



VP for Enrollment Management

ER/1
Enrollment Management
BCAT CODE: 00140X
FLSA STATUS: Exempt

NATURE OF WORK

The Vice President for Enrollment Management reports to the Provost and Vice President for Academic Affairs. The Vice President is responsible for the implementation of assigned portions of the institution's strategic plan. At the direction of the Provost and in collaboration with appropriate academic and non-academic personnel of the University, the Vice President engages organizations outside the University to promote the University's educational programs and expand the enrollment of campus students and on-line degree program students. In keeping with the mission of the University to assist underserved populations, the Vice President identifies and promotes opportunities for prospective students to improve their academic credentials through innovative educational offerings and prior learning assessments.

TRAINING AND EDUCATION

Candidates are expected to have a terminal degree and at least 5 years of experience at a senior level in enrollment management with a commitment to shared governance. A thorough understanding of the enrollment management organizational model is highly desirable, as is a proven track record of experience in leading a diverse enrollment management staff. The ability to work with culturally diverse populations is expected.

ILLUSTRATIVE EXAMPLES OF WORK

- Design, implement, and maintain an annual comprehensive student recruitment plan;
- Take a lead role in the recruitment of international students;
- Commit to the student-centered mission and vision of the institution;
- Collaborate with athletic department (NCAA Division II) on recruitment efforts.
- Oversee daily operations as well as the hiring, training and development of the admissions/enrollment staff members
- Develop annual budget requests for the enrollment enterprise of the university.
- Play a significant role in institutional marketing and planning.
- Provide leadership and focus regarding competitor analysis; print, electronic and media publications and communications flow; enrollment management budget; and athletic, international and diversity recruitment.
- Represent the university on enrollment related matters to parents, community members and other constituents.