



Position Profile

Associate Vice President of Admissions

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In partnership with Summit Search Solutions, Inc.

ABOUT SOUTHERN CALIFORNIA UNIVERSITY OF HEALTH SCIENCES

Southern California University of Health Sciences (SCU) is a regionally accredited, nonprofit institution specializing in health care education. SCU is dedicated to its core values of grit, transparency, a sense of humor, and shared respect for a diversity of ideas, beliefs, and cultures.

The Southern California University of Health Sciences was founded in 1911 as the Los Angeles School of Chiropractic. SCU has added multiple programs over the years and is today a comprehensive health sciences university offering certificate, baccalaureate, and graduate level education to students interested in pursuing a career in the health professions. SCU is a leader in educating students to be competent and caring integrative healthcare practitioners. SCU has a history of providing the highest levels of patient care and has gained a reputation for excellence in an evidence-informed curriculum. For more information on SCU: <https://www.scuhs.edu/>

SCU's mission is to educate students as competent, caring, and successful integrative healthcare practitioners. Faculty, staff, and students enjoy a collaborative and engaged community that includes an active student association, staff senate, and faculty senate.

The University is proud of the SCU Health Center, a unique educational health and wellness facility residing in the heart of Whittier, California. The Center has been educating practitioners for 100 years. Skilled and qualified students provide care under the close guidance of expert, licensed SCU Health System practitioners. The SCU Health Center provides chiropractic, acupuncture, Ayurveda, and massage therapy services to address a variety of ailments and medical conditions. Each patient, based on their needs and condition, receives a customized plan that is right for their health and lifestyle.

The University is committed to providing excellence in academics, service, scholarship, and leadership through its four colleges:

- **Los Angeles College of Chiropractic**
 - Doctor of Chiropractic
 - Sports Medicine Residency
 - Diagnostic Imaging Residency
 - Veteran Affairs Residency
- **College of Eastern Medicine**
 - Doctor of Acupuncture & Chinese Medicine
 - Master of Acupuncture & Oriental Medicine
- **College of Science and Integrated Health**
 - Master of Science: Physician Assistant Program
- **School of Professional Studies**
 - Accelerated Science Courses
 - BS in Biological Sciences
 - Ayurveda Certificate Program
 - Clinical Internship for Ayurveda Practitioners
 - Massage Therapy Certificate Program

QUICK FACTS

13:1 Student to Faculty Ratio
6 Continents represented by SCU Alumni
30+ Student Groups and Associations
20 Average Class Size
35,000 Annual patient visits to the SCU Health System allowing students real world experience
12 Affiliated Health Centers
25 Acre Campus

[The Refreshed Institutional Plan to 2023](#) provides a sustainable plan for the success and growth of Southern California University of Health Sciences.



THE OPPORTUNITY

Associate Vice President of Admissions

Southern California University of Health Sciences (SCU) seeks an Associate Vice President of Admissions to join its team. Reporting directly to the Provost, the AVP of Admissions is a newly created position responsible for the strategic assessment, organization and building of the recruitment and admissions function at SCU. The AVP will be charged with continuous improvement in the design and implementation of policies, processes, and systems geared toward enhancing the efficiency and effectiveness of the recruiting and admissions functions. This is a career building opportunity for an experienced, driven leader to help set up SCU for long-term sustainability. The AVP will join a team of experienced, collaborative, and talented individuals who are passionate about SCU and its mission.

Primary Responsibilities:

- Oversees the day-to-day operations of the Admissions Office, including oversight of 17 staff, budget, and continual assessment of office processes (e.g. inquiry 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 marketing leadership, 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.
- 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 standards as determined by the academic program.
- Collaborates with marketing to develop a strategic marketing plan and assists with determining best practice strategies related to 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.
- Provides regular reports including but not limited to a weekly forecast.

- Meets regularly with admissions staff, program deans/directors and the provost to collaborate on recruitment and enrollment strategies. Keeps the provost 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.

Qualifications:

- Bachelor's required; master's preferred.
- Five or more years of progressively responsible experience in college admissions, recruitment, and enrollment.
- Familiarity with admissions systems including dialers, texting platforms, contact management systems, and student information systems. Experience with Five9, Salesforce, and Jenzabar a plus.
- A mature leader with significant supervisory/management experience.
- Experience leading and motivating an admissions team.
- Ability to work in a collaborative environment; able to develop productive relationships with colleagues in marketing, registrar, financial aid, and academic affairs.
- 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.
- Excellent process person – able to set up and monitor the efficiency of policies, processes, and systems.
- Demonstrated success in building collaborative working relationships throughout a college community and with external audiences.
- Adept at reporting and forecasting.
- Experience in a small tuition dependent institution preferred.
- Experience with healthcare related and/or capped programs helpful.
- A sense of humor – able to have fun while meeting goals.





PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and are welcomed until the position is filled. Click here to apply and be sure to include your resume and cover letter: <https://theapplicantmanager.com/jobs?pos=su156>

For nominations or further information:

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Southern California University of Health Sciences is an equal opportunity employer. Members of underrepresented groups are encouraged to apply.



[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 California, Kansas, New York, North Carolina, and Oregon.





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WHITTIER and SOUTHERN CALIFORNIA

Whittier is a unique combination of community identity, spirit, and cooperation that have helped make it one of the most attractive and desirable residential and business locations in Southern California. Located in Los Angeles County, about 12 miles southeast of the City of Los Angeles, it boasts beautiful year-round weather with temperatures rarely reaching above 90 degrees or below 50 degrees.

Living in Whittier offers residents a small town feel but with the benefits of a large metropolitan area with access to a vast array of cultural and recreational opportunities. In addition to all the attractions offered by the private sector, the County has several world-class facilities including the Music Center, Hollywood Bowl, Museum of Art, the Natural History Museum, the Ford Theatre, and Marina del Rey. The County manages 87 regional and local parks, 344 miles of horse and hiking trails, 19 golf courses, 31 public swimming pools, and 25 miles of beaches.

And there is no end to what Southern California (SoCal) offers in the way of world-renowned restaurants, gallery exhibits, theater, and just about every outdoor activity you can think of.

Southern Californians lead an outdoor lifestyle where family dinners can be served on the patio, an office worker can go for an outdoor run during his lunch hour and weekends can be spent bike riding, hiking, or taking the dogs for a long walk, followed by a stroll through the neighborhood farmers market. This is the life in SoCal year-round.

To learn more about *Whittier* and *Southern California*, visit:

Explore Whittier California: <https://www.explorewhittier.com/>

Whittier Chamber of Commerce: <https://www.whittierchamber.com/>

LA County: <https://www.lacounty.gov/>

Los Angeles Times Arts & Culture: https://www.latimes.com/entertainment/arts/?_lb=1

