



Jeffrey Greenip

Biography

Jeffrey Greenip is the co-founder and Executive Vice President of Enrollment Advisory Group (EAG). Since 2017, EAG has partnered with colleges and universities to achieve their domestic and international enrollment goals. At EAG, Jeff leads operations and strategy, working with institutions to design customized solutions that address today's enrollment challenges from diversifying student pipelines to improving admissions operations. His work has helped institutions across the U.S. and abroad achieve sustainable enrollment growth while keeping student success at the core.

With more than 30 years of experience in higher education administration, including 25 in international recruitment, Jeff has developed extensive expertise in admissions, operations, marketing, and scholarship processes. He has created partnerships and strategies across multiple

regions of the world, helping institutions expand global reach, strengthen international recruitment outcomes, and provide better support for students studying abroad. He is passionate about helping students navigate the complexities of enrollment and financial aid while supporting colleges in achieving enrollment success through ethical, data-informed practices.

Before founding EAG, Jeff served as the enrollment management architect for Keiser University's acquisition of Northwood University's West Palm Beach campus. He oversaw staff integration, student information systems, marketing, and admissions operations, leading to significant enrollment growth from 197 new students in 2015 to 521 by 2017.

Earlier in his career, Jeff directed admissions at multiple institutions, where he was recognized as a strong leader committed to building effective teams and student-centered strategies. He has developed innovative training resources, built impactful visitation programs, and implemented data-driven approaches that consistently improved enrollment and retention.

A proven leader with a record of success, Jeff is dedicated to student success and to helping institutions fulfill their missions through sustainable and ethical enrollment management practices.

Statement

I am honored to accept the nomination to serve on the AIRC Board of Directors. With more than 30 years of experience in higher education, including 25 dedicated to international student recruitment, I have had the privilege of working across all aspects of the enrollment process. Currently, as Executive Vice President and Co-Founder of Enrollment Advisory Group, I lead efforts to support institutions in strengthening their enrollment strategies, developing international partnerships, and ensuring the recruitment process is both ethical and effective.

What has motivated me throughout my career and what continues to inspire me today is a passion for student success. For over three decades, I have seen how access to higher education transforms lives, not only for students themselves but also for their families and communities. My work has centered on helping students navigate the often-complex admissions and scholarship processes as well as ensuring enrollment operations are designed with both integrity and efficiency. This focus on student-centered, ethical practices aligns closely with AIRC's mission and is one of the reasons I am eager to contribute to the Board.

If elected, there are three areas where I can make a meaningful contribution. First, I will bring a practitioner's perspective on admissions operations, ensuring AIRC continues to provide guidance which is both aspirational and practical for institutions and agencies. Second, I will advocate for professional development opportunities which help enrollment leaders and frontline staff adapt to rapidly evolving global markets and regulatory environments. Finally, I will work to support colleges and universities in maximizing international enrollment potential while never losing sight of the ethical standards that safeguard student trust and institutional reputation.

I also believe strongly in the power of collaboration. Over my career, I have worked with diverse institutions and colleagues across the globe, building networks that advance not only recruitment goals but also the broader mission of international education. Serving on the AIRC Board would allow me to extend this collaborative spirit sharing knowledge, supporting peers, and ensuring AIRC remains a hub for innovation and integrity in our profession.

Personally, the opportunity to serve on the Board represents both a responsibility and a privilege. It is a responsibility to help guide the field toward ethical, effective practices that protect students and strengthen institutions. It is also a privilege to give back to a profession that has shaped my career and to support colleagues who are equally committed to international student success.

I would be honored to serve on the AIRC Board of Directors and to contribute my experience, leadership, and passion to advancing its important mission.