



Terricita Sass

Vice President for Enrollment Management & Student Success
Reynolds Community College

Dr. Terricita Sass is a professional administrator with 30 years of service to public higher education. She serves as the Vice President for Enrollment Management & Student Success at Reynolds Community College in Richmond. She provides executive leadership and administrative oversight for the experience of students outside of the classroom. Her divisional portfolio includes Admissions, Financial Aid, Registrar, Dean of Students, Advising Services, Student Support Services, Veterans Affairs, Student Life, Library Services, the Information Center, and Testing Centers across four campuses.

Prior to Reynolds, she held the leadership role of Associate Vice President for Enrollment Management at Southern Connecticut State University (SCSU) in New Haven, CT for four years. Notably, she reorganized the division with a focus on transfer students; represented the president at an international consortium conference in Kuala Lumpur, Malaysia and was selected to serve on a national panel hosted by NCHEMS' Foundations for Student Success to examine how SCSU could better address the opportunity/achievement gaps. Dr. Sass also served as the inaugural chief enrollment management official at Norfolk State University for 10 years and established its first transfer center.

Her areas of impact include advocacy for serving the traditionally under-served; embracing and supporting all students but particularly those in urban settings; supporting the growth and development of women leaders through programming, and mentoring. She is a member of Alpha Kappa Alpha Sorority, Inc. and is actively involved with mentoring several women in higher education. At Norfolk State University, she authored and received funding for the Presidential Institute for Administrative Leadership Development, a grant to develop and support internal talent primarily composed of women.

Selected recognitions include an appointment in 2020 to a 15 member VCCS *Beyond the Pandemic: Adapting to the New Normal Task Force* focused on providing recommendations for system-wide challenges related to COVID-19; CT State Colleges and Universities Shared Governance Award (Joint recipient with the SCSU President and President of the Faculty Senate in recognition of leadership related to financial aid efforts); Recognized by the CT State NAACP Chapter as one of the 100 Most Influential Blacks in Connecticut; Omicron Delta Kappa Honor Society – Also inaugural leadership member of newly established chapter at SCSU; Norfolk State University Administrator of the Year; Thurgood Marshall Foundations of Excellence in Enrollment Management Award; Hampton Roads Legend-Recognized with thirteen citizens for exemplary contributions to the community particularly in education; Alpha Lambda Delta Honorary and Inaugural Member; University Employee of the Year; International Who's Who of Professional Management; and, Who's Who among American Colleges and Universities.

Dr. Sass received a Bachelor of Business Administration in Accounting from Francis Marion University, a Master of Arts in Urban Affairs from Norfolk State University and a Ph.D. in Leadership for Higher Education from Capella University and holds two post-master's certificates in Enrollment Management. She was selected as a 2018-19 AAS-CU Millennial Leadership Institute Protégé. Other leadership development opportunities include her completion of the Harvard Institute for Management and Leadership in Education (MLE) and Change Management through the Center for Creative Leadership. She is married to retired Navy Commander Grady Sass. They are the proud parents of two adult children.