

# Sul Ross State University

## Position Description

**Official Title:** Vice President for Enrollment Management  
**Salary Group:** Unclassified (14)

**Job Code:** 1201

### Summary

Function: Provides visionary leadership for the development and integration of the University's enrollment services to enhance institutional image, marketing, recruitment, retention, and student success in a seamless environment. This is a high level administrative position that is responsible for providing strategic leadership and direction for the development, administration and management of all functions and matters relating to a comprehensive and sustainable enrollment management. This position provides vision and oversight for admissions, recruitment and retention. Excellent communication and relationship-building abilities are necessary, as is experience in a post-secondary academic environment. The position reports directly to the President but works collaboratively with other administrative level personnel to make decisions affecting the future of the University is expected.

Scope: All areas pertaining to Enrollment Management at the University

### Duties

Essential: Provides leadership in all areas of enrollment management. Develops enrollment management priorities and oversees the admissions functions; conducts strategic planning, data gathering and reporting activities; works closely with other offices in a campus team environment. The VP EM will work closely with the academic affairs and all academic areas to ensure compliance and effectiveness of all university processes. Responsible for personal safety and the safety of others; must exercise due caution and practice safe work habits at all times.

### Primarily Responsibilities:

- Provide oversight and direction for the offices of admission and retention.
- Manage and measure work to identify clear objectives, key metrics and progress reports.
- Work closely with the President, Academic Affairs & Student Affairs, members of the Athletic Department and faculty and staff to implement a successful long-term retention plan.
- Report on admission strategies and results and enrollment trends.
- Chair the Enrollment Management Steering Committee and participate in committees as assigned.
- Obtain optimum enrollment levels for SRSU which includes quality and diversity.
- Serve as an advocate for higher education in the community, state, region and nation.
- Knowledge of best practices in the efficient use of resources is expected.

### Supervision

Received: Reports to the President

Given: Oversees the Director of Residential Life; Assistant Vice President for Enrollment Management which includes Registrar, Admissions and Recruiting, Director of the Upward Bound Program; Director of Talent Search, Director of the Gear Up Program; Director of Financial Aid; Director of Student Support Services;; Director of the Grad Center (post-baccalaureate programs); Director of Title V HITAP Grant; Director of the McNair Program; Executive Director of the Lobo Den; Student Support Analyst and the VP EM Administrative Assistant.

### Education

Required: Earned Master's or equivalent in Student Personnel Administration, Higher Education Administration, Educational Leadership or a related field.

**Experience**

Required: At least five years of experience in the higher education enrollment management area at a director level or above; A proven record of professional success in enrollment management, a record of professional success in leadership and management in higher education; evidence of the ability to provide leadership for long range enrollment management and planning; and demonstrated success working with students, faculty, and administrators in a collegial manner.

Preferred: A doctorate degree in student affairs, higher education administration or a closely related field is preferred; salary commensurate with qualifications. 10 years of experience in enrollment management at the director level in a higher education setting.

**Equipment/Skills**

Required: Excellent skills in interpersonal, written and oral communication; knowledge of automated technology information systems; an ability to allocate resources effectively and creatively in a competitive environment; possess the ability to collect, organize, analyze and present information in a concise and logical manner for presentation to the University community at large; experience in developing and managing budgets; high motivation and ability for complex problem-solving; an understanding of the special needs of a multi-cultural university; commitment to affirmative action.

**Working Conditions**

Usual: Eight hour work day, forty hours per week with some early or late hours weekly depending on workload. Attendance at various University, community, and public school activities. Exempt from overtime provisions. Position is Security Sensitive.

Special: Weekend meetings with prospective students and parents during recruitment weekends, regular attendance at University activities at night and on weekends.

Any qualifications to be considered in lieu of stated minimums require the prior approval of the Human Resources Director.

Date revised: November, 2010