



# EAST STROUDSBURG UNIVERSITY

## Vice President for Enrollment Management

**East Stroudsburg University**, a student-centered, innovative, and inclusive public institution within Pennsylvania's State System of Higher Education, is currently accepting applications from experienced enrollment professionals to join the University as the next Vice President for Enrollment Management.

**The Position:** The Vice President for Enrollment Management (VPEM) serves as the chief enrollment officer with principal responsibility for developing, articulating, and implementing a comprehensive strategic enrollment management plan focused on retention, recruitment, and admissions consistent with the University's strategic goals and direction. The Vice President has direct managerial responsibility and oversight for the Offices of Admissions and Enrollment Services, including Financial Aid, the Registrar, Transfer Services, and the Veterans Center. This position requires interaction and coordination with divisions and departments across the University including academic departments, Campus Life and Inclusive Excellence, University Relations, the Office of Academic & Institutional Effectiveness, and Athletics. The VPEM is expected to develop and enhance the types students and locations served by ESU, including non-traditional and online students. The Vice President must ensure the appropriate dissemination and adherence to state and federal regulations, university and Pennsylvania State System policies, and other matters pertaining to the assurance of program compliance and success. With a focus on innovative strategic planning, the Vice President will lead the development and implementation of the strategic enrollment management, focusing on recruitment, retention, and graduation of a diverse student body. The VPEM reports to the President and serves as a member of the President's Council. As a key officer of the University, the Vice President works closely with Pennsylvania State System of Higher Education (PASSHE) members and leadership, state and local officials, and affiliate organizations. As a member of PASSHE, East Stroudsburg University is involved in the redesign and innovation of public higher education in Pennsylvania.

**Qualifications:** East Stroudsburg University seeks a broadly experienced administrator with strong leadership skills, long-term vision, and a strategic approach to enrollment management. The successful candidate will be innovative, forward thinking, committed to diversity and inclusion, and highly collaborative. The successful candidate must have demonstrated leadership experience and administrative skills for managing operational aspects of enrollment management including, but not limited to strategic planning, personnel, budget and fiscal management, web-based technology enhancement, and continuous improvement assessment of divisional operations. The position requires knowledge and proficiency in using data to drive effective program development, marketing, recruitment, admission, and student retention. Experience in leading teams to achieve goals and improve services within a successful enrollment management program at a college or university is required. The new Vice President will combine strategic enrollment management practices with expertise in the use of technology to strengthen recruitment, retention, and enrollment. Effective interpersonal written and oral communication skills, with proven ability to foster collaborative efforts and partnership building with internal and external constituencies within a diverse community are essential. Qualified candidates must possess a master's degree.

**The Institution:** Founded in 1893, the University offers 57 undergraduate degree programs, 21 graduate degree programs, two doctoral degree programs to over 6,200 students, and is poised for continued growth. The University has 57 buildings located on 258 acres in the East Stroudsburg Borough and in Smithfield Township which include academic facilities, seven residence halls (housing over 2,500 students), a 1,000-seat dining hall, a student center, and a recreation center. ESU hosts over 100 student organizations, 22 NCAA DII sports teams, and 19 club sports. The University Student Activity Association, Inc., owns Stony Acres, a 119-acre off-campus student recreation area near Marshalls Creek, that includes a lodge and a small lake. The ESU Lehigh Valley Center, located in Bethlehem, Pa., offers degree completion programs and an Accelerated Graduate Degree Program in Athletic Training. Also, as part of the University's continued efforts to provide an innovative and entrepreneurial learning environment for students and the community, the East Stroudsburg University Innovation Center, a 51,000 square foot innovative hub for business development and community engagement, is the home to the Economic Development & Entrepreneurship division, Dr. Jane Huffman Wildlife Genetics Institute, the Pennsylvania Tick Research Lab, Office of Sponsored Projects and Research, Business Accelerator, a Co-Working Space, the Entrepreneurial Leadership Center, ESU Professional Testing Center, Computer Labs, Conference Facilities, and the Sterling Strauser Gallery.

**Location:** Located in the beautiful Pocono Mountains of Pennsylvania, East Stroudsburg also offers convenient access to New York City, Philadelphia and the Lehigh Valley. Just minutes from campus are the scenic Delaware Water Gap Recreation Area, Appalachian Trail, large indoor water parks, and many opportunities for year-round outdoor recreation. As a destination for relaxation and vacations the area offers a wide variety of dining, entertainment, and cultural options.

**Application:** Interested candidates should submit only a cover letter and resume to RPA Inc. at [ESUvpem@rpainc.org](mailto:ESUvpem@rpainc.org). For a confidential discussion about this opportunity or to make a nomination, please call Kendra Mozug, Search Consultant, or David Soltz, Senior Consultant, at 570-321-6111. The review of candidates will begin on March 25, 2020, and first-round interviews will commence thereafter.

*East Stroudsburg University of Pennsylvania is committed to equal opportunity for its students, employees and applicants. The university is committed to providing equal educational and employment rights to all persons without regard to race, color, sex, religion, national origin, age, disability, sexual orientation, gender identity or veteran's status.*



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