



# Purchase College

STATE UNIVERSITY OF NEW YORK

## Dean of Enrollment Management

*Purchase College, SUNY, offers a unique education that combines programs in the liberal arts with conservatory programs in the arts in a way that emphasizes inquiry, mastery of skills, and creativity. Our graduates contribute to the arts, humanities, sciences, and society.*

*Purchase College Mission Statement*

Purchase College, State University of New York, founded by Governor Nelson Rockefeller in 1967 as the cultural gem of the State University of New York system, invites applications and nominations for the newly created position of Dean of Enrollment Management.

### **The Position:**

The Dean will report to the Vice President of Student Affairs and Enrollment Management, Dennis Craig, and will serve as a dynamic, collaborative and experienced leader providing oversight to the Offices of Admission and Student Financial Services. S/he will serve as a member of the senior leadership team responsible for the development, implementation, coordination, and evaluation of the College's current and new enrollment initiatives for undergraduate and graduate programs and will provide vision and leadership in the strategic deployment of financial aid and scholarship to shape enrollment and improve retention.

Working closely with faculty and staff across the campus, the Dean will create and execute data-informed, results-oriented initiatives that help the college

achieve its desired enrollment mix while bringing regional and national attention to the college's academic programs. As the leader of the Admissions and Student Financial Services areas, the Dean will maximize the synergies between both areas while establishing related goals and objectives. As chair of the college's Enrollment Management Implementation Team, the Dean will lead efforts that strengthen collaboration, extend recruitment initiatives in local, regional and national markets, enhance institutional visibility, increasing yield and enable institutional research to support assessment.

With the recent establishment of the New York State's Excelsior Scholarship which will offer full tuition to in-state students with households within a range of incomes, the Dean will have a powerful tool to maximize enrollment and impact the mix of students in programs throughout the college. The successful candidate will demonstrate how they think innovatively about crafting recruitment strategies that expand Purchase College's market for students who should consider all programs at the college.

### **Duties and Responsibilities:**

In order to build upon Purchase College's leading reputation in delivering professional arts and liberal arts and science offerings, the new dean must be able to do the following:

- Possess and share knowledge of demographic, social and economic trends, practices, and strategies for successful recruitment, marketing and communication, and awarding of financial aid and scholarships;
- Manage multiple admission recruitment, selection, and yield initiatives designed to meet both the complex enrollment goals and the program strengths of the institution;
- Demonstrate experience building new enrollment of students who emerge from regional and/or national markets;
- Develop, manage, and administer a comprehensive annual recruitment plan to meet enrollment objectives;
- Organize and manage all prospective and accepted student communications, including but not limited to application instructions, portfolio/interview/audition requirements and deadlines. Collaborate with deans, department chairs and directors, as well as other stakeholders to create a unified communications flow;
- Possess a deep understanding of scholarship/need based financial leveraging, especially as it relates to a public, liberal arts education;
- Direct the administration of Title IV programs, ensure compliance with Federal, State, and local legislated requirements, and provide oversight

and direction of the disbursement of financial resources in a manner consistent with the college mission;

- Strengthen internal communication and collaboration with all constituencies including the enrollment management staff, departmental and school faculty and staff, senior administrators, and alumni in order to engage the entire campus community in embracing a culture of enrollment management;
- Effectively articulate a vision that inspires confidence while enabling role appropriate participation in the admissions process across campus;
- Creatively reallocate resources in order to utilize the skills, strengths and talents of staff;
- Understand the role of enrollment in retention and act as a key member of the leadership team that addresses student success;
- Support and maintain a commitment to increased diversity and inclusion in collaboration with The Purchase College Diversity Plan: Strengthening Inclusive Excellence;
- Act as a creative agent for change, innovative ideas, and strategic initiatives;
- Serve as a proven and experienced manager who is able to create a team atmosphere that is inclusive and transparent;
- Demonstrate the ability to motivate and empower talented staff and to serve as their advocate, mentor, and leader;
- Possess uncompromising integrity and a sense of humor;
- Confidently navigate the complexities of a mid-sized public institution by exhibiting the characteristics of patience, persistence, grit, adaptability and flexibility;
- Demonstrate expertise with data analysis and an appreciation for technology; as well as experience with the use of Banner, Recruiter and Extender packages from Ellucian.

### **Qualifications and Desired Characteristics:**

Candidates for this position should have at least ten years of progressive experience in enrollment management, admissions, and/or financial aid. Strong preference will be given to candidates with extensive experience overseeing highly competitive regional and national recruitment strategies. A bachelor's degree is required; an advanced degree is preferred. In addition, candidates must demonstrate the following characteristics, skills, abilities and understanding:

- Deep respect for individuality and diversity in an environment of creativity and innovation;
- Commitment to a collaborative approach and ability to foster partnerships across campus, especially in an effort to maximize strategy of youth and pre-college options;
- Outstanding interpersonal, public speaking and writing skills;
- Ability to creatively restructure in order to utilize the skills, strengths and talents of staff;
- Willingness to work hard, learn, listen well and build relationships in order to effectively implement change;
- Well-organized with attention to detail;
- Ability to build, execute and evaluate a social media strategy; and
- Problem solver who can provide unique solutions to challenges.

### **Purchase College: Think Wide Open**

For the approximately 4,200 undergraduate and graduate students, Purchase College's theme of "Think Wide Open" permeates every element of the student experience. From professional arts programs to broad liberal arts and sciences program, Purchase attracts students from around the world seeking to develop their talents, expand their minds and prepare for a life of social consciousness and personal achievement. Students with multiple interests and talents choose rigorous academic programs in traditional and unique majors in the humanities and film & media studies, as well as in the natural and social sciences. Each undergraduate completes a year-long senior project that showcases their talents, thinking and ability in a masterwork they create and through which they are closely guided by faculty mentors and advisors.

Diverse, eclectic and expressive, Purchase students participate in learning which extends beyond the classroom to internships, projects, and active residence halls life and living/learning communities (65% of the students live on campus). NCAA Division III athletic programs add another special layer to the life at Purchase. Students immerse themselves in the culture that is in constant movement through daily activities at the STOOD (Student Center), some of which are programmed and others that organically arise.

Eighty percent of the students are New York state residents on average while the remaining twenty percent come from 42 states and 29 countries. Sixty six percent of students receive financial aid on average with the average award for new and continuing students at \$10,456. Among the most recent class of 1,100 new students, two thirds are first year students and one third transferred to Purchase.

By academic area of study, 4% of the students at Purchase College are undeclared, 43% are part of the School of Liberal Arts and Sciences, 12% are enrolled in the School of Liberal Studies and Continuing Education, and 41% are part of the School of the Arts. The population of students enrolling in each program varies greatly demographically, necessitating a multivariate recruitment strategy to maximize the offerings of the College along with increasing retention and graduation rates for students.

Purchase College is at the intersection of urban geometry and sprawling pastoral landscape, on a 550-acre campus in Westchester County, New York. The college is located 35 miles north of New York City, within easy driving distance and accessible by train. Purchase is also two hours from Philadelphia, three hours from Boston and under five hours from Washington, DC.

The new Dean will join the college at an exciting time. A new building known as the Center for Media, Film and Theater is under construction with an anticipated completion date of fall of 2018; a new residential hall is in the planning stages for the fall of 2018; robust efforts from a new Student Success Team shows promising progress toward enhanced persistence among students; and a new campus-wide website has been rolled out in the spring of 2017. Additionally, the Excelsior Scholarship program offers unique opportunities for shaping the recruitment efforts for the entire campus. For more information on Purchase College, see [www.purchase.edu](http://www.purchase.edu)

### **SUNY system:**

With 64 campuses and over 7,000 academic programs, the State University of New York (SUNY) offers programs at the associate, bachelor's, master's, doctoral and certificate levels in subjects from accounting to zoology.

As a member of the SUNY system, Purchase College enrollment professionals receive support provided to the campuses through the Chancellor's completion agenda, formal and informal connection with the superb network of colleagues across the system, access to professional development opportunities through SUNY for themselves and staff members, and a commitment to access, quality, and affordability.

Learn more about SUNY at <http://www.suny.edu/>

**To Apply:** Napier Executive Search is assisting Purchase College in their search for Dean of Enrollment Management. For more information, or to nominate someone for this position, 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 conversations will remain confidential unless otherwise stated and agreed.

Interested candidates should submit a résumé along with a letter of interest describing his/her unique qualifications for this position. Candidates should also provide the names and contact information of at least three professional references. For confidentiality, references will not be contacted without permission. All application materials should be submitted electronically to [Purchase@napiersearch.com](mailto:Purchase@napiersearch.com) by July 15. Materials will be reviewed as they are received. The preferred start date is Fall 2017.

#### *Nondiscrimination Policy*

*Purchase College is committed to fostering a diverse community of outstanding faculty, staff and students, as well as ensuring equal educational opportunity, employment, and access to service, programs, and activities, without regard to an individual's race, color, national origin, religion, creed, age, disability, sex, gender identity, sexual orientation, familial status, pregnancy, predisposing genetic characteristics, military status, domestic violence victim status, or criminal conviction. Employees, students, applicants, or other members of the Purchase community (including vendors, visitors, and guests) may not be subjected to harassment that is prohibited by law or treated adversely or retaliated against based upon a protected characteristic.*

*To view the entire policy, please visit the following website:*

<https://www.purchase.edu/offices/affirmative-action/index.php>

*Women and minorities are encouraged to apply. Purchase College is an AA/EEO employer. The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act, or Clery Act, mandates that all Title IV institutions, without exception, prepare, publish and distribute an Annual Security Report. This report consists of two basic parts: disclosure of the University's crime statistics for the past three years; and the availability regarding the University's current campus security policies. Purchase College's Annual Security Report is available at <https://www.purchase.edu/offices/nysup/logs-and-records/the-jeanne-clery-disclosure-of-campus-security-policy/>*

*Please note that Purchase College is a tobacco free campus. We appreciate all community members and employees abiding by our tobacco free request.*

