



CHADRON STATE COLLEGE

Position Profile

Vice President for Enrollment Management

February 2021

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



THE INSTITUTION

“Chadron State College delivers experiences that foster knowledgeable and engaged leaders and citizens to enrich the High Plains region and beyond.”

Founded in 1911, **Chadron State College (CSC)** sits nestled against the north slope of Nebraska’s beautiful Pine Ridge and serves as a public institution of higher learning inside the Nebraska State College System. The system was established in 1867 and consists of three state colleges: Chadron State College, Peru State College, and Wayne State College which, along with the System Office and the Board of Trustees, constitute the Nebraska State College System. As established partners within the rural communities they serve, the colleges provide an engaging, personalized and rewarding college experience.

Chadron State takes pride in being financially and academically accessible to a student population of over 2,300 and values diversity and inclusion in people and thought. With its roots in teacher education, Chadron is the only four-year, regionally-accredited college in the western half of Nebraska. Today, CSC is a comprehensive college offering a wide range of undergraduate and graduate programs through on-campus and online courses in a variety of fields of study along with a comprehensive portfolio of student activities. Chadron State College’s athletic program is an integral part of the total educational experience provided by the institution. “The Eagles” compete in NCAA Division II in 13 sports and have been proud members of the Rocky Mountain Athletic Conference since 1989.

The 281-acre campus has 24 major buildings, five of which are listed in the National Register of Historic Places. Many of the most historical buildings on campus have been upgraded with state-of-the-art technology and modern amenities, making it a comfortable place to live and study. As part of the ten-year campus master plan, beginning in 2012, almost \$75M is being invested in new construction and renovations across the CSC campus. Completed projects include the Rangeland Complex, the Chicoine Event Center, the Eagle Ridge housing units, the Elliott Field at Beebe Stadium, and the outdoor Track facility. The Math and Science Center for Innovative Learning is scheduled for completion in 2022.

The College chooses to celebrate collaboration and its diligent efforts to create alignment between every department on campus is a crucial element of [Chadron State 2030](#), the College’s collection of strategic plans: the Master Academic Plan, the Campus Master Plan, and Chadron State Foundation’s comprehensive campaign. All three work together to create a high-quality learning environment for students and an engaging and rewarding place to live and work.

Chadron State has many reasons to be proud. However, if you ask people what they love most about the institution, you’ll often get the same answer: “It’s the people.” Chadron State was created because of the pioneering spirit of people who settled the Great Plains, which is still evident in their descendants who occupy northwest Nebraska. The student body, which consists predominately of Nebraskans, is enriched with enrollees from across the nation and around the globe who are valued for the diverse perspective and experiences they bring to the region. Whether their hometowns are defined as rural, urban, nearby or afar, the Chadron community has at least one thing in common: They are proud to be Chadron State College Eagles. To learn more about Chadron State College: <http://www.csc.edu>

Location: Chadron, Nebraska



THE OPPORTUNITY

Vice President for Enrollment Management

The Vice President for Enrollment Management (VPEM) is a newly designed position focused on working with senior leaders in the College, including the Vice President for Academic Affairs and the President's Cabinet, to integrate and oversee a single unified Office of Enrollment, including the offices of Admissions, Financial Aid, and the Student Transition and Registration Team (START). The VPEM reports to the President and supervises a total staff of approximately 26 people.

The VPEM will develop and implement an innovative strategy to attract applicants, select and recruit students to the College, and support their financial and enrollment needs as students, including academic records, financial aid, and business services.

The incumbent will take a systematic and data-driven approach to anticipating the changing higher education landscape, demographic shifts, and student needs.

Major Tasks, Duties, and Responsibilities

- Develop and execute a strategic plan that integrates recruitment, admission, enrollment, and student services to provide seamless transitions and high-quality service throughout a student's life-cycle at CSC, from recruitment and admission to financial aid, academic records, and graduation.
- Document, analyze, and, as needed, refine processes, policies, technologies, and resources dedicated to delivering admission, financial aid, and enrollment services to ensure that they are structured and managed optimally and effectively to support student success.
- Cultivate strong collaborative relationships across the institution to ensure that admission, enrollment, and student services are well integrated with the work of academic departments and other key institutional partners, including Student Affairs, Information Technology Services, and academic support units reporting to the Vice President for Academic Affairs.
- Integrate a deep commitment to inclusive excellence into every aspect of the unit's work.
- Fully harmonize admission and student financial functions to provide best-in-class coordination and consistent analysis of the financial aid strategy to attract, retain, and serve the students CSC seeks to educate.
- Oversee scholarship awarding process, drive strategy, and provide guidance for student recruitment, evaluation, and yield while leveraging financial aid to meet recruitment goals of the academic programs, including developing a diverse student body.
- Lead the successful operation of all aspects of application processing; student financial aid regulations, compliance and audit functions; communication; and data management.
- Provide leadership, direction, research, and planning in formulating recruitment strategies for target markets and collaborate with College Relation to implement those strategies.
- Build an enrollment and financial aid strategy that takes into account access, affordability, debt, and support to current and prospective students.

Related Experience & Credentials Required:

- A Master's degree (doctoral degree preferred).
- A management record that demonstrates strengths in leading high-performing teams.
- A record of successful experience leading an enrollment management function in a college or university which includes:
 - Demonstrated experience as a collaborative, people-centric, data-driven decision-maker able to lead a next-generation enrollment strategy that leverages advanced analytics and technologies;
 - Demonstrated success in strengthening applicant pools and admitted student enrollment through proactive marketing and recruitment efforts;
 - Experience with both undergraduate and graduate student populations;
 - Proven ability in growing and sustaining racial, ethnic, and economic diversity in a student body and a deep understanding of the value of a diverse community - experience developing a recruiting and support structure for Latino/Hispanic student populations is preferred;
 - Success in evaluating and improving the practices of the student enrollment experience, including timely, effective, and positive engagement with students and families throughout their experiences with admissions, financial aid, student accounts, and student academic records;
 - Successful experience leading institutional initiatives, strategic planning, change management, program development, and enrollment promotion;
 - Demonstrated ability to lead in the creation of partnerships that accomplish objectives, indicating an ability to successfully work with regional employers for enrollment opportunities;
 - Nuanced understanding of the importance and impact of financial aid policy to achieve institutional ambitions;
 - Knowledge of all applicable federal and state regulations as well as bylaws related to NCAA compliance.

Qualities and Characteristics the Successful Candidate Will Possess:

- Aptitude for creative, inspiring, and accomplished leadership with the highest level of commitment to advancing the organization's goals.
- Strong analytical skills, including the ability to digest and apply relevant research and data, leveraging analytics and technological tools.
- Sound judgment in making decisions and recommendations with the highest levels of integrity, fairness, and ethical standards.
- Superior communication and listening skills with the ability to make connections, earn trust, and foster collaboration to engage in collective action.





PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled; **parties who apply by April 7th will be given first consideration.** Upon application, please submit a PDF version of your CV/resume and a letter of interest that indicates the ways in which your experience lines up with the qualifications indicated. All applications and nominations will be held in confidence.

To apply online, go to: <https://nscs.peopleadmin.com/postings/8201>

For more information or to offer recommendations or nominations:

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The Nebraska State Colleges are equal opportunity institutions and do not discriminate against any student, employee, or applicant on the basis of race, color, national origin, sex, sexual orientation, gender identity, disability, religion, or age in employment and education opportunities. Each College has designated an individual to coordinate the Colleges' non-discrimination efforts to comply with regulations implementing Title II of the Americans with Disabilities Act, Titles VI and VII of the Civil Rights Act, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975, and Section 504 of the Rehabilitation Act. Inquiries regarding non-discrimination policies and practices may be directed to the Compliance Coordinators assigned at each College and identified on each College website.

This position is subject to Veteran's Preference. Successful Background Records Check required as part of employment process.



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CHADRON, NEBRASKA

Located in beautiful northwest Nebraska, Chadron is just south of the Black Hills of South Dakota, borders Nebraska's famed Sandhills on the west, and is right in the middle of the Pine Ridge escarpment. Its 125 years of Old West history encompasses stories of prairie pioneers and Native Americans, and the region's rich paleontological resources draw visitors and scientists from all over the world.

At 3,400 feet elevation, Chadron is surrounded by unbroken grassland, cattle ranches, wheat fields and the ponderosa pine forested hills of the Pine Ridge. It is located a short hour's drive south of the Black Hills of South Dakota, home to the Mount Rushmore National Memorial, Crazy Horse monument, Custer State Park, and numerous outdoor recreation opportunities

Chadron has been recognized nationally as a premier outdoor sports town with access to some of the best mountain biking in the country. Public lands offer miles of hiking trails within a few minutes' drive from town that can be enjoyed at almost any time of the year, and close by there are two traditional golf courses and a top flight 18-hole disc golf course.

Escape the noise, crowds, and traffic of big cities and experience the picturesque landscape, fascinating historical museums, and hometown hospitality of this charming community.

What Makes Chadron Unique

- Just under two hours' drive from Chadron, you can visit the awe-inspiring **Mount Rushmore National Memorial**, an iconic American experience.
- Exploration of the unique landscapes, history, and culture of the **High Plains** region.
- **The Pine Ridge National Forest** and **Chadron State Park** are just minutes from town.
- A half hour away is **Fort Robinson State Park**, an important historical landmark and premier recreational site with opportunities for fishing, camping, biking, horseback riding, and kayaking.
- The **Museum of the Fur Trade**, 4 miles from Chadron, houses the world's most complete collection of materials from the trade that first opened North America to European exploration.
- Visitors to the area and scientific researchers can explore early Native American culture at the **Hudson Meng Bison Bone Bed**, and the nearby **Toadstool Geologic Park** features a mesmerizing **Badlands** landscape rich with fossil remains.
- Chadron is located 30 miles from the **Pine Ridge Indian Reservation**, home to the Lakota Sioux people whose leaders Red Cloud and Crazy Horse made lasting marks on American history.
- The city is also home to headquarters of the **United States Forest Service** management operations of two National Forests and three National Grasslands.

For more information:

City of Chadron: <http://chadron-nebraska.com>

Chadron Chamber of Commerce: <http://www.chadron.com>

Discover Dawes County: <http://discovernwnebraska.com>