Vice Provost for Strategic Enrollment Planning – Chief Enrollment Officer

Position Summary:
Reporting to the Provost & Senior Vice President, this position is responsible for the development and implementation of a comprehensive enrollment strategy to achieve BGSU’s undergraduate and graduate student enrollment targets, including traditional, transfer, international, and online. Provides vision, leverages technology, and knowledge of marketing, recruiting, enrollment forecasting, scholarships, and tuition discounting to create enrollment plans that align with the University’s short- and long-term goals. Collaborates within and across divisions to drive enrollment growth while leveraging tuition discounting to create a sustainable fiscal model in a challenging economic environment. Leads and manages Admissions, the Student Enrollment Communication Center, Student Financial Aid, Scholarships & Student Awards, International Programs and Partnerships, and coordinates strategies with the Chief Communication Officer and Director of Graduate Enrollment.

While the position reports to the Provost, this position has a secondary reporting line directly to the President of the University as the Chief Enrollment Officer for BGSU and as such is a member of the President’s extended Cabinet.

Essential Duties, Tasks and Responsibilities:
Recruitment and Marketing. In collaboration with Marketing and Communications, develops and implements both broad and targeted marketing and creative undergraduate recruitment strategies/campaigns via a variety of media and methodologies; print, direct mail, media buys, social media and networking, outreach programs, events, and utilization of students, faculty, and alumni. Coordinates strategies with the Chief Communication Officer and Director of Graduate Enrollment. Develops and enhances relationships with internal (deans, faculty, advisors) and external (guidance counselors, community colleges) contacts who facilitate students’ enrollment at BGSU. The position is responsible for enrollment strategies associated with non-traditional students including transfer, adult degree completion and international. Utilizes enrollment forecasting, territory management, and other tools to support and enhance recruitment efforts and activities. Makes presentations and public appearances to promote and encourage enrollment at BGSU.

Strategic Enrollment Planning and Implementation. Facilitates the planning, human resource needs, overall budgets, and operations for all units reporting to the Vice Provost. This could include but is not limited to, evaluation of recruitment activities for undergraduates, application processing for graduate and undergraduate students, enrollment forecasts, leverages financial resources to optimize enrollment, tuition discounting strategies, enhancing external support for scholarships, ensuring financial aid operations that are compliant with government regulations, develops international partnership to enhance enrollment. The Vice Provost will coordinate and lead the units to address University strategic priorities.
Promote Internal Collaboration for Enrollment. Fosters collaboration amongst colleges, schools, departments and other institutional units to develop synergies to support strategic enrollment projects. Works with Deans, Associate Deans, Vice President for Student Affairs, Chief Communications Officer, Vice President for University Advancement, Director of Intercollegiate Athletics, Chief Financial Officer, Chief Information Officer, and others to ensure effective use of university resources, create efficiencies, and leverage technology appropriately to achieve BGSU enrollment goals.

Professional Participation. Represents BGSU at meetings, conferences, and committees (local, regional, national) and makes presentations, represents the Provost & Senior Vice President at events, on committees, presentations, and public events as needed. Keeps current with developing trends in strategic enrollment planning in higher education (by attending workshops, conferences, and research); leads and completes other projects and responsibilities as assigned.

Knowledge, Skills or Abilities:

- Knowledge of current trends and best practices in recruitment of traditional and other student populations (nontraditional, transfer, international, online), strategic enrollment management, financial aid administration, and scholarship leveraging
- Ability to work with large data sets, perform statistical analyses, and use data to inform decision making and planning
- Knowledge of the strategic use of technology and social media in student marketing, recruitment, and engagement
- Ability to recruit, lead, engage, and direct a large and diverse staff
- Excellent oral and written communication skills, including making presentations to a variety of Audiences
- Experience in program evaluation and assessment

Minimum Qualifications & Salary:
Master’s degree required. Suggested fields include: Higher Education Administration, MBA, Finance, Marketing, Management, Management Information Systems, or Communications. Must have and maintain a valid driver’s license and comply with the university’s vehicle use policy. Also required:

- Professional and manager-level experience in four-year college or university working in enrollment management and/or related functions/departments, including one or more of the following:
  - 5 years experience in leading recruitment, enrollment marketing, operations/systems, efforts in college/university admissions, including the recruitment of traditional, nontraditional, transfer, international, multicultural, and/or online student populations
  - 5 years experience working with/leveraging/managing institutional scholarships and other student awards to meet institutional enrollment goals
  - 5 years experience working with federal/state need- and merit-based financial aid programs
- 5 years managing complex unit budgets (personnel and operating) and supervising a large and diverse staff

- Evidence of understanding and use of ERP systems, enrollment software, and data-driven planning, delivery, and evaluation of programs and services
- Evidence of progressively increasing levels of responsibility in college/university administration of enrollment management offices/functions
- Evidence of successful collaboration with campus leaders (deans, vice presidents, directors, etc.) to lead recruitment and enrollment initiatives that support the University’s goals.

Application Procedure
The Search Committee invites nominations, applications (a letter of interest, comprehensive curriculum vitae, and the names and contact information of five or more references) or expressions of interest to be submitted to the search firm assisting Bowling Green State University (electronic submissions preferred). Confidential review of materials will begin immediately and continue until the position is filled. It is preferred, however, that all nominations and applications be submitted to the search firm prior to March 23, 2015.

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Salary
Full-time administrative staff position available. Salary is commensurate with education and experience.
Full benefit package available.

Degree Type: Masters
Salary Type: Salary
Job Type: Permanent
Opportunity Type: Full Time

Bowling Green State University is committed to equal opportunity for all and does not discriminate in admission or access to, or treatment or employment in, its programs and activities on the basis of race, sex, sexual orientation, color, national origin, religion, creed, age, marital status, mental or physical disability or veteran status. The Office of Equity & Diversity, 140 McFall Center, BGSU, is responsible for University compliance with all relevant statutes, including Title IX, Section 504. Disability Services, 38 College Park Office Building, is responsible for compliance with the Americans with Disabilities Act