



Vice President for Enrollment Management

SUNY Oswego, a highly regarded, public, regional, comprehensive university in central New York, invites nominations and applications for its next Vice President for Enrollment Management. The University is on a growth trajectory and seeks applications from individuals who will bring an entrepreneurial and collaborative approach to leadership, enhancing SUNY Oswego's already strong reputation and impact within the community and beyond.

The Institution: Founded in 1861, the State University of New York at Oswego is a premier public university located in Central New York on the scenic shores of Lake Ontario, just 45 minutes from Syracuse. SUNY Oswego enrolls nearly 7,000 undergraduate and graduate students and is known for its commitment to academic excellence, inclusive community, and student-centered success.

A proud member of the State University of New York (SUNY) system, Oswego offers more than 140 academic programs across the arts and sciences, business, communication, education, and STEM. The university is consistently recognized among the top regional public institutions in the North by U.S. News & World Report and named a Best Regional College by The Princeton Review for more than 20 years.

SUNY Oswego is also an engaged workplace community, dedicated to supporting employee growth, innovation, and well-being. With a focus on equity, inclusion, and real-world impact, Oswego provides a dynamic environment where faculty and staff help shape the future - both for students and for higher education.

Vision 4040: Expanding SUNY Oswego's Promise and [Strategic Plan](#)

The State University of New York (SUNY) at Oswego envisions doubling the annual number of graduates from SUNY Oswego by 2040 to meet the needs of the Central New York region. Vision 4040: Expanding SUNY Oswego's Promise establishes a pathway for SUNY Oswego to stabilize degree attainment of 4,000 awards per year or 40,000 per decade by the year 2040. This vision statement summarizes justifications for a growth agenda, illustrates in broad brushstrokes how this growth will unfold, identifies some of the critical questions the university's regional partners will help answer in the months to come, and concludes with a call to imagine what this region will become as Vision 4040: Expanding SUNY Oswego's Promise comes to fruition. SUNY Oswego is the most mission-critical comprehensive university in Central New York. Our new strategic plan, called "Transforming Lives, Igniting Possibilities," is rooted in Vision 4040. This plan strengthens our commitment to social mobility, economic development, and student success. Guided by three strategic drivers- Grow, Connect, and Thrive. SUNY Oswego will expand access to education, deepen community engagement, and foster an inclusive, innovative campus. Learn more at oswego.edu

The Position: The Division of Enrollment Management leads SUNY Oswego's integrated approach to attracting, enrolling, and supporting students, from initial inquiry through successful progression and timely completion. The division is central to advancing Vision 4040's growth agenda, which calls for sustainable enrollment growth across residential, commuter, and online populations, and explicitly includes students studying at both the main campus and the Syracuse Campus.

Rooted in this direction, the university's 2025-2030 Strategic Plan, Transforming Lives, Igniting Possibilities, positions enrollment work as a core driver of institutional success through the GROW driver commitments: developing a five-year strategic enrollment management plan, setting recruitment and retention targets, advancing equity-informed retention strategies, and building a multi-year scholarship model and associated financial plan to increase access and support enrollment and retention goals.

The Vice President for Enrollment Management serves as the university's chief enrollment officer and provides leadership for SUNY Oswego's comprehensive enrollment efforts, including the Office of Admissions, the Office

of Financial Aid, and the Advancing Completion through Engagement (ACE) at SUNY Oswego, a comprehensive program designed to help students complete their academic journey to a bachelor's degree.

The Office of Financial Aid, housed within the Division of Enrollment Management, helps students and families navigate federal, state, and institutional resources, beginning with timely completion of FAFSA, a critical first step in access and affordability. It guides students through the full aid lifecycle, applying for aid, understanding award packages, accepting aid, and maintaining eligibility, while providing advising on how enrollment decisions can affect aid. The Office of Admissions serves as the university's front door for prospective students and families, guiding them from inquiry through application, admission, and enrollment across first-year, transfer, international, and adult learner pathways. The office supports prospective students through one-on-one outreach and counseling (including virtual/phone engagement) and coordinates recruitment and visit experiences that help students connect with SUNY Oswego and make informed choices.

Working across undergraduate, graduate, online, and international markets, the Division of Enrollment Management coordinates recruitment strategy, admissions operations, and financial aid optimization, and partners closely with Academic Affairs, Student Affairs, Marketing and Communications, the Registrar, and Institutional Research to align strategy, goals, and execution. The division's work is strengthened through data-informed planning and continuous improvement, including effective use of enrollment systems and CRM capabilities (including Slate) across the funnel. Improve outreach, yield, retention, and equitable student outcomes, supporting both the main campus and the growing Syracuse campus presence.

The Division of Enrollment Management also plays an increasingly strategic role in supporting Central New York's economic growth. As Micron advances a \$100 billion regional investment and the semiconductor ecosystem accelerates, SUNY Oswego is helping convene countywide planning and partnership through its leadership as lead convener of the Oswego County Micron Strategy Steering Committee. Enrollment strategy, brand positioning, program demand planning, and student success pathways will be essential to ensuring that SUNY Oswego is a primary engine for access to and preparation for new and emerging career opportunities in the region.

VPEM Role and Responsibilities:

The Vice President for Enrollment Management is SUNY Oswego's chief enrollment officer, providing strategic leadership for enrollment growth, retention, and institutional sustainability. Reporting directly to the President and serving on the President's Cabinet, the VPEM leads a comprehensive enrollment strategy that integrates recruitment, admissions, financial aid, and enrollment analytics across undergraduate, graduate, online, and international populations.

Working in close partnership with the Provost, Vice President for Student Affairs, Vice President for Administration and Finance, Vice President for Marketing and Communications, Institutional Research, the Registrar, and other campus leaders, the VPEM aligns enrollment goals with academic strategy, the student experience, and resource stewardship, advancing both access and student success.

The ideal candidate will be a visionary and forward-thinking leader with a distinguished record in enrollment management. This individual will be adept at leading complex organizational change and fostering a culture of continuous improvement, innovation, and collaboration. The ability to lead with integrity, make decisions in the university's best interest, and cultivate a collegial, transparent work environment across campus will be essential.

Key responsibilities include:

- Strategic enrollment leadership and planning: Lead and execute an institution-wide enrollment and retention strategy aligned with [Vision 4040](#) and the [2025-2030 Strategic Plan](#)
- Recruitment and admissions operations: Provide leadership across undergraduate, graduate, online, and international admissions; strengthen funnel strategy, yield, and conversion across markets
- Financial aid strategy and affordability: Advance innovative, data-informed financial aid strategies that support recruitment, retention, and equitable outcomes.
- Data, analytics, and forecasting: Strengthen the use of enrollment systems, dashboards, and advanced analytics to support planning, scenario modeling, and continuous improvement.
- CRM and technology enablement: Optimize CRM capabilities across the enrollment funnel (including Slate) and ensure effective adoption across teams and partners.
- Cross-divisional retention partnerships: Collaborate with campus leaders to coordinate student success and retention efforts, connecting enrollment strategies to retention, student support, and academic momentum work.

- Marketing alignment: Partner with Marketing and Communications to integrate brand, communications, and advertising with recruitment and retention strategy.
- Operational effectiveness and team leadership: Build a high-performing, service-oriented enrollment organization grounded in integrity, transparency, and inclusive excellence.
- SUNY Oswego at Syracuse and regional reach: Support strategies that strengthen recruitment and enrollment programming for SUNY Oswego at Syracuse as a distinct, self-supporting professional and continuing education enterprise, expanding access through flexible, blended programs (including undergraduate completion, graduate offerings, and microcredentials) and strengthening regional partnerships that advance workforce development.
- Workforce-aligned enrollment strategy and pipeline development: Lead recruitment, outreach, and pathway partnerships that support enrollment growth in high-demand and emerging fields aligned with the region's high-tech expansion, including strengthened pipelines with high school districts, community colleges, and employer partners to meet evolving workforce needs.

Key opportunities for the next VP EM include:

- Enrollment growth and market strategy: Refine recruitment strategy across traditional, transfer, adult, online, graduate, and international markets, strengthening the university's value proposition and market position
- Retention and student success alignment: Deepen cross-divisional work that improves persistence and timely progression, connecting enrollment strategy to academic and student support initiatives.
- Financial aid optimization and access: Advance data-informed financial aid and affordability strategies that support yield, persistence, and equitable outcomes.
- CRM-enabled continuous improvement: Leverage Slate and related systems to enhance engagement, improve the applicant and student experience, and strengthen cycle-to-cycle learning and performance
- Regional reach and SUNY Oswego at Syracuse: Strengthen strategies that expand access and visibility in Central New York, including the role of the Syracuse campus in recruitment and regional engagement.
- Position SUNY Oswego as the access gateway for Central New York's high-tech boom: With Micron's investment in mind, develop strategies that can help the university capture new demand by sharpening value messaging, expanding targeted recruitment, and strengthening transfer/adult learner pathways into high-demand programs.
- SUNY Oswego works continuously to create an inclusive environment which respects, embraces, and promotes cultural safety, belonging, civil discourse, cultural humility, and other values and goals outlined in SUNY Oswego's Strategic Diversity and Inclusion Plan. As such, the incumbent is expected to contribute to these efforts and possess communication and interpersonal skills necessary to engage effectively with an increasingly diverse community of students and colleagues.

Required Qualifications:

- Minimum of ten years of progressively responsible experience in enrollment management.
- Bachelor's degree required; master's degree strongly preferred; doctorate or terminal degree valued.
- Demonstrated expertise in strategic enrollment management, including recruitment and retention planning, and knowledge of national trends and best practices.
- Experience with strategic planning and goal-setting for enrollment management and an ability to translate strategy into measurable outcomes.
- Experience implementing or optimizing CRM software across the enrollment funnel (ideally Slate).
- Experience with enrollment systems, student information systems, databases, and advanced use of data analytics.
- Experience in leading financial aid strategies, including FAFSA completion.
- Experience managing budgets and allocating resources to meet enrollment goals.
- Demonstrated commitment to access and opportunity, including recruitment strategies that support underrepresented and/or underserved populations.
- Strong communication, organizational, and delegation skills; ability to lead with integrity and cultivate a collegial, transparent work environment.

Preferred Qualifications:

- Demonstrated success improving retention, progression, and completion through coordinated academic strategies and cross-divisional partnerships
- Demonstrated success leading institution-wide enrollment growth and retention initiatives in a public comprehensive university environment.
- Experience advancing data-based financial aid strategy, including leveraging analytics to improve yield, persistence, and equitable outcomes.
- Experience partnering with marketing/communications to align brand, messaging, and advertising with recruitment strategy.
- Evidence of effective cross-divisional collaboration with Academic Affairs, Student Affairs, Institutional Research, and the Registrar to align enrollment strategy with student success work.
- Experience supporting multi-site or regional enrollment strategy (including a branch campus context)

At SUNY Oswego we value the diversity found in each member of our campus community and strive to create a community where that diversity is embraced and enhanced. Recognizing the strength of diversity, our mission is to foster an environment which respects, embraces and promotes cultural competence, civil discourse and active engagement in developing an inclusive and vibrant community of scholars who act as transformational agents of change and responsible citizens of the world.

Location: Located along the Oswego River on the southeastern shore of Lake Ontario, the City of Oswego, New York, is a waterfront community home to approximately 18,000 residents. A port city in the midst of an exciting transformation, Oswego is building upon its strengths, embracing its rich history and natural assets, and developing and restoring healthy, vibrant neighborhoods in and around Oswego's revitalized downtown. Situated in Central New York, Oswego is a 40-minute drive from Syracuse, 80 minutes from Rochester, and 2.5 hours from both Buffalo and Albany.

Compensation: salary commensurate with experience.

Application: Interested candidates should submit application documents listed via the SUNY Oswego Employment Opportunities page at <https://oswego.interviewexchange.com/jobofferdetails.jsp?JOBID=197281>

Applications must include: (1) a complete and current curriculum vitae; (2) a cover letter of interest that indicates how the applicant's qualifications relate to each of the required and preferred qualifications; (3) the names, addresses, email addresses, and telephone numbers of at least five professional references, which may include trustees, senior administrators, faculty, staff, students, and community leaders; and (4) A statement (1–2 pages) describing the candidate's demonstrated commitment to diversity, equity, inclusion, and belonging, including examples of how they have advanced equitable student access, success, and a welcoming campus climate through leadership, policy, practice, or partnerships. For more information see SUNY Oswego's [Strategic Diversity and Inclusion Plan](#). For additional information, please contact the Search Committee Chair Irene Scruton at irene.scruton@oswego.edu

Review of candidates will begin on March 15, 2026, and the search will continue until the position is filled. The anticipated start date is August 15, 2026.

Oswego is committed to enhancing its diversity. SUNY Oswego is an Affirmative Action/Equal Opportunity Employer and is actively engaged in recruiting, supporting, and fostering a diverse community of outstanding faculty, staff and students. We encourage applications from qualified applicants regardless of race, color, national origin, religion, creed, age, disability, sex, gender identity or expression, sexual orientation, familial status, pregnancy, predisposing genetic characteristics, military status, domestic violence victim SUNY status, or criminal conviction. Please [click here](#) to see our full non-discrimination policy.

In accordance with USCIS regulations, successful applicants must be legally able to work in the United States per the Immigration Reform and Control Act of 1986. Requests for reasonable accommodations of a disability during the application and/or interview process should be made to Dr. Starr Wheeler, ADA/504 Compliance Officer at starr.wheeler@oswego.edu or 315-312-3872

