

# MAI NHIA XIONG-CHAN

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## EXECUTIVE SUMMARY

Strategic, data-driven higher education executive with 20+ years of leadership spanning enrollment management, financial aid optimization, marketing strategy, digital transformation, and student success. Recognized for architecting institution-wide enrollment frameworks, elevating brand presence, driving revenue growth, and fostering high-performing, collaborative teams committed to access and student success.

## EXPERTISE

Strategic Enrollment Management & Forecasting | Financial Aid Policy & Net Tuition Revenue Optimization | Multi-channel Marketing & Brand Strategy | Digital Transformation (CRM, AI, UX, SEO, GEO) | Budget Development & Resource Allocation | Cross-Institutional Governance & Executive Leadership | Organizational Change & Team Development | DEI Strategy & Student Success Frameworks | NCAA Division I and Division III Recruitment

## PROFESSIONAL EXPERIENCE

**VICE PRESIDENT ENROLLMENT MANAGEMENT, MARKETING & WEB | University of Portland | Portland, OR**  
Aug 2023 – Present

Serve as a senior university leader driving enrollment growth, overseeing comprehensive marketing efforts, and guide financial aid operations with a focus on innovation, impact, and team empowerment.

- Pioneered Enrollment Management leadership by designing and implementing campus-wide strategic framework that optimized processes, enforced operational discipline, and drove institutional adoption of best practices to strengthen recruitment, retention, and revenue outcomes.
  - Increased year over year qualified inquiries by 20%
  - Increased first-year application growth by 15%
  - Increased net tuition revenue per student, fall 2025
  - Decreased unfunded first year discount for fall 2025
- Established and led the Strategic Enrollment Management at UP Committee (SetUP), creating a unified leadership body to shape enrollment strategy policy across Admissions, Student Affairs, Financial Aid, and Advising. Earned the President's Commendation Award (2025) for advancing institutional goals through strategic leadership.
- Developed and launched a first of its kind, Moreau Pathway Program, a direct-admission program for cultivated Catholic high schools. Inaugural program increased Catholic high school student yield by over 15%.
- Onboarded and managed external vendor partnerships related to search, digital marketing, financial aid optimization and SLATE.
- Prioritize and pursue fundraising for the university focused on increasing funding for student access and outreach initiatives.
- Led the redesign of the new university-wide brand campaign, "UP," launched December of 2025.
- Implemented new marketing and digital marketing strategies for Admission and university-wide initiatives: digital ads, print, radio/podcasts, promotional materials, and paid search.
- Led implementation of UP's first artificial intelligence (A.I.) tool for student cultivation and recruitment.
- Led university-wide website redesign, prioritizing SEO, user experience (UX), and future-ready optimization for generative search (GEO).
- Serve as a senior leader on the President's Leadership Council, guiding university-wide strategic priorities.

**VICE PRESIDENT OF ENROLLMENT MANAGEMENT, MARKETING & WEB | Hamline University | Saint Paul, MN**  
Jun 2014 – Aug 2023

Directed enrollment strategy for undergraduate, graduate, and adult learner programs, achieving a 10% increase in overall enrollment and revenue gains. Managed a multimillion-dollar annual budget and led a team of 30+ professionals to deliver operational excellence. Oversaw compliance and administration of over \$100M+ in financial aid, ensuring equitable access and fiscal integrity.

- Delivered record-setting first-year classes consecutively, 2016, 2017, 2018, 2019.
- Increased net tuition revenue for incoming first-year classes, +\$1.7M in 2017 & 2018.
- Implemented test-optional admission for first-year students (2019).

- Lead SLATE CRM implementation across undergraduate and graduate admission.
- Served as an executive leader for Workday, campus-wide implementation.
- Leader in building and launching inaugural admissions for adult degree completion program, fully online and asynchronous.
- Centralized Graduate Admission into one department, under Division of Enrollment Management.
- Co-led creation and implementation of the Strategic Enrollment Management plan, 2021-2024.
- Onboarded and managed multiple outside admission partnerships related to financial aid, student search and admission marketing.

## DIRECTOR OF RECRUITMENT

ASSOCIATE DIRECTOR OF ADMISSION & FINANCIAL AID | Saint Catherine University | Saint Paul, MN Apr 2006 – June 2014

Provided strategic leadership for recruitment and financial aid optimization for first year and transfer students, building and guiding a high performing team of 12 professionals. Fostered collaboration and accountability to deliver consecutive record-setting enrollment classes.

- Oversaw day to day operations of undergraduate admissions.
- Reviewed and interfaced with admission analytics to inform strategies and recruitment tactics.
- Developed and lead admission counselor territory management.
- Executed recruitment and event programming.
- Reviewed and audited admission print material for undergraduate recruitment.
- Developed and led scholarship eligibility criteria and distribution for new first year students.
- Responsible for ever-boarding admission staff on recruitment best practices and disciplines.
- Led file reviews and led the admission file committee, comprised of staff and faculty across campus.
- Led financial aid packaging for new, incoming first year and transfer students.
- Managed recruitment territory and high school counselor relationships.

## PRESENTATIONS

- **Presentation**, *Psychic Disequilibrium and Impostor Syndrome's Impact on Hmong American Women Leaders in the United States*, Hmong National Development Conference, 2025
- **Presentation**, *Leading as a FOD (First. Only. Different)*. National Association for College Admission Counseling, Chiefs Conference, 2025
- **Welcome Address**, National Association for College Admission Counseling, Annual Conference, 2020.
- **Presentation**, "What our Presidents and other Campus Leaders need from the CEMO," National Association for College Admission Counseling, Chiefs Conference 2020, 2021
- **Speaker**, *Women in Leadership Series, Wisr*, 2019 & 2021
- **Workshop**, "Hmong-American Students in College Admission: Disaggregating Asian America," National Association for College Admission Counseling Annual Conference, 2020.
- **Presentation**, *Women in Enrollment Leadership*, Minnesota Association for College Admission Counseling, 2016

## PROFESSIONAL AFFILIATIONS

- Pacific Northwest Association for College Admission Counseling (PNACAC), member, 2023 - present
- Minnesota Association for College Admission Counseling (MACAC), 2007 - present  
Past-President, 2019-2022 and Treasurer, 2014-2017
- Minnesota Association of Counselors of Color (MnACC), 2008 – 2023
- Minnesota Association for Financial Aid Administrators (MAFAA), 2004 – 2023
- National Association for College Admission Counseling (NACAC), 2014 - Present Reimagining the Leadership Development Institute, 2020-2023
- ACT Higher Education Senior Leadership Council (HESLC), 2025 - present
- American Association for Collegiate Registrars and Admission Officers, (AACRAO) 2014 – present

## COMMUNITY SERVICE

### Girl Scouts River Valleys

Board Secretary, 2023 - 2025

Board Member, 2017 - 2025

**Hmong American Partnership**

Board Member, 2005-2009

**LANGUAGES**

**Hmong**, Native Language

**English**, Advanced proficiency

**ADDITIONAL SKILLS & EXPERIENCE**

Workday, Ellucian Banner, Hobsons Connect, Slate Technolutions

**EDUCATION**

DOCTORATE DEGREE | Education and Leadership | Hamline University

MASTER'S DEGREE | Organizational Leadership | Saint Catherine University

BACHELOR'S DEGREE | English Literature | University of Wisconsin – Eau Claire