



VICE PRESIDENT FOR ENROLLMENT MANAGEMENT

POSITION PROFILE

Texas A&M University-Corpus Christi (TAMU-CC) invites nominations and applications for an exceptional individual to serve as the institution's first Vice President for Enrollment Management. The Vice President for Enrollment Management will play a key role in helping the institution meet a number of the objectives outlined in the University's current [Strategic Plan](#).

The Role of the Vice President for Enrollment Management

The University seeks a Vice President for Enrollment Management who will bring an established record of accomplishment; have an appreciation for recruiting in historically underrepresented markets; and demonstrate experience assessing and developing targeted markets at the undergraduate and graduate levels. This person should have comprehensive knowledge about enrollment management, admissions, and financial aid and have the ability to execute innovative practices that will support access and degree attainment for undergraduate and graduate programs. As the University continues to grow new academic programs, the Vice President must have expertise and the ability to lead in a dynamic, highly competitive environment. This individual must have stellar leadership talents; an innovative, can-do style; and the aptitude to collaborate with a diverse population.

Reporting to the President, the Vice President will be a key member of the Cabinet. This individual will work collaboratively with individuals across the institution in the data-driven development, execution, and assessment of a strategic enrollment management plan that advances the University's Strategic Plan. The Vice President will oversee a team of more than 30 in the newly restructured Division of Enrollment Management. Reporting directly to the Vice President are the Executive Director of Admissions, the Associate Director of Recruitment Communications, and the Executive Director of Financial Aid.

The Division of Enrollment Management at TAMUCC has been undergoing a cross-divisional redesign of the enrollment management process for the past 12 months. The goal of the redesign team is twofold: (1) to create a world class experience for students and families who are interested in TAMUCC and (2) optimizing and aligning processes and policy to create greater efficiency and more transparent tracking of the student's journey from inquiry to enrollment.

The University

TAMU-CC is a vibrant, relatively young doctoral-granting university and Hispanic-Serving Institution (HSI). With 12,000 students from 47 states and 54 foreign nations and 1,318 faculty and staff, it combines a heritage of teaching excellence with innovation in research and creative activity, as well as community engagement.

TAMU-CC possesses the key elements to support its move to the next level among its peers as a major Hispanic-Serving research university. Recently receiving a new Carnegie classification: R2 Doctoral University with High Research Activity, A&M-Corpus Christi joins only 134 institutions across the country who have reached this status; only 8 of those institutions are in the state of Texas.

The University's strategic plan, Momentum 2020, lays out a bold agenda for developing recognized programs in areas important to the region and nation. To achieve this goal, the University has begun to strengthen and grow its infrastructure to support existing and promising new programs. Services and operations dedicated to student recruitment, retention, and welfare will be expanded to meet increased student demands and enhance the educational experience for all.

TAMU-CC is a member of the Texas A&M University System – a network of eleven universities, seven state agencies and a comprehensive health science center. As a member of the Texas A&M University System, the school benefits from a range of centralized resources, increased visibility and political clout, and opportunities to collaborate in mutually beneficial ways with peers across member institutions and associated agencies.

TAMU-CC is on a trajectory to achieve national recognition as evidenced by the quality of its faculty and staff, the success of its students, the connectedness of its alumni and the excellence of its academic and student life portfolios. Its strategic location on the Gulf of Mexico and on the cultural border with Latin America provides a basis for gaining national and international prominence. TAMU-CC is committed to becoming one of the leading centers of higher education in the Gulf of Mexico region while serving the intellectual, cultural, social, environmental and economic needs of South Texas.

Leadership

Kelly M. Quintanilla is in her 25th year at the Island University having assumed the role of President of Texas A&M University-Corpus Christi in August 2017. She previously served as Provost & Vice President for Academic Affairs, Dean of the College of Liberal Arts and Director of the School of Arts, Media & Communication, as well as Chair for the Department of Communication and Theatre and Professor of Communication. Since assuming the role of president, she has assembled a leadership team that is highly collaborative, transparent, pro-active, innovative, and student focused. Dr. Quintanilla and the entire President's Cabinet, as well as faculty and staff, are committed to providing an unparalleled commitment to every student's success, closing gaps in achievement, and delivering a robust campus experience, while continuing their success as an R2 university with high research activity.

The Community

TAMU-CC has a beautiful main campus located on a coastal island of 240 acres surrounded by the waters of the Corpus Christi and Oso bays – the only University located on its own island. TAMU-CC was ranked first on Best College Reviews' list of "50 Best Colleges By the Sea." Just eight miles from downtown Corpus Christi, the natural setting is enhanced by modern, attractive, and state-of-the-art classroom buildings and support facilities. With a population of over 300,000, Corpus Christi is the largest Texas city south of San Antonio, as well as a coastal city, making TAMU-CC highly attractive to prospective students from throughout the region and beyond.

Responsibilities and Qualifications

Primary responsibilities of the Vice President for Enrollment Management include:

- Create strategies and division-wide initiatives that effectively support the recruitment and retention of a diverse and inclusive student body in a manner that complements the University's culture and core values;
- Enhance a visible profile within the campus community and University constituencies;
- Lead collaborative efforts with units across campus to develop short- and long-term enrollment goals, effective marketing strategies, and proactively implement scholarship plans;
- Utilize emerging technologies to provide comprehensive statistical and data-informed analyses necessary to make thorough policy decisions supporting new enrollment markets while sustaining and growing existing markets;
- Monitor and assess data to evaluate the effectiveness of recruitment efforts and financial-aid programs, including social media, marketing, and other, to improve yield with potential students and their families;
- Evaluate and improve the practices of the student-enrollment experience, including timely, effective, and positive engagement with students and families throughout the entirety of their experiences with admissions, financial aid, and registration;
- Optimize use of available federal, state, and institutional resources in the recruitment and retention of students while ensuring campus compliance with all federal and state agencies' regulations and policies;
- Establish an environment of efficiency, accountability, and service excellence.
- Provide leadership and management best practices to develop a strong sense of teamwork, equity, and investment in A&M-CC's mission;
- Lead the development of policies and procedures that leverage financial aid awards in a manner that enhances the overall student body and expands opportunities for timely degree attainment; and
- Proactively build and support a comprehensive pathway program for recruitment and admission initiatives with a broad array of community colleges, early college credit, and military transfer programs to ensure student access to and success at the University.

The successful candidate should possess the following skills and qualifications:

- A master's degree;
- Ten years of progressively responsible and demonstrated success in higher education enrollment management, with at least five years as a supervisor of professional staff;
- Demonstrable leadership in higher education strategic enrollment management, including data-driven programs, budgetary and personnel responsibilities, enrollment management planning, contract management, and program development;
- Leadership experience with current best practices in enrollment management, admissions, financial aid, and registration;
- Experience with current and emerging technology (hardware and software solutions) related to recruitment, admissions, and financial aid;
- Experience with process-improvement initiatives and leadership in change-management environments;

- Knowledge of national and state issues related to higher education policies and practices influencing enrollment management;
- A record of dynamic, collaborative, proactive, visionary, and ethical leadership;
- Excellent interpersonal, communication, management, problem-solving, and decision-making skills.
- Ability to work with professional integrity and discretion;
- Experience with collaborative retention strategies;
- Leadership experience in supporting a diverse student population;
- Knowledge and leadership experience in supporting a culture of inclusion and multicultural competence;
- Demonstrated ability to lead and support a diverse staff and work with a diverse faculty and student body;
- Demonstrated ability to work collaboratively across university divisions to advance a unified recruitment strategy;
- Prior work with the strategic planning process, including development and execution;
- Excellent written and verbal communication skills, including expertise in presenting publicly and speaking on behalf of an institution; and
- Ability to identify data needed to drive decision-making as well as analyze and present enrollment metrics.

Nomination and Application Process

The Search Committee will begin reviewing applications immediately and continue to accept applications and nominations until the position is filled. However, in order to assure the fullest consideration, candidates are encouraged to have complete applications submitted to the search firm assisting the University by May 13, 2019. Requested application materials include a letter of interest; curriculum vitae and/or résumé; and the names, telephone numbers, and e-mail addresses of at least five professional references. References will not be contacted until after the first screening of applications and then only after the applicant has given explicit permission. All application materials must be submitted electronically in Microsoft Word or PDF format.

Please direct all applications, nominations, and inquiries for the position to the search firm assisting the University at the contact information below:

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Refer to code "TAMUCC-VP" in subject line.

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