



Vice President for Enrollment Management

Southern Wesleyan University, an evangelical Christian institution located in the town of Central, South Carolina, welcomes applications and nominations in the search for its next **Vice President for Enrollment Management (VPEM)**.

The Institution: Founded in 1906, Southern Wesleyan University (SWU) embraces its mission: "...to serve as a Christ-centered, student-focused learning community devoted to transforming lives by challenging students to be dedicated scholars and servant-leaders who impact the world for Christ." SWU abides by the belief that every individual has a God-given purpose, brought to fruition by the sanctifying power of the Holy Spirit and the challenge of scholarship. This belief is manifested in SWU's Four Outcomes:

Biblical Faithfulness – Regardless of the blowing winds of society's cultural trends and secular philosophies, faithfulness to God's Word must be the foundation, the center, and the goal of all Christian higher education. At SWU this means both allegiance to God and submission to Scripture.

Academic Rigor – We pursue wisdom that begins with the fear of the LORD (e.g., Prov. 9:1). We teach our students to think critically and Christianly. Rigor means, regardless of ability, we come alongside students and challenge them to love God with all their mind.

Vocational Effectiveness – We graduate students who succeed in the workplace and graduate school. We equip them in the classroom, through on- and off-campus experiences, mentoring, and internships. More than 90% of SWU graduates express satisfaction in their vocational and educational preparation over five, ten, and fifteen years.

Financial Sustainability – Too many students face insurmountable college debt. A SWU education must be affordable for students and sustainable for our University in the long-term.

In summary, SWU is committed to graduating students who love Jesus, who think critically, who are employable, and who are not in crippling debt.

Accredited by the Southern Association of Colleges and Schools Commission on Colleges, SWU serves nearly 1,100 students in approximately 40 areas of study, which include both undergraduate and graduate programs. The main campus consists of 350 beautiful acres in the town of Central, South Carolina, and offers students access to high quality learning and living facilities, many of which are newly constructed or recently renovated. The University employs 45 full-time faculty members and boasts a robust offering of online degrees in addition to its on-campus offerings. It also offers 12 men's and women's sports programs, enjoys dual membership in the NCAA

Division II and the NCCAA (National Christian College Athletic Association), and, since 2007, it has won 17 NCCAA national championships. For more information about the University, please visit <https://www.swu.edu> and/or view the [search prospectus](#).

The Position: The Vice President for Enrollment Management is the Chief Enrollment officer for the University. The VP EM is a member of the President's Cabinet and directs all aspects of the University's enrollment management philosophy, methodology, training, and marketing in collaboration with other University leaders and key stakeholders. The VP provides forward-thinking leadership for a far-reaching enrollment management and marketing strategy that is innovative and data driven. The VP EM develops annual recruitment and marketing strategic plans aligning with the overall strategic plan and vision for the University in collaboration with various leaders across campus, researches and responds to enrollment and marketing trends impacting higher education, and works collaboratively with University leaders in the development and tracking of enrollment projections and net tuition revenue models for budgeting purposes. The VP EM hires, trains, supervises, and supports a wide variety of mission-driven, high-level enrollment team members including Directors, Assistant Directors, Coordinators, and Counselors. They will mentor direct reports and develop a culture of evaluation, accountability, and collaboration; manage external third-party relationships designed to provide enrollment and marketing support for the University as part of the overall recruitment strategy; review and assess key performance indicators in collaboration with the selected external enrollment and marketing agencies; identify and present strategic partnerships for consideration that align with enrollment priorities and desired growth initiatives; prepare and allocate budget resources in a fiscally responsible manner; and prepare and present enrollment reports indicating historic trends and future projections. The VP EM represents the University at a number and variety of external events.

Qualifications: The next Vice President for Enrollment Management will possess deeply held commitments consistent with the University's mission and values, characterized by holiness and servanthood; demonstrated experience in enrollment management or managing successful sales teams; excellent communication, organizational, problem-solving, and management skills; creativity, initiative, and a high level of integrity; and the ability to manage confidential issues and build effective relationships with students and staff. A bachelor's degree with a minimum of 5 years of relevant enrollment experience is required; 10 years of experience and a master's degree is preferred.

The University is a Christian liberal arts institution in the Wesleyan-Holiness theological tradition. In light of SWU's unapologetically Christ-centered mission, all employees are expected to embrace the University's Statement of Faith, respect its Wesleyan heritage, and adhere to its lifestyle expectations. The selected candidate will be required to sign the University's [Doctrinal Statement](#) and [Community Expectations](#) forms upon hire.

Location: Central, South Carolina, is a town of 5,000 situated in the northwest part of the state, in the nearly 1 million resident Greenville Metropolitan Area. The region sits along the beautiful Blue Ridge Mountains and offers a wealth of opportunities for outdoor enthusiasts, including hiking and biking trails, waterfalls, and lakes. Residents also enjoy an exceptional quality of life and a vibrant arts and culture scene, complete with diverse dining options, visual and performing arts venues, and lively annual festivals. Greenville, a vibrant and growing city, is only 30 miles away, and other great cities of the Southeast, including Atlanta, Asheville, and Charlotte, are close enough for day trips. Also worth visiting is South Carolina's beautiful coastline, which includes the historic city of Charleston, beautiful Hilton Head Island, and lively Myrtle Beach.

Application: Candidates should submit only a cover letter and resume to RPA Inc. at SWUEnrollmentManagement@rpainc.org. For a confidential discussion about this opportunity or to make a nomination, please contact Jim Barnes, Senior Consultant, or Isaac Karaffa, Vice President and Senior Consultant, at the email address above. While applications will be accepted until the position is filled, please apply by March 27, 2024.

It is the policy of Southern Wesleyan University to provide and maintain equal employment opportunities to qualified individuals regardless of race, color, national origin, sex, pregnancy, childbirth or related medical conditions (including but not limited to lactation), disability, genetic information, veteran status, age, or any other classification protected by state, federal, or local law, unless a bona fide occupational qualification applies. The University reserves its right to operate as a church-related institution and to develop policies consistent with the religious tenets of its sponsoring denomination, The Wesleyan Church, and is permitted and reserves the right to prefer employees on the basis of religion (Title VII, Section 702-703, United States Civil Rights Act of 1964, as amended).

Title IX of the Education Amendments of 1972 (amending the Higher Education Act of 1965) is a federal law that prohibits discrimination on the basis of sex in education programs and activities that receive federal funding. Sexual harassment, which includes sexual violence and other forms of nonconsensual sexual misconduct, is a form of sex discrimination and is prohibited under this law. Southern Wesleyan University is fully committed to the Biblical Standard of sexual integrity as defined and practiced by The Wesleyan Church. At no time should any discussion of sexual behaviors be construed as endorsement of inappropriate sexual activity. For more information, visit SWU's [Title IX page](#).



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