston
- Vice Chancellor for Strategic Enrollment Management at Duluth
- Vice Chancellor for Enrollment Management & Institutional Effectiveness at Morris
- Associate Vice Chancellor for Enrollment Management at Rochester
- Vice Provost for Enrollment Management at Twin Cities



The VPSEM will lead the development and implementation of an aligned strategy to recruit, admit, enroll, and retain a strong, diverse student population while supporting the financial sustainability of each campus. In collaboration with system and campus partners, the VPSEM will establish shared enrollment goals; strengthen cross-campus pathways and student mobility; and deploy technologies, data systems, and analytics to enhance decision-making and improve the prospective student experience. The leader will also work closely with Marketing and Communications to advance a unified enrollment marketing approach that expands visibility, broadens market reach, and conveys the value of the University's multi-campus system.

Equally important, the VPSEM will help advance student success by aligning efforts across Student Affairs, advising, academic units, and student-support services. By linking enrollment planning with the broader student-success ecosystem, the VPSEM will reinforce the University's commitment to fostering thriving campus communities and ensuring that students are supported from their first point of contact through graduation.

Opportunities and Expectations for Leadership

The inaugural Vice President for Strategic Enrollment Management (VPSEM) will step into a rare moment—one defined by possibility and the opportunity to help the University of Minnesota imagine, develop, and execute a new future for enrollment. As a visible, trusted, and strategic leader, the VPSEM will inspire people to think expansively, bring communities together around shared aspirations, and advance the University's commitment to serving the state.

Joining the University at a pivotal time of strong momentum, renewed cross-campus cooperation, and a collective desire to operate as one university with multiple campuses, the VPSEM will help chart what enrollment can and should look like. By fostering trust, aligning decentralized efforts, and building the structures and practices that enable coordinated action—while honoring each campus's distinct identity and mission—the VPSEM will play a defining role in shaping an ambitious, systemwide enrollment vision.

The following opportunities and expectations will guide the VPSEM's early and ongoing work:

- **Unify Enrollment Strategy Across a Complex System:** The VPSEM will design and lead an integrated strategic enrollment framework that clarifies goals, aligns policies, and fosters consistent collaboration across Crookston, Duluth, Morris, Rochester, and Twin Cities. In doing so, the leader must navigate the distinct opportunities and challenges each campus faces—recognizing that some are experiencing strong enrollment performance while others are contending with significant pressures. The VPSEM will build a cohesive systemwide vision that advances shared University priorities while honoring the unique context, needs, and strengths of every campus and actively advocating for the resources and support required to ensure their long-term success. To be effective, this role requires exceptional internal and external communication skills, along with the credibility to bring others along to enact change.
- **Build Trust, Strengthen Relationships, and Foster Shared Governance:** A central expectation is that the VPSEM will invest meaningful time with every campus—listening carefully, learning local context, and cultivating trusting partnerships with enrollment leaders, academic and student affairs colleagues, governance groups, and senior leadership. Authentic relationship-building and transparent communication will be essential for strengthening cross-campus collaboration and reducing siloed decision-making. Equally important, the VPSEM must ensure that systemwide enrollment strategies deliver clear value to all campuses, advancing shared goals while supporting the distinct needs and priorities of each location. Given the size and prominence of the Twin Cities campus, resources, influence, and decision-making can sometimes feel disproportionately centered there. The VPSEM will play an essential role in promoting balance, advocating for all campuses, and ensuring that strategies and investments benefit the entire system.
- **Lead Systemwide Change with Clarity, Purpose, and Creativity:** The VPSEM will be expected to design, communicate, and deliver positive changes. This includes establishing a clearer, more seamless prospective-student experience; working in partnership to align admissions, recruitment, and retention processes; and championing shared approaches to technology, analytics, and operational practices. The role also requires creativity, vision, and a forward-looking perspective—anticipating emerging trends, exploring new approaches, and helping the University adapt to a rapidly changing higher-education environment. The leader must be comfortable guiding the institution through cultural and procedural evolution, setting direction with confidence while inviting meaningful participation in shaping the path forward.
- **Advance Integrated Enrollment Marketing and Market Expansion:** In partnership with Marketing and Communications, the VPSEM will help articulate and elevate a unified enrollment narrative for the system—one that leverages the University's land-grant mission, academic breadth, and campus distinctiveness. This leader will contribute to identifying new and emerging markets, strengthen in-state and regional strategies, and develop coordinated messaging that grows awareness and demand across key student populations.
- **Enhance Data, Analytics, and Technology Alignment:** The VPSEM will play a critical role in advancing the University's use of data to support strategy formation, forecasting, and performance assessment across

campuses. This includes enhancing practices related to CRM utilization (e.g., Slate), predictive analytics, and institutional dashboards that provide shared visibility into enrollment trends, student behaviors, and yield outcomes.

- **Strengthen Pathways and Expand Access:** With a deep connection to the University's land-grant mission, the VPSEM will be instrumental in clarifying and expanding pathways so that more qualified Minnesotans can access a University of Minnesota education. This includes facilitating cross-campus opportunities for students whose interests evolve or whose first-choice campus may not be the best match, while preserving local admissions priorities and campus identities. The VPSEM will expand access for diverse learners, support recruitment and retention strategies that reflect Minnesota's changing demographics, and ensure that students from all backgrounds experience a welcoming, inclusive, and supportive environment throughout the enrollment continuum.
- **Integrate Enrollment Strategy with Student Success and Retention:** Recognizing that enrollment outcomes are deeply connected to student belonging, persistence, and completion, the VPSEM will collaborate closely with Student Affairs, academic leadership, and student success units. The leader will help strengthen retention strategies, improve early alert and advising systems, and align student success initiatives with enrollment goals to support long-term outcomes across the system.
- **Create a Systemwide Operating Model:** A significant opportunity exists to bring greater clarity to responsibilities across the system—defining which elements of enrollment strategy are shared, where campuses retain autonomy, and how decisions are made collaboratively. The VPSEM will help establish transparent, predictable governance structures that support coordination and mutual accountability.



Professional Qualifications and Personal Qualities

The University of Minnesota seeks a collaborative, strategic, and forward-thinking enrollment leader to serve as its inaugural Vice President for Strategic Enrollment Management (VPSEM). The ideal candidate will bring a demonstrated record of leading complex, multi-campus enrollment efforts; the relationship-building capacity to unite a decentralized environment; and the strategic clarity required to guide a systemwide approach to student recruitment, admissions, retention, and success.

The successful candidate will embody many of the following qualifications, experiences, and attributes:

- **Educational Background:** A master's degree or equivalent experience is required; advanced or terminal credentials relevant to the VPSEM's responsibilities are preferred.
- **Extensive Enrollment Management Leadership:** At least ten years of progressive leadership experience in strategic enrollment management or a related area, with evidence of successful strategy development in complex or geographically dispersed settings. Experience with enrollment growth strategies, fiscal management, personnel oversight, and informed decision-making is preferred.
- **Success Leading Multicampus or Decentralized Operations:** Demonstrated ability to unify enrollment efforts across multiple locations or diverse, complex units, build trust, and advance shared priorities while respecting local identity and strengths.
- **Expertise Across the Recruitment-to-Success Continuum:** Deep understanding of the full student lifecycle, including traditional undergraduates, transfers, adult learners, and pathway-based entrants. Experience shaping recruitment and retention strategies responsive to changing demographics and market trends.
- **Data-Informed and Technologically Fluent:** Strong command of enrollment analytics, forecasting, KPIs, and data-driven strategy. Deep expertise with CRM platforms (e.g., Slate), predictive analytics tools, digital engagement platforms, and emerging technologies that enhance recruitment and enrollment outcomes.
- **Marketing and Communications Partnership:** Experience partnering with marketing and communications teams to develop unified, compelling enrollment messaging aligned with institutional identity, brand, and market opportunity.
- **Change Leadership and Organizational Development:** A record of guiding cultural and process change with clarity, steadiness, and creativity—bringing stakeholders along, navigating ambiguity, and improving systemwide efficiency and impact.
- **Political Acumen and Governance Experience:** Ability to work effectively with shared governance, senior leadership, faculty, staff, and cross-functional partners; skill in articulating the rationale behind decisions and fostering alignment in politically and resource-sensitive contexts.
- **Relationship Builder and Consensus Maker:** Internal and external communication skills; exceptional interpersonal skills, and the humility and credibility needed to earn trust across five campuses. Ability to champion systemwide goals while identifying and advocating for opportunities that benefit individual campuses.
- **Cultural Agility and Understanding:** Appreciation for the “Minnesota Way”—a culture grounded in thoughtfulness, collaboration, respectful dialogue, and balanced boldness—and the ability to work effectively across distinct campus and community environments.
- **Commitment to Student Access:** A demonstrated dedication to expanding educational access; supporting students from diverse backgrounds and life experiences; and advancing the University's land-grant mission to serve Minnesota and its communities.

About the University of Minnesota

Overview

The University of Minnesota is a comprehensive public research university ranked among the world's most respected institutions of higher learning. The University has scholars of national and international reputation as well as a strong tradition of education and public engagement. With five system campuses throughout Minnesota—Crookston, Duluth, Morris, Rochester, and Twin Cities (in Minneapolis and St. Paul)—the University advances discovery and innovation to improve society.

With an annual operating budget of \$4.2 billion, the University generates an estimated economic impact of \$11.5 billion for the Minnesota economy. As of Fall 2025, the University enrolls 72,000 students, 58,000 on the flagship Twin Cities campus in the heart of Minneapolis-St. Paul, the 16th largest metropolitan area in the country. The University enrolled 43,565 undergraduate students systemwide, including 1,889 at Crookston, 7,367 at Duluth, 945 at Morris, 732 (plus an additional 400 students participating in our partner programs) at Rochester, and 32,632 at Twin Cities. A research university of exceptional breadth and depth with expansive interdisciplinary opportunities, UMN advances education, research, and outreach across schools, colleges, and campuses spanning the broad fields of liberal arts; biological sciences; dentistry; design; education and human development; food, agriculture, and natural resource sciences; law; business; medicine; nursing; public affairs; public health; science and engineering; and veterinary medicine. The state's fifth-largest employer, the University has over 25,000 faculty and staff systemwide and encompasses regional extension offices, research and outreach centers, clinics, labs, professional education outreach, and K–12 educational engagement programs throughout the state, as well as world-class performing arts facilities, museums, and galleries. As one of an elite few land-grant universities that are also world-class research institutions and one of the few major land-grant research institutions situated in a major metropolitan area, the University consistently has advanced the land-grant mission with exceptional vigor—distinguished by a comprehensive commitment to integrating public engagement deeply into teaching and learning, research, and discovery.

The University averages over \$1.35 billion in annual research expenditures, ranking 12th among public universities nationally, and its faculty and experts are considered among the best in their respective fields. UMN currently boasts 29 Nobel Prize-winning faculty, recipients of prestigious awards such as Guggenheim and MacArthur Fellowships, and many members of the National Academies and the American Academy of Arts and Sciences. The University of Minnesota has been highly ranked among U.S. public universities in interdisciplinary science. The University strongly embraces diversity, equity, and inclusion as foundational values central to systemwide strategic planning. Students on the Twin Cities campus include 28% Black, Indigenous, and People of Color (BIPOC) students, 9% international students (from over 140 countries), and 24% of all undergraduates are first-generation students. The University ranks ninth nationally for students learning abroad and offers programs in more than 70 countries. The Twin Cities campus has been recognized nationally within the last five years for excellence in diversity and in global learning, research, and engagement. The University has also been ranked by Forbes among the country's 20 best educational employers.

The Twin Cities campus is located in a diverse and economically vibrant region at the heart of an increasingly global Midwest, with 11 federally recognized tribal nations, the largest urban American Indian population in the country, a dynamic Black community, and significant African, Latinx, and Asian American populations. The links between Minnesota communities and communities around the world are notable: the Twin Cities have the largest number of people of Somali descent outside of Somalia and the nation's largest urban Hmong American population.

UMN is located on traditional, ancestral, and contemporary lands of Indigenous people. The University resides on Dakota land ceded in the Treaties of 1837 and 1851. The University acknowledges that this place has a complex and layered history and is committed to ongoing efforts to recognize, support, and advocate for American Indian Nations and peoples. Since 2021, the University has had a Senior Advisor to the President for Indian Affairs focused on further strengthening the University's partnership with Minnesota Tribal Nations.

Enrollment

In Fall 2025, enrollment increased across all five University of Minnesota campuses compared to the previous year, with the Twin Cities campus maintaining the largest student population. This positive systemwide growth demonstrates the University's continued commitment to leveraging each campus's distinctive strengths to recruit, retain, and support talented students as they pursue their degrees and develop as leaders in their communities.

The majority of enrolled students come from Minnesota, followed by Wisconsin, Illinois, California, North Dakota, South Dakota, and Texas. Beyond the United States, the countries with the highest representation are China, India, and the Republic of Korea.

All campuses use the Common App, and Crookston, Duluth, Morris, and Rochester also offer a campus-specific application. Slate is the CRM for each campus, with five distinct instances. While financial aid processing is centralized on the Twin Cities campus, each campus manages and executes its own financial aid and scholarship strategy.

Crookston

Located along the scenic Red Lake River, this campus offers the warmth and familiarity of a small town paired with a close-knit campus community. Students enjoy abundant access to lakes, rivers, and outdoor recreation—along with the convenience of nearby larger-city amenities. The University of Minnesota Crookston is known for its focus on experiential learning and faculty-student mentorship. The campus is also one of the nation's pioneers in online and distance education.

Enrollment Management is organized under the Director of Institutional Effectiveness, who oversees personnel in Admissions, Institutional Research, and Dual Credit Coordination. The Admissions unit has 12.5 staff, including a director, 8.5 recruitment professionals, and 3 operational staff.

For the 2025-26 academic year, total undergraduate enrollment was 1,889 students. Among incoming first-year and transfer applicants, 2,520 applied, 1,596 were admitted, and 481 ultimately enrolled.

Learn more at: [University of Minnesota Crookston Office of Admissions | University of Minnesota Crookston](#), including their [Quick Facts](#).

Duluth

The University of Minnesota Duluth is a highly ranked medium-sized regional university with a strong emphasis on the environment and sustainability, and a global reputation for natural resources and freshwater research. Situated on the western shore of Lake Superior, this campus combines the advantages of urban living with unmatched access to the outdoors. Students benefit from a lively metropolitan area of more than 280,000 residents, while also exploring the natural beauty of the North Shore, state parks, and endless outdoor adventure.

Led by the Vice Chancellor for Strategic Enrollment Management, Enrollment Management at Duluth includes Undergraduate Admissions, the University Registrar, Financial Aid and Scholarships, International Recruitment, Veteran Services, Transfer and Transitions, One Stop, Success Coaching, Orientation, Dual Enrollment, Returning Student Initiatives, Enrollment Marketing and Communications, and the Office of Institutional Research. The division includes approximately 60 staff and, in partnership with the Provost and the Vice Chancellor for



Student Life, the Vice Chancellor serves as an executive sponsor for Duluth's student success strategy and co-leads its institutional direction, structure, and priorities.

For the 2025–26 academic year, total undergraduate enrollment was 7,367 students. Among incoming first-year and transfer applicants, 10,294 applied, 8,219 were admitted, and 2,277 ultimately enrolled.

Learn more at: [Admissions | University of Minnesota Duluth](#), including [Why UMD](#) and their [UMD Facts](#).

Morris

The University of Minnesota Morris is a public liberal arts college where students work closely with faculty and mentors to shape an education that prepares them for challenging graduate programs, productive careers, and deep civic engagement. Set along the picturesque Pomme de Terre River, this campus offers the charm of a small, friendly community surrounded by opportunities to hike, bike, paddle, and enjoy the outdoors. With a local population of just over 5,200, students experience a welcoming environment and a strong sense of belonging.

Led by the Vice Chancellor for Enrollment Management and Institutional Effectiveness, Enrollment Management includes Admissions, Financial Aid, One Stop, and Student Success functions, including Career Services, the Disability Resource Center, First Year Experience, New Student Orientation, Learning Assistance, Academic Advising, and Transfer Student Services. The enrollment operation includes approximately 28 staff, including 13.75 in Admissions, with Slate and data support shared with Institutional Research.

For the 2025-26 academic year, total undergraduate enrollment was 945 students. Among incoming first-year and transfer applicants, 4,930 applied, 2,890 were admitted, and 335 ultimately enrolled.

Learn more at: [Admissions | University of Minnesota Morris](#), including [About Morris](#).

Rochester

Located in a growing city known for healthcare innovation and its connection to Mayo Clinic, this campus blends academic opportunity with the benefits of an energetic metropolitan area of more than 120,000 residents. Students enjoy more than 85 miles of paved trails, cultural attractions, and a wide range of entertainment options—all within one of the fastest-growing regions in the state. The University of Minnesota Rochester prepares health sciences professionals and maintains unique collaborations with world-renowned medical organizations in the community.

Led by the Associate Vice Chancellor for Enrollment Management, Enrollment Management includes Admissions and One Stop services. The operation is supported by approximately 10 staff across admissions, enrollment operations, data and systems support, and One Stop, with positions distributed between Rochester and Twin Cities.

For the 2025-26 academic year, total undergraduate enrollment was 732 students. An additional 400 students participate in partner programs, including Health Profession, Nursing, and Physician Assistant programs at Mayo and other affiliated institutions. Among incoming first-year and transfer applicants, 1,955 applied, 1,407 were admitted, and 375 ultimately enrolled.

Learn more at: [Admissions Overview | University of Minnesota Rochester](#), including [Fast Facts](#).

Twin Cities

The Twin Cities campus is a globally engaged AAU, R1 research institution and Minnesota's land-grant university, giving it a distinctive capacity and responsibility to improve the lives of Minnesotans and drive the state forward. As the University of Minnesota's flagship campus—and one of only five campuses nationwide that house schools of engineering, medicine, veterinary medicine, law, and agriculture all in one location—it offers unparalleled academic breadth and collaboration. A Big Ten institution—with strong appeal for both employees and students—and located in a metro area that is home to 15 Fortune 500 companies, the campus also provides access to

lakes, leading corporate and state government internships, and a wide range of professional sporting events, reflecting its role as Minnesota's premier land-grant and research institution.

Enrollment is organized as a centralized Office of Admissions with approximately 90 staff, encompassing recruitment, enrollment operations, communications, scholarships and financial aid, and systems.

For the 2025–26 academic year, total undergraduate enrollment was 32,632 students. Among incoming first-year and transfer applicants, 50,604 applied, 38,072 were admitted, and 9,024 ultimately enrolled.

Learn more at: [Office of Admissions | University of Minnesota Twin Cities](#), including [About Us](#).

Leadership

Rebecca Cunningham is the 18th President of the University of Minnesota, a role she assumed on July 1, 2024. A distinguished physician-scientist and academic administrator, she is recognized for her strategic leadership in high-level research enterprises and her commitment to the public mission of land-grant institutions.

Gretchen Ritter is a distinguished academic leader and political scientist currently serving as the Executive Vice President and Provost. Appointed in July 2025, she serves as the University system's chief academic officer, overseeing academic programs, faculty affairs, and research initiatives across five campuses.

Ryan Schmiesing serves as Vice President for Strategic Initiatives, advancing efforts that support the University's shared mission and systemwide strategic roadmap. Most recently, he served as Senior Vice Provost for External Engagement at Ohio State University, bringing extensive leadership experience in higher education and government.

More information about the President's Cabinet can be found at [Office of the President](#).

More information about the University can be found at [the University of Minnesota System](#).

Campus Leadership

University of Minnesota Crookston – Chancellor Mary Holz-Clause, Ph.D.

Dr. Mary Holz-Clause has served as chancellor of the University of Minnesota Crookston since 2017. At UMN Crookston, Chancellor Holz-Clause grew online degree programs and addressed goals related to diversity, fundraising, global presence, educational achievement, research, and outreach, particularly in rural areas. In 2021, the University of Minnesota expanded her role to serve as acting executive chancellor with responsibility for the experiential and online presence of both Crookston and the University of Minnesota Morris.

Prior to her appointment at Crookston, she served as dean of agriculture at California State Polytechnic University, Pomona, where the college became the Donald Huntley Endowed College of Agriculture following the securing of a \$30 million gift during her tenure. Earlier in her career, she served as vice president for economic development at the University of Connecticut and held senior leadership roles in extension and outreach at Iowa State University. ([Bio](#))

University of Minnesota Duluth – Chancellor Charles Nies, Ph.D.

Dr. Charles Nies is the 10th chancellor of the University of Minnesota Duluth, joining the campus in 2024. At UMD, Chancellor Nies has co-led the University of Minnesota's systemwide strategic roadmap committee, led the Duluth campus through collaborative visioning, and led the creation of the Duluth Promise in partnership with area schools, colleges, and community leaders to provide clear pathways to careers that meet local workforce needs.

Prior to joining Duluth, he served as vice chancellor for student affairs at the University of California, Merced. Earlier in his career, he served as an assistant dean at Miami University (Ohio) and as a program director for a

minor in leadership studies at Washington State University, where he also taught undergraduate and graduate courses in leadership theory, organizational theory, and student development. ([Bio](#))

University of Minnesota Morris – Chancellor Michael C. Rodriguez, Ph.D.

Dr. Michael C. Rodriguez began his tenure as chancellor of the University of Minnesota Morris in January 2026. A graduate of UMN Morris, he previously served as dean of the College of Education and Human Development at the University of Minnesota Twin Cities and is a professor of educational measurement, having joined the UMN faculty in 1999. He has served as the Campbell Leadership Chair in Education and Human Development and participates in national and state technical advisory roles related to educational and psychological testing. He is a member of the University of Minnesota Academy of Distinguished Teachers and was named UMN Morris Distinguished Alumni in 2008. ([Bio](#))

University of Minnesota Rochester – Chancellor Lori J. Carrell, Ph.D.

Dr. Lori J. Carrell was selected as the second chancellor of the University of Minnesota Rochester in 2018, after joining the campus in 2014 as vice chancellor for both academic and student affairs. At UMR, Chancellor Carrell has led the campus during a period of significant enrollment growth and improved equity in educational attainment, advanced a research-to-practice educational model, and currently co-leads the National College-in-3 Exchange focused on reducing student costs and improving outcomes.

Prior to joining the University of Minnesota, she led general education reform efforts in the University of Wisconsin system as a campus leader in Oshkosh, where she also founded and directed a research-based teaching and learning center while serving as a professor of communication. ([Bio](#))





About the Twin Cities: Minneapolis/St. Paul Community

Living in the Twin Cities offers tremendous arts organizations and world-class corporate, scientific, and financial entities that bring the world to the University's doorstep. In this superb setting, the University of Minnesota offers unique opportunities for engagement in a progressive, cultured, and thriving urban community. Although separated by the Mississippi River, Minneapolis and Saint Paul are one city. Together they form the core of the Twin Cities Metropolitan Area, the 16th-largest metropolitan area in the country (and roughly the 65th-largest in the world), with more than 3 million residents.

Minnesota and the Twin Cities are also home to a diverse array of vibrant communities from across the globe. In Minnesota, there are seven Anishinaabe (Chippewa, Ojibwe) reservations and four Dakota (Sioux) communities. Large populations of Hmong and Karen immigrants and refugees from Southeast Asia have settled in the Twin Cities region. Minnesota is home to the largest Karen population in the country, and the Hmong community is the state's largest Asian population. Minnesota is also home to African migrant populations from Ethiopia, Kenya, Liberia, Nigeria, and Somalia.

By nearly every measure, the Twin Cities area ranks among the country's most desirable places to live, offering exceptional cultural, social, and recreational opportunities. The Trust for Public Land recently ranked Minneapolis as #3 and St. Paul as #5 among the best urban parks in the United States. The Twin Cities community has long been noted for its tremendous spirit of civic cooperation. Private corporations and foundations often join with government and community organizations to improve and expand the resources available to the community. The substantial private investment enriches the whole Twin Cities area and helps maintain it as a dynamic metropolitan center.

The University has strong partnerships with these vital community leaders and organizations. The Twin Cities metropolitan area is the economic center of the upper Midwest. Minnesota's economy is one of the most diversified in the nation, with more than 90 percent of all major U.S. industries represented in the state, including over 30 Fortune 1000 companies and over 15 S&P 500 firms, such as Target, General Mills, Medtronic, Cargill, 3M, and Honeywell. Other leading companies located here include United Health Group, Best Buy, Carlson Companies, Aveda Corporation, St. Paul Travelers Companies, U.S. Bancorp, and Xcel Energy. Quality education and job growth were undoubtedly factors in Forbes magazine's ranking of Minneapolis-St. Paul #32 "Best Places for Business and Careers" in 2019. The Twin Cities were also ranked sixth best in the country to live in by Livability's 2022 study.

Procedure for Candidacy

All applications, nominations, and inquiries are invited. Application materials should include a resume and a letter of interest addressing the themes in this profile.

WittKieffer is assisting the University of Minnesota in this search. Review of applicant materials has begun; for fullest consideration, materials should be received by **April 24, 2026**.

Applications, nominations, and inquiries may be directed to Amy Crutchfield, Rob Springall, and Kim Migoya via the [WittKieffer Candidate Portal](#) or to UMN-VPSEM@wittkieffer.com.

*The University of Minnesota estimates the salary range for this position at \$330,000 to \$360,000.
The University also offers comprehensive suite of medical, retirement, and other benefits which are described on the University's Human Resources web site.*

The University of Minnesota shall provide equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression.

