

Laura E. Martin-Fedich Named Vice President for Enrollment

November 3, 2016

TACOMA, Wash. – Laura Martin-Fedich has been named the new vice president for enrollment at University of Puget Sound, following an extensive and highly competitive national search. She will assume the position on Jan. 17, 2017.



Well known for her leadership skills, commitment to excellence, and impressive track record in her field, Martin-Fedich comes to Puget Sound from Agnes Scott

College in Decatur, GA, where she currently serves as vice president for enrollment and dean of admission and financial aid.

“Laura Martin-Fedich is clearly a talented, experienced, and innovative leader who shares Puget Sound’s values, and who will be a strong addition to our leadership team and campus community,” said President Isiaah Crawford. “We look forward to welcoming her to campus and working together on the many opportunities that lie ahead for Puget Sound as we seek to build upon our reputation as a college deeply committed to high-impact educational experiences.”

In her new role Martin-Fedich will be responsible for enrollment planning, student recruitment, admission and financial aid, as well as student retention. She will work closely with President Crawford and other members of the campus community on the development of the liberal arts college’s new strategic plan.

Martin-Fedich has worked in the field of higher education enrollment for 28 years at a number of national liberal arts colleges including Hendrix College in Arkansas and Kalamazoo College in Michigan.

During her six years at Agnes Scott, the liberal arts college increased enrollment and the academic profile of incoming students, while improving campus diversity and the percentage of admitted students who enrolled. Martin-Fedich also worked to expand international student enrollment and develop partnerships in the United States, Africa, and India to increase diversity.

“I am honored to be the university’s choice for the next vice president for enrollment and humbled by the opportunity to serve Puget Sound,” Martin-Fedich said. “I was so impressed by the search committee and truly moved by the love for Puget Sound that was so clearly expressed by every person I encountered during my time on campus. I was particularly impressed with President Crawford. He is indeed a dynamic leader and his vision for the university is inspiring. I’m looking forward to becoming a member of the Puget Sound family and helping the university meet its goals to become an even stronger and more distinctive national liberal arts institution.”

Throughout her career Martin-Fedich has served in numerous professional capacities, including as a board member and treasurer of the Southern Association for College Admission Counseling, as a regional council member of The College Board, and as a member of the board of directors of Colleges That Change Lives, of which Puget Sound is a member. She earned both her Bachelor of Science degree, majoring in public relations, and a Master of Public Administration degree from Western Michigan University.

Martin-Fedich joins the college at an innovative time. Over the past several years, Puget Sound has continued to meet its enrollment targets and has engaged in new partnerships and initiatives to enhance the college as a welcoming and accessible place for students from diverse backgrounds. These have included the Tacoma Public Schools Commitment, which meets the full financial need of graduates from local high schools; the Access Programs Cohort Initiative, which supports the college aspirations of first generation and underrepresented students who take part in the college’s Access Programs; the introduction of a test-optional admission policy; and a partnership with The Posse Foundation.