

New York Chiropractic College Seneca Falls, New York

Position Profile

Executive Director of Admissions

April 2019



NEW YORK
CHIROPRACTIC
COLLEGE

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

ABOUT NEW YORK CHIROPRACTIC COLLEGE

New York Chiropractic College (NYCC) is committed to academic excellence, leadership, and professional best practices. The College aims to be recognized as a leading institution for the education and training of natural healthcare professionals and academicians who embrace interprofessional collaboration.

New York Chiropractic College was founded in 1919 as the Columbia Institute of Chiropractic, in a Manhattan brownstone. In the '70s, the College moved from New York City to Long Island, opening a 50-acre campus in Old Brookville. Being unable to expand its physical plant, the College moved 300 miles to Seneca Falls, NY. Today, the campus is situated in the Finger Lakes region of New York State and is nestled on a 286-acre site next to Cayuga Lake. While initially a school of chiropractic, NYCC has expanded to a multi-program institution offering additional degrees in response to demands in healthcare education and including online offerings. The College currently enrolls approximately 900 students and runs on a trimester system.

NYCC promotes an environment of academic excellence that leads to the development of professionals who understand how to be leaders in delivering professional best practices associated with their chosen discipline. As the institution celebrates its 100-year history of educational excellence, it is exploring new, strategic ways to grow, become stronger, and build upon the College's proud heritage. In this effort, NYCC underwent an extensive strategic planning effort to develop [*2018-2021 BLUEprint: Growing the Future Together*](#). The plan sets a vision for the future that will have a profound and positive impact on the:

- expansion of academic offerings;
- beautification of the Seneca Falls campus;
- enhancement of services and partnerships;
- evolution of NYCC's well-established reputation as a distinguished college of health science education.

Furthermore, following on nine years of participation in The Chronicle of Higher Education's "Great College to Work For" survey (2009-2017), in which NYCC earned the honor roll distinction for eight of those years, the College developed and implemented its own survey in the Fall of 2018. This process allowed for tailored questions in light of a new senior leadership team, a new mission, strategic plans, and goals. The positive results from this survey, designed to provide the leadership team with a fuller understanding of employee views on NYCC's campus culture, policies, institutional goals, involvement in planning and decision-making and work environment, significantly exceeded the institution's targets. Response averages also exceeded NYCC's Great College to Work For 2016 and 2017 results.

Now in the implementation phase of the strategic plan, the NYCC community is actively engaged in the crucial work that will ensure an exciting future for the institution.

To read more visit: www.nycc.edu

Location: Seneca Falls, New York



THE OPPORTUNITY

Reporting to the Vice President of Enrollment and Planning, the Executive Director of Admissions is responsible for directing, managing and supervising all activities and functions for the recruitment, admission, and enrollment of students into New York Chiropractic College's graduate and professional programs. This position provides strategic leadership in the area of admissions while implementing, overseeing, and assessing a wide range of recruitment and enrollment activities/initiatives.

Specific Duties and Responsibilities:

- Oversees the day-to-day operations of the Admissions Office, including oversight of eight staff, budget, and continual assessment of office processes (e.g. lead generation, application processing and review, recruitment strategies, communications) to ensure they are effective and efficient and are utilizing technology to its fullest potential to streamline processes.
- Develops, coordinates, implements, and assesses a comprehensive recruitment plan in conjunction with admissions staff, program leadership, and any other appropriate offices. Takes the lead role in developing, reviewing, updating and distributing recruitment materials, and coordinates prospective student and applicant communication efforts to maintain a multifaceted recruitment plan.
- Oversees all on-campus, off-campus, and virtual recruitment activities in conjunction with the Associate Director of Admissions, Assistant Director of Online Admissions and Director of Admission Operations, including but not limited to maintaining and enhancing the admission website pages and enhancing recruitment technology to improve the admission process.
- Assists admission counselors with the development of their individual recruitment and enrollment plans, regularly monitoring their outcomes. Provides oversight in the management of the entire admissions process. Maintains final authority based on admission counselor recommendation for acceptance or denial based on admission requirements.
- Collaborates with the marketing and communications to develop a strategic marketing plan and assists with determining best practice strategies related to graduate student recruitment and enrollment, including but not limited to website enhancements, social networking, multi-media, advertising buys, and list buys for campaigns in order to achieve enrollment goals. Serves as the designated in-house expert for leveraging action-based communication triggers to increase conversion rates throughout the enrollment funnel.
- Establishes the process for and coordinates the new student scholarship awarding process in collaboration with the financial aid office.
- Meets regularly with Admissions staff, Program Deans/Directors and the Vice President of Enrollment and Planning to collaborate on recruitment and enrollment strategies. Keeps the Vice President of Enrollment and Planning apprised of status updates and any issues with recruitment, admission, and enrollment processing.
- Ensures compliance with all state, federal, and/or accreditation requirements regarding recruitment, admission, and enrollment.
- Utilizes recruitment, admission, and enrollment data to guide decisions and actions.
- Undertakes special projects as requested by the Vice President of Enrollment and Planning.
- Participates in College committees.
- Engages in ongoing professional development activities and encourages admissions department staff to participate in professional development activities.

Methods of Accountability:

- Verbal and written communications with the Vice President of Enrollment and Planning.
- Participation and advancement of the recruitment, admission, and enrollment initiatives within the strategic enrollment management plan.
- Verbal and written feedback from faculty, staff, and students, as well as other College stakeholders.
- Positive working relationships with academic programs and student support offices including but not limited to Financial Aid, Registrar, Student Services, and Bursar.
- Compliance with College policies and procedures.
- Performance evaluations by the Vice President of Enrollment and Planning.

QUALIFICATIONS

- Master's degree required.
- Five or more years of progressively responsible experience in college admissions, recruitment, and enrollment.
- Supervisory/management experience; ability to lead a team.
- Excellent interpersonal, organizational, analytical, and communication skills; public speaking/presentation ability.
- Ability to provide and receive feedback in a constructive manner.
- Ability and desire to work with and facilitate change.
- Professional demeanor.
- Ability to manage a fast-paced, multi-task work environment.
- Basic proficiency in PC use and Microsoft Office programs and database system.
- Familiarity with document imaging and a paperless admissions workflow and experience in using and implementing a software system for admissions.
- Valid driver's license due to travel requirements.



PROCEDURE FOR CANDIDACY

Review of applications will begin immediately. Applications received on or before **May 9th, 2019** will be given primary consideration. Please submit PDF versions of your resume and letter of interest upon application.

To apply online, go to: <https://theapplicantmanager.com/jobs?pos=su151>

For more information or to offer recommendations or nominations:

Caitlin Hummel

Senior Consultant

Summit Search Solutions, Inc.

Direct: 585-880-7550

chummel@summitsearchsolutions.com

Beth Baldino

Senior Consultant

Summit Search Solutions, Inc.

Direct: 828-645-8967

bbaldino@summitsearchsolutions.com

**Employment is subject to the favorable result of a background investigation and where applicable, confirmation of appropriate degrees and credentialing.*

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.](http://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.



SENECA FALLS, NEW YORK

Located in the heart of the Finger Lakes region of Central New York, Seneca Falls is ideally situated halfway between Syracuse and Rochester, about an hour north of Ithaca and less than two hours from Buffalo. It is close enough for a relaxing weekend getaway to exciting destinations such as Niagara Falls, Toronto, the Adirondacks, or the Thousand Islands.

Seneca Falls affords adventure for every season and something for everyone. With close proximity to several state parks - Cayuga Lake, Seneca Lake, Watkins Glen, and Taughannock Falls, among others - there is much to do for those who love outdoor activities such as hiking, cycling, snowshoeing, cross-country skiing, kayaking, boating, fishing, and camping. Montezuma National Wildlife Refuge is a favorite spot for bird-watchers, and numerous gorges and waterfalls are within an hour's drive. If you'd prefer shopping, visit the unique gift shops along Fall Street or take advantage of great bargains at the nearby Waterloo Premium Outlets. Looking for a great place to eat or a fun night out? Try del Lago Resort & Casino for fine dining and shows featuring big-name entertainers.

Seneca Falls gained a reputation for social and religious reform in the mid-19th century. The Seneca Museum of Waterways and Industry and the Seneca Falls Historical Society help preserve the rich history of the area. Several historic landmarks, including the Elizabeth Cady Stanton House and museums such as the Women's Rights National Historical Park and the National Women's Hall of Fame, tell the story of women's suffrage in this birthplace of women's rights.

With a storybook-like charm, Seneca Falls is touted as the inspiration for the American classic film "It's a Wonderful Life." There is even a museum dedicated to the film and a bridge that will bring classic scenes from the movie to mind. Nestled in the midst of wine country, there are literally hundreds of wineries, craft breweries, and quaint coffee shops and restaurants just waiting for you around every bend.



For more information on Seneca Falls, New York, visit:

www.senecafalls.com

www.fingerlakesgateway.com/seneca-county-chamber-of-commerce