Friday, November 2, 2012

Dear Colleagues,

It gives me great pleasure to announce the establishment of the University’s Enrollment Management Unit (EMU) and the appointment of Dr. Hala Muhtasib as its chair.

Reporting directly to the provost, Dr. Muhtasib will work closely with the deans of AUB’s faculties/schools and with administrators and staff in the offices of the Registrar, Admissions, Student Affairs, and International Programs to coordinate and support institutional best practices in key areas of mutual concern (new student recruitment/financial aid; student support services; and advising and other academic practices that affect student enrollment, persistence, and outcomes). This will include developing plans that aim to strengthen the quality and diversity of the student body. A guiding principle of the Enrollment Management Unit will be to promote student-centered services which contribute to the environment for learning and living at AUB.

Dr. Muhtasib, Professor of Cell and Molecular Biology, brings a critical understanding of AUB’s enrollment issues to this position. For the past three years, she has served as chair of the Enrollment Management Task Force (EMTF); during the last academic year, she chaired the university-wide Strategic Planning Unit charged with Enrollment Management and Student Services. As head of the EMTF, her focus has been on undergraduate admissions processes and such related issues as student advising, orientation, and registration. A former chair of the Biology Department (2006-09), Dr. Muhtasib has also served on many faculty and university committees during her time at the University. She is a prominent scholar with outstanding scientific contributions to the study of the role of natural products in cancer prevention and therapy. She has mentored more than 30 Master’s students at AUB and guided many into doctoral studies and successful careers. We are fortunate that Dr. Muhtasib will be taking the leadership in this vital initiative for enrollment management at AUB.

Sincerely,

Ahmad Dallal
Provost