

A Few Words from Temple's New Vice Provost for Admissions, Financial Aid, and Enrollment Management

By Shawn L. Abbott, Vice Provost for Admissions, Financial Aid, and Enrollment Management

After nearly a decade of service at New York University, Temple's newly-created Vice Provost for Admissions, Financial Aid, and Enrollment Management position was the first I sincerely considered and it was with great excitement that I joined the Temple community this summer.

My time at NYU was a memorable one. Over the last eight years, I was able to play a role in a number of university milestones. Some of those milestones included delivering the largest applicant pool and the largest first year class in the history of private American higher education, opening two liberal arts colleges in Abu Dhabi and Shanghai, doubling the size of NYU's underrepresented communities of color, bolstering its standing as home to the largest international student body in America, and making it the #1 private university destination among Latino/a students.

Though I was quite content at NYU, I was and am hungry to be at a place that is even more aspirational and a place even more firmly committed to its mission and commitment to access and affordability. As a first generation, two-time public university graduate, coming to Temple is a return to my roots, so to speak. Since its founding, Temple has been a beacon for the kind of access that opened a world of opportunity to me. I wanted my next step to be at a place as firmly committed to college access as Temple is today.

I believe that Temple is much like NYU in the sense that Temple's stunning collection of schools and colleges serve as the foundation of Temple University. It is also my sense that the various school and college deans, faculty, and staff are craving a stronger enrollment management partner—someone who can not only help work toward enrollment goals, but one who can help strategize about how to best leverage need and merit based financial aid, to help raise additional scholarship dollars, and to more effectively and strategically market their academic programs.

With the above in mind, the teams that now report to me (The Offices of Admissions, Student Financial Services, and the University Registrar, as well as our Military & Veterans Service Center) will embark on an ambitious set of goals that include the following:

1. To ensure that Temple continues to remain in strong fiscal health, we will work collaboratively to enroll 5,050 first year and 2,400-2,450 new transfer students for the Fall 2019 term and an additional 100 first year and 1,000 new transfer students for the Spring 2020 term. This will be accomplished by consulting in advance with each school/college dean to deliver undergraduate schools/colleges with a targeted range of incoming students for each school/college and in some cases, for specific academic programs.
2. We will work to maintain if not improve the academic profile of new first year and transfer students as defined by their academic credentials, most notably their GPA, class rank, and standardized test scores.
3. Recognizing that the number of graduating high school students in Pennsylvania is expected to decline in the next decade, we will focus recruitment and enrollment efforts on strengthening Temple's national and international profile to ensure that we remain attractive to out-of-state and international students.
4. As Philadelphia's only 4-year public university, we will recruit and enroll a more broadly-defined diverse student body with a focus on strengthening admission and financial aid efforts to attract more students from largely underrepresented (at Temple) communities. This will involve greater outreach and focus on students who could bring an enhanced level of ethnic, geographic (national and international), gender, political, religious, socio-economic and other forms of diversity (e.g. first-generation student status, disability status, etc.) to the Temple community.
5. We will work tirelessly to improve the customer service experience across all four units within the Division of Enrollment Management. We will aim to provide the highest level of student and family-centered support that can be *measured* for success. Leveraging existing and new technology and solutions, we will seek to improve interactions and relationships in all forms (e.g. print, digital, phone, and in person) with the intent of improving student satisfaction.

I would be remiss if I did not include a note that much of my interest in coming to Temple is rooted in my burning desire to play a more pivotal role in the renaissance of North Philadelphia. I studied Temple vigorously during my doctoral research in higher education and urban studies. Since then, I've watched Temple's ascension parallel what I'm seeing in North Philadelphia. I very much want to play a role in this renaissance. I am excited to join you here to help our university continue its ascension and solidify Temple and Philadelphia as the premiere destination for prospective students seeking a quintessential urban university experience.

I look forward to working with you!



Shawn L. Abbott