MEMORANDUM

April 30, 2019

TO: Members of the Board of Trustees

FROM: Kristina M. Johnson, Chancellor

SUBJECT: Appointment of Dennis Craig as Interim President of State University of New York Purchase College

Action Requested

The proposed resolution approves the appointment of Dennis Craig as Interim President of State University of New York Purchase College.

Resolution

I recommend that the Board of Trustees adopt the following resolution:

Resolved that the appointment of Dennis Craig as Interim President of State University of New York Purchase College, effective on or about August 1, 2019, be and hereby is, approved. Mr. Craig will receive a salary of $251,000 for this service. Mr. Craig will also receive a $3500 per month housing allowance. This appointment will continue until the Board of Trustees, by resolution, appoints a successor, or the Board of Trustees or Chancellor takes further action with respect to the position of president.

Background

Dennis Craig currently serves as Vice President for Student Affairs and Enrollment Management at Purchase College after serving in a series of progressively more responsible administrative positions at the college since 2006. During his 13 years at Purchase, Mr. Craig’s collaboration with the provost, faculty, and shared governance leaders across campus has led to the development and launch of new majors, a strategic plan, and successful Middle States reaccreditation review, among many other important projects.
Mr. Craig served as officer-in-charge of Purchase College from August 2018 until April 2019 where he exercised full authority as college president and provided highly effective leadership to the campus while President Thomas Schwarz was on study leave.

Prior to joining Purchase, Mr. Craig served as University Director of Admissions at Montclair State University for five years where he implemented an enrollment marketing and recruitment plan that resulted in a 27% increase in applications.

He has also served as Director of Admissions at the Culinary Institute of America where he directed all aspects of pre-enrollment programs and events for prospective students and managed a staff who were responsible for national recruitment, enrollment marketing, new student orientation, and data management.

At Pace University’s World Trade Institute, he was Senior Director of Administration and Operations. He managed the nonacademic functions that comprised Pace’s continuing education division, the advising center for the Evening School of World Trade, and the Institute’s Conference Center, including its seminar enrollment, registration, and marketing.

At NYU’s College of Dentistry, he was the Associate Dean of Enrollment Services in the Office of Student Affairs and Academic Support Services. In addition to admissions and foreign credential evaluation, his responsibilities included oversight and development of specialty orientation programs.

He was also Director of Admissions and Financial Aid at Fairleigh Dickinson University.

Mr. Craig holds a bachelor of science in business and economics from SUNY Plattsburgh, a master’s in history from Fairleigh Dickenson University and a certificate from the Harvard University Graduate School of Education Institute for Management and Leadership in Higher Education.

A copy of Mr. Craig’s curriculum vitae is attached.
Dennis Craig
139 South Broadway, Apt. 6
Nyack, NY 10960
(845)358-1395

Purchase College, State University of New York
Officer in Charge
2018 - 2019

- Appointed by State University of New York Chancellor to serve as Officer in Charge, assuming all responsibilities of college president. Direct reports include Provost/Vice President for Academic Affairs, Chief Financial Officer/Vice President for Operations, Vice President for Institutional Advancement/Executive Director of Purchase College Foundation, Chief of Campus Police, Chief Diversity Officer, Dean of Students, Dean of Enrollment Management, Executive Director of Marketing and Communications, and Government Relations Liaison.

- Chaired the President’s Cabinet, to lead the college’s operational discussions while advancing strategic initiatives that include the development of Broadview, a retirement living/learning community to be constructed on campus, construction and integration of a new 300+ bed residence hall, and the completion of a new academic building that will house the college’s Conservatory of Theatre Arts, School of Film and Media Studies, and related arts programs.

- Promoted inclusive organizational practices while rallying support for the college’s mission through various relationship building outreach activities targeting campus governance entities, the Purchase College Foundation Board, local and state government and civic organizations.

Vice President for Student Affairs and Enrollment Management
2017 - Present
Vice President for Enrollment Management and Integrated Marketing
2011 – 2017
Vice President/Associate Provost for Enrollment Management
2006 – 2011

- As chief student affairs and enrollment management officer, prioritize budgetary resources of $12M, while providing leadership to the deans, directors, and staff in the areas that comprise the college’s enrollment services, student affairs, and marketing communications (Academic Advising, Admissions, Athletics/Physical Education, Career Development, Communications/Creative Services, Community Standards, Conference Rentals, Counseling Center, Disability Resources, Educational Opportunity Program, Health Services, Learning Center, Registrar, Residence Life, Student Financial Services, Student Success, Veteran’s Services, and Wellness Center).

- Implemented data analytics and predictive modeling to determine where retention risk is most prevalent, while collaborating with leadership across all sectors of the college to launch new initiatives that substantially increase retention and completion rates.
- Chair the college’s Enrollment Management Implementation Team, a standing committee that plans and implements retention, recruitment, and student first year experiences (orientation, freshman seminar, learning communities).
- Lead initiatives with the Purchase College Foundation Board that further develop our case for donor support, enhancing fundraising initiatives to yield new scholarship dollars; led board members to support a “Make an Impact” grant program that has reduced student borrowing and attrition.
- Work with the Provost, Deans, and other academic leadership to development and implement a strategic enrollment plan that optimizes Purchase's enrollment mix.
- Oversee the planning and administration of the college’s integrated marketing and communications plan, focusing on fundraising and enrollment initiatives.
- Implemented new recruitment and marketing initiatives that grew the college’s applicant pool, increased selectivity, and improved first year retention.
- Reorganized and managed an integrated marketing team of digital, social media, and creative services; acts as the college’s chief crisis communications officer.
- Serve on the President's Cabinet; as well as committees on budget planning, strategic planning, enrollment planning, Middle States reaccreditation, Banner implementation and the Lead Agency Committee for the development of our Senior Learning Community.

**Montclair State University**  
*Director of Admissions*  
2001-2006

- Increased the size of the freshman class from 1,375 to 1,754 over a four year period, allowing Montclair to establish itself as the second largest and fastest growing University in New Jersey.
- Developed and implemented an enrollment marketing and recruitment plan that resulted in a 27% increase in applications.
- Assumed the responsibility of managing a team of senior administrators, and established key performance indicators that facilitated Montclair’s mission to grow the University while improving retention and graduation rates.
- Increased the application yield by 3% after introducing new web based tools designed to engage both prospective students and parents.
- In conjunction with University’s Provost, manage and maintain articulation agreements between Montclair State and New Jersey’s 19 community colleges.
- Prepared and managed a budget of $1.5 million to fulfill recruitment and retention objectives.

**The Culinary Institute of America**  
*Director of Admissions*  
1999-2001

- Directed all aspects of pre-enrollment and admissions, from initial prospect inquiry to registration/orientation for a 2,100-student college.
- Increased applications and enrollment selectivity by implementing new recruitment strategies.
- Implemented new events and new programs, including a week-long "Career Discovery" for high school students, a "Shadow Day" campus visit program, "Meet the CIA" prospective student receptions held at landmark alumni-managed restaurants, and new student orientations.
- Managed a staff of thirty-one individuals responsible for national recruitment, enrollment marketing, new student orientation, and database management.
- Grew international enrollments through initiating partnerships with successful CIA alumni abroad.

Pace University, World Trade Institute
Senior Director, Administration and Operations
1997-1999

- Chief administrative officer for the non-academic divisions that comprised Pace’s World Trade Center continuing education division (WTI), including the conference center, seminar enrollment and registration, and the enrollment marketing.
- Fiscal responsibility for an operations budget of $2.7 million and managerial responsibility for a staff of twelve.
- Established an on-line infrastructure for distance learning programs offered by WTI’s Evening School of World Trade.
- Managed the transition process whereby Pace University acquired WTI. Hired and trained twelve new staff members, established new policies and procedures, and managed the migration of WTI’s information system to a new database.

New York University, College of Dentistry
Associate Dean of Enrollment Services
1996-1997

- Managed enrollment goals for the largest and most diverse dental college in the United States, enrolling over 1,500 students.
- Formulated a comprehensive recruitment and retention plan for the college’s international programs that included a mix of targeted marketing, domestic and international recruitment, and relationship building with health and educational institutions abroad.
- Planned and managed orientation and registration for 1,300 continuing domestic and international advanced study students.

Farleigh Dickinson University
Director of Admissions, Teaneck campus
University Director of International Admissions
1991-1996

- Supervised the admissions and recruitment operations for two units; the University Office of International Admissions, and the Teaneck-Hackensack campus Admissions Office.
• Represented University overseas, and implemented recruitment programs and alumni networking in Asia, (India, Taiwan, Thailand, Turkey, South Korea) and Eastern/Central Europe (Czech Republic, Romania).

• Acted as institutional authority and responsible officer for University’s F-1 and J-1 programs.

• Initiated new recruitment activities that resulted in an 80-point overall improvement in SAT scores, and an 18% increase in international enrollment.

EDUCATION:

Harvard University, Graduate School of Education
Institute for Management and Leadership in Higher Education
Certificate

Fairleigh Dickinson University
MA, History

State University of New York at Plattsburgh
BS, Business Economics

References available upon request