

Monday, August 3, 2015

## Paul R. Schroeder named OU associate vice president for enrollment management

Following a national search, Paul R. Schroeder has been appointed associate vice president for enrollment management at Oakland University, according to James P. Lentini, senior vice president for academic affairs and provost.

Approved by the Oakland University Board of Trustees on Aug. 3, Schroeder begins his new role on Sept. 1.

“Paul demonstrated a great knowledge and understanding of the challenges and opportunities for enrollment management at Oakland during our interview process,” said Dr. Lentini. “He impressed both the search committee and the open forum on campus with his record of achievement and his breadth of experience.”

Schroeder comes to Oakland University after serving as vice president for enrollment management at Bradley University in Peoria, Ill. There, he was responsible for the school’s admissions and financial assistance functions and had a track record of increasing recruitment of both incoming freshman and transfer students.

Schroeder led the president's enrollment, marketing and branding task force at Bradley. He increased transparency of enrollment management opportunities and challenges with the cabinet, deans and university community. He also provided direction and collaborated with Bradley's marketing office in the production of new publications and university messages.

Prior to his work at Bradley, Schroeder served as senior educational manager at The College Board, Midwestern Regional Office in Rosemont, Ill., was director of admissions at Roanoke College in Salem, Va., and spent nearly 20 years at Michigan State University in various roles, including senior associate director of admissions.

Currently working towards a Ph.D. in higher education administration at Michigan State University, Schroeder also earned a master's degree in labor and industrial relations and a bachelor's degree in business administration, both from MSU.

Schroeder is married to his wife Ruth and has three adult children, Aaron, Luke and Jessica. His hobbies include traveling, American History and golf.



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