



Adele C. Brumfield

Associate Vice Chancellor, Enrollment Management

Adele C. Brumfield, a first-generation college graduate, has spent more than 25 years promoting the power of higher education to students across the United States and around the world. Adele serves as Associate Vice Chancellor for Enrollment Management leading eight units including the Office of Undergraduate Admissions, Financial Aid and Scholarships Office, Office of the Registrar, EM Technology Services, San Diego and Imperial Counties Cal-SOAP, and Parent and Family Programs, as well as the marketing, administrative, operational and technical units that support these departments. She firmly believes that education is a catalyst to change lives and works with her team to increase access and success for historically underrepresented groups.

Under Adele's leadership, UC San Diego has seen a record-breaking number of applications resulting in an 18% increase since 2016, and tops over 121,000 which ranks #2 in the nation. Underrepresented student applications have also increased by 29% in the same time period. She also oversees more than \$400 million in financial aid and scholarships awarded annually to undergraduate students.

She welcomes the opportunity to collaborate with campus colleagues and serves on many committees including: Undergraduate Enrollment Committee, Committee on Admissions, and Covid-19 Travel Task Force. Adele represents UC San Diego by participating on the University of California Office of the President Test Feasibility Study Work Group, Educational Financing Model Steering Committee, and Council of Chief Outreach Officers.

AVC Brumfield actively collaborates with numerous professional, higher-education-focused groups, and has enjoyed presenting at conferences that cultivate the next generation of enrollment professionals. She has shared U.S. higher education opportunities in South America, The Middle East, Europe, and South-East Asia through the College Board Overseas Schools Project (OSP) a project funded by the U.S. Department of State's Office of Overseas Schools, where she also serves on the advisory committee. Adele served on the TOEFL Board and for two years guided the group as chair, and on the College Board's Trustee's Committee on Membership. In addition, Adele was president of the Wisconsin Association for College Admission Counseling (WACAC).

Previously, Adele worked as the Director of Admissions and Recruitment at the University of Wisconsin-Madison and held admissions positions at the University of Chicago, Denison University, and Marquette University. She earned her B.A. in Speech with a major in Broadcast Communication from Marquette University and an M. A. in Telecommunication from Michigan State University.

Enrollment Management

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