

National Louis University  
Chicago, Illinois

## Position Profile

Vice President for Marketing and Enrollment Management  
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Prepared by:  
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NATIONAL  
LOUIS  
UNIVERSITY

[www.nl.edu](http://www.nl.edu)

## THE OPPORTUNITY

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Reporting to the President, the **Vice President for Marketing and Enrollment Management** requires a dynamic and creative professional to develop and implement a comprehensive enrollment management program that recruits, retains, and graduates a diverse student body. This cabinet-level position works collaboratively with other members of the senior leadership team to foster a climate focused on student success, service excellence, and data-informed decisions in alignment with the University's mission, vision, strategic plan and goals.

The Vice President is responsible for leadership and management of enrollment services, enrollment marketing, and admissions, as well as our programs for students with multiple learning disabilities (PACE), veterans support programs, and the Florida Regional Campus. This position develops, implements, and assesses a state-of-the-art enrollment program that meets the needs of students by building relationships, strategies, and systems for a transformative college experience which promotes student completion and success.

### **Responsibilities:**

- Serve as member of president's cabinet and function as chief advisor to the president on all issues related to enrollment and marketing with a keen focus on student success.
- Lead the development, implementation, and assessment of an annual enrollment management plan for all academic programs consistent with the University's mission, academic and strategic plans, utilizing market research and current college student research to develop enrollment management goals. Collaborate with academic and non-academic leaders across the University to achieve enrollment and student success goals.
- Build on and improve successful marketing and recruitment strategies for first-year, online, transfer, veteran, PACE and graduate students.
- Develop new markets while sustaining and growing primary existing markets.
- Develop recruitment and admission initiatives to ensure student access and student success.
- Assure adequate and appropriate annual and long-range budget preparation. Forecast budget needs, establish priorities, allocate funds, and monitor expenditures.
- Develop and maintain statistical reports and analyze enrollment/student data to assess program activities and student outcomes.
- Supervise, evaluate, and develop a student-centered team in cutting edge practices promoting excellence in an access institution.
- Collaborate with campus leadership, including the Provost/Vice President for Academic Affairs, to ensure a culture that promotes student recruitment, retention and completion. Provide a personal presence that is active and engaged with all aspects of the University.
- Maintain a visible profile with campus constituencies; partner collaboratively to enhance communication on and off campus; anticipate and plan for emerging issues.
- Lead efforts to effectively employ information systems and technology in support of enrollment management programs.
- Work closely with the Vice President for Finance in the leveraging of financial aid, pricing, and related issues to optimize the use of federal, state, and institutional resources in the recruitment and retention of students.

- Maintain an organizational structure and staffing to effectively accomplish the university's goals and objectives; oversee recruitment, training, supervision, professional development, and evaluation of staff.
- Ensure that all admission and marketing operations are conducted in accordance with state and federal regulations and procedures.
- Lead outreach efforts to enhance current, and develop new, relationships with University partners and drive enrollment.
- Oversee enrollment for the University's PACE program.
- Manage enrollment operations for Veterans.
- Other duties and special projects as assigned.

**Qualifications:**

- A Master's in Higher Education Administration, Student Personnel, Marketing or related field.
- Ten years of progressively responsible and demonstrated success in higher education enrollment management and marketing with at least five years as supervisor of professional staff.
- Demonstrated experience as a collaborative, results-oriented leader who is skilled at building and maintaining effective and inclusive relationships, budget management, strategic planning, and human resource management.
- Demonstrated leadership abilities to guide, lead, support and direct a diverse staff and work with a diverse student body.
- Practiced and nuanced communicator that connects with students, faculty, and staff.
- Demonstrated knowledge of current trends and implementation of effective practices in enrollment management with a data driven orientation.
- Demonstrated working knowledge of admissions and outreach, enrollment marketing and enrollment management.
- Successful experience developing, implementing, and evaluating recruitment, enrollment, and retention strategies for students from diverse backgrounds.
- Experience with and a successful track record of leadership in support of first-generation, culturally diverse, and non-traditional students.

**Location:** Chicago, IL



## THE INSTITUTION

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**National Louis University (NLU)** is looking to honor its past while defining a bold new future as a university focused on professional pathways, preparing students to be leaders ready to address tomorrow's challenges in the context of increasing global urbanization. NLU is dedicated to providing a career-building, life-changing education that is accessible to all students.

Founded in 1886, National Louis University is a private not-for-profit university offering programs through the doctoral level. NLU is also classified as an engaged institution by the Carnegie Foundation and has been named as a top ten institution by Money Magazine where its alumni believe they are making the world "a better place." The University has had more Golden Apple Award winners among its graduates in teacher preparation than any institution across the state. The University is among the 25 most diverse institutions across the nation according to *U.S. News and World Report (2016)*. Graduates from NLU enter the work force earning an estimated \$43,000 per year after graduation, ranking NLU among the top five of all Illinois post-secondary schools, [as cited by the College Database](#). The University has received more than \$65 million in funding for applied research projects in urban development, childhood development, school improvement and teacher preparation. The institution is emerging as a national leader in closing the post-secondary completion gap and has raised over \$5 million to support this groundbreaking and innovative approach.

NLU is located in the center of Chicago's downtown loop, across the street from the Art Institute, in an area which has been recognized as America's largest campus with over 25 institutions and 50,000 students attending a college across the city. In addition, the university has a number of suburban locations and a Florida regional campus.

The university offers more than 60 programs across the undergraduate and graduate levels within the College of Education, and the College of Professional Studies and Advancement which is comprised of a School of Business, a School of Social and Behavioral Sciences, and a School of Health and Human Services.

The university serves approximately 7,000 students per year and has experienced unprecedented growth in its undergraduate programming. The majority of students are from Illinois, but the university also attracts students from throughout the U.S. in its online programming.

To learn more about National Louis University: <http://www.nl.edu>

### Leadership

President Nivine Megahed became the eleventh president of National Louis University in March of 2010. Prior to coming to NLU, she served as President of Kendall College. She spent a number of years in a variety of positions leading multiple institutions in the for-profit sector including Kaplan and Laureate Higher Education. She has also been a faculty member and a Dean of a Professional School in Hawaii. She holds a Ph.D. in Clinical Psychology from the University of Rochester, a master's degree in clinical psychology from the University of Rochester, and a bachelor's degree in psychology from the State University of New York in Buffalo.

In fall 2010, President Megahed launched a new strategic plan -- developed by leaders throughout the university to reimagine, reposition and re-envision the institution. Guided by this aggressive plan, the University has undergone a significant transition, becoming increasingly data informed, and efficient in its delivery of programming and services. New programs in high demand fields have been developed that have fueled enrollment growth. The University has re-envisioned undergraduate education and is committed to leading the effort to close the bachelor's degree attainment gap and serve underserved students. Blended and online modalities have been built to better serve adult student needs for flexibility.

Progress has been made in diversifying its faculty and staff. The University has also served as a catalyst for community transformation through its students and alumni focused on addressing some of the most pressing social issues such as violence prevention and prevention of human trafficking. The University has now set aggressive goals in improving student success, continuing enrollment growth, building career-readiness into the curriculum, ensuring the impact of the university's commitment to community engagement and transformation, creating distinctive programs and experiences, utilizing resources effectively to maintain affordability, increasing revenue streams and attracting and retaining great employees.

Today, NLU is viewed as one of the most innovative institutions in the country and has been dubbed as a model of the "new urban university" by the Gates Foundation. Committed to improving social mobility and economic opportunity, the university utilizes technology and innovation to continuously improve learning and outcomes for its students.

## **PROCEDURE FOR CANDIDACY**

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Confidential review of applications will begin immediately and are welcomed until position is filled. Click here to apply and be sure to include your resume and cover letter: [Apply Now](#)

Or copy and paste the following link into your browser:

<https://summitsearchsolutions.catsone.com/careers/index.php?m=portal&a=apply&jobOrderID=9571811&portalID=5652>

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*National Louis University is an affirmative action/equal opportunity employer with a strong institutional commitment to the achievement of diversity among its faculty, staff, and students.*

## CHICAGO, ILLINOIS

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Few cities in the world can match the character and culture of Chicago. Visitors and residents alike find world-class dining, museums, entertainment, and striking architecture in the largest and most visited city in the Midwest.

Chicago is the third most populous city in the United States with approximately 2.7 million residents. The city is traversed by the Chicago and Calumet rivers, and with many parks and green spaces the city offers stunning natural beauty along with an urban landscape. Lake Michigan offers a wonderful escape, and Chicagoans can stroll the shoreline, play volleyball, bike, or jog along the lakefront. The Chicago Park District consists of 552 parks with over 7,300 acres of municipal parkland. There are thirty-three sand beaches, two world-class conservatories, sixteen historic lagoons, and ten bird and wildlife gardens.



As a multicultural city that thrives on the harmony and diversity of its neighborhoods, Chicago today embodies the values of America's heartland – integrity, hard work, and community and reflects the ideals in the social fabric of its 77 distinct neighborhoods. Some favorite ethnic communities to explore in Chicago include Greektown, Chinatown, Ukrainian Village, and Little Italy.

Chicago is recognized across the United States as a very passionate sports town. With professional teams such as the: the Chicago Bears, Blackhawks, Bulls, Fire, Cubs, and White Sox.

The dining choices in Chicago area are as diverse as the people are, and everything from ethnic food to contemporary and innovative dining can be found. The city is home to twenty-three Michelin-starred restaurants. *Savour* magazine even dubbed Chicago “America’s new culinary star.”

Chicago has long been known for theatre, from big productions at landmark venues in Chicago’s downtown Theatre District to experimental works at small storefront theaters in outlying neighborhoods. In addition, Chicago's theatre community spawned modern improvisational theatre. When it comes to music, there are live performances of every kind every night of the week, although jazz and blues have a special place in the city’s cultural history.

Chicago is a travel hub, which means it’s easy to get to and from anywhere in the country or the world. Chicago is served by Midway International Airport on the south side and O'Hare International Airport, the world's third busiest airport, on the far northwest side. Once one is in Chicago, there are many convenient options for getting around, from bike paths and L trains to buses and cabs.

*For additional information on Chicago, please visit:*

<http://www.choosechicago.com/>

<http://www.cityofchicago.org/city/en.html>



[Summit Search Solutions, Inc.](#) is a boutique executive search firm dedicated to serving the higher education sector. Summit has offices in New York, Colorado, North Carolina and California.