

Position Announcement

Wilson College Vice President for Enrollment Management

Wilson College is a private, liberal arts institution located in Chambersburg, Pennsylvania. It was founded in 1869 as a college for women and became coeducational in 2013. Featuring gracious lawns, mature trees and rolling hills, the 300-acre campus is on the National Register of Historic Places as a historic district and the Conococheague Creek runs through it. As its sesquicentennial celebrations come to a close this year, Wilson is poised to build on its 150 year history as an institution with a sincere commitment to a transformative education that balances academic quality, access, affordability and supportive rigor.

The College has experienced steady enrollment growth in the last eight years, and today 1618 women and men of all ages are enrolled in Wilson's undergraduate, graduate and online programs. Students can choose from 35 undergraduate majors and 43 minors, and 11 master's degree offerings in education, nursing, business, and the arts and humanities. Because of its commitment to providing students and their families with an affordable and high quality education, Wilson has earned a 9th place ranking in the "best value" category among regional colleges in the North for 2019 by U.S. News and World Report. Wilson also offers a first-of-its-kind student loan buyback program that lets qualified graduates earn up to \$10,000 toward their federal student debt. Nearly \$19 million in financial aid was awarded during the past award year, including more than \$6 million in grants and scholarships.

Reporting to the president of the College, the vice president for enrollment management is responsible for providing vision, leadership and effective administration of the enrollment management division and its functions. The vice president is an executive officer of the College and serves as a member of the president's cabinet. The vice president will be expected to be a trusted advisor and thought leader especially on matters related to enrollment, retention, access and affordability. The position works closely with the president, the executive team, academic deans and directors, faculty, staff, students and the Board of Trustees to strengthen a collaborative college-wide effort to enroll, retain and support students. The vice president currently has three direct reports: the senior director of admissions, the dean of financial aid, and the director of one-stop student services center.

The vice president will join a community that is eager to partner with the enrollment management team and committed to helping achieve the College's aspirations for new and continuing student enrollment. Wilson is seeking a collaborative and community-minded leader of high integrity who will embrace and extend the distinct character of the College in the work of the division. As such, the vice president will be one who can engage the entire campus in innovative marketing, recruitment and retention strategies to ensure the long-term sustainability of the College.

A master's degree is required, along with 7 - 10 years of progressively responsible experience in higher education, including a minimum of five years of supervisory experience in admissions, financial aid and/or enrollment management. The ideal candidate will be a strategic-minded and highly collaborative individual well versed in undergraduate and graduate enrollment strategy, financial aid leveraging, and the utilization and deployment of analytics and metrics-based enrollment systems, processes and technologies.

The next vice president will be an exceptional leader of people and programs with proven talents and expertise in enrollment management. Candidates will possess the ability to conceptualize and implement a dynamic and data-informed vision for the enrollment management division, the ability to inspire and motivate a highly dedicated team, and the interpersonal skills and desire to partner with all areas across campus.

Additional knowledge, capabilities and experiences needed for success in the position include:

- readiness to be part of the College's senior leadership team, including the ability to lead community-wide conversations about enrollment management strategies and working collaboratively to execute the College's mission and vision;
- knowledge of national trends in strategic enrollment management, retention and state/federal rules and regulations;
- strong data analysis skills and the capability to mine and utilize key demographic and market data;
- an appreciation for and the ability to articulate the unique identity and distinctive values of the Wilson College experience;
- the ability to apply knowledge to situations where precedents do not exist or are ambiguous; and
- demonstrated ability to facilitate partnerships among academic programs and other divisions of the College.

Inquiries, nominations and applications are invited. Review of applications will begin Friday, March 13, 2020, and will continue until the position is filled. A resume with an accompanying cover letter may be submitted via the Spelman Johnson website at www.spelmanandjohnson.com/open-positions. Nominations for this position may be emailed to Michel Frendian, Search Consultant, at mrf@spelmanjohnson.com. Applicants needing reasonable accommodation to participate in the application process should contact Spelman Johnson at 413-529-2895.

Visit the Wilson College website at www.wilson.edu

It is the policy of Wilson College to provide equal employment opportunities without regard to race, ethnicity, color, religion, sex, national origin, age, disability, marital/familial status, veteran status, sexual orientation, gender identity, gender expression, genetic information, having a GED rather than a diploma, or any other protected characteristic applicable under law.

Wilson College does not discriminate on the basis of race, color, national origin, ancestry, religion/creed, sex, pregnancy, sexual orientation, or gender identity or expression, age, disability, genetic information, or veteran status in its programs and activities as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and/or College policies.