

Vice President of Enrollment Management

Reports to: President

Department: Enrollment Center

Position Summary

The Vice President of Enrollment Management provides strategic leadership and direction in development, planning, implementation, and evaluation of enrollment management initiatives at Mayville State University. This position, reporting directly to the President, shapes strategies to attract, enroll, and retain students through cross institution collaboration with both Student and Academic Affairs. The Vice President will oversee the admission, recruitment, financial aid, and advising functions of the university and will be a key member of the President's Cabinet.

Primary Responsibilities

1. Strategic Enrollment Planning
 - a. Develop and implement a comprehensive enrollment plan that aligns with the university's strategic plan, mission, vision, and values.
 - b. Collaborate with academic departments to ensure program offerings meet regional workforce needs and student demand.
 - c. Establish and achieve ambitious enrollment targets for undergraduate, graduate, and online programs. Monitor and analyze enrollment trends, adjusting strategies as needed to ensure success.
 - d. Collaborate with student affairs departments to assure continuity strategic initiatives impacting student enrollment and student experience.
 - e. Collaborate with marketing and public relations to implement strategies that increase the university's reputation and visibility.
2. Recruitment and Admissions
 - a. Oversee recruitment of all student populations.
 - b. Implement targeted outreach and marketing campaigns to attract a diverse student body to meet enrollment targets.
 - c. Lead admissions in the establishment and maintenance of effective and efficient admission processes.
 - d. Lead innovative recruitment initiatives to attract and retain a diverse student body. Leverage technology, social media, and other modern tools to enhance recruitment efforts.
3. Data Evaluation and Application
 - a. Analyze market trends and demographic data to identify opportunities for enrollment growth.
 - b. Oversee use of customer relationship management tools in communication and data collection and management.
 - c. Collaborate with Institutional Effectiveness in enrollment reporting and analytics.
 - d. Utilize data analytics from national, regional, and institutional sources to track enrollment trends.
 - e. Implement best practices in data collection, analysis, and reporting to enhance decision-making and performance.
 - f. Apply data analytics to meet targeted enrollment outcomes.
4. Community Engagement and Outreach

- a. Build partnerships with regional schools, businesses, and community organizations to enhance recruitment and enrollment opportunities.
 - b. Lead recruitment and marketing outreach efforts that engage regional schools, businesses, and community organizations.
 - c. Serve as a representative of the university at outreach and community events.
5. Academic Advising
- a. Lead professional advising staff in coordination with recruitment and admissions processes for new student advising.
 - b. Coordinate professional advising staff with faculty advisors within academic divisions.
 - c. Ensure that advising services are student-centered and effectively support student retention, progression and graduation.
 - d. Coordinate recruitment and advising staff with Student Affairs in areas such as orientation, financial aid, and relevant student experience initiatives.
6. Financial Aid and Scholarship Coordination
- a. Collaborate with the Mayville State Foundation in the development and management of scholarship programs that advance enrollment while supporting student access and affordability.
 - b. Oversee and/or collaborate the development and administration of financial aid policies and programs that support enrollment goals and ensure access and affordability for a diverse student population.
 - c. Assure coordination of student scholarships and awards across departments via the Mayville State University Scholarship and Waiver Policy and Procedure Manual and its timeline.
7. Student Success and Retention
- a. Collaborate with Student Affairs to enhance student experience and satisfaction.
 - b. Collaborate with Academic and Student Affairs on initiatives related to retention and completion targets.
 - c. Assist in implementation of related student experience initiatives.
8. Budget Management
- a. Develop and manage budgets in all areas of direct supervision.
 - b. Advise and lead efforts to strategically allocate resources to support enrollment initiatives and meet enrollment targets.
9. Provide Direct Supervision of Professional and Student Staff
- a. Supervise and lead a high-performing, data-driven enrollment management team in all areas of direct supervision, including recruitment, financial aid, new student academic advising, and admissions.
 - b. Promote professional staff development in admissions, financial aid, recruitment, and advising areas.
 - c. Select, hire, and train new staff members including professional and student staff members.
 - d. Foster a culture of collaboration, accountability, and continuous improvement.
10. Other duties as assigned.

Adopted: January, 2024. Revised July 18, 2024.

Sponsored by: President and Vice President of Enrollment Management

Minimum Qualifications

- A bachelor's degree and at least seven years of demonstrated leadership in enrollment management within a higher education or related setting.
- Knowledge of enrollment best practices.
- Knowledge of current enrollment trends and issues in higher education.
- Experience in use and application of customer relationship management tools.
- Analytical and data-driven decision-making skills.
- Excellent communication and interpersonal skills.
- Ability to work collaboratively with a variety of stakeholders, including Student Affairs, Academic Affairs, and community partners.

Preferred Qualifications

- A master's degree, equivalent, or higher and at least five years of demonstrated leadership in enrollment management within a higher education or related setting.