

## *Position Announcement*

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### **Fitchburg State University Associate Vice President for Enrollment Management**

Fitchburg State University is a selective, state-assisted, four-year comprehensive university dedicated to integrating high-quality professional programs with strong liberal arts and sciences studies. Founded in 1894, the University today offers more than 40 undergraduate degree programs and 22 master's degree programs delivered through in-person day and evening, hybrid, and online instruction to its 7,200 full- and part-time students. Fitchburg State offers undergraduate and graduate programs with an emphasis on career-oriented learning that is firmly grounded in the liberal arts, as well as selected majors in the traditional arts and sciences, designed to meet the needs of traditional and nontraditional students. The undergraduate student population consists of both residential and commuting students who hail from all regions of Massachusetts and throughout the New England states. The University, with its small classes, hands-on professional education, accessible faculty dedicated to teaching, DIII athletics, and vibrant campus life, provides all the benefits of a private school education at a very affordable public school cost. The picturesque campus is located in North Central Massachusetts, in a city of 40,000, close to the southern New Hampshire border, approximately 50 miles from Boston.

Reporting to the president, the associate vice president for enrollment management (AVPEM) is a vital member of the senior leadership team, bringing a strategic vision, tactical skill set, and active engagement to the development, coordination, and implementation of a university-wide enrollment management process. The AVPEM is a newly-created, hands-on leadership position, responsible for the recruitment and admission of first-time freshmen and transfer students, disbursement of financial assistance and scholarships, and marketing of the University to local, regional, and international constituents, while fostering shared objectives and synergy across these units. As chair of the Enrollment Management Committee, the AVPEM works collaboratively with campus stakeholders in Academic Affairs, Finance and Administration, Student Affairs, Office of the Registrar, and Graduate and Continuing Education, as well as external consultants, to develop and implement a market- and data-driven approach informing university-wide strategic planning initiatives. Expanding the applicant market while strengthening the university's priorities to enroll a culturally diverse and inclusive student body across all programs is an important focus for this leader. The AVPEM is responsible for joint admissions programs, the development and maintenance of articulation agreements, and the policies relative to transfer student admissions. Additionally, the AVPEM works with the Office of International Studies to coordinate the recruitment and matriculation of international students and supports and augments recruitment and matriculation of students enrolled in Graduate and Continuing Education programs. The AVPEM is directly responsible for a team of 19 staff, actively building capacity, supporting professional development of individual contributors, and strengthening team cohesion and synergy across Admissions, Financial Aid, and Marketing and Integrated Communications. In coordination with three direct reports, the AVPEM manages an operating budget of approximately \$2 million and is responsible for ensuring that fiscal, human, and technological resources (Slate and Banner) are effectively managed to provide quality services and programs that are welcoming and responsive to the needs of students and families and are supportive of the entire academic enterprise.

The successful candidate will hold a master's degree and a progressive record of success planning and implementing comprehensive higher education enrollment management initiatives. A track record of significant supervisory experience developing a cohesive and effective team in recruitment/admissions,

financial aid, and/or marketing and integrated communications is essential. A doctorate degree and experience working collaboratively with the Office of the Registrar and campus partners engaged in student success and retention initiatives is preferred. Additional competencies and experience that will be important in the selection of the AVPEM include demonstrated knowledge of the principles, best practices, and procedures of enrollment services, including data analysis and use of technology (CRM and EMS systems); familiarity with modeling and managing a multi-year enrollment strategy, including strategic leveraging of financial aid to support enrollment objectives; ability to utilize effective marketing and market research within the context of admissions and enrollment management, as well as familiarity with organizational branding and communication outreach; and evidence of excellent public relations, interpersonal, and rapport-building skills with students, family members, high school and community college personnel, faculty, and administrative staff. Prior to employment, a comprehensive background investigation (CORI, SORI, DMV, etc.) must be passed to the satisfaction of the University.

Review of applications will begin April 19, 2021, and continue until the position is filled. A resume with an accompanying cover letter may be submitted via the Spelman Johnson website at [www.spelmanjohnson.com/open-positions](http://www.spelmanjohnson.com/open-positions). Nominations for this position may be emailed to Valerie B. Szymkowicz at [vbs@spelmanjohnson.com](mailto:vbs@spelmanjohnson.com). Applicants needing reasonable accommodation to participate in the application process should contact Spelman Johnson at 413-529-2895.

**Visit the Fitchburg State University website at [www.fitchburgstate.edu](http://www.fitchburgstate.edu).**

*Fitchburg State University is committed to diversifying its workforce. We strongly encourage women, minorities, veterans and persons with disabilities to apply for the advertised position. It is the policy and commitment of Fitchburg State University not to discriminate on the basis of race, color, religion, creed, age, gender, sexual orientation, gender identity, genetic information, disability, veteran status, marital status, or national origin in its educational programs, activities, admissions, or employment policies, and to comply with the requirements of Federal Executive Orders 11246 and 11375 as amended, the Civil Rights Act of 1964 as amended, Title IX of the Educational Act of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973, Section 402, Vietnam Era Veterans Readjustment Assistance Act of 1974, the Civil Rights Restoration Act of 1988, the Americans with Disabilities Act of 1990 (ADA), the Civil Rights Act of 1991, and pertinent laws, regulations, and Executive Orders, directives of the Board of Higher Education of the Commonwealth of Massachusetts, the Commonwealth of Massachusetts, and other applicable state and federal statutes.*

*We are sensitive to how the COVID-19 pandemic is impacting work and personal lives, and will offer the utmost flexibility throughout the interview process. The search committee expects to conduct initial interviews virtually for the safety and well-being of all involved.*