

Robert Alexander

Vice Provost & University Dean for Enrollment Management at University of Rochester

Rochester, NY, US

Alexander is an expert in undergraduate admissions, enrollment management, and curricular design.

Biography

Dr. Robert J. Alexander is active with the National Association for College Admission Counseling (NACAC), the American Association of College Registrars and Admission Officers (AACRAO), the College Board, the Association of Governing Boards (AGB), and the American Marketing Association (AMA), speaking at national meetings regarding enrollment management and marketing strategies. His work has appeared in national publications, including the Association of Governing Board's Trusteeship Magazine. Prior to the University of Rochester, Alexander held senior administrative and teaching roles at various institutions across the United States. As vice president for enrollment and communications at Millsaps College in Jackson, Mississippi, his work increased undergraduate net revenue per student, doubled the representation of domestic students of color and the proportion of international students. As an academic leader and instructor of management, Alexander helped revamp the undergraduate curriculum and developed and taught in Millsaps' nonprofit management program, combining Liberal Arts and Business concepts to provide skills for graduates to positively impact their communities. While serving as the associate provost for enrollment at University of the Pacific in northern California, Dr. Alexander coordinated strategic plans that dramatically increased prospective student interest, increased university-wide enrollment to record levels, while simultaneously improving academic quality and financial metrics. As assistant vice president for enrollment management at Tulane University in New Orleans, Louisiana, Alexander's efforts during and following Hurricane Katrina successfully restored enrollment and improved the institution's reputation and impact on its surrounding community.

Areas of Expertise

Undergraduate Admissions, Test optional admissions, College Admissions, Admissions, Higher Education Affordability, Nonprofit organizations, Enrollment Management, Access and Education, College Affordability, Financial Aid in Higher Education, Undergraduate Education

Education

University of Pennsylvania

Ed.D. Higher Education Management

Tulane University, A.B. Freeman School of Business

M.B.A. Management and Marketing

Tulane University

B.S. Psychology

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