

Position Announcement

Buena Vista University Vice President for Enrollment Management

Founded in 1891, Buena Vista University is a private four-year university nestled on the shores of a beautiful 3,000-acre natural lake in Storm Lake, Iowa – a town of diverse populations, interests, and industry. The community is tight knit, rich with Midwest values, and driven to flourish. Within this idyllic setting, Buena Vista University is an institution on the move poised to accomplish positive and innovative institutional advances underpinned by a strong vision to enhance its regional and national reputation. For the 2018-19 academic year, there are 725 undergraduate students at the Storm Lake campus and 1,018 students are enrolled at BVU sites located on community college campuses or online, while 178 students are enrolled in graduate programs. BVU has 16 convenient locations across Iowa for place bound students who desire to earn a bachelor's degree. Over 40 percent of BVU students participate in intercollegiate athletics on 19 NCAA Division III teams. BVU was Carnegie Classified in Community Engagement in 2010 and will retain this classification until 2020.

Reporting to the president and serving on the President's Cabinet, the vice president for enrollment management (VPEM) will lead, manage, and motivate the enrollment division, partner with senior leaders on marketing and retention efforts, and engage the entire community in working together in attracting, enrolling, retaining, and graduating an increasingly talented and diverse student population, drawn both domestically and internationally. The division of enrollment management is comprised of the following departments: office of admissions, admissions operations; online and site admissions and the office of financial aid. The VPEM will work closely with the director of graduate programs who oversees graduate admissions and will have the opportunity to assess the enrollment operation while seeking input from staff, faculty, administrators, and trustees. He/she will be empowered to further build a strategic enrollment plan that will establish a stable and solid foundation to consistently meet the University's enrollment goals. The vice president will develop a strategy that is nimble, forward-thinking, and ambitious, supporting numerous possibilities and aspirations while also supporting the core values of the institution. Charged with strategically reviewing the current organizational structure, staff functions and staffing levels with an understanding that the president will support strategic change and growth with a focus on increased student recruitment, the VPEM will explore all possibilities for future enrollment and will be asked to address the following critical leadership issues, among others:

- develop a forward-thinking vision for enrollment that both supports and extends BVU's history, mission and traditions;
- engage the entire campus in enrollment activities; and
- further develop and support a strong enrollment team.

The VPEM will focus on providing exceptional leadership to the enrollment division, providing vision, direction, and supervision to a staff of 22, administering the disbursement of institutional aid of more than \$14 million, and managing an annual operating and salary budget of more than \$1.9 million.

A master's degree and significant, documented, progressively responsible management experience in higher education administration are required. In addition to possessing extensive knowledge of BVU, state and federal policies, programs and academic enterprise, the VPEM must be an extraordinary visionary and collaborator and must consistently demonstrate outstanding interpersonal skills when

relating to traditional-age, as well as adult students, parents, faculty and staff. It is essential that this individual have a genuine interest in, and concern for, the people he/she serves. In addition, deep experience and knowledge about proven practices in student retention; demonstrated achievement in implementing practices to retain and graduate diverse student populations; knowledge of national trends in strategic recruitment, retention and state/federal rules and regulations; broad knowledge of university academic and non-academic policy, structure, governance, and service delivery; and exceptional data gathering, analysis and presentation skills will be expected of the vice president for enrollment management.

Review of applications will begin **February 8, 2019** 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. Nominations for this position may be emailed to Kendra E. Dane at ked@spelmanjohnson.com. Applicants needing reasonable accommodation to participate in the application process should contact Spelman Johnson at 413-529-2895.

Visit the Buena Vista University website at www.bvu.edu

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