Vice President for Enrollment Management

LEADERSHIP PROFILE
# Provost & Vice President for Enrollment Management Leadership Profile

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Vice President for Enrollment Management Leadership Profile

Vice President for Enrollment Management

Bowie State University (BSU), the oldest historically black university in the State of Maryland and one of the ten oldest in the nation, invites nominations and applications for the position of Vice President for Enrollment Management. The Vice President for Enrollment Management reports to the President of the university and provides critical leadership in enrollment development and management of the functional areas of the University including Admissions, Financial Aid, and Records and Registration to enhance the academic learning experiences, retention, and graduation of Bowie State University students. The successful candidate would focus on growing the institution, provide a holistic approach to enrollment management, possess the ability to work collaboratively with all divisions of the university, be experienced creating enrollment management plans and be data driven. This position will lead the division and promote a student-centered philosophy with integrity, quality, and passion.

About Bowie State University

Bowie State University is building a dynamic future on a proud heritage. A comprehensive, regional university, it has established itself as a leader in providing affordable, high-quality educational opportunities to a diverse population of students with ambitions to achieve and succeed. Bowie State has been recognized as one of the nation’s best value universities by *Money* and *The Economist* magazines. *U.S. News & World Report* ranks Bowie State among the top 25 historically black colleges and universities (HBCUs). Bowie State is one of Maryland’s top five institutions graduating African-Americans with bachelor’s degrees in science and technology fields.

One of the 12-member institutions in the University System of Maryland, Bowie State is the oldest HBCU in Maryland and one of the 10 oldest in the country. While remaining true to its founding mission, the university has become a broadly diverse community whose 6,100 students, along with faculty and staff, represent many ethnic and cultural backgrounds. There is continued focus on increasing educational opportunities for students who may be the first in their families to attend college.

Situated on a serene, wooded 337-acre tract in Prince George’s County, Maryland, Bowie State is ideally positioned with easy access to the intellectual and economic power centers in the nation’s capital; Maryland's
About Bowie State University

largest city, Baltimore; and the state capital, Annapolis. The city of Bowie is the county’s largest municipality and the state’s fifth most populous city. It has been ranked as one of best places to live in America by CNNMoney and Money magazine. Bowie also offers a low unemployment rate and one of the nation’s highest graduation rates of high school students. The state of Maryland is among the nation’s best in public education.

Bowie State has placed a strategic emphasis on student success, academic excellence and institutional viability. With an eye toward improving graduation rates and closing the achievement gap, faculty collaborate to develop hands-on experiences for students and supportive learning environments. The university has also experienced a positive enrollment trend, and in fall 2017, experienced record freshman enrollment for a second straight year with 1,075 new freshmen, 12-percent increase over the past fall.

Over the last decade, the university has experienced transformation of teaching and research facilities, as well as expansion of academic programs and opportunities for student research. With increased emphasis on growing the institution’s financial support, Bowie State exceeded its $15 million goal in the university’s first comprehensive fundraising campaign.

Bowie State has also made sustainability a priority as the institution strives to reduce its carbon footprint. Over the last five years, the university has made strategic investments in green technologies, including energy-efficient lighting systems, electric vehicles, solar-powered trash compactors, and charging stations for mobile devices. Students showed their commitment to sustainability by electing to add an annual student fee to ensure that the university can continue to make it a priority.

Vision

Bowie State University will be an important higher education access portal for qualified persons from diverse academic and socioeconomic backgrounds who seek a high-quality and affordable public comprehensive university. The university will empower our students and improve our world through rising enrollments, improving graduation rates, and service to the community. We will do so while placing special emphasis on the science, technology, teacher education, business, and nursing disciplines within the context of a liberal arts education.

Mission Statement

Bowie State University empowers a diverse population of students from Maryland, the nation, and the world to reach their full potential through its high-quality, liberal arts-based bachelor’s, master’s, and doctoral programs. The university provides a nurturing environment distinguished by a culture of success that supports students in completing their course of study. As Maryland’s first historically black university, Bowie State inspires and prepares ethical and socially responsible leaders who can think critically, discover knowledge, commit to lifelong learning, value diversity, and function effectively in a highly technical and dynamic global community.

Core Values

- Excellence
- Civility
- Integrity
- Diversity
- Accountability
History

Founded in 1865, Bowie State University is an outgrowth of a school opened in Baltimore, Maryland, by the Baltimore Association for the Moral and Educational Improvement of the Colored People, an organization dedicated to offering educational opportunities that the state failed to provide for its black citizens. The association opened its first Baltimore school, School #1, on January 9, 1865, in the African Baptist Church in Crane’s Building.

The school offered courses in the elements of education. Courses to train teachers were added in 1866. With the aid of the Freedmen’s Bureau, the Quakers of England and others, the Baltimore Association, in 1867, purchased and renovated the Old Friends Meeting House for the Baltimore Normal School for Colored Teachers.

After repeated petitions from the Baltimore Normal School trustees, the state legislature authorized the Board of Education to assume control of the school in 1908. By 1910, the state relocated the school to a 187-acre tract formerly known as Jericho Farm in Bowie, Maryland. The school opened at the new location in 1911 with about 60 students and Don Speed Smith Goodloe as the principal.

The school’s name changed to the Maryland Normal and Industrial School at Bowie in 1914 and began a two-year professional teacher education program in 1925, which expanded to a three-year program in 1931. By 1935, the school was renamed the Maryland Teachers College at Bowie when it introduced a four-year program for elementary school teachers.

Following the establishment of a liberal arts program, the Maryland State Legislature authorized the college to become Bowie State College in 1963. The college established its first graduate degree program in 1969.

Reflecting significant growth in academic programs, enrollment and community service, Bowie State College became Bowie State University in 1988. On the same day, the university also became one of the member institutions of the newly formed University System of Maryland.
Bowie State University has provided emerging leaders with enriching academic experiences for more than 150 years. The university’s accreditation by the Middle States Commission on Higher Education was reaffirmed in 2016. Through its four colleges, the university offers a rigorous academic program that prepares students to compete in a changing world. Students have access to numerous high-quality programs including 22 undergraduate majors, 19 master’s programs, 14 certificates, and two doctoral programs. A supportive academic environment empowers Bowie State students to think critically, make new discoveries, value differences, and emerge as leaders in a highly technical global society.

The College of Arts and Sciences offers a broad spectrum of courses that teach students how to question, analyze, understand, and theorize. Students, working closely with highly credentialed professors who are practicing in their field and doing cutting-edge research, will select from unique programs like music technology and bioinformatics. The university’s programs in cybersecurity education have been recognized by the National Security Agency and the Department of Homeland Security as models of excellence. The computer science and computer technology programs are accredited by the Computing Accreditation Commission of ABET.

The College of Business uses a holistic approach to teaching the skills needed for a rewarding career in corporate America, government, or as an entrepreneur. Close relationships with area businesses and government agencies provide many opportunities for internships and post-graduate employment. The college’s programs create a microcosm of the real-life business arena where students interested in starting their own businesses learn to think like entrepreneurs and have access to mentors through the Bowie Business Innovation Center, Maryland’s first incubator at an HBCU and an Entrepreneurship Academy that promotes entrepreneurial thinking across the disciplines.

The bachelor’s and master’s programs in business administration are accredited by the Accreditation Council for Business Schools and Programs (ACBSP). The Master of Public Administration is accredited by Network of Schools of Public Policy, Affairs, and Administration (NASPAA).
Academics & Accreditations

In the College of Education, highly credentialed faculty members are constantly researching best practices and programs to align with national trends and local needs, such as new teacher-leader emphasis. The college has maintained continuous accreditation of its professional teacher programs by the National Council for Accreditation of Teacher Education (NCATE) since 1954 and has received national recognition for the quality of its partnerships with local schools that accept student interns. The college also works with local school districts to increase the number of well-prepared principals to fill anticipated vacancies. Proof of the college’s commitment to educational excellence is reflected in a nearly 100-percent pass rate for key exams and graduates who go on to win awards and take leadership posts.

The master’s degree programs in mental health counseling and school counseling are accredited through Council for Accreditation of Counseling & Related Educational Programs (CACREP).

In the College of Professional Studies, students have opportunities for cross-disciplinary learning, internships with top employers, community involvement and global learning. Expert faculty prepare students to enter in-demand fields, like criminal justice and nursing, and get hands-on experience inside the classroom and in criminalistics and simulation labs. Overall, the college provides access to innovative programs and resources tailored to supporting success.

The bachelor’s and master’s programs in nursing are accredited by the Accreditation Commission for Education in Nursing (ACEN), Inc. They are also approved by the Maryland Board of Nursing. The bachelor’s program in social work is accredited by the Council on Social Work Education.

Points of Pride

- BSU faculty and staff have recently been honored by the University System of Maryland:
  - Robert Batten, senior director of the Office of International Programs, 2016 Board of Regents’ Staff Award for outstanding service
  - Professor Hoda El-Sayed, 2016 Board of Regents Faculty Award in Innovation
  - Professor George Ude, a 2015–16 Wilson H. Elkins Professorship
- Computer science major Jesuye David shared his faculty-guided research on the behaviors of smartphone viruses to Congressional members at the 21st annual Posters on the Hill in April 2017. He was one of 60 students selected from hundreds of applicants to participate in the showcase of federally funded research and education programs.
- English lecturer Rion Scott received the prestigious 2017 PEN/Robert W. Bingham Prize for Debut Fiction and a $25,000 prize for his highly celebrated first collection of short stories. The national literary award recognizes an author whose debut work of fiction displays literary brilliance and promise for a second work.
- In recognition of her dedication to scholarship in the laboratory and the classroom, genetics professor Tyesha Burks was named a 2017 Emerging Scholar by Diverse: Issues in Higher Education. One of 12 professors selected from a pool of hundreds of academics nationwide, Dr. Burks is working to find a cure for sarcopenia, a condition that ages skeletal muscles.
Governance & Administration

Bowie State’s shared governance model reflects a commitment to creating a caring, diverse community that demonstrates respect and encourages the success of each person on campus. Faculty, staff, and students have multiple opportunities to positively impact campus policies and decision-making, encouraging a spirit of collaboration and inclusion within a collegial environment.

The Faculty Senate meets monthly during the academic year to address faculty matters on campus. Its membership is comprised of elected representatives from each department and at-large members from the colleges. The Faculty Association meets once or twice a semester and is open to all faculty members.

The Staff Council represents the interests of staff employees who are not part of collective bargaining, advises the review and implementation of university policies, and provides a forum for discussions about the welfare of the university. The council also develops committees to serve the membership, provides representation to the Bowie State University Council, informs employees of the University System of Maryland’s related actions, and liaises with Council of University System Staff (CUSS) and Bowie State University.

The Student Government Association (SGA) and Graduate Student Association (GSA) also take on a major role as the advocacy bodies for students by appointing representatives to sit on university committees and meet with administrators to ensure the students have a voice in the university’s decision-making process.

The University Council includes representation from the four constituent governance groups to serve as the forum for review of institutional policies and to make recommendations to the President for action.

The university is a proud member of the University System of Maryland (USM), the state’s public higher education system. USM is governed by a 17-member Board of Regents appointed by the Governor. The regents oversee the system’s academic, administrative and financial operations, formulate policy, and appoint the USM Chancellor and the presidents of the institutions. USM institutions, faculty and staff make valuable contributions to the state’s economy and communities: faculty and staff continue to fuel research and discovery by attracting nearly $1.3 billion in external grants and contracts annually; the institutions address critical workforce shortages, especially those related to STEM (science, technology, engineering, mathematics); and students, staff, and faculty volunteer in local communities for more than a million hours annually. The University System of Maryland has been ranked among The Reuters 100: The World’s Most Innovative Universities.
Campus Facilities

Bowie State University is committed to laying a foundation for success by consistently creating modern, state-of-the-art facilities. Since 2012, the university has opened three new buildings, which enhance the learning environments for students and equip the university’s esteemed faculty with the necessary tools to provide holistic academic experiences.

Opened in 2017, the Center for Natural Sciences, Mathematics and Nursing provides cutting-edge research and instructional laboratories, a nursing simulation suite and a fully enclosed greenhouse, as well as flexible classrooms that foster collaboration. The 148,995-square-foot center will undoubtedly boost the university’s efforts to attract and retain highly qualified faculty in STEM fields, as well as recruit students interested in STEM.

The Student Center, opened in 2013, is the heartbeat of campus. It houses multiple dining facilities, a campus bookstore, and meeting space for extracurricular activities. The center received LEED Gold certification for its environmentally sustainable design, making Bowie State the first HBCU to receive that honor for a student center.

The Fine and Performing Arts Center, opened in 2012, has the distinction of being an All-Steinway facility, featuring only the prestigious Steinway pianos in both practice and performance spaces. The beautiful space also boasts a 400-seat main stage theater, a movement studio, a black box theatre, a band room, a recital hall, a multimedia recording studio, and a digital music lab.
Strategic Partnerships

Bowie State has developed community, industry, and international partnerships to leverage opportunities for students and faculty. In collaboration with industry giant Lockheed Martin, the university developed its first signature program, Education Innovation Initiative (EI²), to provide hands-on experience for students to develop technology-based solutions to real-world problems and increase the pipeline of minority students entering STEM disciplines. Students also have access to professional mentors and the latest cloud computing technologies.

Bowie State is one of the founding members of the HBCU-China Network, which provides full scholarships to students from 42 HBCUs to study abroad in China. Bowie State has sent cohorts of students to study at Chinese universities in fall, spring and summer semesters since fall 2015. The last group will study in China in spring 2018.

The university engages in ongoing research through an agreement with the Godfrey Okoye University in Nigeria and the DNA Learning Center at Cold Spring Harbor Laboratory in New York, the preeminent research and educational institution for molecular biology and genetics. Through a recent National Science Foundation grant, Professor George Ude travels with BSU students each summer to conduct DNA barcoding research at the Nigerian university and the DNA Learning Center.

Athletics

The Bowie State Bulldogs are members of NCAA Division II and the Central Intercollegiate Athletic Association (CIAA). The current roster includes five men’s teams (basketball, cross country, indoor track and field, football, outdoor track and field) and eight women’s teams (basketball, bowling, cross country, indoor track and field, outdoor track and field, softball, tennis, volleyball). The teams have won a collective 20 CIAA championships since 1989. Most notably, the women’s bowling team and the men’s basketball team hold the 2017 championship titles. In fact, the women’s bowling team has won more CIAA titles than any other BSU team, notching seven since 2005.

Bowie State University became a hub for startups in 2012 when the Bowie Business Innovation Center opened on campus, in partnership with the city of Bowie, as Maryland’s first incubator at an HBCU.

Bowie State University has also partnered with the Maryland-National Capital Park and Planning Commission (M-NCPPC) to expand quality arts programming for Maryland residents, helping establish the university’s state-of-the-art Fine and Performing Arts Center as an accessible local cultural resource. A broad range of non-academic arts activities, jointly developed by Bowie State and M-NCPPC, include professional performances, master workshops, small-group classes and camps.
Opportunities

Bowie State University is well positioned to maintain its upward trajectory with opportunities for future growth and advancement. Faculty members and students participate in research consortia and partnerships at state, national and international levels, and collaborate with federal agencies and others in industry. Some of their works have received national and international recognition for excellence. Some have secured patents for their inventions.

Bowie State University cybersecurity programs are meeting the highest standards of excellence in preparing graduates for work in that critical industry. As part of a consortium of 13 HBCUs that was awarded a five-year, $25 million grant by the U.S. Department of Energy’s National Nuclear Security Administration, Bowie State will receive a total of $1.5 million to expand its cybersecurity curriculum and enhance its capacity to train even more students for cybersecurity careers.

In 2016, Bowie State University launched a high-performance supercomputer to expand the research capacity for faculty and students, especially candidates for the Doctor of Science in computer science. Acquired through a grant from the Department of Defense U.S. Army Research Office, the supercomputer provides the core capability for the university’s new Center for High-Performance Information Processing (CHIP) and supports growth opportunities for research in artificial intelligence, human-computer interaction, robotics, and virtual reality.

Bowie State University is home to Maryland’s first incubator at an HBCU, the Bowie Business Innovation Center. The College of Business built on that partnership in 2013 to establish the Entrepreneurship Academy, an initiative to promote entrepreneurial thinking across the curriculum.

With support from a National Science Foundation grant, Bowie State launched an Applied Biotechnology Initiative to increase student training in basic and advanced interdisciplinary concepts and laboratory skills in biotechnology as they pursue their biology degree.
The Position

The Vice President for Enrollment Management will lead the Division, promote a student-centered philosophy with integrity, quality and passion, and has primary responsibility for performing the following duties:

- Serves as Executive leader and member of the President’s Cabinet;
- Monitors and evaluates operational effectiveness in the Offices of Financial Aid, Admissions and Registrar for continuous improvement of student enrollment;
- Works closely with College Retention Coordinators and other areas across campus to enhance student retention;
- Works collaboratively with appropriate offices to oversee the creation, implementation, and tracking of a college-wide Strategic Enrollment Management Plan;
- Develops a culture for reliable data available at predictable intervals; constructs key performance indicators and use of metrics and analysis for planning and decision making at the University;
- Oversees assessment and program evaluation for all areas within the division;
- Builds and strengthens internal and external working partnerships to assist with recruitment and retention efforts, while assessing the overall effectiveness in meeting student enrollment and retention goals;
- Develops, implements and monitors a strategic enrollment management plan that incorporates the analysis and evaluation of best enrollment management practices;
- Works collaboratively with University Relations and Marketing to develop and advertise an effective marketing plan for prospective students;
- Works collaboratively with Institutional Advancement to align Enrollment Management to build and promote a culture of philanthropy through BSU for Life;
- Works collaboratively with University Relations and Marketing to create effective internal and external strategies to enhance the University’s brand recognition regionally, nationally and internationally;
- Works collaboratively with Residential Life, Academic Advising, Deans and related departments to ensure optimal preparation for incoming students and to achieve undergraduate and graduate enrollment goals;
- Oversees the development and management of Enrollment Management budget;
- Implements, updates and monitors technology systems so that automated processes are in compliance with federal and state regulations and USM/BSU policies; and
- Oversees the recruitment and selection procedures and approves employment of staff in Enrollment Management.

Preferred Qualifications

A Master’s degree in educational leadership, student affairs or a related field is required. A doctorate degree in educational leadership, student affairs or a related field is preferred. Additional qualifications desired include eight years progressively responsible leadership experience in admissions, records and registration, or financial aid; excellent oral, written and interpersonal skills and a record of accomplishment in leading a team to meet and exceed enrollment and retention goals.

Preferred Characteristics, Traits and Skills

- Must have a demonstrated knowledge of strategic enrollment management planning for undergraduate and graduate students;
- Outstanding leadership and management skills and a documented record of accomplishment and success in Enrollment Management working at a senior level;
- Ability to attract culturally diverse student populations, and to work with faculty and staff in a diverse workplace;
- Expertise in data analysis and technology (PeopleSoft); working knowledge of social media;
- Must be a self-starter; understand strategic enrollment management structure, best practice and system set-up, which aligns with the university’s strategic goals;
- Ability to reach across divisional lines and build relationships; melt silos, be a collaborator and team builder;
- Track record of garnering support from and working in partnership with faculty, academic affairs, student affairs and administration and finance to ensure alignment when developing strategy, budget and implementing programs;
- Understand best practices to close the loop on completion agenda; and
- Track record of working with first generation, veterans, out of state, international and transfer students; have a working knowledge of feeder institutions to strengthen the pipeline.
The Position

Salary

The salary is competitive and commensurate with qualifications and experience.

How to Apply

Greenwood/Asher & Associates, Inc. is assisting Bowie State University in this search. Initial screening of applications will begin immediately and will continue until an appointment is made. Applications should include a current curriculum vitae, a cover letter detailing how applicant's experiences align with the job description. Individuals who wish to nominate a candidate should submit a letter of nomination that includes contact information for the nominee. Confidential inquiries should be directed to:

Jan Greenwood or Betty Turner Asher, Partners
Marion Frenche, Principal and Practice Leader
Ann Bailey, Executive Search Consultant

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For more information about Bowie State University please visit bowiestate.edu.

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