

Dr. Westman began his career in higher education at Florida State University, where he served as the registrar for the University's Center for Professional Development. He then worked in a variety of positions at Ferris State University during his nine-year tenure. He began at Ferris as the university registrar. He then served as the interim director of Admissions and Recruitment, and then served as associate dean for enrollment management for several years. He finished his tenure at Ferris State University serving as the interim assistant vice president for student affairs and dean of enrollment management. Dr. Westman next served as the Associate Vice President for Academic Affairs and Enrollment Management Solutions at the University of Texas El Paso. Dr. Westman now serves as the Vice Chancellor for Enrollment Management at Rutgers University—Camden. In his current role, he oversees the offices of admissions (graduate and undergraduate), campus contact center, financial aid, institutional research and data analytics, student services center and the registrar. Dr. Westman earned his bachelor's degree and master's degrees in British Literature at Florida Atlantic University and his doctorate in American Literature at Florida State University.

Dr. Westman is a frequent speaker at conferences in the U.S. and abroad. His areas of enrollment research have centered on the topics of strategic enrollment management, the Gamer and Millennial generations, customer relationship management strategies, communication management systems and strategies, online communications, and the role of user-generated content. Westman has authored numerous books and articles relating to these areas of enrollment management. He has been a consultant to numerous colleges and universities on issues relating to strategic enrollment management.