

University of Houston Clear Lake

Vice President for Strategic Enrollment Management

The University of Houston–Clear Lake, a comprehensive institution and key member of the University of Houston System, seeks an innovative and visionary administrator to serve as the Vice President for Strategic Enrollment Management (VPSEM).

The Institution: The University of Houston–Clear Lake (UHCL) opened its doors in 1974, in response to the desire for a university that could enhance the educational, economic, and cultural environment of the Houston-Galveston metropolitan region, specifically to support the NASA Johnson Space Center and nearby space-related industries. Over the past 46 years, the University has grown to offer more than 90 graduate and undergraduate programs at UHCL, UHCL Pearland, and UHCL Texas Medical Center. During this time, the University has awarded 75,000 degrees to more than 70,000 alumni.

UHCL is a student-centered, community-minded, partnership-oriented institution that serves a diverse student body. Historically, the University has served undergraduate transfers (80 percent of undergraduates transferring from community colleges), graduate, and international students (ten percent of the student body comes from outside of the U.S). In fall 2014, UHCL became a full service, four-year university and welcomed freshman and sophomore students for the first time. The University offers high quality instruction and nationally accredited academic programs designed to develop the critical thinking, creative, quantitative, leadership, and communication skills of students. Students enjoy small class sizes led by highly qualified faculty in four colleges: the College of Business, the College of Education, the College of Human Sciences and Humanities, and the College of Science and Engineering. In August 2017, the University welcomed its fifth president, Ira K. Blake, Ph.D., who plans to continue to expand opportunities for the university community.

Outside the classroom, students can participate in more than 100 student organizations, external internships, and research opportunities. The 13 research institutes and centers at UHCL conduct applied and basic research that engages the community and provides professional services to support both the economic development and the quality of life of the area. The University continues to strengthen its reputation among regional universities, ranking 43rd among the 2020 Best Regional Universities West and 18th among Top Public Schools Regional Universities West in the U.S. News & World Report Best College rankings. Nationally recognized for its commitment to community service, UHCL has been a five-time recipient of the President’s Higher Education Community Service Honor Roll. UHCL is proud to be recognized by the U.S. Department of Education as a member of the Minority Serving Institutions Program. UHCL is an HSI: Hispanic Serving Institution and is a member of the Hispanic Association of Colleges and Universities (HACU).

UHCL continues to expand in order to further its mission. UHCL Pearland Campus opened in 2010, a 30,956 square-foot facility, designed to connect the growing community to quality undergraduate and graduate programs. In January 2019, the University opened the Health Sciences and Classroom Building, the second building at UHCL Pearland. Our Main Campus is also growing. In August 2018, the University opened two new buildings: the Science, Technology, Engineering and Math (STEM) and Classroom Building, and the Recreation and Wellness Center. The following year (2019), UHCL opened its on-campus residential hall. To learn more about the University, please visit <https://www.uhcl.edu/>.

The Position: Reporting to the President, the Vice President for Strategic Enrollment Management serves as a member of the UHCL Core Leadership Team. Supervising a staff of approximately 60 employees and in consultation and collaboration with UHCL stakeholders, and in alignment with the institution’s mission and

strategic plan, the Vice President will design, implement, and monitor enrollment targets, recruitment objectives, tactics, and strategies to advance and enhance the institution's strategic enrollment management and marketing plans. In order to support UHCL's HSI designation and academic programs, the Vice President should identify and focus enrollment management and marketing programs and initiatives that embrace and enhance the diversity of the UHCL student body. Through collaboration with the Provost, Deans, and faculty, the Vice President will develop and incorporate recruitment plans and strategic enrollment initiatives that attract and support freshman, graduate, international, adult learners, and transfer students. In collaboration with the Provost, Vice President of Student Affairs, and Vice President of Administration, the VPSEM will facilitate enrollment and retention initiatives using data analysis, enrollment forecasting, and industry best practices. The Vice President will partner with community colleges in the region and state to develop strategic enrollment management plans to attract a greater number of transfer students. With the collaboration of the Vice President of Administration, Vice President for University Advancement, Executive Director of Financial Aid, and the Registrar, the Vice President will ensure financial aid optimization, alignment of enrollment management initiatives with funding practices, and compliance with all federal and state regulations related to aid funding. The Vice President for Strategic Enrollment Management is also responsible for the leadership and coordination of the Offices of Admissions, Office of Student Financial Aid, Office of the Registrar, Student Administration Systems, and Welcome Center - Integrated Enrollment Services.

Qualifications: The University seeks a collaborative leader with significant, progressive, and proven experience in strategic enrollment planning and enrollment analytics. The successful candidate will demonstrate strong analytical, problem-solving, decision-making, administrative, and leadership skills. Along with these skills and experiences, candidates must be able to lead, motivate, and mentor staff. The new Vice President will have broad and strategic knowledge of recruitment, admissions/hiring, registrar, retention, career pathways, professional development, and marketing. Experience with CRM, SIS, or similar systems and oversight as well as experience in financial aid, admissions operations, building predictive modeling, and enrollment management reporting is a plus. Candidates must have demonstrated experience in fostering and creating equity and promoting inclusive diversity in a complex organization, including but not limited to a college/university community. The ability to effectively represent the University with external and internal audiences and stakeholders is an important qualification for this position. A master's degree is required. A doctoral degree is preferred.

Location: Located adjacent to the NASA Johnson Space Center, UHCL is situated in the heart of the area's high-technology community on a 524-acre nature preserve. Bay Area Houston is known as the boating capital of Texas and offers a wonderful quality of life. The primary business sectors in the area center around aerospace, technology, healthcare, and tourism. Local attractions include the NASA Johnson Space Center, Kemah Boardwalk, Sylvan Beach Park, and Armand Bayou Nature Center.

About the University of Houston System: The University of Houston System is the fourth-largest university system in Texas and has more than 70,000 students in its four universities. The System comprises the University of Houston, its flagship university; the University of Houston–Clear Lake; the University of Houston–Downtown; and the University of Houston–Victoria. The Chancellor of the UH System serves simultaneously as President of the University of Houston, and the System is governed by a Board of Regents appointed by the Governor of Texas.

Application: Interested candidates should submit a cover letter addressing the aforementioned qualifications and a curriculum vitae/resume to RPA Inc. at HoustonEnrollmentVP@rpainc.org. For a confidential discussion about this opportunity or to make a nomination, please email Kira Heath, Search Manager, or Amanda O'Donnell, Vice President and Senior Consultant, at HoustonEnrollmentVP@rpainc.org. The first review of candidates will begin on October 9, 2020, and first round interviews will commence thereafter.

The policy of University of Houston–Clear Lake (UHCL) is to ensure equal opportunity in all its educational programs and activities, and all terms and conditions of employment without regard to age, race, color, disability, religion, national origin, veteran's status, genetic information, or sex (including pregnancy), except where such a distinction is required by law. Additionally, UHCL prohibits discrimination in all aspects of employment and educational programs on the basis of sexual orientation, gender identity, or gender expression.

