OFFICE OF HUMAN RESOURCES

POSITION ANNOUNCEMENT

POSITION TITLE: Vice President for Enrollment Management

PERSONNEL STATUS: PIN/Exempt

DEPARTMENT: Enrollment Management

OPEN DATE: November 10, 2017

CLOSING DATE: Open until filled (Initial screening date: December 1, 2017)

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

- Serves as an 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 and assesses 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 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
- Oversees the recruitment and selection procedures and approves employment of staff in Enrollment Management

Qualifications: Master’s degree in educational leadership, student affairs or a related field is required. Doctorate degree in educational leadership, student affairs or a related field preferred. Eight (8) years progressively responsible leadership experience in admissions, records and registration, or financial aid;
excellent oral, written and interpersonal skills. Record of accomplishment in leading a team to meet and exceed enrollment and retention goals. Must have a demonstrated knowledge of strategic enrollment management planning. 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; working knowledge of social media.

APPLICATION: Interested and qualified applicants should submit two copies of a cover letter, resume/curriculum vitae, BSU Employment Application, along with a list of at least three (3) professional employment references. Submissions without an application will not be considered. Email or mail all documents to:

Office of Human Resources
Bowie State University
14000 Jericho Park Road
Bowie, MD 20715
JOBS@bowiestate.edu

Bowie State University is an Equal Opportunity/Affirmative Action Employer
Auxiliary aids and services for individuals with disabilities are available upon request. Please contact the University’s EEO Officer at 301-860-3442.

To download the BSU application, go to https://www.bowiestate.edu/files/resources/staff-employment-application.pdf

In accordance with the Cleary Act of 2000, you are advised to contact the Bowie State University Campus Police Office for Disclosure of Criminal Incidents that occur on our campus.