



AUGUSTA UNIVERSITY

Associate Vice President for Enrollment Management

The Opportunity

The Associate Vice President (AVP) for Enrollment Management will sustain and improve the University's recent admissions and enrollment trajectory by providing visionary leadership to the University's ongoing conversations about enrollment growth. The AVP will provide strategic and tactical leadership in applying a systematic enrollment management approach in areas such as data analysis, recruitment tactics, admissions technology, financial aid packaging policies, and transition practices. The AVP supports student access and success through strong partnerships and collaborative relationships with faculty, staff, students, academic departments, and senior administrators to serve a diverse student body of undergraduate, graduate, and professional students and a rich mix of residential, commuter, military, and online students.

The AVP will represent the University to various constituencies, leading Augusta University's enrollment function with integrity, inclusivity, sound judgment, and energy, engendering a team approach across its integrated functions. The AVP serves as a member of the Division of Enrollment and Student Affairs Senior Leadership Team, leading Division efforts towards the achievement of the University Strategic Plan and the Division's Strategic Plan.

The Position

The Associate Vice President for Enrollment Management position will include the following responsibilities:

- Provide leadership direction, strategic planning, and supervision for the following units within the portfolio, which include 57 staff and more than 50 student employees and volunteers: Admissions, Financial Aid, Military and Veteran Services, and New Student & Family Transitions.
- Provide strategic vision and tactical oversight to develop and implement a strategic enrollment management plan that achieves the university and division mission, vision, goals and objectives, leading enrollment with optimism and energy with the targeted outcome of increasing student recruitment, enrollment, and graduation rates.
- Make data-informed enrollment projections and strategic recruitment, admissions, and financial aid decisions by routinely analyzing data to shape strategic directions, clearly identifying and defining historical University enrollment patterns while forecasting trends in new-student markets, regularly reassessing effectiveness of recruitment activities and scholarship programs, and making appropriate adjustments to continuously refine goals and strategies to reflect a proactive response to market forces and the University's needs.
- Inform the continued development and implementation of the University's comprehensive recruitment program, including market segmentation, promotional strategies, and recruitment tactics to meet the University's enrollment goals. Provide leadership in collaboration with the Department of Communications & Marketing to coordinate marketing and assess effectiveness.
- Leverage financial aid and scholarship funds to meet recruitment and retention goals, ensuring financial aid packaging policies support the mission. Provide necessary oversight to ensure that all funds are awarded timely, efficiently and in compliance with regulations, as well as implement a comprehensive approach to educating students on sound financial practices.
- Understand technological innovations and lead the process of harnessing emerging technologies and leveraging technology investments to refine operational procedures, policies, and standards.
- Foster student-focused partnerships with key enrollment partners including the Department of Defense, K-12, and technical/community colleges in key markets.
- Formulate and manage the portfolio's annual \$3.6 million+ budget, excluding federal and state aid, to achieve strategic goals, as well as short and long-term financial obligations.

- Develop, supervise, and lead a high-performing unit that continuously improves its methods and processes – including customer service – and is optimistic, responsive, innovative, analytical, energetic, results-oriented, student-centered, and excited about change.
- Chair the University's Enrollment Management Council.
- Lead special projects and strategic initiatives for the division. Participate in division, campus, and university committees or other bodies. Serve in place of the Vice President of Enrollment & Student Affairs as requested.

Minimum Qualifications

- A master's degree in higher education or related field;
- Minimum of seven (7) years of progressively responsible full-time experience in enrollment management or related fields (e.g., recruitment, admissions, financial aid, etc.);
- Proven track record of success in achieving enrollment goals.
- Strong verbal communication skills to lead presentations and group discussions, assist with public relations, and foster interpersonal relationships;
- Ability to collaborate closely with students, faculty, staff, and senior administrators in the Division of Enrollment and Student Affairs, Academic Affairs, Deans, and Finance along with other senior leadership across campus;
- Excellent management, human relations, budget management, and problem-solving skills, as well as a sophisticated understanding of current trends in enrollment in higher education; and
- Must be analytical, data-informed and results-oriented.

Preferred Qualifications

- A doctoral degree;
- Seven (7) to ten (10) years of related experience in enrollment management at the level of director or higher;
- Demonstrated ability to manage across broad organizational teams and hierarchical boundaries within a highly complex institution;
- Knowledge of and experience with military and veterans resources, policies and procedures;
- A sophisticated understanding of the applications of technology to the functions of enrollment management (e.g., BANNER, SLATE, imaging technology);
- Ability to provide accurate and timely information, with attention to detail;
- Experience in strategic enrollment management planning and implementing change management;
- Demonstrated ability to lead and empower staff;
- Demonstrated collaboration skills to involve faculty, staff, and current students in recruitment;
- Ability to investigate best practices via involvement with state, regional, and/or national organizations (e.g., NACAC, NAFSA, NODA, AACRAO); and
- A willingness to travel extensively.

Other Personal Characteristics

- Possess the qualities necessary to bring vision and action to the University's enrollment agenda by coordinating the creation of an environment which values dialogue, collegiality, integrity, respect, inclusivity, excellence, leadership, cross-functional thinking, and student-centered approaches;
- An open, collaborative, and non-competitive leadership style that promotes partnerships and builds trust and strong relationships across constituencies;
- An ability to communicate effectively to engage students, parents, and alumni of Augusta University and to explain complex concepts, ideas, and issues to a broad range of campus constituents.

How to Apply

Review of applications will begin immediately and continue until the position is filled.

Applicants should apply online at [Associate Vice President for Enrollment Management](#) and upload a letter of interest, curriculum vitae, and names of three references in one PDF document.

All candidates are required to pass a background check review. For specific positions, the final candidate may be subject to a (pre-employment) physical, drug screen, and/or credit check.

The final candidate will be required to provide proof of completed academic degree in the form of an original transcript. Those candidates trained by a foreign institution will also be required to provide an educational/credential evaluation.

Augusta University is an AA/EEO/Equal Access/ADA Employer.