



Executive Director of Undergraduate Admissions

York College of Pennsylvania seeks an **Executive Director of Undergraduate Admissions** who embraces the values of integrity, community, service, collaboration, and inclusion. The Executive Director is a critical member of the Vice President for Enrollment Management's senior team and provides guidance on enrollment strategic planning, policy development, admission guidelines, and data reporting.

The Institution: York College is a diverse community that embraces the mission of preparing its graduates for productive and purposeful lives by providing a high-quality, private education that emphasizes personal development, close faculty/student mentoring relationships, and real-world experiences and by partnering with the local community for the benefit of both students and the broader region. Resting on a beautiful 190-acre suburban campus, the College serves over 3,500 undergraduate and graduate students and offers more than 70 majors and minors. It employs 168 full-time faculty, 91% of whom hold the highest degree possible in their field. Popular areas of study include biology, business education, criminal justice, engineering, nursing, psychology, and sport management. *U.S. News & World Report* and *Princeton Review* have recognized the College as being among the best regional universities in the region. Numerous academic programs have also earned praise for their quality and affordability. Additionally, the City of York was recognized by HGTV as one of the 30 most charming small-town downtowns in America. York College is also a member of the Middle Atlantic Conference (MAC) and fields 24 NCAA Division III sports teams. It offers more than 30 intramural/club sports, more than 100 student clubs and organizations, and 11 Greek life organizations. It also offers a classic college feel, with 70% of students residing in College-owned housing. The College provides all of this, along with a close-knit, passionate, and vibrant campus community, at a price lower than that of the average private school in Pennsylvania. Earlier this year, York College welcomed its dynamic new President, Dr. Thomas Burns, who will lead the College as it embarks on its next exciting chapter. More information about the College and President Burns can be found at <https://www.ycp.edu/about-us/offices-and-departments/office-of-the-president/>

The Position: The Executive Director of Undergraduate Admissions will join a forward-looking Office of Admissions and Enrollment Management and report directly to the Vice President for Enrollment Management, Brian Hazlett, who joined the College in 2021. The Executive Director is responsible for managing initiatives to achieve goals outlined in the College's Strategic Plan and Strategic Enrollment and Marketing Plan and meet the specific annual new student enrollment goals. The Executive Director will also partner with colleagues in Enrollment Management and the wider College community, as well as maintain a strong presence with other key stakeholders to advance the College's enrollment program. Other essential functions include developing and implementing the College's recruitment plan in partnership with the Director of Recruitment to address core strategies outlined by the Vice President for Enrollment Management to address the Strategic Enrollment and Marketing Plan; collaborating with the Senior Director of Enrollment Marketing in developing and implementing an enrollment marketing and communications plan; overseeing training for designated staff and campus personnel who represent the College at recruitment activities and events; developing and fostering a creative, dynamic, and productive team culture that delivers excellent customer service and personal attention to students and families; developing enrollment reports to track the performance of KPIs in the Strategic Enrollment and Marketing Plan, including enrollment cycle performance vs. targets, applicant pool size by program, admit rates, and enrollment rates; developing and maintaining strong professional relationships with constituents, including high school and school district administration, community organizations, professional associations, and the campus community; establishing territory management goals and oversee the development and implementation of the recruitment strategy for all territory

managers; representing the department at campus meetings and conferences; liaising between departments, external organizations, the general public, and other agencies; participating in the selection and engagement of key enrollment vendors and consultants; participating in the College's and Division's strategic planning process by assessing progress and updating strategies to address the College's enrollment and revenue goals; collaborating with the Vice President and Senior Director of Financial Aid and Assistance in developing and implementing strategies to achieve the College's undergraduate net tuition goals; partnering with the Director of Graduate and Transfer Admissions, Deans, and Program Directors to enhance recruitment of identified student populations; assessing undergraduate applications according to admission guidelines and goals; working closely with the Director of Enrollment Technology and Director of Enrollment Research, Assessment, and Strategy to ensure the management of data and systems support recruitment, admissions, communications, and campus visits; and modeling respectful behavior in all interactions and participate in departmental diversity and inclusion plans. The Executive Director will maintain up-to-date knowledge of best practices in the recruitment of undergraduate students through self-directed professional reading, developing professional contacts with colleagues, and attending professional development training and/or courses. The position will also manage a small personalized recruitment territory.

Qualifications: The successful candidate will possess at least five years of progressively responsible experience in admissions or enrollment, including management and supervisory roles. She/he/they will have the ability to develop and analyze data. Also required are excellent organizational, interpersonal, and public relations and communication skills. The next Executive Director will have experience with the execution of enrollment management supportive technologies to assist with recruitment, marketing, communication, and event planning to support new student enrollment, including experience working with CRM systems. The next Executive Director must also be able to travel frequently during certain times of the year and to work evenings and weekends as needed. A Master's degree is preferred.

Location: Located in beautiful Southeastern Pennsylvania, the City of York and the surrounding region offer a wealth of entertainment, dining, and cultural and personal enrichment opportunities. It also offers a wealth of agricultural and natural resources for those who like to hike, boat, bike, and get outside. York is in a renaissance period, seeing a steadily growing population while continuing to offer residents small-town charm and a reasonable cost of living. Additionally, York is located at the crossroads of major metropolitan areas, providing easy access to Baltimore, Washington, D.C., and Philadelphia. Richmond, New York, and Pittsburgh are also only a few hours' drive away. More information about York and the region can be found at <https://www.yorkpa.org/>

Application: Candidates should send a cover letter and résumé/CV solely to YorkCollegeDirector@rpainc.org. For a confidential discussion or to make a nomination, please get in touch with Isaac Karaffa, Vice President and Senior Consultant, RPA Inc., at the email address above. The review of applications will begin on December 6, 2023, and first-round interviews will commence thereafter.

York College is committed to building a diverse college community and encourages members of underrepresented groups to apply.

Additional Information:

York College of Pennsylvania is an Equal Opportunity Employer. For a copy of York College's Annual Security Report, you may contact the Office of Campus Safety or visit the website: [Annual Security Report](#)



www.rpainc.org