

JOSE L. CANTU, PhD

Dr. Jose Larry Cantu brings 24 years of higher education experience in strategic enrollment management. He currently serves as the Vice President of Strategic Partnerships at New Reach media where he provides professional expertise in building enrollment marketing campaigns and dashboard models for universities across the nation. His prior roles include serving as Associate Vice President for Enrollment Services with a promotion to Vice President for Enrollment Services at Schreiner University, Director of Admissions and Recruitment at University of Houston- Downtown, and Associate Director of Admissions at University of Houston.

Dr. Cantu's passion in leading strategic data driven enrollment strategies have successfully supported the growth at each university. Much of his work was focused in developing and spearheading several strategic enrollment plans, marketing and communication campaigns, partnership development, budgeting, and new student programming. As a progressive leader who believes that dynamic teams are the success of an organization, Dr. Cantu also has a proven record in creating, developing, and training high performing teams and leaders. He fosters and maintains collaborative, engaged, and transparent relationships with all those around him. He is an experienced systems user when it comes to integrating, shifting, and finding solutions through technology by streamlining, upgrading, and creating platforms that serve to support current and future trends. He is also exceptional team player who is committed to support the overall efforts of engaging community, increasing visibility, and building more prominence for the university.

Dr. Cantu has been involved in countless higher education organizations, served in several committees, and presented at various workshops. In addition, he believes it is important to contribute time to community service organizations and has been part of many as a member or in a leadership role. Dr. Cantu has been honored with several leadership awards, served as key-note speaker for events, and has worked with external organizations by facilitating team building and leadership development workshops.

Dr. Cantu graduated from University of Houston with a bachelor's degree in Information Systems Technology and master's degree in Training and Development. He continued his academic journey and graduated from Our Lady of the Lake University with a PhD in Leadership Studies. Dr. Cantu's research specializes in the psychology of personalities that impact leaders and their work outcomes. His dissertation concentrated and included leaders within the enrollment management industry: A study of Chief Enrollment Officer's personality styles and the impact to student enrollment. He administered the Big 5 Personalities test and found correlations between personalities, among other variables, that impacted a leader's enrollment success within their job.