

Vice President of Enrollment Management

Life University seeks inquiries, nominations and application for the position of vice president of enrollment management. Life University was founded as a chiropractic college, and is about to embark on an ambitious program to dramatically increase enrollment in its undergraduate programs. The University's education in all disciplines is based upon eight core proficiencies. The vision is that each and every student at Life will be well-versed in these proficiencies and thus be equipped for success in career and life.

Under the leadership of its President, Guy F. Riekeman, Life University has increased enrollment during the past two and a half years by 50% in the chiropractic program.

The undergraduate programs, consisting of business, biology, general studies, nutrition and dietetics and new programs in exercise science and psychology currently enroll 500 students. The University has a strong commitment to build this enrollment substantially.

The vice president will play a critical role in building Life University's future. Reporting to the President and working collaboratively with the Provost and other members of the University's leadership team, the vice president will provide dynamic and bold leadership in the enrollment management area by bringing vision, integrity, significant strategic and analytical capacity, exceptional communication skills, technical skills, and a student and learning centered approach.

Key characteristics:

- Able to strengthen an existing enrollment management program by creating an undergraduate enrollment management function to complement the professional program enrollment management function already in place
- Able to dramatically build enrollment in the undergraduate program
- Exceptional communication skills
- Significant strategic and analytical capacity
- High levels of technical knowledge
- Ability to analyze data and to present results understandably to senior administration and the Board of Trustees
- High levels of creativity and vision
- Integrity
- High energy level
- Familiar with both professional (or at least graduate) enrollment management and undergraduate EM
- Familiar with higher education marketing

Education & Experience Requirements:

- Masters' degree required, doctoral degree preferred, in student personnel administration, higher education or related field.
- Minimum of eight years experience in enrollment management; at least four of those years at a director level
- Demonstrated skill in multi-tasking, organization and planning.
- Experience in both graduate and undergraduate recruiting and admissions
- Demonstrated experience in fiscal management.

- Excellent verbal and written communication skills.
- Demonstrated successful record of working with a diverse student, faculty and staff community.
- Leadership and supervisory skills that foster collaboration and effective teamwork.
- Understanding in use of software systems in enrollment management.
- Ability to analyze data and to present results understandably to senior administration and the Board of Trustees

Preferences:

- Demonstrated understanding of the mission, culture and environment of a private university.
- Demonstrated track record in building an effective student recruiting and admissions program from the ground up
- Experience in the application of net revenue/tuition discounting models.
- Demonstrated knowledge in higher education marketing.
- Experience in recruiting and admitting students in a highly competitive market
- Experience in recruiting students for health care disciplines

Scope of Job:

The Vice President of Enrollment Management (VPEM) is responsible for building and leading an enrollment management department that will shepherd the College of Chiropractic to 2000 students, and dramatically grow the College of Arts and Sciences. The VPEM supervises the Department of Enrollment Management and designs and oversees the admission and recruiting programs. The vice president is responsible for setting the mission, vision and goals of the Department. The vice president represents the Department on the President's Cabinet and to the campus community at large.

Specific Duties:

- Provide leadership in the review, analysis and interpretation of policy and its operational impact at the institutional, state and federal levels.
- Provide leadership in interpreting, understanding and implementing state and federal regulation related to Enrollment Management.
- Provide management support for the Admissions and recruitment areas
- Prepare annual budget for the Department of Enrollment Management.
- Prepare and submit quarterly and annual Continuous Improvement Cycle reports to the Office of Institutional Effectiveness, Planning and Research.
- Prepare annual Assessment Plans for the Department.
- Provide and encourage opportunities for professional development in the department.
- Serve on the President's Cabinet and other committees as appointed.
- Other duties as assigned.

Position opened until filled; review of applications will begin immediately. Please email a cover letter, resume, and the names and contact information of three (3) professional references to: cboyd@life.edu