



Associate Vice President for Enrollment Services

The University of the District of Columbia (UDC), a comprehensive public university located in the nation's capital, seeks an energetic, forward-thinking, and student-centered leader to serve as the **Associate Vice President for Enrollment Services (AVP)**. The successful candidate will advance the University's mission by leading, directing, and managing the offices, staff, and programs for Admissions and Financial Aid. The next AVP will be a key leader at UDC, and their work will be critical to the success of the institution.

The Institution: Founded in 1851, the University of the District of Columbia is a historically black university and the only public university in Washington, D.C. It is also the nation's only exclusively urban land-grant university, with a special focus on enhancing the quality of life for urban populations and building bridges to span the educational gaps that divide communities. Additionally, the University is home to the UDC Community College—the only community college located within the District of Columbia. Enrolling approximately 3,600 students from the local region, nearly every state in the nation, and more than 80 foreign countries, UDC serves learners who matriculate in associate, baccalaureate, graduate, and law degree programs as well as workforce training and professional programs. Embracing its essence as a public, historically black, urban-focused, land-grant institution in the nation's capital, UDC is dedicated to serving the needs of the community of the District of Columbia and producing lifelong learners who are transformational leaders in the workforce. With its diverse array of academic programs and a singular mission, UDC stands as one of the most unique and vibrant institutions in the nation. At a point of historic stability, the University is poised to build and enhance operations in the pursuit of customized, innovative, and supportive education to elevate any person. Through the current UDC strategic plan, *The Equity Imperative*, the University is positioned to be the national model for urban student success and an example of higher education prospicience. For additional information about the University, please visit: www.udc.edu

The Position: The AVP reports to the Chief Student Development and Success Officer and is a member of the Student Development and Success (SDS) leadership team. The AVP will develop a model and plan for the University system (community college and flagship campus) that fosters an integrative recruitment and admissions effort consistent with the University's strategic goals and objectives. The AVP has principal responsibility for visionary, innovative and strategic leadership in developing a comprehensive enrollment management strategy for associate, bachelor, and graduate programs. The AVP helps to shape the class and the institution's academic profile by overseeing the offices, staff, and programs for Admissions and Financial Aid. The AVP is expected to be an active leader who works closely with academic deans, university leaders, and external constituents to develop and enhance valuable partnerships. The AVP is responsible for expert analysis of educational trends and demographic data and the effective utilization and development of human, fiscal, and technological resources in the delivery of enrollment services. Additionally, the AVP leverages best practices and ensures unified execution and effective engagement, administrative oversight, and operational direction of the Enrollment Services team to meet student needs and attain goals and objectives; ensures the policies and practices of Enrollment Services comply with federal, state, and agency regulations; facilitates and manages in coordination with Financial Aid the processes in preparation for a successful A-133 Audit, monthly enrollment reporting, and reconciliation of data; collects, analyzes and uses enrollment data to meet immediate and long-range institutional objectives; works closely with cross-divisional research teams to determine the foci and prioritization of comprehensive retention and recruitment strategies; oversees the outreach efforts to actively promote, attract, and enroll a diverse student population; provides vision and leadership for the use of technology in recruitment and admissions processes; collaborates with all levels of the University to build effective relationships and to communicate recruitment strategies and actions; manages the enrollment budget and provides leadership for the professional development of staff as individual and team contributors; collaborates with University stakeholders to develop marketing strategy for prospective students and parents and coordinates the data management

activities thereof; ensures NCAA certification for student athletes participating in the University's intercollegiate sports programs; works with all campus constituencies including the Department of Intercollegiate Athletics, the Division of Student Development and Success, and the Office of the Registrar; assists in the development and execution of student financial aid policies, procedures, awards, and scholarship programs, including establishing institutional strategies and priorities in awarding financial aid and scholarships. To review a full position description, visit <https://www.rpainc.org/post/UDCAVPErollmentPD.pdf>

Qualifications: The AVP will be a collaborative team player and an excellent communicator. They will have demonstrated successful experience in progressively senior administrative roles and in a leadership position in enrollment management, admissions, financial aid, or the registrar's office. The AVP will have extensive knowledge of contemporary recruitment and enrollment strategies related to achieving enrollment goals as well as a proven record of success in admissions. Evidence and experience with enrollment strategies for community colleges is preferred. They will also have demonstrated experience with projection and predictive modeling, conversion strategies, and knowledge of data analysis and current marketing principles, concepts, and practices. The AVP will also have knowledge of, and experience in, developing a comprehensive recruitment program. The AVP will be actively involved in external admissions-related organizations and professional associations. Also required is a comprehensive knowledge of technological methodologies and platforms that enhance the overall quality of admissions, registration, records, and the administration of financial aid processes and procedures. Exceptional planning, organization, communication, and team-building skills are essential. An understanding of higher education programs, policies, and procedures, and the ability to deliver services to a diverse student population and create an atmosphere of customer friendly service are required. A master's degree is preferred.

Location: The University of the District of Columbia is located in the heart of the nation's capital. One of the world's most cosmopolitan cities, with rich cultural, educational, and political traditions, the District is also within driving distance of the Blue Ridge Mountains and the Chesapeake Bay. In addition to its many green spaces, museums, and historical points of interest, Washington, D.C. is home to thriving art and entertainment venues, international cuisine, as well as professional and amateur sporting events and teams.

Application: Interested candidates should submit only a cover letter and resume to RPA Inc. at UDCenrollment@rpainc.org. For a confidential discussion about this opportunity or to make a nomination, please contact Kendra Mozug, Search Consultant, or Isaac Karaffa, Vice President and Senior Consultant, at the email address above. The review of candidates will begin on August 24, and first-round interviews will commence thereafter.

The District of Columbia Government is an Equal Opportunity Employer. All qualified candidates will receive consideration without regard to race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, family responsibilities, matriculation, physical handicap, or political affiliation.



www.rpainc.org