

Chris Dearth assumed the role of Vice Chancellor for Enrollment Management at UVA Wise in July 2019. Using a data-informed approach and a multi-channel marketing strategy has led to an increase in freshman applications and new student enrollment. He created the “Within Reach” Program which offers free tuition to eligible students from Virginia. Dearth was instrumental in securing and implementing a new Salesforce based CRM for the campus. Additionally, the College launched a new brand and web site in the past 18 months.

Prior to his appointment he served as Vice President of Enrollment Management at a private college in the Mid-Atlantic region from 2016 to 2019. He led the admissions operation at a mid-size, regional public university in Charleston, IL, where he oversaw the recruitment of 10,000 prospective students each year. He led a staff of 25 and oversaw a budget in excess of \$2.5 million. Prior to that, Dearth worked in the State University of New York System from 2007 through 2014. He enrolled the five largest classes in the 186-year history of the university.

Previously, Dearth served as assistant director of admissions at Richard Stockton College of New Jersey in Pomona (2001-2007). Prior to that, he worked as a marketing consultant and as an account manager at an advertising firm.

His education includes a master’s degree in leadership and liberal studies from Duquesne University (PA) and a bachelor’s degree in business studies from Stockton University (NJ).