

## **Alyssa McCloud, Ph.D.**



Alyssa McCloud, Ph.D., has served as the vice president for enrollment management at Seton Hall since August 1, 2011 and was promoted to Sr. Vice President for enrollment management in July 2018. Dr. McCloud oversees Undergraduate Admissions, Financial Aid, Registrar, Enrollment Services Information Systems and Enrollment Services Communications and Marketing.

During Dr. McCloud's tenure she has led Seton Hall to tremendous enrollment success, resulting in a 20% increase in undergraduate enrollment and several of the largest incoming classes in university history. Simultaneously, the University has raised its SAT average over 100 points while continuing to attract a diverse student body that is nearly 45% students of color, 30% Pell eligible and 35% first-generation.

Dr. McCloud is an active member of the Enrollment management community has served on the College Board's Admissions Advisory Board, has provided executive management training for University CFOs through the NACUBO leadership program as well as future Enrollment leaders as part of the College Board's Leadership Academy. Dr. McCloud created the model financial aid shopping sheet that was adopted state-wide by the state of New Jersey and was praised for creating a transparent financial aid experience for students. She has presented at numerous conferences, written articles relating to college admission that have been featured in the Huffington Post and Private Colleges and Universities Magazine. She has been featured in many media outlets, appearing on Fox Business, Good Day New York and with citation in the Star Ledger, Wall Street Journal and New York Times.

Dr. McCloud previously served as vice president for enrollment at Drew University and Felician College. Prior to these positions, she served as director of the office of admissions and international programs at Seton Hall. Prior to this she worked for Webster University in Bangkok Thailand assisting to open the first American University in Thailand and at the Council on International Educational Exchange in New York and Bangkok, Thailand.

She holds a B.A. in humanities with a concentration in philosophy from Antioch College, as well as two graduate degrees from Seton Hall, an M.A. in corporate and public communications (2004) and a Ph.D. in higher educational leadership, management and policy (2009).