



Lewis & Clark



Position Profile

Director of Graduate Admissions

Graduate School of Education and Counseling

December 2019

This search is managed in partnership with Summit Search Solutions, Inc.



ABOUT LEWIS & CLARK COLLEGE

Nestled among towering trees and trillium-lined creeks, **Lewis & Clark College** is located in Portland, Oregon—the vibrant city that the New York Times calls “one of our national capitals of cool.”

[Lewis & Clark College](#) is a private institution with a public conscience and a residential campus with global reach. It’s a place where ideas are explored and problems are solved through interdisciplinary and global perspectives; where new knowledge is generated through collaborative faculty-student research and inquiry. The institution offers an education built from the time-tested elements of careful study, original research, and spirited debate. Lewis & Clark College serves 3,200 students in three schools—the College of Arts and Sciences, the Graduate School of Education and Counseling, and the Law School. With a strong foundation in international programs, outstanding science programs, a top-ranked environmental law program, world-class graduate teaching, and a distinguished faculty—the institution is at a moment of great opportunity. The 2017-18 academic year marked the celebration of the College’s 150th anniversary. Equally important, the institution is poised for a bright future under the leadership of its energetic President, [Wim Wiewel](#).

The [Lewis & Clark Graduate School of Education and Counseling](#) offers graduate degree, licensure, certificate, and endorsement programs for prospective and practicing teachers, PK-12 education leaders, school counselors, school psychologists, student affairs professionals in higher education, addiction counselors, licensed professional counselors, marriage, couple, and family therapists, and art therapists. Students are diverse in age, culture, income, sexual orientation/gender identity, prior experience, and educational background. Social justice, equity, and access are core values of the graduate school and deeply integrated throughout every aspect of its programs. Students choose the Graduate School at Lewis & Clark for those values, as well as the small cohort model that characterizes most programs. Classes are taught by experienced scholars and practitioners with an unwavering desire to make a difference in the communities and professions they serve.

THE GRADUATE SCHOOL OF EDUCATION AND COUNSELING

Guiding Principles of the Graduate School:

- ❖ ***The Graduate School's mission is rooted in a fundamental commitment to the values of social justice, equity, and access.*** Students at the Graduate School are preparing to work in education and counseling fields that have an extraordinary impact on the opportunities that individuals, families, and communities have to thrive and prosper. Such opportunities are not open in the same way to all people. Social systems and institutional practices can create and maintain inequities based on race, ethnicity, gender, gender identity and expression, social class, sexual orientation, ability/disability, first language/nation of origin, and a wide variety of other aspects of identity. Graduate School programs are designed to provide students with the skills, knowledge, professional dispositions, and resources necessary to oppose these forms of injustice and to expand the opportunities available to others through service in the fields of counseling and education.
- ❖ ***Student learning, growth, and preparation for excellence and leadership in the professions is the focal point of the Graduate School's work.*** The Graduate School puts student learning first by focusing on the education of the whole student, considering all that they bring to their work and all that they hope to achieve. The Graduate School challenges and supports students as they make their way through their programs of study and preparation for the professions. Graduate School faculty and staff value students' diverse backgrounds and understand that success in achieving the community's collective mission depends on supporting all students in achieving their goals. All decisions made at the Graduate School are connected, in one way or another, to this commitment. All efforts, in the classroom and in clinical field placements, are directed toward this goal.
- ❖ ***Students learn and grow best in an environment that is diverse, challenging, supportive, and rich in the variety of opportunities provided for inquiry and exploration.*** Preparing for careers in education and counseling challenges students to reflect deeply on their past experiences, to embrace the differing perspectives of others with enthusiastic curiosity, and to devote themselves to understanding the contemporary issues and debates in their fields. Students work closely with faculty, peers, and professionals in clinical settings to build a strong academic foundation for their professional practice and to develop the competencies required to become accomplished practitioners. All aspects of the graduate experience reflect this commitment to rigorous inquiry, understanding diverse perspectives, and a shared commitment to professional growth.

Academic Programs:

Primary Degree Programs:

Counseling and Therapy Programs

Art Therapy (MA, MS)
Marriage, Couple, and Family Therapy (MA, MS)
Professional Mental Health Counseling (MA, MS)
Professional Mental Health Counseling/Addictions Specialization (MA, MS)

K-12 Education Programs

Elementary and Secondary Teaching (MAT)
Curriculum and Instruction (MEd)
Educational Administration (EdS, MEd)
Educational Leadership: K-12 (EdD)
School Counseling (MEd)
School Psychology (EdS)

Student Affairs in Higher Education Programs

Student Affairs Administration (MA)
Educational Leadership: Higher Education/Student Affairs (EdD)

Licensure, Endorsement, and Certificate Programs:

Licensure/Endorsements

Educational Administration
English for Speakers of Other Languages
Reading Intervention
Special Education

Graduate Certificates

Eating Disorders Certificate
Ecopsychology Certificate
Equity for School Leaders Certificate
Teaching of Writing Certificate
Teacher Leadership for Equity and Social Justice Certificate

THE OPPORTUNITY

Director of Graduate Admissions

Reporting to the Dean of the Graduate School of Education and Counseling, the Director of Graduate Admissions manages the School's admissions process. The Director is responsible for developing, implementing, and leading the Graduate School's strategic recruitment efforts. The Director assesses and interprets recruitment data, provides reports to guide recruitment efforts, facilitates (staffs or attends) recruitment events, leads digital and online recruitment efforts, supports applicants throughout the admissions process, and provides leadership for the Admissions Office. In collaboration with the Director of Communications and program faculty, the Director of Admissions develops and implements a strategic communication and outreach plan.

Responsibilities:

Create and implement effective recruitment strategies based on data analysis, in-depth knowledge of programs, and Graduate School mission and market position.

- The primary responsibility of the position is to develop, implement, and execute strategic recruitment plans for all Graduate School programs. Efforts should be guided by program-specific enrollment goals, market/demand analysis, and other relevant data analytics.
- Monitor and analyze application and enrollment patterns to refine and improve strategy and tactics over time. Utilize data and performance indicators to make improvements through collaboration with program faculty and senior staff.
- Produce reports of outreach efforts in progress, as well as historical, to guide recruitment efforts and make progress toward the achievement of Graduate School enrollment goals.
- Provide leadership and data analysis related to recruitment for diversity.

Lead recruitment and outreach efforts to achieve enrollment goals, in collaboration with program faculty and administrative offices in the Graduate School and other College offices.

- Manage the SLATE CRM, including all processes related to admissions management, reporting, and staff support. Develop strategies to leverage system capabilities to meet targeted graduate recruitment goals and expand outreach to new markets.
- In coordination with other departments, identify and implement strategic digital and online recruitment strategies.
- Plan, manage and attend on and off-campus recruitment events, including participation in graduate fairs, career fairs, individual school visits, online recruitment, and information sessions.
- Counsel prospective and current applicants during the admissions process, providing information, encouragement, and support for each applicant's transition to graduate study. Advise and mentor prospective students in choosing programs and degrees that best serve their future career aspirations.
- Collaborate with Lewis and Clark's Financial Aid Office to facilitate communication, provide accurate and timely information, and provide support for matriculating students.
- Manage scholarship award process and reporting.

Manage recruitment and communications through SLATE CRM and work with the Graduate School Director of Communications in support of strategic communications plan.

- Strategically leverage SLATE CRM to elevate the number and quality of interactions with prospective students, demonstrably increasing both number of applicants and final yield.
- Collaborate with the Graduate School's Director of Communication to create and implement a robust communication plan that effectively provides potential applicants with information about Graduate School programs, reaches new and diverse populations from which to recruit, and supports messaging that aligns with the Graduate School's mission.
- Work effectively and proactively with departments and programs to stay current with developments in the professional fields served by the Graduate School, as well as with new opportunities that might arise for expanded programming.

Manage Graduate Admissions Office and work with senior administrative staff to achieve enrollment goals and support the transition of new students into their programs.

- Manage the daily operations of the Graduate School's Admission Office, including application processing, admissions event planning, external communications, interactions with graduate faculty, and on-campus visits of prospective students.
- Responsible for hiring, training, coaching, and providing professional development direction for Admissions Office staff.
- Facilitate the Graduate Admissions Committee, which includes department chairs and faculty representatives, and serve on the Deans Advisory Council. Work closely with the Financial Aid Office, IT, and Business Office to provide a seamless student admissions experience. Participate in campus-wide Colleague and SLATE user groups.
- Bring innovative ideas and collaborative perspective to meetings of senior administrative leadership staff and to strategic planning efforts.

QUALIFICATIONS AND QUALITIES

- A bachelor's degree from an accredited institution; master's degree preferred.
- At least five years of progressively responsible admissions experience, including strategic communications, recruitment planning, and implementation. Graduate-level admissions experience desirable.
- Experience successfully managing and implementing admissions processes to meet or exceed enrollment goals.
- Excellent supervisory and leadership skills. Highly effective communicator with the capacity to work with a wide range of professional colleagues.
- Experience with strategies to enhance digital recruitment and marketing techniques, confident in acquiring new technology skills, and independent problem-solver.
- Ability to apply the Graduate School of Education and Counseling's social justice mission to the admissions process in order to foster a diverse, equitable, and inclusive student body and academic experience.
- Familiarity with SLATE CRM or other customer relationship management software.
- Demonstrated use of analytics for reporting and making data-informed decisions.
- Ability to learn and effectively articulate the value and benefits of the array of programs in the Graduate School, its mission, and the opportunities it offers.
- Knowledge of trends, challenges, and opportunities in the professional fields served by the Graduate School, along with an awareness of the competitive landscape and emerging factors influencing application and enrollment patterns.
- Ability to work flexible hours, travel to recruitment events, and adjust work schedule according to admissions cycles and needs of programs.





TO APPLY

Confidential review of applications will begin immediately and continue until the position is filled; **parties who apply by January 10, 2020 will be given first consideration.**

Please submit a PDF version of your resume, letter of interest and 1-page diversity statement upon application. The diversity statement should outline your experiences with diversity, equity, and inclusion. Those experiences can include, but are not limited to, the following: lived experience as a member of an underrepresented group; experience living and meaningfully interacting with individuals with a variety of identities; and professional development or other training in diversity, equity, and inclusion. If your experiences are different from those listed and you have a commitment to diversity, equity, and inclusion, please explain how you will manifest that commitment in this position.

To apply online, go to: <https://theapplicantmanager.com/jobs?pos=su184>

All applications and nominations will be held in confidence.

For more information or to offer recommendations or nominations:

Stephanie Fowler

Senior Consultant

Summit Search Solutions, Inc.

Phone: 530-677-9945

sfowler@summitsearchsolutions.com

Dr. Sona Andrews

Senior Consultant

Summit Search Solutions, Inc.

Phone: 208-577-8981

sandrews@summitsearchsolutions.com

The College explicitly acknowledges and affirms its conviction that diversity with respect to race, ethnicity, national origin, socio-economic background, religious orientation or spirituality, physical or sensory disability, gender, and sexual orientation on the Lewis & Clark campus provides an educational benefit for all students that can be realized only if students and education professionals from diverse backgrounds are present in significant numbers within our learning community. In creating and sustaining such a community, we engage, to the extent possible, in practices that will ensure a high degree of diversity on our campus, simultaneously meeting the highest standards of academic excellence of which we are capable.



[Summit Search Solutions, Inc.](https://www.summitsearchsolutions.com) is a boutique executive search firm dedicated to serving education and nonprofit communities nationwide. Summit has a team of experienced recruiting consultants in strategic locations across the country including California, Kansas, New York, North Carolina, and Oregon.



PORTLAND, OREGON

Whether you see Portland, Oregon, as a small town with a big-city feel or a big city that feels like a small town, it is a cool place to live. Located on the banks of the Willamette River and only 90 minutes from the snow-capped peaks of the Cascade Range and the crashing waves of the Pacific Ocean, you might not realize Portland's bustling downtown and waterfront are the heart of a metropolitan region with more than 2 million people. Twelve bridges span a wide elbow of the Willamette River, connecting the east and west sides of town. Throughout the metro area are thriving neighborhoods filled with restaurants, record shops, bars, funky clothing stores, antique malls, and art galleries. Portland also has an abundance of movie theaters, new and used bookstores (including Powell's, the largest bookstore west of the Mississippi), coffee shops, and clubs.

Art lovers can enjoy the Portland Art Museum, the Oregon Historical Society, a performing arts complex, and a concert hall. For the sports-minded, the Portland area has its own NBA team (the Trail Blazers), a major league soccer team (the Timbers), an American professional women's soccer team (the Thorns), and minor-league baseball and hockey teams. Outdoorsy types love Forest Park, the largest city park in the nation, with 5,000 acres of hiking and biking trails; a zoo; public gardens; and beautiful old-growth woods. And all of this is connected by one of the world's leading public transportation systems—a combination of buses, streetcars, and light-rail trains, making the entire metro area only a couple stops away.

If you like day trips, a short drive in any direction will lead you to some of the most breathtaking scenery in the world: mountains, seashore, river gorge, and desert.

Oregon is the second most popular state to move to with 61% inbound migration. Portland is attracting both older individuals and young people with its mix of economic growth, cutting edge urban planning and scenic landscape (*Forbes*).

For more information on Portland, Oregon:

Travel Portland: <http://www.travelportland.com/things-to-do/>

Portland Business Alliance: <http://portlandalliance.com/>

Portland Parks and Recreation: <https://www.portlandoregon.gov/parks/35300>

City of Portland: <https://www.portlandoregon.gov/>

On clear days, Mount Hood and Mount St. Helens—the two Cascade Range volcanoes visible from the metro area—stand as iconic fixtures on the Portland horizon. Both snowcapped peaks are just a short drive from the city.

Stretching above 11,000 feet, Mount Hood is Oregon's highest point. It's a downhill and cross-country skiers' paradise and summer training home for the US Olympic ski team with its year-round snow. During the spring and summer, campers pitch their tents on glassy mountain lakes along the Pacific Crest Trail.

If it's ocean you're looking for, the Oregon Coast is a year-round playground for adventure-seekers and beachcombers alike. Along the scenic coast Highway 101 you'll find quaint beach towns and wind-wracked headlands rising hundreds of feet above the crashing Pacific, and miles of publicly accessible unpeopled beaches. Wild flowers grow atop massive cliffs, and eons of wind and powerful waves have carved giant boulders into caves and lovely cathedral-esque hollows. Bring your wetsuit and surf or sea kayak within the natural beauty of this majestic coast.