

New York Chiropractic College Seneca Falls, New York

Position Specifications Vice President of Enrollment Management May 2014

Prepared by:
Summit Search Solutions, Inc.



NEW YORK
CHIROPRACTIC
COLLEGE

Finger Lakes School of Acupuncture & Oriental Medicine
School of Applied Clinical Nutrition

www.nycc.edu

THE OPPORTUNITY

About the College:

Founded in 1919 New York Chiropractic College (NYCC) delivers a world-class education so students can enjoy a world of opportunity. As a non-profit institution, NYCC combines nationally recognized academic and scientific excellence with real-world clinical experience for the success of its 948 students and is committed to their success, quality patient care, and professional leadership. In addition, diverse, integrated multi-degree program offerings and student-customized curriculum ensure that graduates are fully prepared for an integrated, collaborative practice model that is the future of healthcare delivery. NYCC offers degrees in:

- Doctor of Chiropractic
- MS Acupuncture & Oriental Medicine
- MS Applied Clinical Nutrition
- MS Human Anatomy & Physiology Instruction
- MS Clinical Anatomy
- MS Diagnostic Imaging
- Bachelors of Professional Studies



NYCC has four integrative health centers, located in Seneca Falls, Rochester, Depew and Levittown, N.Y. Each serves as a focal point for outreach facilities and is displayed at: www.nycchealthcenters.com. A valuable component of NYCC's educational programming lies in the clinical opportunities it offers students preparing for practice in integrative environments. NYCC also conducts research scholarship relating to conservative care for chronic lower back pain and other health problems and students can learn from, and participate with, faculty members conducting independent research in the basic and clinical sciences.

Sitting on a rolling 286-acre campus, NYCC has operated under the leadership of Dr. Frank Nicchi for the past 14 years and has for the fifth straight year earned a position on the Chronicle of Higher Education's "Great Colleges to Work For" list. Additionally, NYCC has made the coveted "Honor Roll" (for the fourth consecutive time). [Read more.](#)



To learn more about NYCC visit, www.nycc.edu.

Location: NYCC is located in Seneca Falls, situated in the beautiful Finger Lakes region of upstate New York, overlooking Cayuga Lake.



THE POSITION

Reporting to the President, the **Vice President of Enrollment Management** is a senior-level administrative position at New York Chiropractic College. The Vice President of Enrollment Management has administrative responsibility for the offices of Admissions, Financial Aid, Registrar, Student Life, Residence Life, Center for Career Development and Professional Success, and Alumni Affairs. The Vice President of Enrollment Management is responsible for the planning and implementation of institutional marketing and recruiting plans; provides a leadership role in institutional strategic planning; prepares and analyzes statistical information related to the enrollment of students; and develops, in conjunction with the Directors, an enrollment management plan that will position the institution to address retention and recruitment issues.

Specific Responsibilities:

- Provide administrative oversight of the offices in the Division: Admissions, Financial Aid, Registrar, Student Life, Residence Life, Center for Development and Professional Success, and Alumni Affairs.
- Design and implement an institutional enrollment management strategic plan that will enhance the institution's short-range and long-range enrollment goals, focusing on retention and recruitment.
- Plan and implement institutional marketing, advertising and recruitment strategies based on the strategic plan. Analyze historical data related to enrollment and marketing trends and determine the appropriate strategies to enhance enrollments and explore new market potential.
- Develop appropriate financial aid incentives to attract and retain quality students, attract new markets, and position NYCC favorably among the competition.
- Work in conjunction with the Division of Institutional Advancement to develop advertising and public relations strategies to heighten awareness of NYCC among a wide range of constituencies, and develop marketing and other media material to enhance knowledge of NYCC.
- Coordinate and design articulation programs with four-year colleges and universities, and involve alumni in these efforts.
- With the assistance of the Director of Alumni Relations, enhance alumni relationships that foster support of NYCC.
- Develop, with the assistance of the Director of Student Life, an optimal level of student satisfaction with their experience and engagement at NYCC.

Qualifications:

- A graduate degree is preferred, with at least five years in a progressively responsible position in higher education administration.
- Record of success in managing enrollments in a complex environment preferred.
- Experience in a graduate setting is preferred.

- Strong managerial skills with demonstrated success in a customer-oriented student services operation.
- Ability to lead and direct staff teams.
- Experience with computer systems to support enrollment management activities. NYCC uses the CAM student information system (Three Rivers).
- Experience with market research, strategic planning, direct mail and advertising are expected.
- A current understanding of the strategic role played by Financial Aid and the Registrar is essential.
- Outstanding writing skills, excellent presentation and oral skills, creativity, enthusiasm for the mission of New York Chiropractic College, and the ability to work collaboratively on senior leadership teams are all essential requirements.

PROCEDURE FOR CANDIDACY

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

Click the following to apply and submit your CV/resume:

[Apply Now](#)

Or copy and paste the following link into your browser:

<http://summitsearchsolutions.catsone.com/careers/index.php?m=portal&a=apply&jobOrderID=3780791&portalID=5652>

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New York Chiropractic College is an Equal Opportunity employer and does not discriminate against students or employees on the basis of age, race, color, creed, gender, sexual orientation, or handicapping conditions (or any other protected status) in its educational programs, financial aid, activities, admissions and employment practices.



[Summit Search Solutions, Inc.](#) is a boutique executive search firm dedicated to serving education, healthcare and not-for-profit communities nationwide. Our mission is to facilitate the placement of top talent for mission driven organizations. Summit employs passionate search professionals who know and believe in the organizations and talent we represent and are committed to placing the right candidate in the right job. Our focus is on CEO's; presidents; provosts; vice presidents; deans; chairs and directors of major service/academic units; as well as administration including institutional advancement, finance, financial aid, enrollment, technology, and human resources. Based in Asheville, NC, Summit has a team of experienced recruiting consultants in strategic locations across the country including New York, North Carolina, Michigan, and California.



SENECA FALLS AND SENECA COUNTY, NEW YORK

Located in the center of New York State, the Finger Lakes region is a 9,000 square mile area made up of 14 counties and 11 lakes. In the center, you'll find Seneca County. A beautiful collaboration of historic towns and quaint villages, rolling farmlands, vineyards and winding waterways filled with recreational opportunities such as golfing, horseback riding, cross country skiing, hiking, biking, boating, fishing and camping. The local bounty is a favorite so this region has become known as a premier culinary destination, serving authentic local creations in farm-to-table service and the pairing of local fine wines and fresh foods. Your diverse retail therapy can be satisfied as you enjoy gift shops, antiques, boutiques, country corners, farmer's markets, and department or outlet shopping. And the historian in you will learn about Seneca Falls reputation for social and religious reform regarding abolition of slavery and the Underground Railroad, the Temperance movement and the birth of the Women's Rights Movement. You can live in this diverse community that demonstrates a strong work ethic, family centered quality of life and intense respect for the astounding beauty and resources that surround Seneca Falls.

Just a few reasons to live in Seneca Falls:

- The cost of living is low, and the quality of life is high!
- Seneca Falls is situated in the center of the Rochester/Syracuse/Ithaca triangle - All three cities offer diverse cultural, sporting, and recreational offerings less than an hour's drive away.
- 45 minutes to Syracuse Hancock International Airport and 55 minutes to Rochester International Airport.
- Seneca-Cayuga Canal – a 12-mile portion of the Erie Canal – flows through the village for boating and canal path hiking, biking and running access.
- Major universities and colleges in the area include Cornell, Ithaca, Syracuse, and the University of Rochester.
- Day trips are easily made to Niagara Falls, Toronto, Buffalo, and the Adirondack Mountains.

THINGS TO SEE IN SENECA FALLS

- ✚ [Cayuga Lake Wine Trail](#)
- ✚ [National Women's Hall of Fame](#)
- ✚ [Seneca Falls Country Club](#)
- ✚ [Seneca Meadows Wetlands Preserve](#)
- ✚ [Seneca Museum of Waterways Industry](#)
- ✚ [Bristol Mountain Ski Resort](#)
- ✚ [The Harriet Tubman Home](#)
- ✚ [Roseland Waterpark](#)
- ✚ [Cowlick Farm and Creamery](#)
- ✚ [Montezuma National Wildlife Refuge](#)
- ✚ [D&K Ranch](#)
- ✚ [Muranda Cheese Company](#)
- ✚ [Toro Run Winery](#)



For additional information on Seneca Falls and Seneca County, New York, please visit:

The Town of Seneca Falls, NY - <http://www.senecafalls.com/>

Finger Lakes Visitor Connection - <http://visitfingerlakes.com/>

Seneca County Chamber of Commerce - <http://fingerlakescentral.com/seneca-county-chamber-of-commerce/>

Seneca County Travel Guide - <http://fingerlakescentral.com/seneca-county-official-travel-guide.html>