

Dear Colleagues,

As the result of a nationwide search, I am pleased to share with you the name of Cal State San Bernardino's new (and inaugural) vice president for the newly formed Division of Strategic Enrollment Management and Marketing, David Dufault-Hunter, Ph.D. He will join our campus officially on 9/3/24, but will be attend various campus events between now and the beginning of the Fall semester.

David joins us from Cal State Northridge, where he has been the associate vice president for enrollment services since November 2020. As the inaugural holder of this CSUN position, he has worked to create a cohesive structure comprised of the offices of admission, student outreach and recruitment, financial aid and scholarships, university registrar, strategic communication for enrollment services, international exchange student center and enrollment services technology. He further facilitated the development and implementation of a strategic enrollment plan for CSUN. Prior to assuming the AVP position, he served as director of admissions and records.

David has further experience serving at Azusa Pacific University, Oaks Christian School in Westlake Village and Fuller Theological Seminary, totaling over 30 years working with high school, undergraduate and graduate students in the areas of student recruitment and retention, marketing, academic partnerships and diversity initiatives.

He has his B.S. in Speech from the University of Texas at Austin; an M.A. in Theology from Fuller Theological Seminary; and a Ph.D. in Higher Education from Azusa Pacific University.

It has become clear, over these past four years, that our university needs to review, innovate and intensify our efforts around enrollment. Our enrollment decreases are not unique to our campus, but they are still impactful. In addition, we can anticipate increased competition from other universities in our state for the potential student population here in the Inland Empire.

Therefore, the division of strategic enrollment and marketing was established to improve the strategies, methods, and channels used to recruit first-time freshmen and first-time transfer students and enhance the onboarding of newly admitted students resulting in higher yield rates. The division will include the offices of financial aid and scholarships, office of admission operations, office of the registrar, orientation and first year experience, and outreach and student recruitment.

As part of this restructuring, we realized the increased importance of messaging to support our efforts. Therefore the office of strategic communication—which has reported to the vice president for university advancement—will move to the new division with a new name: "Marketing and Communications." This office will still continue to support our university messaging, but its new home will signify an additional focus in its responsibilities, specifically directing more of its resources and energy to re-thinking our approaches in student recruitment and bolstering our marketing outreach efforts.

This is all a part of being a university which reviews the data, including trends, and uses that information to re-shape its actions while remaining true to our overall mission: to serve the people of the Inland Empire with access to a first-class education with topflight faculty on a campus offering state of the art facilities in which to learn and study.

My thanks to the search committee for their thorough and diligent work, and to everyone who participated in the search process.

Please join me in welcoming David to CSUSB.

Sincerely,

Tomás D. Morales
President