

**Date: August 2024**

**Featuring Heath Einstein, Vice Provost for Enrollment Management at Texas Christian University**

**How did you first become involved with TACAC?**

I moved to Texas in 2008 from New York where I had served on the New York State ACAC board. I knew the best way to engage professionally was to join TACAC. It so happens that a role as government relations co-chair was open and so I jumped at the opportunity to put my public policy degree to use.

**What inspired you to pursue a career in your field and what do you enjoy most about your career choice?**

Like many, I fell into this career more than pursued it. As a campus tour guide and admissions intern, I loved connecting with prospective students and sharing my experience. In much the same way, what I most enjoy now is mentoring younger professionals who may be at a crossroads between whether this is a job or a career.

**How has being a TACAC member been beneficial to you and your career?**

In addition to learning industry best practices, TACAC membership helped me forge meaningful and lasting relationships. Many in our organization are those I consider dear friends, people I can count on for more than just professional advice.

**What do you think are the most important qualities for success to you and your career?**

The qualities that most directly impact my success (to the extent that I've had any) include servant leadership, empathy, positive energy, humility, and open communication.

**How do you think you impact and inspire students?**

My goal in any interaction with students is to make them feel more confident in the college search process than before the conversation started. I often (attempt to) use humor as a way to break the ice since I'm now the age of our students' parents whereas when I started, I was just a few years older.

**How do you stay current and informed in your field?**

I spend a lot of time reading trade publications (InsiderHigherEd, The Chronicle of Higher Education, etc.), on social media, and talking to counterparts to stay abreast of industry trends.

**What are some of the biggest trends or developments that you are seeing in your field?**

FAFSA, AI, changes in privacy laws that affect student search, fallout from the SCOTUS decision, and the "enrollment cliff" are a handful of issues that impact our work on a daily basis.

**How do you balance work life and personal life?**

I have learned through trial and error to set firm boundaries with my time so that my friends and family do not feel like I'm distant when we are together. I give 100% at work and 100% at home. I never want to look back and wonder what I've missed because I was reading an email during one of my kids' activities.

**What are your future aspirations for your career?**

I started a new role in May. During the search process I mentioned how strange it is that it might be the last interview I ever have. Of course, I hope to have many productive professional years left and so I don't know if that's actually true. However, I haven't thought about what comes next aside from excelling in my current role at TCU. We are at the early stages of a new strategic plan and so there is still much to accomplish here.