



Position Overview

Reporting to the Vice President for Enrollment Management, the Assistant Vice President for Enrollment Management will develop proactive and nimble strategies to adjust to changing environments and trends in recruitment and admission of freshmen and transfer students. Working in a team-oriented, customer service-focused environment, s/he will leverage best practices and current technological solutions to manage inquiry and applicant pools; utilize appropriate social media tools to engage prospective, applicant, and admitted students; manage departmental communications, operations, and yield; and provide daily leadership and supervision of staff within the Office of Admissions. The AVP will develop an aggressive recruitment program designed to attract and retain a diverse pool of freshmen and transfer students from traditional and non-traditional markets, supervising all admissions procedures, and carrying out the academic policies of the institution. Duties will also consist of training and developing professional and support staff and promoting the role of admissions to the University community.

Position Outcomes

Most Important Services and/or Results Expected from this Position:

- Serve as the chief operations officer for the enrollment division, and assist the VPEM in meeting all University goals as related to the Strategic Plan
- Prepare an Annual Operating Plan (AOP) and ensure Key Performance Indicators (KPIs) are met regarding enrollment, retention, and graduation
- Prepare annual admission budget in support of budget hearings, and attend meetings as requested by VPEM. Review operating budget lines and consult with VP on expenditures/cost-saving areas
- Oversee daily operations of admissions, including data, personnel, and policy management
- Meet established enrollment and net-tuition-revenue goals for undergraduate freshmen and transfers
- Oversee all vendor activities, including effective Student Search and marketing strategies
- Prepare and conduct efficient outcomes-related counselor and staff meetings
- Hire recruiting staff and participate in enrollment management searches
- Monitor and amend budget with VPEM to correctly identify line-item expenditures within Admissions
- To oversee and coordinate funnel management operations, including 1) admission database management and 2) timely and accurate response to inquiries through designated communications flow management
- To organize and administer the technology efforts of the Admission Office
- To represent the University in a professional manner in all work-related activities. To accurately reflect and portray the mission of the University and its HBCU history

Required Skills, Traits and Abilities

Minimum Entry Requirements:

The candidate for this position should have previous higher education administrative experience. Strong oral, listening, and written communication skills; the ability to engage with university constituents and stakeholders. An outgoing personality; the ability to work independently, and as part of a team; a flexible attitude; and a willingness to work frequent evenings and weekends when needed. Advanced knowledge of computer programs and software a must. Must be self-sufficient in decision-making skills. Ability to work under pressure and handle many tasks at



once mandatory. Creative marketing skills to include social media. Demonstrated success in leading and motivating others. Accountability to meeting projected revenue. Budget experience required. This is a comprehensive position and requires a strong work ethic to be successful. Good driving record essential. Bachelor's required; Master's strongly preferred. Seven to ten years of progressive enrollment management experience, with at least 1 year at the Director-level or higher. The candidate must be a strong supporter of the value of a private, Catholic education.

Essential Functions

1. Train staff in areas related to successful recruitment of individual territories
2. Oversee and update catalog and University policies as related to admissions
3. Provide leadership to all admissions employees. Help assist employees in territory management
4. Ensure the integrity of data in Slate and any institutional database bridges with Banner
5. Organize and distribute weekly reports for the VP; complete a year-end admissions report
6. Coordinate with any vendors on accurate data transmission and updates such as PURLS/ACT/SAT imports, and oversee Student Search process
7. Assist VP with surveys and reports, including BOT reports
8. Produce and maintain (through accurate scheduling with facilities) all office schedules/calendars, including direct mail, travel, and enrollment events (open houses, Yield Events, and Orientation/registration days)
9. Provide support for enrollment-related on-campus programs; attend and complete assigned duties for all visit days, registration days, and move-in of freshmen
10. As needed, work Saturday office hours, interview students, and help process applications
11. Attend workshops, conferences, and professional meetings (BOT/vision planning) assigned by the VP
12. Take initiative on personal projects to increase applicants to the University
13. Maintain accurate office inventory of all direct mail/travel brochures
14. Coordinate and oversee the production of outgoing direct mail
15. Coordinate and run Slate prospect reports and lists
16. Prepare scholarship awards for confirmed students Senior Award events
17. Attend university fairs/nights and make individual visits to high schools in targeted geographical areas, as needed
18. Call prospective students and applicants to encourage campus visits, discuss financial aid, and complete application file, as needed
19. Award merit-based money to students
20. Attend directors meetings, as scheduled
21. Office-wide, complete student application files at a rate of no less than 70% (without holds) by February of each year
22. Monitor and manage student workers; verify accuracy of work hours for time sheets
23. Conduct annual staff evaluations
24. Work with other institutional offices/divisions in an effort to create enrollment cohesiveness
25. Integrate new marketing strategies with VPEN
26. For two weeks after the start of new packaging season, review packages for accuracy and quality assurance
27. Other duties as assigned



Work Distribution

% of Total Working Time	Work Tasks and Responsibilities
45%	Daily oversight of admissions goals, policies, and staff to meet enrollment goals
10%	Territory management, visit days, campus events
15%	Data integrity, reports, and surveys
20%	Coordinate all admission marketing
10%	Hiring, training, and staff evaluations

Physical Requirements

The individual must be able to lift a minimum of 25 pounds, walk for long distances, and stand for extended periods of time. Must be able to drive for long periods of time, wear a headset, and be able to work at a keyboard for extended periods of time.

The statements made here are not an exhaustive list of duties, responsibilities, and skills required for this position. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.