



**SAGINAW VALLEY**  
STATE UNIVERSITY®



## POSITION PROFILE

# Vice President of Enrollment Management

June 2023



# SAGINAW VALLEY STATE UNIVERSITY

Saginaw Valley State University (SVSU), founded in 1963, is one of Michigan's 15 public universities with an enrollment of just over 7,200 students with 2,000 of them residential. SVSU is located in the heart of Michigan's Great Lakes Bay Region and stretches across 748 acres. A majority of the campus buildings are connected and also have been newly built or updated in the past 15 years. SVSU is surrounded by a nature preserve and is one of the most beautiful college campuses in the state. In 2022, SVSU was voted Best College Campus in Michigan and the Best Housing in the US on Niche.com.

SVSU offers over 100 academic programs at the undergraduate and graduate levels in five colleges: Health & Human Services; Arts & Behavioral Sciences; Science, Engineering & Technology; Business; and Education. SVSU offers a wide range of additional opportunities for students to thrive and be engaged. Potential leaders may choose a number of elite honors programs with opportunities to do faculty-led research and compete nationally. Men and women may compete in NCAA Division II varsity sports programs or choose to be involved in any of the 170 registered clubs, organizations, and intramural sports.

There are over 1,100 staff and faculty working together to enhance the lives of students from around the world. SVSU's inclusive campus culture fosters diversity and inclusion and engages in coordinated efforts across campus to support every aspect of the student journey, from Tutoring & Academic Support; Mental Health & Wellness Center; a Center for Career Readiness; Multicultural Support and Services; and Accessibility Resources and Accommodations.

SVSU has received national recognition among "Great Colleges to Work For" for six consecutive years. SVSU's collective commitment to supporting student success in the Cardinal community makes SVSU a great place to work and learn.

Saginaw Valley State University was accredited by the Higher Learning Commission of the North Central Association as a baccalaureate degree-granting institution in 1970. In 1980 the HLC/NCA continued this accreditation and granted accreditation at the master's degree level. In 2013, SVSU added its first doctoral program in nursing. These accreditations have been reaffirmed continuously since the original accreditation. SVSU also has ten programs that have been awarded specialized accreditations, including being selected by the Carnegie Foundation for the Advancement of Teaching to receive its 2015 Community Engagement Classification, marking SVSU as a university that is exceptionally engaged with the community it serves. To learn more visit: <https://www.svsu.edu/>

## SVSU Guiding Principles

### Mission

SVSU transforms lives through educational excellence and dynamic partnerships, unleashing possibilities for impact in its community and worldwide.

### Vision

SVSU will be renowned for its innovative teaching, experiential learning and state-of-the art facilities and will be the first choice for those striving for personal and professional success.

### Core Values

- Passion for academic exploration and achievement
- Supportive environments focused on student success
- Diversity and inclusivity
- High standards for ethical behavior and financial stewardship
- A safe, friendly and respectful campus climate
- Community engagement

### Strategic Goals

1. SVSU delivers high quality academic programs that lead to student success, improved retention, and enrollment stability.
2. SVSU's people, climate and culture transform lives.
3. SVSU is widely known across Michigan as a sought-after institution of higher learning.
4. SVSU is financially robust, fosters sound business practices, and is noted for operational excellence.
5. SVSU's community engagement activities drive regional and institutional success both locally and worldwide.



# DIVISION OF ENROLLMENT MANAGEMENT

With the appointment of President George Grant Jr. in early 2023, Saginaw Valley State University is undergoing changes to its leadership structure. A new Division of Enrollment Management is being created, bringing together a number of offices and functions that have historically spanned the Division of Academic and Student Affairs and the Division of Administration and Business Affairs. This new division will be responsible for optimizing enrollment through the development of a new strategic enrollment management plan that ensures integrated and collaborative efforts across campus to support recruitment, enrollment, retention, and graduation. The individual selected for this position will have a major role in defining, implementing, and optimizing the division and will be an active member of the President's leadership team.



## THE OPPORTUNITY

### Vice President of Enrollment Management

Reporting directly to the University President, the Vice President of Enrollment Management is a member of the executive team that is responsible for the development and implementation of the University's enrollment management plan, collaborates across divisions to support quality student experiences, and advises leadership on enrollment strategies. Units that report to the Vice President include: Admissions, Financial Aid, Registrar, Institutional Research, International Programs, and Graduate Admissions. Ideally, this person will be available to lead the enrollment and recruitment activities during the 2023-24 academic year.

#### *Essential Duties & Responsibilities:*

- Direct the activities of the Enrollment Management Division, including budget management, personnel supervision, planning, program and staff development, and evaluation.
- Serve as a member of the President's leadership team and participate in formulating and administering University policies.
- Develop and implement an enrollment management plan to include projections and the provision of appropriate enrollment reports.
- Ensure that Enrollment Services policies are appropriate, current, and consistently applied.
- Provide leadership for the recruitment, admissions, and retention efforts of undergraduate and graduate students.
- Engage faculty, staff, senior leadership, alumni, and students in the recruitment process, galvanizing the many constituencies of the University to join in helping realize enrollment goals.
- Communicate with local school constituents such as prospective students and their parents, administrators, teachers, guidance counselors, alumni, and other school staff members in recruitment efforts.
- Work collaboratively with marketing and communications to develop and implement a plan to increase awareness and reputation in support of enrollment goals.

- Collaborate with Provost and academic deans to plan and coordinate enrollment strategies that meet the recruitment and retention goals and objectives of individual colleges.
- Make data-informed enrollment projections and strategic recruitment, admissions, and financial aid decisions.
- Regularly assess the effectiveness of recruitment activities and scholarship programs.
- Represent the University on university, community, state, and national committees.
- Actively represent and communicate a positive public image to constituents including students, employees, and the public.
- Communicate the vision and mission of the Enrollment Management Division to all members of the University community and coordinate that mission to the University's stated mission.
- Remain current with trends and best practices pertaining to the field through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses.
- Perform other duties as assigned.

## Qualifications:

### Minimum Qualifications:

- Master's Degree from a regionally accredited institution.
- At least seven years of progressive responsibility for student services, student affairs, or enrollment management programs and services.
- Superb interpersonal and communication skills.
- Demonstrated ability to build and lead effective, diverse management teams.
- Demonstrated experience in data-driven enrollment operations that result in sustained growth in enrollment, diversity, academic quality, and increased retention and graduation rates.
- Working knowledge of current methodologies in enrollment management, and admissions processes.
- Experience with financial aid compliance.
- Ability to work positively and effectively with the academic community, public officials, and the public.
- Demonstrated expertise in analytical, data-informed, and results-oriented processes.
- Experience and ability to interact positively with a diverse campus community.
- Ability to perform the essential duties of the position with or without accommodations.

### Preferred Qualifications:

- A terminal degree would distinguish the candidate.
- More than ten years of progressive responsibility for student services, student affairs, or enrollment management programs and services.

## Why Consider the Opportunity:

- **Impact.** As the University restructures the enrollment function this person will have the opportunity to work with a seasoned team to strengthen the overall effectiveness of this department.
- **Alumni are the talent pipeline for the Great Lakes Bay region.** Graduates play an important role in the health of the city of Saginaw and the greater community. Upon graduation, many play a pivotal role in the healthcare workforce, the education community, first responders, and the business people community.
- **SVSU is a great place to work.** The University has a collaborative culture developed and supported by senior leadership, faculty, and staff. This is a community that values each person and makes care for one another a high priority.
- **Exceptional benefits.** Benefits highlights include a 12% employer contribution to retirement, low healthcare costs, and tuition waivers.
- **High quality of life.** The Great Lakes Bay region offers an affordable cost of living with many housing options. The region is a family-oriented community close to many recreational activities.



## PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled; **parties who apply by July 27, 2023 will be given first consideration.** Please submit your CV/resume and cover letter outlining your interest in and suitability for this position. To apply online, go to: <https://theapplicantmanager.com/jobs?pos=su365>

***For more information or to offer recommendations or nominations:***

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Saginaw Valley State University is an Equal Opportunity / Affirmative Action Employer:

<http://www.svsu.edu/diversity/affirmativeaction/>



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# GREAT LAKES BAY REGION, MICHIGAN

Saginaw Valley State University is in the heart of the Great Lakes Bay Region and offers many options for activities — both on and off-campus.

Midland, Bay City, Saginaw, and Mount Pleasant are the heart of the Great Lakes Bay Region. From the bustle of downtown Saginaw to the quiet agricultural communities of Gratiot County, the Great Lakes Bay Region spans diverse communities throughout the heart of Michigan. Thanks to its blue-collar heritage and convenient access to the rest of the state, people find that the Great Lakes Bay Region is a great place to live, build a career, and raise a family.



**Population:** The Great Lakes Bay Region is home to more than 500,000 residents.

**Education:** More than 32% of adult residents have earned a college degree.

**Businesses:** The area has large clusters of chemical, manufacturing, and agricultural businesses.

Few places can compete with the wildlife, parks, and cultural activities available in the Great Lakes Bay Region and there is a wide range of activities for educating and entertaining families such as:

- **BAYSAIL APPLEDORE SCHOONERS** who are a nonprofit organization that provides personal development opportunities through shipboard and land-based educational experiences.
- **RAIL TRAIL** is a network of former railroad tracks converted into paved nature trails to refresh the mind and body.
- **BAY CITY STATE PARK** where you can camp, hike, and bike along the banks of the Saginaw Bay also known as a hot spot for bird watching.
- **FRANKENMUTH** known as Michigan's "Little Bavaria" is within easy driving distance from the university. It is the largest tourist attraction in the state and features architectural features, food, and music that harkens back to its German heritage.
- **IMPRESSIVE CULTURAL ASSETS** which include Dow Gardens, Whiting Forest, the Castle Museum, and the Temple Theatre with its neo-classic design.

Home to four major medical centers, the Great Lakes Bay Region has a deep commitment to the health and wellness of those who live, work, and play in the community. The THRIVE initiative, a collaboration between the Michigan Health Improvement Alliance (MiHIA) and the Great Lakes Bay Regional Alliance (GLBRA), was created in support of the importance of the overall health of the region.

*To learn more about the Great Lakes Bay Region, please visit the following:*

Great Lakes Bay: <https://www.gogreat.com/>

Downtown Bay City: <http://www.downtownbaycity.com/>

Saginaw County Chamber of Commerce: <https://www.saginawchamber.org/>

