



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 **Vice President for Enrollment Services (VPES)**. The VPES will advance the University's mission by leading all strategic and operational aspects of Enrollment Services, which includes the Offices of Admissions and Financial Aid. The next VPES 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. 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 VPES reports to the Chief Student Development and Success Officer and is a member of the Student Development and Success leadership team. The VPES has principal responsibility for visionary, innovative, and strategic leadership of enrollment management at UDC and will exercise originality and ingenuity in formulating procedures for increasing and improving the UDC's recruitment and admissions operations. The VPES will develop, implement, and maintain the University's strategic enrollment plan as well as an enrollment model for the entire University system that fosters an integrative recruitment and admissions effort consistent with the University's strategic goals and objectives. The strategic enrollment plan will be data-driven and comprehensive, covering enrollment management strategy for associate, bachelor, and graduate programs. It will also include strategies for student retention and financial aid with metrics and measurable outcomes for new and continuing students. The VPES will work strategically to significantly increase student enrollment by driving a well-defined new student recruitment campaign and providing campus-wide leadership, guidance, direction, and structure. Other key goals for the new VPES include the following: design and implement an enrollment and student success plan in collaboration with the Chief Student Development and Success Officer that is based in student equity to successfully meet institutional strategic goals and momentum metrics related to revenue-generating enrollment, which includes retention, completion, and student engagement; develop a systematic and efficient plan for managing prospects and applicants, and coordinate with Marketing and Public Relations partners to promote best practices in enrollment conversion; establish a system of communication for prospects, inquiries, applicants, and registered students that builds strong and lasting relationships, ensuring consistency with existing recruitment and retention efforts for community college and four-year campus; develop a contact management recruitment strategy that utilizes current technology platforms, social networking, and other forms of communication to recruit students, ensuring consistent efforts with other university outreach initiatives; prepare and submit short- and long-range enrollment and retention goals as part of the overall strategic planning process; and monitor outcomes and analyze data for community college and flagship campus to ensure continuous improvement. Additionally, the VPES will help to shape the class and the institution's academic profile by overseeing the offices, staff, and programs for Admissions and Financial Aid. The VPES will be an active leader who works closely with academic deans, university leaders, and external constituents to develop and enhance valuable partnerships. The VPES will be 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 VPES will leverage best practices and ensure unified execution and effective engagement, administrative oversight, and operational direction of the Enrollment Services team; ensure the policies and practices of Enrollment Services comply with federal, state, and agency regulations; facilitate and manage in coordination with Financial Aid the processes in preparation for a successful A-133 Audit, monthly enrollment reporting, and reconciliation of data; work collaboratively with Public Relations and Marketing to develop and drive an effective cross-media message and marketing plans for prospective students; work closely with cross-divisional research teams to determine the foci and prioritization of comprehensive retention and recruitment strategies; oversee 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; collaborate with all levels of the University to build effective relationships and to communicate recruitment strategies and actions; manage the enrollment budget and provide leadership for the professional development of staff as individual and team contributors; ensure NCAA certification for student athletes participating in the University's intercollegiate sports programs; work with all campus constituencies including the Department of Intercollegiate Athletics, the Division of Student Development and Success, and the Office of the Registrar; and assist 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. For a full position description, visit <https://www.rpainc.org/post/VPESJobDescription.pdf>

Qualifications: The VPES 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, or financial aid. The VPES 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 possess strength in quantitative data gathering and analysis as well as experience with projection and predictive modeling and conversion strategies. They will also have knowledge of current marketing principles, concepts, and practices. The VPES will also have knowledge of, and experience in, developing a comprehensive recruitment program. The VPES 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: 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 October 17, 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.



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