



## **VICE PRESIDENT FOR ENROLLMENT MANAGEMENT**

**AUGSBURG UNIVERSITY**  
**Minneapolis, Minnesota**

Augsburg University\* in Minneapolis seeks an experienced, confident and proactive professional to lead the enrollment division as the University aims to continue building its strong enrollment momentum across all programs (graduate, traditional undergraduate and degree completion). The Vice President for Enrollment Management reports to the president, is a member of the President's Leadership Team, and serves as lead staff for the Board of Regents enrollment committee. The Vice President oversees the areas of undergraduate admissions (traditional, adult and transfer students), graduate admissions, and financial aid, directing a team of more than 30 high-impact and reflective staff members who work closely with faculty, staff, and students to attract a talented, diverse, and engaged student body.

**THE POSITION:** The Vice President for Enrollment Management has primary responsibility for the development and implementation of recruitment, pricing and financial aid leveraging strategies for the institution encompassing the traditional first year and transfer students, adult undergraduate students and graduate students. The Vice President is accountable for translating the University's enrollment plan into strategies and tactics that achieve enrollment and net tuition revenue goals and that link new student enrollment to persistence and targeted graduation rates. The Vice President provides motivating and informed leadership for engaging campus partners and the Board of Regents in successful program, admissions, and financial aid policy planning, collaborating regularly with leadership across the institution. Key partnerships include the Office of the Provost, faculty and academic departments, Finance and Administration, Marketing and Communications, Athletics, and International Programs. The Vice President also works with Institutional Research and external partners to develop and analyze enrollment-related research and admissions trend data, with an eye toward informing decisions about short-term and long-range enrollment goals and new market opportunities.

**QUALIFICATIONS:** Candidates must have substantial experience working in higher education enrollment management, a record of success in establishing and meeting enrollment goals, and a strong understanding of the impact of enrollment strategies on year-over-year retention and 4-year graduation rates. Candidates should be comfortable with institutional complexity and be skilled at introducing sustainable change at multiple levels. Knowledge of national enrollment and market trends, awareness of effective strategies, and mastery of demographic information are a must. The successful candidate will be able to assess various financial aid models, strategies and practices, and work closely with the financial aid staff, consultants, and the CFO in optimizing state, federal, and institutional resources to achieve enrollment and net tuition revenue goals.

Proficiency with customer relationship management (CRM) and student information systems is expected, as is experience in using communication technologies to recruit and enroll students. Exceptional planning, budgeting, and organizational skills are essential for this position, as is the ability to analyze data and review strategies to optimize enrollment. Experience leading and managing staff, along with an ability to inspire and support their professional development, is important. Candidates should have excellent communication and presentation skills and a strong professional network. Candidates must possess strong intercultural competence and be able to work effectively and collaboratively in a diverse work environment. A bachelor's degree is required; an advanced degree is preferred.

**PERSONAL CHARACTERISTICS:** The new Vice President for Enrollment Management will be a motivating presence with an open communication style, nimbleness in problem solving, and demonstrated tenacity and persistence in accomplishing goals. Knowledgeable, energetic, and self-assured, the successful candidate will value transparency and have an understanding of ambiguity and nuance. Additionally, the successful candidate will demonstrate a commitment to diversity, equity and inclusion.

**THE UNIVERSITY:** As it approaches its sesquicentennial in 2019, Augsburg offers more than 50 undergraduate majors and nine graduate degrees to approximately 3,500 students of diverse backgrounds. From 2014 to 2016 new undergraduate student enrollment grew 21 percent, and graduate student enrollment rose from 822 to a record enrollment level of 987 students. With a student/faculty ratio of 12:1, the University focuses on close personal interaction with faculty and experiential education opportunities on campus and in the community. An Augsburg education is defined by excellence in the liberal arts and professional studies, guided by the faith and values of the Lutheran church, and shaped by its urban and global settings.

Among the distinctive features of the University are its deep dedication to civic and community engagement, and a strong belief in the integration of liberal arts and professional studies across programs. In January, Augsburg will open its newest academic building, the Hagfors Center for Science, Business, and Religion, a 136,000-square-foot signature facility designed to express Augsburg's student-centered education, community stewardship, and commitment to sustainability.

The University's commitment to its neighborhood and the world is enhanced through the work of four signature centers: the Christensen Center for Vocation, the Center for Global Education and Experience, the Sabo Center for Democracy and Citizenship, and the Strommen Center for Meaningful Work. At both undergraduate and graduate levels, students actively engage in international travel and intercultural experiences that broaden their view of the world and deepen their engagement in it. Augsburg has been nationally recognized for welcoming and supporting a wide range of students, both locally and abroad.

Augsburg's main campus is located in the Cedar-Riverside neighborhood of Minneapolis, one of the most diverse areas in the Twin Cities, and is connected to the Minneapolis-St. Paul Airport and both metropolitan downtowns via nearby Light Rail Transit stations. Augsburg is adjacent to the University of Minnesota West Bank campus and one of Minneapolis' largest medical complexes. The Mississippi River, the Seven Corners Theatre district, and the new U.S. Bank Stadium (host to the 2018 Super Bowl) are just blocks away. The Twin Cities offer nationally recognized museums and cultural attractions as well as a wide range of sports and year-round outdoor activities. Minneapolis and St. Paul rank among the top cities in the nation for fitness, public education, arts and theater, parks systems, bike-friendly transit, sustainability, and corporate headquarters (public and private) per capita. In addition to its Minneapolis

campus, Augsburg has a location in Rochester, the fastest growing city in Minnesota and headquarters of the Mayo Health System. Augsburg's premier Physician Assistant Studies program is located in St. Paul on the campus of Luther Seminary. In addition to these locations, Augsburg owns and operates international sites in Mexico, Nicaragua, and Namibia.

Augsburg's commitment to equity and inclusiveness is reflected in the student body: for the past several years, students of color have comprised nearly 40 percent of the incoming first-year undergraduate class; in Fall 2017, that number is expected to surpass 50 percent. With approximately 1,000 students living on campus, Augsburg engages students in a wide range of co-curricular activities, including NCAA Division III intercollegiate athletics. For more information about the University, visit [www.augsburg.edu](http://www.augsburg.edu).

\*Effective September 1, 2017, Augsburg College will officially change its name to Augsburg University.

**TO APPLY:** Napier Executive Search is assisting Augsburg University with this search. For more information or to nominate an individual, please contact Mary Napier ([mary.napier@napiersearch.com](mailto:mary.napier@napiersearch.com)) or Laura Robinson ([laura.robinson@napiersearch.com](mailto:laura.robinson@napiersearch.com)). All communication will remain confidential. Resumes will be reviewed until the position is filled. For best consideration, please send a resume and cover letter by email to: [Augsburg@napiersearch.com](mailto:Augsburg@napiersearch.com) by August 10.

*Augsburg University is an Affirmative Action/Equal Opportunity Employer. All employees and qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.*

*The University is committed to building a culturally diverse faculty and staff; we strongly encourage applications from women, people of color, and members of other groups historically underrepresented in higher education. Successful candidates will have demonstrated abilities working in an academic community dedicated to intentional diversity. All candidates are encouraged to highlight skills and experiences that demonstrate these commitments and competencies.*

