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Winthrop University

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## Oklahoma Native Eduardo Prieto Will Lead Winthrop University's Enrollment Efforts

### Quick Facts

- Prieto will begin work on Jan. 27 and will oversee the recruitment and retention of traditional, post-traditional, and graduate students to Winthrop.
- He has experience working in recruitment, competitive admission efforts, budget management, team-building, territory management and financial aid at public and private higher education institutions.
- An important component of the job will be ensuring access so that students from all walks of life will receive the advantages of a high-quality, affordable education.



Eduardo Prieto

ROCK HILL, S.C. – **Eduardo Prieto**, who has worked in enrollment management for 21 years at four different institutions, has been hired as Winthrop University's **vice president for access and enrollment management**.

He will begin work on Jan. 27 and will oversee the recruitment and retention of traditional, post-traditional, and graduate students to Winthrop. Prieto has experience working in recruitment, competitive admission efforts, budget management, team-building, territory management and financial aid at public and private higher education institutions.

"A seasoned, down-to-earth and charismatic leader who stood out to the search committee and to me, Eduardo Prieto will bring the expertise we need to grow enrollment and ensure more students than ever before will benefit from the high-quality Winthrop experience we offer," **President Jayne Marie (Jamie) Comstock** said. "I'm excited for the possibilities our shared future holds."

The **vice president for access and enrollment management** will lead the university's enrollment functions, including undergraduate admissions, recruitment, and financial aid, and will work collaboratively with colleagues across the university to set an overall enrollment management strategy. An important component of the job will be ensuring access so that students from all walks of life will receive the advantages of a high-quality, affordable education.

Most recently, Prieto worked as an associate vice president for enrollment management for **Embry-Riddle Aeronautical University**. While at **Embry-Riddle**, international enrollment increased, SAT and GPA scores climbed, more females enrolled, a new recruitment office opened in Dallas, and a new customer relationship management recruitment database was implemented.

The **Oklahoma native** said he looks forward to attracting students to Winthrop, a public institution that has the look and feel of a private college.

"I am honored and excited to join the Winthrop community. It is an exciting time to work and collaborate with so many dedicated and passionate individuals committed to fulfilling President Comstock's bold vision and Winthrop's mission of access and excellence."

At **Oklahoma City University**, Prieto worked as vice president for the Division of Enrollment Services. He also served as dean of the Office of Admissions at the **University of St. Thomas** in Houston, Texas, and held two positions, associate director of prospective student services and director of the Tulsa office, at the **University of Oklahoma**.

Prieto holds two degrees from the **University of Oklahoma, Norman**: an M.A. in communication and a dual B.A. in journalism/mass communication and general communication. He has nine hours toward a Ph.D. in educational leadership at **Oklahoma State University**.

For more information, contact **Judy Longshaw**, news and media services manager, at 803/323-2404 or e-mail her at [longshawj@winthrop.edu](mailto:longshawj@winthrop.edu).

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