



A message from **THE PRESIDENT**

Hostos Names Dr. Yates as New Vice President of Student Development and Enrollment Management

Dr. La Toro Yates has been appointed as Vice President of Student Development and Enrollment Management at Eugenio María de Hostos Community College. Dr. Yates begins his new role on Tuesday, January 18, 2022.



Dr. Yates comes to Hostos with a sterling background in educational administration. He served at York College/CUNY as the Executive Director for Enrollment Management and as Interim Vice President for Enrollment Management and Student Affairs, where he oversaw 15 offices, including Admissions, Financial Aid, Athletics, Center for Students with

Disabilities, Counseling Center, Career Services, and the Women's Center. He has twenty years of leadership experience in strategic enrollment management and student affairs, spearheading successful efforts to increase student enrollment, retention, and completion rates.

Under Dr. Yates' leadership, York College achieved three consecutive years of reaching the highest enrollment (FTE and total headcount) in its history, garnering approximately \$90 million in tuition revenue. In addition to significantly increasing enrollment numbers, during his tenure at York, Dr. Yates developed a customer service plan that reduced student complaints by 50% within nine months.

Prior to making an impact at CUNY, Dr. Yates held key positions in Admissions, Enrollment, and Financial Aid at other public and private institutions of higher education, including Valley Forge Military Academy & College, where his efforts led to increased retention rates; William Paterson University, where his key achievements included increasing applications by 30%; and Saint Peter's University, where his efforts led to the award of \$6,000,000 in scholarships.

“It is my distinct honor to join Hostos Community College as the Vice President for Student Development and Enrollment Management. I am inspired by HCC’s commitment to “transforming and improving the quality of life” of its students. I see myself in HCC students and know firsthand how the power of education can transform lives while improving intergenerational social mobility. My goal is to forge a partnership of service with the HCC students, campus community, and residents of the South Bronx with the belief that collaboration fosters innovation.” Dr. Yates said.

“On behalf of the College, I extend the warmest of welcomes to Dr. Yates,” said Hostos President Daisy Cocco De Filippis. “His wide range of experiences, his expertise, and enlivening spirits will be a most positive asset for the College, and I look forward to what he will bring to the division in particular and to Hostos as a whole.”

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