



## Vice President for Enrollment Management

SUNY Potsdam, one of America's first 50 colleges and the oldest in the SUNY system, is currently accepting applications from experienced enrollment management professionals to join the College as its first Vice President for Enrollment Management.

**The Position:** The Vice President for Enrollment Management will configure a unified enrollment management division responsible for undergraduate, graduate, transfer, early college, and international admissions. The VP for EM will provide leadership for analyzing the competitive setting of higher education, identifying and recruiting new student markets, developing innovative domestic and international recruitment strategies, setting strategic enrollment objectives, elevating the use of technology, and improving the overall recruitment and enrollment process. The successful candidate will collaborate with College Communications; Academic Affairs; Athletics; and the Division of Diversity, Equity and Inclusion to develop and implement programs and services that meet recruitment goals and improve student retention and success. They will develop data-based and effective financial aid strategies for new and continuing students. Working closely with the AVP for Communications, the VP will develop a successful strategy for promoting the College to prospective students and their families. With a focus on new and innovative strategic planning, the Vice President will participate in efforts to modernize the standards for how the College recruits, markets, and communicates with an effort to recruit and retain a highly diverse and eclectic student body. The new Vice President reports to the President and serves as a member of the President's Council.

**Qualifications:** SUNY Potsdam seeks a seasoned administrator with strong leadership skills, long-term vision, and a strategic approach to enrollment management. The successful candidate will be highly collaborative in the development, implementation, and oversight of strategic goals. Utilizing current trends, best practices, and previous experience, the successful candidate must have demonstrated experience and competence in employing a creative and data-driven approach to targeting and growing a student body for the College. 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, contemporary enrollment management practices with expertise in the use of technology to bolster recruitment, retention, and enrollment. The successful candidate will have strong management, budget, planning, and data analysis skills. A master's degree is required.

**The College:** The State University of New York at Potsdam, located on the outskirts of the beautiful Adirondack Park and an hour and a half from Lake Placid, was founded in 1816 as the St. Lawrence Academy. SUNY Potsdam currently enrolls 3487 students—3217 undergraduates and 270 graduate students. Home to the renowned Crane School of Music, SUNY Potsdam is known for its commitment to students' development and success, challenging liberal arts and sciences core, excellence in teacher education, and leadership in the performing and visual arts. Offering more than 100 undergraduate majors and minors, along with interdisciplinary studies options, and 18 graduate majors, SUNY Potsdam offers an outstanding liberal arts experience. At SUNY Potsdam, about 35% of students self-identify as students of color, and thanks to its proximity to the U.S.-Canadian border and to the Akwesasne Mohawk reservation, the College is home to the System's largest percentage of both Canadian students and Native American students.

**Location:** With a population of just under 10,000, Potsdam is a village located along the beautiful Raquette River near the U.S.-Canadian border, which has been described as the educational and cultural center of Northern New York. Potsdam is situated on an abundant and wide band of renowned, reddish-orange Potsdam sandstone located north of the Adirondack foothills in central St. Lawrence County. Potsdam offers high quality of life and a safe community atmosphere enhanced

by a low cost of living. The Village enjoys modern educational, cultural, and scientific centers; medical and shopping facilities; wide variety of restaurants; local private airport; and accommodations. The region is a higher education destination: in addition to SUNY Potsdam, the village is home to Clarkson University, and nearby Canton, NY is home to St. Lawrence University and SUNY Canton. Located a stone's throw from the Adirondacks and the Thousand Islands, the region delivers an ideal setting for outdoor recreation including hiking, biking, cross-country skiing, and some of the best freshwater fishing in the world. The Village of Potsdam is located within easy driving distance of Ottawa, Ontario; Montréal, Québec; Burlington, Vermont; and Syracuse, New York. Lake Placid is 70 miles from Potsdam.

**About SUNY:** SUNY is the largest comprehensive university system in the United States, educating nearly 460,000 students in more than 7,500 degree and certificate programs on 64 college and university campuses, and online through Open SUNY. SUNY students and faculty across the state make significant contributions to research and discovery, resulting in nearly \$1 billion of externally-sponsored activity each year. There are 3 million SUNY alumni worldwide.

**Application:** Interested candidates should submit only a cover letter and resume to RPA Inc. at PotsdamVP@rpainc.org. For a confidential discussion about this opportunity or to make a nomination, please call Kendra Mozug, Search Consultant, at 570-321-6111. The search committee will review applications as they are received.

*SUNY Potsdam is an EEO/Affirmative Action Employer. SUNY Potsdam is committed to finding a candidate that both reflects the diverse possibilities in the human experience and fostering leadership in celebrating a diverse community. The administration, faculty, staff and students embrace diversity and prohibit discrimination on the basis of race, religion, color, gender, age, national origin, non-disqualifying disability, veteran status, sexual orientation, or any other legally protected class status. Women and minorities are strongly encouraged to apply.*



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