

THE UNIVERSITY OF MICHIGAN
REGENTS COMMUNICATION

**Approved by the
Regents
February 20, 2014**

ACTION REQUEST: Approval to Establish a New Administrative Position

POSITION TITLE: Associate Vice President for Enrollment Management, Office of the Provost and Executive Vice President for Academic Affairs


EFFECTIVE DATE: March 1, 2014

I am requesting approval to establish the position of associate vice president for enrollment management, Office of the Provost and Executive Vice President for Academic Affairs, effective March 1, 2014.

The associate vice president for enrollment management will be responsible for providing administrative and financial leadership for the offices of undergraduate admissions, financial aid, the university registrar, and new student programs in a newly structured, student-centered effort. Focusing on core values of diversity, excellence, and access, this position will build and lead a team charged with working across the university to envision and deliver the optimal undergraduate enrollment program for U-M, meeting its short- and long-term enrollment goals and ensuring its success in recruitment and retention for the future. The associate vice president will design and implement a structure that brings increased coordination and cooperation among the units so as to best serve students and help ensure student success among all populations at the university, better envision and manage enrollment goals, and increase efficiencies and synergies across these functions

This position will report directly to the provost and executive vice president for academic affairs. I therefore request the establishment of this new administrative position.

Respectfully submitted,



Martha E. Pollack
Provost and Executive Vice President
for Academic Affairs

February 2014