



Position Profile

Vice President for Enrollment Management
and Student Affairs

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In partnership with Summit Search Solutions, Inc.



ABOUT SOUTHERN OREGON UNIVERSITY

Established in 1872, Southern Oregon University (SOU) is becoming the 'University for the Future', under the direction of President Dr. Linda Schott who inspires its community to strive for greatness – individually and collectively. SOU provides career-focused, comprehensive educational experiences to approximately 6,000 students with plenty of degree path options through 36 areas of study in a dynamic range of fields while preparing them to live and lead in a multicultural, global society. Along with an emphasis on student success and intellectual growth, SOU is committed to diversity, inclusion, and sustainability. Theoretical and experiential learning programs provide quality, innovative experiences for students. At SOU, students build strong community connections through internships, mentorships, field studies, capstone projects, volunteer opportunities, and civic engagement. To learn more: <https://sou.edu/>

Sitting on 175 acres, Southern Oregon University is committed to sustainable practices, environmental stewardship, and research that advances understanding of local, regional, and global environmental issues of which it has been nationally recognized. Recently, SOU was honored with the *Best Case Study Award* by the Association for the Advancement of Sustainability in Higher Education, was the first university in the nation to certify as a *Bee Campus USA*, and now boasts LEED Gold campus housing.

SOU's presence is experienced not only in Ashland but also in Medford, Oregon at the Higher Education Center where students pursue two-year, four-year and graduate degrees. At both locations, the passions of students combine seamlessly with an outstanding education in a unique location making SOU a wonderful place to work, live, and learn.

- *The Princeton Review* named SOU one of the most environmentally responsible colleges in the US and Canada.
- For six years, SOU has been ranked top 30 LGBTQ-Friendly Schools in the nation by *Campus Pride*
- SOU participates in Second Nature's Climate Commitment.
- *Sierra Magazine* ranked SOU one of the top cool schools as the nation's first Bee Campus USA, and a designated Tree Campus by the *Arbor Day Foundation*.
- *Outside Magazine* named SOU one of the top 20 schools in the US where you can hit the books and the backcountry.

Student leadership is an important part of what makes SOU a wonderful place to live and study. With staff and faculty support, students at SOU can step into their own leadership and learn to manage and operate a wide-range of student resources including outdoor adventure programming, film screenings, community garden, bicycle services, and an organic farm.





THE OPPORTUNITY

Vice President for Enrollment Management and Student Affairs

Primary Purpose

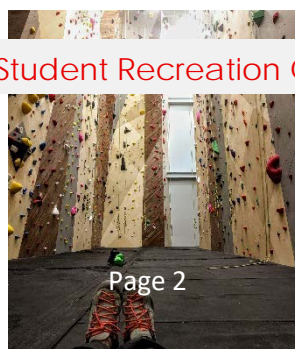
The Vice President for Enrollment Management and Student Affairs (VPEMSA) is the Chief Enrollment Officer responsible for the executive leadership, strategic planning and administrative oversight for all operations and support functions associated with the recruitment, retention, and engagement of students. The VPEMSA is a creative thinker who engages the division and the University in building on Southern Oregon University's strong tradition as a student-centered institution.

This is a newly created vice presidency that reports directly to the President and serves as a member of the executive team. The VPEMSA plays key roles in institutional planning and positioning, in forging community partnerships, and in advancing SOU's presence in the region, state, and nation. The VPEMSA also has significant responsibility to work collaboratively with campus partners within Academic Affairs, the Faculty Senate, The Associated Students of Southern Oregon University, the Enrollment Management Council, and others to optimize enrollment and student success. The VPEMSA participates and assists in leading strategic efforts to address issues related to student development, health and wellness, success, equity, and retention, as well as addresses issues related to the review, implementation, improvement, and enhancement of policies, procedures, and program-specific services. The VPEMSA oversees division-wide planning in alignment with the strategic plan of SOU and program development in accordance with the mission, goals, and objectives of the division of Enrollment Management and Student Affairs.

Effective performance of the duties outlined below requires expertise in enrollment management, student recruitment and retention; in-depth understanding of the mission of the institution and its various programs; a commitment to service through the various logistical and support functions; and the ability to work effectively within a shared decision-making environment.



New Student Recreation Center



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Key Responsibilities:

Institutional Leadership (20%)

- Serve as a member of the President's Executive Leadership Team and be a thought-partner by providing expertise on admissions, financial aid, recruitment, retention, and student affairs.
- Work collaboratively with the Provost and academic Division Directors to develop academic and co-curricular initiatives that will advance the goals, mission, marketing strategies, and enrollment growth priorities as defined by the Strategic Plan and best practices in student recruitment.
- Actively participate in effective internal and external strategies to enhance the University's recruitment, retention, and brand recognition regionally, nationally and internationally.
- Oversee areas including, but not limited to: Admissions, Financial Aid, Disability Services, Student Health, and Wellness Center, Success at SOU and Student Life.
- Model leadership behaviors that enable and support a culture of service excellence, specifically related to the values of knowledge, teamwork, accountability and quality service.

Enrollment Management & Student Affairs Leadership (50%)

- Direct the development, operation, and enhancement of enrollment management functions associated with the recruitment, retention, and engagement of students.
- Research, develop, recommend, administer and evaluate policies, procedures, best practices, and technology applications to facilitate the University's goals and to ensure effectiveness and compliance.
- Co-chair the Enrollment Management Council with the Provost.
- Ensure policies and procedures are in place to attain student success and achieve recruitment, enrollment, and retention initiatives based on short- and long-term targets.
- Oversee the planning and processes related to student governance, student organizations, leadership development and service opportunities, dispute resolution, and advocacy on behalf of student needs and interests.
- Discuss strategies and results with a variety of constituents; spearhead new initiatives aimed at strengthening student success including the identification and implementation of enhanced protocols for student success, connecting students' academic interests with career outcomes; recommend policy to achieve successful execution of measurable goals defined in enrollment and retention plans.
- Strategically plan, develop, execute and assess an enrollment plan for entering students as well as a student retention and success plan including graduation/outcomes rates; evaluate and redirect resources appropriately and (as needed) to meet the goals of both recruitment and retention.
- Successfully oversee management of operating budgets for recruitment, retention and student support services. Develop and prepare annual budgets for other assigned programs; monitor and analyze operations, activities, programs, and courses to determine educational and financial effectiveness, as well as operational efficiency.

Strategic Enrollment Management Planning (20%)

- Help the campus fully utilize the newly adopted Educational Advisory Board Student Success Collaborative tools.
- Oversee the development of a strategic enrollment management plan and ensure the goals of the plan are achieved.
- Use enrollment and student success metrics and analyses to drive planning at the University; achieve predictable enrollments through planning and active management; develop a culture of clean, reliable data available at predictable intervals; construct key performance indicators and use of metrics for decision-making.
- Analyze student needs, evaluate the effectiveness of services, and identify emerging trends in higher education as inputs for institutional planning.
- Plan and implement systematic evaluation of all personnel programs and projects assigned.
- Actively participate in system audits, accreditation processes, and other University-wide evaluation processes.

Budget Management and Human Resource Management (10%)

- Develop and administer personnel and non-personnel budgets for Enrollment Management and Student Affairs.

- Review the budget allocation process to ensure equity and judicious use of resources needed to meet student needs and college goals.
- Provide supervision, evaluation and professional development for administrative and support staff in the division.
- Provide consultation and technical expertise to staff, faculty, administrators, and others concerning departmental operations and activities; respond to inquiries and provide detailed and technical information concerning programs, departments, services, curriculum, courses, and related matters; assure proper and timely resolution of student, staff, faculty, and administrative issues, complaints, and conflicts.

Minimum Qualifications:

- Master's degree in higher education leadership, student affairs, enrollment management or a related field.
- Five years of significant university, college or system leadership experience in a combination of enrollment management and student affairs.
- Record of data-informed decision-making with a focus on best practices in enrollment management and leading-edge practices in student success.
- Demonstrated understanding of and commitment to diversity, equity, and inclusion.

Preferred Qualifications:

- Doctorate degree in higher education leadership, student affairs, enrollment management or a related field.
- Experience that includes executive leadership in higher education.
- Experience with traditional and adult learners.



PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled; parties who apply by **November 5, 2018** will be given first consideration. Please submit a PDF version of your resume and cover letter outlining your interest and suitability for this position. To apply online, go to <https://theapplicantmanager.com/jobs?pos=su120>

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Southern Oregon University is an equal employment opportunity employer and is strongly committed to achieving excellence through a diverse workforce. The University actively encourages applications of all qualified individuals.



Summit Search Solutions, Inc. is a boutique executive search firm dedicated to serving education and nonprofit communities nationwide. Based in Asheville, NC, Summit has a team of experienced recruiting consultants in strategic locations across the country including Arizona, California, New York, North Carolina, and Oregon.



YOU'RE HOME



Selected as a top 10 finalist in Outside magazine's search for the "Best Town in America," Ashland is a culturally rich mecca for tourism, entertainment, entrepreneurship, and breathtaking outdoor experiences.

ASHLAND, MEDFORD, and SOUTHERN OREGON

Ranked as one of 2018 Top 100 Places to Live, Ashland, Oregon is nestled at the base of the convergence of the Siskiyou and Cascade mountain ranges at an elevation of approximately 2,000 feet. Situated centrally between San Francisco and Portland, this city of over 20,000 people enjoys 200 days of sunshine each year, making it an ideal choice for anyone looking to settle in a mild climate for four distinct seasons. Established higher education core, vibrant tourism sector, and innovative small businesses form the base of Ashland's economy. Interstate 5 runs conveniently by Ashland making it easy to get to larger neighboring cities.

In Ashland is Lithia Park, a beguiling 93-acre green-space spread with lush lawns and elegant landscaping, walking paths, tennis courts, playgrounds, and picnic areas, set amid undeveloped woodlands, duck ponds and groves of sycamore trees which hosts the Oregon Shakespeare Festival, an Elizabethan Theater that is Ashland's most celebrated cultural offering.

Medford, just 20 minutes north of Ashland, is set in a rural-but-urban accessible environment and features spacious non-congested living. It is a commercial center with access to major retailers and an airport. One can savor award-winning wines harvested from the most diverse growing conditions around the globe and is home to Harry & David's world-famous Moose Munch and Rogue Creamery's prized blue cheese. Over 200 days of sunshine abound among breathtaking terrain, making it ideal for outdoor lovers.

- Ashland and Medford are surrounded by National Forest in one of the thirteen most biodiverse regions in the world and is a destination for trail-running, skiing, hiking, and mountain biking.
- With 785 acres of parkland and 41 miles of trails, residents can get virtually anywhere they want by walking or biking.
- Oregon's only National Park, Crater Lake, is a perfect day-trip destination to southern Oregon's world-famous landmark. At 1,943 feet, Crater Lake is the deepest and clearest lake in the United States and the ninth deepest in the world.

Ashland and Medford are perfect for anyone wishing to live in a stunning natural setting surrounded by the arts, culture, vineyards, and adventure.

For more information, visit:

<https://www.ashlandchamber.com>

<https://www.southernoregon.org>

<https://www.travelmedford.org/>



Fun Facts

- No sales or inventory tax.
- You can cut your own Christmas tree!
- You don't have to pump your own gas.