

Richard Barth is the Interim Associate Vice Chancellor for Enrollment Management at the University of Wisconsin-Parkside (Parkside). His responsibilities include supervising the areas of Admissions, New Student Programs, Financial Aid, and University Marketing. Barth is also leading Parkside's strategic enrollment planning process as well as overseeing the transition to a new customer relationship management (CRM) system - Slate by Technolutions.

Prior to accepting his current position, Barth served as the Assistant Vice President for Enrollment Management at the University of Alabama (UA) where he supervised the areas of Admissions, Orientation, Financial Aid, Scholarship Office, Testing Services, and Enrollment Technology. Barth was responsible for leading the team that transitioned UA to Slate CRM as well as developing and implementing strategic recruitment plans for both first-year students and transfer students resulting in the first increase in UA's in-state first-year class since 2009 and the largest incoming new transfer class in UA's history for fall of 2019.

Barth's higher education career has spanned thirty years working in student affairs and enrollment management at universities in Alabama, Florida, Wisconsin, New Hampshire, and Virginia. Barth's focus across his career has been on addressing disparities in higher education access, strategic planning and implementation, and leadership development.

Barth received his Ph.D. from the University of Florida with a focus on Educational Leadership. His undergraduate, graduate, and law degrees are all from the University of Alabama. He is married to Renee Michael Barth who serves as a staff attorney for the Alabama Supreme Court.