



TEXAS WOMAN'S
UNIVERSITY™

DATE ISSUED: 04/17
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Vice President for Enrollment Management

JOB SUMMARY

The Vice President for Enrollment Management is the senior administrative officer responsible for developing strategic, innovative enrollment programs that align with TWU's distinctive mission and strengths and serving as the strategy leader responsible for driving the university's enrollment management decisions. The Vice President for Enrollment Management will work across the University to envision and craft the organization and leadership that will lead to optimal current and future enrollment health for TWU. Responsibilities to include, planning, directing, and evaluating the areas of recruitment, admissions, admissions processing, registration, financial aid applications, processing and awarding, and coordination of campus-wide retention programs. The Vice President for Enrollment Management provides vision, inspiration, and strong leadership to the staff of the following offices: Offices of Admissions, Registrar, Financial Aid and Office of Admissions Processing. Work is performed under the administrative supervision of the Chancellor and President with broad latitude for independent judgment and initiative and performance is based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: University Chancellor and President

Supervises: Director of Admissions, Director of Financial Aid, Registrar, Director of Admissions Processing, Scholarships Manager, and Sr. Administrative Assistant

ESSENTIAL DUTIES - May include, but not limited to the following:

- The Chancellor and President delegates to the Vice President for Enrollment Management the authority for the management, supervision, and direction of areas in the Enrollment Services division.
- Assesses enrollment challenges and identify opportunities for TWU while formulating, executing and continuously evolving an ambitious enrollment management strategy.

- Provides strategic, visionary and over-arching leadership to an entrepreneurial division by developing and implementing a strategic plan to guide enrollment management decisions. Such plan will include identification of strengths, weaknesses, opportunities, and threats impacting enrollment and the University's image among prospective students and meet the goals set by the Texas Higher Education Coordinating Board.
- Builds systems and structures to aid in enrollment planning and decision making at all levels that ensures implementation of a comprehensive plan for new student recruitment and retention tactics to reach targeted populations, including underrepresented minorities, first-generation students, students by geography and major of study, and other selected characteristics and interests.
- Achieves annual enrollment goals for all undergraduate, graduate, and professional students on each of the University campuses and online.
- Monitors and analyzes inquiry, application, and enrollment patterns, student profiles, financial aid distribution, using historical and current data, as well as future projections to ensure satisfactory progress toward and attainment of recruitment goals.
- Directs university efforts in recruitment, admissions and admission's processing, registration and financial aid processing, leveraging, and awarding.
- Initiates collaboration with academic and administrative departments across the university in support of enrollment services efforts, including support from the Division of Student Life, Division of Finance and Administration and the Division of Academic Affairs.
- Develops, proposes, monitors, evaluates and administers policies and procedures in the area of enrollment management.
- Develops reliable enrollment goals and projections with effective use of predictive modeling.
- Represents the University on enrollment services-related issues as directed, including serving on University, local, state and national committees.
- Ensures compliance with state and federal enrollment services related regulatory requirements.
- Works with the Office of Technology staff in the efficient use of a student information system that encompasses the necessary infrastructure and data to support comprehensive enrollment services data analysis needs and student self-services.
- Coordinates and provides data related to enrollment services programs and initiatives.
- Coordinates with Marketing and Communications to facilitate market analysis, planning and implementation of targeted market initiatives.
- Collaborates with other university officials to ensure quality and continuous improvement toward seamless delivery of enrollment services.
- Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ADDITIONAL DUTIES

- Performs other duties as requested.

EDUCATION

Master's degree required. Doctorate preferred.

EXPERIENCE

Minimum of eight years of significant administrative/management experience working in higher education enrollment management and a record of success in meeting enrollment goals.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position. Must be willing to travel and be present at occasional evening and weekend enrollment and university functions. Responsible for risk management and maintaining confidentiality of sensitive information.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- **Vision and leadership:** an entrepreneurial and strategic approach to enrollment issues; a broad understanding of looming challenges and significant possibilities; enthusiasm for collaborative work with senior colleagues; and the support for the “big picture” of building a stronger institution;
- **Proven effectiveness in creating change through enrollment management:** an understanding of the fundamentals and the fast-moving changes in the field; and experience with the competitive environment for enrolling students, as well as the strategic role of financial aid in enrolling and retaining students;
- **Strong analytical and critical thinking skills:** the ability to design transparent strategic plans and budgets that link expenditures and outcomes; experience with both admissions and financial aid modeling, including the use of econometric analysis and statistical studies; knowledge of strategic planning and budget planning that will predict revenue; ability to institute regular and comparative reports that provide monthly as well as annual progress toward enrollment goals; and proven skill in analyzing complex problems and developing integrated, creative solutions;
- **Experience in creatively marketing a complex public institution:** proven success in applying innovation to marketing strategies, with the willingness to take creative risks with reasonable probability of success; a record of taking programs to new levels of excellence and success; and enthusiasm for thinking creatively with an understanding of the human/cultural impact;
- **Expertise in emerging technologies:** recognition of the importance of systems and of managing data across the undergraduate and graduate enrollment units; and awareness of technological innovations that enable improvement in enrollment offices;

- **Communication skills:** superior written and oral communication skills that are sophisticated, articulate and persuasive; ability to make a compelling case for the budget and other resources to support enrollment; and the skill to engage audiences of all constituencies, expressing knowledge combined with warmth and commitment, and engendering trust;
- **A strong collaborative nature:** an ability to work well with a variety of constituents including students, faculty, staff and other senior leadership; sincere interest in partnering with academics; willingness to focus on the big picture and also help with executing the day-to-day needs of the office;
- **Knowledge of public higher education and the importance of legislative decisions:** an ability to work with the Texas Coordinating Board and to communicate successfully with legislative committees regarding resource allocations;
- Thorough knowledge of the university policies and procedures, state and federal regulations relating to admissions standards and regulations regarding the Registrar's Office.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

Vice President, Enrollment
Management
Date Issued: 04/17
FLSA: Exempt
PTO: VCS

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Employee Printed Name: _____

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.