

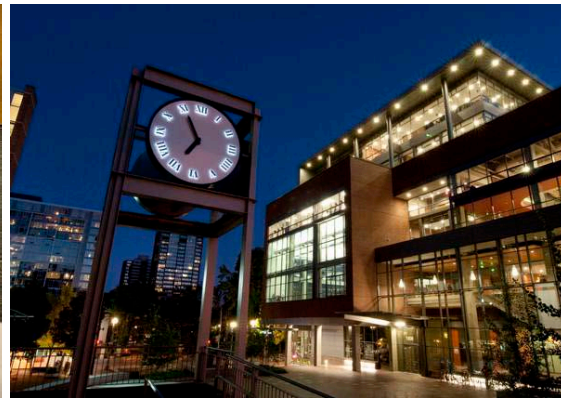
**Portland State University  
Portland, Oregon**

**Position Profile**

**Assistant Vice President for Enrollment**

**October 2017**

Prepared by:  
Summit Search Solutions, Inc.



**Portland State**  
UNIVERSITY

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

## The Position

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The Assistant Vice President (AVP) for Enrollment joins Portland State University at an exciting time. With new senior leadership and a desire to strengthen the use of enrollment data and analytics, the AVP will have a chance to implement cutting edge strategies and practices at a vibrant and changing urban university. The AVP will be charged with collaboratively shaping and building enrollment management and planning – including designing comprehensive admissions services and operations, programs and student recruitment strategies. The AVP joins a high performing team and will work to enhance the University's use of data, technology, and analytics with the goal of driving data-informed decisions in enrollment.

Reporting to the Vice President for Enrollment Management and Student Affairs, the AVP will lead the Portland State Admissions and New Student Programs team, including six direct reports and a team of over 40 committed and engaged individuals. This team is comprised of professionals with a wide variety of experience and backgrounds who all share a commitment to their community and to student success. This is evident in their longevity with the institution and their continued hard work and execution of their roles in a public institution. The team is highly collaborative and engaged in their work - they love what they do and have the support of each other. This AVP will join a team that likes to come to work every day!

The primary responsibilities of this position involve leading and managing of the following areas:

- Domestic and International admissions teams and their recruitment and outreach efforts
- Domestic and International evaluation teams
- Transfer Student Services and the co-admission process
- Orientation and Campus Visits
- Enrollment Marketing & Communications
- Management of Tuition Remission Budget

### **Position Duties and Responsibilities:**

- Participate in the enrollment management and planning of the University, particularly in designing comprehensive admission services and operations, programs and student recruitment strategies.
- Direct the admissions process from lead through enrollment. Provide data related to enrollment behaviors to a variety of campus constituents to inform decision-making.
- Develop admissions organizational strategies by contributing information, data/analysis, and recommendations to inform admission and enrollment objectives in line with institutional objectives. Maintain continuing flow of quality applicants and transfers to the University by analyzing trends in enrollment and marketing activities, leading activities to continue programs that are effective; modifying programs; presenting new strategies for the University's recruitment and admission activities. Perform annual return on investment analysis.
- Work collaboratively with faculty and academic colleges, schools and athletics to promote academic programs and meet enrollment goals.
- Develop and oversee appropriate admissions and marketing materials, ads, mailings, web pages, and publications that showcase the University to prospective students. Establish and oversee all admissions office procedures.
- Manage a budget whose revenue sources are state funds and matriculation fess.
- Maintain continuing flow of quality applicants and transfers to the University by analyzing trends in enrollment and marketing activities, leading activities to continue programs that are effective; modifying

programs; presenting new strategies for the University's recruitment and admission activities. Perform annual return on investment analysis.

- Provide leadership for all members of the admissions/recruitment and new student programs staff, including training/professional development and evaluation that enables these team members to positively contribute.
- Collaborate with the Office of the Registrar to ensure student services are delivered in accordance with departmental, enrollment management and student affairs' units, and University goals.
- Work with Student Financial Aid and Scholarships to help determine scholarship recipients.
- Promote the University and attract new students by collaborating with other University departments; working especially close with University Communications, Student Financial Aid and Scholarships, the Honors Program, Office of Graduate Studies, Athletics and Academic Advisement.
- Function and communicate effectively and respectfully within the context of varying beliefs, behaviors, orientations, identities, and cultural backgrounds.
- Seek opportunities to gain experience working and collaborating in diverse, multicultural, and inclusive settings with a willingness to change for continual improvement.
- Participate in new student orientation programs and other University programs such as commencement, convocation, Viking Days, and others as assigned.
- Comply with Portland State University, Oregon University System, Big Sky Conference, and NCAA rules and regulations related to rules compliance issues.
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

## Qualifications and Experience

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- Master's degree required.
- Evidence of progressively responsible roles in college recruitment/admissions/enrollment or a closely related function.
- Strong analytical skills - the ability to use qualitative and quantitative data to inform enrollment strategy and decision-making.
- Evidence of innovative uses of technology to further an enrollment mission.
- Experience managing professional staff and creating an effective team.
- Strong verbal and excellent written communication skills with exceptional organizational and program planning skills.
- Evidence of creativity, energy, goal orientation, and collaborative management.
- Sensitivity to the unique character of an urban public university with a diverse student population.

### **Key cultural competencies:**

- Creates an environment that acknowledges, encourages and celebrates differences.
- Functions and communicates effectively and respectfully within the context of varying beliefs, behaviors, orientations, identities and cultural backgrounds.
- Seeks opportunities to gain experience working and collaborating in diverse, multicultural, and inclusive settings with a willingness to change for continual improvement.
- Adheres to all PSU's policies including the policies on Prohibited Discrimination & Harassment and the Professional Standards of Conduct.

## About Portland State University

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Portland State University (PSU) is Oregon's urban research university recognized for excellence in sustainability and community engagement, and is located in the heart of downtown Portland. PSU offers more than 200 degrees with opportunities to work with businesses, schools and organizations on real-world projects. The University's reputation is built on excellence through accessibility, innovation, collaboration, engagement, sustainability, and transformation. As the state's only urban public university, Portland State provides comprehensive undergraduate education as well as professional education to thousands of Oregonians as well as to students from over 90 countries around the globe. Portland State is renowned for innovative academic programs and excellence – particularly in fields related to urban and public affairs; business administration; science, technology, and sustainability – that combine student learning, research, and community engagement. The University's programs continue to garner national recognition and rankings and it was named one of the top ten innovative universities in the country (US News and World Report 2016-2017). To see an up-to-date list of the outstanding PSU rankings and references by Princeton Review, Carnegie Foundation for the Advancement of Teaching and other nationally respected organizations, please click on the following link: <http://www.pdx.edu/profile/portland-state-university-rankings-and-references>.



Portland State University's motto is "*Let Knowledge Serve the City.*" The University is an anchor institution, providing the Portland region with a highly-educated population, substantial economic impact, and distinctive contributions to its culture. The University promotes access, inclusion and equity as pillars of excellence. It is committed to curiosity, collaboration, stewardship and sustainability; strives for excellence and innovation that solves problems, and believes everyone should be treated with integrity and respect.

Portland State University has approximately 27,200 students with over 21,000 undergraduates and 5,600 graduate students. Some 62 percent of the students are full time, approximately 76 percent are residents of Oregon, and 64 percent are transfer students. The University offers over 200 degree programs at the bachelors, masters and doctoral level. The University has approximately 7,000 employees, including research and instructional faculty, academic professionals, managers, and staff and administrators. For more information about Portland State University, click here: <http://www.pdx.edu/aboutpsu>

In August 2017, The University welcomed Rahmat Shoureshi as its ninth president. Dr. Shoureshi was the Interim President of the New York Institute of Technology. A mechanical engineer, Shoureshi has been a university administrator, researcher and academic for 38 years. Shoureshi says he is 'humbled and honored' to be chosen to lead PSU. "PSU is a 21st century university," he said, "that serves a vibrant urban region that champions access, diversity and inclusiveness, as well as conducts innovative research and is dedicated to cutting-edge and collaborative learning — things that reflect my academic ideals and perspectives." He says he has many goals for the University, including increasing the diversity of incoming students and attracting top-notch faculty. He says his number one goal is to make sure the University is accessible and affordable for students.



## About Portland

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Big city excitement and small-town charm make Portland, known as "the City of Roses" one of the most popular cities on the west coast. Situated approximately 70 miles from the Pacific Ocean where the Columbia and Willamette Rivers meet, Portland enjoys a magnificent setting, combining sparkling waterways with lush greenery rarely found in urban settings. Portland is home to approximately 610,000 residents and the population of the surrounding metropolitan area is approximately 2.35 million. Portland is widely recognized in national surveys and rankings as one of America's most livable cities. For more information about Portland, see: <https://www.travelportland.com/>

Portland's historic old town, many galleries and museums, Saturday Market, Waterfront Park and an abundance of fine restaurants keep residents and visitors busy and satisfied. The performing arts in the area offer classical music, jazz and blues as well as theater and dance. Portland is just a short distance from the spectacular Columbia Gorge and Multnomah Falls, windsurfing at Hood River, valley wineries, skiing at Mt. Hood, and the drama of the Oregon coast.

Portland is known for its extensive park system of more than 200 parks. These encompass such areas as the elm shaded South Park Blocks in the downtown area and Washington Park, home of the Rose Gardens and the Japanese Gardens. Portland's Forest Park, at nearly 5,000 acres, is the largest park within a city in the U.S. and has nearly 50 miles of walking trails.

Portland's award-winning mass transit system is one of the most extensive and advanced in the U.S. and includes buses and the MAX, an urban light rail line, as well as a downtown transit mall.



Listen to live music on the Park Blocks. Eat some ridiculously good take-out from a food cart. Stroll or bike down to Powell's City of Books or Voodoo Doughnuts. Sign up for a whitewater raft trip. Life at PSU is an adventure.

## Inquiries, Nominations and Applications

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Confidential review of applications will begin immediately and continue until the position is filled; parties who apply by **November 27, 2017** will be given first consideration. Click the following to apply and submit your resume and a letter of interest that addresses your reasons for being interested in this role. [Apply Now](#)

Or copy and paste the following link into your browser:

<https://summitsearchsolutions.catsone.com/careers/index.php?m=portal&a=apply&jobOrderID=9834304&portalID=5652>

### For nominations or further information:

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*PSU is an affirmative action/equal opportunity employer, and seeks candidates who are committed to the highest standards of scholarship and professional activities and a campus climate that supports equality, diversity and inclusion.*



*Summit Search Solutions, Inc. is a boutique executive search firm dedicated to serving education, healthcare and not-for-profit communities nationwide. Based in Asheville, NC, Summit has a team of experienced recruiting consultants in strategic locations across the country including California, Arizona, New York, and North Carolina.*